



STRATEGIC PLAN 2022 - 2025



Supporting the aquatic recreation industry



About Us

LIWA AQUATICS HAS AN EXTENSIVE HISTORY PROVIDING SUPPORT AND ADVOCACY FOR THE AQUATIC RECREATION INDUSTRY SINCE 1969.

LIWA Aquatics is an incorporated not for profit peak body that represents the best interests of the aquatic recreation industry and its members in Western Australia.

LIWA Aquatics currently has approximately 700 members with the majority being aquatic managers, supervisors or pool lifeguards within local government, state government or private management companies.

This strategic plan guides the organisation's focus for the next three years and identifies our vision, purpose, goals, values and actions which will ensure LIWA Aquatics remains viable and responsive to member and industry needs.

The Leisure Institute of Western Australia (Aquatics) Inc acknowledges the traditional lands of the Whadjuk Noongar people. We pay our respect to their Elders, past, present and emerging and we recognise their strength and resilience.

Letter from the President

With an extensive history over 52 years LIWA Aquatics has been providing opportunities for its members and the organisations who own and manage community aquatic centres, so to assist in providing safe and well managed community facilities.

Our membership of over 700 qualified commercial pool operators are predominantly the Aquatic Centre Managers, Supervisors and Lifeguards managing the 130+ Aquatic Centres throughout the State.

With the increasing needs of community to have safe aquatic environments for supporting healthy lifestyles, providers for local employment and places where social connections can be maintained. The industry continues to be a key provider for aquatic health and fitness programs and destinations for local diverse communities to come together while enjoying our predominately warm and sunny weather.

LIWA Aquatic is proud to release a new Strategic Plan 2022 to 2025 to provide our organisation, our members and industry partners with clear direction on the strategies we are undertaking to build and progress specific delivery in the Aquatic Industry, in key pillars of; advocacy, professional development, recognition and in improving communication and support for the people who make our industry thrive.

The successes in the previous plan have included improving our Governance Practices as guided by the Department of Local Government, Sport and Cultured Industries. Implementing succession planning with key role changes in President and Executive Officer. Maintaining our financial sustainability through funding and establishing a capital reserve to implement this new plan.



Nick Wilkinson

President LIWA Aquatics



OUR PURPOSE

To support the aquatic recreation industry.

OUR VISION

To advocate for the betterment of the aquatic recreation industry and to promote more and diverse innovative opportunities for professional development.

OUR FOCUS

The strategic planning process is about developing tangible, achievable priorities as a road map for LIWA Aquatics over the next three years. Throughout the strategic planning process four focus pillars emerged:

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ADVOCACY

To advocate for the betterment of the industry



PROFESSIONAL DEVELOPMENT

To increase opportunities for professional development



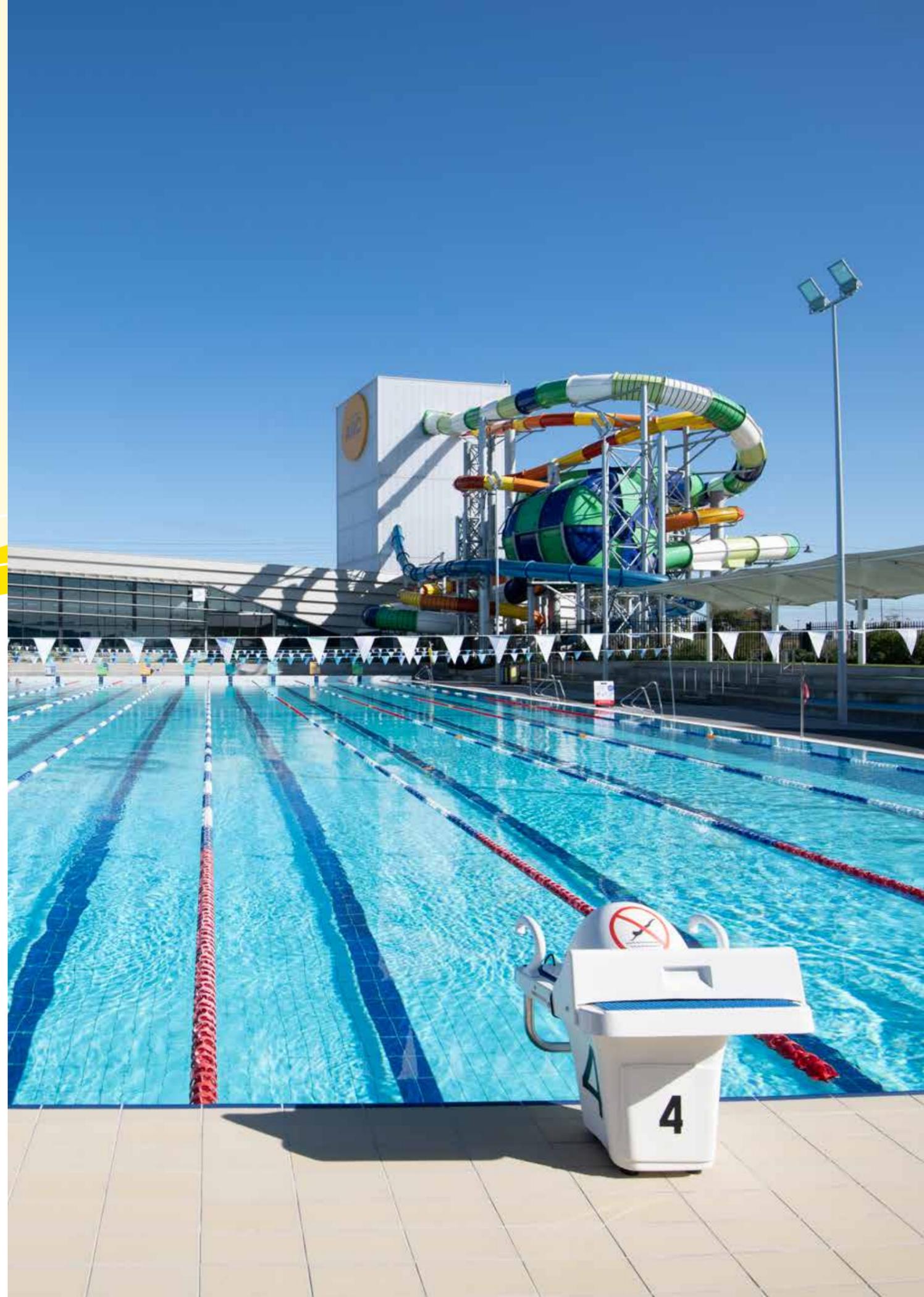
RECOGNITION

To recognise best practice



COMMUNICATION & SUPPORT

To provide up to date information & support



Strategic Pillar One
ADVOCACY



Objective

To advocate for the betterment of the industry.

Key activities

- 1.1 Collaborate with industry key stakeholders to guide industry standards & guidelines
- 1.2 To promote the Watch Around Water program across Australia.
- 1.3 Working in partnership with state peak bodies and national aquatic safety committee to formulate best practice
- 1.4 Engage with industry key stakeholders to promote safe venues and programs
- 1.5 Partner with Key Industry Stakeholders to improve and increase awareness of sustainability
- 1.6 Promoting innovative design, development and management of aquatic recreation facilities

Strategic Pillar Two
PROFESSIONAL DEVELOPMENT



Objective

To increase opportunities for professional development.

Key activities

- 2.1 Deliver an Annual State Conference
- 2.2 Deliver Regional seminars
- 2.3 Implement new webinars & workshop and other PD opportunities
- 2.4 Providing Pathways to accreditation
- 2.5 Develop and implement a mentoring program
- 2.6 Providing online resources





Objective

To recognise best practice.

Key activities

- 3.1 Issuing Aquatic Technical Operator Accreditation
- 3.2 Conduct Industry Sector Awards for individuals, facilities, Government/organisations, service, honours, life membership
- 3.3 Working in partnership with state peak bodies and national aquatic safety committee to formulate best practice



Objective

To provide up to date information & support.

Key activities

- 4.1 Develop and implement various communication to members & key stakeholders
- 4.2 Support and promote industry benchmarking
- 4.3 Providing avenues for industry advice
- 4.4 Improve Industry Feedback mechanisms



130 PUBLIC AQUATIC CENTRES

10M+ VISITS RECORDED EACH YEAR

3,972 PEOPLE EMPLOYED

\$80M+ DIRECT ECONOMIC CONTRIBUTION

1,262ML WATER CONSUMPTION EACH YEAR

Region	Number of pools	Total visits per region	Average visits per person	Economic benefit
Goldfields	8	277,456	5.32	\$7.3M
Great Southern	5	306,767	4.91	\$8.1M
Kimberley	8	141,043	3.99	\$3.7M
Mid West	14	403,108	6.48	\$10.6M
Pilbara	13	358,405	5.94	\$9.4M
South West	11	756,322	4.20	\$20M
Wheatbelt	37	299,398	3.98	\$7.9M
Metropolitan Perth	32	7,780,174	3.43	\$228M





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Partners



ROYAL LIFE SAVING
WESTERN AUSTRALIA



Department of
Local Government, Sport
and Cultural Industries

