



MLC AQUATIC SWIMMING CLUB

STRATEGIC PLAN 2012 – 2015

VISION

MLC Aquatic will seek to promote the sport of swimming as a major contributing element to a healthy lifestyle through increased participation, inclusion, outstanding performances, quality assets, and administration that is accountable.

BACKGROUND

MLC Aquatic is a community based competition swimming club in Melbourne Victoria that trains at MLC in Kew, Boroondara Sports Complex in Balwyn North and Hawthorn Aquatic and Leisure Centre (when available following redevelopment)

The Club can accommodate the development of every stage of swimming for boys and girls of all abilities from Learn to Swim at MLC Swim School through to National Teams.

We have excellent facilities and programs to provide swimmers with great opportunities and have many National qualified swimmers including Open National Semi Finalists and Age National Finalists.

This strategic plan documents what the MLC Aquatic Swimming Club's previous and current committees have been continually developing and working towards. This version of our plan is meant to build on that culture and put in place the systems to ensure continued success of the club.

Our strategic plan for the MLC Aquatic Swimming Club will provide for our members, while blending into, supporting, and complimenting the plans of MLC, Swimming Victoria and Swimming Australia.

STRATEGIC PRIORITIES

This plan identifies three main groups of activities that we see as paramount for the continued success of our club during 2012-2015:

1. Athlete Development
2. Support People Development
3. Club Development

1. Strategic Priority – Athlete Development

We will foster an environment that allows each individual athlete to be the best they can be.

All sporting clubs require a solid foundation of members for the elite athletes to develop. MLC Aquatic Swimming Club must provide a supportive environment where athletes of many levels and unique abilities can strive to improve and attain their own personal goals.

Quality systems will be offered to harness the youthful enthusiasm of our members, provide physical and mental preparedness for future situations, and create retention in our sport.

Strategic Initiative 1.1– Support and promote all Swimmers

- Encourage and provide for swimmers with disabilities to participate.
- Encourage and provide for Open Water Swimmers to participate.
- Encourage and provide for all swimmers to participate.

Strategic Initiative 1.2 – Inclusion

- Promote the inclusion of swimmers with special needs amongst club members, parents, coaches, and the community.
- Schedule and promote swimmers with disabilities events at MLC Aquatic swim meets.
- Choose venues for swimming training, swimming meets, and social activities that can be accessed by a wide range of people.
- Where special needs are identified seek appropriate resources to ensure the Club can continue to meet the needs of all athletes
- Prepare website, social media, and newsletter communications to assure that club information is effectively conveyed to people with special needs.
- Support Swimming Victoria disability programs and inclusion strategies.
- MLC Aquatic Committee members complete the Swimming Australia Member Welfare online training in accordance with Go Club PB guidelines.

Strategic Initiative 1.3 – Maintain the Required Training Environment

- Assure that appropriately qualified coaches are in place.
- Provide the continued availability of pool lanes for training.
- Provide the required time allocations for training.
- Provide specific training assets for the club members to utilise.

Strategic Initiative 1.4 – Provide a System for Athletes to Measure their Improvement

- Organise in-house club swim meets that are fun and social.
- Provide a club championship program.
- Continue to promote interclub swim meets.
- Encourage our members to attend District, Regional, State and National swim meets.
- Maintain a record of times swum by our members.

Strategic Initiative 1.5 – Provide a Support Network for the Athletes

- Enable the athletes to develop self confidence.
- Encourage the athletes to create passion for what they want to do.
- Teach our members to take responsibility for their actions.
- Assure that all members are aware of the MLC Aquatic Code of Conduct
- Teach our members how to deal with stress.
- Provide systems to promote the achievements of our members.

2. Strategic Priority – Support People Development

Supporting our most important asset

The enduring strength of MLC Aquatic has been our wonderful volunteers, coaches, technical officials and administrators who willing give up their time for the improvement of our members and club.

For many years our members have performed as leaders in sporting and community clubs within our local, regional, and state communities. By providing the required systems and support for our volunteers we will maintain this position within our sporting and social communities. High quality in all that we do should remain the corner stone to continued respect and growth for our club.

Strategic Initiative 2.1 – Ensure our Administration Actions are Accountable

- Continue to operate within the constitution of our club.
- Develop club by-laws to ensure consistency in our decisions.
- Maintain and develop lines of communication with our members.
- Continue to provide sound leadership.
- Abide by and support our governing organisations.

Strategic Initiative 2.2 – Support our Coaching Staff

- Support the development of our coaching staff.
- Recognise the value that our coaches provide in assisting our club members with their sporting and social development.
- Establish systems to enable coaches to attend swim meets without them incurring financial costs.

Strategic Initiative 2.3 – Support our Technical Officials

- Support the development of technical officials.
- Recognise the value that our technical officials provide.
- Encourage our qualified personnel to officiate at swim meets.

Strategic Initiative 2.4 – Support our Parents, Guardians and Volunteers

- Provide parents, guardians and volunteers with appropriate information.
- Listen to and act on issues raised by our members and volunteers.
- Recognise the value added by our parents, guardians and volunteers.

3. Strategic Priority – Club Development

“Build it and they will come”

Our club has a strong history steeped in tradition, pride and success. It should be the goal of all club members to maintain this legacy into the future.

Our club is our “field of dreams”. By continually striving to improve our club and our assets will ensure that both current and future generations of swimmers will be able to realise their own personal goals.

We have established a unique relationship with MLC that will provide a pathway for future success of our club. It is imperative that this is maintained.

Strategic Initiative 3.1 – Develop a Sense of Tradition and Pride in our Club

- Share with our members where we have come from.
- Recognise past achievements by our members.
- Provide the environment for future successes.

Strategic Initiative 3.2 – Provide the Required Physical Assets

- Maintain and build on the current assets of the club as needs are identified.
- Recognise those who provide us with improvements.

Strategic Initiative 3.3 – Develop Funding Sources to Enable Sustained Growth

- Continue to apply for funding opportunities.
- Encourage entrepreneurial ideas for the development of our club.
- Encourage local businesses to support our sponsor our club and to assist in its ongoing development.

Strategic Initiative 3.4 – Work Closely with MLC

- Maintain our strong relationship with MLC.
- Seek to always be involved in decisions that affect us.
- Listen to and respond in a professional manner to all requests made by the MLC management team in a timely manner.