



MARYBOROUGH SWIMMING CLUB

2024-2026 STRATEGIC PLAN







LIFE SPORT JOURNEY WOULD LIKE TO SINCERELY THANK MARYBOROUGH SWIMMING CLUB (MSC) FOR MAKING IT POSSIBLE TO CREATE THIS STRATEGIC PLAN.

WE WISH MSC EVERY SUCCESS IN DELIVERING THIS PLAN AND GROWING YOUR SWIMMING COMMUNITY.



BACKGROUND - MARYBOROUGH SWIMMING CLUB

CLUB HISTORY

Maryborough Swimming Club (MSC) has a long history dating back to 1864 when there is the first mention of swimming baths, even though they were probably used more for cleaning and having a bath!

In November 1909, a municipal swimming pool opened and by 1912 the Maryborough Swimming Club had 150 adults and 50 children listed as members.

Mixed bathing was invited in 1934 and in December 1940 the current Olympic sized outdoor pool was opened. The MSC was instrumental in working with the local council to upgrade the pool to competition standard. Several Victorian Country Championships were held at the pool during the 1940s and '50s.

This pool is the home of the Maryborough Swimming Club, where we held our annual swim meet.

TODAY

Currently the outdoor pool is closed, awaiting repair. MSC holds winter training sessions at the Maryborough Sports and Leisure Centre (MSLC) indoor complex, summer training at the Dunolly pool and our annual Gala is hosted by the Faith Leech Aquatic centre in Bendigo.

In October 2023, the MSC committee and several stakeholders participated in a strategic planning workshop facilitated by Nikki Burger of Life Sport Journey. The group undertook a powerful SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis which has been used to prepare this Strategic Plan.

With participation growth in mind, and a small, yet cohesive group of around 15 members today, this strategic plan harnesses and builds on the club's strengths as a community, family-friendly club. It provides a future model to enable the successful inclusion of both fitness swimmers and those interested in, and have ambition for, competitive swimming. This Strategic Plan also considers ways to welcome new and diverse groups to the club including adults/masters, triathlon, and swimmers with special needs.

THANK YOU

The creation of this Strategic Plan has been made possible through a Sport and Recreation Victoria grant and is the culmination of work undertaken by the MSC committee, with input from Central Goldfields Shire and Bendigo Hawks, to whom we are most grateful.

We are pleased and proud to share this strategic plan with our community. This Strategic Plan will be actively implemented over the next three years.

ENQUIRIES

Rowena Butler, Vice President, maryboroughswimmingclub@gmail.com



MARYBOROUGH SWIMMING CLUB

PURPOSE

Maryborough is a community swimming club dedicated to developing swimmers to reach their full potential and embrace a life-long love of swimming.

VISION

'A local club for local people embracing a life-long love of swimming.'

MARYBOROUGH SWIMMING CLUB

VALUES

INCLUSIVITY. All swimmers are VALUED.

RESPECT and KINDNESS.

TEAMWORK in and out of the water.

EXCELLENCE in swimming TECHNIQUE.

CELEBRATION of individual achievement.

MARYBOROUGH SWIMMING CLUB

STRATEGIC PILLARS

1. Growing participation.
2. Good governance & communications.
3. Sustainable & collaborative club.



OUR STRATEGIC GOALS

Maryborough Swimming Club has identified a set of strategic goals supporting each of our three strategic pillars. These strategic goals will provide a focus and road-map for the work we will undertake over the next three years. The following is a summary of our strategic plan.

1. Strategic Pillar #1 - Growing participation

- 1.1 ATTRACTION: attract new swimmers into MSC. Actively grow participation.
- 1.2 ENGAGEMENT: continue to engage swimmers & their families within a welcoming & warm club culture.
- 1.3 RETENTION: develop swimmers through MSC programs and pathways.

2. Strategic Pillar #2 – Good governance and communication

- 2.1 Good governance underpinning a safe and inclusive club environment for all participants.
- 2.2 Compliant governance frameworks and policies.
- 2.3 Build the club brand and spread the word.

3. Strategic Pillar #3 – Sustainable and collaborative club

- 3.1 Sustainable club model.
- 3.2 Sustainable financial model.
- 3.3 Collaborative club.





MARYBOROUGH SWIMMING CLUB THANKS OUR SPONSORS AND SUPPORTERS

