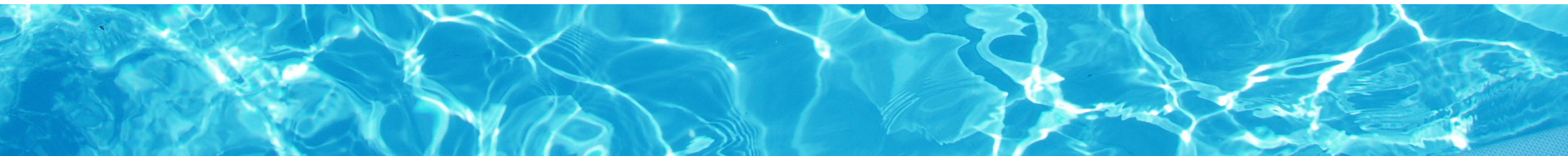




STRATEGIC PLAN

2017 to 2020

Updated January 2017



What

‘Swimming For Life’

Why

It’s about growing a lifelong involvement in swimming in the Waikato region.

How

WE INNOVATE—we’re brave enough to challenge the way swimming has been delivered in the past and make a change.

WE COLLABORATE— like all successful teams, we have a common goal and we’re excited about working together to deliver this.

WE CELEBRATE—we understand that success isn’t just about winning and we celebrate achievement at all levels.

Goals

DEVELOP PERFORMANCE | DEVELOP PARTNERSHIPS | DEVELOP PARTICIPATION

Strategic Goals

Key Strategic Initiatives

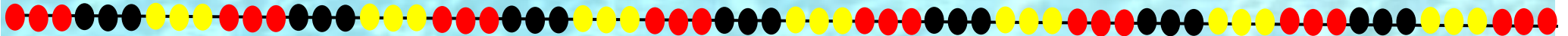


DEVELOP PERFORMANCE Delivery of the Regional Swimming Hub

1. **EXCELLENCE IN EVENTS—**
 - Swimming Waikato events are run to an excellent standard and attract swimmers from neighbouring regions.
2. **COACH EDUCATION—**
 - Establish a robust coach education programme for senior and junior coaches.
3. **COACHING BEST PRACTICE—WORLD CLASS DEVELOPMENT COACHING—**
 - Work with our competitive swimmers and their coaches to establish a programme of long term planning with a view to keeping swimmers in the sport longer.
 - Work with our coaches to ensure coaching programmes are in place which will increase swimmers' FINA points.
4. **JUNIOR DEVELOPMENT PROGRAMME -**
 - Continue the roll-out of the Junior Blackout Programme, including coach development and combined squad trainings for the Junior Development Squad.
 - Continue developing the Tier Two Coaches management of the Junior Development Programme activities.
5. **TAPS SQUAD -**
 - Develop plans for each member of the TAPs squad, utilising athletes support services to ensure wellbeing and career/ education commitments are co-ordinated with their training schedules.
 - Deliver an effective TAPs squad programme, ensuring performance targets are established and the effectiveness of the programme is monitored.
 - Deliver regular combined training sessions for the TAPs squad.
 - Engage our offshore swimmers.
 - Implement a programme of training camps, competitions and testing for identified athletes.
 - Keep statistical records and establish benchmarks for identified athletes.
 - Access age and stage appropriate strength and conditioning.
6. **RESEARCH AND DEVELOPMENT -**
 - Ongoing liaison with WIntec to create and link practical learning opportunities for their students with identified swimming specific projects.
 - Identify and utilise any area of expertise from within our own group of Coaches by encouraging knowledge sharing.
 - Hub Head Coach to continue links with Swimming NZ and offshore contacts to peer review the Waikato Hub programme.
7. **MANAGEMENT -**
 - Support Tier One programmes to ensure senior coaches are able to take leave.
 - Assist the Swimming Waikato Team to communicate programme goals and strategies to the wider swimming community.

Strategic Goals

Key Strategic Initiatives



DEVELOP PARTNERSHIPS

1. **IMPROVED COMMUNICATION WITH CLUBS, SPONSORS, FUNDERS AND OTHER INTERESTED STAKEHOLDERS —**
 - Provide regular, clear communication to all of Swimming Waikato's stakeholders to ensure all parties are up to date with what is going on in the water in the Region.
 - Assist the Swimming Waikato Team to communicate programme goals and strategies to the wider swimming community.
2. **GROW OUR FAMILY OF FUNDING PARTNERS -**
 - Actively engage with current funding partners.
 - Actively seek additional commercial funding partners to reduce the reliance on gaming trusts.

DEVELOP PARTICIPATION

1. **MEMBERSHIP GROWTH -**
 - Monitor statistics to identify industry trends within our membership.
 - Monitor membership statistics to ensure a steady growth in numbers.
2. **PROVIDE AN ENGAGING SWIMMING PATHWAY FOR OUR JUNIOR SWIMMERS -**
 - Implement programmes / initiatives to encourage junior swimmers to stay in the sport.
3. **GROW CLUB CAPABILITY -**
 - Liaise with our 23 clubs to identify and provide the areas of support that are needed the most.
4. **SUPPORT OUR VOLUNTEERS -**
 - Implement a Volunteer Management Plan to better engage our volunteers who are so crucial to the delivery of our sport.
5. **SUPPORT OUR TECHNICAL OFFICIALS -**
 - Ensure Swimming Waikato has adequate technical officials capable of officiating at club/regional/national and international meets by providing training opportunities throughout the region.
6. **ENGAGE NEW MEMBERS -**
 - Develop pathways with private Swim Schools to grow club numbers.