



Icebergs 2025 Strategy

Acknowledgement of Country



The Bondi Icebergs Club acknowledges the Australian Aboriginal and Torres Strait Islander peoples of this nation. We acknowledge the traditional custodians of the lands of which the Bondi Icebergs Club is located and where we conduct ourselves.

We pay our respects to ancestors and Elders, past and present (and those emerging). The Bondi Icebergs Club is committed to honoring Australian Aboriginal and Torres Strait Islander peoples' unique cultural and spiritual relationships to the land, waters and seas and their rich contribution to society.

Introduction

We are proud to present our vision and strategic plan for the next five years at Bondi Icebergs Club. Our commitment to the core values of Icebergs remains steadfast, as we deeply appreciate our members, volunteers, and the vibrant community we have built together.

We are dedicated to fostering an inclusive swimming community and are excited to share a summary of our specific focus areas. The next five years promise to be an exciting journey, and we look forward to it with great enthusiasm.



Purpose



To support Winter Swimming through the generations providing a community club where everyone is welcome



Our Ambition



The home of Winter Swimming – where every visit creates a memory for a lifetime.



Our Values



Teamwork

- Work to achieve common goals
- Commit to honesty and trust. Respect everyone's contribution
- Value the contribution of our volunteers



Tradition & Heritage

- Respect our traditions and heritage
- Promote our history



Inclusive

- Make everyone feel welcome
- Promote camaraderie and friendship
- Encourage new participants and members
- Promote equal opportunity.
- Respect diversity in culture, gender



Excellence

- Continuously enhance all aspects of club operations.
- Set clear goals to improve.
- Inspire the highest standards in ourselves and others.
- Enrich the community through swimming

To support the community and make a meaningful impact by assisting other organisations and individuals.

How will we achieve this?

- Targeted Grants Program
- Giving Strategy Framework
- Utilise grant funding to expand impactful community programs.



To ensure sustainable funding and uphold transparent governance, enabling world-class facilities that empower community swimming.

How will we achieve this?

- Strengthen Financial Sustainability
- Financial Forecasting and budgeting
- Board Oversight & Clarity
- Compliance & Transparency



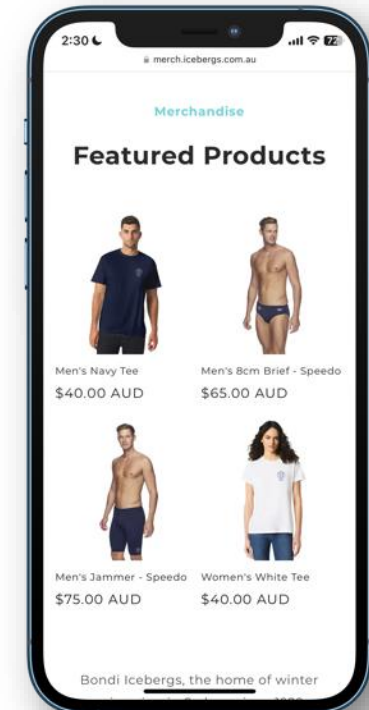
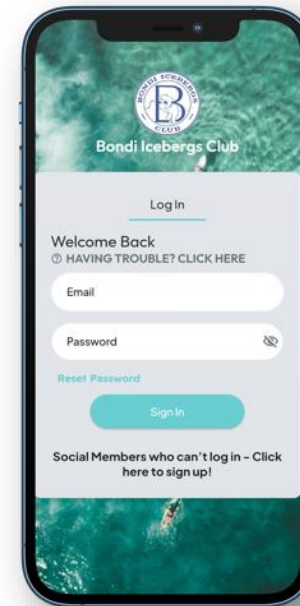
Pool and Premises



Enhancing food, merchandise, and inclusivity for a world class destination

How will we achieve this?

- Plan proactively for facility upgrades and climate resilience.
- Prepare for building upgrades and weather-related events.
- Maximise use of pool deck space to meet evolving community needs.



Swimming Club



To support Winter Swimming through the generations providing a community club where everyone is welcome

How will we achieve this?

- Sponsorship of Ice Cube swimmers
- Integrate Ice Cubes into Icebergs
- Foster member retention by delivering exceptional experiences
- Promotion of winter swimming
- Continue to promote

