

Portland Swim Club

2026-2030

STRATEGIC PLAN




OUR VISION

INSPIRING THE NEXT GENERATION OF OUR SOUTHERN BLUEFINS FROM FIRST LAPS TO FLYING FINISHES



OUR MISSION

A welcoming, family-oriented club where committed volunteers and coaches support swimmers to develop skills, build confidence, and create lifelong friendships.





OUR VALUES

➤ respect

> acting with integrity, we recognise and value everyone's contributions

➤ growth

> everyone is committed to development and improvement

➤ community

> where friends and family come together as a team

➤ inclusion

> we prioritise a safe and welcoming environment

➤ fun

> we foster a passion for swimming

KEY PILLARS



> community & member experience

- Celebrate and promote our club values
- Showcase our club to the community through our events and carnivals
- Create supportive induction and welcoming processes for members



> programs & participation

- Focus on the provision of quality programs for our swimmers
- Invest in training and upskilling opportunities for our coaches
- Establish approachable and welcoming swimming pathways





PORTLAND SWIMMING CLUB



COACH
PORTLAND

ENGINE

COACH
PORTLAND

KEY PILLARS



facilities, pool access & external relationships

- Strengthen strategic relationships with all stakeholders
- Create meaningful connections with neighbouring swimming clubs and pools
- Lead advocacy for swimming in our region



leadership & volunteers

- Develop formal succession and mentoring plans
- Create manageable task and volunteer roles
- Establish clear volunteer coordination strategies



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Photos supplied by: Ash Cox

south west sport



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