



**PURPOSE** (why)

To promote and grow swimming for sport, fitness, recreation and health for all kiwis and to support our best swimmers to successfully compete and succeed on the world stage.

**VISION** (what)

**New Zealand is a Swimming Nation.**

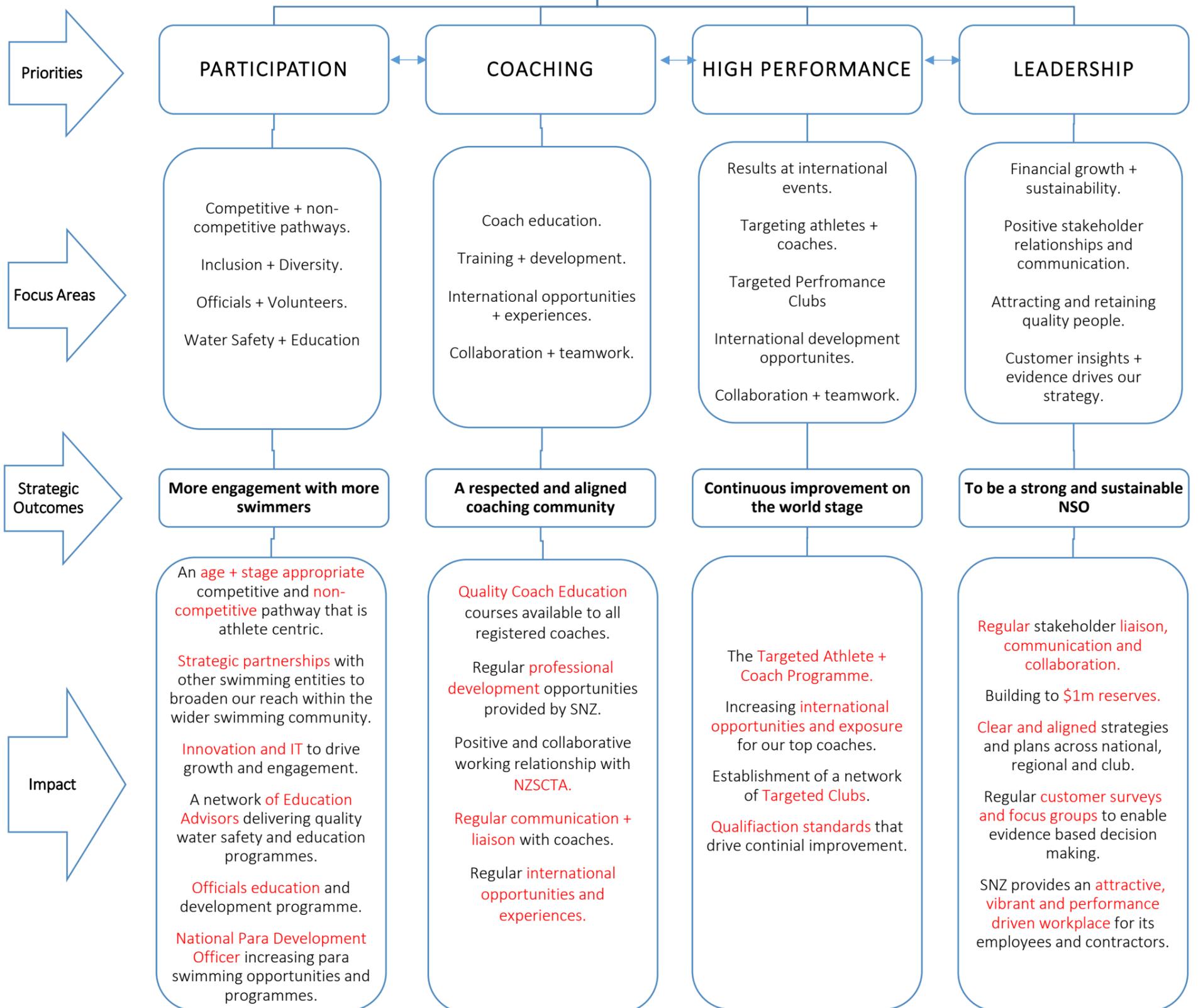
By this we mean that swimming is common in the lives of all New Zealanders; it is being taught and coached **in clubs and schools**; **our coaches** are well educated and offer coaching to a consistently high standard; **our clubs** offer exceptional programmes that attract a wide range of participants; and **our top swimmers** are consistently inspiring New Zealanders through their achievements on the world stage.

**MISSION** (how)

**CONTINUOUS IMPROVEMENT**

**STRATEGIC SUMMARY**

2018 - 2024



**PURPOSE guides us; VISION is what we aspire to; MISSION drives us; IMPACT is what matters.**