**Club Vision: ?**

**Club Aim:**

 **To create and maintain a safe and healthy environment through professional coaching and support for junior through to elite level swimmers through teamwork, sportsmanship and a commitment to striving for excellence.**

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| **Priority Areas** | **Objective** | **Strategies** | **Targets** |
| **Club Membership** | To grow active participation in swimming and other club activities by members and non-members including swimmers, coaches, and volunteers. | 1. Recruitment strategies developed that increase participation in club activities.
2. Retention strategies developed that contribute to ongoing participation by current members
3. Recognition strategies developed that acknowledge and reward members participation, achievements and efforts.
4. Provide opportunities for prospective members to be actively involved in club activities
5. Develop an open and age swimmer program
 | 1. Recruitment – increase number of junior club members by 7%
2. Retention – Retain swimmers throughout the year and year on year.
3. Recognition – Swimmers, volunteers, club officials and coaches are recognised for their efforts throughout the year
4. Develop a program of activities to involve club members and prospective club members
5. Age and Open Swimmers – create a squad
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| **Volunteers** | To increase the number of volunteers to help with club activities | 1. Effective communication of meeting minutes, volunteer activities and club fundraisers in a timely manner.
2. Checklist to be developed for each event to ensure tasks are delegated effectively.
 | 1. Increase the number of volunteer committee members and technical officials
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| **Club Administration** | To provide best practice administration that ensures the long-term sustainability of Geraldton Amateur Swim Club | 1. An effective and accountable management structure that delivers the best practice administration possible with the resources available.
2. Club policies are developed and maintained in line with current legislation.
3. Financial budgets and processes to control and monitor assets and expenditure are developed.
4. Members and stakeholders have access to and are regularly informed of meeting minutes, club policies, decisions and information,
5. Effective partnerships are developed to assist club operations and member services e.g. with Geraldton Aquarena, Swimming WA and MWAS
 | 1. Regular published meeting times for General club meetings to be published on GASC app.
2. Planning – Develop a workable operational plan each year to focus the club efforts on the strategic plan
3. Policies – develop policies for swimmers, coaches and volunteers and publish on the website.
4. Financial Management – use accounting software to accurately monitor club income and expenditure and send out invoices.
5. Communication – New website up and running, Instagram and Facebook pages kept up-to-date. Use GASC app to inform members of events and targeted swim meets, meetings etc.
6. Partnerships – Partners involved and support club
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| **Fundraising** | Develop a series of fundraising strategies to raise funds for away swim meets, club equipment, Short Course Classic, coach development and technical official development | 1. Develop a fundraising strategy and fundraising calendar
2. Increase the number of club sponsors by developing a tiered sponsorship system.
 | 1. Increase club funding by at least 20% on 2016 levels
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| **Swimmer Development** | To increase the percentage of competitive members eligible to compete in State and National development and representative tiers | * 1. Clear development pathways for swimmers to transition through different levels of skills development to achieve personal goals.
	2. Provision of personal development opportunities in the areas of leadership and team work.
	3. Swimmers supported to attend all levels of competition
	4. Positive club culture with a strong team spirit.
 | 1. Non-swimming development – increase the number of swimmers moving from school swimming and Aquarena swimming lessons to club swimming
2. Junior swimmers - increase the number of swimmers moving through the squad levels
3. Competition – increase the number of swimmers attending away meets
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| **Coaching, Officiating and Club Development** | To provide quality services in the areas of coaching, officiating and club development | 1. Coaches are provided support to access education, training or professional development opportunities.
2. Club Officials are provided support to access education, training or professional development opportunities
3. Volunteers are provided support to access education, training or professional development opportunities
 | 1. Coaches – coaches to access training at least yearly.
2. Technical Officials – develop enough technical officials to enable us to run our own time trials
3. Volunteers – Communicate volunteer opportunities and training
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| **Marketing and Promotion** | To increase the profile of Geraldton Amateur Swimming Club and grow its financial resource to enable investment in future operations. | 1. Development of partnerships with Geraldton Aquarena and local schools to raise the profile of the club.
2. A strong relationship with local media to ensure regular promotion of the club in the community.
3. Targeted effective partnerships developed to increase the sustainability of the club.
 | 1. Marketing – Develop website and Facebook marketing
2. Promotion –Club promoted in local publications e.g. Everything Geraldton, Geraldton Guardian for competition results and registration days.
3. Publicity Sponsorship – increase partnerships with sponsors.
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