

CIASA Strategic Plan

Our Vision – A swimming nation

Our Mission

Creating a happier, healthier, and more successful nation through aquatic sports.

Our Cause

“Swim Safe and Save”

Our Values

Commitment Purpose Togetherness Fun Dashing

Guiding Principles

Innovation / Digital Transformation

Foster a culture of innovation and connect with the entire aquatic family through a programme of digital transformation.

Membership support

Deliver significant support and value to all members.

Partnership and accountability

Work openly and constructively with our partners and community.

Volunteer workforce of choice

Engage volunteers with fairness, dignity and respect.

Leadership

Foster pro-active leadership as the recognised authority for aquatic sports and learn to swim.

Responsible stewardship and governance

Manage our finances prudently within a sound governance framework.

Sustainability

Foster a culture of revenue generation to support all our aquatic activities.

Inclusion

Equality and diversity is owned by the entire organisation and embedded throughout our programmes.

Strategic Goals				
Clubs and Membership	Sport Development	Workforce	Swimming for Life	Facilities partner support / Leadership
Membership front and centre in everything that we do. Provide value and exceptional support to our clubs and members. Significantly grow our membership by providing an opportunity for all those swimming regularly to be part of the CIASA. Connect directly with all our members retaining them in our activity and sports.	Increase the visibility of the aquatic sports and make them a clear and accessible choice for all young people. Enable access to our sports for a diverse range of participants and ensure that they all develop all round character skills.	Continue to rely on committees and their directors to facilitate workloads. Retain and attract talented and motivated volunteers and employees. Provide high quality training and support to all swimmers, coaches and volunteers. Ensuring access for all without barriers.	Provide expert resources, knowledge, and influence to ensure everyone has the opportunity to learn to swim and continue to enjoy swimming for health, fitness and fun throughout their life. Improve the number of children learning to swim, in particular, disadvantaged groups where we know the “waterproofing” levels are lower.	Provide expert advice and support for building an aquatic center to ensure there is sufficient quality aquatic space, trained staff and effective programs for everyone to enjoy swimming regular. Develop a mobile swimming pool program so that the most disadvantaged have access to learn to swim.
Sustainability/Innovation				
Provide innovative solutions to streamline business processes and increase member/partner engagement. Create and retain appropriate sustainable revenue streams. Operate under a sound financial and governance umbrella.				