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| **VISION** | **To foster the enjoyment of Archery at all levels** | | | |
| **MISSION** | **Archery WA will develop and promote quality opportunities to members to participate and contribute towards the growth and modernisation of the sport throughout the state.** | | | |
| **VALUES** | **Governance, Excellence, Participation, Sustainability** | | | |
| **Pillars of Archery** | **Participation and Development** | **Sustainability** | **Growth to High Performance** | **Organisational Excellence** |
| **Key Strategies** | * To grow participation of archery state wide. * Archery will be an inclusive sport. * Increase opportunities for all levels to participate | * Maintain and support current members. * Promote strong club communities | * Provide opportunities for our members to reach their performance potential * Provide support to WA athletes to achieve their goals. | * Build a sustainable organisation * Increase revenue within Archery WA * Improve the capacity of Archery WA to govern the sport. |
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| **Key Performance Indicators** | * Implement school programs in WA * Cater for all capabilities as well as increase usage of the Archery Park * Events are conducted for all member ability levels * Develop identified programs to increase membership at all stages * Promote a fresh social culture in our sporting community | * Promote and develop the sport at the grassroots level * Nurture current membership numbers * Grow membership by 10% each year * Provide clubs support with coaching and “Come ‘N’ Try” programs | * Provide elite athletes with high calibre coaching * Develop support structures for High Performance athletes in alliance with Archery Australia * Access funding and sponsorship opportunities * Identify other training required by clubs to promote juniors to High Performance | * Ensure greater financial growth and stability * Build strategic partnerships with government and identified organisations for growth potential * Provide support to develop strong governance qualities within the committee structure * Improve communication to all clubs * Encourage volunteer support across Archery WA and our affiliated clubs |

**ARCHERY WESTERN AUSTRALIA 2018-2020 STRATEGIC INTENT**