

## STRATEGIC PLAN 2025-2028

**VISION:** COMPETITIVE SWIMMING AT ITS BEST

**PURPOSE:** DEVELOP, PROMOTE, GOVERN AND LEAD THE SPORT OF SWIMMING IN THE AUCKLAND-NORTHLAND REGION

01 PARTICIPATION	02 DEVELOPMENT	03 LEADERSHIP	04 VIABILITY
A refreshed annual calendar with events that excite and inspire participation across all age groups from Grassroots to High Performance.	Ongoing review of competition formats as required with support from CSG. Evaluation of major regional meets post competition.	Engage with and foster a cohesive & connected network of member clubs with a shared vision for the Auckland swimming community.	Operational review to ensure current structure is fit for purpose and that our cost base delivers value.
Communication strategies that connect with & engage the Auckland swimming community.	Provide pathways for next tier performance swimmers in collaboration with CSG, and provide domestic & international competitive swimming opportunities for Auckland-Northland teams	Lead region with value-add initiatives for member club capability (e.g., Incorporated Society Act changes)	An engaged and valued network of technical officials, volunteers, coaches & administrators.
Participation growth and increased retention across all age groups. Support transition from LTS into club swimming and competition.	An annual calendar that aligns with SNZ and supports development & the pursuit of excellence.	Support & increase the profile of current internationally successful Auckland swimmers.	Improved governance with systems, policies & procedures compliant with current legislation
Best practice health & safety and athlete welfare policies.	Provide support for developmental opportunities for coaches and technical officials.	Build stronger relationships with facilities in the wider region	Fiscally sound with sufficient & stable reserves.
INCLUSIVE	EXCELLENCE	RESPECT	INNOVATIVE