

STRATEGIC PLAN OF PHOENIX MASTERS SWIMMING CLUB INCORPORATED

Approved at committee meeting 11 March 2021.

This plan is intended to guide the operations of the Club for the period 2021-2026 (5 years).

Phoenix Masters Swimming Club was formed in August 2020 for swimmers of all levels of fitness and skill. We recognise that swimming is a lifelong sport which provides great exercise, health, wellbeing and social benefits.

Membership of the Club is approximately 40.

The Club is affiliated with Masters Swimming Australia and the motto of that organisation is "Fitness, Friendship and Fun".

Club members participate in a range of activities including;

- Coached swim squad training
- Pool competitions
- Open water competitions
- Swim programs
- Social activities

AIMS AND OBJECTIVES OF THE CLUB

The Club promotes adult swimming for all in a friendly and well managed environment.

The Club intends to ;

- Increase its membership.
- Provide members with relevant programs and events.
- Be a prominent Masters swimming Club in all facets of its operations.

SPECIFIC ACTIONS

The Club will undertake the following to achieve its stated objectives;

- Administration and funding;
 - Achievement of Star Club status
 - Seek development grants
 - Manage its finances responsibly, including a base fund reserve

- Coaching and training;
 - Increase the number of Club run training sessions
 - Support coaches to train and upskill
 - Increase the number of trained masters coaches
 - Increase member attendance at all Club activities

- Promotion and recruiting;
 - Maintain all existing media as current and active
 - Increase membership by attracting new and existing swimmers
 - Develop recruitment programs in conjunction with Masters swimming and pool operators
 - Conduct social events to encourage membership continuation

- Swim programs and competitions;
 - Promote participation in pool and OWS competitions
 - Manage programs operated by MSA such as E1000
 - Develop Club swim programs to encourage member participation

CLUB SUCCESSION PLAN

The Club has identified key management and lead positions which are essential to achieving its aims and objectives in the longer term.

The Club will ensure that each key position holder considers a successor and will document processes so that a handover can take place without undue disruption to the Club's activities.