



2028 Statement of Strategic Direction

PURPOSE (why)

Provide high-quality, enjoyable swimming experiences to improve the well-being of New Zealanders.

VISION (what)

Swimming for all; Swimming for life.

VALUES (how)

Accountability

We lead with integrity and respect and are accountable.

Excellence

We aim high and stay curious.

Collaboration

We work together with clear communication.

We Care

We care about people and welcome everyone.

Strategic Pillar	Learn to Swim & Education	Participation & Competition	Performance & Coaching
Outcomes	New Zealanders enjoying the water safely because they can swim	More people swimming and competing more often	New Zealand is a top-16 swimming nation
By 2028 we Have: (Measurable Goals)	75% of swim schools utilise SNZ Swim Teacher education programmes. 75% of swim schools meet Swimming NZ's registered swim school standard - Increased access and funding for Learn to Swim.	- At least 7,000 competitive members, competing more often. - At least 30,000 actively engaged people on the database. - At least 1m digital interactions annually. - Boost swimming enrolment in Maori and other under-represented cultures by 20% within 3 years	- A podium finish at each LC World Championships and Olympic Games. 4 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
Made possible by: (Enablers)	- Continued delivery of AustSwim courses. - Swim schools recognise and promote the importance of minimum industry standards. - Active advocacy to local and central government. - 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 members 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 NZ teams
Governance & Leadership: (Foundations)	Commitment Statements: - A safe, diverse, and inclusive culture for all. - A commitment to providing accessible and equitable opportunities for Māori and all cultures to participate in swimming. - A commitment to Health & Safety at all levels of the sport. - Strong progressive governance and leadership. - Ongoing membership engagement and collaboration. - Sustainable revenue streams.		

