

Our Purpose

To enrich the Western Australian community through swimming.

Our Positioning

An essential part of the Western Australian way of life.

Strategic Pillar 1: Participation

Priority 1: Increase participation in swimming

- A. Increase the number of individuals participating in swimming events.
- B. Increase the average number of swimming events individuals participate in.
- C. Actively collaborate with other aquatic sports leading to increase participation.

Priority 2: Leadership in Diversity & Inclusion and Health & Wellness

- A. Recognised as a leader in diversity and inclusion for gender equity and minority groups.
- B. Robust strategies and programs in place for low-participation groups identified by DLGSC.
- C. Recognised as leader in promoting a healthy and safe environment for swimmers.

Priority 3: Increase school engagement

- A. Increase school collaborations, enhancing swimming's footprint in the educational sector.

Strategic Pillar 2: Engagement

Priority 1: Club excellence & increased member engagement

- A. Increase the percentage of clubs participating in Swimming WA's Club Excellence framework.
- B. Above-average member engagement and membership satisfaction scores, fostering a strong sense of membership value.

Priority 2: Increase regional engagement & participation

- A. Introduce targeted regional programs/products to boost regional engagement and participation.

Priority 3: Scale up Swimming WA Squads Programme (SWASP)

- A. SWASP is established in the market as a profitable program at scale.

Priority 4: Activate our volunteers & alumni

- A. Grow the volunteer base to appropriately support clubs and members.
- B. Activate our Swimming WA alumni network to contribute knowledge sharing, advocacy and support.

Strategic Pillar 3: Performance

Priority 1: National representation

- A. Increase our share of representation in national opportunities for athletes, coaches and technical officials.

Priority 2: Comprehensive development pathways

- A. Establish comprehensive pathways for athletes, coaches and technical officials across all representative disciplines to ensure structured development and success.

Priority 3: Excellence in open water swimming

- A. Position Western Australia as the recognised centre of excellence for open water swimming in Australia.

Strategic Pillar 4: Sustainability

Priority 1: Financial resilience

- A. Generate adequate income to support desired programs.
- B. Increase self-generated income to 70% of income.

Priority 2: Increase membership through clubs, venues & programs

- A. Grow membership to 11,500+.
- B. 80+ healthy clubs and 4+ venues running Swimming WA programs.

Priority 3: Develop Workforce

- A. Comprehensive development programs are in place and operational for staff and volunteers to meet the growing and evolving needs of the sport.

Priority 4: WA Government advocacy & facility development

- A. A trusted voice in the sport and active recreation sector.
- B. Funding secured for a facility capable of hosting national events.
- C. Funding secured for maintaining existing / building new facilities.

Priority 5: Leadership in environmental stewardship

- A. Swimming WA is established as a leader in environmental stewardship, demonstrating tangible positive impacts.

Our SPIRIT Values

Safety

To practice and promote the safety and well-being of all people in the swimming community.

Passion

To have fun whilst encouraging everyone to be the best they can be.

Integrity

To act ethically, honestly and with transparency.

Respect

To demonstrate a sense of fair play and value the contribution of everyone in the swimming community.

Inclusion

We are proud and inclusive to all those who are interested and involved in the sport.

Teamwork

To collaborate with purpose, and to keep each other accountable.