

AUSTSWIM



Celebrating
30 Years of
Service to
the Aquatic
Industry



SINCE 1979



30 Years of Charting
AUSTSWIM's Future

....a snapshot of managing change in
an aquatic industry peak body.....

years

JUNE 1979



National seminar on the teaching of swimming was held in Melbourne. Each state, with the exception of the Northern Territory, and all major swimming organisations represented.

years

November 1979



National meeting held to discuss the prospect of forming an authoritative national body to control and coordinate the implementation of a 'National Teacher of Swimming and Water Safety Course'.

years

April 1980



The first AUSTSWIM Teacher of Swimming and Water Safety Course conducted in Orbost, Victoria.

years

1983-1984



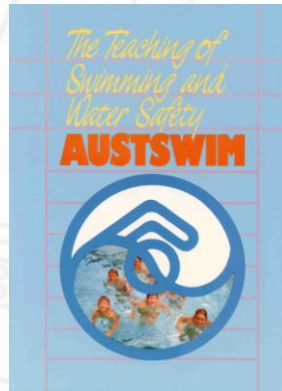
AUSTSWIM received direct funding from the Commonwealth Government

years

1985-86



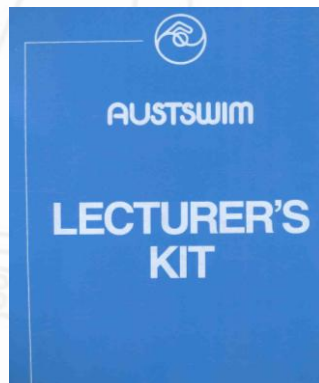
- First AUSTSWIM manual released.



1987-88



First AUSTSWIM Lecturer's Kit produced.



The first ten years—forming and performing....

- Volunteerism, moving to Part Time staff
- A lot achieved with very little
- Innovation and high motivation
- Government support assisted more rapid, quality outcomes...
- In the latter part of the 80's State Branches (Incorporated) with their own income from course delivery , developed and became stronger and stronger

The 1990' s...pluses and minuses...

- The first five to six years saw more positives with new courses and resources and a more consistent and professional rigour in course delivery and student outcomes.
- In the second half of the decade the increasingly strong state branches focussed more and more on the “business” ..the balance sheet and “bricks and mortar mentality.....

Late '90's



- Branches (particularly in the larger states) became far more wealthy than the National entity.
- People, power and politics dissipated energies and dominated our strategic focus.
- Branches kept more and more of the income and the National entity, starved of funds, was unable to develop new resources and re-develop existing ones.
- The situation had to be addressed.....

2000-2001



- A collaborative strategic planning process was commenced.
- To date three successive (and successful) strategic plans have been developed and implemented rigorously.
- These Strategic processes have turned the situation around.....
- Whilst successful, it hasn't all been easy...

As Prince Machiavelli said:



- “When contemplating change be assured of two things: only luke-warm support from those who stand to gain and the most vehement opposition from those who stand to lose.”

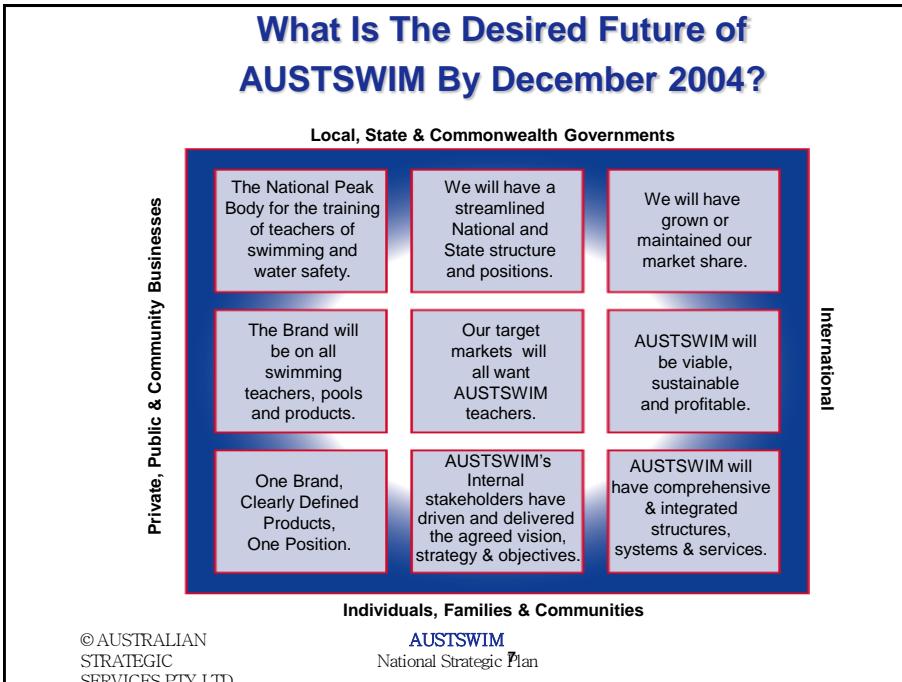
years

The First Plan 2002-2004



- Bringing collaboration
- To unify the organisation
- Consolidate the brand
- Regain our key focus

years



Then ...2004 – 2009

- “One AUSTSWIM”
- Move from a federal model to a unitary one.
A commercial sustainable model
- All staff under one employer.
- The previous State Council/Branches become State Advisory Committee’s
- So we effectively dismantled everything that was know before.

One Vision, One AUSTSWIM

United by our vision and desired future AUSTSWIM will be one national organisation.





National Council State Advisory Councils






























AUSTSWIM will have successfully transitioned the current legal entities, various governance and organisational structures into one legal entity, one governance and one organisational structure.



Demonstration Model




AUSTSWIM will be widely acknowledged and recognised as a unique demonstration model of national swimming unity, focus and achievements.



<p>Customer Demand, Customer Service</p>		<p>Marketshare</p>
<p>Increasing levels of repeat and referral business will reflect AUSTSWIM's commitment to customer research, service and satisfaction.</p>	<p>Products & Service Development</p>	<p>AUSTSWIM's national and state marketshare will have continued to expand, providing a sustainable platform for international market development and sales.</p>
	<p>AUSTSWIM will have continued to research, design, develop and deliver its existing and new innovative and high quality products and service.</p>	

<p>One Brand, One Position</p>		<p>Brand Unity</p>									
<p>The AUSTSWIM brand will be widely recognised and understood throughout Australia, having contributed to the positioning of the organisation and its products and services.</p>	<p>Every Pool Has A Platypus</p>	<p>All AUSTSWIM State Advisory Councils and Member Organisations will be united by and use "The Platypus".</p>									
	<p>Throughout Australia the pre-eminent logo at pools/swim schools will be the AUSTSWIM Platypus; confirming the national standards against which teachers of swimming are certified and registered.</p>	<table border="1"> <tr> <td> VIC</td> <td> NSW</td> <td> ACT</td> </tr> <tr> <td> Qld</td> <td> NT</td> <td> TAS</td> </tr> <tr> <td> WA</td> <td> SA</td> <td> TAS</td> </tr> </table>	 VIC	 NSW	 ACT	 Qld	 NT	 TAS	 WA	 SA	 TAS
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<p>Community Demands AUSTSWIM</p> <p>Increasing community demand will ensure teachers, pool and swim program managers will require AUSTSWIM trained & certified teachers.</p>		<p>AUSTSWIM National Standards</p> <p>AUSTSWIM National Standards will form the basis of a quality framework for the training and certification of AUSTSWIM teachers and the development and delivery of AUSTSWIM products and services.</p>
	<p>AUSTSWIM Teachers</p> <p>Existing and new AUSTSWIM teachers will have been trained and certified against the AUSTSWIM National Standards.</p>	 <p>AUSTSWIM National Quality Standards</p>

<p>Integrated Strategy, Structure, Systems & Services</p> <p>AUSTSWIM will be operating a nationally integrated strategy, structure, system and services.</p>		<p>Organisational Development</p> <p>AUSTSWIM will have continued to utilise contemporary organisational development processes and mechanisms, ensuring it becomes a best practice organisation.</p>
	<p>Continuous Improvement</p> <p>AUSTSWIM will have continued to understand and apply the principles and practices of continuous improvement to its strategy, structure, systems and services.</p>	

<p>Economically Sustainable</p> <p>AUSTSWIM will be a viable, sustainable and profitable organisation able to deliver on its vision and fund its desired future.</p>		<p>Environmentally Sustainable</p> <p>AUSTSWIM will have continued to research and apply the principles and practices of environmental sustainability to its organisational and operational activities.</p>
	<p>Socially Sustainable</p> <p>AUSTSWIM will be a socially responsible organisation, actively contributing and engaging with its various stakeholders, communities of interest, networks, partners and supports.</p>	

The 2009 – 2013 Plan 

- Concentrates on :
 - Financial Consolidation
 - Engagement of Key Stakeholders
 - Continuous improvement to Products and Services
 - Standards development

years

2009–2013 KRA's

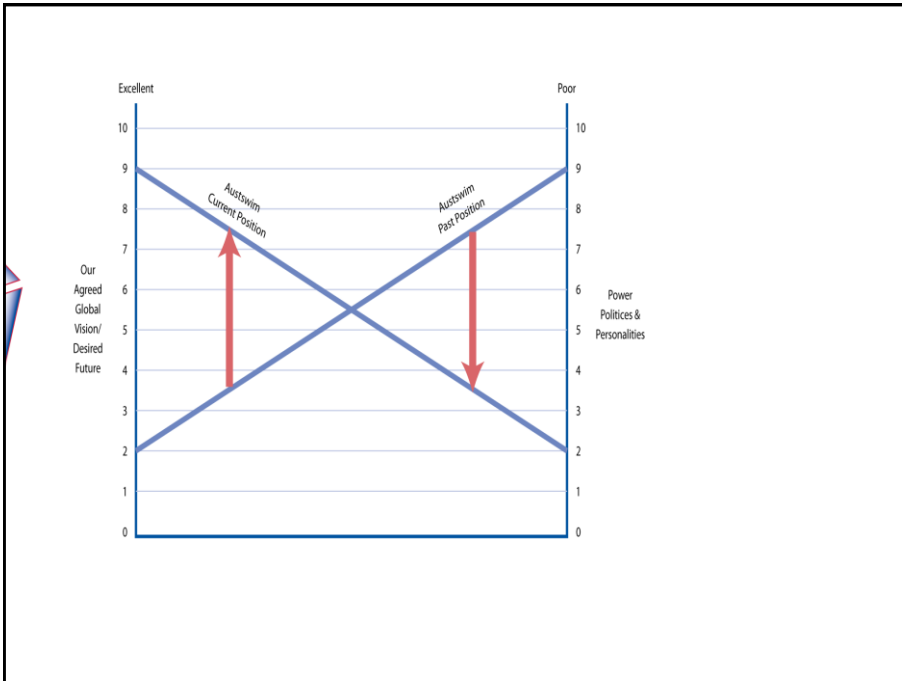
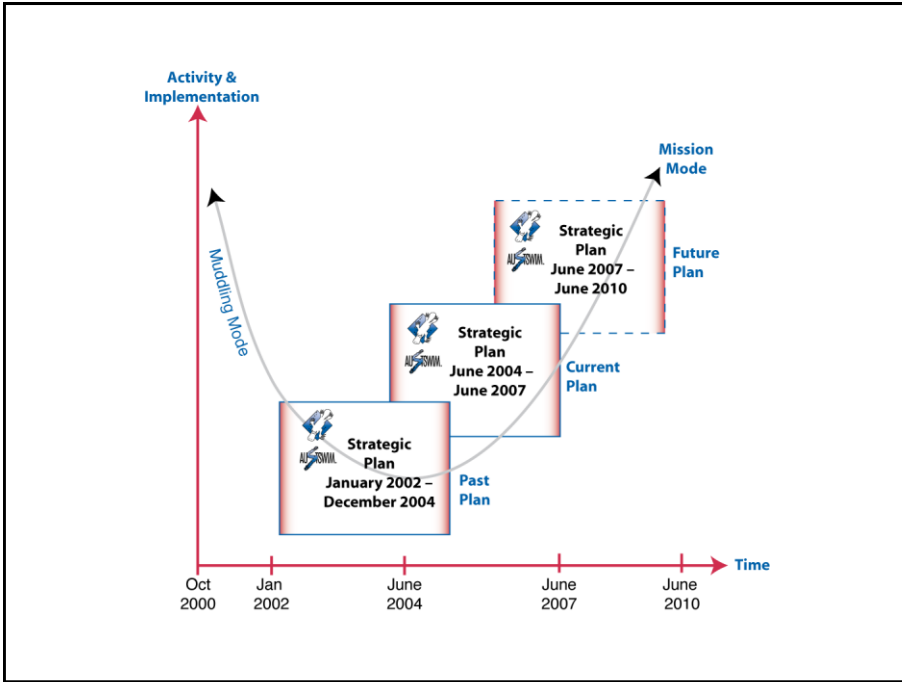
- *1 Governance, Leadership & Management*
- *2 Product & Service Development & Delivery*
- *3 Brand, Image & Position*
- *4 Technology Today, Technology Tomorrow*
- *5 Stakeholder Relationships, Stakeholder Contributions*
- *6 Standards, Accreditation & Licensing*
- *7 Research, Development & Innovation*
- *8 Social, Environment & Economic Sustainability*

Summarising the journey...



- AUSTSWIM has undertaken a Strategic Planning Process
- It is now has a unitary structure allowing it to have an agreed vision and focused sense of present and future purpose.
- It is resource, revenue and reserve secure...

years



A final word...



- The implementation of planned change is worth it...
- It requires unwavering commitment from Board and Administration.
- It is more about people than paper.
- AND a old Mongolian saying best captures the reality: “ You can conquer from on horseback but you have to dismount to rule”





THANK YOU