

STRATEGIC DIRECTION: COACH AND INSTRUCTORS CONFERENCE

6 – 9 July 2017
Durban KZN



Swimming South Africa

STRATEGY AT A GLANCE

2017 - 2020



CONTENT:

- Mass participation
- High Performance
- Governance and organisation development
- Transforming our sport



BLOEMFONTEIN, SOUTH AFRICA
16 - 22 OCTOBER 2016

BUILDING MASS PARTICIPATION FOR GROWTH



MASS PARTICIPATION

EDUCATION, TRAINING & DEVELOPMENT

- Coaches qualification
- Instructor qualification
- Team manager qualification
- Official development
- Review certification process
- Continuing professional development
- Doping control education

WATER SAFETY

- Water safety education
- Develop water safety presenters
- The Porta-Pool Programme

LEARN TO SWIM

- Instructors Association
- Targeted grades (1 – 3)
- Swim school accreditation
- Promotion of swim schools

ADULT PARTICIPATION

- Healthy nation drive
- Support Masters swimming programme
- Teach adults to swim

CLUB DEVELOPMENT

- Sustainability
- Club administration
- Community support
- In support of transformation
- Develop technician officials



HIGH PERFORMANCE SYSTEM FOR PODIUM POSITIONS



LINKING STRATEGY TO PERFORMANCE

INSTRUCTORS ASSOCIATION

- Talent development
- Mass participation
- Feeder system
- Part of education continuation
- School certification
- Representation

NATIONAL HIGH PERFORMANCE COACHES COMMITTEE

Regional coaches committee

Technical competencies

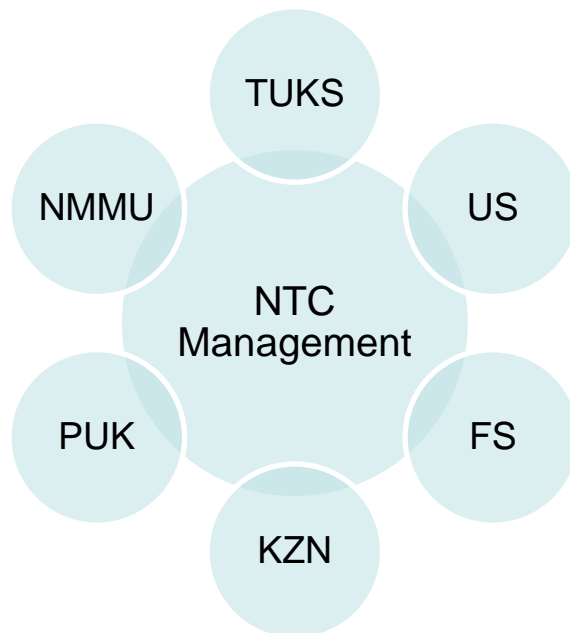
Squad planning

COACHES ASSOCIATION

- Coach education
- Coach presentation
- Advise & service

FOCUSED SCHOOLS

- School system development
- Talent management
- Transformation
- Club Feeder system
- Integration of system with SSA HP
- Tertiary Feeder Management



HIGH PERFORMANCE STRATEGIC REVIEW

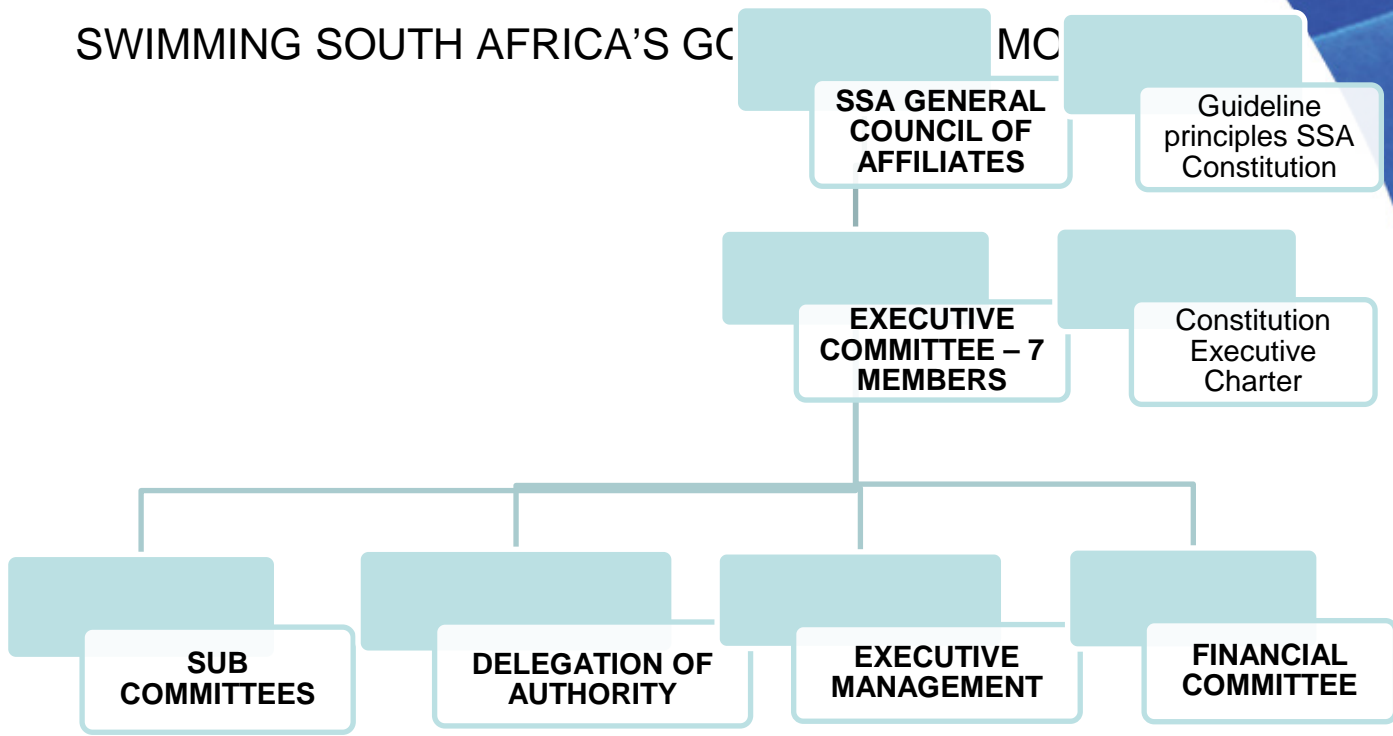


- Optimisation of domestic competitions
- Use of continental and international competition to prepare athletes for major meets
- Institutionalise talent distribution at national and provincial levels
- Develop the national training centre strategy so to provide better access to sport science and sport medicine





GOVERNANCE AND ORGANISATIONAL DEVELOPMENT



- SSA registered PBO with SARS
- Registered as NPO with department of social development
- Adopted the King Code of Good Practices
- Human Resources Development

TRANSFORMING OUR SPORT FOR A BIGGER BASE



- Better management of schools' swimming
- Focused approach to **focused schools** high performance
- Development of swimming league at tertiary level
- Integrate the **focused schools** with club based high performance system

Talent ID at school and tertiary level



Action Plan

- The SWOT analysis is being used to develop a new strategy for SSA's Education and Training direction
- Swimming South Africa will be relooking at its strategic positioning with regard to Education and Training
- SSA will investigate the use of specialised Service Providers for Education and Training
- SSA will investigate how they can leverage and incorporate institutions of higher learning into the SSA systems
- SSA will be looking at the current work flow processes with the aim of streamlining these systems from the Customer Point of View without sacrificing quality

Action Plan

- SSA will look at Streamlining the integration of International Certificates and Courses into our existing system
- SSA will review the content of the course material and will appoint a specialist work group to undertake this task
- The SSA strategy will be focus on getting the buy in of all swim instructors and swim schools
- SSA will look into different avenues that can be used to encourage registration of instructors and coaches.
- SSA Affiliates and Associates must compile a database of all children being taught to swim at various swim centres around the country for incorporation into a National Database
- SSA is looking at the automation of the registration process and eventually on-line courses

SSA STRATEGY AT A GLANCE



STRATEGIC OBJECTIVE	SO 1: Improve performance at domestic and International Competition medal winners and depth in Top 16	SO 2: Ensure Aquatic sport is accessible to. Representative of and responsive to the needs of all South Africans.	SO3: Improve Corporate Governance And Human Resource activities	SO 4: Increase participation and membership in aquatic sports	SO 5: Increase Schools & Tertiary Participation	SO 6: Increase opportunities for Education & Training	SO 7: Increase Marketing and Communication Activities
PROGRAM	High Performance	Transformation	Governance & Human Resource Development	Mass Participation	Schools & Tertiary Education	Education & Training	Marketing & Communication
PROJECT/FOCUS AREA	1.1 Domestic Competitions	2.1 Organisational representivity	3.1 Governance of the Organisation	4.1 Water Safety Programmes.	5.1 Establish and Implement School Performance Centres	6.1 A coaching and officials development programme is implemented	7.1 The marketing and communication efforts of the organisation are improved across all media platforms
	1.2 Continental & International Competitions	2.2 Government relations	3.2 Management and mobilisation of resources	4.2 Learn to Swim Programmes.	5.2 Integrate Performance Schools with Club System	6.2. Review all certification processes	7.2 Publish regular news and magazine articles. Radio & TV Programmes.
	1.3 Talent Identification and Development	2.3 School Sport	3.3 Human Resources - development of staff.	4.3 Increase in Adult Participation	5.3 Develop Partnerships with Tertiary Institutions within each Province	6.3 Provide opportunities for Continuing Professional Development (CPD)	7.3 Frequent Media Briefings
	1.4 Access to Sports Science and Sports Medicine.	2.4 Disability Swimming	3.4 Coaches Association – Review Terms of reference.	4.4 Club Development	5.4 Establish Talent Identity program within Schools & Tertiary Institutions	6.4 Doping Control Education	7.4 Maintain Website content and design
	1.5 Review current High Performance Structure and Terms of Reference	2.5 Manage EPG Transformation Targets	3.5 Employee output Management System(Score Card)	4.5 Rural Splash and Porta Pool programmes.	5.5 Top Schools & Inter-Varsity Competitions	6.5 Child Protection Education, Monitoring & Screening	7.5 Improvement of Stakeholder Management
				4.6 Increase the Number of New Facilities and the maintenance of existing facilities			



Thank You

