

# Policy Plan

Board 2024/2025

14th Board



**Academic Year**

**2024 – 2025**

Chairwoman

**Vera Smits**

-

Secretary & Swim Commissioner

**Hilde Koole**

-

Treasurer

**Elise Rothuis**

-

Water Polo Commissioner

**Twan Schrover**

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# Introduction

Tilburg; the city of students, the city of sports, the city of *Willem II*, and the city of “Brabantse gezelligheid”. So, also the city of Avalon. Tilburg is known for its great number of students as well. Several educational institutions are based in Tilburg, such as Tilburg University, Fontys and Avans. Moreover, over 17.000 students live in this beautiful city. The city of Tilburg puts a lot of effort into student sports associations. Therefore, the student water polo and swimming association was founded, also known as T.S.Z.W.U. Avalon.

*At Avalon*, we try to find the perfect balance between sports and social events. We have several challenging water polo and swimming practices a week. For both swimming and water polo, *Avalon* participates in different Student competitions and tournaments. However, there is also a high focus on social events within *Avalon*. Therefore, several activities are organised, such as the monthly Thursday activities and drinks afterwards and the Christmas dinner at the end of the year. To keep the right team spirit within the association, and to keep growing as an association, it is important for our members to feel at home in Tilburg and at *Avalon*. Therefore, the board should always remain approachable for questions and other concerns of the members. We are the ones who are responsible for the great and tight-knit water polo and swimming association that is *Avalon*.

*As the board of Avalon*, we are tasked with making our members feel at home in our association by always being available to help them with their questions and concerns. This way we want to maintain a great and welcoming environment within the association. In this policy plan, we will describe our approach, analysis and objectives for next year as a board.

# Description of Avalon

## History

### *1st board*

Avalon was founded on the fifth of September 2011 by J. Janssens, S. Willems and T. Bruins. Their main idea was to give students in Tilburg access to the sports of water polo. The association started that year with around thirty members who had practices in 'Het Fontysbad', led by the board Janssens. There was a lot of enthusiasm towards water polo from the beginning and the foundation was laid for the harmonious and welcoming environment that we have today.

### *2nd board*

In the second year, the association was led by the board Visser. This was the year where Avalon became more recognised within the national water polo community. For example, this was the first year for Avalon to participate in the prestigious JAWS tournament in Amsterdam and they even participated in the GNSK in Nijmegen. Next to that, Avalon also participated in the GNSK the year after in Eindhoven where they had to compete with some great water polo teams. However, a nice fifth place was reached. Aside from these great sporting accomplishments, Avalon also engaged in several social events. These events were hosted by its board, to create a greater bonding within the association.

### *3rd board & 4th board*

Avalon further expanded its reach in the national water polo community in September 2013, when it participated in several matches against other student water polo associations. Of course, these matches also included drinks afterwards with the other associations. One can look back at two great seasons for Avalon.

### *5th board*

Unfortunately, Avalon has been at a standstill during the 2015-2016 academic year, due to a lack of interest and the absence of a board.

### *6th board*

After this short standstill, the board Rutjens revitalised the association and took initiative to grow and lead the association again. Through the leadership of chairwoman J. Rutjens, Avalon thrived once again. The academic year 2016-2017 was a great year for Avalon. Having just overcome a year without progress, they managed to do really well at the GNSK in Eindhoven. The women's team of Avalon came in second place that year and the men's team finished in sixth place.

### *7th board*

The academic year of 2017-2018, in the lead of board Van den Ouweland, was the year where Avalon expanded its reach to swimming as well, next to water polo. Every week a second practice was introduced which specifically focused on swimming. They even started to participate in NSZKs, National Student Swimming Competitions. This allowed Avalon to expand their brand within the student competitive swimming community.

### *8th board*

In the academic year of 2018-2019, the board Meima led the association. This year, a second practice that was specified for swimming was added every week. The association grew exponentially. Next to that, the association started to engage more in social media which allowed us to be more visible to other associations and students. An example of the social media platforms which they started to use, is Instagram.

### *9th board | Board Stavridou*

During the academic year of 2019-2020, in the lead of board Stavridou, the association focused even more on the growth of the association, especially international students. Regardless of the size of the association, maintaining a great and welcoming team spirit was still one of the main focuses as well. Growing the organization was achieved by partnerships with other sports associations and promotion through social media. Next to that, water polo and swimming clinics were provided and a lot of social fun activities were organized in order to keep the association harmonized. One land practice was added every week and one swimming practice on Thursday afternoon. Although all practices and social activities were cancelled for two months, due to the coronavirus, the board still managed to keep the team spirit high and just continued where they left with the practices and social activities.

### *10th board | Board Van der Heijden*

The year 2020/2021 has been a weird year for the association. This year the association again got to deal with the consequences of the pandemic. Therefore, practices weren't allowed for nearly four months and no competitions took place. This has led to some challenges. For example, on how to keep the members engaged to the association. During the lockdown, activities did continue, but mostly online or in small groups. Due to the situation, board Van der Heijden mainly focused on increasing brand awareness through social media, since this was the easiest way to attract new members and keep current members informed. For example, a new website and promo video were introduced. In order to keep the team spirit up, one monthly drink was added next to the monthly activity during the times that this was within the covid measurements. Moreover, we got a new sponsor deal with

Pannenkoekenbakker where we can now eat pancakes after practice with a discount once a month.

### *11th board / Board Merkx*

Once upon a time, in a Covid crisis long, long ago a board set out to make Avalon a better association. The policy plan spoke of two main focal points: growth and professionalisation.

The first Swim for Charity was organised, raising more than eight thousand euros for the Red Cross Foundation. Board Merkx was also fortunate enough to organise the first-ever NSZK in Tilburg. The association grew from 58 to 75 members, offered more training sessions and almost all practices now had a trainer present.

A new brand identity was developed. Including a new logo. A partnership with de Prins was made, allowing the association to essentially use Palazzo as a clubhouse. With that, the website and emails got a fresh new look and added functionality. The association moved from an Excel sheet to Mailchimp, and (together with the candidate board) to a professional bookkeeping system to keep track of finances and member administration.

Whilst we became third last at every NSZK, it wasn't enough to secure our goal to do the same in the overall competition. Our water polo players brought home first place for the first time ever!

By introducing a confidant (vertrouwenscontactpersoon), as well as Rules and Guidelines (together with the candidate board). Including a Code of Conduct, Rules & Regulations as well as UCP Guidelines. With these measures, the association became even more serious about ensuring a safe and fun environment for its members.

Not everything went according to plan though. We weren't able to achieve the growth we wanted in terms of members due to the lockdown in the winter. Sadly, this also greatly reduced the number of events we could organise. While the second Lustrum was a lot of fun, the gala was unfortunately not as grand as we had envisioned. However, a fun few lustrum weeks were still organised.

All in all, we hope to have laid the fundamentals for Avalon to thrive in the decades to come.

*An intermezzo on names:*

At the start of their board year, the 12th board introduced a new naming format for boards. In previous years, boards were named after the last name of the chairperson. However, the 12th board was of the opinion that this naming system put an uneven amount of importance on the role of chairperson. The new naming system, whereby every board can choose their own name (generally including the phrase 'ava-'), shows that all board members provide equal value, even the Polo co.

*12th board | Board Avarena*

After the beautiful efforts made by board Merkx, trying to top their work seemed a task insurmountable. Because of this, board Avarena decided to build on the foundations laid previously. We aimed for more structural improvements and an increase in integration across the association and across our brother and sister associations.

During the year, and together with the next board, updates were made to Avalon's regulatory documents to make them clearer and broader. Preparations were made for updating the articles of association, and Avalon now has a privacy statement.

In our effort for integration, the first ever Avalon members weekend (MeWe) and the first ever Student Sports Association (SSA) gala were hosted. After months of hard work by the MeWe committee, Avalon took its first weekend of vacation to the woods near Arnhem. A weekend filled with Schultenbrau, pancakes, Flunkyball, a cantus, and yet more Schultenbrau proved to be one for the history books. With the SSA gala, the board wanted to show our Avalonians all the other amazing things under the student sports associations banner. In the end, almost every SSA attended with record numbers of members. The gala was integration dialled up to eleven, with it being the largest association collaboration in the history of the stimulation fund.

Unfortunately, Palazzo was lost, since it had received new ownership. However, this loss gave rise to new opportunities. A new agreement with the Prins was reached to provide a more steady income during activity evenings. This boost in income allowed the association to still hold a good amount of activities, even in the face of rampant inflation.

By working on professionalisation of practices, we attempted to take our swimming and water polo to a higher degree. Our swimmers this year managed to challenge the opposition at all levels, and in doing so, secured Avalon its third last position on the final ranking. Successes were also achieved by Avalon's water polo players, with the beginner final in our own NSWK taking place between two Avalon teams.

In the end, we hope to have made an impactful addition to Avalon's history, and pass on the torch to the next board with confidence.

### *013th board | Board Avalucky*

Board Avalucky started the new year off with a lot of faith and enthusiasm, inspired and supported by the work of the previous boards. Unfortunately, this start was not as smooth as hoped and resulted in a change in board composition and three people doing what was before a five-man job.

With the great help of all our committee members, the board managed to keep up the events and activities instigated by the previous boards. Additionally, an alliance with the running and cycle association to promote triathlon and organise combined practices, as well as a new Water Polo with Friends Tournament were set up. The board hopes and believes the next board will be able to continue the efforts in these areas.

Unfortunately, the association lost some members this year. This was especially felt in the water polo branch, with dwindling participation at practices in the second half of the year. Fortunately, through a strong foundation and dedicated members, the participation in activities and competitions remained equal to the year before.

This year, Avalon was supposed to organise the last NSZK. However, this was rescheduled to the first NSZK of next season. The organisation of this NSZK has commenced and will be continued together with the (candidate) board to ensure successful execution.

The year finished with a winning streak. First, Avalon secured the first spot in the beginners poule of the last NSWK, in a combined team with Hydrofiel and Tiburón. At the last NSZK in Maastricht, Avalon not only managed to secure their coveted eight place in the swimming competition (#THIRDLASTISHISTORY), we also won the integration bingo for the first time in *Ava-history*.

Board Avalucky is insanely proud of their members, as well as their own achievements and learning experiences throughout the year. With confidence and excitement, the board passes the baton to the next board.



## Vision

The vision the 14th board has for Avalon is one where all members *feel at home*, and we want to focus on *Growth*. We think the association has a lot of potential.

Therefore, we would like to see it grow exponentially in the coming years. In the long term, we do want to reach 150 members. To achieve this goal in 5 years, we need to take small steps every year. In the past years, a great foundation has been laid for Avalon. We want to expand upon current activities and events by increasing participants and encouraging people from outside the association to join. For the coming few years, the water polo branch of our association should be strengthened. In addition, we should focus on attracting professional swimmers as well as beginners in order to perform well in the competitions and therefore attract more professional swimmers in an upward spiral. Generally, Avalon also wants to promote itself in Tilburg to become known as one of the bigger and more active Student Sports Associations.

## Mission

Our mission is to create an association with a homely feeling where everyone is welcome. In addition, we want to allow our members to grow as swimmers and/or water polo players. By organising engaging events we allow our members to get to know each other and form lasting bonds. Whilst a more serious approach to the swim and water polo training sessions will allow all members to improve themselves and excel.

# Analysis of Avalon

## The 14th board

The 14th Avalon board will include four members in five positions. The board members have shared tasks, as well as individual tasks. These tasks will be described in the upcoming paragraphs.

### General board tasks (shared)

- Taking part in the board meetings;
- Overseeing the execution of the association's policy plan;
- All informal internal communication;
- All informal external communication;
- Answering questions from members or directing them to the relevant board member;
- Recruitment of new members;
- Maintaining a good standing with external parties such as FOSST, NSZ and sponsors;
- Making sure all members are comfortable and feel safe within Avalon.

### Chairwoman

Vera Smits

Main task: Leads the association, forms and executes the policy plan and represents the association internally and externally.

- Formulates an innovative vision that guides the association's path forward;
- Writes, executes, and evaluates the policy plan of the association;
- Coordinates board;
- Oversees all the committees;
- Leads the bi-yearly General Members Meeting (GMM);
- Writes an annual report wherein they describe their duties as a chairperson;
- Leads board meetings, and is responsible for the agenda, together with the secretary;
- Delegates tasks to board members and oversees the execution thereof;
- Represents the association in all matters related to FOSST;
- Maintains contacts with other associations;
- Responsible for the promotion of the association;
- Responsible for contact with the pool.

**Secretary**

Hilde Koole

Main task: maintains an efficiently functioning secretariat.

- Partakes in all board meetings, takes minutes, and maintains the action list;
- Distributes the minutes and action list among the association's members;
- Forms the agenda together with the chairperson;
- Distributes meeting invitations to the members of the association;
- Receives correspondence and distributes it to the relevant official(s);
- Gathers minutes from all committees;
- Maintains the membership administrations;
- Functions as the contact person for all external communication.

**Treasurer**

Elise Rothuis

Main task: Is responsible for the financial well-being of the association.

- Is responsible for the financial management of the association;
- Collects membership fees;
- Manages financial commitments;
- Collects dues and fees from members;
- Manages Avalon's bank accounts;
- Applies for subsidies from the Sports Center and FOSST;
- Makes the yearly budget;
- Presents the budget at the General Members Meeting (GMM);
- Oversees the committee's budgets;
- Assesses the financial state of the association and produces a financial annual report;
- Coördinates the buying and distributing of merchandise;
- Responsible for the NSZK that will be held in Tilburg this year;
- Responsible for our BHU people and the coördination of the trainers;
- Contact with the Tilburg University Sports Center.

**Swim Commissioner**

Hilde Koole

Main task: making sure the swimming side of *Avalon* is running smoothly.

- Responsible for the administration concerning the KNZB;
- Inform members timely about the swimming competitions;
- Administration for swimming competitions;
- Oversees the Swim committee and the swim trainers;
- Oversees the swimming trainings, and ensures their quality;
- Responsible for Crosstrainings and the triathlon coöperation.

**Water Polo Commissioner**

Twan Schrover

Main task: making sure that the water polo side of *Avalon* is running smoothly.

- Inform members timely about the water polo competitions;
- Administration for water polo competitions;
- Oversees the *Water Polo Committee* and the water polo trainers;
- Oversees the water polo trainings, and ensures their quality;
- Responsible for the NSWK that will be held in Tilburg this year;
- Responsible for contact with 'feestcafé de Prins'.

# Members

At the end of academic year 2023-2024, Avalon had roughly 70 members. We hope this number will already significantly increase after the TOP week.

Previous years, the board always set a goal of 100 members. We still want to reach that goal in the long term. But for the academic year 2024-2025 we set a goal of 85 members. By continuing the promotion that has been done last year we want to maintain a good image on Instagram and with the website. We want to expand our image by more collaboration with the Sports Center and the pool.

Additionally, we want to reach a wider audience and engage more students with swimming and water polo by promoting participation in the NSK Water Polo and Swim for Charity.

## Membership fee

### Regular memberships

The membership fee right now is 45 euros per academic year and 25 for half a year. In order to join Avalon, students must also possess a Tilburg University Sports subscription. In exchange for this membership fee, Avalon offers its members the opportunity to partake in three swimming practices and two water polo practices a week and the opportunity for members to join at least two social events per month. Avalon will also partake in National Student Swimming Competitions (NSZK), the Dutch Open Championships for Students (ONKS) for swimming, National Student Water Polo Competitions (NSWK) and the Dutch Student Championship (NSK) water polo during the academic year. Besides the national events, we organise our own competitions in the form of Swim for Charity, the Club Championships, and a Friends Water Polo Tournament.

The membership fee contributes towards:

- Competitions;
- KNZB (Royal Dutch Swimming Association) membership;
- Activities;
- Promotional material;
- Articles of Association change reserve;
- Lustrum reserve;
- Management fees;
- Board clothing;

*\*For some competitions and activities, a small fee is charged*

**Triathlon membership**

Currently the triathlon membership is a complementary fee of 10 euros on top of *Avalon* membership (*home membership*) which grants access to all trainings of T.S.A.U. Parcival and T.S.W.U. De Meet. This 10 euros is split equally between the other two associations. The candidate board wants to look into the possibilities of a grant from FOSST to lower these costs. The triathlon membership does not grant participation in activities outside of triathlon training. Additionally, triathlon members have less voting rights in the General Members Meeting.

**Friends of Avalon**

Friends of *Avalon* is a group that *Avalon* members who have been a member for 2 years can join, with a donation of 25 euros per year. Friends of *Avalon* get access to all activities but cannot join trainings or competitions. Therefore, no Sports Center membership is needed to become a Friend. Friends of *Avalon* also do not get to vote in the General Members Meeting.

## Committees

All members are welcomed to partake in committees within Avalon. Every committee is required to meet several times per year. Every committee must include one board member, who is expected to be present at all meetings of that committee. They will report the recent developments within the committee to their fellow board members.

At the beginning of the academic year, a mail will be sent to all the members which includes information about all the committees, as well as a form to sign up for one or more committees. If interested, members have to write a small motivation in order to ensure right placement into committees. Excluding the Bar and Audit Committee, members can only be part of three committees. When participating in a committee, one becomes an active member, which gives them the opportunity to join the Active Member Days throughout the year

Each committee will assign at least the following functions to committee members: chairperson and secretary. The chairperson is in charge of creating the meeting agenda and leading the meeting. The secretary takes minutes of the meeting, which are available to the secretary of the association. Committees that have a budget will also need a treasurer. In the first meeting, members can give their preferred positions, which the committee coordinators will take into account when assigning positions. Extra attention will be put on the function of the chairperson, which we will aim to have done by a non-board member. We hope this will stimulate more creative thinking and inspire leadership amongst our members. However, the responsible board member is in charge of ensuring the committee will run smoothly and are obliged to step in and take over when they see fit.

We would like to start the year off with having the committee members themselves decide what their goals and visions are and what they want to focus on, with a check-in at the beginning of the second semester to evaluate their results and reset goals. However, we have also outlined our ideas and vision in case the committee needs some guidance. Our starting point, however, will always be the committee members' motivation and ideas.

### **Acquisition Committee**

Coordinator: Elise

The Acquisition Committee focuses on the acquisition of sponsors and merchandise. The past year the committee has laid the groundwork for some new types of merchandise. We want to continue their effort and offer new items to our members. We also want to acquire at least one new sponsor.

**Activity Committee**

Coordinator: Hilde

The Activity Committee is responsible for organising all activities within Avalon. Every second Thursday of the month we pay a visit to the Pannenkoekenbakker and every last Thursday of the month we go to de Prins for our monthly drinks. In addition, almost every other Thursday there will be some kind of activity as well. The Activity Committee also organises the two Active Member Days. Everyone is always welcome to share new ideas with the committee to organise more great activities.

**Audit Committee**

Coordinator: Twan

The Audit Committee supervises the Treasurers' activities, conducting biannual reviews of financial data to ensure accuracy and making necessary updates or corrections. Any suggestions or notes resulting from these reviews will be communicated to the Treasurer when necessary.

**Promo Committee**

Coordinator: Uera

The Promo Committee is responsible for creating and upholding Avalon's image. This means being in charge of our social media accounts, taking pictures, updating the website, and distributing promotional material such as flyers. If any other committees need anything designed in the Avalon style, they may request the Promo Committee to create something. This year, we want to make a team for a newsletter and the yearbook and a team for the instagram, depending on who wants to work on those different things we will look into how to organise this.

**Bar Committee**

Coordinator: Twan

The Bar committee is responsible for manning the bar during our monthly drinks at de Prins and at other events that may be held. At every activity, there are at least two Bar Committee members present. Besides serving drinks, they work together with the activity committee to make sure all members are having fun. They are also responsible for appointing someone who will do the cleanup after an activity.



**MeWe Committee**

Coordinator: Uera

After two successful editions, the MeWe Committee will again organise our yearly Members Weekend. To promote integration between our members, and to have an all-around great time, all Avalon members are invited to spend a weekend with us somewhere away from Tilburg. The exact itinerary of this activity is to be decided by the committee.

**NSZK Committee**

Coordinator: Elise

The NSZK Committee is formed to organise the NSZK competition day and parties. The NSZK will take place in October in Tilburg. Students from all over The Netherlands will be invited to take part in the competition. The committee is responsible for organising the entire weekend, including parties, sleeping places, and the competition itself.

**NSWK committee**

Coordinator: Twan

The NSWK committee is organising the NSWK competition and party that will take place in March in Tilburg this season. Students from all over The Netherlands will be invited to take part in the competition. The committee is responsible for organising the entire weekend, including parties, sleeping places, and the competition itself.

**Avalumni Committee**

Coordinator: Twan

The Avalumni Committee is in charge of staying in contact with all of our old Avalonians. After someone has stopped their studies, but still wants to stay close to Avalon, they may elect to be a part of this committee. The Avalumni Committee organises occasional activities for *Avalumni*; sends newsletters to share important updates and news; and will invite *Alumni* to some activities.

### **Swim for Charity Committee**

Coordinator: Uera

After three successful editions of Swim for Charity (SFC), we will collaborate with the Red Cross Student Desk again this year to organise the beloved swim marathon. This committee is formed together with the Red Cross, and is responsible for a clean planning and execution of the event. For the marathon itself, they are encouraged to invite volunteers to help with the night itself. This committee shall consist of at least three Avalon members, and will hopefully include Red Cross members as well.

### **Swimming Committee**

Coordinator: Hilde

The Swimming Committee is tasked with all things swimming-related outside of regular training. This means inviting guest trainers, preparing special training sessions, preparing a year planning for the training sessions and preparing the semi-annual club championships. Together with the Swim Commissioner, the Swimming Committee prepares our members for the NSZK competitions by making divisions and tailoring trainings. This committee is always led by the Swim Commissioner.

### **Water Polo Committee**

Coordinator: Twan

The Water Polo Committee is tasked with everything related to water polo outside of regular training, including but not limited to inviting guest instructors and organising special training sessions. Besides this, the Water Polo Committee is also responsible for setting up cross trainings with other associations. Together with the Water Polo Commissioner, the Water Polo Committee prepares our members for the NSWK competitions by making divisions and tailoring training. The Water Polo Committee is always led by the Water Polo Commissioner.

**Triathlon Committee**

Coordinator: Hilde

Last year they set up triathlon trainings in collaboration with TSWU De Meet and TSAU Parcival. This committee consists of members of one or more of those associations who are interested in triathlons. This committee is an alliance between these three associations which makes it easier for students that like triathlons to perform all three sports in Tilburg. With the yearly *Tilburgse Triathlon* organised by TSR Vidar, we want to collaborate with Vidar as well to promote the triathlon and encourage partaking in the three included sports.

**Trainer's Poule**

Coordinator: Elise

This is not necessarily a committee in the normal sense, since there is a limit on the number of trainers. The Trainer's Poule is separate from the Water Polo and Swimming Committee to encourage these committees to branch out and plan more interesting activities related to the sport. If they so desire, trainers are of course welcome to join their respective committee as well. If you are interested in joining the Trainer's Poule, you can always notify us so we can see what the possibilities are.

# Practices

All training sessions are currently at Drieburcht. The full address being:

Drieburcht Swimming Pool  
Wagnerplein 1  
5011 LP Tilburg

## Swimming Practices

This year we will again create a year planning together with the Swim Committee to optimally train our members. They will come up with a theme for each week, within that theme the trainers will each write their own practice.

New this year is that we will make Tuesday a beginner's training. New people can join each week to learn the basics of swimming. With this we want to make the training more accessible.

The trainers this year are:

- On Tuesday (21:30-22:30); Marijn Merkx and Nathan Croes
- On Wednesday (20:00-21:00); Charlotte Hoogendoorn and Tim van Tuijl
- On Thursday (17:00-18:00); Elise Rothuis

In addition there will be an assistant trainer when there are more than 15 participants on Wednesday and Thursday. On Tuesday because of the beginner's training there will be an assistant trainer when there are more than 10 participants.

## Water Polo Practices

We will have 3 designated trainers who will rotate giving training as follows; Max will give training 3 times a month, Twan will give training 3 times a month and Martijn will give training 2 times a month. Evi will be on standby in case a backup trainer is needed. The rosters will be made by Twan at the start of each month and will be sent to the Sports Center.

## Open practices

Lastly, a total of ten open practices will be organised in the first semester of academic year 2024-2025 where interested students can practise for free. This way, we hope to encourage these students to become members. These open trainings are in the first two weeks of the academic year, they will take place on the following dates:

### Swimming

27th, 28th and 29th of August  
3th, 4th and 5th of September

**Water Polo**

27th and 28th of August  
3th and 4th of September

Ten more open practices will be organised after the winter break for the second semester. These practices will take place on the following dates:

**Swimming**

28th, 29th and 30th of January  
4th, 5th and 6th of February

**Water Polo**

28th and 29th of January  
4th and 5th of February

## Competitions

Avalon has been partaking in the National Students Water polo Competition (NSWK) since the academic year 2013-2014. Four competition days are organised. Every day will be hosted by another student's water polo association. More information about the competition days and registration will be timely given by the water polo commissioner. For the upcoming academic year (2024-2025) the following dates are reserved for the NSWK:

### NSWK

Date	Association	Location
16th of November (2024)	Hydrofiel	Nijmegen
2nd of February (2025)	De Walvisch	Groningen
<b>March (2025)</b>	<b>Avalon</b>	<b>Tilburg</b>
14th of June (2025)	DSZ Wave	Delft

Moreover, Avalon will partake in the National Students Swimming Competition (NSZK) as well. This competition also consists of four competition weekends. Every weekend will be hosted by another student swimming association. In the upcoming academic year (2024-2025) we will also organise one of the competition weekends in Tilburg. Therefore, the NSZK committee was formed. More information about the competition days and registration will be communicated timely by the Swim Commissioner. The following dates are reserved for the NSZK's of the upcoming academic year:

### NSZK/ONKS

Date	Association	Location
<b>26th of October (2024)</b>	<b>Avalon</b>	<b>Tilburg</b>
30th of November (2024)	De Golfbreker	Groningen
ONKS 15th of February (2025)	Hydrofiel	Nijmegen
April (2025)	Spons	Amsterdam
June (2025)	Piranha	Enschede

Avalon will also partake in the Open Dutch Championship for Students (ONKS) and the Dutch Student Championships (NSK) Water Polo. These are the Dutch Championships for students, organised in collaboration with the KNZB. In the upcoming academic year, the ONKS will take place on the 15th of February. At the time of writing the date of the NSK is not known yet.

# Objectives

These objectives are derived from this board's vision. Last year's objectives and their realisation can be found in the appendix.

## Objectives 2024/2025

At the beginning of the academic year of 2024/2025, the board sets several objectives for the association. These objectives are stated below.

### I. **Recruit and integrate new members**

This academic year we want to reach 85 Avalonians. *We* plan to accomplish this by making great promotions as we are doing already. *We* want to actively invite people at the TOP week and organise bigger activities and trainings where people can get a taste of Avalon. Examples of this are our Swim for Charity and the water polo with friends tournament. *We* then want to integrate them as well with the association as our current members are. *We* want to motivate people to join committees and keep the association a close knit group as we currently are.

### II. **Acquire a new sponsor**

*We* want to improve our acquisition by adding a sponsor. This may be possible by collaborating with a brand for the Swim for Charity or by making a new merchandise collection with a company logo on it. *We* want to find these companies within the circles of our members. The money generated by this can be used to invest in merchandise and promotional materials.

### III. **Maintain and improve promotion**

Last year the promotion committee did some great work. Mainly the instagram and the website already look really good. *We* want to continue that but also keep improving by adding more visibility in the Sports Center and the pool. This year we also want to pick up the Tiktok account that was created a few years ago but has not been active.

Also, we want to organise more cross trainings to improve our connection with the student sports associations of Tilburg. *We* can combine sports and have a drink together with members of other associations to broaden our network.



**IV. Improve water polo participation**

The participation in the water polo practices has been alarmingly low the last part of academic year 2023-2024. *We* want to solve this by acquiring new water polo players but also by integrating our swimmers. *We* want to get more of our members to play both sports and keep the water polo branch of the association alive.

**V. Maintain quality of swimming**

The past academic year we have done very well in the competition getting 8th place overall which was a great achievement. *We* believe we were able to get here by good participation. *We* want to maintain this and try to get 8th place again in the competition.

To improve the quality of our trainings and get our members in shape to score in the competition, we want to organise more guest trainings. Our plan is to ask some trainers from our old associations and get some good instructors. *With this we hope to keep our swimmers enthusiastic to come to the training.*

# Appendix

## Realisation of Objectives 2023/2024

*Original objective details are small and in italics.*

### 1. Grow to over 100 members

*To follow in the footsteps of the previous two boards, we would like to reach the long awaited goal of reaching 100 Avalonians.*

Unfortunately, this goal was not reached. We knowingly set a very ambitious goal in order to challenge ourselves. However, with a rocky start for the water polo branch we ended up losing more members than we gained. With this in mind, we aspired to help the candidate board better this year with promotion of the association during introweek and hope that these efforts will pay out.

### 2. Improve member integration

*We believe that increased integration will lead to more sustained growth of the association in the long run. We have observed that primarily newly joined beginners and internationals are likely to quickly become inactive and leave the association.*

Despite a decrease in overall membership, our active member count remained consistent, with 33 active members compared to 34 last year. We have also relied more on our active members and given them more responsibilities which has led to more involved members. Additionally, attendance at NSZKs has remained steady. Attendance at NSWKs and other activities depended on the circumstances.

At the NSWKs, there was generally a higher attendance of swimmers than water polo players, indicating improved synergy between the two groups. However, attendance at water polo training throughout the year has been lower than last year. Attendance at swim practices has also seen a slight decrease compared to last year.

### 3. Maintain the financial situation of the association

*As the association grows, we wish to organise more and larger activities as well as extend our merchandise and promotional material to suit Avalons needs. To accommodate all of this, Avalon requires more sources of income.*

Our financial situation remains healthy, attributed in part to lower-than-expected inflation and increased revenue from the Prins. We have also successfully transitioned from ING to Rabobank, which has resulted in reduced account costs.

It has not been possible to acquire a new sponsor, but we have been able to reduce costs for certain components of Swim for Charity, MeWe and the Batavierenrace. For Swim for Charity, a small-scale municipality subsidy has been acquired and will be possible to acquire in future years as well. Efforts have also been made to ensure the organisation of Swim for Charity through *Rabobank club support* and investigating other sponsor opportunities.

#### **4. Improve visibility**

*This year, we want to improve the external visibility towards external parties and potential members, to the extent where Avalon will become more of a household name in the Tilburg student life.*

We managed to update the website with newer pictures and a more cohesive look. Steps could still be taken to finetune the website but it now gives a better look into what our association is like. This was planned for the second semester but in the end efforts went into the yearbook instead of the website.

Additionally, the university Sports Center screens have been utilised more effectively for promotion. We aimed to explore the possibility of creating a promotional video for continuous display on these screens but this proved to be too big of a task for us. However, slides are available to promote the association, as well as Avalon, timelessly.

Furthermore, the internal Avalon Instagram account has proven to be a popular platform for sharing memories and events among members. Finally, the use of the Sports Center take over has successfully shown different sides Swim for Charity and NSWK IU.

#### **5. Maintain and improve competition results**

*After great results in the competitions last year, we want to maintain or even improve our results. In order to ensure that Avalon will be a compelling swimming and water polo association to more professional athletes as well, we have to show a level of professionalism in our practices and competition results.*

We are very proud to have improved the swimming competition results by two spots, landing us at the eight place. The team-spirit fostered has resulted in great dedication from our members to achieve #THIRDLASTISHISTORY.

As for water polo, the lower level of professionalism might have contributed to a decrease in interest in our water polo branch. This resulted in lower participation and achievements during the NSWKs as well, although we still managed to become first with the beginners once (in a combined team).

We also believe winning the first place in the integration bingo shows the team-spirit and dedication created in Avalon.

## **6. Establish a triathlon alliance**

*This year, we are going to set up a triathlon alliance in collaboration with TSWU De Meet and TSAU Parcival. This would make it easier for students that like triathlons to perform all three sports in Tilburg.*

We are proud to say that we achieved this goal, although it is still in its beginning stage. We have managed to negotiate a combined membership with the two associations and set up a committee consisting of members of the different associations. Additionally, over the summer a triathlon boot camp was organised to prepare for the Tilburgse Triathlon, which also gets promoted by the Tilburgse Triathlon. We hope that this start will be strong enough to be continued by future boards.