

Swimming Auckland Strategic Plan 2009 – 2012

VISION

To develop, promote, govern and lead the sport of swimming in the Auckland region.

PURPOSE

A sustainable first class swimming environment.

VALUES

- High quality performance
- Swimming community focus
- Fun and enjoyment
- Professional standards

GOALS

STRATEGIES

MEASURES

1. Deliver Valued Services:

Provide pathways for swimmers to participate and compete.

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| 1.1 Provide a swimming environment that meets the changing needs of athletes. | 1.1.1 Positive feedback 1.1.2 Increased participants 1.1.3 Selection to national teams |
| 1.2 Develop and package new products to meet needs of clearly defined target markets. | 1.2.1 Number of new products. 1.2.2 Number of new target markets 1.2.3 Number of school links and promotions |
| 1.3 Create swimming events which meet the changing needs of Families. | 1.3.1 Positive feedback 1.3.2 Increased family support 1.3.3 Increased event entries |
| 1.4 Provide training to increase the number of accredited swim Officials. | 1.4.1 Revised systems adopted include best practice 1.4.2 Increased number of trained officials officiating at meets 1.4.3 Defined pathways for officials and examiners 1.4.4 Increased number of accredited club coaches |
| 1.5 Support the continuing improvement of coaches | 1.5.1 Up-to-date database of coaches 1.5.2 Increased number accredited coaches |

2. Maximise our Profile:

Make the sport of swimming more visible and accessible to Aucklanders.

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| 2.1 Host a flagship event/s to create brand awareness. | 2.1.1 Sponsorship secured for flagship event 2.1.2 One flagship event per year |
| 2.2 Develop a marketing and communication plan. | 2.2.1 Marketing and Communications plan adopted |
| 2.3 Build relationships with other aquatic sports. | 2.3.1 Regular forums and communication |
| 2.4 Maintain a comprehensive regional register. | 2.4.1 Information on competitive and non-competitive swimmers 2.4.2 Database developed and maintained up to date |

3. Provide Facilities and Equipment:

Increase the amount of pool space and the quality of facilities available for swimming.

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| 3.1 Advocate to territorial authorities and schools for increased pool space and new facilities. | 3.1.1 Evidence of pro-active advocacy for increased pool space and new pools suitable for training and competition |
| 3.2 Advocate to territorial authorities for lower pool hire fees to increase sustainability. | 3.2.1 Evidence of pro-active Advocacy for pool hire fees |
| 3.3 Advocate for development of two regional aquatic complexes to international competition standard in line with the ARPASS study. | 3.3.1 Evidence of pro-active advocacy for development for (minimum) two regional aquatic complexes |

4. Resource our Organisation:

Provide effective governance and leadership to ensure sustainability of the sport of swimming.

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| 4.1 Develop a sustainable income stream. | 4.1.1 Sustainable income streams achieved |
| 4.2 Utilise the financial model and long-term plan to guide decision-making. | 4.2.1 All activities at least recover costs 4.2.2 Annual Budget achieved |
| 4.3 Develop a plan for stronger more sustainable clubs to meet their present and future needs. | 4.3.1 Plan agreed with clubs 4.3.2 Clubs or clusters of clubs sharing resources 4.3.3 Club capability assessed against agreed criteria 4.3.4 Increased number of clubs with a strategic plan |
| 4.4 Explore formation of a single swimming organisation for the Auckland region. | 4.4.1 Ongoing discussions with key stakeholders 4.4.2 Decision based on exploration process |