



2020 STRATEGIC PLAN

Developing Lifelong Swimmers to Thrive and Succeed

Mission

Our Purpose | Why We Exist

We are the home for Coaches, Teachers and Swim Schools. A place where they belong, connect with others, advance their careers and feel empowered.

Our Value | What we do

Continuous improvement of Coaching and Teaching techniques and methodologies and Swim School operations to enable and inspire all participants and athletes to grow and develop.

Our Promise | How We Deliver

We are a voice for Coaches, Teachers and Swim Schools. We provide valuable resources and opportunities to learn, network and collaborate.

Values

We Act with Integrity

We are stronger together

We fuel the passion

We achieve ongoing excellence

Goals

Taking the lead

The value of our community is acknowledged and celebrated by our partners and the public

Growing our People

A contemporary educational framework which is fit for purpose and highly regarded

Sense of Community

First class professional events that gather our community for learning, sharing ideas and networking

Partnering for Success

Our community engages in ethical, inclusive, meaningful and mutually beneficial ways

Serving our Members

Quality products and services based on regular market research to satisfy members' needs and wants

Outcomes

We are influential, active and visible in driving success for our community:

1. Qualifications recognised by Government authorities
2. Swim Coach/Teacher is a valued profession
3. We are International advocates for swim industry
4. We uphold stringent Governance standards
5. ASCTA/SA are respected members of the swimming and water safety community

We are industry leaders in the delivery of quality educational courses;

1. Modern, relevant and practical course content
2. RTO registration maintained
3. We offer a comprehensive calendar of courses
4. Courses attract new and existing members
5. Course presenters demonstrate mastery

We create and promote a range of opportunities for our community to build relationship:

1. Our culture demonstrates 'We are together'
2. Delivery of a successful annual ASCTA Convention
3. A structure for International professional development
4. High quality ASCTA State conferences
5. Members feel valued and willing to share experiences

We foster a collaborative approach to working with, and for, our members and partners:

1. We have an environment of collective decision making
2. Ownership of actions is clearly understood
3. Harmonious relationships are present at all levels
4. We have thriving International partnerships
5. ASCTA/SA maintain a strong reputation within the industry

We provide compelling reasons for people to belong:

1. We know our members well
2. We meet our members needs and expectations
3. Membership provides career pathways
4. Obtaining and renewing ASCTA/SA membership is a positive experience
5. Developing actions and plans to take advantage of opportunities as they emerge



OUR VALUES AND BEHAVIOURS

We Act with Integrity

- We treat others with respect – we seek to listen, understand, empathise & constructively respond
- We are inclusive and value diversity of views and perspectives
- We act to build trust in our relationship through owning our behaviour and doing as we say we will do
- We have the courage to tackle difficult situations and conversations to develop ourselves and others

We fuel the passion

- We recognise and celebrate the efforts and achievements of others
- We encourage, motivate and inspire people, empowering others to be the best they can be
- We promote our sport with enthusiasm and positivity, sharing our stories, success and learnings
- We seek balance, look after ourselves and have fun along the way

We are stronger together

- We lead from every position
- We collaborate and share information, experience, skills and perspectives
- We communicate with honesty and transparency and at appropriate times
- We support one another – as people, with teams and across teams

We achieve ongoing excellence

- We are driven to be the best we can be and continually improve
- We are focused on achieving our vision
- We innovate to explore different approaches and solutions
- We discuss, decide and deliver