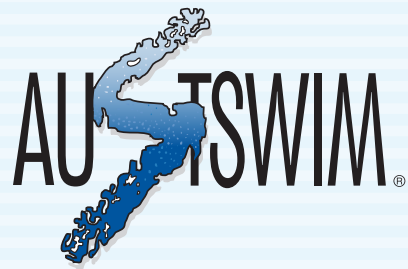
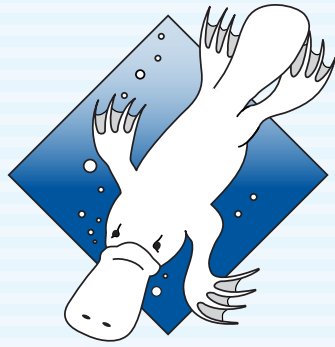


Strictly Private & Commercially Confidential



Strategic Plan

July 2009 – June 2013

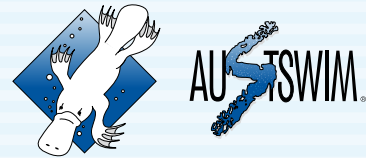


Our Vision

Every Australian will be taught to swim by an accredited AUSTSWIM teacher, enabling them to safely enjoy aquatic environments and activities.

Our Mission

-  AUSTSWIM Leadership
-  AUSTSWIM Standards
-  AUSTSWIM Products and Services
-  AUSTSWIM Licensing



Our Philosophy

AUSTSWIM has a strong philosophy that is founded on the belief that all Australians should have appropriate and relevant swimming and water safety skills and understand the principles and practices of water safety.

Our Values

Our values provide a guide and a benchmark for the board, management, staff and volunteers of AUSTSWIM to measure their individual and organisational behaviours.

Ethical and Professional Behaviours

We expect the highest ethical and professional behaviours in all we do and all we say.

Learning and Education

We encourage an environment that promotes the value and benefits of learning and education.

Our History, Our Traditions

We value our history, our traditions and the past experiences that have given us today's learnings, understandings and position.

Diversity, Equity and Access

We strive for diversity, equity and access for all in gender, age, culture, beliefs and socio-economic.

Honesty, Integrity and Trust

We promote honesty, integrity and trust as a foundation of our relationships.

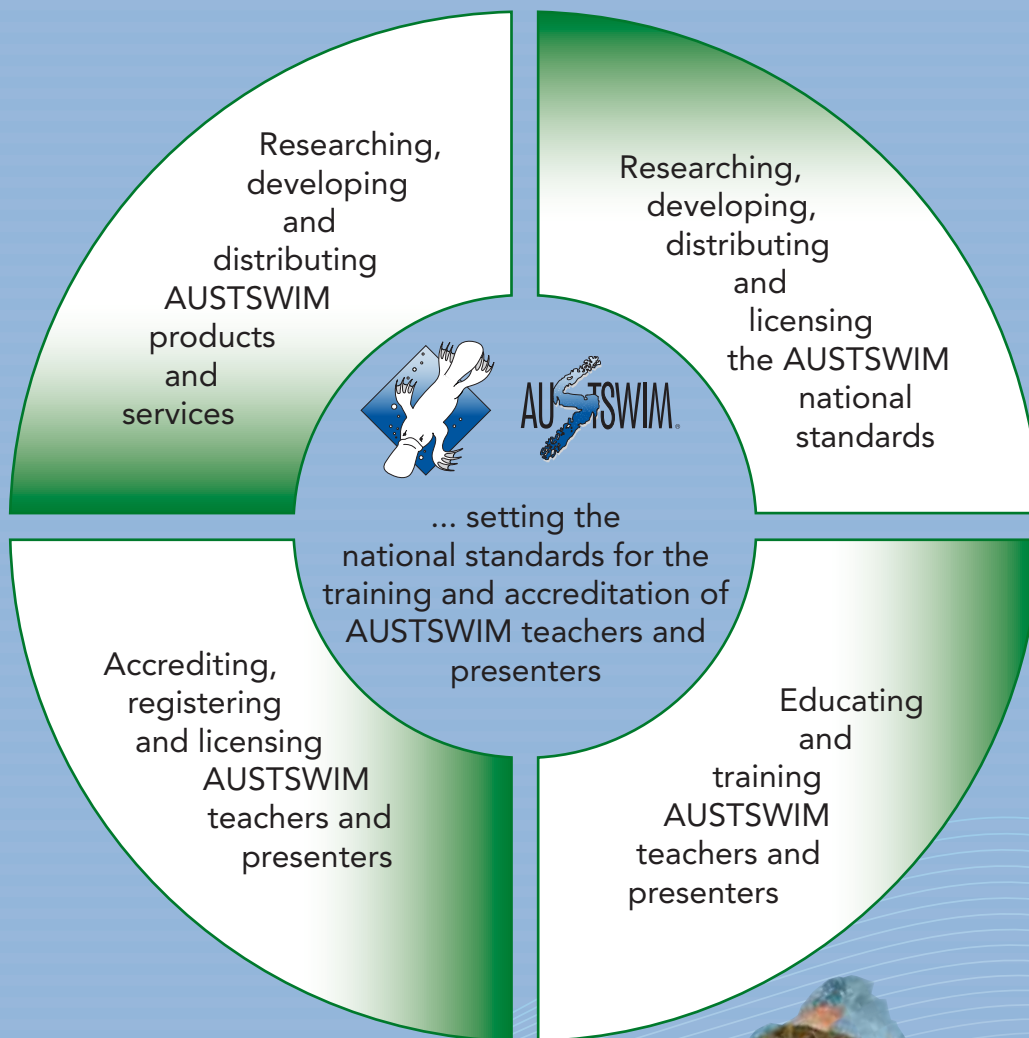


Our Core Business

Our core business or reason for being is:

...setting the national standards for the training and accreditation of AUSTSWIM teachers and presenters.

The four areas that will deliver our core business are reflected in the AUSTSWIM Core Business Model



Key Result Areas

Board Key Result Area One: Governance, Leadership & Management

The board will be governing the organisation, management will be managing the organisation, a partnership in leadership and management that will continually drive and deliver the vision, mission, values and core business of AUSTSWIM.

Board Key Result Area Two: Product & Service Development & Delivery

AUSTSWIM will consistently seek out new opportunities, ideas and information that will ensure its future products and services have currency and relevance and support the position that AUSTSWIM is the national standard for the teaching of swimming and water safety.

Board Key Result Area Three: Brand, Image & Position

AUSTSWIM will be widely known and acknowledged throughout Australia and targeted international markets as the national/international standard in the teaching of swimming and water safety; a proposition that will be promoted to the market through the AUSTSWIM Platypus.

Board Key Result Area Four: Technology Today, Technology Tomorrow

All governance and organisational systems will provide timely, accurate and relevant data, information and knowledge enabling the board, management and staff to undertake their work.

Board Key Result Area Five: Stakeholder Relationships, Stakeholder Contributions

AUSTSWIM will have strengthened its relationships with its internal and key external stakeholders; seeking their commitment and contribution to the achievement of the organisation's vision, mission, desired future and key result areas.

Board Key Result Area Six: Standards, Accreditation & Licensing

The AUSTSWIM National Standards will be the national/international benchmark against which all teachers and presenters of swimming and water safety are accredited and registered.

Board Key Result Area Seven: Research, Development & Innovation

Research and development will be driven by the AUSTSWIM spirit of innovation and entrepreneurship that will continue to enable the organisation to grow, develop and prosper in line with the Strategic Plan.

Board Key Result Area Eight: Social, Environmental & Economic Sustainability

AUSTSWIM will be:

- ♻️ socially sustainable
- ♻️ environmentally sustainable
- ♻️ economically sustainable.

