



Traralgon Swimming Club Inc Strategic Plan

Strong Bodies – Strong Minds – One Team

Mission

The Traralgon Swimming Club is a Competitive Swimming Club where Coaches, Swimmers and Parents work in partnership to develop a culture through which swimmers can achieve their full potential as athletes and club and community leaders.

Vision

The Traralgon Swimming Club is committed to

being a **professional, committed and welcoming** organisation which provides a high level of service to its membership

providing the best swimming **coaching, sports science, physical and mental training** to ensure our swimmers can attain the highest level of competitive excellence

providing opportunities for swimmers and members to **develop and display skills, capacities and values** consistent with a winning culture

being **financially stable** and in a position to support initiatives and equipment requirements through positive relationships with sponsors and active fund raising

provide a **safe and nurturing environment** encouraging teamwork, cooperation and mutual respect

provide swimmers with a **pathway to elite swimming**

Key Performance Areas

Key Performance Areas are those general areas of operation within our organisation where a desired outcome is required over a period of the Strategic Plan and beyond.

Focus areas are those specific operational areas within a key performance area.

The Traralgon Swimming Club have identified the following KPAs and focus areas as follows –

KPA

Focus Areas

Management Plan

Administration, Committee development and succession, Business management modelling

Marketing/Financial Plan

Sponsorship, fundraising, media and Government body relations

Operational Plan

Membership development, event development, facilities, equipment, sport science, elite and non-elite programs, Coaching and Officials Development

Financial Plan

Develop a Business Strategy moving towards management of a Learn to Swim business

Mission The Traralgon Swimming Club is a Competitive Swimming Club where Coaches, swimmers and Parents work in partnership to develop a culture through which swimmers can achieve their full potential as athletes and club and community leaders.	Key Performance Area	Goal	Strategies	Who is Responsible	Target
Vision The Traralgon Swimming Club is committed to being a professional, committed and welcoming organisation which provides a high level of service to its membership. providing the best swimming coaching, sports science, physical and sport psychology to ensure our swimmers can attain the highest level of competitive excellence. providing opportunities for swimmers and members to develop and display skills,	Management plan	To ensure the on-going development of a Committee of Management engaged in proficient management practices	- Develop Detailed Role Descriptions for Committee Positions -Source and attend seminars and PL aimed at Club Committee development - Outline processes for induction of new members	Committee	100% of management positions filled by trained personnel
		To move towards developing a Business model of management as used by Swimming Clubs operating as businesses that allows for financial stability self-sufficiency	- Investigate business models as used by other swimming and sporting organisations - Investigate existing business opportunities	Brian, committee	The Club adopts a business model
		To ensure that adequate funding is available to undertake necessary programs and equipment upkeep	-Develop and maintain mutually beneficial relationship with sponsors -Seek sponsorship and funding opportunities -Ensure that periodic contact is made with sponsors informing them of our activities and successes	Brian President Sponsorship and Fundraising sub committee	Corporate and other sponsors maintain on-going financial support for the club's programs at the current level
		- Ensure that the Club maintains a high profile through local media and beyond	- Contact local media personnel to discuss the club's successes and needs. - Ensure that the club web site is up-to-date with all information current and accurate - Train members to be able to update and manage the TSC website - Add Social media to Website	Brian Jane Publicity Officer	Media is contacted before (if applicable) and after all Traralgon events

<p>capacities and values consistent with a winning culture.</p> <p>being financially stable and in a position to support initiatives and equipment requirements through positive relationships with sponsors and active fund raising.</p> <p>provide a nurturing and safe environment encouraging teamwork, cooperation and mutual respect</p> <p>provide swimmers with a pathway to elite swimming</p>	<p>Operational Plan</p>	<p>To promote, support, lobby and actively pursue the development of a 50m indoor pool in Traralgon</p>	<p>-Maintain a position and voice on the Latrobe City Aquatic Development Committee -To find opportunities to promote the need for a 50m Indoor pool in Traralgon</p>	<p>Jane All</p>	<p>The Club has access to a 50m Indoor Pool in Traralgon</p>
		<p>To ensure the growth of membership to the Traralgon Swimming Club</p>	<p>-Maintaining high profile in media to be the “Club of Choice” -To offer the Charles Ford Scholarship Annually to encourage talented swimmers to train with TSC -To promote TSC through LTS providers - Maintain close relationship with “Poolside” LTS as a feeder organisation</p>	<p>Publicity Officer Committee</p>	<p>The Club will increase membership by 10% annually</p>
		<p>To ensure there is succession planning in our Coaching Staff and to maintain a high level of qualification and professional development amongst coaches</p>	<p>-to develop coaches from our swimmer and parent groups -to require that our coaches regularly seek and attend professional development opportunities -to financially support our coaches in professional development -to be in a sound financial position to hire and pay the going rate for coaching at a high level</p>	<p>Brian and coaching team Committee</p>	<p>100% of coaching positions filled by trained personnel</p>
		<p>To maintain and continue to improve the existing swimming, conditioning and sport science programs in the club</p>	<p>-to maintain a network with other coaches and successful programs -maintain access to AIS, VIS and GSA academies</p>	<p>Brian and coaching team</p>	<p>To continually update and implement ‘best practice’ in swimming</p>

		To provide a developmental pathway for competitive Swimming	-provide targeted training programs -allow for goal setting and self-regulating for coaches and swimmers -To embrace opportunities for expansion – city link, satellite squads, etc. -to provide structures and mechanisms that encourage and support competition at all levels (e.g. camps, breakfast, transportation, financial support)	Brian, coaches Committee	Increase number of qualified swimmers at all levels of competition annually
		To support professional swimming in the district through the development of trained swimming officials	-Actively encourage further development of officials -seek support from GSI officials in presenting workshops -Identify possible candidates	Committee	Committee will identify and approach suitable candidates each year to train as officials
	Financial Plan	For the Traralgon Swimming Club to develop a financial plan to allow for self funding	-To investigate possible business opportunities, models and plans. -To seek the support of skilled professionals in developing a plan. -To hire personnel as necessary to support business plan	Brian, Committee	To be self funding by 2020

Strategic Planning Committee

Jane Mitchell

Brian Ford

Tony Dowler

Mark O'Keefe

Michael Mihaly

Brigitte Maglen

Karen Tsebelis

Ben Geard

Colin Akers

Veronica Roberts