



2016-2024

SWIM NOVA SCOTIA
STRATEGIC PLAN

**2015-16 Canadian Development Team Member: Jade Hannah*

SWIM NOVA SCOTIA – STRATEGIC PLAN 2016-2024

SNS Mission Statement:	Swim Nova Scotia will promote excellence in swimming by developing and encouraging broad based participation, by ensuring participation is inclusive, and by providing the leadership and means that will ensure individual excellence at the International, National, Regional and Provincial levels
2024 Vision for Success:	Our vision provides us with a picture of what our desired future will be. It enables us to articulate a common understanding of what our future goals and desires are for Swim Nova Scotia, Clubs and members in 2024.

Key Factors	Focus	Goals	2024 Outcomes	
EXCELLENCE	Athletes	Maximize opportunities for swimmers to be on National teams	NS swimmers on National teams	
		More swimmers swimming faster	Break every Provincial Record within 10 years Higher number of NS swimmers making A finals at National designated meets	
	Coaches	More coaches involved with National teams and camps	NS Coaches on National teams	
		More coaches involved with National committees	NS Coaches on National technical committees	
	Officials	More officials on deck at National events	NS Officials on deck in senior positions at National designated meets	
		More officials involved with National committees	NS Officials on National officials committee(s)	
	Administration	More administrators involved with National team programs	NS Administrators on National teams	
		More administrators involved on National committees	NS Administrators on National committees	
DEVELOPMENT	Athletes	Appropriate swimmer development pathways	Pathway strategy up to date and in alignment with Swimming Canada	
		Effective provincial team training groups and travel teams in place	Provincial team programs in place for appropriate levels	
	Coaches	NCCP Training	Aligned with Swimming Canada	
		Mentorship opportunities for all development level coaches	Coaches across the Province are participating in mentorship opportunities and working with Provincial team programs	
		Professionalism	All coaches have position descriptions, contracts and annual evaluations in place	
	Officials	Quality & quantity of officials to meet provincial and local hosting needs	Needs analysis & online education	
		Mentorship opportunities	Alignment with Swimming Canada & utilizing Level 5 officials to mentor Level 1/2	
	Administration	Quality administrators in place to lead strong club programs	Professional development opportunities	
		Effective volunteer recruitment, training and recognition programs	Best practices in place	
		Quantity & quality volunteers in place to support the system	Best practices in place	
	GOVERNANCE	Swim Nova Scotia and Clubs	Financially stable	Reserve fund that equals six months operating expenses
			Effective Board/Staff/Committees are in place to achieve goals & objectives	2.5 full time staff plus summer staff. Ensure that all policies and procedures are current within the last three years.
Recognition as a leading PSO in NS			Higher block funding and other Provincial funding rankings	
Effective succession planning in place for all committees			Utilization of mentors	
Organizationally effective clubs			Organization assessments by Swim NS	
Effective development and implementation of best practice tools within clubs			Work with other Provincial Swim Organizations to develop best practices	
COMMUNICATION and COLLABORATION	Swim Nova Scotia	Facility development	Liaise with Gov't agencies ensuring development; work with architects on design	
		Communications to clubs & membership	Keep up to date with latest technologies of social media; web page and email correspondence	
		Communications & collaborations with non-members	Utilizing above tools and also Provincial Team Members as spokespeople	
	Clubs	Facilities	Access and fees (need measurables)	
		Communications to membership	Regular members bulletin; keep up to date with latest technologies of social media; web page and email correspondence	



2012 Canadian
Olympic Team
Member:
David Sharpe

In 2012, Nova Scotia placed its first swimmer on the Canadian Olympic Team since 1984 (Marie Moore). David's 200m Fly performance can be traced to his swimming programming and support from Swim Nova Scotia, his club, and his teammates.



SNS Strategic Plan Background:

Swim Nova Scotia's current strategic plan will be coming to the end of its lifespan at the conclusion of the 2016 season. The plan was originally developed in 2010 and has served the association well. Swim Nova Scotia and the sport in general has seen numerous successes and accomplishments in recent years including (but not limited to):

- *Increased membership and a sense of moving forward*
- *Improved relationships and transition with the summer swim*
- *Reorganization of Board and active working committees*
- *Improved results at National competitions and on*
- *Increase in number of young coaches and mentoring*
- *New facilities*
- *Quality programs, camps, and Provincial opportunities*

Swim Nova Scotia

5516 Spring Garden Rd. 4th Floor,
Halifax, N.S. B3J 1G6

