

NORTHCOTE SWIMMING & LIFESAVING CLUB

STRATEGIC PLAN 2015 – 2017

INTRODUCTION

NSLSC is a community based competitive swimming club which provides great opportunities for swimmers to participate in a wide range of competitive swimming events, encouraging swimmers to aspire to a high performance level (typically State qualified). National qualification is seen as exceptional performance for our members.

The NSLSC strategic plan serves our members whilst supporting Swimming Victoria / Swimming Australia plans. We have adopted the same underpinning strategic pillars: Partnership, Participation and Performance.

Our plan recognises the SV guiding principles and adopts a local interpretation to enable us to offer a quality swimming program and a skill, health and lifestyle environment that supports the needs and wants of the Northcote and surrounding community.

VISION

To be a leading, respected Swimming Club in the Northern Metropolitan Region that supports a broad range of swimming abilities and swimming based programs for its members, including a strong lifesaving capability. (*Vision statement might be refined at the strategy discussion*)

MISSION

The NSLSC exists to provide:

- a pathway post Learn to Swim through to high performance competitive swimming both pool and open water
- Opportunities to develop and practice water safety and lifesaving skills as appropriate to members' aspiration and capabilities;
- inclusive opportunities for participation of community members regardless of ability;
- a mechanism to realise the enjoyment, health, lifestyle and social benefits of swimming; and life-saving skill training for the community.

VALUES

Communication: Maintain open and clear communication across all club members and stakeholders (swimmers, parents, supporters, Swimming Victoria, Metro North, YMCA and Darebin Council)

Accountability: Act with integrity, make informed decisions and take responsibility for self and actions

Excellence: Be the best we can be in all endeavours (swimming development, competitive swimming, life-saving skill training, community support, club management, etc.)

Inclusion: Striving to remove any barriers to participation in the life of the club for members with a disability.

Innovation: Enable and encourage new ideas and concepts that advance the betterment of the club and Promote and embrace expansion and growth of the club membership, through participation in a wide range of swimming and lifesaving related activities

Enjoyment: Foster an enjoyable family oriented environment for all club members.

STRATEGIC PRIORITY: PARTNERSHIP

Rationale

NLSLC will build enduring partnerships to support the infrastructure, membership and the environment required to promote and run a successful and sustainable Swimming Club

Objective 1.1 Strong Relationships

Strategies

- Create and nurture relationships that maximise opportunities for the NLSLC
- Build on our strong relationship with the Northcote Aquatic Recreation Centre (YMCA), seeking opportunities that benefit both parties and formalising these.
- Continue to foster and promote swimming teaching as a pathway for club members and provide new streams of learn to swim and lifesaving resources for the YMCA
- Embrace the opportunities to engage with council to ensure the facilities are being developed to support the requirements of the club
- Support the Metro North District by participation at events, supplying representatives, officials, etc.
- Ensure the resources and training opportunities offered by Swimming Victoria are utilised effectively

Objective 1.2 Communication and Collaboration

Strategies

- Improve the way in which we connect with all stakeholders by providing regular communication via website, newsletters and relevant social media ensuring communication on all club activities and events.
- Improve and streamline administration practices by using online facilities where practicable e.g. session bookings, meet entries, uniform ordering etc.
- Support the Go-Club initiative and guidelines to ensure the Club continues to offer value and service as intended for Swimming Clubs
- Participate in seminars, forums and training programs to ensure our staff and membership are qualified to function at the appropriate level for our Club

Recognise and reward our successes in and out of the pool and use these to grow the membership and plan for the future

Objective 1.3 Commercial Partnerships

Strategies

- Develop sound financial strategies to offer value for money to our membership by maximising the use of available grants and sponsorships available to the club
- Establish good fundraising programs and work with local businesses on opportunities to support them in return for sponsorship or donations

STRATEGIC PRIORITY: PARTICIPATION

Rationale

- To be the local focal point for delivery of post Learn to Swim participation in swimming based activities
- Develop a strong network of stakeholders, volunteers, coaches, technical officials, administrators and parents who work to provide competitive and non-competitive swimming opportunities as well as social activities that cater for a diverse range of members' interests.

Objective 2.1 Provide opportunities for participation

Strategies

- Provide ongoing 'Try-out- sessions to attract and promote the opportunity to participate (target Learn to Swim classes)
- Provide squad structures that are inclusive of all abilities and recognise and cater for social groups and performance levels with matched coaching capabilities
- Maintain coach to swimmer ratios that ensure value is received and maximum educational benefit received
- Promote strength and conditioning program offered in partnership with the YMCA
- Offer range of swimming based programs in addition to the traditional squad training, such as lifesaving courses, swimming training camps, surf camps, open water and ocean swim programs, etc.

Objective 2.2 Enjoyment and Experience

Strategies

- Promote leadership and best practice by having qualified and trained coaches, the required representation of trained officials and effective club management that drives the desired outcomes
- Provide clear policies and guidelines for a fair, safe, ethical, inclusive and enjoyable sporting culture
- Promote and enforce a drug free environment
- Provide a safe environment by implementation of the Swimming Victoria Member Welfare Policy
- Establish sound inclusivity and gender equity policies
- Develop and implement mechanisms for positive parent participation

Objective 2.3 Aquatic Facilities

Strategies

- Work closely with the YMCA and Darebin City Council to maintain our high quality facilities
- Work closely with the YMCA and Darebin City Council for the construction of a club room facility
- Where possible assist in capital programs that may provide improved or upgraded equipment to enhance the functionality of the facilities

PERFORMANCE

Rationale

NSLSC aims to:

- Provide best practice programs, support and services to club members
- Deliver on-going improvements in programs to cater for the wide and diverse swimming interests and needs; and
- Be able to cater for state and potentially national level swimmers as well as social participation so that the maximum number of participants enjoy and maintain interest in the sport of swimming and associated activities.

Objective 3.1 Development and Improvement

Strategies

- Provide suitable opportunities and programs to enable interested and capable swimmers to follow a structured pathway to excel in the sport and to participate in Club, District, State and National levels applicable to their ability
- Provide opportunities for coaches to continue to develop and become more qualified to deliver appropriate programs to suit the development needs of the club
- Provide opportunities to club administrators, parents and supporters to participate in educational, technical or administrative programs that can improve the level of knowledge and skill to run an effective club

Objective 3.2 Financial Performance

Strategies

- Secure a strong and sustainable financial platform that enables the club to function and deliver its objectives
- Investigate opportunities for grants, sponsorships and fundraising that will reduce the cost impact to members and enhance the ability to attract more participants

Objective 3.3 Best Practice

Strategies

- Utilise and follow guidelines set down by Swimming Victoria for governance and structure of the club
- Utilise the Go-Club guidelines to evaluate and recognise areas for improvement and take measures to rank as high as possible in the Go-Club award system