

Sussex Technical Officials – action plan

Recruitment	The survey identified that most officials are recruited through the club network and that a majority become involved to, support their children and help their club. Very few volunteers have had a background in swimming or are active in the sport. These actions are designed to engage clubs and prospective volunteers with easy access to information and to highlight the benefits of becoming an official to both the club and volunteer.			
Objective	Focus for action	Action	Timeline	Measurement
Highlight benefits to club of recruiting volunteers.	- Better engaged and knowledgeable parents - Potential for longer commitment - Easier management of home events - Improved social aspect of club - More committed volunteers in the club	Add new area to website Develop campaign for clubs based on ASA and others - Poster - Leaflet		
Direct engagement of parents.	- Personal development - Have something to do at events - Support family - Gain better knowledge and understanding of the sport	Reinforce “Get Involved” brand		
		Develop campaign for clubs based on ASA and others - Poster - Leaflet		
		Develop recruitment package for distribution at SCASA events - Inclusion in programmes - Recruitment info table at events	2017 Championships	
Direct engagement of older swimmers.	- Retention of swimmers in sport - Return on investment by teachers/coaches - Establish foundations for life long involvement - Increased volunteer base for clubs	Promote opportunities to SER Young Persons Volunteer programme.	Ongoing	
Recruitment of regular non-tech volunteers.	- More experienced workforce - Volunteering not forced - Identify people to act as ambassadors & team leaders in clubs to advocate opportunities			

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Retention	Responses from the survey suggested that many volunteers see their involvement limited by member of their family remaining active in the sport. There were also some concerns expressed about the relationship with senior officials.			
Objective	Focus for action	Action	Timeline	Measurement
Reinforce benefits of volunteering	- Personal development - Make a difference - Meet people from different backgrounds - Being part of a community - Learn new skills - Having fun!	Social /training activities to build 'team' spirit		
Rebuild confidence in senior officials team	Appropriateness of interaction between officials	Reinforce and remind all officials of ASA Code of Ethics		
		Publish procedure for complaints against officials		
Engaging workforce	Effective communications	Technical updates		
		Email		
		Create volunteer 'hub' on website		
		Newsletter – include all		
		Direct appeal to clubs		
	Widen volunteering opportunities	Provision of appropriate CPD courses		

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Training	Responses from the survey suggest that the length of time that training (mentoring) takes is seen as an obstacle to taking higher level qualifications.			
Objective	Focus for action	Action	Timeline	Measurement
Ensure provision of training courses meet demand	• Facilitate training courses and modules	Monitor demand		
Ensure training is appropriate and in line with national standards		Ongoing monitoring of national standards		
		Ensure tutors are delivering current standards		
		Provision of appropriate CPD courses		
Address issues surrounding the mentoring process	• Time taken to complete mentoring	Reinforce the need for volunteers to travel to away competitions to ensure timely completion of training.		