

VISION

Inspire our swimming community to achieve its potential.

MISSION

Make competitive swimming possible.

WE VALUE...

- ✓ Safe, diverse, and inclusive environments
- ✓ The process of improvement
- ✓ Engagement and collaboration based on trust, respect, and fairness
- ✓ Being bold and courageous
- ✓ Achieving best performances

STRATEGIC PRIORITIES & INITIATIVES



PERFORMANCE

The performance pathway for swimmers in the Olympic and Paralympic stream who are on track to achieve an international performance within 4 years.

Swimmer Investment: We provide swimmers with training opportunities and support to reach top eight performances at the international level.

Coach Investment: We develop leading coaches through coach education, professional development, and mentorship.

Special Projects & Initiatives: We uplift performance through innovation, sport science, research opportunities, and integrated support experts.



DEVELOPMENT

The development pathway for all swimmers including grassroots, para-, Masters, Varsity & Summer swimmers.

Swimmer Investment: We support swimmers through training, competition, and life growth opportunities.

Coach Investment: We support the recruitment, development, and retention of swim coaches in Alberta through coach education, professional development, and mentorship.

Special Projects & Initiatives: We develop performance through innovation, sport science, research opportunities, and integrated support experts.

I Can Swim: We provide teacher training that supports the development of strong foundational swimming skills for entry to the competitive swimming pathway.

Competition Pathway: We provide appropriate competition opportunities that support swimmer and official development and retention.



ORGANIZATION

The organizational pathway supporting our community.

Leadership & Governance: We support our community through a sustainable, consistent approach to membership needs.

Membership Strategy: We support and promote the growth of our community as well as advocate for facilities.

Safe Sport: We are committed to a safe, diverse, and inclusive culture through education, procedures and policies.

Fiscal Harmony: We service the needs of the community through effective operational practices, financial excellence, and risk management.

Promote, Inform & Celebrate: We support competitive swimming through consistent communications, accessible resources and celebrating culture and achievements at all levels.