

# 2010 Annual General Meeting Progress Report

2010 AGM Progress Report  
**Masters Swimming Canada**



# Strategic Planning

- A strategic planning session was held in October 2008
- The strategic plan and progress to date were reviewed in November 2009
- We continue to operate under the 2008 strategic plan



# Strategic Planning

## **New Mission Statement:**

MSC will provide national initiatives with strong partnerships that enhance the swimming experience for adults of all abilities.



# Strategic Planning

## **Vision for 2011:**

MSC is a world leading adult swimming organization, influential, recognized and valued by Canadian swimmers, clubs and partners.



# Strategic Planning - Values



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# Strategic Planning

## Strategic Directions

- Governance
- Partnerships
- Club development
- Coach development
- Leverage web
- Facility advocacy
- Competition

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# Strategic Planning

- **Governance**

- Policy-governance board
- Executive director
- Bylaws and policies
- Committee terms of reference
- Clear lines of
  - communication
  - accountability
  - authority



# Strategic Planning

## •Governance

- Policy-governance board ✓
  - policy in place
- Executive director ✓
  - in place
- Bylaws and policies ✓
  - new bylaws up for adoption at 2010 AGM
  - basic policies passed and posted on web site
- Committee terms of reference ✓ / 2
  - terms of reference for most committees



# Strategic Planning

- **Partnerships**

- Clubs
- Provincial Masters Organizations
- Swimming Canada
- Facility operators
- Triathlon
- Open water events
- Officials
- CAC, NCCP, CSCTA, etc.

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# Strategic Planning

- **Partnerships**

- Provincial Masters Organizations

- PMO reps attended 2009 Planning session ✓
    - provide common tools – e.g. registration, programs ✓
    - work with MSABC on registration – launched fall 2008 ✓
    - work with MSO on registration – launched fall 2009 ✓
    - need to establish working relationships and better communication – improve functioning of COP
    - provincial participation in our awards program ✓

- Clubs

- establish contact information in registration systems ✓12



# Strategic Planning

- **Partnerships**

- Swimming Canada

- attended SNC AGM ✓
    - formed a joint SNC/MSC Masters Advisory Council ✓
    - written Memorandum Of Understanding on roles ✓

- CAC, NCCP, CSCTA, etc.

- working with CAC on resources:
      - Coaching Adult Athletes by Nigel Kemp ✓
      - Swimming-specific Coaching Masters version ✓



# Strategic Planning

- **Club Development**

- Club toolkit

- Resources, programs, tools
    - Program guide and brochures ✓
    - Club Bylaws template ✓

- Club excellence standards

- ref. True Sport Club Excellence
    - Model clubs

- Clinics

- Recognition

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# Strategic Planning

- **Coach Development**

- Coaching resources
- Coach training
- Coach certification
- Recognition
- Long Term Athlete Development (LTAD)
- Canadian Sport For Life (CS4L)
- Collaboration with partners



# Strategic Planning

- **Coach Development**

- Coaching resources

- “Coaching Adult Athletes” by Nigel Kemp ✓
    - “Coaching Masters Swimmers” first draft complete ✓
    - Video library launched ✓
    - Three custom videos completed, one in production ✓

- Coach training

- Working with SNC, evaluated SNC Swimming 101

- Recognition

- Coaching Excellence Award in second year ✓



# Strategic Planning

- **Leverage Web**

- Web memberships

- broaden membership
    - recruit non-club members

- Web based tools

- communications
    - 3Rs: results, rankings, records
    - club management tools
    - video
    - scalable delivery mechanism



# Strategic Planning

- **Facility Advocacy**

- Partnerships

- Swimming Canada

- PSO, PMO

- Facility operators (Rec., Y, etc)

- Local advocacy groups

- community associations, clubs

- Document success stories



# Strategic Planning

- **Competition**

- Policies
- Rules
- Housekeeping

- **Progress**

- Swimming rules published in Dec '08 ✓
- and updated March 2010 ✓
- Open Water rules approved in May '09 ✓
- Nationals bidding process and standards

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# Programs

- Million Metre Challenge
- 1km Challenge
- Awards
- Check-Off Challenge
- Pentathlon
- Video Library
- Web site
- Results, Rankings, and Records
- Nationals
- Mini-meets

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# Programs

- **Million Metre Challenge**

- more than 2950 participants since start
- 1100 active in January 2010
- serves both non-competitive and competitive swimmers
- elevates awareness and recognition of training volume – generate sense of accomplishment
- provides goal setting opportunities and motivation



# Programs

- **1km Challenge**

- inspired by Quebec 1km program
- provides goal setting opportunity and motivation
- provides a non-competitive performance testing opportunity
- appeals to open water swimmers and triathletes
- available now, promoting for fall



# Programs

- **Awards**

- Contributions to Masters Swimming
  - Hud Stewart Award
- Excellence in Coaching
- Competitive excellence
  - Hall of Excellence
- Long term service awards
- Awards brochures



# Programs

- **Check-Off Challenge**

- Swim all 18 events at meets
- provides goal setting opportunity and motivation
- increase participation in meets
- free t-shirt to those who complete all 18 events



# Programs

- **Pentathlon**

- Swim all four strokes plus IM for total time
- measures “all-round” performance
- provides goal setting opportunity and motivation
- 50m in each stroke plus 100 IM
- 100m in each stroke plus 200 IM
- 200m in each stroke plus 400 IM



# Programs

- **Mini-meets**

- In development for next season
- Reduced officiating requirements
- More convenient way for swimmers to get times, increase participation, motivation, especially for geographically isolated clubs
- Usually held as part of workout
- **NOT** eligible for records or regular rankings
- Parallel system for results on web site



# Programs

- **Video Library**

- Videos library available for lending to coaches and swimmers
  - Go Swim Series
  - Frank Busch Fast Lane Series
  - Total Immersion Swimming Series
  - Richard Quick Championship Winning Swimming Series
- More to come



# Programs

- **Web Site**

- Blogs

- Dispatches from the web
    - Coaches' Corner
    - MSC Operations Blog

- Profiles

- Feature articles and news

- Results, Rankings, Records



# Programs

- **Web Site**
  - Club List
  - Contact List
  - Meet Schedule
  - Budget
  - Financial Statements
  - etc.
- **Nationals**



# Finances

- **Policy**

- the board has set the target financial reserve to \$50,000
- any amount over that carries over to the next year
- each year we will budget to spend all available funds

