

DARWIN SWIM CLUB



ANNUAL OPERATIONAL PLAN 2023-24

Objective and Purpose

In accordance with Section 2 of our constitution, the Darwin Swimming Club's objectives and purposes are to:

1. promote and encourage the sport of swimming for fitness and recreation
2. encourage and train its members to participate in competition at club, state/territory and national levels
3. promote social interaction amongst and activities for its members.

Vision

Darwin Swimming Club is the swimming club of choice for swimmers and their families living in the Darwin region.

Current Priority Focus Areas





- ≈ Support club members to enhance their skills in, and enjoyment of, swimming
- ≈ Encourage and support club members to participate and be competitive in intra-Territory and interstate competitions
- ≈ Increase the number of club members competing interstate


- ≈ Host eight fun and family-friendly club nights
- ≈ Host the Darwin Invitational Top End Sprints
- ≈ Host the Club Championships and Club Presentation Night


- ≈ Work with the Head Coach to develop the club's coaching team
- ≈ Encourage Swimming NT to invest in the development of technical officials and coaches in the NT
- ≈ Increase number of club members with technical skills

- ≈ Strive to build and support an friendly, inclusive and sportsperson-like club culture and grow membership to 400 members
- ≈ Work with the City of Darwin, YMCA and other Parap-based clubs to provide facilities that facilitate club training, competitions and social events

Priority Focus Area	Key Activities	Funding / Resources	Timeframe
	1. Operate squads in accordance with swimmer numbers and swimmer level – For example: D2, D1, bronze, silver, gold and adult squads	Rev – members club fees Exp – Pool lane hire	Weekly
	2. Encourage participation (from all levels) in the Katherine Invitational Carnival weekend	Rev – members club fees Exp – Relay entry fees; ice bath	21-22 October 2023
	3. Strive to have DSC participation at interstate target meets	Rev – members club fees, fundraising, trip sponsors Exp – Head Coach travel and accommodation costs for team trips (with 5+ DSC swimmers) + Team Manager travel costs only	School Sports 21-29 Aug SC Nationals 13-17 Sept Country Champs 30 Sept – 3 Oct QLD State Champs 9-15 Dec Age Nationals 6-14 Apr Open Nationals 16-19 Apr Olympic Trials 10-15 Jun
	4. Encourage participation in all events in NT Competition Calendar	Exp – relay entry fees	Ongoing
	5. Advocate for and support Swimming NT to invest in swimmer development activities	Leverage Swimming NT/Aust programs	Ongoing
	6. Finalise a DSC sponsorship prospectus and use this to engage with local business partners and grow the Club's sponsorship revenues	Rev - sponsorship	By end August 2023
	7. Continue to progress with the City of Darwin planning for a discrete club house and gym facility, including preparation of grant applications as required.	Exp – professional fees Rev – grants, sponsorship	Ongoing
	8. Continue to promote Club Captains and their leadership with running of Club Nights, making speeches at presentation events, and assisting with arrangements for social events and the Club Presentation Night.		Ongoing

Priority Focus Area	Key Activities	Funding / Resources	Timeframe
	1. Host eight club nights minimum three weeks apart ≈ Online registration, smooth meet operations, parents volunteering ≈ Inviting participation from NT Swim School ≈ Fun, inclusive and family-friendly evening	Rev – Swim School registration \$5.00/swimmer Exp – lane hire club nights Sponsorship – BBQ supplies	11 August 2023 (TBC) 1 September 2023 13 October 2023 10 November 2023 1 December 2023 9 February 2024 1 March 2024 3 May 2024
	2. Host Darwin Invitational Top End Sprint Meet ≈ Strong registrations from DSC and other NT clubs ≈ Efficiently run meet ≈ Strong performance from DSC members ≈ Aim to at least covering costs and make modest profit to redirect to additional swimmer activities	Rev – registration, food sales, sponsorship Exp – pool/ lane hire; prizes/ medals/ trophies/ ribbons; relay team entries	6 April 2024
	3. Host Club Championships and Club Presentation Night	Rev – registration Exp – pool/ lane hire; prizes/ medals/ trophies/ ribbons; Coaches gifts; swimmers gifts; relay team entries Sponsorship – BBQ supplies	7 June 2024 (Club Champs) 8 June (Dinner)
	4. Host Darwin Short Course Super Sprint Meet ≈ Strong registrations from DSC and other NT clubs ≈ Efficiently run meet ≈ Strong performance from DSC members ≈ Aim to at least covering costs and make modest profit to redirect to additional swimmer activities	Rev – registration, food sales, sponsorship Exp – pool/ lane hire; prizes/ medals/ trophies/ ribbons; relay team entries	18 May 2024
	5. Conduct an Anzac Day Swim challenge, with an ongoing focus on safety and promotion of the event for fundraising opportunities	Rev – registration Exp – pool/ lane hire; prizes	25 April 2024

Priority Focus Area	Key Activities	Funding / Resources	Timeframe
	1. Strongly advocate for Swimming NT to invest in recruiting and developing technical officials	Leverage Swimming NT/Aust development programs	State date and forums eg presidents meeting etc
	2. Support the development of targeted DSC coaches gaining Bronze Level Coaching status or as required by the Head Coach	Rev – Taken from DSC profits Exp – 50% of Bronze Level Coaching registration costs for targeted coaches. (\$360.00)	12 August (competitive strokes course) and then ongoing as required
	3. Support a yearly targeted professional development activity for Head Coach	Rev – Taken from DSC profits Exp – Coach development \$ to be determined and approved by committee	Ongoing

Priority Focus Area	Key Activities	Funding / Resources	Timeframe
	1. Identify suitable grant projects and opportunities and submit applications	Rev – CBF grant, Grass Roots grants and other	Throughout year as opportunities arise
	2. In partnership with Swimming NT, strongly advocate for City of Darwin to resolve access and technical issues in the pool operations (eg score board, touch pads, timing equipment)	N/A	Ongoing
	3. Grow club membership to 400 members ≈ Maintain 'member pathway' from NT Swim School ≈ Maintain website and update Facebook page monthly promoting club activities, and how to join information for potential members ≈ Promote the club in primary and middle school newsletters ≈ Provide how to join flyers at the entrance to Parap Pool		Ongoing
	4. Strive to build and support a friendly, inclusive and sportsperson-like club culture ≈ Adult and senior swimmer role modelling ≈ Reminder about the code of conduct at the first club night of the season and prior to each interstate trip ≈ Thanking those who volunteer ≈ Encouraging active watching and cheering of all swimmers ≈ Celebrating achievements (eg email updates, FB) / capture fun (eg photos) ≈ Thanking and promoting sponsors	N/A	Ongoing
	5. Support Club Captains in arranging two social club events per year focussed on swimmers, to promote friendship and teamwork	Rev – participation fee Exp – activity cost	Two per year
	6. Undertake fundraising activities to build club revenues, clearly linking each activity with what funds will be put towards. Opportunities include Bunnings BBQs, phone book deliveries etc	Rev – fundraising Exp – costs of supplies	As opportunities arise
	7. Finalise a communication procedure for general inquiries, squad queries and more complex issues and make this available on the website for all members	N/A	By end September