



# STRATEGIC PLAN 2023 / 2025

**OUR PURPOSE: To make Artistic Swimming**

- Fun.
- Accessible.
- Affordable.
- Well run, providing pathways for participation and competition.

**VISION: ARTISTIC SWIMMING TO BE THE SPORT OF CHOICE IN WA**



FACILITATING PARTICIPATION TO THE SPORT	DEVELOP KEY POSITIONS AND RESPONSIBILITIES.	PROVIDE OVERARCHING GUIDANCE	GROWTH+ DEVELOPMENT SUSTAINABILITY	EXCELLENCE FOR ALL AGE GROUPS	PROMOTE, COMMUNICATE AND ADVOCATE
<p>Increase awareness</p> <p>Lower costs</p> <p>Ease registration.</p> <p>Promotion, opportunities &amp; accessibility</p> <p>Activation program AquaStART in collaboration with RLSSWA</p> <p>Embed AquaStart into schools</p> <p>Community outreach programs</p> <p>Inclusivity.</p>	<p>Education opportunities for coaches, judges &amp; officials</p> <p>Travel opportunities to International competitions and events.</p> <p>Volunteer management plan.</p>	<p>Structure (policies, by-laws risk management.)</p> <p>Support ASWA Community</p> <ul style="list-style-type: none"> <li>• DLGSC &amp; local government workshops - share information,</li> <li>• competitions,</li> <li>• workshops</li> <li>• experts to visit WA</li> </ul>	<p>Expand access - Metro &amp; Regional WA</p> <p>Growth - conversion to membership</p> <p>Long-term sustainability of AS clubs.</p> <p>Grant applications related to Artistic Swimming growth and development.</p> <p>Target funding for Regional WA</p> <p>Regional Development plan</p> <p>Artistic Swimming for Life</p>	<p>Quality programs and opportunities for all levels.</p> <p>Readily available training resources.</p> <p>WA High performance program in line with ASA requirements.</p> <p>Excellence in coaching</p> <p>Solid technical foundations - Building Blocks for Brisbane 2032</p>	<p>Develop and maintain relationships with stakeholders.</p> <p>Build relationships with Aquatic Sports</p> <p>Identify and build new relationships</p> <p>Further grow and develop our relationship with RLSSWA</p> <p>Become a Targeted Sport - Venues West</p> <p>Develop a marketing strategy</p>