

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.

MASTERS SWIMMING AUSTRALIA



MASTERS SWIMMING AUSTRALIA

STORY

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

WHAT

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

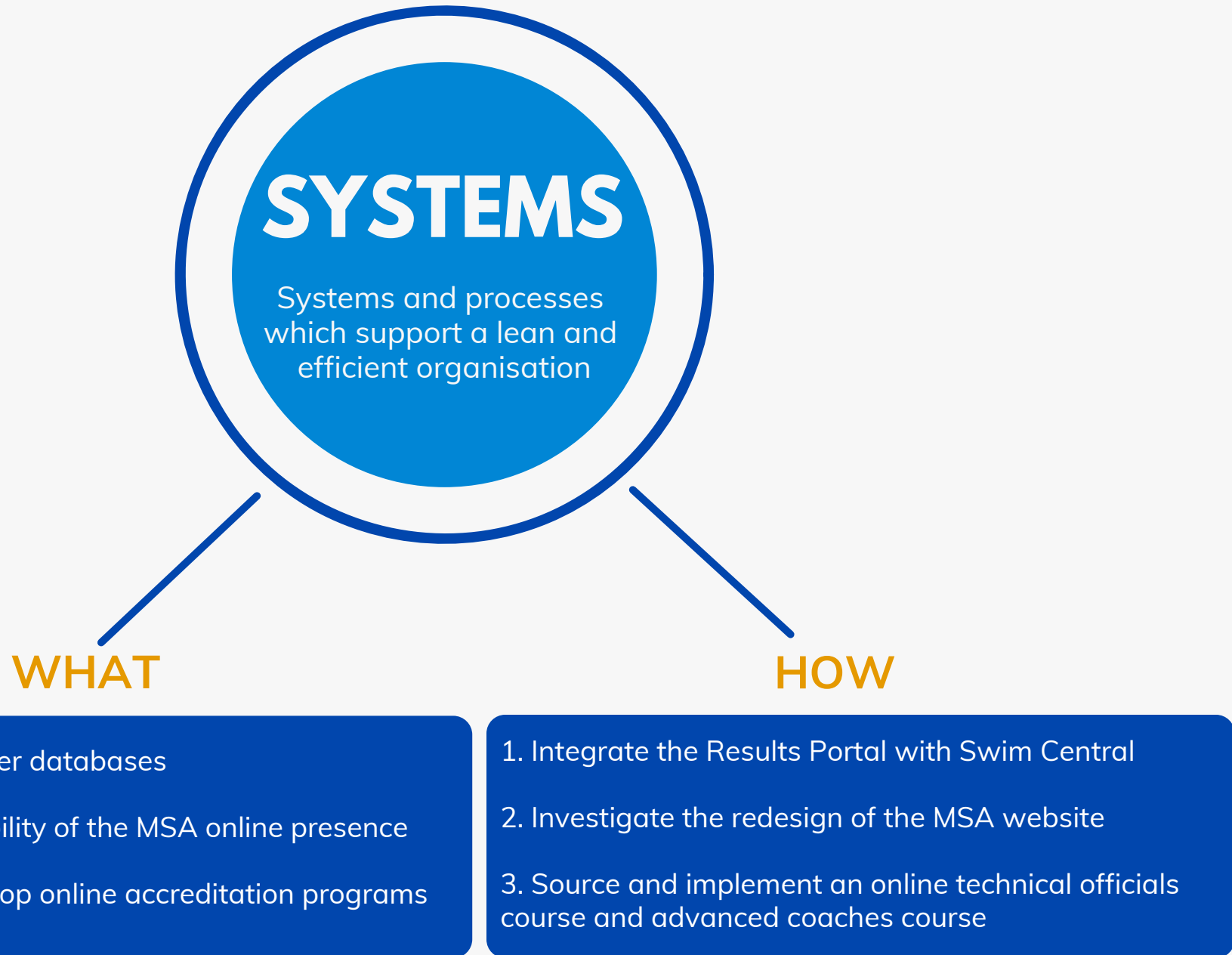
HOW

1. Review and refresh the MSA story, imagery and write an organisational values statement
2. Quarterly meetings with Branch Administrators to enhance communications and share stories
3. Increase reach of MSA social media and open rate of member communications by 10% and encourage Branches to tag MSA in stories of interest
4. Review current Membership structure and provide alternate options and subsequent financial impact on the organisation

BUSINESS AS USUAL

Monthly MSA member newsletter

MASTERS SWIMMING AUSTRALIA



MASTERS SWIMMING AUSTRALIA



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

1. Build capability/succession planning for organisational evolution
2. Link committee outputs to delivery of the strategic plan
3. Maintain financial sustainability and manage organisational risk
4. Initiate and practice good governance standards
5. Deepen engagement with other likeminded organisations
6. MSA National Programs

1. Create a national mentoring program for technical officials, coaches, committee and Board leadership roles
2. Align committee structure, purpose and outputs with strategic priorities of the organisation
3. Maintain relationship with existing sponsors and search for new partnerships
4. Constitution review and management of process from approval to implementation;
and
4. Standardise meeting & reporting practices with National committees
and
4. Review policies and rules and create a corporate history document
5. Develop a dual SA/MSA Membership/Events, review One Club model
and
5. Explore possibilities and partnerships with Disability Sporting Associations
6. 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?

MASTERS SWIMMING AUSTRALIA

WHAT

1. Increase overall membership of MSA
2. Reduce the number of lapsed members
3. Create a lifetime swimming journey
4. Build capability and deepen engagement with club

HOW

1. 7,000+ members by December 2024
2. Reduce rate of lapsed memberships to 25% or less by December 2025
3. Create a Club Matrix to connect swimmers with the right type of club for their needs
4. 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

MASTERS SWIMMING AUSTRALIA

ABN 24 694 633 156

MSAC, 30 Aughtie Drive, Albert Park, 3206

w: www.mastersswimming.org.au

Immerse yourself
vorgee