

# STRATEGIC PLAN 2019 - 2021



[WWW.ALBANYSWIMMING.ORG.AU](http://WWW.ALBANYSWIMMING.ORG.AU)

albany  swim

# OUR OBJECTIVES

## CLUB CULTURE

Foster a thriving club spirit by promoting an engaging and inclusive culture with a focus on team building and family participation

## SWIMMING PATHWAYS

Strive to be a top country club in Western Australia by offering high quality swimming pathways to the Albany community

## CLUB DEVELOPMENT

Attain excellent service delivery by employing a professional coaching team and providing volunteer pathways for members in technical and organisational roles

## CLUB GROWTH

Ensure sustainability by actively seeking opportunities to diversify revenue streams that enhance swimming pathways offered to the Albany community

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## CLUB CULTURE

- Develop club motto & values
- Promote leadership & mentoring opportunities
- Reinstate club captains
- Include team building activities & events
- Enhance social opportunities within the club
- Improve communications with coaches & regular newsletters
- Promote 'member voice' via annual satisfaction survey

## CLUB DEVELOPMENT

- Implement annual coach development plan
- Train minimum of 2 new Technical Officials per season
- Encourage Technical Officials to work at all target meets
- Enhance volunteerism by restructuring committee and volunteer roles
- Committee to attend club development training
- Improve transparency by publishing policies and procedures on website

## SWIMMING PATHWAYS

- Target meets to engage all swimmers
- Offer development activities & clinics for all squads
- Review club night & award format to improve engagement
- Enhance program & squad progression transparency
- Access best supports for swimmer development, health & wellbeing
- Upgrade ALAC starting blocks to FINA kick back style

## CLUB GROWTH

- Investigate new swimming pathways
- Ensure junior program is supportive and fun
- Offer opportunities to improve retention of 14yr+ swimmers
- Implement annual sponsorship & fundraising plan
- Foster strategic partnerships with key stakeholders
- Explore synergies with compatible local clubs