

Strategy FOR SPORT AT UWA 2020-25

A COMMITMENT TO PARTICIPATION,
PERFORMANCE AND INCLUSION.



At The University of Western Australia, sport plays a central role in the lives of students; encouraging new friendships, skills and healthy campus culture.

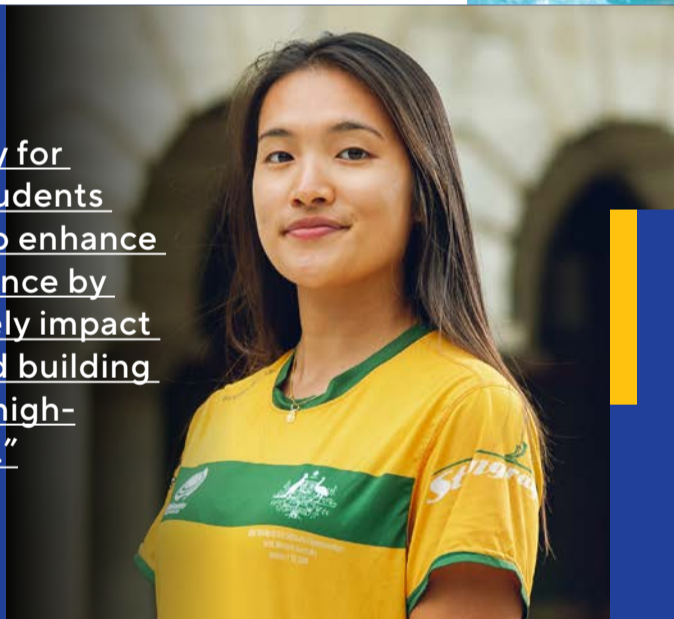
Equal to this is the opportunities UWA Sport provides to the wider university, its sports clubs, and the community through programs, services and facilities.



“The 2020-25 Strategy for Sport at UWA puts students first. Our purpose is to enhance the university experience by continuing to positively impact student wellbeing and building a happy, healthy and high-achieving community.”

MAX QUA

Sports Council President
and Student Athlete



“We are continuing our journey to be regarded as the leading university in Australia for participation, performance and inclusion in sport.”

IAN FITZPATRICK
General Manager - UWA Sport

THE NEXT FIVE YEARS WILL BE GUIDED BY FIVE STRATEGIC FOCUS AREAS



PARTICIPATION



PERFORMANCE



INCLUSION



PEOPLE
AND CULTURE



BEYOND
SPORT

UNDERLYING ALL OF THIS IS OUR VISION; to be regarded as the leading university in Australia for participation, performance and inclusion in sport, **AND OUR PURPOSE;** an asset of UWA that positively influences student recruitment, the student experience, graduate outcomes, and extends UWA's reach and impact across its community.

Pillars

PARTICIPATION

Grow participation of students, staff and community members

- 1.1 Existence of a broad suite of services and experiences, with a priority on student-centric programming.
- 1.2 Invigorate UWA campuses through the use of sport, recreation and active lifestyle initiatives.
- 1.3 Develop a culture that values participation off the field as much as on it.

PERFORMANCE

Build a reputation that attracts talent to UWA and encourages progression across all levels of competition

- 2.1 Create opportunities that position UWA as the destination of choice for talented student-athletes, coaches and officials.
- 2.2 Provide a professional and supportive environment in which competitive sport thrives.
- 2.3 Drive Team UWA to its full potential for athletes, researchers and fans.

INCLUSION

Reflect the diversity of the community in which we operate

- 3.1 Expand existing and develop new programs that enable participation of those from underrepresented and diverse cultural backgrounds.
- 3.2 Embed Indigenous knowledge and culture through sport.
- 3.3 Leverage UWA's academic resources to extend its contribution to the broader sport and recreation industry.

PEOPLE AND CULTURE

Expand our support, recognition and impact of the people supporting sport at UWA

- 4.1 Invest in the workforce and resources of sport at UWA.
- 4.2 Invest into volunteering, coaching, officiating and administration development across all tiers of sport at UWA.
- 4.3 Form robust sport industry connections that drive mentoring, employability and other student experience outcomes.

BEYOND SPORT

Perform as well off the field of play as we do on it

- 5.1 Operate in a well-planned, financially-strong and digitally-driven environment.
- 5.2 Stimulate excellence in sports venues and infrastructure.
- 5.3 Raise the profile and influence of sport at all levels of UWA.



We would like to thank our students, staff, sports clubs and the broader sporting community for contributing to the 2020-2025 Strategy for Sport at UWA - your insights and ideas have proved invaluable. This plan enables UWA Sport to focus on delivering more value for our students and the university.

CHRISTOPHER MASSEY
Director of Student Life, UWA

Our VALUES



EXCELLENCE

We consistently pursue the highest levels of achievement, creating the best outcomes possible.



INTEGRITY

We are honest and ethical and show respect for, and appreciate, each other, our partners and our communities - valuing our differences.



INNOVATION

We are constantly, and creatively, improving and adapting.



COLLABORATION

We share our collective intelligence to achieve more.



EQUITY

We are committed to providing everyone at UWA equality of opportunity, experience and outcome.



INDIGENOUS COMMITMENT

The University of Western Australia acknowledges that its campus is situated on Noongar land, and that Noongar people remain the spiritual and cultural custodians of their land, and continue to practise their values, languages, beliefs and knowledge.