

STRATEGIC PLAN 2017 - 2024



OUR VISION Every swimmer has the opportunity to reach their full potential

OUR MISSION Govern, lead, and support competitive swimming

| OUR STRATEGIC DIRECTIONS | | |
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| Provide program, services, and support to maximize all aspects of competitive swimming | Lead and inspire a culture of professionalism | Create growth and life-long opportunities through an inclusive membership |
| OUR SUCCESS (To be finalized by the Board) | | |
| <p>Alberta resident swimmers comprise 20% of national team members and 30% of Junior National Team members by 2024</p> <p>Swimmers training in Alberta on a full-time basis comprise 10% of national team members and 30% of junior national team members by 2024</p> <p>3 swimmers training in Alberta on a full-time basis finish top 8 at designated international competitions by 2024</p> | <p>150 coaches have participated in the Future Coach Program by 2024</p> <p>Increase the number of level 2 and 3 certified coaches in Alberta</p> <p>80% of clubs have identified policies in place by 2024 and 80% of club boards attend the Swim Alberta Conference by 2024</p> <p>Every participant is coached by a certified coach</p> | <p>A growth in membership occurs in the following:</p> <ul style="list-style-type: none"> Non-competitive Competitive Para-swimmers Masters |
| OUR PRIORITIES | | |
| <p>Continually evaluate and improve on Swim Alberta technical and funding programs with a focus on the streams of Discover, Emerge, Aspire, & Excel. This will ensure a pathway from development through to high performance and alignment with LTAD</p> <p>Create and implement a sustainable strategy for the Paralympic athlete stream that provides meaningful programming and competition for athletes. It will be fully aligned with clubs, Swimming Canada, and identified partners</p> <p>Create and implement a sustainable high performance strategy for Olympic stream athletes that is fully aligned with clubs and Swimming Canada</p> <p>Implement a competition structure that supports the development needs of athletes from grassroots through to provincial competitions</p> | <p>Develop a system and support a mindset for the ongoing development and professional development of coaches. This system & mindset will provide for positive working relationships among clubs, informed decision making to support the development of athletes, and will also foster learning and continuous improvement of our coaches</p> <p>Develop a system and support a mindset for the development of clubs. This will result in effective board leadership, positive working relationships with head coaches, informed decision making to support athlete developments at the club level, effective club operations and clubs that are eager to learn and continuously improve</p> <p>Provide opportunities for ongoing official development and mentorship</p> <p>Develop and implement an effective and sustainable safe sport program that is adopted by clubs, both year-round and summer</p> <p>Continue to build on Swim Alberta's processes and systems. Create ways to share best practices with the swimming community with a focus in Alberta, and a reach into the greater community</p> | <p>Actively promote and celebrate our membership through ongoing engagement strategies</p> <p>Increase the visibility of Swim Alberta both provincially and nationally</p> <p>Increase the athlete membership base</p> <p>Work with clubs to adopt an inclusive culture, and support opportunities for all people</p> <p>Increase the engagement opportunities, services, and programs for members at introductory levels and fit for life levels: pre-competitive, masters, and ASSA</p> |