

Strategic Plan 2022-24



OUR VISION Everyone Can Swim!

OUR PURPOSE

We exist to inspire participation, to progress competitive excellence, and to advance water-safety education

OUR KEY PRIORITIES

- 1 Participation Excellence**
To significantly grow the number of people of all ages, abilities and backgrounds participating in swimming and water safety, at all levels.
- 2 Competitive Excellence**
To drive an efficient, well supported and aligned athlete pathway, that promotes, encourages and fosters excellence at all levels
- 3 Partnership Excellence**
To foster strong working partnerships with key stakeholders, partners, and funders to support the delivery of our collective swimming objectives
- 4 Organisational Excellence**
To provide strategic governance that promotes the growth of swimming and water safety, and in which values our staff, volunteers, members and partners.

Participation Excellence



Grow
awareness of the multiple benefits of swimming



Support
increased access to aquatic facilities for all



Deliver
improved access to and quality of water safety education



Ensure
increased awareness of the importance of water safety for all ages and abilities

Competitive Excellence



Develop
competitive performance based knowledge for athletes, coaches, parents and clubs



Support
targeted international racing exposure for identified athletes



Provide
increased support services to aid the development and wellbeing of identified athletes



Review
and evolve our athlete pathway model, ensuring it continues to provide age and stage appropriate support

Partnership Excellence

Improve the profile of aquatics
in our region



Encourage opportunities for clubs
to share and learn from each other



Support our large family of volunteers
whose support keep our sport alive



Work closely with our key stakeholders
to deliver on collective objectives



Increase membership engagement
to keep our community connected



Organisational Excellence

Grow our family of funders and supporters
who share our vision

Continue to be fiscally responsible and transparent

Deliver best practice
on behalf of our membership

Provide organisational support
for our clubs to operate as healthy & successful businesses

Continue to provide a safe environment
for participants of all ages & backgrounds