

Australian Womensport & Recreation Association - Strategy on a page 2015-2018

Our Organisation

AWRA is a national organisation advocating for women and girls in sport.

AWRA prides itself on being at the forefront of the sports industry influencing and mitigating positive change for women and girls in sport.

AWRA also has a focus on recreation, particularly in ensuring suitable facilities for female sport and recreation at both the elite and grass roots level.

AWRA strives to be the 'national voice' and to raise awareness of female athletes through its capacity as a media watchdog and commentator on women's sport.

AWRA's role includes informing, mentoring and educating women and girls at all levels of sport including; coaching, administrative and officials' roles.

AWRA is supported by an extensive repository of information and network of stakeholders.

Our Vision - Women playing and leading in sport

Our Mission - To influence and lead positive change in the Australian Sporting industry, promote culture through advocacy, and the promotion and development of women and girls in sport.

Our Values

- **Fairness** - to identify and 'shine the light' on inequality and seek equal representation in sport
- **Inclusion** – to promote greater diversity within sport
- **Achieve** - to be a vocal advocate and champion success stories of women and girls in sport
- **Healthy** – to support a healthy and safe community lifestyle through sport
- **Unity** – to promote and lead a united direction through fostering and engaging with all stakeholders

Our Goals

- **Equal pay, workplace conditions and career progression;**
- **Equal access to competition and training facilities, sports medicine and administration;**
- **Equal media time, space, treatment and status;**
- **Equal access to and facilitation of leadership and mentoring opportunities to improve confidence and skills.**

Our Strategic Priorities

Communications: Media, Social Media, Marketing, Advertising, Web and Branding

Management: Governance, Revenue & Fundraising, Audit & Risk, Volunteers/Ambassadors & Patrons, Technology and Business Planning

Commercial & Business Development: Mentoring, Leadership, Education & Training, Membership, Sponsorship and Grants

Advocacy: Government relationships- Local, State & Federal, Corporate sector relationships, National Sports Organisations relationships, Research & Best Practice, Political Policy & Platforms and New partnerships