



SWIMMING TASMANIA

2025-2029 Strategic Update

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2025–2029 STRATEGIC UPDATE

A UNIQUE
SWIMMING
LANDSCAPE



Tasmania offers a distinct environment for swimming, shaping athletes with **resilience, dedication, and adaptability**. Swimming is a beloved sport for many Tasmanians, beyond competition. However, participation fluctuates throughout life, and **Swimming Tasmania aims to bridge this gap**. Swimming Tasmania **will positively influence the *lifecycle of swimming*** as its peak body.

As a **non-contact, low-impact** sport, swimming fosters long-term health, making it one of the few sports accessible from infancy to old age. Beyond physical fitness, it instils **resilience, time management, determination, and team spirit**, enriching lives both in and out of the pool.

Our island, with a population of 576,000 as of 2024, faces several challenges to progress swimming. Limited facility space, increasing financial pressures on clubs, aging infrastructure, a shortage of coaches, a shortage of officials and intense competition from other sports all present significant obstacles. Additionally, the evolving landscape of sports is impacted by the digital age, leading to a decline in children's physical literacy compared to previous generations.

This strategic update is designed to enhance swimming participation and competitive swimming among Tasmanians and work alongside the Swimming Australia Strategic Plan. It will shape our culture and performance pathways through to 2029. While ambitious in its goals, it remains deeply entrenched in the organisation's capacity to execute effectively.

In a sporting context, it is essential that our strategy is firmly anchored in our values. While the individuals within Swimming Tasmania may not be swimmers or coaches themselves, their role in delivering this plan requires them to embody these values in every aspect of its implementation.

Strategic imperatives are essential for Tasmanian swimming because they provide clear priorities and direction to overcome challenges, maximize opportunities, and ensure sustainable growth.

Here's why they are needed →

1 Addressing Key Challenges

Tasmanian swimming faces limited facility space, financial pressures, aging infrastructure, a shortage of coaches, and competition from other sports. Strategic imperatives help focus efforts on tackling these issues effectively.

2 Driving Participation & Engagement

With declining physical literacy among children due to the digital age, clear strategic priorities help ensure that swimming remains accessible, engaging, and relevant to the community.

3 Enhancing Performance Pathways

To develop and retain talented swimmers, structured performance pathways must be in place. Strategic imperatives ensure a roadmap for progression from grassroots participation to elite performance. This is imperative to our vision of having three Tasmanian swimmers represent Australia at the 2032 Olympics in 2032.

4 Strengthening Governance & Sustainability

A well-defined strategy supports long-term planning, financial stability, and effective governance, ensuring that Swimming Tasmania can operate efficiently and deliver its vision.

5 Building a Stronger Swimming Culture

By aligning stakeholders—swimmers, coaches, clubs, officials, and administrators—around common goals and values, strategic imperatives help create a thriving, supportive swimming community. A strong swimming culture provides Tasmanian swimmers with the best opportunity to qualify for the 2032 Olympic Games, building a legacy of high performance alumni.

VALUES OF TASMANIAN

S

SPORTSMANSHIP

Upholding fairness, respect, and integrity in

T

TEAMWORK

Fostering collaboration and mutual support among athletes, coaches, and the broader community.

R

RESILIENCE

Facing challenges with perseverance and determination.

O

OPPORTUNITY

Promoting inclusivity and ensuring access for all.

K

KINDNESS

Creating a respectful, positive, and supportive

E

EXCELLENCE

Striving for continuous improvement and success in

STRATEGIC PRIORITIES 2025-2029



Transparency in decision-making and governance

- **Strengthening Communication:** Implement a proactive communications strategy to engage all stakeholders, ensuring transparency and alignment with our mission.
- **Commitment to Child Safety:** Uphold and integrate best practices in the National Child Safety Framework across all programs.
- **Community Engagement:** Foster collaboration through the Swim Smart Collective, allowing our community to contribute to strategic direction and program delivery.



Advocacy for swimming at all levels.

- **Championing Our People:** Advocate for the interests of swimmers, coaches, officials, and volunteers within the swimming community.
- **Facility Development:** Drive investment in high-quality facilities that support the long-term progression of the sport.



Strategic Planning & Operational Delivery for long term success.

- **Financial Responsibility:** Ensure sustainable financial management and strategic oversight to maintain efficiency and growth.
- **Strategic Partnerships:** Develop mutually beneficial financial partnerships to fund 60% of the organisation's strategic objectives.



Mentorship to develop future leaders and officials.

- **Leadership & Development Programs:** Deliver structured initiatives focusing on leadership, holistic athlete development, and skill-building across all levels—athletes, clubs, officials, coaches, and administration.
- **Guided Support:** Leverage expertise from experienced coaches, specialists, and senior athletes to help individuals reach their full potential.



Accessibility to swimming for all communities.

- **Inclusive Opportunities:** Expand program delivery to ensure all community groups can swim at their capability level, breaking down barriers to participation.



Networking between clubs, officials, and sponsors.

- **Collaboration Across the Sport:** Facilitate stakeholder engagement at all levels—from grassroots to elite performance—encouraging knowledge sharing, innovation, and program development.



Innovation in programs, policies and athlete development.

- **Enhancing Programs & Policies:** Continuously evolve participation programs, policies, and athlete development strategies to keep pace with changing needs and opportunities.



Ambition to grow and elevate the sport in Tasmania.

- **Growth & Participation:** Drive targeted initiatives to grow the sport, ensuring swimming is accessible and engaging for all ages.
- **Year-Round Fitness:** Position swimming as Tasmania's preferred year-round activity for health, fitness, and wellbeing.

