



Swim Club Emerton Strategic Plan

Membership	Administration	Involvement	Club Development
<p><i>We will maintain our membership and will attract new members to ensure the viability of the club</i></p>	<p><i>We will administer the club carefully and responsibly</i></p>	<p><i>We will promote the continuous development of our swimmers and active participation of our members</i></p>	<p><i>We will work on and invest in the improvement of our club and equipment</i></p>
<ul style="list-style-type: none"> ➤ We will have simple processes for joining our club ➤ We will keep our fees affordable for all ➤ We will make all new members feel welcome ➤ We will communicate clearly and regularly with members 	<ul style="list-style-type: none"> ➤ We will ensure we have sustainable financial management ➤ We will complete careful administration and planning 	<ul style="list-style-type: none"> ➤ We will run fun club nights and encourage our swimmers to do their personal best ➤ We will actively encourage our members to participate in inter-club meets 	<ul style="list-style-type: none"> ➤ We will provide opportunities and support to members to become officials and administrators ➤ We will invest in equipment and resources that will help our swimmers