



swimming
wa

HANCOCK PROSPECTING

PRINCIPAL PARTNER

Strategic PLAN 2019~2024

Come **swim** with us

Swimming - an essential part of Western Australian life

A Clear Ambition

Swimming is perhaps the most fundamental and enjoyable of all life skills. Due to our climate and diverse landscape, Western Australians develop a 'love affair' with the water from a very early age and retain it for life. The Western Australian Swimming Association Inc. (Swimming WA) was founded in 1902 and over the past 116 years, has been the proud custodian for swimming in all of its forms, right across the State.

Swimming WA is proud to release a new Plan for a new era for swimming that will provide the Association and its Members, with a succinct document with clear direction, strategies to build and progress the sport and timeframes by which we can expect to see the results of our collaborative hard work. The timeframe of the SWA Strategic Plan 2019 – 2024 deliberately spans two Olympic cycles and aligns our Plan's timeframe with the natural order of preparation for competitions of national and international significance.

The Plan is the result of extensive consultation with a wide variety of Stakeholders in the aquatics industry from within and outside of the Western Australian swimming industry. One clear and consistent message resulted from this consultation – *the world is changing and so must WA swimming*.

Swimming WA has enjoyed unrivalled success over the past few years in key areas such as Membership, Club Development and Participation, Commercial Sustainability and Event presentation. Our levels of community engagement and interaction are at record highs and our place as the leading aquatics body in the State has been restored. However, the task is only now beginning and far from becoming complacent, the Association has spent the past year preparing for a significant transformation of the manner in which swimming is administered in WA.

Likewise, Swimming WA Clubs must not be complacent. Often described as 'incubators of community spirit and values', the challenges that face our Clubs are unique and the 'make up' of the Western Australian community changes rapidly. Far from being daunted by these challenges, Swimming WA and the swimming industry have devised a systematic approach for meeting these challenges 'head on'.

The SWA Strategic Plan 2019 – 2024 is a 'road map' to our long term success.

The success of the previous Swimming WA Strategic Plan 2015 – 2018, has given the Association and its Members the confidence to make significant and structural changes to the manner in which we design, deliver and promote swimming in Western Australia and the feedback from our stakeholders is that they are ready to work toward these changes.

As we deliver this new Plan, Swimming WA will continue to recognise the value of our most precious resource; our people. The Association is here to serve the Membership and together we will continue to deliver core services at the highest possible standards.

Swimming WA seeks your support and assistance to deliver this ambitious Plan and looks forward to working with you to ensure that swimming is an essential part of Western Australian life.

Best wishes,

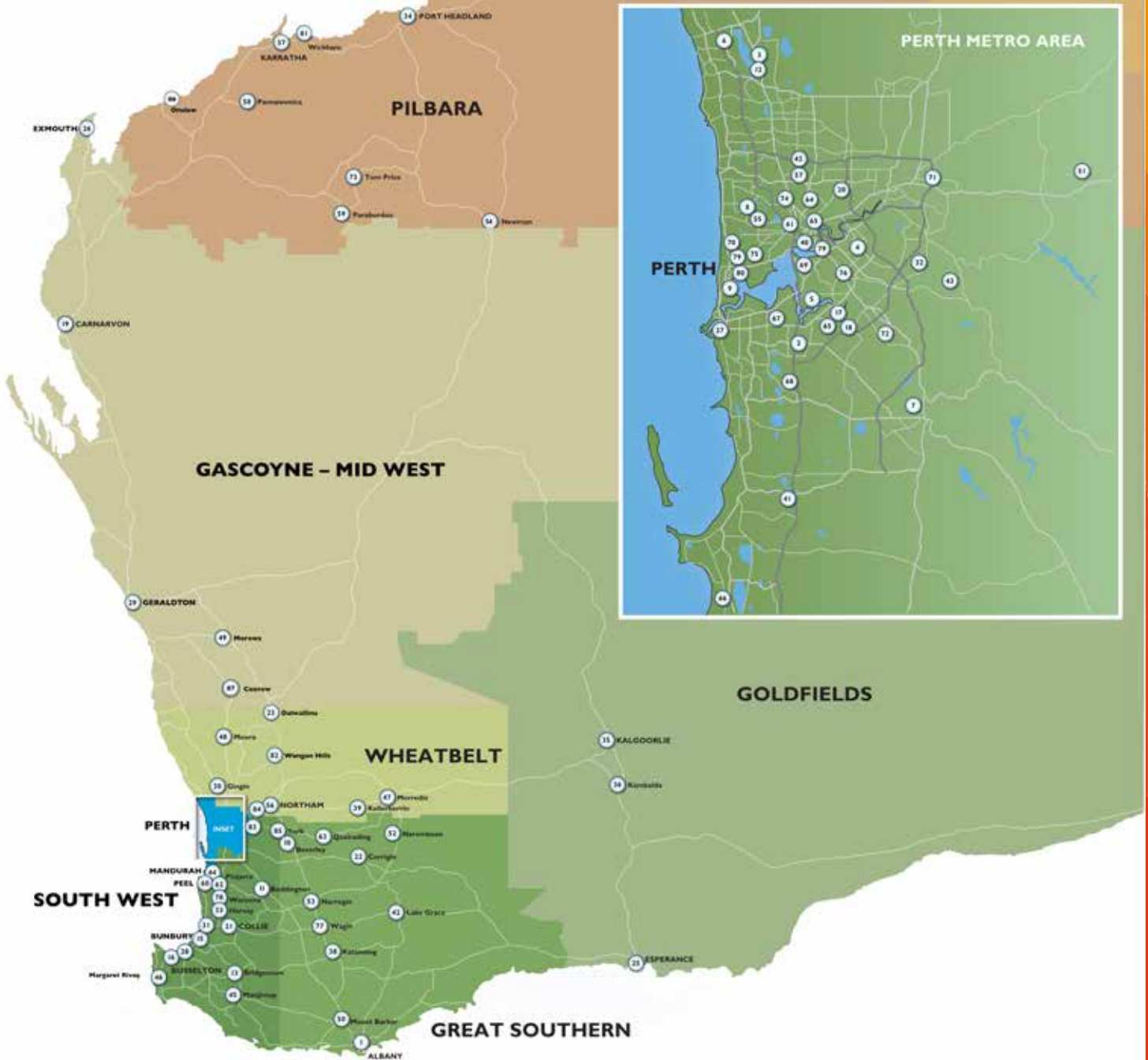


Louis van Aardt
President



Our Regions & Clubs

KIMBERLEY



1. Albany Swimming Club

Albany Leisure & Aquatic Centre

2. All Saints

All Saints College

3. Aqua Attack

Wanneroo Aquanotches

4. Aquajets

Balmain Oasis

5. Aquinas Redbacks Swimming Club

Aquinas College

6. Arena

HBFA Arena

7. Armadale Kelmscott

Armadale Aquatic Centre

8. Barracudas

Churchlands Senior High School

9. St. Hilda's

St Hilda's School

10. Beverley

Beverley Memorial Swimming Pool

11. Boddington

Boddington Pool

12. Breakers

Craigie Leisure Centre

13. Bridgetown

Bridgetown Centenary Pool

14. Broome Barracudas

Broome Recreation & Aquatic Centre

15. Bunbury

South West Sports Centre

16. Busselton

Geographic Leisure Centre

17. Canning Lightning

Canning Leisureplex

18. Canning Waves

Lynwood Senior High School

19. Carnarvon

Carnarvon Aquatic Centre

20. Central Aquatic

Bayswater Waves Aquatic Centre

21. Collie

Collie Memorial Swimming Pool

22. Corrigin

Corrigin Memorial Pool

23. Dalwallinu

Dalwallinu Aquatic Centre

24. Derby

Derby Memorial Swimming Pool

25. Esperance

Bay of Isles Leisure Centre

26. Exmouth

Paltridge Memorial Swimming Pool

27. Fremantle Port

Fremantle Leisure Centre

28. Georgiana Molloy Anglican School

Georgiana Anglican School

29. Geraldton

Geraldton Aquatic Centre

30. Gingin Aquatic

Gingin Iuka Aquatic Centre

31. Australind

Leschenault Leisure Centre

32. Guildford & Kalamunda Districts

Darling Range Sports College, Guildford Grammar

33. Harvey

Harvey Swimming Pool

34. Hedland

Gratwick Aquatic Centre & South Hedland Aquatic Centre

35. Kalgoorlie

Goldfields Oasis Rec Centre

36. Kambalda

Kambalda West Pool

37. Karratha

Karratha Aquatic Centre

38. Katanning

Katanning Aquatic Centre

39. Kellerberrin

Kellerberrin Swimming Pool

40. Kingsway

Morcedon College

41. Kwinana

Kwinana Recquatic

42. Lake Grace

Lake Grace Swimming Pool

43. Lesmurdie Legends

St Bridgets College Swimming Pool

44. Mandurah

Mandurah Aquatic Centre

45. Manjimup Marlin

Manjimup Swimming Pool

46. Margaret River

Margaret River Recreation Centre

47. Merredin

Merredin District Olympic Pool

48. Moora

Moora Swimming Pool

49. Morawa

Morawa Swimming Pool

50. Mt Barker

Mt Barker Swimming Pool

51. Mt Helena

Eastern Hills SHS

52. Narembeen

Narembeen Memorial Swimming Pool

53. Narrogin

Narrogin Leisure Centre

54. Newman

Newman Aquatic Centre

55. Newman Churchlands

Newman College

56. Northam

Northam Olympic Pool

57. Northside Dolphins

Mirrabooka SHS

58. Pannawonica

Pannawonica Swimming Pool

59. Paraburdoo

Paraburdoo Swimming Pool

60. Peel Aquatic

Mandurah Aquatic Centre

61. Perth City

Batby Park & Perth College

62. Pinjarra

Murray Leisure Centre

63. Quairading

Quairading Memorial Swimming Pool

64. Riverside

Terry Tyack Aquatic Centre

65. Riverton Aquanauts

Riverton Leisureplex

66. Rockingham

Aqua Jetty

67. South Shore

Lesurefit Booragoon

68. Southlake Dolphins

Southlake Leisure Centre

69. Southside Penrhos

Wesley College

70. Superfins

HBFA Stadium

71. Swan Hills

Swan Park Aquatic & Leisure Centre

72. Thornlie

Gosnells Leisure World

73. Tom Price

Vic Hayton Memorial Pool

74. Tuart Hill

Tuart College

75. UWA / West Coast

HBFA Stadium and UWA

76. Victoria Park

Aqualife Centre

77. Wagin

Wagin Swimming Pool

78. Waroona

Waroona Aquatic Centre

79. Western Sprint

Trinity College

80. Westside Christchurch

Christ Church Grammar School

81. Wickham

Wickham Swimming Pool

82. Wongan Hills

Wongan Hills Memorial Swimming Pool

83. Wooroloo

Wooroloo

84. Wundowie

Wundowie Swimming Pool

85. York

York Swimming Pool

86. Onslow

Onslow

87. Coorow

Coorow

Strategic Foundations

Our Vision

“ SWIMMING IS AN ESSENTIAL PART OF WESTERN AUSTRALIAN LIFE ”

Our Mission

“ ACTIVELY PROMOTE AND PROVIDE OPPORTUNITIES THAT WILL INCREASE PARTICIPATION IN SWIMMING, PRODUCING LIFELONG SWIMMERS AND CHAMPIONS IN OUR COMMUNITY ”

Swimming WA Strategic Pillars

The SWA Strategic Plan 2019 – 24 comprises five Strategic Goals or 'pillars'. These 'pillars' are fundamental to the Plan and serve to guide the efforts in working toward

delivering on the Plan. They are the foundation on which our success over the next six years will be built.



Call to Action

Our approach is simple. No matter where you live in this vast State; regardless of your swimming background or ability; whether you are starting your swimming journey

or well into it, Swimming WA invites you to come swim. The experience we offer is inclusive, engaging and most of all; FUN!

Come **swim** with us

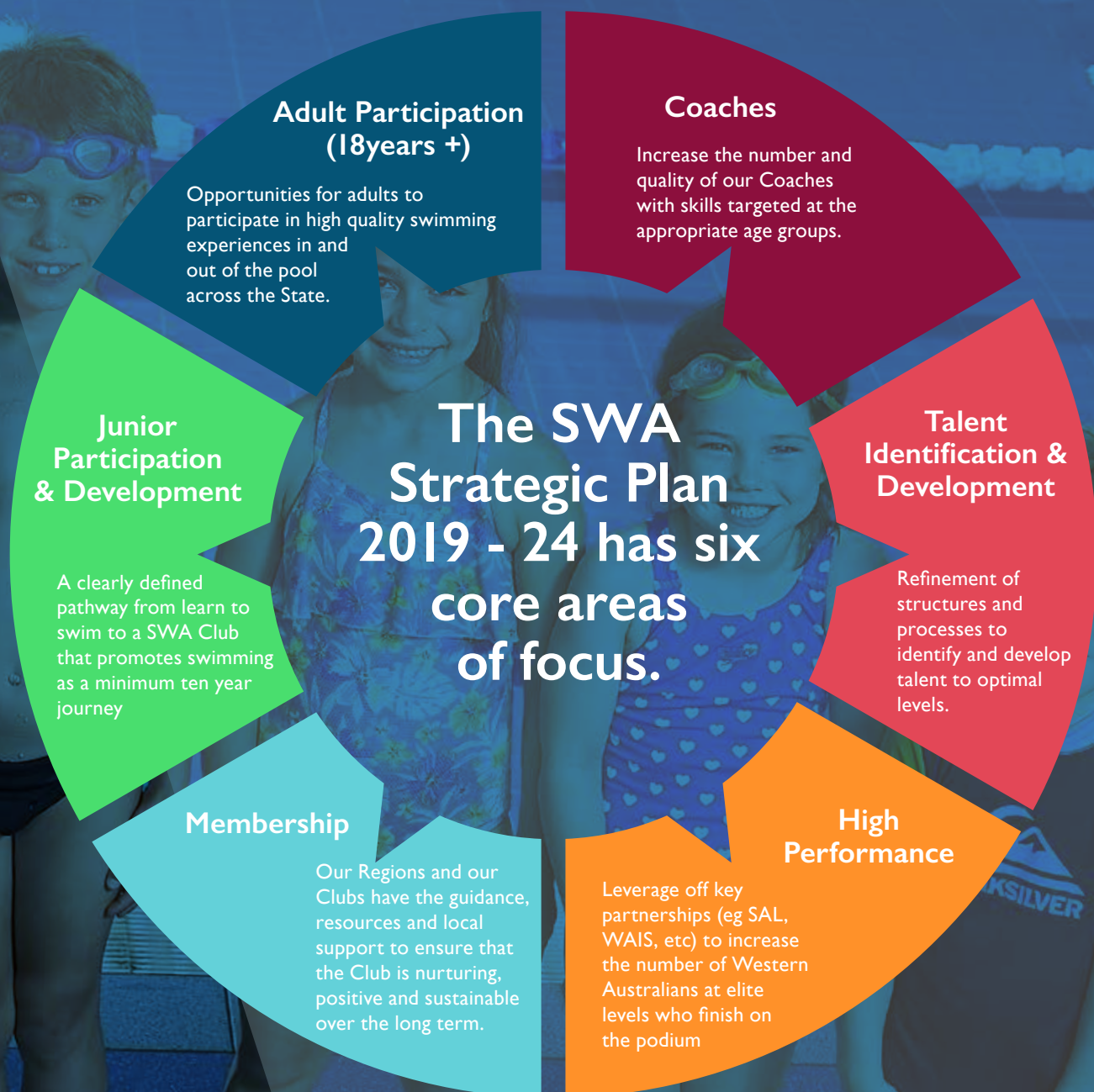
The Pathway of our Future Success





Swimming WA Strategic Plan 2019-2024

Focus Areas





Strategic Pillar One: Partnerships

Objective: *Develop and nurture influential relationships that build the profile and level of engagement in swimming across the State.*

Strategy	Measuring Our Success – How We Will Achieve This
SWA will work with the State Government to improve access and participation in all levels of swimming across the State	<p>State Govt engages SWA to utilise the vehicle of swimming to address societal issues such as obesity and mental health</p> <p>SWA's contribution to LTS and pathways to swimming gains public awareness and support</p> <p>Swimming is established as an essential life skill in all government schools</p> <p>SWA provides fundamental support to the State Govt's Asian Engagement strategy</p> <p>Plan developed with the State Govt that increases the quality and number of swimming events staged in WA</p>
WAIS and SAL partnership continues to develop and strengthen WA Swimming, aligned with world's best practise	<p>With support from WAIS, the SWA talent pathway will continue to be refined ensuring WA talent has best chance to be identified and developed</p> <p>In conjunction with SAL, annual reviews of DTE's for talented coaches and athletes will be undertaken to ensure optimal performance</p> <p>Increase in Coaches accessing WAIS expertise and services</p>
Long term strategy to maximise partnerships with WALGA and LGA's established	<p>SWA and key LGA's partner to attract meets and events to target regional areas in WA</p> <p>LGA's host and assist in marketing of the key SWA Meets, Events and the OWS Series</p> <p>Regional Committees establish positive relationship with local LGA including accessing support by LGA Club Development staff</p> <p>SWA Clubs have increased access to water space (eg. new or improved facilities, lane space, Clubrooms, etc)</p> <p>Where appropriate, LGA's engage SWA Clubs to deliver local centre services (eg. LTS, Adult Squads, MC Classes, etc) on their behalf</p>
Implementation of a comprehensive Regional Servicing Strategy	<p>With the support of DLGSC, SWA will build capacity within Regional structures to enable them to deliver the sport at a local level.</p> <p>Establish Regional partnerships to assist with volunteer recruitment and management</p>
Development and implementation of a long term strategy linking SWA to schools, TAFE and tertiary institutions	<p>Positive working relationships with key educational institutions in WA (eg. PSA, IGSSA, SSWA, Education Department, etc) established</p> <p>Specific school swimming product established (aimed at primary school students) and implemented with support of key school representative groups</p> <p>Pathway from key school competitions to the local SWA Club established</p> <p>Pilot SWA Club school links package trialled in metro area, then rolled out across the State</p> <p>WestSwim centres have links with all primary schools in catchment area</p>
Partnerships with Swim Australia, ascta and ascta (WA) strengthen	<p>Development of a collaborative and strategic partnership with ascta (WA) resulting in greater levels of active engagement from WA coaches in the direction of the sport.</p> <p>The Annual SWA Coaches conference is well attended and is an industry highlight</p> <p>WA Coaches proactively and publicly support SWA initiatives and direction</p> <p>Number of high quality coaches in WA increases</p>
Strong partnerships with key strategic industry bodies leveraged for the benefit of swimming	<p>SWA plays a leading role in guiding the long term direction of the ASSG</p> <p>Partnerships with key aquatic bodies (eg. SLSWA, Masters WA, RLSSWA, LIWA, etc) result in collaborative approaches to events and projects and a reduction in duplication</p> <p>SPASA partnership provides industry creditability for SWA home pool accreditation scheme</p>



Strategic Pillar Two: People



Objective: *SWA will transform how we lead, serve and unite the WA swimming community*

Strategy

Measuring Our Success – How We Will Achieve This

SWA will invest in, develop, support and promote our Coaches

- Development of long term strategy to recruit and engage talented coaches within and to WA
- Dedicated investment by SWA into the area of coach education, mentoring and development at a local level
- A culture of positive engagement and mutual respect between Coaches, athletes, Club officials and SWA
- Communicate and enforce the professional standards expected of a SWA Coach
- Development of a specific recruitment programme for retiring athletes and LTS instructors to coaching
- Programme developed to recruit undergraduates from TAFE and University to coaching and swim instructing
- The SWA Coach of the Year Awards to be refined to celebrate all elements of coaching and athlete management and development

Retention of high quality SWA Club Committees and Volunteers increases

- Quarterly Club development forums and online training modules provide valuable education and training for Volunteers
- SWA induction programme for all SWA Club Presidents implemented, with support of online modules for Regional Clubs
- SWA Clubs proactively attend SWA Forums, Events & SOTY Awards
- Club Committees link with regional networks to maximise support of LGA CDO's to assist with volunteer management strategies and governance
- SWA Regional Committees collaborate with LGA personnel to refresh and revitalise regional volunteers

Strategic approach to talent identification and development of SWA Technical Officials

- SWA leverages SAL resources for the education and accreditation of WA Technical Officials
- Recruitment strategy developed to attract a broader diversity of Officials
- Implementation of a graded system where the level of Technical Officials is matched to the level of Meet
- All SWA Clubs have a Technical Official
- Increase in accredited SWA Technical Officials who serve the Association and the sport throughout the year

Increase in the capacity and level of expertise in WA Swimming

- SWA established an 'employer of choice' for emerging talent in sports administration
- SWA utilises SAL and ascta resources in the development of skills and expertise for Regional Committees and Clubs
- Investment in technology increases the quality of resources available to the Membership via the Association

Athlete Welfare Programme developed and implemented at all SWA Clubs

- The Programme is fundamental to all Coach and Technical Official education and training
- Athlete retention in the sport (eg. coaching or Committee pathway) after retirement increases, building the swimming knowledge and skills at our Clubs
- SWA leads reform in competitive swimming resulting in greater balance between sport and education
- Increase in the number of swimmers who continue swimming upon entering tertiary studies



Strategic Pillar Three: Pathways

Objective: *Design and implement outstanding opportunities that enable all within the sport to realise their potential.*

Strategy

Measuring Our Success – How We Will Achieve This

SWA talent programmes foster a cohesive swimming community united in their efforts to ensure potential is realised.

SWA development programmes are targeted to address all aspects of the swimmer, coach and official pathway, increasing the number of SWA Clubs with swimmers competing at National Open and Age events

SWA elite talent identification and development programmes have strong links with the national framework, increasing the number of WA swimmers qualifying for Australian Age and Open competition

Increase in the number of swimmers competing at State and Regional Championships

Increase in WA athletes and Coaches selected on national teams

Increase in WA swimmers competing at OWS National Championships

SWA and WAIS refine structures that clearly define pathways for elite performance

HPTC's continue to develop to provide local support for coach mentoring and a pathway from the Club for athletes, coaches and athletes.

Expansion of talent identification programmes for rural and remote Clubs leveraging MWAS and SWAS

High Performance Coaches ensure that their athletes support all annual SWA State Championships

Delivery of a comprehensive swim meet calendar aligned with the national competition framework catering for swimmers at all levels, testing the skills of Coaches and Technical Officials in competition conditions.

Work with the industry to develop pathways for those involved 'outside of the pool' to reach their potential (eg. Committee members, volunteers, coaches, etc)

High calibre and experienced Club Officials progress to SWA Committees and Board

Coaches pathway splits between Junior, Age and Open with progression as 'whole of athlete' developmental results are demonstrated

Coach exchange programme established with Federations within the Pacific Rim (eg. Malaysia, Thailand, Indonesia, Singapore, etc)

Innovative SWA Volunteer recruitment campaign implemented promoting recruitment of new volunteers from related industries (eg. the Fitness industry)

Clearly defined pathway from Learn to Swim to SWA Clubs

All SWA Club Committees have a LTS Liaison Officer to ensure transition of children from the LTS programme to the Club

Increase in the number of new Junior Members at SWA Clubs sourced from local LTS programme

SWA is a trusted advisor to the State Govt re: transition of children from in school swimming to the community SWA Club

SWA Clubs provide options for all levels of swimmers – performance, participation and fitness, resulting in an increase retention of 15 – 16 years old in swimming

Development of technical skills and experiential support for key members of the industry

SWA provides support and development opportunities to talented Swim Coaches across the State

Coach development and welfare strategy developed for WA Coaches

Professional development and online training courses available for SWA Club Presidents and Committee members

HPTC Coaches mentor and support SWA Club coaches in the local catchment area

Strategy developed to embed digital data and information in core WA swimming operations (eg. Almanac, Pool Meet programmes, Meet data, etc)



SWA talent programmes foster a cohesive swimming community united in their efforts to ensure potential is realised.

Adoption of proven 'best of breed' technology at SWA Meets and events

Technology is a point of difference for the SWA OWS

SWA Meets and Competitions are 'paperless' (from marshalling to Meet results and registrations)

Transition of SWA Membership and meet registrations to SAL's Swim Central platform

Development of a retention and reengagement strategy for Athletes, Coaches and Officials

Establishment of events and functions that promote the social aspects of SWA Clubs at key times during the summer

Strategy to encourage those that have lost touch with their Club and swimming to return

Club Membership comprised of adults (20 years and above) increases

SWA Hall of Legends and Hall of Fame utilised to enhance sense of belonging to the sport after competition ends

Development programmes refined and enhanced

Junior Dolphin Members reaches 2,000 state-wide, resulting increase in Annual Junior Members

Most Splash'N'Dash participants become SWA Club Members

Summer League is a high quality recreational competition integrated into the SWA Meet calendar

WA Swimming retention rate of 17 – 19 years increases



Strategic Pillar Four: Commercial Sustainability

Objective: *Create a value proposition that delivers financial security from core business, whilst exploring new ventures for the benefit of WA swimming.*

Strategy	Measuring Our Success – How We Will Achieve This
Create an inspiring organisational brand that is meaningful to the general public	<p>Build the capacity of SWA Clubs to enable them to ensure that the first 'customer experience' aligns with the SWA brand promise</p> <p>Members of the general public proactively seek to join SWA Clubs</p> <p>Significant increase in interest in SWA events and meets beyond the Commonwealth and Olympic Games</p> <p>The community benefits of swimming and the role of SWA in providing them state- wide are highlighted (Come Swim With Us)</p> <p>SWA events and programmes are viewed as relevant and attainable by the community</p>
SWA will continue to invest in its learn to swim business WestSwim	<p>Funds are generated to invest back into swimming across the State</p> <p>WestSwim LTS instructors transition to officiate or volunteer at a SWA Club</p> <p>Increase in the number of 'graduates' from WestSwim centres join SWA Clubs in catchment area</p> <p>Expansion of the WestSwim business to reduce reliance on traditional funding sources and risk to the delivery of core services</p> <p>Clubs have access to a pool of funds with which to enhance their ability to deliver high calibre swimming programmes locally.</p>
SWA revenue increases enabling it to invest directly into Regions, Clubs, Coaches and Officials	<p>A diversified commercial strategy aimed at maximising returns for the Membership form core operating activities, is implemented</p> <p>Maximising our current resources and leveraging all our assets, (including digital) to grow our income</p> <p>SWA International expansion strategy generates long term contracts for services to the Region</p>
SWA will continue to target Membership growth	<p>Regional Membership decline is stopped, resulting in a return to growth</p> <p>SWA Membership surpasses 20,000</p> <p>Membership growth is organic and locally driven</p>
Strategic partnerships generate increased investment into WA swimming beyond sponsorship revenue	<p>SWA will expand the profile and nature of its strategic commercial alignments (eg. Sponsors)</p> <p>WA swimming is something our Members, stakeholders and commercial partners are proud to be associated with</p> <p>Efforts in Regional WA attract local financial support for swimming in the area</p>
The SWA Foundation established as a core component of SWA funding model	<p>Development of a long term strategy for the SWA Foundation</p> <p>SWA Foundation generates funds for Multi Class swimming across the State</p> <p>SWA Foundation attracts significant support from Govt and benefactors to support local swimming, CaLD and Multi Class activity</p>
Maximise long term sustainable revenue to drive investment in the sport	<p>SWA secures long term contracts for service delivery in the aquatics industry</p> <p>SWA is highly regarded and trusted as a professional in aquatics and LTS</p> <p>International engagement strategy secures long term partnerships and bilateral commercial opportunities</p>
Increase in revenue from core operations and expertise	<p>A vibrant SWA Online store established that streamlines traditional business practises</p> <p>SWA Clubs have access swimming apparel and merchandise at preferential prices via the Association</p> <p>As a trusted provider to the education system, SWA delivers In Term School swimming in key areas in the State</p>



Strategic Pillar Five: Community



Objective: *Build structures that engage, include and celebrate diversity within our sport.*

Strategy	Measuring Our Success – How We Will Achieve This
Re-establish Regional Structures to provide local leadership for swimming	<p>Regional Committees revise Terms of Reference for clear role definition with SWA support and guidance.</p> <p>Target Regions pilot new initiatives and structures that best reflect local needs and reflect local leadership.</p> <p>Regional Committees undertake formal training via training sessions delivered in the Region and online</p> <p>Regional Executives act as local SWA Chapters to support Regional Committees</p> <p>Regional Committees receive annual financial support from or via SWA</p> <p>Metropolitan Regions are established</p>
SWA Clubs are linked to the Community	<p>SWA Clubs are 'categorised' to reflect the level and kind of swimming service they offer to community</p> <p>SWA Regions have service agreements with SWA to act on the Association's behalf on local community issues</p> <p>SWA resources are linked to the Regional structures</p> <p>SWA Clubs have competitive, recreational, fitness and Multi Class Membership options available.</p> <p>Larger Clubs share their swimming expertise to the local area and aligned Regional Club/s</p>
Implementation of a contemporary Diversity and Inclusion Strategy	<p>MCAG becomes a formal Committee of the CEO to assist in the development and implementation of the Multi Class strategy</p> <p>SWA Clubs that have the resources have Multi Class Membership options available.</p> <p>Significant increase in SWA Multi Class, Indigenous and CaLD Membership</p> <p>Increase in the number of Spirit Carnivals offered annually, state-wide</p> <p>DLGSC partners with SWA to ensure high quality programmes in this important area of WA swimming</p>
Establish the Home of WA Swimming	<p>With the support of State Govt, LGA's and key benefactors, a Strategic Blue Print to support the needs of swimming and the ASSG is developed</p> <p>The facility contains facilities that enables SWA to generate funds to be redirected into Club swimming</p> <p>The facility provides access to SWA Members including athletes and coaching facilities, meeting and conference facilities, etc</p> <p>Home of WA Swimming houses our extensive memorabilia relating to our history, the SWA Hall of Legends, Hall of Fame, etc</p>
SWA will move to decentralise its operations and development activity	<p>Development of strategy to move Qual Meets to regional centres and major aquatic centres</p> <p>Targeted SWA Qual Meets delivered in regional centres and major aquatic centres</p> <p>Regional Committees have support and guidance from SWA staff for local delivery</p> <p>Regional structures are in place to enable decentralisation of Meets and delivery of key development functions (eg. Coaching courses, local Technical Official training, etc)</p> <p>All Regions are operating in concert with the SWA Strategic Plan 2019 -2024</p>

WHAT WILL WESTERN AUSTRALIAN SWIMMING LOOK LIKE IN 2024?

1. LOCAL LEADERSHIP AND DECISION MAKING

- Regional Committees (Country and Metro) play a leadership role re: local planning and delivery
- Regional Swimming has local resources to address local issues

2. SWA CLUB DIVERSITY IS EMBRACED

- Clubs categories reflect the emphasis of the Club
- Clubs meet minimum standards of offerings (eg. competition, recreation and OWS), operations and event delivery
- Nurturing our network of Clubs, helping them to increase the size and diversity of our Membership

3. REVISED COMPETITION STRUCTURE

- Performance - Swimming WA State competition (pool) introduced running through summer
- Recreational - Summer League is state-wide providing recreational swimmers with a chance to test their skills in a fun, yet competitive Team environment
- OWS Club Premierships firmly established as a highlight of the SWA OWS calendar

4. WA COACHES PLAY KEY ROLES IN LEADERSHIP OF THE SPORT

- Our Coaches are central to Swimming WA Clubs being 'incubators of community spirit'.
- Coaches play their role in ensuring that talent is identified, nurtured, developed and given every opportunity to realise their potential
- Coaching in WA is a desirable and highly regarded profession

5. VOLUNTEERS & OFFICIALS

- Administering and protecting the integrity of racing from a front row seat to Western Australia's best swimming moments and Club meets

6. SWIMMING WA & AQUATICS INDUSTRY PARTNERS

- Passionate, respected and respectful individuals working together to deliver ongoing excellence in swimming

HOW WILL WE KNOW IF WE **HAVE REACHED OUR GOALS?**



WESTERN AUSTRALIANS NOT ONLY ACCEPT THAT SWIMMING IS A FUN WAY TO KEEP ACTIVE AND ENGAGED WITH THEIR COMMUNITY, BUT THEY ACTIVELY SEEK OPPORTUNITIES TO REGULARLY SWIM, NO MATTER WHERE THEY LIVE



SWIMMING AS AN INDUSTRY REALISES IT'S OBVIOUS POTENTIAL AND IS THE FIRST SUMMER PASTIME CHOICE, BY PEOPLE OF ALL AGES



THOSE WITH THE DESIRE, ABILITY AND COMMITMENT TO SUCCEED IN THIS SPORT, HAVE ACCESS AND EVERY OPPORTUNITY TO DO SO



AQUATIC FACILITY OPERATORS VIEW SWIMMING WA CLUBS AS CORNERSTONE PARTNERS OF THEIR FACILITY'S OPERATIONS



WESTERN AUSTRALIAN ATHLETES, COACHES AND OFFICIALS ARE REPRESENTING THEIR COUNTRY ON A REGULAR BASIS



MORE WESTERN AUSTRALIANS ARE SWIMMING AND CHOOSE TO DO SO WITH A SWIMMING WA CLUB OR PROGRAMME



Come **swim** with us



Department of
Local Government, Sport
and Cultural Industries



PRINCIPAL PARTNER

HANCOCK PROSPECTING

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