

2016 - 2019 Strategic plan

Mission statement

To be a leading and respected recreational and competitive sport in Canterbury West Coast

Vision

World class in every pool

Values

- Open and honest
- Deliver on promises
- Treat everyone with fairness and respect
- Passionate about excellence, best practice, and achieving world class results
- Work as a team, collaborating for the benefit of our stakeholders
- Take ownership and hold ourselves accountable for all actions

Purpose

To promote, foster and encourage swimming and associated aquatic sports and disciplines for the benefit of the community within the region

Promote: our brand, events, swimmers, and members

Foster: best practice in structure, pathways, methods, and excellence in governance and proactively complying with FINA

Encourage: swimming and associated aquatics sports and disciplines in Canterbury West Coast as the leading authority and change maker for the region

Goals

Competitive Success

To deliver a broad programme that consistently provides Canterbury West Coast swimmers and coaches with national and international podium success

Maximise Our Profile

To boldly promote swimming and our people as vibrant participants in the sport and leisure sector

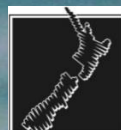
Deliver Valued Services

To continuously deliver valued services to our membership, through the most effective structures.

Resource Our Organisation

To lead, develop and sustain people, finance, and technology resources sufficient to achieve our vision

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