

# WSD Strategic Plan 2019 - 2021

## **Our Mission**

WSD seeks to increase participation in the sport of Dragon Boating within the community of Coomba Park and surrounds by encouraging people of all ages and fitness levels to seek healthy activity, social interaction, teamwork and for those interested, competition.

## **The Vision**

- Maintain the cultural traditions and values of the Sport in NSW as guided by DBNSW.
- To raise the awareness of Dragon Boating in the community as an enjoyable, safe and physically beneficial activity.
- Provide access and equity for all members of the community to participate in Dragon Boating.
- To continue the development of members who wish to compete in local, national and international competitions
- To encourage involvement of members in dragon boat administration, volunteering and officiating at regattas

## CORE BUSINESS AREA 1 ADMINISTRATION

OBJECTIVE	ACTION(S)	RESPONSIBILITY	TIMELINE	RESOURCES	OUTCOMES (Key Performance Indicators)
1.1 Engage suitably able officers to carry out roles within the club	Role specifications developed and job responsibilities developed. Promote opportunities for Committee personal development	WSD Committee	From 2019 sporting year	Role Specification documents On line Committee training	Positions filled and incumbents understand duties
1.2 Review Governance	Conduct Annual Governance Review	WSD Members	From AGM each year	Governance checklist (to be developed)	A club structure suitable to implement current and planned strategies and be proactive around current legislative requirements. Checklist completed
1.3 Review and further develop the Sub-Committee structure	Created formal listing of Sub-committees delegated by Committee as based on role descriptors	WSD Committee	Recruit in June and Review in June each year.	Policies and procedures developed to assist committees	Committees are all functioning with input from all members
1.4 Create Policies and procedures	Create documents	WSD Committee	By 2019 AGM	AusDBF and DBNSW Policies and documents	WSD Policies and Procedures created
1.5 Review Constitution, Policy and Procedures	Investigate options and the relevance of current practices	Committee and/or delegated subcommittee	Report to Committee Annually prior to AGM	Time	Recommendations to Committee for the ensuing 12 months and actual written and passed documents put on website
1.6 Webpage	Under Review	Committee	By 2020 AGM	Webmaster and Committee	New user friendly website
1.7 Promote the Values (health and sport) and traditions of Dragon Boat racing	Strategy to be developed	Membership and Publicity subcommittees	Ongoing	Annual Budget allocation	Increased member numbers and newbies. Successful come and try days

## CORE BUSINESS AREA 2 PROMOTION AND MARKETING

OBJECTIVE	ACTION(S)	RESPONSIBILITY	TIMELINE	RESOURCES	OUTCOMES (Key Performance Indicators)
2.1 Continually update our website to portray the sport as a vibrant and exciting activity for everyone	Publicity subcommittee to ensure content is always current and relevant and easy to access	Feedback from Committee and members to Publicity subcommittee	Ongoing	Time (annual budget for Webmaster)	Website hits increased and content is always current and relevant
2.2 Regular Press coverage	Send items of interest about race days, race results and come and try days to local media	Secretary / publicity officer	Ongoing and particularly after each regatta	Regatta Manager or participant forwards information to Publicity officer / Secretary	Regular publicity appears in Newspapers. Increase in membership enquiries. Articles appear in publications
2.3 Promote junior membership	Create plan for junior recruitment	Membership subcommittee	Ongoing		Junior members
2.4 Social Media	Update Facebook regularly. Publicise come and try days and other events on social media	Publicity subcommittee	Ongoing		Increased public profile. Increased enquiries
2.5 Banners and Billboards	Identify sites and opportunities to promote the sport utilising banners or noticeboards	Committee	Ongoing	Budget allocation for banners, flags and printing	Increased membership enquiries from banners, flags and flyers

## CORE BUSINESS AREA 3 COACHING & OFFICIATING

3.1 National AusDBF Dragonboat Courses	Continue to promote involvement to members and offer regular courses	Committee	Courses to be offered as per club requirements	Annual Budget allocation for training	Maintain suitable level of qualified coaches and officials
3.2 Dragonboat Sweep Program	Continue to conduct the Sweeps accreditation program as required	Committee	Ongoing	Qualified club sweeps and trained assessors	Maintain suitable level of qualified sweeps
3.3 Dragonboat Officials Course	Promote AusDBF Level 1 Officials Course	Committee	Ongoing	AusDBF Officials Manual	Volunteer qualified official at regattas
3.4 Appropriate First Aid Accreditation	Ensure sufficient members hold SFA Certificate (Coaches and Sweeps mandatory)	Committee	Ongoing	Annual Budget allocation	Relevant personnel hold current SFA Certificate

### CORE BUSINESS AREA 4 PARTICIPATION

OBJECTIVE	ACTION(S)	RESPONSIBILITY	TIMELINE	RESOURCES	OUTCOMES (Key Performance Indicators)
4.1 Establish a Boat Storage facility	Liase with Coomba Aquatic Club re boat storage	Committee	Ongoing	Coomba Aquatic Club / Sailability / WSD	Boats on site at CAC
4.2 Members are participants in all club events	Actively promote Opportunities and events	Committee and catering / fundraising subcommittees	Ongoing		Attendance and increased club spirit
4.3 Assist the establishment of new Members to the club	Provide relevant information	Committee, Coaches and Membership Officer	Ongoing	Refer to website for paddling techniques	Member retention
4.4 Social events	Have at least quarterly social events including an end of season event	Committee and catering / fundraising subcommittees	Ongoing	Annual budget allocation for some events	Attendance and increased club spirit
4.5 Participate in Regattas	Encourage participation in regattas, both local, national and international	Committee	Ongoing	Funded by participants	Regattas successfully attended, paddlers remain competitive

### CORE BUSINESS AREA 5 VOLUNTEER MANAGEMENT

5.1 Sourcing Volunteers	Internal from DBNSW clubs Identify external sources	Committee	Ongoing		Jobs outsourced to volunteers and increased member volunteering
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### CORE BUSINESS AREA 6 HIGH PERFORMANCE

6.1 Team Culture	Develop a competitive team spirit in addition to supporting social and health paddlers	Coaches and Committee	Ongoing		Greater participation in DBNSW accredited regattas
6.2 Support the development and growth of competitive paddlers	Provide the necessary Support to our paddlers	Coaches	Ongoing		WSD representatives at State and Nationals for Northern NSW and NSW