

# **Southwold Swimming Club Strategy**

## **Mission**

To be a highly competitive swim club that brings on local talent.

## **Vision**

To be an enduring club with a highly valued team spirit competing at the highest levels after achieving sustained improvements in the performance of our local swimmers through excellent coaching, sound management and improved facilities.

## **Goals and Strategies:**

### **1. Position our club for growth**

- Ensure long term financial strength.
- Increase coaching and teaching capacity.
- Increase land training opportunities.
- Increase pool time for our swimmers.
- Improve swimmer dietary and self-motivation education.
- Campaign for improved local swimming facilities.

### **2. Engage and energise our membership**

- Implement an effective web based communication process
- Develop the parent education process
- Create a social, fun, open and inclusive environment

### **3. Demonstrate operational excellence**

- Achieve and maintain Swim21 accreditation
- Provide leadership from Swimming Club Committee
- Maintain short term financial strength
- Execute efficient and effective home Gala's.
- Increase club profile to attract commercial sponsorship.
- Deliver best practice squad training programmes.