

### NDIS INDIVIDUAL CAPACITY BUILDING GRANT

The DSSA Board are delighted to advise that in April we made an application for an NDIS Individual Capacity Building (ICB) Grant. The aim of these national grants is to enable systematic, nationwide access to peer support, mentoring and other skills-building strategies for people with disability, carers and families. The DSSA qualified for the grant as a Families Organisation (FO) - we made a submission to strengthen our capability to deliver services for people with a disability by improving the organisation's capacity and ability to deliver DSSA's mission and information.



### Individual Capacity Building Grant

The application was titled:

***"Supporting Swimmers with Down Syndrome in Society Through Greater Sport Advocacy"***

DSSA proposed ICB activities that are built around delivering programs for 3 recipient groups - swimmers & their families, providers, and coaches. These programs will be fundamental to enabling greater access and participation by people with DS in the sport of swimming within their local communities and sports organisations. The programmes will include both digital and physical resources, which will be deployed through state based [including regional] clinics. For your reference, the framework used to develop the submission is attached in Appendix A.

Prior to this submission, the Board had conducted a number of initiatives, to ensure the DSSA company strongly aligned with the Social Model of Disability [removing the barriers in place to the aspirations and progress of all our members with disabilities] and had the appropriate governance structure in place, as required by the NDIS organisation. The outcome of the submission will be advised in July 2020.

The Board acknowledges the efforts of our Director, Julie Claydon, who took a lead on this activity.

### UNIVERSITY OF NSW RESEARCH

In April, the DSSA company was 1 of 12 organisations to be successfully selected to participate in the University of NSW's Shared Value Programme. Conducted by the Business School, with post-graduate students, as part of the university research component of their studies, the programme's purpose was to apply their focus on, a business problem from a growth angle, with a client from Government, Business or Community sector. The students were supported with coaching from a university academic mentor and our Head Coach, Craig Tobin.

The research task, requested by DSSA, was to identify the reason for, and recommend actions to address the issues of:

1. Repositioning DSSA as the 'go-to' experts on swimming for all people with Down syndrome,
2. Ensuring DSSA's sustainability and growth by overcoming resource constraints,
3. Increasing accessibility of services for new customers and markets (e.g. younger swimmers and students within schools).



The full report is attached in Appendix B for your consideration, with its findings identifying 4 key initiatives the DSSA needs to focus on.

1. DEVELOP TAILORED CONTENT FOR EACH STAKEHOLDER
  - Recognise the heterogeneity of DSSA's stakeholders and design tailored content to target these markets.
2. LEVERAGE EXISTING BASE FOR WORD-OF-MOUTH CAMPAIGN
  - Drive a word-of-mouth campaign through members.
3. DIVERSIFY FUNDING SOURCES
  - Maintain adaptive proposal plan for grants/sponsorships and develop subsidised merchandise with manufacturer.
4. NETWORK WITH ECEI/LAC PARTNERS AND BECOME SUB-CONTRACTORS FOR NDIS PROVIDERS.
  - Reach new markets and customers by working with ECEI/LAC partners and existing NDIS providers.



The Board is using the outcomes of this report as part of a strategic review [see below]. We are also working on developing a continuing relationship with the UNSW for the access of resources to assist with the implementation of these and further initiatives related to physiological research. Any members interested in being involved with this, should contact the Board.

## STRATEGIC PLAN 2020-2022

On 18<sup>th</sup> June the DSSA Board will be conducting its Strategic Planning session for 2020-2022. Our process of strategic planning is aimed to assist the DSSA with an understanding of where it is going, how it is going to get there and how it will know if it has been successful in achieving its aims. Specific components will be PURPOSE → VISION → VALUES → PRIORITIES → ENVIRONMENT → STAKEHOLDERS → GOALS → RESOURCES.

As part of the process we will revisit the last strategic plan of 2013 and leverage the recent UNSW report.

With DSSA's commitment to the Social Model of Disability, we will shortly issue an EOI to our members with DS, to appoint 2 members to a DSSA Committee. The EOI will detail the selection criteria and the responsibilities of these roles.

## MEMBERSHIP

Membership fees for FY21 are now due. Members are requested to complete the attached form and arrange payment. The Board has decided to retain the annual subscription at \$25 per member. DSSA would also like to welcome new members, *Zach Galloway, Eoin Gibson and Shai Mayberry* who have joined us this year! If you know any swimmer with DS, who is not a member of DSSA, please encourage them to join our community.

## COACH'S LANE

As the Covid-19 issues start to become less of a problem within our communities, it is great to see swimming on the short-term horizon. I see some of our athletes have already had a swimming session or two with their teammates, socially distancing of course. I am sure many of your swimming programs will commence within the next 4-6 weeks. Remember to keep in constant communication with your coaches about your program starting timelines so you can be ready to commence training as soon as you can.

It was really good work by Coach Stacey to upload a series of exercises during the past 10 weeks. It was even more pleasing to see several athletes uploading picture and videos of completing the exercises. It was also great to see other athletes uploading their own personal programs during this time. The DSSA Facebook page has also been inundated with many of our swimmers' innovative programs during the break.

I have been in regular communication with Coaches Sadat and Stacey, discussing plans for swimming competitions in the forthcoming swimming seasons. We are waiting for the Swimming Australia calendar, and intend to implement a variety of activities, that leverage these events that can be extended for technical programmes, for all our swimmers across Australia. Once we have this program in place, we will let everyone know so that you have heaps of notice and time to work on your goals and development for these swim meets.

It is important to have a new goal for the coming season. Have a look at some of the goals below and see if these would make you a better swimmer?

- Attending 5 swimming sessions a week, or 1 more than last year?
- Attending an extra gym or fitness class.
- Going up a couple of kilos if you have a PT, to assist in a weight session
- Improve your strength, but keeping your weight the same
- Improving your 100-metre kick time - Do you know your best kick time?
- Improve your turn time for your best stroke.
- Going for an extra walk per week or getting over the 10 000 steps per day.
- Eating less of the bad foods and more good foods for your swimming
- Telling your coach what your goal for the month is
- Making sure your parents are helping you to work towards your goals
- Thinking about your return to competitions
- What will your feelings be like?

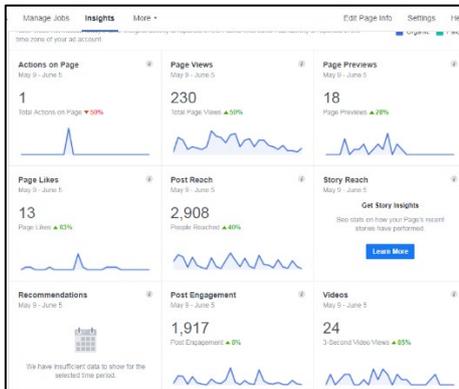
The international programs may be on hold for the foreseeable future, but we will continue to promote and develop programs and skills for swimmers, coaches, parents and potential athletes. Don't forget if you have any friends who are not members of DSSA or are not even swimmers, try to get them into swimming. You never know how good they might be...

Talk soon and let's all get back in the pools whenever you can...



## SOCIAL MEDIA

The DSSA FB page continues to be well supported by a steady reach of approximately 3,000 followers, which is generating an average level of engagement per post of 1,300 supporters. Of significance, is that most of this support arises from external community entities, to DSSA. This strengthens the recognition that DSSA is a 'brand' of which its members should be proud to be a part of, and actively promote through the sharing of pertinent stories, photos, and videos, within its various platforms. As identified by the UNSW research, and through analysis of the FB metrics, this Branding could be more strongly supported if there is a greater active drive by word-of-mouth campaign by members. This element was particularly highlighted when a national organisation, inspired by our recent FB campaign, approached DSSA to collaborate on showcasing our swimmers in their national magazine – keep a lookout for some of our members!



A sincere thank you, therefore, to everyone who participated in the DSSA FB promotion of 'staying happy and healthy' during the Covid-19 pandemic period. Not only was it lovely to see the inspiring photos but the feedback has been incredibly positive and certainly generated a strong sense of community across our country. As we need to maintain the momentum, keep your photos and stories coming in!

The Board is always on the lookout for members or supporters who can assist with website maintenance on a pro-bono basis.

## Down Syndrome International Swimming Organisation (DSISO)

In March it was with great disappointment that the 2<sup>nd</sup> Trisome Games, in Turkey were cancelled. This meant that for the 8 members of our DSSA team, all of the hard work and preparation for these titles was put on hold. It has subsequently been announced that the next Trisome Games will not be held until 2024 and this will also be in Turkey.

In July 2020, DSISO membership is due for renewal, for any DSSA swimmer who wishes to be recognised by DSISO. This membership permits a swimmer to have a swimming time recorded as a DSISO record. The 8 members who were to participate at the Trisome Games 2020, have already paid this membership as part of their commitment in March.

However, if any other swimmer member of DSSA, wishes to have their membership renewed with DSISO, can they please advise the Board by **COB Friday 19th June 2020**. The cost will be \$120 per swimmer, paid to DSSA in advance.

Additionally, DSSA is also a lead member of a number of countries, looking at how we can collectively work with the DSISO Executives to understand and improve the legal structure of DSISO (including addressing its Constitution, Rules and Regulations), which have not been reviewed since 2002. The aim of these countries is to create an environment of organisational excellence, enabling our swimmers to be appropriately supported to compete at the highest levels of swimming across the world. The intent is to also progress on other important issues such as Governance, Scope of Responsibilities, Accountability Transparency, Financial Control and Safeguarding, that may also require changes and improvements in structure and protocols as these elements have remain globally unclear for a number of years.

Regards

David Cahill  
 Joe Dixon  
 Margaret Cahill  
 Jim Coffey  
 Julie Claydon  
 Craig Tobin

June 2020