



Wallis **Spirit** Dragons



WSD Strategic Plan 2024 - 2026

Our Mission

WSD seeks to increase participation in the sport of Dragon Boating within the communities of Coomba Park and Pacific Palms by encouraging people from 11 – 111 and of all 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 Succession planning Promote opportunities for Committee personal development	WSD Committee	Review annually	Role Specification documents On line Committee training to be publicised	Positions filled and incumbents understand duties
1.2 Sub-Committee structure reviewed and documented	Review as needed	WSD Committee	Recruit prior to AGM Review in June each year	Policies and procedures developed to assist committees	Committees are all functioning with input from all members
1.3 Create Policies and procedures	Review as needed	WSD Committee	On going	AusDBF and DBNSW Policies and documents	Relevant WSD Policies and Procedures created
1.4 Review Constitution	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
1.5 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 Learn to Paddle Programs

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 Officer	Website hits increased and content is always current and relevant check
2.2 Promote male membership	Create plan for male recruitment	Membership sub-committee	Ongoing		Male members
2.3 Social Media	Update Facebook regularly. Publicise come and try days and other events on social media	Publicity subcommittee	Ongoing		Increased public profile. Increased enquiries
2.4 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 Senior First Aid Course	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

4.1 Members are participants in all club events	Actively promote opportunities and events	Committee and catering/fundraising subcommittees	Ongoing		Attendance and increased club spirit
4.2 Assist the establishment of new Members to the club	Provide relevant information Establish "buddy" system for new members	Committee, Coaches and Membership Officer	Ongoing	"Buddy" existing member with new member	Member retention
4.3 Social events	Have at least quarterly social events including an end of season event	Committee and catering / fundraising subcommittees	Ongoing		Attendance and increased club spirit
4.4 Participate in Regattas	Encourage participation in regattas, both local, national and international	Committee	Ongoing	Funded by participants	Regattas successfully attended, paddlers remain competitive
4.5 Participate in Coomba Aquatic Club function/activities	Encourage participation and membership of CAC	Club Members	Ongoing		Increased participation and functions and membership of CAC

CORE BUSINESS AREA 5 VOLUNTEER MANAGEMENT

5.1 Sourcing Volunteers	Internal from DBNSW clubs Identify external sources check	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