



SWIMMING ROCKERS CLUB (SRC)

BUSINESS PLAN

PURPOSE

The purpose of this business plan is to set a course for a successful and sustainable future for SRC as a competitive swim club in Manitoba.

PROCESS

Under the leadership of the Head Coach, an ongoing SWOT (Strengths, Weaknesses, Opportunities, Threats). Analysis will be developed that includes internal input from the Director, the Coaches and a broad based group of SRC parents. This business plan may be adjusted to reflect that input.

HISTORICAL BACKGROUND

SRC in Winnipeg was formed in 2016 by Vitalii Pustovit, the Head Coach. In 2017 SRC took part in Summer Season Competitions and SRC swimmers won 23 first places, 13 second places and 3 third places. One of the swimmers got Grand Prix High Point Award with 68 points. In 2018-19 Winter Season SRC participated in Meets with 22 swimmers. Some of the swimmers were qualified to take part in MB 2019 Junior Open Provincials and 2019 ManSask LC Provincial Championship where they got 1 third and 3 third places respectively. SRC stated 2019-20 Winter Season with 20 competitive swimmers and they participated in 5 Meets including Junior League and 2020 Manitoba Junior Provincials. Club stopped working on March 14 due to Covid-

19 pandemic and resumed for training (dry land only) in July 2020 and pool trainings in August 2020.

USER

SRC families are typically District residents, many of whom are from Ukrainian, Israel or Russian community. SRC families are often involved in many activities including multiple sports.

THE PROGRAM

GOALS

SHORT TERM

Stabilize and grow membership, set the business plan in course, achieve participation goals, rework development squads, minimize expenses.

LONG TERM

ManSask Provincial Championship (2021), Manitoba games (2021), Canada Games (2021).

CULTURE

MISSION STATEMENT

SRC is a competitive team that is grounded on two principles: Character and Leadership. We make room for all ages and abilities. We foster an atmosphere of Commitment and Consistency focused on the long run: where swimming becomes a lifetime sport.

ANNUAL CONTRACT/ CODE OF CONDUCT

Each Fall, families will be given a new Annual Contract to sign. The Contract will include among other things, the new Code of Conduct, which has been revised to address bullying and has defined a process for Conflict Resolution.

CHARACTER

Character defines everything we do. A team-oriented, trustworthy, respectful swimmer with a positive attitude, good grades and a supportive family is what we strive for.

LEADERSHIP

Leadership skills are a natural outgrowth of individuals who exist daily with great character.

COLLEGE SWIMMING

People who exemplify Character and Leadership are successful. SRC's competitive goals and commitment to fostering swimming as a lifetime support will be reflected in consistently producing collegiate swimmers.

CLUB DEVELOPMENT

TEAM SIZE

Historical numbers (Date: Total): **6/2016**: 11; **11/2016**: 25; **6/2017**: 32; **11/2017**: 41; **2018-19**: 61; **2019-20**: 40

Goal (Date: Total): **2021**: 100.

SWIM LESSONS

The TESS (Technique, Endurance, Speed, and Strength) lesson Program is the backbone of Club Development. Focus will be on initiating e-mail and/or personal contact with families and following through to the Tryout and Membership phases.

COMMUNITY MARKETING

As a public entity, RSC's future development and overall size must depend on a Community-oriented focus to marketing. We will use the district's new comprehensive strategy to Community Marketing.

CLUB STRUCTURE

An adjustment to the Youth Rocks will be initiated in Fall 2018, with the purpose of unifying the squad and initiating Head Coach leadership of the Mini Rocks. The current Youth Rocks and Mini Rocks will be restructured to become the Youth Profi Rocks and the Junior Rocks respectively.

ATHLETE TRAINING

PHILOSOPHY

SRC is Commitment (High levels of practice attendance) and Consistency (full effort in all that is done). Training is competitive and aerobic-based and designed to produce a complete athlete in and out of the water. Emphasis is on developing all 4 strokes with equal skill and utilizing modern dryland techniques to develop a strong injury-free athlete.

INTEGRATION/ COMPREHENSIVE

Training philosophy is integrated throughout all squads. Certain training elements are integrated into the upper levels TESS Swim Lesson Program. The SRC philosophy will be far-reaching, with the Head Coach's leadership at both the upper levels and the development levels.

COMPETITION

DEVELOPMENT LEVEL

Competition emphasizes inter-squad and local meets with heavy emphasis on participating in the Junior Provincials and ManSask Championships.

COMPETITIVE

Competition has Provincial, Junior National and National Championship emphasis. Travel is essential.

COMMUNICATION

DIRECTOR

The Head Coach is responsible for the Director being well informed in all policy, event and issue-oriented communications.

PARENTS/COACHES

SRC members are our clients. The Head Coach is responsible for all communication to the general membership. Each squad coach is responsible for communicating to the swimmers and parents of their squads. Communication shall be timely, clear and concise. Standards for communication and problem solving are defined in the SRC Code of Conduct.

PARENTS/PARENTS

Swimming can be a quagmire of information for new parents. To simplify and focus communication, each squad will have a "Pool Representative": a volunteer parent who has multiple years of experience in the sport and who is available to help answer any questions.

COACHES

Internal Coaches meetings will occur regularly for purposes of communicating, planning, tracking goals, organizing competitions and education.

MEDIUMS

Meetings: General Membership meetings (at least one per season), Squad meetings (encouraged one per week) one on one meetings with swimmers and/or parents (as needed)

E-mail: Weekly updates will be delivered for each squad, addressing training/ schedule, meet results, future competitions general issues and team functions.

EDUCATION

COACHES TRAINING

Well trained coaches tend to produce quality athletes. SRC Coaches will be required to self-educate on a monthly basis, including but not limited to monthly webinars. Training will reflect Canada's Club Recognition Standards.

COACHES CERTIFICATION

Coaches are encouraged to be registered with SNM, SNC and CSCTA, and commit to the Certification process.

PARENT EDUCATION

The Head Coach will produce a monthly insert in the website addressing “Parent Education”, on the basis of SNM publications and occasionally on personal experience.

VOLUNTEERS

OFFICIALS

SRC’s goal is to have a complete team of officials to host a meet without depending on outside sourced officials. The goal is to have a Certified Referee, Administrative Official, Starter and 4 deck Officials in place by 2018.

TEAM EVENTS

SRC Pancake Relays, All Squad Meetings the last Friday of each month, Pizza Parties for Gold winners, etc.

FINANCIAL SUPPORT

BOOSTER CLUB

The Booster Club is seen as an essential adjunct to a well-functioning SRC. With the current private structure of SRC, fundraising is significantly limited and providing scholarships to well deserving members does not exist. Fundraising events such as Swim-a-Thon can often add thousands of dollars to the bottom line and ensure competitive success at all levels, especially the upper level, where long distance travel is a given.

MEASUREMENT OF SUCCESS

PERSONAL RECORDS

Our goal is to achieve at least 70% PR’s average throughout the season for all meets and all squads.

COMPETITION PARTICIPATION

Our goal is to achieve 50% attendance for all qualified swimmers at all listed competitions.

PRACTICE ATTENDANCE

Goals for practice attendance are as follows: Youth Profi Rocks (80%) Youth Rocks (70%) Juniors (70%) Mini Rocks (50%).

RETENTION

SRC's future success and overall club size is largely reflected by the ability to retain members. Retaining members is a function of an overall good experience: balanced measures of good value, continuity in the coaching staff, a fun atmosphere where people are informed and a quality product is produced. Success in this area begins with a family's first experience with SRC and must be evident throughout the club's culture.

BARRIERS TO SUCCESS

OUTSIDE INFLUENCE

Commission decisions may affect SRC. It is SRC's goal to work through the Director to establish an effective working partnership with the Commission.

PERCEPTIONS

Some perceptions of SRC disunity and dis-function exist in the Community. If left to continue without a concerted effort to counteract through a campaign of managed media and generally spreading a good word in the community, those perceptions could have significant effects on the success of the team.

COST

SALARIES

Staff salaries will remain near current levels. SRC will continue to function with two coaches in 2018.

TRAVEL

Travel is an essential part of a team gaining experience to compete on a national level. One out of state championship travel experience will be budgeted per year. The Booster Club will be essential to this goal.

REVENUE

DUES

Club dues, which are significantly under-funded relative to teams in the micro region will be proposed to be raised.

MARKETING

COMMUNITY MARKETING

As a semi-public entity, SRC's future development and overall size must depend on a Community-oriented focus to marketing. We will use the district's new comprehensive strategy to Community Marketing.

MEDIA

A consistent and unified media message in the community is the goal, utilizing personal appearances/ participation at community events, print, social sites and website marketing.

ADVERTISING

Word of mouth and a good example is the best form of advertising. When our coaching staff, swimmers and parents conduct themselves with Character and Leadership, we make SRC an attractive place to be.

PROMOTION

SRC's best source for new membership is through the TESS's Swim Lesson program. The Coaching staff will continue to conduct direct marketing to Swim Lesson families.