

# SWIM NB

# STRATEGIC PLAN

## VISION

**INSPIRE EXCELLENCE AND A LIFE-LONG LOVE OF SWIMMING**

## MISSION

**WE DEVELOP SWIMMERS, COMMUNITY LEADERS AND OPPORTUNITIES TO  
EXCEL THROUGH TRANSPARENT GOVERNANCE,  
SUPPORT OF MEMBERSHIP AND TECHNICAL LEADERSHIP**

## CORE VALUES

**TRANSPARENCY**

**RESPECT**

**INTEGRITY**

**INCLUSIVENESS**

## STRATEGIC PILLARS

**1 - ATHLETE DEVELOPMENT**

**2 - COACH DEVELOPMENT**

**3 - OFFICIAL DEVELOPMENT**

**4 - COMPETITIONS**

**5 - GOVERNANCE & ADMINISTRATION**





# **STRATEGIC PILLARS & OBJECTIVES**

## **1. Athlete Development**

- a. Increase Swimming Registration**
- b. Improved Performance Levels**
- c. More Opportunities for swimmers of all levels**
- d. Para Swimming Development Plan**

## **2. Coach Development**

- a. Coach Development Pathway**
- b. Technical Training & Continuing Education for Coaches**
- c. Improved Technical Committee Operations**

## **3. Official Development**

- a. Increased Official Registration**
- b. Official Development Pathway**

## **4. Competitions**

- a. Swim Calendar Reviewed and Published Annually**
- b. Swim Meet Opportunities for all levels of swimmers**

## **5. Governance & Administration**

- a. Improved Member Relationships**
- b. Communication Plan Developed**
- c. Modernized Governance Policies**

