

STRATEGY

OUR VISION

Great experiences in water. For all. For life.

OUR MISSION

To lead and serve an aquatics community to enable safe, enjoyable and successful experiences.

OUR VALUES

We
include

We are
ambitious

We
collaborate

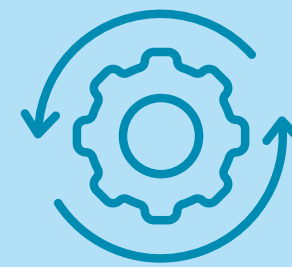
We
do what's right

OUR GOALS



Foundations

- Shift the culture
- Trusted welfare and safeguarding
- Stronger clubs
- Effective Learn to Swim
- Access to water
- Outstanding events
- Success on the world stage



Enablers

- Build trust
- Connected digital ecosystem
- Outstanding people
- Grow revenues
- Operational excellence
- Environmental sustainability



Community growth

- Tackling inequalities
- Increasing engagement
- Grow open water
- Lifelong participation
- Aquatics for health

METRICS

Participation rates and demographics, customer satisfaction rates, membership data, diversity of membership data, number of volunteers, teachers, coaches and officials, revenue, medals, rankings, carbon footprint, staff survey.