



South Shore Swimming Club

Our Vision:

To be the best swimming club in Australia.

Our Mission:

The South Shore Swimming Club is dedicated to providing opportunity and encouragement to all of its swimmers, helping them to be the best that they can be. South Shore combines fun and hard work in a team-building, family oriented atmosphere. By striving to achieve their goals swimmers develop important life-long attributes and skills.

WHO WE ARE: OUR VALUES		WHAT WE DO: STRATEGIC PLAN 2018-2021				
<p>Passion A love of swimming encourages effort and ongoing participation in the sport. Fun and enjoyable club activities foster this passion. "Have Fun, Swim Fast!"</p> <p>Perseverance Focus and self-discipline will promote high achievement in all areas of life, including swimming. There is a direct correlation between effort and reward.</p> <p>Integrity All club members are expected to demonstrate integrity, honesty and sincerity at all times. This applies to parents, coaches, officials, and swimmers.</p> <p>Teamwork A team is more than the sum of its parts. Our club community works together to be welcoming, inclusive, and mutually supportive.</p> <p>Sportsmanship We celebrate the positive aspects of competition - Those that lift the performance and confidence of athletes. We avoid actions that have a negative impact on performance and/or confidence.</p> <p>Excellence We provide an environment that promotes excellence in performance.</p>	Pillars	1 Membership	2 Strategic Partnerships	3 Development & Performance Coaching Committee	4 Administration Management Committee	5 Sponsorship & Promotion Sponsorship / Fundraising & General Committee
	Goals	Increase active participation in all areas of swimming	Effective Communication and Strong Relationships with All Stakeholders	Grow participation in State & National competitions including selection in representative teams. To be a recognized leader in competitive swimming.	Provide leadership and best practice administration	Strengthen club's community profile and grow financial resources
	Target Areas	<ul style="list-style-type: none"> • Inductions / welcome pack for new members • Recognition of swimmers' achievements • Recognition of volunteers • Social activities • Local school / swim school promotion 	<ul style="list-style-type: none"> • Key Stakeholder Management Plans • Newsletters • Website • Social Activities 	<ul style="list-style-type: none"> • Management Coaches, swimmers, and technical officials provided with appropriate: <ul style="list-style-type: none"> • Facilities (lane space) • Equipment (video, blocks, cage, autocoach, staff equipment) • Development (specialised sessions) • Financial assistance 	<ul style="list-style-type: none"> • Planning: Strategic (5Y) and Annual Business Plan • Annual Report (reflecting Business Plan) • Financial Reporting • Policies • Committee Meeting Minutes 	<ul style="list-style-type: none"> • Sponsorship • Marketing Plan • Published Articles • Fundraising Opportunities
	Key Outcomes	<ul style="list-style-type: none"> • Membership Growth • Member Retention • Squad to Club Conversion • Increased participation in all club activities 	<ul style="list-style-type: none"> • Strong relationship with City of Melville / LeisureFit Competition Swim Program / LeisureFit Booragoon • Strong relationship with sponsors • Effective communication with SWA, SA and other clubs • Effective use of IT to promote the club • Excellent communication with club members • Links established with future pool / lane space providers 	<ul style="list-style-type: none"> • Competition participation & results – Club and SWA • State / National Championships • JX • SWA Talented Athlete Pathway • Technical Officials training • Conference Attendance • Swimmer development opportunities • Agreements with coaches, COM 	<ul style="list-style-type: none"> • Effective and accountable management structure • Financial processes effective, monitoring assets and expenditure • Asset register maintained • Compliance with relevant legislation • Policies are current and effective • Adherence to reporting requirements of constitution 	<ul style="list-style-type: none"> • Major sponsorship secured • Facilitate donations (tax deductible) • Innovative fundraising activities to generate revenue and build community • Strong relationship with local media • Good relationships with local swim schools, primary and secondary schools