

Swimming Auckland Draft Strategic Plan 2008 – 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.

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.
1.3 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 Develop a schools swim programme.	1.4.1 Number of schools 1.4.2 Number of participants
1.5 Provide training to increase the number of accredited swim Officials.	1.5.1 Increased accredited officials. 1.5.2 Increased senior officials (starters and referees) 1.5.3 Increased exam opportunities and examiners 1.5.4 Increased professional development for senior officials
1.6 Support the continuing improvement of coaches	1.6.1 Up-to-date database of coaches 1.6.2 Increased number accredited coaches

2. Maximise our Profile:

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

2.1 Host a flagship event/s to create brand awareness.	2.1.1 One highly visible event per annum.
2.2 Secure sponsorship for flagship and regional events.	2.2.1 Sponsorship meets agreed target
2.3 Develop a marketing and communication plan.	2.3.1 Implementation of plan
2.4 Build relationships with other aquatic sports.	2.4.1 Regular forums and communication 2.4.2 Increased profile from joint venture activities.
2.5 Maintain a comprehensive regional register.	2.5.1 Information on competitive and non-competitive swimmers. 2.5.2 Accuracy of information.

3. Provide Facilities and Equipment:

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

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.

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 Increased club capability assessed by Clubmark tool. 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.