

LAKES



2025 / 2032

LAKES SWIMMING CLUB

STRATEGIC PLAN



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PREAMBLE TO

STRATEGIC PLAN

Lakes Swimming Club, based in Springfield, QLD, is a community-driven organisation with a proud commitment to fostering the growth and development of swimmers from age 6 to adult. Established with a vision to be a beacon of aquatic excellence, our club empowers swimmers to discover their potential, unite in purpose, and propel our community towards a future defined by achievement, pride, and enduring legacy. We uphold professionalism through expert coaching, inspire perseverance and teamwork, and aim to make a lasting impact both in the pool and within the Greater Springfield and Ipswich communities.

Our short-term goals (1–2 years) focus on increasing membership through inclusive outreach, improving swimmer performance at state and national championships, enhancing training with world-class clinics, fostering team spirit, involving families, creating a fun and positive environment, and ensuring 100% safety compliance. Our long-term goals (3–5+ years) aim to achieve competitive excellence with swimmers qualifying for national and elite competitions, drive personal best times through customised training, promote athletic excellence, upgrade facilities into a world-class hub, establish a mentorship legacy, and deepen community impact through local partnerships.

At Lakes, we know that swimming builds more than champions—it shapes character, confidence, and community. Our swimmers demonstrate respect, inclusivity, hard work, and sportsmanship, reflecting values that strengthen individuals and unite us as a club. This strategic plan outlines our commitment to providing enriching experiences, inspiring excellence in sport and life, and delivering on the expectations of our members, families, and stakeholders.



1.0 CULTURE & CAPABILITY

GOAL: EFFICIENT AND PROFESSIONAL LEADERSHIP, ADMINISTRATION, AND SERVICE DELIVERY

- 1.01** Maintain high governance and service standards in a culture of respect, inclusivity, and excellence, reflecting our commitment to swimmers, families, and the community.
- 1.02** Collaborate with Swimming Queensland, Swimming Australia, and stakeholders to support national strategies that grow the sport and align with our vision.
- 1.03** Optimise revenue through outstanding events, exceptional member and sponsor experiences, and innovative community engagement.
- 1.04** Partner with all levels of government to secure funding for club programs, facility upgrades, and swimmer development.
- 1.05** Support and empower volunteers, families, and local partners to strengthen our club's foundation and community ties.

2.0 SWIMMER, COACH, AND TECHNICAL OFFICIAL DEVELOPMENT AND PERFORMANCE

GOAL: ESTABLISH AND MAINTAIN HIGH AND CONSISTENT STANDARDS OF SWIMMER, COACH, AND TECHNICAL OFFICIAL PERFORMANCE

- 2.01** Deliver targeted development programs—featuring clinics with Olympians and elite swimmers—that refine technique, build strength, and foster a cohesive club community, aligned with national frameworks.
- 2.02** Maintain a dynamic swim meet calendar that challenges swimmers, enhances coach and official skills, and supports progression from local to national levels.



3.0 SPORT DEVELOPMENT

GOAL: INNOVATIVE PROGRAMS TO GROW AND STRENGTHEN SWIMMING

- 3.01** Develop and implement progressive programs—such as junior clinics, skill-building workshops, and community swim initiatives—that inspire participation and align with national sport development frameworks.
- 3.02** Promote swimming as a lifelong activity by creating pathways that build confidence, discipline, and a sense of belonging, enhancing the sport's role in personal and community growth.
- 3.03** Partner with schools, local organisations, and Swimming Queensland to expand access to swimming education and competitive opportunities for all ages and abilities.

4.0 BUILDING PARTICIPATION & MEMBERSHIP

GOAL: INCREASED AND BROADENED MEMBERSHIP AND PARTICIPATION

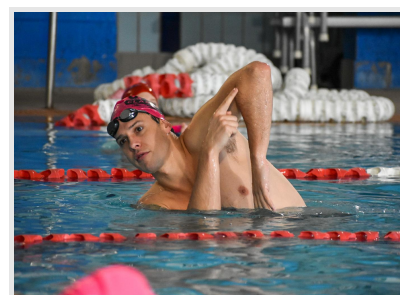
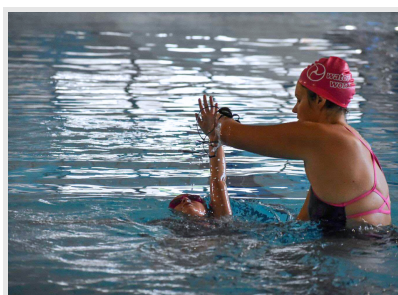
- 4.01** Deliver inclusive participation programs for swimmers of all abilities, welcoming diverse backgrounds and skill levels to thrive.
- 4.02** Provide children with a positive, fun introduction to club swimming through themed practice days and rewards, encouraging lifelong engagement.
- 4.03** Involve families through engaging events, deepening their connection to the club and reinforcing our community focus.



5.0 FACILITY AND COMMUNITY LEGACY

GOAL: A WORLD-CLASS HUB AND LASTING COMMUNITY IMPACT

- 5.01** Secure funding to upgrade training facilities into a world-class swimming hub that inspires excellence and pride in Springfield.
- 5.02** Establish a mentorship program where elite swimmers guide beginners, building skills, confidence, and a legacy of development.
- 5.03** Launch annual events to engage local businesses and the Ipswich community, fostering partnerships that enhance athletic and economic growth.



Respect

We show respect for coaches, fellow swimmers, and club staff while honouring the rules and regulations of our club and sport. We uphold fair play and sportsmanship, maintaining the integrity of swimming in training and competition.

Inclusivity

We create a safe, inviting space for swimmers of all abilities, backgrounds, and skill levels to thrive.

Hard Work

We encourage relentless effort in training, pushing each swimmer to achieve their personal best. We cultivate a culture of steadfast dedication to swimming and its pursuit of excellence.

Sportsmanship

We instil a commitment to fair play, respecting the rules of the sport no matter the circumstances. We teach swimmers to embrace victories and setbacks with humility and grace, embodying true sportsmanship.

