

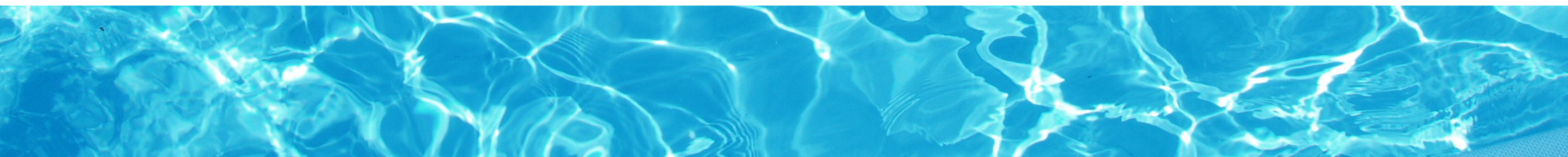
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INSERT CLUB LOGO

STRATEGIC PLAN

[date]



INSERT CLUB LOGO

Vision

‘Swimming For Life’

Mission

[name of club] will promote swimming within our community through strong partnerships, participation growth and performance excellence.

Values

EXCELLENCE | TEAM WORK | INNOVATION | RESPECT

Goals

PARTNERSHIPS | PARTICIPATION | PERFORMANCE

Strategic Goals	Key Strategic Initiatives	Measures: July 2014—June 2015
Increase Participation	<ol style="list-style-type: none">1. Grow Swimmer Numbers2. Grow Club Membership3. Support Club Volunteers	<ul style="list-style-type: none">• 5% increase in swimmers.• X% increase in club members.• Support Swimming Waikato's Volunteer recognition campaign.
Strong Partnerships	<ol style="list-style-type: none">1. Improved partnerships with sponsors, councils, funders, other clubs within the Region and Swimming NZ.2. Develop a communications plan to improve communication with club members.2. Ensure a positive profile with club members.	<ul style="list-style-type: none">• Develop brand exposure opportunities for funders and club supporters.• Develop communication options including Facebook and Website.• Survey on Club programmes receives 80% positive feedback.
Excellence in Performance	<ol style="list-style-type: none">1. Development pathways established for<ul style="list-style-type: none">- Swimmers- Coaches2. Club events run to a high standard.2. Develop Club Capability	<ul style="list-style-type: none">• Support Swimming Waikato's Coach Development programme.• 10% increase in swimmers achieving National Age Group qualifying standards.• 80% of coaches attend a coach development opportunity.• XX% attendance rate at Club events.• Utilise the Club Tool Kit where appropriate.