



RWANDA SWIMMING FEDERATION STRATEGIC PLAN 2021-2025

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INTRODUCTION

I.1. Overview of Rwanda Swimming Federation

Rwanda Swimming Federation (RWF) was created in 2000 by a consortium of 15 swimming clubs that aimed to promote and improve swimming activities in Rwanda. RSF is a registered federation with Rwanda Governance Board and is affiliated to FINA (Federation Internationale de Natation) and CANA (African Swimming Confederation) to run all aquatic activities in Rwanda.

Rwanda Swimming Federation operates in a good synergy with other partners including the Rwanda's Ministry of Sport, Rwanda National Olympic and Sports Committee, the private sector through hotels owners, swimming clubs, schools and other performers involved in swimming activities. The Federation has metamorphosed into what it is currently, a focused and forward-looking organization with plans to overhaul swimming and other water sports in Rwanda.

RSF's mission is to promote and develop swimming and other aquatic sports in Rwanda to international competitive standards and to connect and to promote economic and social values of swimming activities to health and well-being of the community.

In July 2020 a new RSF executive committee and audit commission were elected for a period of five (5) years. The committee vowed to promote and develop the swimming sports and other aquatic sports in Rwanda and develop swimming performance of swimming athletes so that they become very competitive to internationally competitive standards.



1. Key challenges of swimming sports in Rwanda

Infrastructure

- Insufficient number of public and private swimming pools in the country and where available access is very expensive for many.
- Unavailability of swimming pools with internationally recognized standards.
- Open water infrastructure not developed for swimming sport.

Awareness of swimming sport and related health benefits

- Low level of awareness of swimming sport, swimming techniques for young and old people.
- A very limited trained athletes and qualified trainers/coaches in swimming sport.
- Insufficient regular tournaments/competitions at national and local level.
- Lack of funding/partners for the swimming sport.

Governance

- Lack of vision and bad leadership by former executive committee.

Resources

- Very limited public and private investment in the swimming sport in Rwanda.
- Very limited partners and sponsors in the sector of sports.

2. Opportunities to develop the swimming sport in Rwanda

Policy

- Strong political will to develop sports in Rwanda including swimming sport.
- Existence of Rwanda sports development policy.
- Establishment of standalone Ministry of Sport.
- Establishment of RSF secretariat in process.

Partnerships

- Good partnership with FINA and CANA.
- Good partnership with Rwanda National Olympic And Sports Committee.
- Partnerships with private sector other potential partners.



Infrastructure

- Existing of many lakes and rivers around the country for open water swimming.

Human resources

- The population of Rwanda is very young with the average age being 19 years.

Threats

- Current COVID 19 related restrictions to swim freely including requirement to conduct Covid test before swimming might threaten the development of swimming sport in Rwanda.



Strategic planning 2021-2025

II.1. Process and Methodology for the elaboration the strategic plan

The entire strategic planning process was participatory. It was a joint effort of RWF executive committee, members of the federations including clubs, athletes, trainers and lovers of swimming sport. Major governmental and non-governmental stakeholders, the private sector were also consulted during the elaboration of the strategic plan.

II.1.1. Strategic objective

The strategic objective is to build a foundation for long term development of the swimming sport in Rwanda by building awareness about the sport, establishing durable partnerships, training young athletes, trainers and referees but also by developing the required infrastructure.

II.1.2. Strategic priorities

Priority 1. Promotion of swimming sport and supporting clubs

Swimming continues to be a poorly marketed sport in Rwanda. Swimming sport will be promoted in order to grow audiences and increase participation in aquatic sports. This will be achieved by:



- Improving communication and raising awareness about the swimming sport in Rwanda through media and socio media, marketing and advertisement of the sport including using different types of promotional materials and regular update of the website and documentation.
- Organizing swimming competitions (all categories) including competitions for people with disability, elderly people and improve awarding of athletes.
- Organize entertaining events to attract audiences and fuel passions and inspire more people to engage with and follow our sports.
- Support clubs in organizing intra club competitions and awarding as well as training of trainers.

Priority 2. Talent detection in junior swimmers and early development of athletes

Talent detection will be conducted through establishment of a comprehensive talent detection process in the sporting discipline.

The aim is to select exceptionally talented kids and create future champions in the next five to ten years so they can be enrolled for training for close monitoring to sustain their involvement in the sport.

It will include the following activities:



- Organizing competitions for U-10, U-12, U-15, and U-17 in both gender categories.
- Establish collaboration with schools in order to identify good young swimmers in schools and organize special Holiday Youth Championships.
- Prioritize open water competitions due to limited number of swimming pool in the country.
- Encourage clubs to have children categories.
- Identify best swimmers and accompany and facilitate their training.

Priority 3. Capacity building

Athletes will be provided with a developmentally appropriate structure for the development of skills including physical, technical, tactical categories.

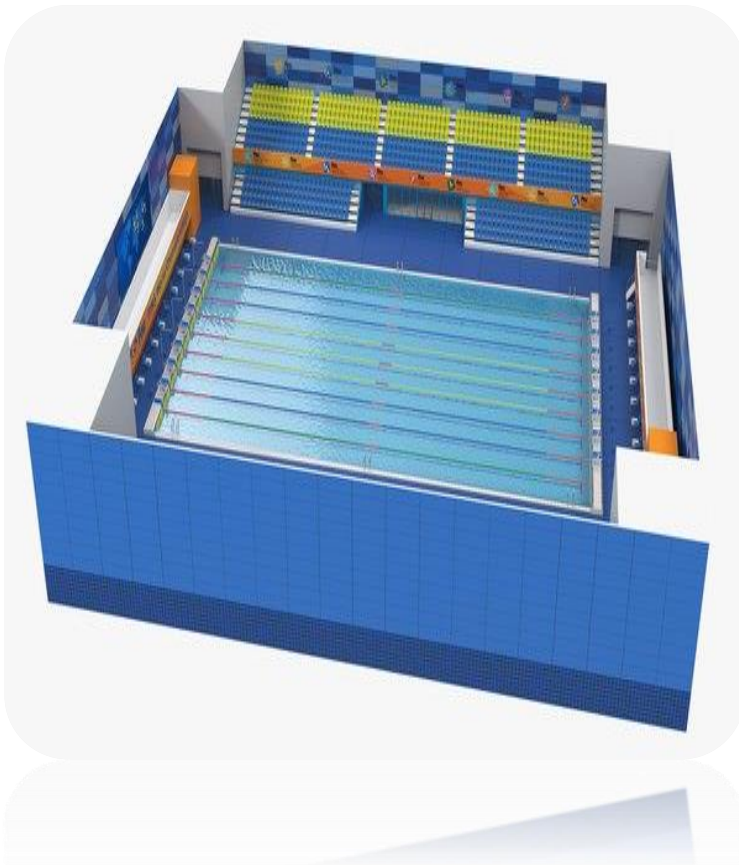
The aim is to produce better skilled and more athletic athletes, and more athletes will continue in the sport to ages where they are able to reach maximum potential.



- Training coaches /organizing Training of Trainers
- Training officials
- Governance, Leadership and administration of the federation and clubs
- Meeting with clubs
- Make a needs assessment and provide equipment and materials to athletes.

Priority 4. Infrastructure development

In collaboration with partners, Rwanda Swimming Federation has plans to build an Olympic-size swimming pool. The following activities will be conducted:



- Advocating for having an Olympic swimming pool. This will include acquiring a land, developing an architectural design of the Olympic swimming pool and undertaking the construction work.
- Advocating to hotels for the construction of standard swimming pools.
- Advocating for a better use of swimming pools, and good maintenances the existing facilities /swimming pools and beaches.



Priority 5. Building sustainable partnerships and fund mobilization

The successful implementation of the strategy will require partnerships and funding.



- Identify official sponsorship and other partners/stakeholders.
- Partnership and cooperation (With hotels, schools, Ministry of sports, Olympic committee, FINA, CANA, other institutions like army/police)
- To organize Open Day/Once a year
- To work on affiliation fees scheme



TENTATIVE BUDGET FOR THE IMPELEMENTATION OF RSF STRATEGIC PLAN 2021-2025

Key Priorities	Activities	Year 2021	Year 2022	Year 2023	Year 2024	Year 2025	Total in USD	SOURCE OF FUND	TIMELINE				
									2021	2022	2023	2024	2025
1. Promotion of swimming sport and supporting clubs	1. Improving sport awareness through media and social media	4,000	4,000	4,000	4,000	4,000	20,000	RSF, FINA, MINISPORTS	X	X	X	X	X
	2. Organizing swimming competitions in national and international events	15,000	15,000	15,000	15,000	15,000	75,000	RSF, FINA, MINISPORTS	X	X	X	X	X
	3. Organize entertaining events to attract audiences in our swimming sport.	2,000	2,000	2,000	2,000	2,000	10,000	RSF, FINA, MINISPORTS	X	X	X	X	X
	4. Support clubs in organizing intra club	2,000	2,000	2,000	2,000	2,000	10,000		X	X	X	X	X

	competitions and prizes.							RSF, FINA, MINISPORTS					
2. Talent detection in junior swimmers and early development of athletes	5. Organizing competitions for U-10, U-12, U-15, and U-17 in both gender categories.	3,000	3,000	3,000	3,000	3,000	15,000	RSF, FINA, MINISPORTS	X	X	X	X	X
	6. Prioritize open water development competitions	6,000	6,000	6,000	6,000	6,000	30,000	RSF, FINA, MINISPORTS	X	X	X	X	X
3. Capacity building	7. Governance, Leadership and administration of the federation and clubs development	4,000	4,000	4,000	4,000	4,000	20,000	RSF, FINA, MINISPORTS	X	X	X	X	X
	8. Officials and Coaches Clinics	6,000	6,000	6,000	6,000	6,000	30,000	RSF, FINA, MINISPORTS	X	X	X	X	X
4. Infrastructure development	9. Olympic-size swimming pool	-	-	-	-	-	-	RSF, FINA, MINISPORTS		X	X	X	X
	10. Developing Open water venues on lake	-	10,000	10,000	10,000	10,000	40,000	RSF, FINA, MINISPORTS		X	X	X	X

5. Building sustainable partnerships and fund mobilization	11. Social Media development	1,000	1,000	1,000	1,000	1,000	5,000	RSF, FINA, MINISPORTS	X	X	X	X	X
	12. organize Open Day	2,000	2,000	2,000	2,000	2,000	10,000	RSF, FINA, MINISPORTS	X	X	X	X	X
TOTAL BUDGET							\$265,000	All the amounts are in US dollars					



Rwanda Swimming Federation Strategic Plan 2021 -2025

