

# JUST ONE MORE - MEMBERSHIP DRIVE

Proposed by the Project 2025 Subcommittee: November 2021



## BACKGROUND

Masters Swimming Australia is establishing a grants program to support clubs and members who have endured tough times due to the pandemic over the past 20 months. While the impact of COVID on members, clubs and branches is varied, our swimming community has been unable to come together for, “fitness, friendship and fun.”

Lockdowns, social distancing requirements and other restrictions have not only impacted the ability to swim but clubs have been unable to have fundraising events such as a Bunnings sausage sizzle or a swimming carnival to raise funds towards club operations.

The National Championships and National Swim Series have been impacted due to COVID, not to mention members’ opportunity to swim at State Championships and club meets. Due to these unfortunate circumstances, MSA will be offering grants to all clubs to give them an equal chance to improve and rebuild their community in 2022.

The post-COVID return to swimming gives Masters Swimming Australia, our branches and clubs a unique opportunity for a refresh. One positive of COVID is that people have become more aware about their local communities; now is the time to ensure our clubs stand out, people are aware of their existence and feel welcome to join the MSA swimming family.

To give back to our members who have stood beside us through these challenging times, Masters Swimming Australia will invite clubs to apply for up to \$1,000 per club in financial assistance to aid the growth and development of members and the sport of adult amateur swimming in Australia.

## FUNDING INITIATIVE EXAMPLES

Initiatives for which funding can applied can include, but not limited to:

- Membership drive
- Coach development and accreditation
- Technical swimming skills development opportunities
- Swimming camp
- Intra-club or multi-club swimming event
- Club social event
- Purchase of new equipment
- Club uniforms kits
- Website, social media and communications development and integration
- Club banners
- Advertising banners/signs

Further examples of club initiatives are provided in Appendix B

## FUNDING CRITERIA

Clubs seeking a grant will need to explain:

1. How the grant will help their Club support existing/potential new members in 2022
2. The impact of COVID on club fundraising or other club engagement activities
3. What measures the club is implementing to grow the club's membership

Grant applications will be reviewed by the National Membership Committee who will recommend projects to be funded for decision by the National Board of Management

## APPLICATION PROCESS

Next steps:

- Clubs to complete and apply on the attached application form (Appendix A)
- Where available, clubs to provide quotes in support of their application
- Clubs can combine grants with other clubs to maximise available funding (\*)
- Branches to encourage their clubs to apply for the MSA grant program
- If approved, funds will be made available for reimbursement to clubs upon receipt of evidence of purchase
- Grants are not available for already-incurred expenses or for projects with ongoing costs
- Clubs will be required to share photographic evidence of the project/event with the National Office which can be used for social and/or digital media purposes
- Masters Swimming Australia and clubs to share insights about the grant program and the benefits to the club and club activities. We want to help you tell your story about how these funds have enabled your club to emerge stronger from COVID

## APPLICATION CLOSURE

Applications for grants close on 31 January 2022.

***\*Note: Two or more clubs can apply for separate grants of up to \$1,000 per club giving them access to more funds to support a multi-club endeavour. This may assist where the proposed project involves a multi-club swim carnival/meet/event.***

## TIMELINE

- Grant applications close 31 January 2022
- National Membership Committee and NBM to review all applications from Feb to March 2022
- The National Office to advise Clubs after the Review
- Applications reported to Delegates at the April GM 2022
- Payments reported to Delegates at the October GM 2022

## APPENDIX A: 2022 MSA CLUB APPLICATION FORM (Draft Only)

### 2022 Club Membership Drive

Step 1 of 2

50%



### 2022 Club Membership Drive

Masters Swimming Australia invites clubs to apply for up to \$1,000 in financial assistance to aid the growth and development of members and the sport of adult amateur swimming in Australia.

#### Branch

select the State Branch that your club is affiliated with

Masters Swimming NSW

#### Club Name

select your club from the dropdown list

select

#### Club Initiative

select one or more planned initiatives by your club that is the subject of this application.

- Membership drive
- Swimming camp
- Club uniforms kits
- Coach development and accreditation
- Technical swimming skills development opportunities
- Purchase of new equipment
- Intra-club swimming event
- Club social event
- Website, social media and communications development and integration
- Club banners
- Advertising banners/signs
- Other

#### Enter the amount that you are applying for

Please enter a number from 1 to 1000.

#### About your planned initiative

please provide a full description of your planned initiative

How would this grant help the Club support existing and potential new members in 2022?

What is the impact of COVID on club fundraising or other club engagement activities?

What measures is the club implementing to grow the club's membership?

#### Supporting documents

Upload any supporting documents, if any

Drop files here or

Select files

Accepted file types: doc, docx, pdf, zip, jpg, jpeg, gif, png, ppt, mp4, mov. Max. file size: 20 MB.

### 2022 Club Membership Drive

Step 2 of 2

100%

#### Submitted by:

##### Name

First

Last

##### Club Position

e.g. President/Secretary/Treasurer

##### Email

##### Phone Number

Previous

Submit

## APPENDIX B: EXAMPLES OF CLUB INITIATIVES

The Project 2025 subcommittee has offered the following suggestions of club activities that could be funded through a Just One More grant. These are examples only. MSA encourages clubs to be innovative or focus on these and other ideas not covered below, please fill in the application form and apply for funds!

- Masters Swimming Australia will need all club coaches to be qualified to perform their coaching duties. A club may seek a grant to cover the cost of online coach accreditation or qualification for each of their coaches, or for prospective club coaches.
- What would it take to attract new members to your club? A free boot camp? Flyers distributed at your local pool. Targeted advertising on social media? A grant can help cover the costs of these events/projects. Remember, prospective members can swim without membership (including insurance) for up to one month, giving people time to have get comfortable with squad swimming – does that factor into your membership drive plan?
- The club could organise a single or multi-day swimming camp; funds from the grant could cover the cost of pool hire, coaches and a social gathering for members. This may help to reduce the cost to members to a nominal fee, or no fee at all.
- Swimmers have expressed an interest in finessing their swimming skills, something which can be hard to do in regular squad sessions. A grant may be a way to hire additional lane space and the time of a coach to undertake intensive stroke correction classes, for either developing and/or advanced swimmers
- Seeing our clubs in their uniforms at swimming meets is a terrific way to build camaraderie and a sense of team; funds from a grant could help to offset the purchase of new club uniforms, or the development of a club uniform 'kit,' consisting of matching uniform and swimwear. An example of a kit by the Sydney Wett Ones, who also offer members a discount on a pack of uniform including a shirt, swim wear and swimming cap. A grant may offset the cost of individual items for members.
- Clubs may also wish to purchase a uniform/shirt for their coaches which enables their coaches to stand out on the pool deck.
- Pull buoys, kickboards, fins, bands – all the equipment that helps a swimming club operate! But do you find they somehow grow legs and walks away? Clubs may wish to purchase new equipment, or additional equipment if the club is growing, and even lockable/secure storage boxes to keep the equipment safe at the local pool.
- We are keen to see our clubs back in the water competing for fitness, friendship, and fun. Clubs may wish to hold a small 'intra-club' or 'multi-club' event, where one, two or more clubs go head to head in a small tussle. The grant can help defray the cost of pool and equipment hire to keep the participation cost for members low.

## APPENDIX B: EXAMPLES OF CLUB INITIATIVES (cont)

- Some clubs have been innovators throughout COVID lockdowns, moving their regular training to virtual catchups. But, with restrictions on group gatherings easing, we want to see our clubs get together again in person. Clubs may wish to seek a grant to hold a club event to bring members back together, or to encourage new members to join.
- How can new members find your club? Does your website integrate with your newsletter communications and any social media channels? Clubs may wish to seek a grant to engage professional, external support to better integrate their digital presence, helping existing and new members to stay engaged with what is happening at the club level.
- Is your club banner looking a bit old? Or has it been lost? Why not consider seeking a grant to get a new banner to take to swimming carnivals, or to display at your local swimming pool? Raising the visibility of our clubs helps to attract new members, as well as to demonstrate the pride of existing members in belonging to your great club.
- Think about asking your local pool whether you can erect a permanent sign advertising your squad/club and pointing prospective members in the right direction. A grant could be a way to install a sign to tell more people about you and your club.

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Updated November 2021