

Our Vision

To inspire and support adults to swim for life

Profile

Key Objective

Enhance the profile of MSWA to grow the number and diversity of adults enjoying swimming by appealing to a wider audience

Focus Areas

Create an inspiring, fresh and contemporary communications strategy and branding
 Improve our social media presence and use of technology in promoting the brand
 Create a clear value proposition for our clubs, members and other stakeholders
 Develop new ways of talking about swimming to increase the visibility and relevance of swimming to everyone
 Create clear opportunities for adult swimmers in all regions of all abilities and backgrounds to take part in swimming

Outcomes

Membership growth to 2000 by the end of 2022
 Increased membership in younger demographic and minority groups
 Increase the number of clubs to 35 in 2022 including a presence in major regional areas.
 Host strongly supported, financially sustainable events

People

Key Objective

Deliver a range of high quality programmes to support and motivate our clubs, members, volunteers and workforce

Focus Areas

Implement innovative programmes that enhance the experience and satisfaction of our members and volunteers
 Ensure we have an appropriately skilled and diverse staff and Board
 Provide pathways for ongoing high quality, flexible and accessible training to the Board, staff, coaches, TOs and other volunteers
 Identify and nurture suitable volunteers for higher profile roles within the organisation
 Celebrate the achievements of all people within the organisations

Outcomes

A strong, empowered and motivated workforce
 A high functioning Board
 Increased numbers of Club Coaches and TOs
 Increased numbers of volunteers
 Strong succession plan in place

Our Mission

To facilitate a sustainable network of clubs that encourage and support adults, regardless of ability, to swim regularly to improve their general wellbeing.

Partnerships

Key Objective

Collaborate in new and innovative mutually beneficial relationships with other organisations to encourage more adults to swim

Focus Areas

Strengthen partnerships with key partners (DLGSCI, Healthway, MSA)
 Foster collaborative relationships within the aquatic sports bodies to develop all aquatic sports and share resource
 Build partnerships with State and Local Government including Health & Education
 Strengthen relationships with facilities providers including Venueswest & LIWA
 Build relationships with further education institutions and corporates, particularly mining companies to identify and promote the health benefits of swimming

Outcomes

Increased sponsorship opportunities with corporate bodies
 Joint venture opportunities with other aquatic sports and facilities
 Increased reach for servicing clubs and members through collaborative opportunities
 Stronger health message promotional opportunities

Performance

Key Objective

Strengthen our organisational sustainability for the future

Focus Areas

Foster our network of clubs through a strong support framework to help them create long-term sustainability
 Better use of technology to improve communication and efficiencies in process
 Create new and innovative revenue streams to ensure ongoing financial sustainability
 Create strong governance structures within the organisation as expected from an SSA
 Develop an environmental and sustainability positioning

Outcomes

Well supported Clubs who have the tools and support to grow and develop their membership base
 Increased revenue and diversification of revenue streams
 Improved performance through reduction of administrative burden
 Long-term sustainability of the organisation
 Develop an environmental policy and create partnerships with organisations to encourage environmental awareness and sustainability initiatives

Strategic Enablers

Good Governance through:

- Strong policy framework
- Impeccable Board behaviour
- Transparency in everything we do
- Regular evaluation of Board performance
- Succession planning

Guiding Principles & Values

- **Integrity** - we act with honesty in everything we do and build trust with our members and stakeholders
- **Collaboration** - we build positive relationships and work in partnership with our members and stakeholders
- **Respect** - we value the contributions of everyone and show due regard for our Board, staff, members and stakeholders
- **Community** - an inclusive environment that welcomes and encourages all levels of engagement
- **Fun** - we make swimming as enjoyable as possible for everyone involved