

MASTERS SWIMMING AUSTRALIA

STRATEGIC PLAN SUMMARY 2024-2027



VISION

Enrich and inspire adults to swim for life

PURPOSE

To provide an environment to develop and promote adult swimming in Australia for life

MISSION

To support and encourage adults, regardless of age and ability, to swim regularly through training, competition, and participation so that they can improve their mental and physical health, fitness, and wellbeing.

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STORY

Sharing the benefits of swimming, for life with the Australian community

WHAT

- Improve the image and awareness of MSA
- More regular communication with members
- Regular communications with Branch Administrators
- Review MSA swimming & membership offerings with a view to growing participation

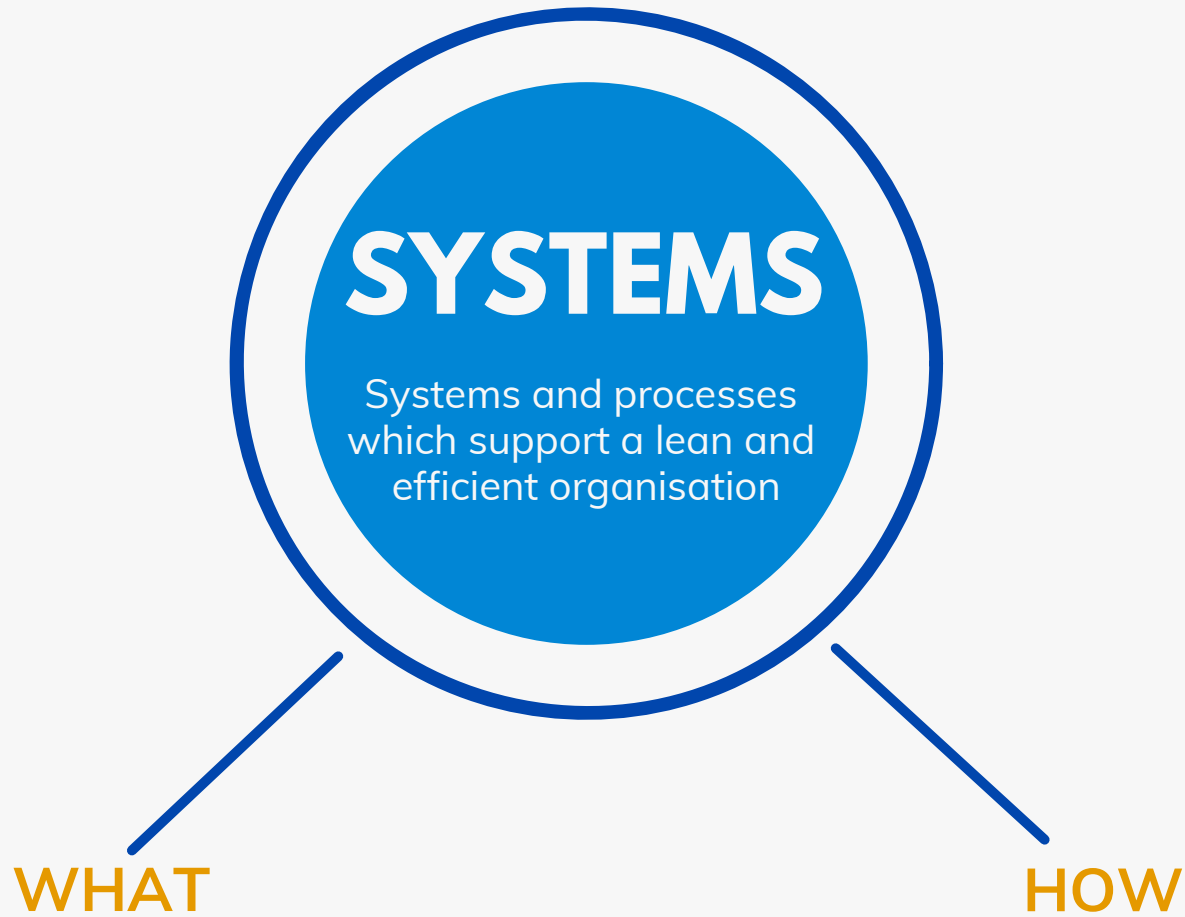
HOW

- Review and refresh the MSA story, imagery and write an organisational values statement
- Quarterly meetings with Branch Administrators to enhance communications and share stories
- Increase reach of MSA social media and open rate of member communications by 10% and encourage Branches to tag MSA in stories of interest
- Review the operation of Million Metres, E1000, Swim Series and Postal Swims – are they fit for purpose? Are the reward points still appropriate? How can we lift participation?

BUSINESS AS USUAL

Monthly MSA member newsletter

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Evolve our member databases

Assess the suitability of the MSA online presence

Continue to develop online accreditation programs

Integrate the results portal with Swim Central

Investigate the redesign of the MSA website

Source and implement an online technical officials course and advanced coaches course

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ORGANISATION

Engaging our members to deliver programs that support swimming, for life

WHAT

HOW

BUSINESS AS USUAL

Plan on a page for each committee, linked to the strategic plan and use of committee templates

Repurpose the Swim Meet committee into a 'Swim Program' committee

Uphold the cash reserves policy

Develop, maintain and monitor a risk register

Build capability/succession planning for organisational evolution

Link committee outputs to delivery of the strategic plan

Maintain financial sustainability and manage organisational risk

Initiate and practice good governance standards

Deepen engagement with other likeminded organisations

Create a national mentoring program for technical officials, coaches, committee and Board leadership roles

Align committee structure, purpose and outputs with strategic priorities of the organisation

Constitution review and management of process from approval to implementation

Review policies and rules and create a corporate history document

Standardise meeting & reporting practices with National committees

Maintain relationship with existing sponsors and search for new partnerships

Develop a dual SA/MSA membership

Create more 'One Club' clubs

Develop dual sanction events/ membership options with other aquatic sports organisations

Explore possibilities and partnerships with Disability Sporting Associations

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WHAT

Increase overall membership of MSA
Reduce the number of lapsed members

Create a lifetime swimming journey

Build capability and deepen engagement with club

HOW

7,000+ members by December 2024

Reduce rate of lapsed memberships to 25% or less by Dec 2025

Create a Club Matrix to connect swimmers with the right type of club for their needs

Conduct a clubs conference

MEMBERS

Building a stronger, larger and more diverse Masters swimming community in Australia

BUSINESS AS USUAL

Share Vorgee equipment options with clubs

**SWIMMING,
FOR LIFE**



**masters
swimming**
AUSTRALIA

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