

Port Lincoln Swimming Club

Strategic Plan



**West Coast
Swimming Club**

Established September 2018

Review date: Annually at the WCSC AGM

Next review: AGM 2019

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Strategic Area 1: Marketing and Communications

	Strategic outcome	Responsibility	Progress	Delivery	Accountability
1A	Develop publications, which support potential members and current members to decipher information.	<ul style="list-style-type: none"> • A4 handout with definitions. • Access and how to register for meets. • Have Swimming Australia handbook available in addition. 	KW has engaged in research of other clubs and information available.	Q4, 2018	KW
1B	Identify a place at the Leisure Centre to make publications available.	<ul style="list-style-type: none"> • In conjunction with 1A. 		Q4, 2018	KW
1C	Develop fundraising strategies for the club.				
1D	Develop and effectively maintain a website.	<ul style="list-style-type: none"> • Serves as a friendly electronic front of house, non-threatening way to make enquires. 			
1E	Continue private social media group.				
1F	Recommission the use of the public social media group.	<ul style="list-style-type: none"> • In conjunction with 1D. • Discuss at MC level the suitability and purpose of content. 			
1G	Create a club yearly calendar for promotion.				

Strategic Area 2: Human Resources

Strategic outcome		Responsibility	Progress	Delivery	Accountability
2A	Establish a formal Leadership Development Program to support the senior swimmers in their leadership journey.	<ul style="list-style-type: none"> Engage Sonia Ford 			
2B	Formally develop pathways for senior swimmers to engage in coaching.				
2C	Recruit the expertise of someone interested in grant writing to the club.	<ul style="list-style-type: none"> Attract funding for travel Discuss opportunities with Shaun Thomas 			
2D	Develop a formal succession plan for coaching roles.	<ul style="list-style-type: none"> In conjunction with 2B, 4B. Research models with other swimming clubs. Mapped pathways. Develop job descriptions for coaching roles. 			Management committee
2E	Identify the appropriate rate to be paying a head coach.	<ul style="list-style-type: none"> In conjunction with 2D, 4B. 			KW

Strategic Area 3: Relationships

	Strategic outcome	Responsibility	Progress	Delivery	Accountability
3A	Develop an effective relationship with the Port Lincoln City Council	<ul style="list-style-type: none"> • Senior swimmers to thank the newly elected Port Lincoln City Council to explain benefit of the Leisure Centre. • Invite Councillor's to Point Score nights. 		Q4, 2018 Ongoing	
3B	Develop a swimming program for schools, to encourage swimming.	<ul style="list-style-type: none"> • Road show into country towns. • Integration into a school Sports Academy program. 		Q1, 2019	
3C	Strengthen relationships with sponsors.	<ul style="list-style-type: none"> • Identify sponsorship opportunities. For what purpose, and for who? 			MC
3D	Develop formal relationship with the YMCA.	<ul style="list-style-type: none"> • Employment of staff • Use of facilities • Lane space • Feeder for swimming 		Q4, 2018	KW
3E	Create celebration opportunities and family events to strengthen relationships.	<ul style="list-style-type: none"> • Linked to 4C. 			

Strategic Area 4: Cultural

	Strategic outcome	Responsibility	Progress	Delivery	Accountability
4A	Develop a vision and mission statement.	<ul style="list-style-type: none"> Swimming for life? It's for everyone? 		Q4, 2018	MC
4B	Develop a budgeting cycle that accounts for every dollar, presented and approved at the Annual General Meeting.	<ul style="list-style-type: none"> Outline coaching fees. Distribution of funding Interim model. Have a model for all-inclusive fees. 			
4C	Identify the opportunity for the involvement of parents and volunteers within the club.	<ul style="list-style-type: none"> Point Score opportunities 			
4D	Create an electronic portal for the Management Committee.	<ul style="list-style-type: none"> Store all agendas, minutes, and job descriptions. 		Q4, 2018	KW + MC

Strategic Area 5: Membership

5A	Increase the number of Indigenous swimmers and volunteers.				
5B	Increase the number of male swimmers.				
5C	Identify opportunities for competitive and non-competitive swimming pathways.				