



SQ STRATEGIC PLAN 2015 - 2019

VISION:

To inspire and enable our members to achieve excellence in the sport of swimming and in life

1. GOVERNANCE & ADMINISTRATION

GOAL:

Efficient and professional leadership, management, administration and service delivery

STRATEGIES:

- 1.01 Maintain high governance standards at SQ 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 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

PERFORMANCE MEASURE:

Financial performance

2. SWIMMERS, COACHES & TECHNICAL OFFICIALS

GOAL:

High and consistent standards of swimmer, coach and Technical Official performance

STRATEGIES:

- 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 for swimmers at all levels, tests the skills of coaches and Technical Officials, and is aligned with the national competition framework and swimmer pathway

PERFORMANCE MEASURES:

- Swim meet competitor and general public nos., non-Qld entries, meet efficiency and session lengths, and qualifying times
- No. of Qld swimmers qualifying for Australian Age and Open competition
- No. of swimmers competing at State and Regional Championships
- No. of Qld swimmers and coaches selected on national teams
- No. of clubs with swimmers competing at national open and age events
- No. of coaches with swimmers who win gold medals at the Australian Age and Open Championships
- No. of participants in SQ's coach development programs
- No. of Technical Officials by region and by accreditation
- No. of participants in SQ's Technical Official development programs



3. PARTICIPATION & MEMBERSHIP

GOAL:

Increased and broadened membership and participation

STRATEGIES:

- 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

PERFORMANCE MEASURES:

- No. of members by region
- No. of participants in grass roots and community programs