

Amateur Swimming Association

The Future of Swimming and
Expectations Post London 2012

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3 Key Vision Statements

- Every child learns to swim
- More people swim regularly
- We win medals in all aquatic disciplines in both Olympic and Paralympic Games.

Strategic Objectives (draft)

- **Increase**
 - Usable water space
 - Number of people learning to swim
 - The talent pool and potential to win more medals
- **Improve**
 - Effectiveness & sustainability of clubs
 - Skills & capabilities of aquatics workforce
 - Self-sustainability and long term future of ASA
 - Governance structures of ASA
- **Retain**
 - & grow numbers of participants within aquatic activities

KPI's

1. Stemming the decline in overall participation

a) Increasing the number of adults (26+) participating in Swimming by 2%

b) Increasing the number of young people (14-25) participating in Swimming by 2%

c) Increasing the number of disabled people regularly participating in Swimming by 2%

2. To ensure there is an increased number of quality English athletes at world level

- Figure still to be agreed

10 Core Areas of ASA Strategy

- Participation (including Learn to Swim)
- Talent: Swimming, Diving, Disability, Water Polo, Synchronised Swimming
- Workforce
- Marketing
- Facilities
- Club development – including volunteers
- International influence
- ASA Governance
- Sustainable finance
- ASA People / HR

Strategy Aims

Participation

- Insight
- Aquatic networks
- Community clubs
- Disability engagement

Talent

- LTAD review
- Pathways
- Environment
- Appropriate competitions

Workforce

- Develop new & existing training
- Single registration system
- TNA
- Invest

Marketing

- Support ASA strategy
- Campaigns (National & local)
- Sharpen ASA brand
- Focus on key audiences

Facilities

- Community access
- Accessible locations
- High standard & cost efficient
- Effective programming

Club Development

- New Swim 21
- Clubs as sustainable business units
- Volunteer Engagement and development

Strategies in Development Stages

- International relationships
- Governance
- Sustainable Finance

Our Aims by 2020

- **More people taking part**
- **athlete pathway** that is the greatest in the world
- **A skilled workforce**
- **Wider Access, to Outstanding facilities** with efficient and effective **pool programming** where customers have a great aquatic experience
- **market intelligence**
- **World leading and Inspirational** athletes
- **Aquatics at the 'heart' of the community**
- **sustainable clubs**
- **sustainable industry**
- **United voice** (political influence at local and national level)