



OCTOBER 2022

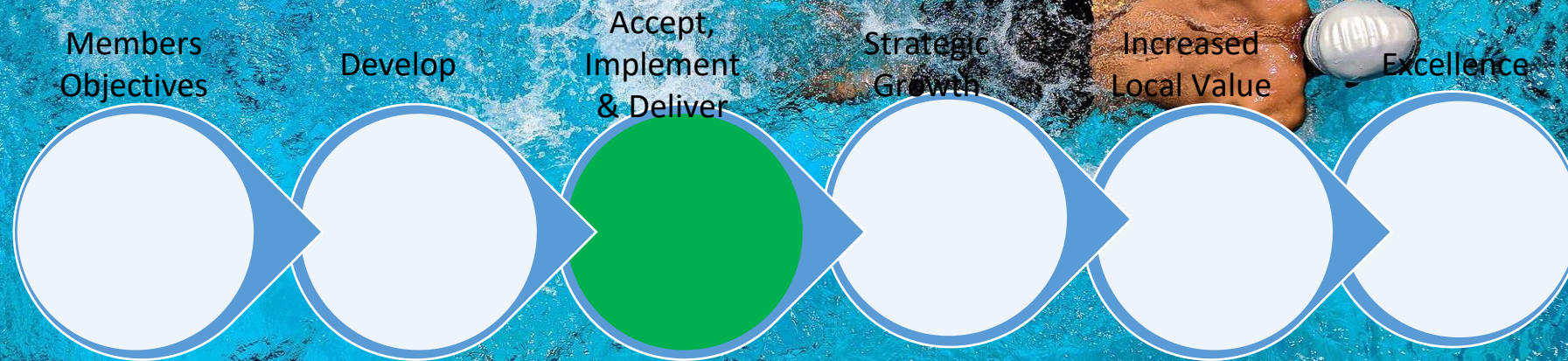
Strategy to 2025

VISION

An aerial photograph of a swimmer in a pool, viewed from above. The swimmer is wearing a white swim cap and dark swim trunks, and is in the middle of a stroke, creating a splash of white water. The water is a vibrant blue. The image is partially obscured by a white banner at the top and a dark grey banner on the right.

To Promote, Develop and Grow swimming
in the Bay of Plenty Region

STRATEGIC objectives



TARGETS

4.

FY22 10% Growth in swimmer participation

3.

Host National events with Partnership & alliance

2.

Well developed overall strategy to optimize our Regions talent

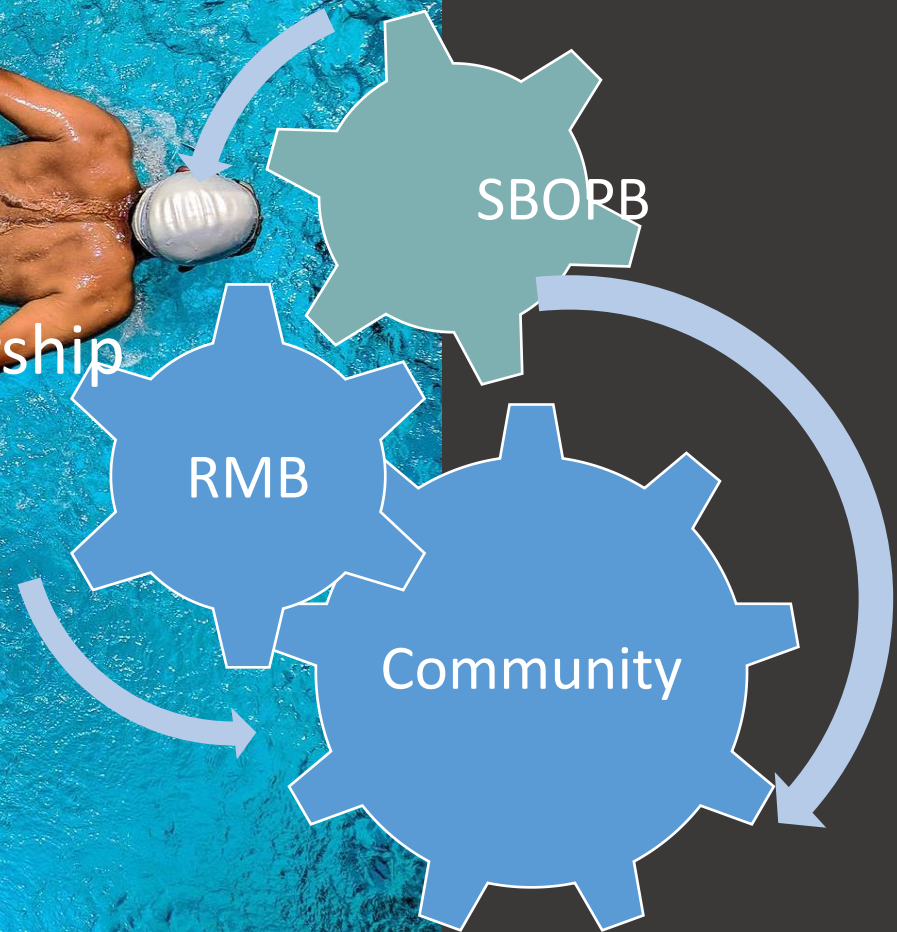
1.

Greater Member participation

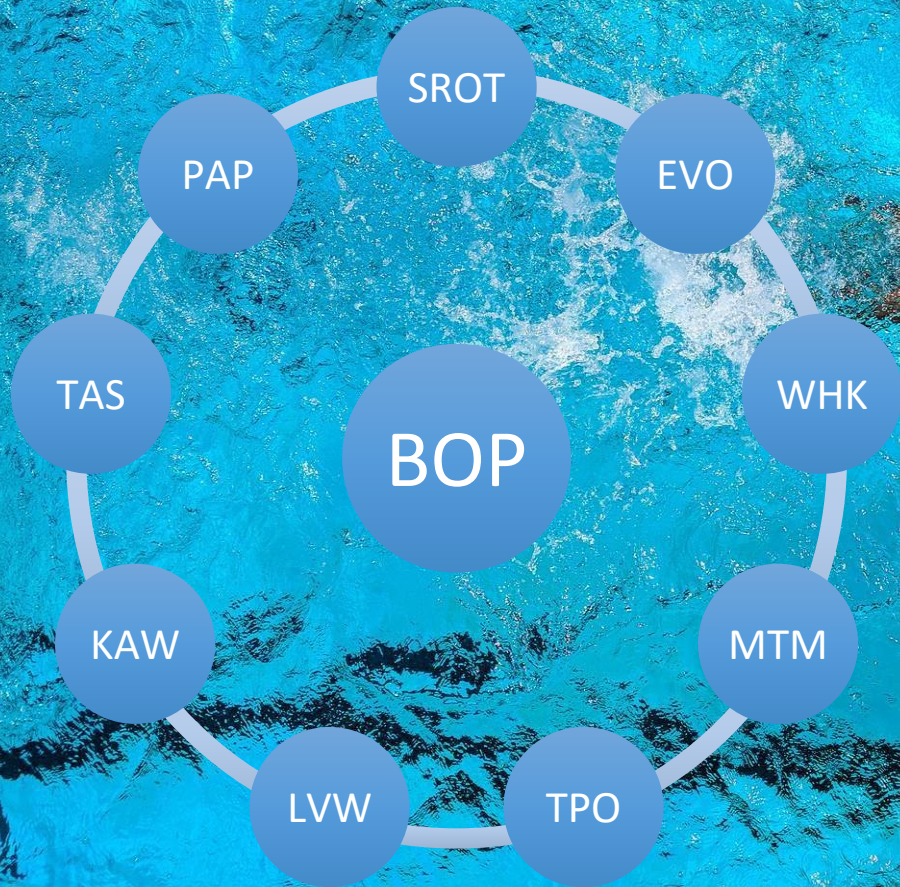
LEADERSHIP

It Starts at the Top

- Strong Governance
- Membership Teams that deliver
- Excellence delivered at Local Membership
- One Team



SBOP Membership



EXCELLENCE

Achieve Excellence

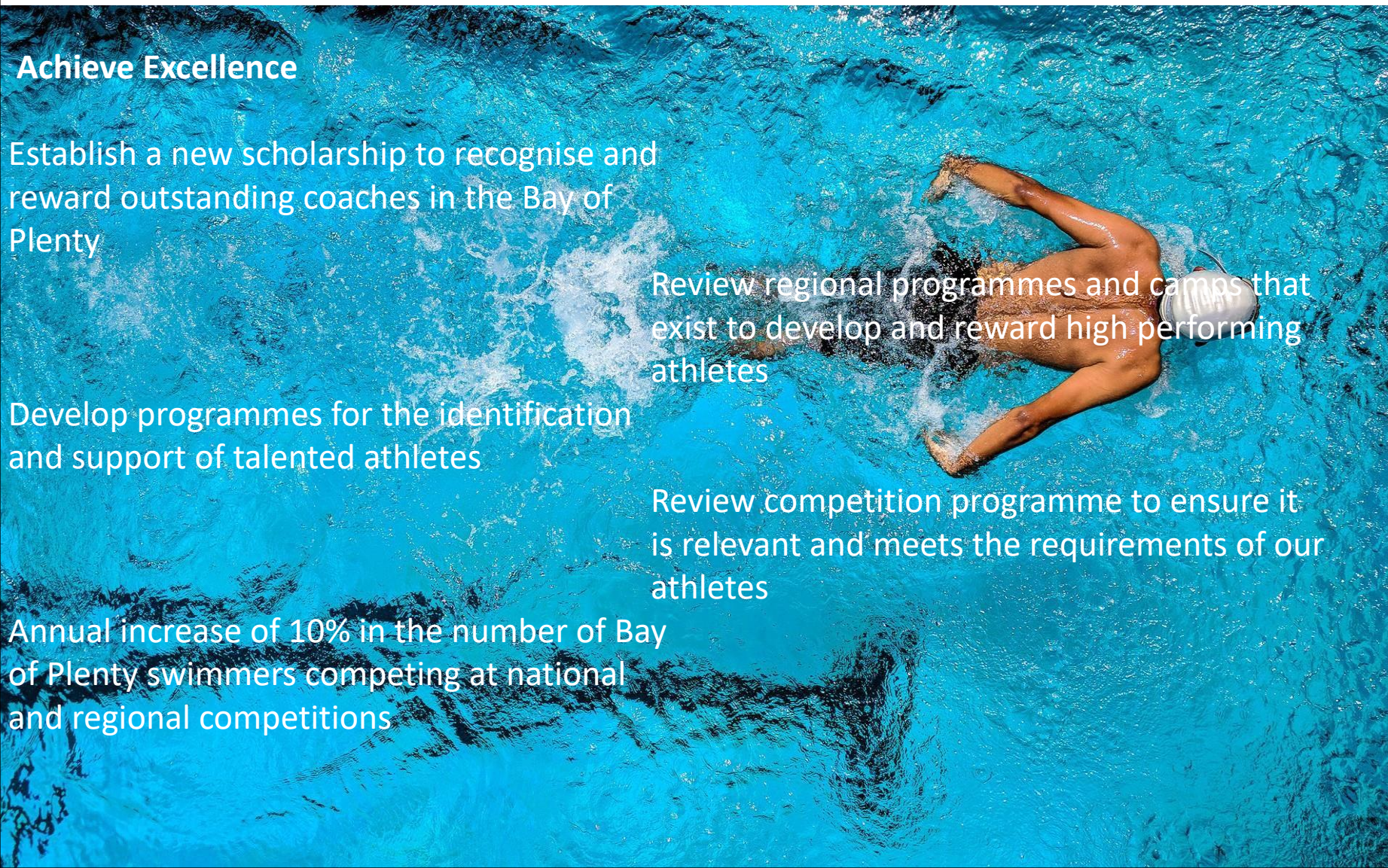
Establish a new scholarship to recognise and reward outstanding coaches in the Bay of Plenty

Develop programmes for the identification and support of talented athletes

Annual increase of 10% in the number of Bay of Plenty swimmers competing at national and regional competitions

Review regional programmes and camps that exist to develop and reward high performing athletes

Review competition programme to ensure it is relevant and meets the requirements of our athletes



GOVERNANCE

Strong Governance

Provide health check to support Clubs to assess and improve their effectiveness in meeting Swimming New Zealand objectives

Continue to support strong inter-regional collaboration, support the Central Swimming concept, and explore regional amalgamations.

Annual satisfaction survey from Clubs about the performance of Swimming Bay of Plenty

Establish clear criteria for the establishment of new member Clubs

Annual review of health of clubs to ensure they are meeting objectives.



GROWTH

Grow Participation

Work with schools and the wider community to promote the benefits of swimming

Develop a new and innovative junior swimming league across the region that is open to all – competitive and non-competitive swimmers alike

Work with local authorities and learn to swim providers to develop a natural progression through to swimming clubs

Develop an exit survey that Clubs can use to understand why swimmers are leaving and to help develop retention plan

