

GKDSC aims to define a swimming pathway for life, from Learn to Swim, through Squad Swimming, and on to Masters Swimming. We aim to provide the opportunity for all swimmers to reach their full potential by also providing a high-performance pathway for those aiming to compete at the highest levels. GKDSC prides itself on its family orientated atmosphere and community involvement.

Priority Areas	Objective	Desired Outcomes
Membership	To increase junior membership and retain members through the senior age groups.	<ol style="list-style-type: none"> 1. At least 1 community-based event aimed at increasing Junior Membership. 2. 2 club events aimed at Junior Member participation. 3. 2 social events aimed at Senior Member participation.
Community Awareness	To increase the social profile and awareness of the club within the local community.	<ol style="list-style-type: none"> 1. Social media advertising to increase community awareness of the club and its location and services. 2. Provide at least 1 community-based event per year. 3. Promotion of the club through our learn to swim program.
Swimmer Development	To provide the best opportunities for swimmers to achieve their best.	<ol style="list-style-type: none"> 1. Investment in performance equipment for the club (eg underwater camera, backstroke ledges, etc). 2. Continuation of the partnership with Rage Fitness for provision of strength and conditioning training. 3. Introduce a new performance aid to the performance squads (eg Sports Psychology, Sports Nutrition, etc).
Volunteering	To increase the level of volunteering within the club.	<ol style="list-style-type: none"> 1. Increase the number of Technical Officials from 3 to 5 2. Encourage and support participation of members at relevant training events or forums/workshops
Financial Management	To improve the governance and reporting around the financial position of the club	<ol style="list-style-type: none"> 1. Accurate and on-time invoicing to club members 2. Improved reporting of financial position to committee meetings 3. Reduced time required to complete the end of year audit