

SWIMMING VICTORIA FOUNDATIONS

VISION

To provide a lifelong engagement in swimming

PURPOSE

Inspiring & supporting participation in Victorian swimming

STRATEGIC PILLAR

MISSION

1 Lifetime Participation

People can access opportunities to be involved in Victorian swimming at any time of their life

a. Membership Pathways & Education

b. Non-member Opportunities

2 Our Community

Swimming Victoria customer & stakeholder experience is positive and mirrors our Values & Behaviours

a. Promote Quality Environments

b. Actively Engage

3 Our Business

We work together. We make smart & informed decisions. We invest in people

a. Develop & Share Knowledge, Skills & Attitudes

b. Build a Sustainable Future

OBJECTIVE

ENABLERS

People
Partners
Efficient Operation & Services

VALUES & BEHAVIOURS

Act with Integrity - Stronger Together - Fuel the Passion - Ongoing Excellence

PILLAR 1

Lifetime Participation

Mission: People can access opportunities to be involved in Victorian swimming at any time of their life

VISION	To provide a lifelong engagement in swimming	
PURPOSE	Inspiring & supporting participation in Victorian swimming	
OBJECTIVE	a	b
	Membership Pathways and Education	Non-Member Opportunities
KEY AREAS	<ul style="list-style-type: none"> i. <i>Optus Junior Dolphins</i> - connecting Learn To Swim to clubs to increase the base ii. <i>Competitions</i> - matching the swimmer pathways - great experience for swimmers, coaches, officials and spectators iii. <i>Athletes</i> - supporting the development of swimmers and people iv. <i>Coaches</i> - great coaches everywhere, everyday v. <i>Parents and Volunteers</i> - engaged, informed empowered to support vi. <i>Technical Officials</i> - supporting the sport at all levels and supporting them on their journey vii. <i>Masters</i> - connected to the pathway 	<ul style="list-style-type: none"> i. <i>Products & Services</i> - connect, sample and play ii. <i>Non-membership Pathways</i> - connecting the casual swimmer iii. <i>Open Water</i> - pathways for swimmers, coaches and officials - events that people love iv. <i>Learn-to-Swim</i> - new offering from Swimming Victoria - supporting the start of lifelong engagement in swimming v. <i>Athlete and Volunteer</i> - swim, help, learn vi. <i>Schools</i> - helping schools deliver better swimming experiences - opening up pathway to swimming
SUCCESS	<ul style="list-style-type: none"> 10,000 more people Less than 20% churn Satisfied Members 	<ul style="list-style-type: none"> Connection to 50,000 more people Repeat Customers Transition to pathway
DASHBOARD	<ul style="list-style-type: none"> Membership Numbers Churn Progression through Pathway Member Satisfaction 	<ul style="list-style-type: none"> Customer Numbers Repeat Customer Numbers Transition to pathway numbers
VALUES & BEHAVIOURS	Act with Integrity - Stronger Together - Fuel the Passion - Ongoing Excellence	

PILLAR 2

Our Community (Defined as members, clubs, districts and stakeholders who have an interest in swimming)

Mission: Swimming Victoria customer & stakeholder experience is positive and mirrors our Values & Behaviours

VISION	To provide a lifelong engagement in swimming	
PURPOSE	Inspiring & supporting participation in Victorian swimming	
OBJECTIVE	Promote Quality Environments	Actively Engage
KEY AREAS	<p>a</p> <ul style="list-style-type: none"> i. Governance (Policies, Procedures, Agreements & Contracts) - sound, stable contemporary governance ii. Club & District Development - our environments are always good iii. Act accordingly to our Values & Behaviours - everywhere, everyday 	<p>b</p> <ul style="list-style-type: none"> i. Communications (Face-to-Face, Written, Verbal, Digital) ii. Relationship Management - we are reknowned for being professional and helpful
SUCCESS	<p>All Swimming Victoria Clubs are;</p> <ul style="list-style-type: none"> - Safe Sport compliant - financially viable - have adopted One Swimming Values & Behaviours 	<p>Our customers have a sense of connection engagement and responsiveness</p>
DASHBOARD	<p>Safe Sport compliance and financial stability of Clubs Evidence of One Swimming Values & Behaviors being formally adopted</p>	<p>Stakeholder feedback</p>
VALUES & BEHAVIOURS	Act with Integrity - Stronger Together - Fuel the Passion - Ongoing Excellence	

PILLAR 3

Our Business

Mission: We work together. We make smart & informed decisions. We invest in our people

VISION	To provide a lifelong engagement in swimming	
PURPOSE	Inspiring & supporting participation in Victorian swimming	
OBJECTIVES	Develop and Share Knowledge, Skills & Attitudes	Build a Sustainable Future
KEY AREAS	<p>a</p> <ul style="list-style-type: none"> i. Data & Insight - we know today and can see tomorrow ii. Informed Decision Making - data drives decisions iii. Professional Development - our people will be even better tomorrow iv. Innovation - always looking to do things better 	<p>b</p> <ul style="list-style-type: none"> i. Revenue & Support for our Strategy - we are sustainable & capable of investing as required to achieve our objectives ii. Governance - rigorous, transparent and effective iii. Realise Efficiencies - we use our resources for maximum benefit iv. Grow the Collective Value (One Swimming) - we are better together v. Infrastructure & Facilities - we have the tools to do the job vi. Retain and Develop People - our people are the core of our primary service offering vii. Protect Intellectual Property & Value our History - what we lead - what we do - what we have done is valuable and shared
SUCCESS	We make better decisions	We can do what we need to help and build our organisation
DASHBOARD	Single source of truth	Increase revenue \$400K to \$800K per annum
VALUES & BEHAVIOURS	Act with Integrity - Stronger Together - Fuel the Passion - Ongoing Excellence	