

## **PINJARRA SWIMMING CLUB INC.**

### **BUSINESS PLAN 2018 – 2021**

#### **Club Values:**

**Ambition:** Achieving the highest possible swimming honours and the best professional reputation

**Opportunity:** Giving every swimmer and coach the chance to maximise their personal development, making the Club accessible to all, including those with a disability

**Innovation:** Improving performance in and out of the pool with new techniques and ideas

**Responsibility:** Running the Club with probity and diligence

**Fun:** Creating an environment in which swimmers can enjoy their swimming amid the company of friends and succeed through learning and mutual support

In the 2018 – 2021 seasons the **PINJARRA SWIMMING CLUB INC.**, intends to build on achievements to date and to grow through increased membership, leading to higher levels of participation and achievement at the Club, State and National swimming levels.

#### **This goal will be reached through:**

- a. Providing a fun, well organized and safe competitive environment for swimmers and their families.**
  - Club activities
  - Training as a team
  - Trained volunteer support from family and friends
  - Continued close relationship with the Murray leisure Centre
  
- b. Raising the profile of the Pinjarra Swimming Club Inc. in the general community:**
  - Promotion of the club by current members
  - Identifiable club uniform
  - Higher local media profile
  - Better communications through club newsletters and other means
  - Keep web site updated
  - Increase talent pool through better links to schools

- c. **Encouraging improvement in club swimming standards through mentoring and club participation:**
- Promoting sports safety to ensure reasonable participant safety.
  - Support for Coaches in their aims and support for swimmers in their training
  - Active club participation in higher level events including Regional, State and National
  - Improving and upgrading club technology in support of competitive swimming activities
- d. **Supporting the club through appropriate financial processes:**
- Fund raising through increased membership, volunteer work, carnivals, sponsorship and Grants
  - Maintaining an approved audit system
- e. **Marketing Strategy**
- The Club must first address the issue of a Club profile within the community for this to be a viable option for businesses. With this in mind it is essential to develop a relationship with the local media to ensure our achievements are included in media publications. The development and revision of the Club's website as a marketing tool is a priority.

## **PERFORMANCE INDICATORS**

In order to reflect and move forward, the Club will measure its success against the Business Plan by a number of Performance indicators. The Business Plan will be reviewed every three (3) years.

*The Club will know it is successful if it achieves certain indicators, including:*

**a. Providing a well organised and safe competitive environment for swimmers and families**

- Was there additional support from family and friends (i.e. Club night, fund raising and attendance at club meetings)
- Is the relationship with the Murray Leisure Centre strengthening?

**b. Raising the profile of the Pinjarra Swimming Club in the community**

- Were regular newsletters and website updates occurring
- Are swimmers wearing club uniform
- Are we receiving community support / sponsorship
- Number of competitors nominating for swim meets

**c. Encouraging improvement in individual and club swimming standards through club participation**

- Number of swimmers registering as competitive
- Number of swimmers who qualify for Regional, State and National events
- Rewarding performance through recognition
- Review senior swimmers activity involvement within the club
- Providing support for the coaches

**d. Club appropriate financial processes**

- Are funding opportunities being pursued

## **RELATIONSHIP WITH LOCAL GOVERNMENT**

- a. Get to know your Council through Councillors and staff
- b. Invite them to club functions, to present trophies and show appreciation for services provided
- c. Understand the problems the Council is having with issues that affect the club
- d. Approach problems constructively and seek “win-win” solutions
- e. Establish a positive public relations program by appointing one of the members to carry out defined tasks, such as liaising with the Council

## **CLUB SWIMMING CAPTAIN**

### ***Roles and Responsibilities***

- a. Being in touch with all club activities and automatically appointed to the management committee
- b. Being the link between administration and the members, assisting communication within the club
- c. Providing support and advice to members
- d. Meeting and welcoming new members. Ensure all members are involved in club activities
- e. Liaise with coaches and officials to see that club training sessions run smoothly and to ensure that available facilities are utilised in the best interests of all members

## **TEAM MANAGER**

### ***Role and Responsibilities:***

- a. Co-ordinate all aspects of team and competition participation
- b. Liaise with coaches and other members attending competitions
- c. Provide a point of contact between swimmers and other swimming officials
- d. Attend pre-meet briefings and discuss details with coaches and parents
- e. Responsible for team members whilst travelling away

## **CLUB COACH**

### ***What to look for:***

- Updating qualifications through the National Coaches Accreditation Scheme
- Developing and understanding of the role Sports Science in coaching
- Ensure the enjoyment of activities for both coaches and swimmers
- Foster team spirit amongst all swimmers and encourage them to participate in a sporting manner
- Abide by the Rules and Regulations at all times
- Set high but realist goals for the swimmers so that they are always working toward something
- Enhance feelings of self-confidence and self-esteem within the swimmers by promoting enjoyment
- Encourage maximum participation
- Liaise with other coaches and committee members regularly

