



Busseton Swimming Club Strategic Plan 2022 -2025

Vision: *To ignite and enable our swimmers to reach their goals and dreams – in the water and in life.*

Purpose: *To promote a love of swimming for all – for life.*

Mission: *We provide opportunities for all swimmers, for fun, fitness or competition.*

We provide a cohesive club environment, with a program of excellence in swimming, supported by quality coaching and family participation.

We inspire our swimmers in the water and in life.

Values:

A	Accountability	We discuss, we decide, we deliver, we communicate, we monitor.
S	Safety	We practice and promote safety and well-being of our swimmers.
P	Participation	We create an environment of fun, inclusion and sense of belonging for our members.
I	Integrity	We act with care and diligence and make decisions that are honest, impartial and transparent.
R	Respect	At all times we will treat everyone with respect and dignity.
E	Excellence	We strive to excel in every aspect of our club and swimming and approach every challenge with a determination to succeed.

KEY FOCUS AREAS

1.Our People and Culture	2. Participation & Pathways	3. Leadership & Brand in the Community	4. Business Performance
Objective: We develop and retain our people	Objective: We provide opportunities for the community to swim	Objective: Build a profile as a quality Swim Club valued by the community and aquatic agencies	Objective: Our Club is sustainable
<p><i>Priority: Provide an excellent training environment for our swimmers that inspires them to reach their goals and dreams.</i></p> <p>Strategy Develop a positive culture; setting the tone to support behaviour and welfare of swimmers.</p> <p>Strategy Facilitate opportunities for swimmer to access expertise for whole athlete development.</p> <p>Strategy Provide effective feedback to swimmers and parents to support swimmer progress on swim pathway</p>	<p><i>Priority: A clear swim pathway with opportunities for all levels of swimmers in the community.</i></p> <p>Strategy Engage GLC/COB to facilitate transition from LTS to BSC Clubs swimmers age 7-9</p> <p>Strategy Engage GLC/COB to facilitate pathway from GLC age 11+ Squads to BSC.</p> <p>Strategy Engage with local school community to “come and try” the sport of swimming, attend Clinics and Club nights.</p>	<p><i>Priority: Build a profile as the Club of choice in the SW among the swimming community</i></p> <p>Strategy Communicate and celebrate athlete and coach success through effective communication across multiple platforms</p> <p>Strategy Engage with aquatic agencies to achieve understanding and develop synergies</p> <p>Strategy Appoint a high profile patron to provide support and access to decision makers</p>	<p><i>Priority: Financial Sustainability</i></p> <p>Strategy Diversify funding sources.</p> <p>Strategy Membership retention to ensure consistent income.</p> <p>Strategy Identify grow and retain a portfolio of community partners contributing to the success of BSC.</p> <p>Strategy Continue to review the financial modelling for BSC annually.</p>

<p>Priority: Our Coaches Develop the skills and experience of our coaches through mentoring, sharing of knowledge, resources and skills</p> <p>Strategy Facilitate connections to expertise & resources to ensure ongoing professional development (SCTA, SA SWA)</p> <p>Strategy Head Coach to mentor and support all coaches to progress their coaching skills and development.</p> <p>Strategy Feedback mechanism for coaches and provide opportunity for regular coach meetings.</p>	<p>Priority: Facilitate opportunities for swimmers to access high performance pathway</p> <p>Strategy Facilitate connections with SWAS & WAIS – opportunities for support for our swimmers who maybe on performance pathway.</p> <p>Strategy Facilitate opportunities for coaches to experience professional development to develop the potential of swimmers to HPP.</p>	<p>Priority: Stakeholder relationships & Partnerships</p> <p>Strategy: To be valued by the City of Busselton as a positive contributor to the community of swimming in the district.</p> <p>Strategy Connect and establish relationships with key stakeholders across the swimming, sport and LGA sector.</p> <p>Strategy Represent the Club at SWA South West Region Committee and participate in developing the committee to better serve swimming in SW.</p> <p>Strategy Support the opportunity for Trained Technical officials to support swimming in WA.</p>	<p>Priority: Strong, Well Governed Organisation</p> <p>Strategy Develop a Skills based Committee.</p> <p>Strategy Evaluate Board outcomes and conduct a skills audit annually.</p> <p>Strategy Review and adopt best practice Governance for Tier 1 Community Association.</p> <p>Strategy Monitor and review practices for effectiveness.</p> <p>Strategy Target skills areas for committee diversity and competency.</p>
<p>Priority: Our Members create an environment of fun, inclusion and sense of belonging for our members</p> <p>Strategy Continue to develop regular Club Night Challenge as a fun and inclusive competition.</p>	<p>Priority: Provide opportunities for non members to have swim experiences</p> <p>Strategy Seek SWA support to put on a Splash & Dash event to attract Junior Dolphins swimmers.</p>	<p>Priority: Influence the development and use of facilities for swimming in the region</p> <p>Strategy Engage with other pool user groups to lobby collaboratively for the development of facilities for swimming in the region.</p>	<p>Priority Use the skills and resources within our membership base effectively.</p> <p>Strategy a skills and resources audit of the membership.</p>

<p>Strategy Develop opportunities across the year for our whole club to come together.</p> <p>Build relationships with SW Clubs to participate in joint time trials.</p>	<p>Strategy Offer school holiday swim clinics for both pool and open water swimming.</p> <p>Strategy Engage with other aquatic groups such as water polo, surf clubs and Tri Clubs to engage new swimmers</p>	<p>Strategy Engage with key funding agencies to raise awareness and to effectively target opportunities.</p> <p>Engage with COB to persuade them to value the role of swimming in the community.</p>	
<p>Strategy Trained Technical officials to support improvement of club nights and ability to hold proper time trials.</p>		<p><i>Priority: Influence the development and use of facilities at the GLC.</i></p> <p>Strategy Acquire additional lane space in order to deliver a comprehensive swim program.</p>	<p><i>Priority Technology to sustain & simplify</i> Priority Leverage technology to achieve efficiency opportunities.</p>