

GOLD RUSH IN AUSTRALIAN UNITY GO CLUB PB!!!

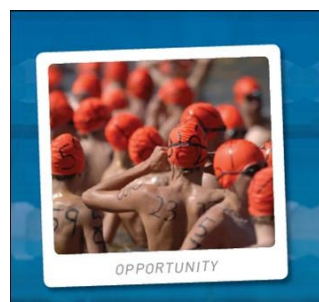
ADAM PINE

A remarkable 20 swimming clubs have achieved the Gold Standard in the Australian Unity GO CLUB PB, an increase from the four that achieved the same level in 2006.

The GO CLUB PB program, first introduced in 2005, brings awareness to the importance of club structures by measuring the performance of clubs across different areas.

This year 393 clubs have returned their Go Club PB Workbook. The workbook asks clubs to record their performance against five strategic areas:

- Membership; measuring the clubs ability to attract new members and maintain or increase its existing membership base.
- Administration; measuring the clubs ability to operate efficiently, safely and remain financially viable.
- Activities; measuring the clubs participation levels from club nights through to National championships, and also the number of social activities on offer for its members.
- Coaching and officiating; measuring the number of technical officials available, the coach to swimmer ratio, and the level of participation in regional and state development activities.
- Marketing and Promotion; measuring the clubs commitment to communication with its membership and the ability to attract sponsorship dollars, through promotion utilising local media, web page and activities for non member organisations.



Results from the 2007 Australian Unity GO CLUB PB workbooks reveal swimming clubs around the nation are improving their performance and management structures providing a better environment for all members, athletes, coaches, officials, administrators and parents.

In addition to this prestigious award, all Club's achieving Gold in the 2007 Australian Unity GO CLUB PB are also eligible to receive:

- **An athlete appearance from a Telstra Dolphin, and**
- **A club visit by one of Swimming Australia's mentor coaches.**



This exciting initiative is new in 2007 and we look forward to rewarding our hardworking swimming clubs even further in the future.

Congratulations to the 2007 Australian Unity GO Club PB Gold Level clubs

- Bayside Swim Club
- Casey TigerSharks
- Castle Hill RSL Dolphins
- Lakes Swimming Club
- Melbourne Vicentre
- MLC Marlins
- Monash University
- Onkapainga Swimming Club

- **Rockingham Swimming Club - WA**
- Ryde-Carlile Swimming Club
- SLC Aquadot
- **South Lake Dolphins Swimming Club - WA**
- Southport Olympic
- **Swan Hills Swimming Club - WA**
- TAS Swimming Inc
- Traralgon Swimming Club
- Warringah Aquatic Swimming Club
- Waterworx ASC
- **West Coast Swimming Club - WA**
- Wiloughby Swim Club

One of these clubs will be crowned the 2007 Australian Unity Club of the Year a new award that will be presented at the Telstra Swimmer of the Year Awards in November. This award will be presented to the club that has achieved the highest overall points on the 2007 Australian Unity GO CLUB PB.

GO Club PB enables Swimming Australia to recognise and reward clubs that are taking a holistic approach, whilst also helping to identify areas of strengths and weaknesses, enabling the development of programs to appropriately address these areas.

Swimming clubs are the backbone of our sport. They are a vital cog in the high performance pathway and provide opportunities for swimmers at all levels and of all abilities to participate in this great sport.



All clubs who complete the GO Club PB workbook receive a poster providing feedback on their results and comparison to the state and national average. Clubs achieving the Gold, Silver, Bronze and Green standards receive a 2006 GO Club PB recognition folder providing posters, badges, seals and artwork enabling the club to promote and rate its achievement.

Just participating in GO Club PB brings awareness to the importance of club development, attracting new members, servicing and enhancing the experience for existing members, and creating an environment in which all members are able to reach their potential.

Look for profiles on some of our Gold standard clubs in upcoming issues of eSwimmer.

<http://www.eswimmer.swimming.org.au/Issue%2064/Sport%20Development.aspx>



