

# Swimming Australia: a case study in *Australia's Winning Edge*

Since the 2012 London Olympics the Australian Sports Commission has worked with and invested significantly in, all aspects of the business of Swimming Australia.

This has produced strong progress across all dimensions of swimming and is a good example of the benefits of Australia's Winning Edge, including:

- Strong leadership, culture and strategic direction
- Significant turnaround in international results
- Acquisition of new commercial partners
- Participation growth

Key features of the ASC investment and support are:

## **Governance support & business capability**

- Leading the 2013 review of Swimming Australia after the London Olympics which resulted in 35 recommendations, major governance reform and a new strategic plan
- Investment and partnership in Swimming Australia's digital platforms, including a relaunch of the Swimming Australia website and launch of a digital Aussie Swim Family.
- Live broadcast of the 2016 Australian Championships on Network Seven achieved an average audience of almost 1.3 million. A broadcast partnership has been signed until 2024.

## **High-performance funding support**

- The AIS has invested almost \$38 million in funding to Swimming Australia for Olympic high-performance since London 2012, including more than \$3 million in direct athlete support grants. This is an increase of 10 per cent.
- The AIS has also invested almost \$10.5 million in funding to Swimming Australia for Paralympic high-performance, including almost \$3 million in direct athlete support grants, known as dAIS.

## **Participation**

- Funding, research and advice for new national participation products.
- A Junior Dolphins participation product will be launched post Rio

## **Sport science and sport medicine**

- \$4.2 million for high-performance support staff in nutrition, biomechanics, physiology, strength & conditioning;
- \$800,000 for innovation and research projects;
- A week-long Rio acclimatisation camp at the AIS in 2015 which included midnight training sessions and individual analysis of sleep patterns.
- Almost \$70,000 in athlete and event analysis

## Leadership and coaching development

- \$250,000 for customised leadership training with 14 national and emerging coaches - including head coach Jacco Verhaeren - as part of the AIS Podium Coach program.
- \$200,000 for Performance Coaching and Leadership programs.

## International results

	GOLD	SILVER	BRONZE	MEDALS	RANK
<b>2011 World Championships</b>	2	8	3	13	4th
<b>2012 London Olympics</b>	1	6	3	10	7th
<b>2013 World Championships</b>	3	10	0	13	4th
<b>2015 World Championships</b>	7	3	6	16	2nd

## dAIS - Supporting Australian Athletes

Since the 2012 London Olympics and Paralympics, 145 Australian swimmers have benefitted from a total of almost \$6 million in direct AIS athlete grants, known as dAIS. This is an increase of almost 56 per cent.

These dAIS grants benefit emerging and established swimmers. dAIS athletes already selected for the Rio Olympic and Paralympic Games include:

Joshua Alford (P)	Michael Anderson (P)	Jessica Ashwood	Jesse Aungles (P)
Bronte Barrett	Joshua Beaver	Georgia Bohl	Bronte Campbell
Cate Campbell	Kyle Chalmers	Blake Cochrane (P)	Ellie Cole (P)
Tamsin Cook	Taylor Corry (P)	Alicia Coutts	Rowan Crothers (P)
Timothy Disken (P)	Katherine Downie (P)	Maddison Elliott (P)	Brittany Elmslie
Blair Evans	Daniel Fox (P)	Thomas Fraser-Holmes	Madeline Groves
Brenden Hall (P)	Jacob Hansford	Guy Harrison-Murray (P)	Belinda Hocking
Timothy Hodge (P)	Mack Horton	Tanya Huebner (P)	Grant Irvine
Braedan Jason (P)	Ahmed Kelly (P)	Mitch Larkin	Matthew Levy (P)
Travis Mahoney	Jeremy McClure (P)	Ashleigh McConnell (P)	Cameron McEvoy
David McKeon	Emma McKeon	Taylor McKeown	Keryn McMaster
David Morgan	Monique Murphy (P)	Leah Neale	Kotuku Ngawati
Jake Packard	Lakeisha Patterson (P)	Rick Pendleton (P)	Sean Russo (P)
Madeleine Scott (P)	Emily Seebohm	Daniel Smith	Jacob Templeton (P)
Tiffany Thomas-Kane (P)	Brianna Throssell	Madison Wilson	Jack McLoughlin

- Gold represents a world champion in this Olympic cycle
- (P) Paralympic athlete