



# GEEELONG SWIMMING CLUB STRATEGIC PLAN

2025 - 2027





# President & Vice President message

We are excited to present our strategic plan as we look to the future. Our club has a rich history spanning over 140 years, and we honor the generations of swimmers, coaches, and volunteers who have shaped the club into what it is today.

From our learn-to-swim programs to the senior and elite athletes competing nationally and internationally, we are committed to providing pathways for swimmers at every stage of their journey. We aim to create a supportive and inclusive environment where every swimmer can thrive—whether they are just beginning or aiming for the highest levels of competition, regardless of their abilities.

The continued success of our club is built on the dedication and hard work of our members—athletes, coaches, volunteers, supporters, partners and sponsors. Your passion and commitment are what drive us forward, and together, we will continue to build on the strong foundation laid by those who came before us.

Thank you to all of Geelong Swimming Club's members and stakeholders, both community and corporate. Your support is the foundation stone for the journey ahead and the exciting opportunities that await our Club and its members.

Sincerely,  
Tim Woods  
President, Geelong Swimming Club

Emma Hocking  
Vice President, Geelong Swimming Club



# Who we are & what we do

## Our history

The Geelong Swimming Club has a long and proud history, forming on December 7th, 1882.

The club was created via the merging of Geelong, Meredith, Geelong Western, Parkside and St Helens Swimming Clubs. The original name of the club was Geelong Western Swimming Club.

Women were first allowed into the club in 1929, however decided to form their own club – the Geelong Western Ladies Swimming Club. In 1959 they returned but retained their own identity within the club and even had their own committee. The club amalgamated in May 1966.

In 1970, the club officially changed its name to the Geelong Swimming Club and established its headquarters at the Geelong & District Memorial Swimming Centre (Kardinia Aquatic Centre) (KAC), where it remains.

In 1984, the club became an incorporated body – The Geelong Swimming Club Inc.

## GSC today

The Geelong Swimming Club caters for swimmers of all ages and abilities. Our club ranges from learn to swim through to National and International competition. Our aim is to promote the sport of swimming, create opportunities and foster excellence – all whilst having fun.

We are proud to have earned recognition as Victorian Country Champions for four consecutive years. Our swimmers have consistently performed well, with the Club regularly ranking among the top six at the Victorian State Age Championships and the top 25 at the Australian Age Championships. These achievements reflect the dedication and hard work of our athletes, coaches, parents and volunteers. We acknowledge the support of our partners and sponsors and appreciate their engagement and commitment to our community.

We are dedicated to promoting participation in swimming for individuals of all ages and abilities. Our program provides a lifelong swimming journey, beginning with learn-to-swim lessons, advancing through competitive pathways, and extending to masters swimming. We are especially proud of our highly successful multiclass program, which supports athletes with disabilities from learn-to-swim, all the way to competing at the national and international level.

Above all, we take great pride in fostering lifelong swimmers, regardless of their background or ability across the Geelong region and throughout southern Victoria.

# Club chant

3 2 1

G – E – E – L – O – N – G WE'RE GREAT  
G – E – E – L – O – N – G WE'RE GREAT  
G – E – E – L – O – N – G WE'RE GREAT  
G – E – E – L – O – N – G WE'RE GREAT  
G – E – E – L – O – N – G WE'RE GREAT

WHOOOOOOOOOW

THUNDER THUNDER (*clap*) THUNDERATION  
WE'RE THE BEST TEAM (*clap*) IN THE NATION  
WHEN WE SWIM WITH (*clap*) DETERMINATION  
WE CREATE A (*clap*) SENSATION

G – E – E – L – O – N – G

WHAT DOES IT SPELL  
GEELONG (*clap clap clap*)  
GEELONG (*clap clap clap*)  
GEELONG (*clap clap clap*)

WHOOOOOOOOOW

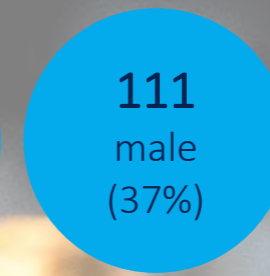
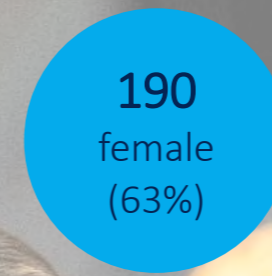
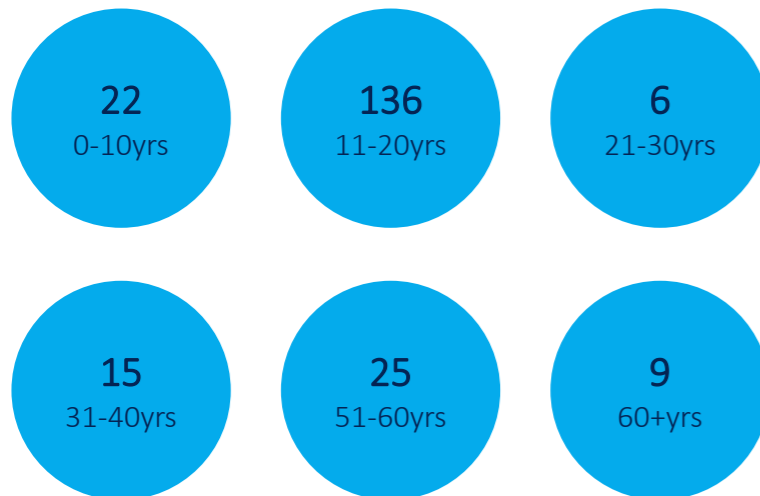
# Participation

GSC currently (2024) has a total of 301 members, including 159 competitive and 142 dry members.

Females make up 63% of our membership, males comprise 37% of our total members. Competition members make up 53% of our total members.

Our diverse membership, spanning all ages and abilities, fosters a strong, inclusive community that drives success both in and out of the pool—fuelling high performance, effective administration, and a unified strategic direction that supports growth across all aspects of the club.

## Membership by age group:



# Our Purpose

## *Excellence in Swimming*

We are committed to excellence in competitive swimming and enjoyment in participation for all.

At the heart of our plan for the future, our mission inspires and drives the work we do. We promote and embody a culture of excellence, integrity and collaboration. It's who we are.

# The values that guide us

We are committed to a set of personal, team and club values and the principles that underpin them. These values guide our decisions and actions, and shape who we are:

We LEAD from the START

We are AMBITIOUS and embrace opportunities for GROWTH

We SUPPORT and ENCOURAGE each other

We act with INTEGRITY

We are INCLUSIVE and RESPECTFUL

# Application

Our Strategic Plan outlines several strategic priorities to achieve our club purpose and vision for excellence in swimming. These priorities are built around:

- Creating the foundation to support sustainable success in and out of the water.
- Enhancing community engagement.
- Strengthening partnerships and relationships with our stakeholders.

GSC has developed a set of Strategic Priorities and Objectives. These form the framework in our commitment to “excellence in swimming.”

Excellence is what we continuously strive towards, in and out of the water and across all levels of our sport, from Learn to Swim to high performance, from participation to podium success, from the first swimming lesson to life-long involvement and masters swimming.



# Strategic priorities

## *1. Our Community*

Facilitate a breadth of opportunities for people to participate.



## *2. Pathways & Performance*

Implement a system that strives for excellence and success at all levels.



## *3. Good Governance & Management*

Policies and practice underpinning a safe environment for all.



## *4. Strong & Collaborative Club*

Work together to enhance the experience and outcomes for all.



# Strategic objectives

## 1. Our Community

- Nurture our communities' passion for swimming from the start.
- Foster a welcoming and inclusive environment for all.
- Expand community involvement in swimming through new participation opportunities.
- Formalise youth leadership programs and recognition.

## 2. Pathways & Performance

- Proactively manage swimmer progression from LTS into transition and junior squads.
- Optimise the daily training environment and swimmer performance pathway.
- Support member journey from the start.
- Develop our coaching team through education, support and opportunities.
- Support the development and advancement of Technical Officials.

## 3. Good Governance & Management

- Model best practice governance.
- Provide a safe and inclusive environment for all participants in and out of the water.
- Support our staff and volunteers to thrive at GSC.

## 4. Strong & Collaborative Club

- Strengthen connections with key stakeholders, providers and sponsors.
- Strengthen our financial model.
- Develop a communications, marketing and promotions strategy.







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