**For xx years from xxxx to xxxx**

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| **Mission Statement** | e.g. XXXX Club will develop and promote swimming within the community through growth in participation and performance excellence |
| **Vision** | e.g. Swimming to survive.  e.g. Providing a sustainable swimming environment. |
| **Core Values**  *Three key values* |  |
| **Issues**  *Three biggest issues the club is facing* |  |
| **Key Strategic Areas**  **& Goals**  *Three key areas for the Club to focus on* | Strategic Goals: Increase Membership  Key Strategic Initiatives   * Increase Competitive Swimmers      * Grow Overall Club Membership Number * Increase amount of volunteers/technical officials   Measures:  - X% increase in competitive swimmers  - X% increase in members  - Amount of people completing technical officials qualifications |
| Strategic Goals:  Key Strategic Initiatives        Measures:  -  -  - |
| Strategic Goals:  Key Strategic Initiatives        Measures:  -  -  - |
| Strategic Goals:  Key Strategic Initiatives        Measures:  -  -  - |