



WAIR Mission Statement

Our Vision

To foster a passionate and inclusive ice racing community that promotes the sport, welcomes all participants, and upholds the highest standards of conduct and safety.

With a strong commitment to excellence, integrity, and inclusivity, we strive to create an environment where enjoyment, respect, and safety are fundamental for everyone involved.

Act with INTEGRITY on and off the ice ❄️ | Strive for EXCELLENCE in every race 🏁 | Demonstrate LEADERSHIP through action and example 🏆 | Be INCLUSIVE and build a welcoming community 🤝 | Show RESPECT to competitors, officials, and the sport 🏒 | Inspire PASSION for ice racing across Western Australia 💧

Our Mission

Aligned with the vision of Australian Ice Racing, we aim to elevate ice racing as a leading winter sport in Australia, inspiring wider community engagement through fun, thrilling, and challenging events. Through collaboration, dedication, and a positive sporting culture, we work to grow the sport, foster sportsmanship, and ignite a lifelong passion for ice racing across Western Australia and beyond

Our Values

Inclusiveness ❄️ | Integrity ❄️ | Excellence ❄️ | Respect ❄️

Our Strategic Priorities are aligned with the FOUR priorities identified by Australian Ice Racing:

Participation

- Establish frameworks to provide clear and objective pathways for athletes, coaches and officials
- Implement recruitment and retention strategies for participants, coaches, officials and volunteers
- Enhanced competitive opportunities & positive experiences for athletes of all backgrounds
- Provide a safe environment for skaters, coaches & officials
- Improve presence within the community

Profile (Performance Based)

- Establish Strategic Partnerships to support the achievement of WAIR's strategic goals and ensure long-term sustainability
- Elevate Our Profile through strong representation and performance in key competitions
- Host High-Calibre Events including development camps
- Deliver inclusive, high-quality State & Club Competitions that foster competitive excellence and provide a clear pathway to national representation

Culture (Inclusive and Transparent)

- Build an inclusive and positive culture at all levels
- Ensure the sport operates with integrity and accountability through good governance
- Develop effective strategic and operational plans
- Foster a collaborative approach with Australian Ice Racing

Communications (Clear and Meaningful)

- Create and maintain an integrated communications strategy
- Develop innovative, digital methods to reduce effort and improve clarity
- Develop a marketing strategy for programs and events
- Collaborate with key stakeholders to create alignment across the sport

Our Enablers

Investing in and Developing Our PEOPLE – from skaters to coaches, officials, and volunteers 🏠 | Collaborating with PARTNERS and stakeholders to grow ice racing across WA 🤝 | Delivering QUALITY PROGRAMS and MEMORABLE EVENTS that showcase our sport at every level 🏁

Our 3 Year Objectives: Supporting Strategic Priorities