

## 2022 – 2028 Strategic Framework

## **PURPOSE**

To improve the well-being of New Zealanders by growing the enjoyment of swimming

## **VISION**

Swimming for all: Swimming for life

## **MISSION**

Providing quality swimming experiences

Focus Areas	Learn to Swim & Education	Participation & Competition	Performance & Coaching
Outcomes	New Zealanders enjoying the water safely	More people swimming more often	New Zealand is a top-16 swimming nation
By 2028 we Have: (Measurable Goals)	<ul> <li>75% of swim schools utilise SNZ Swim Teacher education programmes.</li> <li>All swim schools meet Swimming NZ's registered swim school standard</li> <li>Advocate for increased access and funding for Learn to Swim.</li> </ul>	<ul> <li>An increased number of club and competitive swimmers</li> <li>An increased number of actively engaged swimmers</li> <li>An increased number of active recreation swimmers</li> </ul>	<ul> <li>A podium finish at each LC World Championships and Olympic Games.</li> <li>4 podium finishes at each Para LC World Championships Paralympic Games.</li> <li>A recognised sector leading commitment to athlete wellbeing.</li> <li>Minimum 4 coaches developed to be able to be the Aqua Blacks head coaches.</li> </ul>
Made possible by: (Enablers)	<ul> <li>Continued delivery of AustSwim courses.</li> <li>Swim schools recognise and promote the importance of minimum industry standards.</li> <li>Active advocacy to local and central government.</li> <li>Strong partnerships within the water safety sector and alignment with the NZ water Safety Sector Strategy</li> </ul>	<ul> <li>Attractive events &amp; competition pathways catering for all ages from grassroots to high performance</li> <li>Strong partnerships with swimming clubs and other providers</li> <li>Easy to access digital engagement for all types of swimmers</li> <li>Increased awareness of the health and well-being benefits of swimming</li> <li>An accurate understanding of the wider swimming community</li> </ul>	<ul> <li>New Zealand team athletes achievin top 16 finishes at pinnacle events</li> <li>A network of high performing coaches focusing solely on high performance outcomes</li> <li>Fully integrated pathways for para and able-bodied swimmers and coaches</li> <li>Swimmers have the funding they require to achieve their goals.</li> <li>A positive culture within all NZ team</li> </ul>
	Commitment Statements:  • A safe, diverse, and inclusive culture for all.  • A commitment to Te Ao Māori – the Māori world view.		

Strong progressive governance and leadership.

Ongoing membership engagement and collaboration.
Sustainable revenue streams.
Fit for purpose governance and operating structure.

Leadership: