



Purpose

To empower swim schools around the world by advocacy, education and networking, to benefit their communities with enhanced swimming and water safety skills.

Vision

To be the global voice for the swim school industry

Mission

Through the power of collaboration, ISSA will help the global swim schools' industry continue its growth and evolution. I will harness international expertise, experience and passion to develop best practice, educate and inspire. As a result, swim schools will be a positive influence in their communities, nurturing children and families through swimming.

Values

Leadership – Collaboration – Safety – Sustainability – Inclusion

Commitments 2018-19

- Governance: The ISSA Officials* to meet a minimum of (a) twice via video conference and (b) once face-to-face.
- Position Statements: Develop and publish a minimum of four.
- Collaboration: Engage with all known national/regional swim schools 'associations' and other such entities with major interests in the teaching of swimming and water safety; one result to be the publishing of a Calendar of Events.
- Commercial Industry: Partner with at least two major sponsors, significantly enhancing their marketability.
- Projects: Facilitate the concept of 'trauma free swimming lessons'.
- Education & Networking:
 1. Convene the 1st World Infant Aquatics Conference, Gold Coast, Australia
 2. Develop a web presence
 3. Publish four ebulletins
 4. Provide a dedicated facebook page with regular posts
 5. Determine, with ASSA, the location and scope of the next ISSS.

*Directors, Advisors and Patrons