

AUSTRALIND SWIMMING CLUB 2011 – 2021 Strategic Plan

Our Mission

The Australind Swimming Club aims to promote the sport of swimming within a community focussed Club environment, that embraces positive ideals and values, by providing an opportunity for all swimmers to develop and compete under the guidance of a quality coaching program, united with a strong Club with access to excellent facilities, to support the swimmers to achieve at a Novice, Club, Regional, State or National level.

Our Values

- **Respect** for all Club members, our Club and our communities
- **Encouragement** through participation opportunity for all Club members
- **Excellence** in all aspects of Club life, to strive for success as a Club
- **Development** of swimmers towards their full potential
- **Development** of coaches, officials and administrators for the benefit of our Club and our communities
- **Recognition** of outstanding achievement, contribution, effort and sportsmanship for all Club members

| <u>COMMUNITY</u> | | |
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| AIM | STRATEGY | TIMEFRAME |
| To maintain and build a supportive inter-club network | Host annual “Have a go nights” to showcase strength of our Club and to allow for an opportunity for all swimmers, particularly local school swimmers, to experience swimming club. | |
| | Host inter-club activities, ie time trials, training sessions, team building sessions and social events with local, regional and metro clubs. | |
| | Establish and maintain sister club relationships with metro swimming clubs, ie set-up training and mentor opportunities for swimmers and coaches. | |

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| To support and represent regional swimming in WA | Participate and support our annual Country Pennants competition, as hosted region by region throughout WA. | <i>Existing practice which will be upheld</i> |
| | Active involvement as a Club within the South West Region 1 Swimming Committee to support all Clubs within our region to ensure that all our regional members have opportunity for development and access to a strong support network. | |
| | Host an annual regional development clinic for the South West Region 1 Committee which targets development for swimmers, coaches and officials. | |
| | Our Club openly invites other regional Club members to access our resources for their further development, ie mentor coaching, performance squad training, and administrator support. | |
| | Our senior Club coaches organise and oversee the programs for regional development clinics. | |
| | Our Club officials provide their volunteer services for all regional meets where our Club participates. | |
| | Our elite swimmers attend regional development clinics as mentors to the swimmers. | |
| Open Water Swimming | Support swimmers competing in open water events such as the Swimming WA Open Water Series, and encourage swimmers to participate as a Club in the annual Busselton Jetty Swim. | |
| Disability Inclusion | Invite swimmers with a disability (multi-class) to participate in our annual Bunbury Open Carnival and Dive 'n' Try Meet. | <i>Existing practice which will be upheld</i> |
| | Encourage and support a pathway for Club coaches at the Bronze Licence (or higher) level interested in undertaking the "Coaching Swimmers with a Disability" coaching course. | At least one accredited coach by 2014 |
| To support and liaise with local swim schools, schools and other community groups | Host annual "Dive 'n' Try Meet" to allow for an opportunity for local novice swimmers, to compete in a friendly and relaxed environment, and to introduce outside families to our Club. | <i>Existing practice which will be upheld</i> |
| | Provide a pathway for local swim squads (ie South West Sports Centre swim school and the Bunbury Cathedral Grammar School swim squads) for any swimmer who wishes to be competitive. Invite local swim schools and school swim squads to a Club Time Trials. | |

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| | <p>Provide resources (ie starter and dias) to local schools for their school and inter-school swimming carnivals.</p> <p>Our Club provides an opportunity for community service for students and volunteers, and encourages the further development of Club and community contribution for all Club members. Club fundraisers are hosted to financially support other community appeals.</p> <p>Our Club provides an opportunity for trainee coaches within the local community to be mentored by our senior Club coaches and to fulfil any accreditation requirements.</p> <p>Our Club provides an opportunity for external Club athletes to further improve their technique and fitness for their personal development to achieve at higher levels within their sport (ie triathletes, open water swimmers and school swim teams for Busselton Jetty and Rottnest Channel Swims).</p> | |
| <p>To maintain and build a local community partnership and sponsorship support network</p> | <p>Encourage educational and support opportunities from local service providers (ie Walkley Chiropractor Clinic, Healthsphere) for swimmers, coaches and parents.</p> <p>Liaise with South West Academy of Sport, Department of Sport & Recreation (South West) and City of Bunbury to provide a supported pathway for our elite athletes and high performances coaches & officials.</p> | <p><i>Existing practice which will be upheld</i></p> |

| <u>INFRASTRUCTURE</u> | | |
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| AIM | STRATEGY | TIMEFRAME |
| <p>Pool Water Space</p> | <p>Ensure adequate and appropriate access to pool water space at the South West Sports Centre for the training of all levels of swimmers and their demands (ie elite and beginner swim squads require a smaller “swimmer to lane” ratio), at an appropriate cost and with future commitment.</p> <p>The growth of our Club membership is minimised due to the limitations of current availability of pool water space.</p> | <p><i>On advice from SWSC Management</i></p> |

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| | <p>Training sessions and squads are restricted to allow for flexibility as demanded, accommodating other user groups such as other local sporting clubs, swim schools, school swim squads and private swimsquads.</p> | |
| Aquatics Centre Facilities | <p>Ensure adequate and appropriate availability to the main pool, ablutions and surrounding facilities at the South West Sports Centre for inter-club and community targeted competitions and development clinics, Club time trials and Club squad training.</p> | <i>On advice from SWSC Management</i> |
| Club Rooms Facilities | <p>Provide Club Rooms Facilities to any associated community/sporting group if available, ie monthly regional swimming committee meetings, regional officiating courses, Sports Medicine Awareness Courses and other educational seminars to swimmers, coaches and parents.</p> <p>Ensure access at all required hours due to the unique nature of swimming training schedules. Swimmers require access to the Club Rooms Facilities before school for breakfast and then again after school for homework and afternoon tea, due to travel and the work commitments of parents. Our Club Rooms require toilet/shower, kitchen and study facilities for such swimmers with a heavy morning and afternoon training schedule.</p> <p>Ensure access at all required hours for pre-competition preparations and post competition pack-up. Our Club Rooms Facilities require ample storage space for our Club equipment to host meets.</p> <p>Ensure access at all required hours for Club social and fundraising activities. We require ample space to accommodate our Club members as a group for these activities.</p> <p>Ensure access at all required hours for Club administrative purposes (registrations, committee meetings, uniform supplies, filing/archiving etc). We require office facilities that can accommodate Club equipment assets such as laptop computers, printers, and printer/copier.</p> <p>Ensure display of a 51+ year Club history of memorabilia, trophies, and record and honour boards to promote the successes of the Club, the sport of swimming and particularly our great Bunbury sporting champions such as David Dickson and Neil Earl.</p> <p>Ensure location of Club Rooms Facilities to be in close proximity of the pool and aquatics centre with external access.</p> | <i>Existing practice which will be upheld</i> |

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| Club Equipment | Maintain adequate Club training equipment to standard, through appropriate care and poolside storage space for multiple mobile white boards and cages (to store kickboards, pull buoys, fins etc). | <i>Existing practice which will be upheld</i> |
| | Maintain adequate competition equipment (for Club and South West Region 1 Swimming) to standard, through appropriate care and secure storage (for starter, dias, sun shades, water eskies, marshalling boards & numbers, clip boards, stop watches, lap tops & printers etc). | |
| | Secure storage facilities is required for future Club equipment assets : a replacement starter (electronic), underwater filming equipment and Electronic Timing System (South West Region 1 Swimming). | |
| | Seek opportunities to maximise use of Club equipment assets through other associated community/sporting groups and events. | |

PERFORMANCE & DEVELOPMENT

| AIM | STRATEGY | TIMEFRAME |
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| Membership | Retain current members (with a particular focus on teenagers) and recruit new members. Advertise internally through the Club, in school newsletters (if possible) and in local newspapers “Registration Days” – held at the start of the winter season and again at the start of the summer season. | <i>Existing practice which will be upheld</i> |
| | Encourage all swimmers to participate and compete, at a minimum Club level (ie Club Race Nights). Club policy requests all swimmers to participate at a minimum of two Race Nights and Target meets. | |
| | Acknowledge and reward all swimmers for their achievement, contribution, effort and sportsmanship – Club Night monthly awards and Presentation Evening awards, and Club Website updates and Facebook articles. | |

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| Administration | Update and continue to develop the Club Strategic Plan, by regular review, at a minimum of every 3 years. | Updated 2021 |
| | Include a documented "Inclusion Strategy" into the Club Strategic Plan, enhancing strategy for participation for all swimmers. | Updated 2021 |
| | Develop a formal Club Annual Report and present annually to all Club members, within 3 months of the end of the financial year (by 30 September). | <i>Existing practice which will be upheld</i> |
| | Submit the annual Club Affiliation Renewal with due payment to Swimming WA, within 1 month of the Annual General Meeting (by 30 June). | <i>Existing practice which will be upheld</i> |
| | Submit an annual audited financial report with a positive return to Swimming WA, within 3 months of the end of the financial year (by 30 September). | <i>Existing practice which will be upheld</i> |
| | Annually, provide information to all Club members of the Swimming Australia Member Welfare Policy and Behavioural Guidelines, and ensure that at least one Club member completes the free on-line Member Welfare Policy training. | |
| | Ensure all Club members whom have unsupervised contact with members under the age of 18 years have been cleared through the "Working with Children Check" process – including the Management Committee, coaches and all parents travelling away with swimmers at any time. | |
| Activities | Encourage maximum participation from all eligible swimmers at each level of competition - Novice, Club, Regional, State or National. | <i>Existing practice which will be upheld</i> |
| | The Club to host Club Race Nights regularly throughout the year. | |
| | The Club to host an annual inter-club meet during the summer season. | |
| | The Club to host an annual meet open to the community, targeting novice swimmers during the summer season – Dive 'n' Try Meet | |

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| | <p>The Club to host regular family social events throughout the winter and summer seasons, to at least include monthly Club Social Nights (following Time Trials) and an end of season Presentation Evening.</p> | |
| <p>Coaching, Officiating and Club Development</p> | <p>Utilise the Australian Sports Commission website for Club Development resources and for important updates and information to support athletes, coaches, officials, administrators, volunteers, parents and clubs.</p> | <p><i>Existing practice which will be upheld</i></p> |
| | <p>Parents encouraged to attend workshops hosted by Swimming WA at State Championships and Country Championships meets.</p> | |
| | <p>Encourage and support a pathway for Club members interested in administrator roles and for Club administrators to further develop. Management Committee and Sub-committee members to be supported to attend local Club Development Workshops hosted by City of Bunbury and Department of Sport & Recreation.</p> | |
| | <p>Encourage and support a pathway for Club members interested in officiating roles and for Club officials to further develop. Officials and trainee officials to be supported to attend the annual Swimming WA officiating forum. Accredited Club officials to be available as mentors to trainees within the Club and the Region. Parents en</p> | |
| | <p>Encourage and support a pathway for Club members interested in coaching roles and for Club coaches to further develop. Coaches and trainee coaches to be supported to attend the annual Swimming WA coaching conference. Accredited Club coaches to be available as mentors to trainees within the Club and the Region.</p> | |
| | <p>Ensure an adequate coach to swimmer ratio is maintained and not exceeded for each squad and training session.</p> | |
| | <p>Formalise an individual agreement of a “Memorandum of Understanding” between the Head Coach/es and the Club, within 1 month of the AGM.</p> | |
| | <p>Encourage all parents to contribute to the Club as volunteers and recognise all volunteer service at any level within the Club.</p> | |
| | <p>Promote the Swimming Australia Junior Excellence (JX) Program, encourage junior swimmers (aged 9 to 12 years) to develop and achieve, and recognise</p> | |

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| | <p>the swimmers whom accomplish the JX standard times throughout the season.</p> <p>Promote the Swimming Australia Youth Performance Squad (YPS) Program, encourage age group swimmers (aged 13 to 18 years) to develop and achieve, and recognise the swimmers whom accomplish the YPS standard times throughout the season.</p> | |
| Marketing and Promotion | <p>Update and maintain the Club website to keep Club members well informed, to promote Club activities and successes, and to provide an advertising opportunity for sponsors and supporters.</p> | Update to be completed in 2011 |
| | <p>Distribute a monthly Club newsletter to all Club members covering recent participation of swimmers and other Club members, and to acknowledge sponsors and supporters.</p> | <i>Existing practice which will be upheld</i> |
| | <p>Liaise with local media (newspapers and television) with updated Club news and successes.</p> | |
| | <p>Annually seek sponsorship opportunity for the Bunbury Open Carnival and Country Pennants Team, and promote community support.</p> | |
| | <p>Annually plan fundraising activities to meet Club expenditure and budget requirements for the season, and to enhance social opportunity.</p> | |