



Thinking the unthinkable

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What are we here to do?

- Win GOLD medals at the Olympics and Paralympics
- Give every person an opportunity to learn to swim
- Ensure the talent pathway works
- Increase participation as part of the activity and health agenda



We have new names

- Grow
- Sustain
- Excel
- These are not our words but the words of one of our partners Sport England
- We have other partners DCSF, DoH and now Pensions and Local Government



Grow

- How can we influence the industry to help us grow the sport?
- £130m into free swimming helps but will it last and make a difference?
- We need to influence pool operators and owners both private and public- are we really engaging in the regions
- How can we get ethnic groups into swimming
- How can we make swimming “cool”
- Swimming has to be seen as a part of someone’s life
- This will challenge pool time if we get it right
- Are we really engaged? We need to be a true partner in this work not a spectator, are you engaged?



Sustain

- We need to change the culture in pools putting the customer first and last, do we treat our members as customers?
- We need new style clubs, youth clubs, activity clubs, we need to build a social environment around the clubs.
- Are we just supporting the status quo or are we challenging?
- We need more coaches and teachers, are we encouraging pool operators and clubs to build workforce development strategies?
- How will we balance pool provision if we succeed in this area



Excel

- British Swimming delivers excellence, what is the asa's role?
- What do we mean by excel? Do we really have talent pathways?
- Where is the model for a sustainable club in Synchronised Swimming and Water Polo?
- If we want quality clubs why are we not pushing Swim 21?



How will we deliver?

- What structure do we need
- How can regions engage with and understand the Local Authorities, pool operators and private sector
- Surely they need to be around our table and advising us on policy and strategy
- Do we confuse our partners with too many messages and too many people?



My thoughts

- Keep it simple
- Understand your customer and competitor
- Engage in the strategy and have ownership of it
- Keep everyone on message



One Team

- We are all one team, volunteer staff and partners, to make an impact we all have to work as one team
- We are all the ASA
- One Vision, one Strategy with regional delivery



Thanks for what you have done

- There is more to do tomorrow
- There is now a high profile and expectation on our work and we have significant investment
- To succeed we have to all up our game
- Go from this conference determined to be the best you can be