

3 year strategic plan: 2021 – 2024

Our Vision:

Tagsoft sports (Gelsoft and Airsoft) are embraced by the Western Australian Government and the wider community

Our Mission:

To lead the growth, sustainability and success of Tagsoft sports in Western Australia

What are we doing?

Strategic Pillars

Advocate

Represent Tagsoft sports

Promote

Raise the profile of Tagsoft sports in WA

Strengthen

Safe and sustainable sport development

Evolve

Peak body responsible for Tagsoft sports in WA

How are we doing it?

Initiatives

- Regularly engage with government, political and industry leaders
- Safeguard the sport of Gelsoft
- Regulate and enable the sport of Airsoft
- Ensure a positive public image
- Increase outreach
- Increase the number of players, clubs and venues
- Ensure industry and community education
- Effective and efficient whole of sport administration
- Construct a compelling, annual, whole of sport event structure
- Ensure whole of sport governance led by best practice
- Secure State Sporting Association registration

Our foundations

One Industry

People & Culture

Governance

Systems & Processes

Our values

Safety

Integrity

Inclusion

Excellence

Collaboration



Operational Plan

Initiative		Objectives
Advocate	Regularly engage with government, political and industry leaders	A.1 Develop joint safety campaign / guidelines regarding safe use and ownership of Gel Blasters with WA Police
		A.2 Commit retailers to the safe and sustainable development of Tagsoft sports in WA
	Safeguard the sport of Gelsoft	A.3 The regulatory framework in place balances the growth and sustainability of the sport and management of undesirable or reckless behaviours
	Regulate and enable the sport of Airsoft	A.4 Lobby for the sport of Airsoft
Promote	Ensure a positive public image	P.1 Promote the inclusive and competitive nature of Tagsoft sports, its health benefits and safer, cheaper, more environmentally friendlier nature compared to similar sports
		P.2 Promote the industry's core values of safety and legal compliance
	Increase outreach	P.3 Pursue and maximise media opportunities
		P.4 Diversify engagement pathways, primarily outside social media and the existent player base
Strengthen	Increase the number of players, clubs and venues	S.1 Assist with the incorporation and management of local clubs and their affiliation to WAAGBC
		S.2 Assist with the creation of new venues and their management
		S.3 Secure and develop a Tagsoft sports venue in Perth Metro area managed by the Club
	Ensure industry and community education	S.4 Expand the "My Blaster, My Responsibility" safety campaign to the entire WA sports community, retailers and venues
		S.5 Develop a practitioner induction regarding safe use of Tagsoft sports equipment
		S.6 Develop and distribute community education material
	Effective and efficient whole of sport administration	S.7 Establish and implement rules for all sport disciplines
		S.8 Establish venue safety standards and certify conforming venues
Evolve	Construct a compelling, annual, whole of sport event structure	E.1 Organise and host the WA chapter of the Australian Gel Blaster League
		E.2 Promote the discipline of Speedsoft and partner with Speedsoft Australia
		E.3 Develop format and organise championship appealing to the re-enactment type practitioner
		E.4 Develop format and organise practical shooting championship
	Ensure whole of sport governance led by best practice	E.5 Establish governance framework based on SPORTAUS Sport Governance Standards as an association of clubs and WA industry peak body
	Secure State Sporting Association registration	E.6 Secure and maintain State Sporting Association registration

