

SWIM NORTH EAST – YEAR of the CLUB 2008

Background:

The '**Year of the Club**' is about the Region communicating, supporting and attaining the views of the clubs in the Region. It allows the clubs through the website and a series of forums the opportunity to ask questions about the Region, tell the Region what they think of Swim 21, coach education, facilities, and competitions, but also give them a chance to tell the Region what they have achieved as a club and also what they would like to see in the future.

By giving the clubs this opportunity, and the Region taking these views on board when develop the Regional Strategy, then 2008 will just be the start of this process that will hopefully lead to developing a structure of world-class community clubs in the ASA North East Region across all aquatic disciplines over future years.

Aims:

- To encourage a culture change within clubs
- To create more business like structures within a club
- To get more clubs accredited with Swim 21
- To promote areas of good practice
- To recognise the work of the clubs and look at possible recognition
- To track a club going through the changing process during 2008, promote this
- To listen to clubs needs and try and encompass this into the regional strategy
- To help clubs become better organised reducing the workload where possible
- To integrate the clubs into Swim North East more effectively
- To create club forums run by the clubs but communicating with the region
- To promote success stories from clubs, athletes, volunteers, coaches