



Masters Swimming NSW Strategic Plan 2020 - 2023

VISION

To provide an environment at Club and State level that encourages adults to swim and participate in order to promote fitness, friendship and fun.

MISSION

To position Masters Swimming NSW as the leading provider in aquatic sport for adults in the NSW community.

STRATEGIC PRIORITY

To increase participation and interest in Masters Swimming with particular focus on growing a younger cohort.

STRATEGIC PRIORITY

Develop partnerships and shared resources.

STRATEGIC PRIORITY

Deliver a range of high quality programmes to support and motivate our clubs, members, volunteers and workforce

STRATEGIC PRIORITY

Strengthen our organisational sustainability for the future

OBJECTIVES

Create a pathway for junior swimmers to transition into Masters.
To better promote Masters swimming to younger swimmers.

OBJECTIVES

Pursue dual membership possibilities
Seek partnership and shared services with Swimming NSW, SLSC (Narrabeen and others) and Swim Sisters.

OBJECTIVES

To have a strong, empowered and creative team working together on projects.
To increase the numbers of Club Coaches and Technical Officials
To increased the number of volunteers.
Continue to develop a succession plan.

OBJECTIVES

To have well-supported Clubs who have the tools and support to grow and develop their membership base. To have an organisation that is sustainable in the long-term.

ACTION PLAN

Develop relationships and shared objects with Swimming NSW
To promote Masters swimming in a way that is attractive to the younger swimmers.

ACTION PLAN

To be guided by MSA in their development of a financial model for duel membership
Investigate dual sanctioning of meets
Identify and where possible implement opportunities for shared services

ACTION PLAN

Implement innovative programmes that enhance the experience and satisfaction of our members and volunteers
Provide pathways for ongoing high quality, flexible and accessible training to the Board, staff, coaches, Technical Officials and other volunteers
Identify and nurture suitable volunteers for higher profile roles within the organisation
Celebrate the achievements of all people within the organisation

ACTION PLAN

Foster our network of clubs through a strong support framework to help them create longterm sustainability Better use of technology to improve communication and efficiencies in process
Create new and innovative revenue streams to ensure ongoing financial sustainability
Create strong governance structures within the organisation as expected from a State Sporting Organisation