

DARWIN SWIM CLUB



ANNUAL OPERATIONAL PLAN 2024-25

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 the health and safety of members, with an emphasis on children and young people involved in swimming; and
4. 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



Priority Focus Area	Key Activities	Funding / Resources	Timeframe
	1. Operate squads in accordance with swimmer numbers and swimmer level e.g. development, 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	1-20 October 2024
	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 24-31 Jul 24 Country Champs 26 Sept – 1 Oct NSW State Champs 6-12 Dec Age Nationals 10-18 Apr 25 Open Nationals 20-23 Apr World Champ Trials 9-14 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, including through its pathways program	Leverage Swimming NT/Aust programs	Ongoing
	6. Engage with local business partners and grow the Club's sponsorship revenues using the 2024-25 Sponsorship prospectus	Rev - sponsorship	From June 2024 ongoing
	7. Work collaboratively with Swimming NT to advocate for a dedicated and gym facility that can be used for Swimming Australia camps and by the Club, 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.	Exp – embroidery for club captain shirts	Ongoing
	9. Promote the Club to local schools in the feeder area	Exp – flyer development Rev - memberships	At beginning of each semester

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	9 August 24 12 Sept 11 Oct 8 Nov 29 Nov (Xmas themed) 4 Feb 25 7 March 9 May
	2. Host Darwin Invitational Top End Sprint Meet (LC) ≈ 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	29 March 2025
	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	30 May 2025 (Club Champs) 31 May (Dinner)
	4. Host Darwin Short Course Super Sprint Meet (SC) ≈ 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	24 May 2025
	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 2025
	6. Arrange a club uniform order prior to the NT Swimming Championships in March	Rev – merchandise sales Exp – cost of uniforms	Order to be placed by mid-Feb 25

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)	3 x coaches in March 25 (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
	4. Consider opportunity for DSC development program for younger swimmers e.g. ages 10-12 years (aligned with STI activities)	Rev – Taken from DSC profits Exp – Contribution as approved by committee	By March
	5. Consider grant programs available for coach development	Rev – available grants	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 (e.g. score board, touch pads, timing equipment)	N/A	Ongoing
	3. Grow club membership to 250 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: a. Draft up an expectations document for Captains b. Consider leadership training e.g. media skills, how to influence	Rev – participation fee Exp – activity cost	Two social events per year. 1 to be held in May after NT Champs, at Lake Alexander
	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. Introduce a uniform incentive (i.e. FOC t-shirt and shorts) for members who register during July for the 2025-26 year)	Rev – sponsorship funding from 24-25 Exp – cost of uniforms	Incentive approved in June 25