



# STRATEGIC PLAN 2017 - 2020

- **Vision**

*Our youth develop a lifelong involvement in swimming*

- **Mission**

*To promote, foster and encourage long term involvement in swimming*

- **Values**

*T – team*

*A – achievement*

*W – welcoming*

*A – attitude*

*S – sportsmanship*

*C - contribution*

- **Outcomes**

- Swimming – a plan that leads to stable membership, participation and achievement at all levels
- Communication plan – a plan that leads to increased understanding, support and satisfaction from our swimming community
- Financial plan – a plan that maintains a sound financial position

- **Key priorities**

- A club that our members are proud to belong to
- A swimming plan that meets the needs of all members
- Best practice governance, leadership and operational management
- Financial sustainability

- **Our partners**

- Swimming community including club members, coaches, families, officials, volunteers, other clubs, Swimming Wellington, Swimming New Zealand
- Wellington City Council
- Sponsors