



**ADELAIDE
UNIVERSITY
SWIMMING
CLUB**

Strategic Plan 2023-2025

The Adelaide University Swimming Club is a small club that aims to improve your fitness whilst making new friends and improving your personal best. After having won the 'Club of the Year' Jessop Shield Award in 2022, the AU Swimming Club has shown that it can offer exactly what students are after during their university studies; Fun, Fitness, and Social swimming, with some friendly competition.

About Us



Adelaide University Swimming Club had several governance and financial challenges in 2021. With the club under new management, a lot of the out-of-date policies, financial and governance issues had to be resolved. The club previously trained at two different locations which were quite out of reach for students to travel to. This year was also the pioneering year of the Duel in the Pool – a competition between Adelaide Uni Swimming Club and UniSA Swimming Club. This event was a huge hit among members. Unfortunately, trainings had to be cancelled towards the end of 2021 as the club could not afford to train anymore due to financial instability.

In 2022, club trainings were delayed until April rather than beginning in February after Orientation Week. However, despite the challenges faced, the club managed to hold training sessions at Adelaide Aquatic Centre, a venue that had not been used by the club since around 2015. Due to its convenient location, students could now easily commute to the centre from the North Terrace campus. The club had to apply for external funding in order to face its financial challenges. With the help of the Office of Recreation Sports & Racing, the club received a significant amount of funding for uniforms. This funding was used to purchase new custom-made AUSC silicone swimming caps to be given to members as part of their membership purchase for the year.

The club also has its own line of merchandise thanks to the ORSR funding – black New Balance hoodies which are available for purchase for members and the general public, enabling the club to raise more funds. The club also collaborated with UniSA Swimming Club to run Duel in the Pool for the second consecutive year. This had a higher participation rate compared to the previous year. In 2022, there was a record number of 31 members – the highest since 2018. After winning the Club of the Year Jessop Shield and a cheque valued at \$1000 at the end of 2022, the club proved that these financial and governance challenges were overcome. The club looks forward to a successful 2023.

To help members improve their swimming technique, obtain faster personal times and improve overall fitness in a fun and supportive environment



Mission



1. Support opportunities for participation in all aspects of the sport.
2. Treat each person as an individual.
3. Show respect and courtesy to all involved with the sport.
4. Respect the rights and worth of every person, regardless of their age, race, gender, ability, cultural background, sexuality or religion.
5. Wherever practical, avoid unaccompanied and unobserved one-on-one activity (when in a supervisory capacity or where a power imbalance exists) with people under the age of 18.
6. Display appropriate and responsible behaviour in all interactions.
7. Act with integrity and objectivity and accept responsibility for your decisions and actions.
8. Ensure your decisions and actions contribute to a safe and harassment-free environment.
9. Bullying, abusive or threatening behaviour will not be tolerated.
10. Encourage and support opportunities for people to learn appropriate behaviours and skills.

- Significant interest and participation among students at the University of Adelaide
- Training programs suitable for a wide range of skill levels
- Lots of peer-to-peer support with a diverse membership including domestic, mature and international students
- A for-fun competition with the UniSA Swimming Club called Duel in the Pool as an incentive for members to join and train all-year
- Strong-willed committee
- Training is held all year at the Adelaide Aquatic Centre, located close to the North Terrace campus

Strengths and Opportunities

- Currently no training sessions during University break periods
- Currently cannot cater for beginners and non-swimmers
- Low retention rate for members
- Lack of coaches for training sessions
- Lack of interesting or attractive activities appropriate for our club during O'Week/Sports week
- Lack of our club's own training facility
- UniSA Swimming club is the club's main competitor, as they have their own pool in Pridham Hall, Hindley St allowing for cheaper membership and entry fees, and more frequent, coached training sessions.
- Little incentive for our members participating in Duel in the Pool

Weaknesses and Threats

- Short-term
 - Clear all remaining debt and reach financial stability
 - Change name under Consumer Business Services
 - Introduce training sessions during University break periods
 - Increase social media followers by 15%
 - Re-introduce social events to attract members
- Long-term
 - Re-introduce coached sessions through standardised weekly sessions
 - Increase membership numbers to over 50 by 2025
 - Encourage further member participation in competition, at local, state and national levels
 - Create professional development programs for members who are deeply interested in swimming

• Governance

- All club-owned property are up to date and club name accurately reported in the Consumer and Business Services register

• Profile

- Increase in number of social media followers
- Introduce Facebook Messenger automation to help solve general questions

• Membership

- Increase in membership numbers and retention at trainings

• Competition

- Consistent representation of club at state and national competitions
- Crowned as winning club at Duel in the Pool

Key Performance Indicators

Goals	Tasks	Time frame	Budget
Hold training sessions during mid-semester breaks	Survey members to estimate attendance Come up with a forecasting budget to ensure financial viability	Early 2023	
Reach financial stability	Book-keeping all year round, to ensure club can afford to clear debt with remaining persons Look for suitable sponsors	2023-2025	N/A
Change name under CBS	Hold an SGM for members	2023	\$77.50
Increase social media presence by 15%	Continue to post pre-training reminders on the Facebook group and Instagram/Facebook stories Promote social events on social media with combination of Facebook Bots	2023-2025	N/A

Goals	Tasks	Time frame	Budget
Have coached sessions	Look for suitable coaches Provide professional development courses to existing committee members or committees to obtain swim instructors	2023-2025	To be discussed
Win Duel in the Pool as a club	Improve members' swim times using suitable training programs	2024-2025	N/A
Hold training sessions during university break periods	Book with Adelaide Aquatic Centre	2024-2025	N/A
Hold summer training sessions	Have discussion with Adelaide Aquatic Centre Come up with a forecasting budget to ensure club's affordability for summer sessions	Dec-Feb of 2023, 2024 and 2025	Around ~\$2508 (assuming 12 people/session, 2 sessions/week for 12 weeks)

Goals	Tasks	Time frame	Budget
Monthly Committee Meeting	Discuss issues/ from previous month Plan activities and improve for incoming month	Early-Mid 2023	N/A
Provide standard professional development courses related to swimming	Increase member involvement in AUSC Boost member swimming knowledge Help potential AUSC members obtain teaching certificate	2024-2025	TBC



**ADELAIDE
UNIVERSITY
SWIMMING
CLUB**



swimming@adelaideunisport.com.au
revolutionise.com.au/auswimming
facebook.com/AUSwimmingClub/
instagram.com/adelaideuniswimmingclub/