



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 IN THE SPORT	DEVELOP KEY POSITIONS AND RESPONSIBILITIES	PROVIDE OVERARCHING GUIDANCE	GROWTH AND DEVELOPMENT SUSTAINABILITY	EXCELLENCE FOR ALL AGE GROUPS	PROMOTE, COMMUNICATE AND ADVOCATE
Increase awareness	Provide education opportunities for coaches, judges & officials	Create infrastructure (policies, by-laws, risk management)	Expand access - Metro & Regional WA	Quality programs and opportunities for all levels	Develop and maintain relationships with stakeholders
Reduce costs					
Ease registration	Create travel opportunities to international competitions and events	Support the ASWA Community	Growth - conversion to membership	Readily available training resources	Build relationship with other Aquatic Sports
Promotion, opportunities & accessibility					
Embed AquaStART into schools					
Community outreach programs focusing on CaLD and Seniors	Devise a volunteer management plan	<ul style="list-style-type: none"> • Attend DLGSC & local government workshops • Promote competitions • Establish workshops • Encourage experts to visit WA 	<ul style="list-style-type: none"> Long-term sustainability of AS clubs Grant applications related to Artistic Swimming growth and development Target funding for Regional WA Create a regional development plan 	<ul style="list-style-type: none"> WA High Performance program in line with ASA requirements Promote excellence in coaching Develop solid technical foundations - Building Blocks for Brisbane 2032 	<ul style="list-style-type: none"> Further grow and develop our relationship with RLSSWA Become a Targeted Sport - Venues West Develop a marketing strategy