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IPC Swimming Summit Submission by Canadian Paralympic Committee and Swimming/Natation Canada

Theme: Communication

**Topic: IPC Swimming Communication with the Member National
Paralympic Committees (NPC) and/or National Sports
Federation (NSF)**

Background and History:

IPC Swimming in its role as the governing body for disability swimming in charge of setting policy and processes; sanctioning and approving competitions; results and rankings and classification must have precise and clear method of communication with the member NPC's and NSF's. Communication methods include email; website and standard mail.

Considerations:

Communication between IPC Swimming and the member NPC's and NSF's is the one of the primary needs if the organization is going to continue to grow and function at the level required to be the leader in disability sport. The considerations are a follows:

- Website must be kept current and updates clearly communicated
- Information flow should be continuous
- Critical timelines must be established both on outgoing and incoming communication
- Posted documents must be in a usable formats
- Procedures for document/policy production prior to dissemination (checks & balances)
- Establish email protocols
- Ensure that information gets directly to key stakeholders, not to another party that has to forward it to the key stakeholders
- Coordination of information dissemination from IPC Swimming Departments either from Head Office or from specific departments



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Recommendations:

- Website: any changes to the website or it's content or documents need to be communicated directly to the members via an email.
- The Paralympic Swimming World is a dynamic and ever changing landscape and therefore a steady flow of information is required to keep the members current.
- Information getting to the members and back to IPC Swimming in a timely manner is crucial. It is important that a strategic plan (annual) for communication be established including critical timelines to ensure that the information is prepared and distributed on time.
- Procedures for production of document and web materials must be established to ensure that documents are checked for spelling, grammar, and content and vetted by appropriate parties so that the final document/ web material is correct. This process will ensure that all information sent out from the office does not have to be reprocessed, reposted and resent.
- Downloadable documents should be set up in formats that can be filled out electronically and returned via email. Some current formats require software that not all NPC's or NSF's have at their disposal.
- Standardized email protocols need to be established to ensure that the appropriate parties are getting the information required.
- Establish an email system that has the key stakeholders and NPC/NSF contacts to ensure that members are not chasing information.
- Establish an information flow pattern that IPC Swimming Departments have the ability to get information to the members efficiently. Is it necessary for all information to be routed through Head Office or is it more efficient for departments to communicate directly with the members and copy Head Office?