

Fun, Participation,
Encouragement,
Performance &
Improvement



Queensland Government
Getting more people active
through sport and recreation

The Queensland Government provided \$3000 to Maryborough Swimming Club Inc for the development of a Development Plan to get more Queenslanders active through sport and recreation.



MARYBOROUGH SWIMMING CLUB INC

2004

Action Plan - Version 1.

Purpose

This Action Plan provides a prioritised strategy to achieve the 'Outcomes' as detailed in the 3 year Development Plan. This document remains a living document and as such will be reviewed and updated on an monthly basis so as to respond to the ever changing priorities and developments of the sport and the club itself. The Development Plan should be read in conjunction with the annual Action Plan.

Facilitated by Holt Innovative Services
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ONGOING ACTIVITIES

Key Area: PEOPLE DEVELOPMENT – VOLUNTEERS & COACHES

2.2 To improve the effectiveness of volunteer personnel within the swimming community of Maryborough.

Strategy

- Provide resources and circulate technical developments & newsletters to increase knowledge, improve skill development, assist novice officials/administrators and increase awareness on the risk management issues relating to participation in swimming.
 - Distribute publications as available.
 - Distribute State & National information on notice board
 - Distribute carnival information via the notice board and announcement at club nights.

Key Area: PEOPLE DEVELOPMENT - ATHLETES

3.1 To provide an effective development program and a talent identification program.

- Conduct advance squad training sessions.
 - Local sessions
 - Regional Development Camps
 - District Skills Development Program squads
- **Club** Junior Player Development Programs conducted.
- Gain and maintain representation at state and national level.
- Encourage more junior swimmers to compete at:
 - Club Time trials
 - Novice carnivals
 - Wide Bay & Burnett Fraser Championship Carnivals

ONGOING ACTIVITIES continued.....

Key Result Area 4: FACILITY DEVELOPMENT

4.2 To improve current facilities to a standard allowing activities at each level of the sport to be conducted in a functional and pleasant environment.

- Maintain working partnerships and formalised agreements with local government and the local community in securing, developing and utilising facilities.
- Formalised agreements are in place.
- Ongoing use and management of facilities

April 2004

Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
Sport Development 1.1 Increase participation by providing a range of activities for the community.	<ul style="list-style-type: none"> Conduct a survey of members to determine their needs and provide valuable suggestions to the management committee for inclusion in the development plan. 	<ul style="list-style-type: none"> 	Management Committee	By December 2004 - Survey conducted and analysed	

Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
ADMINISTRATION AND FINANCIAL MANAGEMENT 5.5 Provision of effective communication system and quality service to all levels of membership and stakeholders.	<ul style="list-style-type: none"> Utilise communication system via the internet that encompasses a website, competition component and linkages to other stakeholders. Document internal procedures and processes 	<ul style="list-style-type: none"> 	IT Advisor	<ul style="list-style-type: none"> 2005 - System to be fully operational 	

May 2004

Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
FACILITY DEVELOPMENT 4.1 To have international standard training facilities	<ul style="list-style-type: none"> Facility Development Operational Committee formalised. 	•	Management Committee	<ul style="list-style-type: none"> May 2004 – Facility Development Operational Committee formalised. 	
FACILITY DEVELOPMENT 4.1 To have international standard training facilities	<ul style="list-style-type: none"> Develop specifications for a new complex. 	•	Management Committee	<ul style="list-style-type: none"> By end 2004 – Specifications developed. 	

June 2004

Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
ADMINISTRATION AND FINANCIAL MANAGEMENT 5.6 Develop long term records management system	<ul style="list-style-type: none"> Utilise electronic system to maintain a registration database and records maintenance system. Document internal procedures and processes 	•	IT Advisor, Registrar, Race Secretary & Records Clerk	<ul style="list-style-type: none"> 2005 – System to be operational 	

July 2004

Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
<p>PEOPLE DEVELOPMENT – VOLUNTEERS & COACHES</p> <p>2.1 To increase the number of qualified / educated volunteer personnel within the swimming community of Maryborough.</p>	<ul style="list-style-type: none"> • Develop Coaching personnel through provision of: <ul style="list-style-type: none"> — Technical information — Contacts — Performance planning — Attendance at seminars/conferences e.g. ASCTA — Formalisation of the process to authorise coach assistant and replacement. • Participation of parents at coaching sessions 	<ul style="list-style-type: none"> • 	<p>Management Committee & Resident Coach/Manager</p>	<ul style="list-style-type: none"> • By start of 2004 - 2005 season: <ul style="list-style-type: none"> — Development of Performance Plan complete. — Develop responsibility outline and task expectation for temporary replacement <p>2004 -2005 budget includes coach development & temporary replacement allocation.</p>	

July 2004 continued on the next page.

July 2004 continued

Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
<p>MARKETING AND SPONSORSHIP</p> <p>7.1 To raise the profile of swimming & implement innovative marketing initiatives</p>	<ul style="list-style-type: none"> • Analyse market trends, devise, develop & Implement Marketing Plan • To increase media exposure by maintaining a media/publicity officer. • Research and Identify a range of clothing and merchandise items for potential appeal to a variety of age groups and lifestyles. 	<ul style="list-style-type: none"> • 	<p>Marketing and Sponsorship Operational Committee</p>	<ul style="list-style-type: none"> • 2005 - Implementation of marketing plan. • Print media articles in local papers: 2004: 5 articles 	
Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
<p>MARKETING AND SPONSORSHIP</p> <p>7.2 To increase the level of corporate support and sponsorship.</p>	<ul style="list-style-type: none"> • Develop a sponsorship policy with as broad a base as possible. • Gain and effectively service a group of major and minor sponsors. • Build effective relationships with a variety of corporations. 	<ul style="list-style-type: none"> • 	<p>Marketing and Sponsorship Operational Committee</p>	<ul style="list-style-type: none"> • By 2005 – Develop a potential range of 2 new major sponsors therefore increasing the number from 0 to 2. • 90% of current sponsors retained 	

August 2004

Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
<p>PEOPLE DEVELOPMENT - ATHLETES</p> <p>3.3 Provide additional services to athletes</p>	<ul style="list-style-type: none"> • Arrange for masseur/physiotherapy services to assist athlete strengthening and injuries recovery • Designation of Club Carnivals. 	<ul style="list-style-type: none"> • • 	<p>Management Committee</p> <p>Coach and Management Committee.</p>	<p>Start 2004-2005 season – arrange for masseur/physiotherapy services to be secured.</p> <p>Start of each season calendar – club carnivals designated for the season ahead to be included in handbook.</p>	

Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
<p>PEOPLE DEVELOPMENT - ATHLETES</p> <p>3.4 Maintain Representative Standards</p>	<ul style="list-style-type: none"> • Develop Representative Standards 	<ul style="list-style-type: none"> • 	<p>Management Committee</p>	<p>By the commencement of the 2004-2005 season the standards developed</p>	

September 2004

Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
<p>PEOPLE DEVELOPMENT – VOLUNTEERS & COACHES</p> <p>2.2 To improve the effectiveness of volunteer personnel within the swimming community of Maryborough.</p>	<ul style="list-style-type: none"> • Provide resources and circulate technical developments & newsletters to increase knowledge, improve skill development, assist novice officials/administrators and increase awareness on the risk management issues relating to participation in swimming. 	<ul style="list-style-type: none"> • 	<p>Management Committee</p>	<ul style="list-style-type: none"> • End 2004 – Develop Newsletter with standing items including: <ul style="list-style-type: none"> — Local Information — Technical — Management /Administration — Safety — Athlete Development — Qualifying Times — State Titles Information 	

Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
<p>PEOPLE DEVELOPMENT – VOLUNTEERS & COACHES</p> <p>2.2 To improve the effectiveness of volunteer personnel within the swimming community of Maryborough</p>	<ul style="list-style-type: none"> — Design and develop a system for volunteer participation. 	<ul style="list-style-type: none"> • 	<p>Management Committee</p>	<p>Commencement of 2004-2005 season – Implement volunteer system.</p>	

October 2004

Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
<p>PEOPLE DEVELOPMENT – VOLUNTEERS & COACHES</p> <p>2.2 To improve the effectiveness of volunteer personnel within the swimming community of Maryborough</p>	<ul style="list-style-type: none"> • Develop a range of documentation to assist persons in their roles. <ul style="list-style-type: none"> — Job Descriptions — Task Sheets — Work Instructions 	<ul style="list-style-type: none"> • 	Carnival Director	<ul style="list-style-type: none"> • 2004-2005 season – Current position holders document tasks. OR application submitted for Club Development for consultant to formulate required documents in consultation with current personnel. 	

November 2004

Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
<p>PEOPLE DEVELOPMENT – VOLUNTEERS & COACHES</p> <p>2.3 To recognise the commitment and service provided by the volunteers (administrators, officials and workers) involved in Maryborough swimming.</p> <p>AND</p> <p>3.2 To recognise the commitment and achievement of athletes involved in Maryborough swimming.</p>	<ul style="list-style-type: none"> • Actively promote and initiate awards schemes that recognise the contribution made by the people within Maryborough swimming and encourage members to submit nominations & recommendations. • Actively promote and initiate awards schemes that recognise the achievements of the swimmers. (E.g. Personal Best times etc.) 	<ul style="list-style-type: none"> • 	<p>Management Committee</p>	<ul style="list-style-type: none"> • End 2004 – Implement an Awards Panel to provide the management committee with suggestions for a structured awards system... 	

December 2004

Key Result Area & Outcome	Strategy	Budget	Responsibility	To be Completed	Actual Completion Date
<p>FACILITY DEVELOPMENT</p> <p>4.2 To improve current facilities to a standard allowing activities at each level of the sport to be conducted in a functional and pleasant environment.</p> <p>And</p> <p>4.3 To identify and purchase new or replacement equipment necessary to conduct swimming activities and carnivals.</p>	<ul style="list-style-type: none"> • Develop plan to include acquisition of minor projects to the current facilities including: <ul style="list-style-type: none"> — Landscaping & relaxation areas — Pergola area — Notice Board — Bar-be-cue area — Revitalised painting • Improve major physical infrastructure of facilities current facilities including: <ul style="list-style-type: none"> — New concrete — Enclosure over 25m pool — Fencing to allow airflow from bowling green — Public Locker area — Bar — Babysitting facilities <p>Purchase new and upgrade equipment necessary for conducting swimming activities, events and carnivals by securing funding through a range of channels.</p>	<ul style="list-style-type: none"> • 	<p>Management Committee</p>	<ul style="list-style-type: none"> • By start 2005 - a plan is developed to attract funding/corporate sponsorship for facilities as listed. • By start 2005 - a plan is developed to attract funding/corporate sponsorship for facilities as listed. • By start 2005 - a needs analysis is conducted and an equipment list developed. 	