



AIM

To encourage active participation in the sport of Swimming,
providing opportunities to all age groups and abilities.



TARGETS

1 MEMBERSHIP

AIM: Retain a level of membership that allows the club to service all members

STRATEGIES:

- Establish programs to retain swimmers through all age levels and abilities.
- Attract and recruit new swimmers and parent members through established links with the learn to swim provider.
- Support swimmers and their families both practically and financially when representing the Club at Metro, State and National levels.

2 INVOLVEMENT / ACTIVITIES

AIM: Involve all members in Club activities

STRATEGIES:

- Provide families with regular information regarding the Club activities including Club handbooks, newsletters and website.
- Provision of weekly Club night competitions including Club Championships.
- Provision of social activities throughout the season, including Sprint Meets, Socials, Theme nights and Presentation days.
- Provision of intraclub competitions through Club run carnivals.
- Provision of an event in conjunction with learn to swim provider Learn to Swim programs / Aquatic Centre.
- Support swimmers efforts to achieve their full potential.
- Support inclusion of Multi Class swimmers in all aspects of swimmers activities.
- Target development meets for beginning and young swimmers.
- Provide support for representative swimmers.

3 ADMINISTRATION

AIM: Provide sound administration and financial management

STRATEGIES:

- Implementing NSW policies and procedures.
- Maintain a financially viable entity through membership fees, fundraising and sponsorship.
- Ensure strict control of financial and reporting requirements.
- Develop sound planning and reporting procedures.
- Ensure that the Australia Swimming code of conduct member welfare procedure and policies are adhered to.
- Ensure that the club constitution and rules are implemented, and reviewed regularly.
- Maintain communication and links with local news and advertising bodies to promote the Club to the broader community.

4 FACILITIES

AIM: To provide access to high quality facilities and coaching

STRATEGIES:

- Maintain a close relationship with Blacktown Aquatic Centre and Blacktown City Council to ensure access to facilities for provision of club activities.
- Maintain a close relationship with MySwim's Head Coach, Management and Staff.
- Ensure that the memorandum of understanding with the Head Coach is current and relevant.

5 CLUB DEVELOPMENT & OFFICIATING

AIM: To ensure the Club maintains, and implements current practices and guidelines of Australia Swimming

STRATEGIES:

- Provide opportunities and support to members to access training and development to become recognised technical officials.
- Maintain links with Metro South West and NSW Swimming.
- Encourage attendance at conference and forums to ensure access to current and up to date information.

