

# Strategic plan for Bhutan Aquatics Federation 2021 to 2024

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## Introduction

The Bhutan Aquatics Federation was established in August, 2017 and membership to the AASF and FINA endorsed, to promote swimming and other aquatic sports in Bhutan.

The need to establish a body to promote the development of swimming and other aquatic sports in Bhutan was felt, given the enormous interest that the youth of Bhutan expressed, in swimming and other aquatic sports. Several surveys conducted by the Bhutan Olympic Committee (BOC), found that most young survey respondents were interested to learn and practice the sport of swimming. Furthermore, the BOC also felt that swimming was not just a sport, recreational or competitive, but also a very valuable life skill, that had tremendous appeal across all age cohorts.

Over the last decade, swimming as a recreational sport has been growing in Bhutan. However, all existing pools belonged to private hotels, located largely in the urban centers and access to the general public was unavailable.

**Vision:** To Inspire and change lives, through swimming

## Strategies

### 1. Promote vibrant swim for all program

- Promote swim for all initiatives
- Collaborate and share resources with potential partners

### 2. Adopt focused athlete development

- Develop, communicate and enforce clear talent selection and development processes
- Introduce high performance programmes for prioritized events in preparation for major games and championship
- Institute continuous review and process improvement across all aspects of athlete development pathway
- Identify opportunities to support and empower current and retired athletes

### 3. Clear pathway to hire, develop and retain sports professionals

- Establish a robust coach development system
- Establish official development system
- Develop and adopt effective and efficient human resource management system

### 4. Create enabling environment for aquatics sport to grow and thrive

- Govern and lead the organization to best practice standards
- Identify and pursue mechanisms to maximize resource mobilization and ensure financial sustainability
- Support creation of safe and sustainable infrastructure across the country