



STRATEGIC PLAN 2023-2026

We are the peak body for Adult Swimming in Western Australia

Vision:

To inspire and support adults to swim for life

Mission:

To facilitate a lifelong, inclusive and sustainable commitment to swimming for all West Australians

PROFILE

Key Objective:

To raise the profile of Masters Swimming WA and to reach a wider audience to become the leading adult swim organisation.

Focus Areas:

- Clear value proposition
- Use and embrace technology to promote Masters Swimming
- Promotion of 'Swim for Life' and respond to current trends
- Consistent, recognisable branding as the leading adult swim organisation
- Raise the profile of Masters Swimming in the community and at grass roots
- Develop new and compelling avenues to raise our profile

Outcomes & Objectives:

- Grow membership and participation
- Increase membership in diverse areas
- Accessible information for the community
- Greater reach in fee for service activities, in particular non-member activities

PEOPLE

Key Objective:

Support and motivate our community.

Focus Areas:

- Provide relevant training opportunities
- Value our People
- Seek feedback for continuous improvement
- Build an organisation for the future
- Provide a diverse and inclusive environment which is positive, facilitating improvement to health and well being
- Encourage the WA community to participate regardless of ability
- Create opportunities for participation

Outcomes & Objectives:

- Increase the number of Technical Officials
- Ongoing development and mentoring of coaches
- Celebrate and recognise our people
- Action & respond to feedback
- Organisation sustainability and capacity building

PARTNERSHIPS

Key Objective:

Seek and collaborate with new, innovative and mutually beneficial relationships.

Focus Areas:

- Strong partnerships with key stakeholders
- Advocate to partners our ethos of Swim for Life
- Investigate revenue opportunities and funding diversification
- Develop relationships with other aquatic sports and facility providers

Outcomes & Objectives:

- Diversified revenue streams
- Continued collaboration with Swimming WA and cross promotion
- Advocacy on behalf of clubs to local government, facility providers and regional DLGSC offices
- Establish a relationship with surf clubs and extend community reach

PERFORMANCE

Key Objective:

Strengthen our organisational and environmental sustainability.

Focus Areas:

- Act with regard to the environment, our economy and society
- Functioning committees to deliver support and services
- Foster our network of clubs to create long term sustainability
- Create strong governance structures
- Strive for continual improvement

Outcomes & Objectives:

- Implement and practice our environmental policy
- Form committees appropriate to key business areas
- Enhance data collection, analysis and utilisation to support evidence based decision making
- Offering a welcoming environment
- Annual review of governance documents, policies and procedures to ensure effectiveness and fit for purpose

OUR VALUES:

INTEGRITY

We act with honesty and fairness 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 contribution of everyone and show due regard for our Board, staff, members and stakeholders

INCLUSION

We encourage an inclusive community environment that welcomes and inspires all people

FUN

We make swimming enjoyable and social