



Swimming
NEW ZEALAND

2022 - 2028 STRATEGIC FRAMEWORK

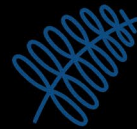
14, 50m
2021 New Zealand
1 Ella H
2 Charl
3 Oliv
4 Kyla
5 Iris W
6 Elizab
7 Mia
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VISION

Swimming for all;
swimming for life



PURPOSE

To improve the well-being of
New Zealanders by growing the
enjoyment of swimming



MISSION

Providing quality
swimming experiences

Water Safety & Education

Participation & Competition

Performance & Coaching

Outcomes

New Zealanders safer in the water

More people swimming more often

New Zealand is a top 16 swimming nation

Measurable Goals

All primary school children and teachers receive water safety education annually

All swim schools meet Swimming NZ's registered swim school standard

A reduction of preventable drowning rates

An increased number of club and competitive swimmers

An increased number of actively engaged swimmers

An increased number of active recreation swimmers

A podium finish at each LC World Championships and Olympic Games

TBC podium finishes at each Para LC World Championships Paralympic Games

A recognised sector leading commitment to athlete wellbeing

Minimum 4 coaches developed to be able to be the Aqua Blacks head coach

Enablers - By 2028 we have:

Primary schools prioritising the delivery of water safety education

Swim schools recognising the importance of minimum industry standards

Well promoted water safety programmes

The best aquatic education courses

Strong partnerships within the water safety sector and alignment with the NZ water Safety Sector Strategy

Attractive events & competition pathways catering for all ages from grassroots to high performance

Strong partnerships with swimming clubs and other providers

Easy to access digital engagement for all types of swimmers

Increased awareness of the health and well-being benefits of swimming

New Zealand team athletes achieving top 16 finishes at pinnacle events

A network of high performing coaches focusing solely on high performance outcomes

Fully integrated pathways for para and able-bodied swimmers and coaches

Swimmers have the funding they require to achieve their goals

A positive culture within all New Zealand teams

Governance & Leadership

						
Safe, diverse and inclusive culture for all	Commitment to Health & Safety at all levels of	Ongoing membership engagement and collaboration	Fit for purpose governance and operating structure	Commitment to Te Ao Maori	Strong progressive governance and leadership	Sustainable revenue streams