**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* | *

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| **Issues***Three biggest issues the club is facing* | *

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| **Key Strategic Areas** **& Goals***Three key areas for the Club to focus on* | Strategic Goals: Increase MembershipKey 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:--- |