



Barrie Trojan Swim Club

Strategic Plan 2022-2025

Vision

To provide the best competitive swimming experience to all members.

Mission

Inspire personal development through the pursuit of swimming excellence.

Values

Pride:

We foster an environment where teamwork, having fun, making friends and celebration of our achievements are embraced.

Respect:

We understand the value that each swimmer, coach, parent, staff and volunteer brings to the Club and we will demonstrate this through our thoughts and actions to ensure we treat people with dignity and consideration for their perspective and feelings. We will endeavor to make every person feel included, safe and valued as a member of our Club.

Integrity:

We promote and encourage honesty and ethical principles at all levels of the club. We take ownership and understand the need to be answerable to one another for our actions and results. In the pursuit of continued success, we will create and foster a positive and supportive culture.

Commitment:

We embrace a love of sport and continuous improvement to pursue higher performance. We support and encourage each other to be better every day.

Work Ethic:

We are determined to work hard and put forth our best effort every day.

Pay the **PRICE**.



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Strategic Priorities

- **Stakeholder Engagement:** Develop programs, events and approaches that enhance the swimming experience for all stakeholders.
- **Support for High Performance Swimming:** Develop systems and programs that support improved performance across all levels of the Club.
- **Organizational Professionalism:** Implement practices and policies that assure sustained financial stability and organizational excellence.
- **Sense of Community:** Implement actions that drive a sense of team and pride throughout the organization.