



Points of Note from Swim Ireland Board Meeting held on 27 February 2024 for Clubs, Regions, and Staff

SWIM IRELAND BOARD MEETING

TUESDAY 27 FEBRUARY 2024

POINTS OF NOTE FOR CLUBS, REGIONS, AND STAFF

The Swim Ireland Board of Directors held its seventh meeting on Tuesday 27 February 2024. The meeting took place online on the Microsoft Teams Platform. The following Points of Note may be of interest:

- The Board received an update from Swim Ireland Head of Communications and Sponsorship Liaison Trish Mayon on the 2024 Communications Plan. Key points were:
 - The Communications Team consists of Trish Mayon (Head of Communications and Sponsorship Liaison) and Colin Armstrong (Communications Executive).
 - The 2024 communication and sponsorship goals focus on the strategic pillars of Infrastructure, Performance, Community and Participation, Clubs, Regions and Competitions, Sponsorship and Organizational Excellence.
 - The plan includes objectives related to visibility and support for swimming pool infrastructure, launching the National Swimming Strategy, promoting Swim Ireland athletes, promoting participation programs and events, and managing general communications.
 - Focus of external communication will be on Swimming as a life skill.
 - The plan will be supported by the Communications Committee of Sarah Keane and Board Directors Sorcha Ní Chléirigh, and Aidan McLaughlin, as well as a Commercial Group chaired by Board Director Mark Brennan.
- The Board received a presentation from Swim Ireland Discipline Support Manager Sarah Kelly who is in the process of transitioning into the role of Women in Sport & Operations Manager following the departure of Beth Carson, who will take up the role of Sport Ireland Women In Sport Manager when she returns from Maternity Leave. Sarah presented the WIS Action Plan 2024-2026 for the approval of the Board. The Action Plan centres on advancing gender equality in the aquatics under the pillars of:
 - active participation.
 - coaching and officiating.
 - leadership and governance; and
 - visibility.

The Plan includes various programmes and initiatives to encourage and empower women and girls to participate in aquatic sports. An important goal of the plan is to improve the gender balance in coaching and officiating roles across the aquatics but with a particular focus on Water Polo. The plan also emphasises the importance of leadership and governance, with a focus on developing female leaders and volunteers within the organisation and achieving gender balance across committees.

Initiatives include Athlete Hub Promotion, Accessible Learn to Swim, and targeted campaigns including:

- Bespoke information and support on women's health.
- Artistic Swimming for Teenage Girls.
- Strength & Conditioning training for target groups.
- Swimmin' Women Mid-Life Programme.



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The goal is to achieve a gender balance across all areas of the sport and set annual targets to bridge participation gaps. Measures of success include achieving a 50/50 gender balance on committees, increasing the number of coaches and referees, and introducing new programs for teenage girls.

- The Board received an update on the Diversity, Equity, Inclusion & Belonging (DEIB) Action Plan from Governance, Inclusion and Evaluation Manager Andy O'Rourke. Key Points were:
 - Diverse representation will be enhanced through storytelling, reporting outcomes to relevant organizations, and further development of the Aquatics for All Page on our website.
 - DEIB imagery, representation, and public relations are key components of Swim Ireland's DEIB action plan, with a focus on team-driven and value-led approaches, representation across the aquatic's community, and integrating DEIB into business planning and staff performance.
 - Partnerships and collaborations are a priority, with a focus on delivering programs for hard-to-reach groups and differing levels of ability. We are developing a calendar/prospectus to circulate to Local Sports Partnerships (LSPs), and other partners.
 - We will continue implementing actions for the Active Disability Ireland Xcessible Silver Award.
 - DEIB training and education to our workforce and clubs is a key component, offering CPD development and resources in areas such as deaf-friendly swimming, working with children with additional needs, and autism in sport.
 - A Leadership for Life Aquatics Programme is currently being run in Sean MacDermott Street pool in partnership with Foroige, targeting at risk youth to undertake teaching and lifeguard qualifications in a supportive environment,
 - Baseline data and measuring the impact of interventions are important tools in helping us to target interventions and enhance delivery through evaluation.
- The Board reviewed the January 2024 Finance Report and January 2024 Management Accounts.
- The Board received an update on a mix of operational matters from the CEO.

The next meeting of the Board will take place on Tuesday 26 March 2024