

Northam Swimming Club

Strategic Plan 2018-2023

5 Year Goal: To be a larger, professional club, that enables its members to achieve personal goals through swimming.

How: By providing training, competition and opportunities
(in a friendly, encouraging, enjoyable inclusive environment).

Through Our Programs, Our Resources and Our Club support functions.

STRATEGY 1: PROGRAMS <i>the things we 'do' with our swimming members</i>				
<i>Consequence: What happens because of it</i>	<i>Key success measures: How do we know we achieved it</i>	<i>Actions</i>	<i>Who Responsible</i>	<i>When</i>
Great swimming programs More members Members achieve their goals	Annual season program/s in place (published to Club) by beginning of season 2021 Mechanisms to recognised swimmer goals 2023 Mechanisms to recognise member goals.	<p>Development Program (Learn to swim 5-8yos)</p> <ul style="list-style-type: none"> • Scope Program <ul style="list-style-type: none"> ○ what it is, ○ what will be done, ○ coaching skills needed, identified people to run program, ○ relevant risk management • Train up coach/trainers • Potentially negotiate program with Shire regarding pool access/support • Advertise and target key audiences • Involve program in time trials <p>OUTPUT: Increased number of 5-8yo in club.</p>	President (JS)	Program active in 2019/20 Season Will be dependent on New Pool opening dates.

		<p>Competition Program</p> <p>1. Program Program developed to target up to six seasonal competitions, including one in Perth Planned training programs developed</p> <p>Output: Swimmers wanting to compete have appropriate training to enable them to do so.</p>	Head Coach	1. Annually
		<p>2. Coaching Coaches to be trained annually in technique changes/updates</p> <p>Achieve at least one Bronze level Coach in Club Output: Well trained coaches & 1 bronze level coach.</p>		<p>2. Annually for training</p> <p>3. In place for 2019/20 Season</p>
		<p>Fitness Program Aimed to support those seeking fitness rather than competition.</p> <p>Scope program to Include technique training (swim technique, drills, distance, times).</p> <p>Target audience to be determined</p> <p>Identify resources required (coaching and any other)</p> <p>Planned training program developed annually.</p> <p>Output: Fitness program has sufficient members to be ongoing.</p>	Masters Coach	<p>Aim to be in place for Season 2019/20</p> <p>Annual program delivered 2020 - 23</p>

STRATEGY 2: RESOURCES *the things (people, money and equipment) we need to support the club and enable us to offer various programs*

<i>Consequence: What happens because of it</i>	<i>Key success measures: How do we know we achieved it</i>	<i>Actions</i>	<i>Who Responsible</i>	<i>When</i>
<p>The Club has the resources to run the programs and activities that it wants to</p>	<p>2019: We have financial targets identified and actioned. 2021: financial targets on track 2021 People needs on track (Coach numbers, active volunteers). 2023: 5 yr Financial and People resources achieved</p>	<p>Reassess involvement in Country Pennants</p> <p>Scenarios to review: Cost cycles reflecting moving distance (hence cost) to attend When we host, what financial benefits What benefit to cost for us Output: Agreed approach to Country Pennants for the next five years.</p>	<p>President</p>	<p>ASAP</p>
		<p>Identify Finance needs for next five years. Identify Financial scenarios for Club to determine the level of additional financial resources needed (if any). Include:</p> <ul style="list-style-type: none"> • Impact of new pool on costs • Need for new equipment • Need for additional coaches and/or training • Increasing SWA fees • Loss of revenue, eg Bingo stopped or cut back • Country pennants costs. <p>Output: Identify core financial risk areas and actions needed to address.</p>	<p>Treasurer</p>	<p>2019/20</p>
		<p>Access to Lane Space in New Pool</p> <p>Negotiate lane access with SoN</p> <ul style="list-style-type: none"> • Looking at alternative times • Incorporating dryland training • Costs with new pool <p>Output: Access to lanes secured</p>	<p>President / Vice President</p>	<p>In place prior to new pool opening</p> <p>Aim March 2019</p>

STRATEGY 3: CLUB SUPPORT FUNCTIONS *the underpinning governance and operating structures that keep us functioning*

<i>Consequence: What happens because of it</i>	<i>Key success measures: How do we know we achieved it</i>	<i>Actions</i>	<i>Who Responsible</i>	<i>When</i>
The club functions professionally	We continue to meet our requirements under the Incorporations Act and SWA. Annual operating plan established before commencement of each season.	<p>Active Committee and Sub Committees (prevent burn out and share the load)</p> <p>Develop structures to support Club Committee and spread work load.</p> <ul style="list-style-type: none"> • Develop 'Expectations/Rules' for parent participation • Set up a sign up Roster before start of season for all parents • Make tasks do-able • Explore other ways of doing things • Parent attendance at time trials <p>Look at Processes needed to Improve our social environment – what do parents want.</p> <p>Output: Energetic Club supported by active parents.</p>	Volunteer Coordinator	<p>During 2018/19</p> <p>Revisit after move to New Pool.</p>
		<p>Communications</p> <p>Identify what we want to communicate, to whom and frequency, (core info, weekly updates, emergencies, late changes to schedules etc)</p> <p>Look at the technology available (eg website, facebook, other) and choose the tools best suited to our purpose</p> <p>Develop some processes and protocols for our use of technology (eg who is authorised to post, and when, how to deal with imminent issues: eg pool closed due to lighting, etc)</p> <p>Output: Everyone knows whats going on at the right time.</p>	<p>Comms Person</p> <p>TO BE IDENTIFIED</p>	Staged run out 2018-2020