

TEAM ARENA



ARENA SWIM CLUB

AMBITION, STAMINA, COMMITMENT.

STRATEGIC PLAN 2023/2024

Introduction

This Strategic Plan outlines the objectives and strategies of the Arena Swim Club Inc. It provides the Committee, coaches and members with a framework for the implementation of the club's objectives and strategies in the coming years. The club's strategic plan will be reviewed annually by the committee in consultation with our coaches, members and peak bodies to ensure it is relevant to the needs of the club and its members going forward.

About Us

Arena Swim Club Inc. is a swimming club that provides elite coaching, training and competitive swimming for swimmers of all levels in a friendly, inclusive and supportive environment based in the Northern suburbs of Perth. The club is run by a volunteer committee and a coaching team led by head coach Simon Redmond.

The committee consists of President, Vice President, Treasurer, Secretary, Registrar and 4 additional committee members whose duties include: squad coordinator, social coordinator, uniform coordinator, newsletter coordinator. The club has a strong social media presence via website, Instagram and Facebook. These outlets allow the club to disseminate information to our members on a timely basis.

The club's AGM is generally held in November whereby committee nominations and elections are held together with club captain selection and honouring any potential life members. The club hosts several social functions throughout the year for its members.

The club has a strong sense of community and prides itself in supporting swimmers of all ages to achieve their potential. Arena Swim Club has achieved outstanding success with a strong representation of swimmers of all ages competing at State and Age/Open National level consistently. The club currently competes in A division of the SWA club championships and trains from HBF Arena in Joondalup.

Vision Statement

To nurture and instil a life-long love of swimming and to build a swim program of excellence in training, team unity, character development and family support in a safe, positive and healthy environment where every swimmer has the opportunity to achieve their potential and compete at the highest level.

Mission Statement and Objectives

- To provide excellence in professional coaching and programs to develop individuals to the best of their abilities to compete at the highest levels.
- To provide an atmosphere and environment that inspires swimmers to achieve their maximum potential through a strong work ethic, discipline, self-motivation and self-esteem.
- To develop team unity where everyone encourages and takes pride in each other at all levels of competition.
- To instil a lifelong love of swimming through enjoyment and accomplishment at all levels of swimming.
- To be an inclusive club where swimmers of all abilities and cultures are treated fairly and equally without discrimination.
- To provide all our members – swimmers, coaches, parents and volunteers a safe, inclusive, caring and positive environment that encourages swimmers to achieve their personal best in an atmosphere built on mutual respect to all parties.

Key Goals & Strategies

To ensure our club is sustainable now and into the future the following goals and strategies have been established (as outlined on the next page)

Goal	Strategies	Key Performance Indicators	Who	When	Financial Resource
Swimmer Development	<ul style="list-style-type: none"> • Develop performance plans for swimmers in Red/Black squads to achieve Olympic trials • Conduct an annual review of club performance after club championships • Develop a competition schedule which provides a development pathway for all swimmers • Clear pathways for swimmers to progress through squad levels • Positive club culture with a strong team spirit • Recognise swimmer achievements with awards • Affiliations with other clubs to participate in competitions 	<ul style="list-style-type: none"> • Number of swimmers progressing through squads • Number of swimmers achieving personal best times at swim meets • Purchase of training aids for the benefit of all swimmers • Club performance at SWA club championships • Retention rates of swimmers • Swimmer performance at State Level • Swimmer performance at National Level 	Head Coach Executive Committee	Ongoing	Annual Budget
Marketing and Promotion	<ul style="list-style-type: none"> • Increase the profile of ASC in our catchment areas 	<ul style="list-style-type: none"> • Build relationships with possible sponsors • Value add with suppliers • Develop relationships with local media • Build relationships with local schools • Target 'Learn to Swim' clubs for 	Committee	Ongoing 2023/24	Annual Budget

Goal	Strategies	Key Performance Indicators	Who	When	Financial Resource
		possible swimmer recruitment			
Ensure coaches are appropriately qualified and trained	<ul style="list-style-type: none"> Establish qualification development programs for junior coaches Develop coaching mentoring program in conjunction with head coach Open swimmer retention to move into coaching Develop culture of open and honest communication between coaches, swimmers and parents 	<ul style="list-style-type: none"> Head Coach – ASCTA Bronze Coach (minimum) Other Coaches – ASCTA Teacher of Competitive Strokes All coaches – First Aid, ASCTA Teacher of Swimming and Water Safety and Play by the Rules, Working with children clearance Retention rates of coaches Coach attends a ASCTA Conference once every 2 years 	Head Coach Committee	Ongoing	Annual Budget
Obtain Silver Accreditation with Swimming WA	<ul style="list-style-type: none"> Establish criteria required to obtain Silver status Delegate tasks to committee members 	<ul style="list-style-type: none"> Ensure all committee members have completed Play by the Rules modules Ensure committee members have attended SWA webinars 	Committee	June 2023	Annual Budget
Provide a safe and positive environment for all our swimmers	<ul style="list-style-type: none"> Establish policies and procedures that align with the Child Safe Framework Provide training to all coaches and committee of management regarding compliance with to Child Safe Framework 	<ul style="list-style-type: none"> All coaches, Committee of Management and other volunteers – Working with Children Check and Play by the Rules (where applicable) Adhere to child safe policies, and procedures as set by governing 	Coaches Committee of Management	Ongoing	Annual Budget

Goal	Strategies	Key Performance Indicators	Who	When	Financial Resource
	<ul style="list-style-type: none"> Communicate policies to members Ensure committee and coaches have completed Play by the Rules courses 	body.			
Club Administration	<ul style="list-style-type: none"> Club policies are developed and maintained in line with Peak bodies Develop a budget that funds all operations and club strategies Encourage members to participate in the Committee of Management Develop a succession plan for executive positions on the Committee of Management 	<ul style="list-style-type: none"> Number of committee members Attendance numbers at AGM Compliance check of Club Policies Governance procedures Financial budgets and processes to monitor the financial well being of the club Budget with variance analysis Service to members <ul style="list-style-type: none"> Timely response to queries Improve communication channels 	All members Committee of Management	Ongoing	Grants Annual Budget

