



Strategic Plan 2023 – 2026

Our Mission: To attract, develop and retain our members to reach their full potential and to set the standard of excellence in swimming

Our Vision: A family friendly club, making all members, their families and friends welcome and truly valued through active participation. A club that recognises goals and ambitions of individual athletes and provides support to achieve them in a safe and welcoming environment. A club that driven by appropriate governance, strong leadership working in collaboration and responding to its stakeholders needs. A club that embraces diversity, inclusion and growth, enhancing the experience of members through innovative coaching and training methods

Governance and Strategy

- Strategic Plan
- Sustainable finances
- Accountable Committee
- Coach performance monitored
- Members valued
- Modern policy
- Partners

Growth in Membership

- ARC Swim school link
- Local schools engaged
- Attractive, functional website
- Local sports clubs links
- Private swim school links
- Marketing
- Come and try SLD
- Membership target

Excellence in Belonging and

Experience

- SLD SLG
- Social events planned and delivered
- Volunteer recognition
- Internal athlete mentoring
- Member engagement
- Child safeguarding prominent
- Embrace diversity and inclusion

Competition and progression

- Clear and defined athlete pathway
- Athletes inspire and challenge others
- Season goals set and reviewed
- Inter squad engagement
- Coaching pathway aligned to SAL
- Celebrate and share member successes

Enablers: Our Coaches / Our Volunteers / Our Partnerships / Our Governance

SLD Club Values

Sportsmanship / Community / Encouragement / Dedication / Respect