

BUSSELTON MASTERS SWIMMING CLUB

STRATEGIC INTENT
(2026 – 2030)

OUR VISION

Inclusive, Active and Supporting

OUR MISSION

To provide structured pool and open water swimming opportunities that promote skills, fitness, social connection and fun – supporting every member to reach their individual goals in a welcoming environment.

STRATEGIC PILLARS

Sustainable Operations

Use club resources wisely, prioritising member-valued initiatives such as pool-based clinics and maintaining a mix of preferred session times.

Inclusive Participation

Support swimmers of all ages and abilities with a focus on growing a younger age group while maintain a strong 50 – 70 age base.

Balanced Training

Deliver well-planned sessions combining technique and fitness, aligned with member preferences for both pool and open water.

Community & Connection

Foster strong social bonds through regular events, and collaboration with local and broader Masters community.

Excellence in Coaching

Support coaches to tailor training to member needs, and provide access to skill development opportunities.

OUR TARGETS



Diverse Membership



Member Satisfaction



Social Connection



Training Engagement

OUR CLUB VALUES



Fun – We believe swimming should be enjoyable and socially enriching.



Support – We encourage one another in and out of the water.



Inclusivity – We welcome swimmers of all backgrounds, ages and skill levels.



Flexibility – We adapt our programs to fit member lifestyles and feedback.



Respect – we value each other's goals, time and contributions. and embrace diversity



Excellence – We strive to improve through quality coaching and personal effort.

JUNE 2025