2022-2027 STRATEGIC PLAN

"Our community empowered through a lifelong love of swimming"

VISION

Connection & Participation

FOCUS AREA

There is a way for everyone to start and stay involved in swimming in Wellington

OUTCOME

- We design and implement new ways to keep swimming relevant — OBJECTIVE
  - Swimming is fun, inclusive and safe for everyone — OBJECTIVE
    - Swimming Wellington delivers experiences and events for swimmers at all levels and stages

A strong community with the swimmer at the centre

OUTCOME

- Swimming Wellington is an effective advocate for the interests of our swimmers and our region — OBJECTIVE
  - Swimmers and whānau get value from their investment of time and money — OBJECTIVE
    - Swimmers' participation and competition needs are supported by a thriving community of volunteers and officials

Performance

FOCUS AREA

A community that supports the swimmers' achievements at all levels

OUTCOME

- Wellington Swimmers perform at regional, national and international levels — OBJECTIVE
  - Coaching expertise for all levels of swimming is developed and maintained — OBJECTIVE
    - We celebrate success in ways that are appropriate to swimmers' age and stage

Capability & Resources

FOCUS AREA

We have the skills, experience, resources and opportunities to achieve our goals

OUTCOME

- Swimmers' needs drive decisions about facilities and equipment — OBJECTIVE
  - Swimming Wellington is financially sustainable and has the resources to help swimmers achieve their goals — OBJECTIVE