

SOUTH WEST ACADEMY OF SPORT
STRATEGIC PLAN OVERVIEW
2020 Mid-Cycle Review & Update

PURPOSE	Supporting aspiring athletes and coaches across the South West region to achieve sporting excellence.	
VISION	Regional talented athletes achieving excellence in sport and life	
VALUES	Fair Play Leadership Equality Professionalism Integrity	
STRATEGIC PRIORITIES		
Focus Area	Outcome	KEY ACTIVITIES
Excellence in operations, governance & innovation	Be recognised within the region and RAS sector as a leader in elite athlete and coach development.	<ul style="list-style-type: none"> • Continually seek feedback from all stakeholders on our programs • Plan for and develop the future skills that will be required to deliver our services and programs • Ensure responsible, efficient, and effective use of SWAS resources • Progress opportunities to enhance SWAS capabilities and governance
High performance programs & services to support athlete preparation & performance	<p>We have strong strategic partners and coaches</p> <p>Our high-performance sports programs are producing results</p>	<ul style="list-style-type: none"> • Engage with & Identify talented athletes throughout the region with a clear nomination processes for athletes • Formulate greater opportunities for coach development & advancement • Utilise technology where possible to increase services • Develop All Abilities sport sporting excellence opportunities • Deliver programs and services that align to our core values and Purpose
Sustainable organisational growth	We are agile in the delivery of our services and resilient to risks, including financial	<ul style="list-style-type: none"> • Create, Manage and Maintain relationships with core funding partners • Develop new partnerships and partnership models to leverage facilities, capabilities and resources • Develop new innovative service delivery • Identify and secure alternative & commercial funding opportunities to create long term sustainability • Identification and management of potential organisational risks
High level exposure & recognition of the SWAS Brand	Our community know who we are and are actively engaging and supporting us	<ul style="list-style-type: none"> • Harness the success of current and previous athletes • Enhance communication, collaboration and recognition of current relationships • Actively promote the SWAS brand into key markets and empower athletes and coaches to promote the brand • Maintain current and up to date information on all electronic & social mediums • Develop strong relationships with the media • Increase community donations and sponsorship