

Strategic Plan 2016-2019



Vision: Where we want to go

Regional talented athletes achieving excellence in sport and life

Mission: What we do

Supporting aspiring athletes and coaches across the South West region to achieve sporting excellence

Strategic Aims

PEOPLE

- Staff
- Volunteers
- Athletes
- Coaches

COLLABORATION

- Partnerships
- Networks
- Capacity Building

FINANCE & RESOURCES

- Fees
- Grants
- Sponsors
- Investment

SERVICES & PROGRAMS

- Athlete wellbeing
- Life after sport
- Holistic

MARKETING

- Branding
- Stories
- Promotion

Key Measures

Have quality people, systems and processes conducive to an environment of excellence

Develop strategic partnerships with identified external organisations

Annual budgets are to be set by the Board and a funding strategy is developed to include income from government, trusts and businesses

Maintain and facilitate the development of sports infrastructure and high performance sports programs

Be recognised within the region and sector as a leader in elite athlete and coach development

Actions to achieve - this would be separate goal plan.

- Position Descriptions for all roles.
- Athlete recruitment plan.

Our values guide our work and our people...

Sportsmanship

Leadership

Access and Equity

Professionalism

Integrity

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Who are we ?

The South West Academy of Sport (SWAS) is the peak sporting body of South West Victoria.

SWAS provides elite focused development programs for aspiring elite athletes.

SWAS is a not for profit organisation that works closely with State & Local Governments, the Victorian Institute of Sport, local businesses and State Sporting Associations to provide elite sporting pathways & services throughout the South West region.

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