

2020/2024

QLD.SWIMMING.ORG.AU



STRATEGIC PLAN

VISION

TO PROVIDE OUR SWIMMERS
WITH ENRICHING
EXPERIENCE AND INSPIRE
AND ENABLE THEM TO
ACHIEVE EXCELLENCE IN
OUR SPORT AND IN LIFE

PREAMBLE TO STRATEGIC PLAN

Swimming Queensland has a rich history in competitive swimming. Established in 1898, it has supported and guided our swimmers and coaches to achieve exceptional international success, earning Queensland the status of perhaps the strongest swimming region in the world.

Over the past five Olympic Games, 19 Queenslanders won 32 gold medals, and at the 2016 Games our athletes claimed 80% of Australia's swimming medals. Since the year 2000, Queensland swimmers have been crowned world champions in individual events on 37 occasions (excluding the World Short Course Championships).



UNDERPINNING THESE REMARKABLE INTERNATIONAL RESULTS IS OUR SUSTAINED SUCCESS AT NATIONAL LEVEL:

01

Queensland is undefeated in the female section of the Australian Championships this century, and in the men's ranks since 2011.

02

The Swimming Australia Categorised Athlete list (which identifies the athletes with the greatest potential to contribute to Australia's high performance targets) is dominated by Queensland swimmers.

03

All of Australia's 13 medals at the 2019 World Junior Swimming Championships were won by Queenslanders.

04

Queensland is undefeated at the Australian Age Championships over the past 20 years. It has also won every State Teams Championships (for swimmers aged from 13 to 17 years) since the event's inception in 2009, and took out all age divisions of the competition in 2019.

05

Queensland coaches typically make up three-quarters of the national team.

SPORT DEVELOPEMENT

Swimming Queensland has also been at the forefront of sport development by creating programs implemented nationally by Swimming Australia. They include the flagship Australian Junior Excellence Program (JX), the Junior Dolphin Program, and Growing up in Lycra and Making Champion Men, which evolved into Beyond the Black Line.

As proud as we all are of our swimmers' accomplishments on the world stage, we also know that Queensland's ever expanding cohort of elite swimmers creates a stronger community through their display of character, which in turn becomes entwined into an individual's personality and value system. Our champion swimmers show the wider community that sport fosters self-confidence, discipline and accountability; a respect for authority; an appreciation for hard work; a sense of belonging to a team; the satisfaction that comes with accomplishments and rewards; and good physical and psychological health.

All of these elements are infused in Swimming Queensland's vision to provide our swimmers with enriching experience and to inspire them to achieve excellence in our sport and in life.

**OUR DECISION-MAKING AND CONDUCT
IN PURSUING THIS AIM ARE STEERED
BY OUR COMMITMENT TO THE VALUES
AND STANDARDS OUR MEMBERS AND
OTHER KEY STAKEHOLDERS EXPECT OF
US AS THE SPORT'S GOVERNING BODY.**



1.0 CULTURE AND CAPABILITY GOAL: EFFICIENT AND PROFESSIONAL LEADERSHIP ADMINISTRATION AND SERVICE DELIVERY

1.0 Culture and Capability Goal: Efficient and professional leadership administration and service delivery

1.01 Maintain high governance and service standards in a culture of openness, excellence and respect

1.02 Work closely with SAL and other stakeholders to support the creation and implementation of national strategies and initiatives to grow the sport

1.03 Optimise commercial revenue streams by producing outstanding events and providing excellent customer, member and sponsor service

1.04 Work actively with all levels of government to access funding for swimming programs

1.05 Support and develop Regional Associations, clubs and volunteers

2.0 SWIMMER, COACH AND TECHNICAL OFFICIAL DEVELOPMENT AND PERFORMANCE GOAL: HIGH AND CONSISTENT STANDARDS OF SWIMMER, COACH AND TECHNICAL OFFICIAL PERFORMANCE

2.01 Deliver and facilitate targeted development programs that meet all aspects of the swimmer, coach and Technical Official pathway, are consistent with the national framework, and foster a cohesive swimming community

2.02 Maintain a comprehensive swim meet calendar that caters at all levels, tests the skills of coaches and Technical Officials, and is aligned with the national competition framework and swimmer pathway

3.0 BUILDING PARTICIPATION AND MEMBERSHIP INCREASED AND BROADENED MEMBERSHIP AND PARTICIPATION

3.01 Deliver and facilitate targeted and inclusive participation programs for swimmers of all abilities and skill level

3.02 Provide children with a positive introduction to club swimming that encourages their ongoing participation