



**VISION** To provide a club environment that develops each swimmer to compete at his / her full potential

**MISSION** Our vision will be achieved by:

- Provision of swimming and social opportunities for all members
- Create an atmosphere which is respectful and which positively motivates members

**VALUES** Friendly, encouraging, supportive, team environment

	SWIMMER DEVELOPMENT	COMMUNICATION	TEAM ENVIRONMENT	FINANCIAL MANAGEMENT
<b>OUR OBJECTIVES</b>	To assist swimmers to reach their goals	To enable members to give feedback and receive timely information about Club and team activities	To enable contribution to and to take pride in the cohort's achievements	To maintain transparent administration of Club finances and value for in return for investment
<b>OUR STRATEGIES</b>	<ol style="list-style-type: none"> <li>1. Facilitate swimmer entries into Club, SMNE, SNSW and SAL competitions</li> <li>2. Support swimmers with development clinics and training sessions</li> <li>3. Organise team tours to interstate</li> <li>4. Support coach to organise annual training camp</li> </ol>	<ol style="list-style-type: none"> <li>1. Utilise all media to communicate with members in most effective and efficient manner</li> <li>2. Receive feedback</li> <li>3. Give members more information about how to advance in the sport</li> </ol>	<ol style="list-style-type: none"> <li>1. Conduct inclusive social occasions for all members, athletes, parents</li> <li>2. Build Junior Club through liaison with local primary schools</li> <li>3. Leverage Club profile and branding</li> <li>4. Celebrate success at all levels</li> </ol>	<ol style="list-style-type: none"> <li>1. Prepare accountable budgets</li> <li>2. Prepare forward budget estimates</li> <li>3. Diversify income streams</li> </ol>
<b>OUR MEASURES OF SUCCESS</b>	<ol style="list-style-type: none"> <li>1. % of membership competing in various competitions and championships</li> <li>2. Number of athletes invited into various clinics and teams</li> <li>3. Subsidise annual tours to ACT and other States</li> <li>4. Annual training camp held</li> </ol>	<ol style="list-style-type: none"> <li>1. Current website, monthly newsletter, social media, noticeboard, coach's board</li> <li>2. Media coverage of achievements</li> <li>3. Issues aired</li> <li>4. Role identified and filled</li> <li>5. Harness swimmer suggestions for events and activities</li> </ol>	<ol style="list-style-type: none"> <li>1. Organise, dinners, BBQ's, annual presentation party, Mayor acknowledging annually National swimmers and New State swimmers</li> <li>1. Increased training space</li> <li>2. Increased attendance at Club night races</li> <li>3. Conduct Club Championships as an invitational carnival</li> <li>4. Additional technical officials</li> <li>5. More roles and functions filled by different volunteers</li> </ol>	<ol style="list-style-type: none"> <li>1. Have accounts voluntarily audited</li> <li>2. Report against budget</li> <li>3. Secure and support a fundraising coordinator</li> <li>4. Undertake various fundraising initiatives</li> </ol>