

MAKING WAVES

CHANGING THE LIVES OF YOUNG PEOPLE THROUGH ROWING

Strategic Plan

2020 - 2024



Vision

Changing the lives of young people through rowing

Mission

We empower young people to take opportunities to develop the skills to succeed in life

Goals

- *Improve participants' physical, social and mental wellbeing*
- *Develop a strong sense of self determination and personal achievement*
- *Develop crucial life skills to support success now and in the future*
- *Create future education and employment opportunities*

Values

Respect: *we treat everyone with dignity and show a high regard for others*

Inclusive: *everyone is welcomed, accepted and valued for who they are*

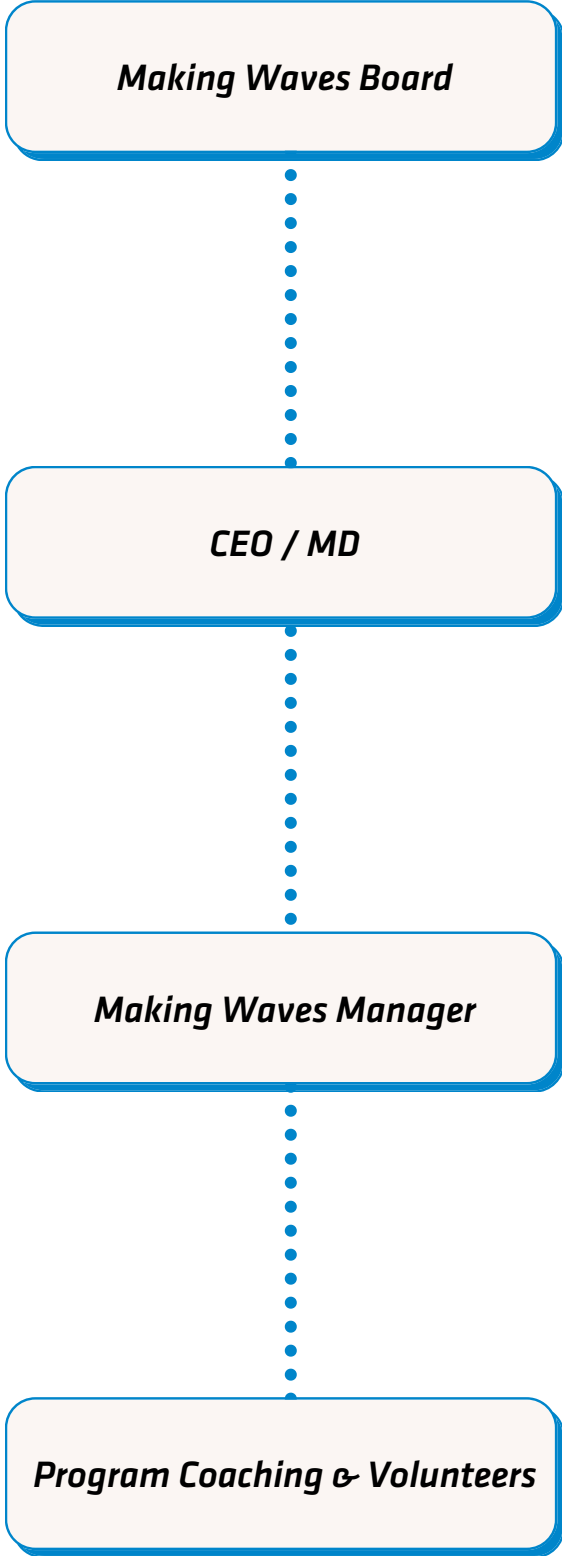
Courage: *we challenge ourselves and each other in our pursuit to grow and develop*

Ambition: *we are motivated, determined and embrace new opportunities*





Governance Structure





Pillars

Youth Health & Wellbeing

Improved physical, social and mental wellbeing for local youth through the delivery of an integrated physical activity and personal growth program

Program Sustainability

Provide a legacy by creating a sustainable resourcing structure ensuring the long-term delivery and embedding of the program in Western Australia

Vocational Training & Further Education

Establish strategic partnerships that support the delivery of tangible opportunities related to higher education and/or vocational outcomes

Community Engagement

Maximise the outcomes and impact of the program through strong and sustained community partnerships



Youth Health & Wellbeing

Objective: *Improved physical, social and mental wellbeing for local youth through the delivery of an integrated physical activity and personal growth program*

- Strategies:**
- *Develop and implement an integrated model of delivery that focuses on the development of life skills through fun and challenging physical activity*
 - *Work collaboratively with local secondary education providers and community groups, to overcome barriers and ensure program delivery targets disadvantaged youth and those from low-income families*
 - *Provide multiple program options which provide flexibility and accessibility to target user groups*
 - *Evaluate program effectiveness through qualitative and quantitative data collection and use data to inform/optimize structure and delivery*



Program Sustainability

Objective: *Provide a legacy by creating a sustainable resourcing structure ensuring the long-term delivery and embedding of the program in Western Australia*

- Strategies:**
- *Develop partnerships with targeted philanthropic foundations and sponsors with aligned objectives*
 - *Secure long-term funding support through key corporate partners*
 - *Engage proactively with Department of Education to develop and implement long term sustainability strategies*
 - *Ensure strong and influential support/advocacy and access funding opportunities through the development of key relationships with local, state and federal government representatives*
 - *Systematically capture both qualitative and quantitative data on program outcomes to demonstrate social impact*

Vocational Training & Further Education

Objective: *Establish strategic partnerships that support the delivery of tangible opportunities related to higher education and/or vocational outcomes*

- Strategies:**
- *Identify key higher education and/or vocational training providers and establish collaborative partnerships that provide opportunities for targeted participants*
 - *Work collaboratively with program partners and stakeholders to establish an vocational internship program for eligible participants*
 - *Facilitate the provision of tertiary pathway linkages for schools involved in the Making Waves program*
 - *Employ motivated and engaging coaches who are highly effective as participant role models and mentors*





Community Engagement

Objective: *Maximise the outcomes and impact of program through strong and sustained community partnerships*

- Strategies:**
- *Raise awareness of the program within the local community through engagement with both local government and community based organisations*
 - *Work collaboratively with local community networks to help assist in the delivery of program outcomes and social impact*
 - *Continue to build strong relationships with secondary education providers and help facilitate their long-term engagement with the program*
 - *Establish employment and volunteer opportunities for members of the local community*

Enabling Strategies

- *Set clear KPIs that support delivery of optimized program outcomes*
- *Recruit, retain and value “good people” to optimize program delivery and outcomes*





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