

STRATEGIC PLAN

2020-2022



> OUR VISION

Get Waikato swimming!

> OUR PURPOSE

We exist to **inspire** participation, to **progress** competitive excellence and to **deliver** leadership for all in our swimming community.

> OUR KEY PRIORITIES

- 1 To significantly grow** the number of people of all ages and abilities participating in swimming.
- 2 To create** an environment that enables our athletes to fulfill their full **athletic potential**.
- 3 To work collaboratively** with our valued membership, volunteers and key stakeholders, to achieve the advancement and expansion of swimming in the Waikato.
- 4 To be** an organisation that continues to be **at the cutting edge of swimming development** and that leads always with commitment, integrity and accountability.

PARTICIPATION



Grow

awareness of the multiple benefits of swimming



Support

increased access to aquatic facilities for all



Build

relationships with key stakeholders to support increased participation



Deliver

a targeted aquatic programme, supporting general participation



Encourage

clubs to champion participation swimming within their programmes

PERFORMANCE



Develop

performance based knowledge for athletes, teachers and coaches



Provide

key support services for identified swimmers



Offer

scholarship opportunities for identified swimmers



Target

international competitive exposure



Ensure

the competition model supports the Performance Pathway



Review

and evolution of the Regional Squad programmes

COMMUNITY

Improve the profile of aquatics

in the Waikato



Encourage opportunities for clubs

to share and learn from each other



Support our large family of volunteers



Work closely with our key stakeholders

to deliver on collective objectives



Increase membership engagement



FINANCE & LEADERSHIP

Growing our family of funders who share our vision for swimming in our region.

Continuing to be fiscally responsible and transparent.

Delivering best practice on behalf of our membership.