

**AUSSI  
MASTERS SWIMMING IN AUSTRALIA  
INC.**



**FOUNDED 1975**

**ANNUAL REPORT**

**1990**

**AUSSI  
MASTERS SWIMMING IN AUSTRALIA (INC.)  
FOUNDED IN 1975**

**Office Bearers — 1990 Season**

**MANAGEMENT COMMITTEE**

PRESIDENT  
Graeme McDougall

EXECUTIVE DIRECTOR  
Ivan Wingate

DIRECTOR OF FINANCE  
David Forsyth

DIRECTOR OF COACHING  
Anita Killmier

**BOARD MEMBERS**

A.C.T. Judy Ford — Director of Communications  
N.S.W. Michele Schofield — Director of Technical Development  
VIC. John Iossifidis — Director of Planning  
W.A. David Cummins — Director assisting Planning  
S.A. Peter Gillett — Director of Recording  
TAS. Trish Beveridge — Director of Programmes  
QLD. Bren Catchpole — Director of Membership Development  
N.T. Norm Jarvis — Director assisting Membership

AUDITOR  
Flor — Hanly & Associates

LIFE MEMBERS  
Gary Stutsel  
Glenys McDonald

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# PRESIDENT'S REPORT

Fellow AUSSIs

My two years as National President have passed in record time. They have been two years of enjoyment to me that have seen major structural change to AUSSI and a new surge in growth of clubs and members throughout Australia.

The restructuring of National to an eight member Board, one from each branch, plus the three Executive Positions along with the development of a portfolio system of management has brought a more effective operation that has been able to deal with change in a more rapid way.

The appointment of our Executive Director, in the initial part time and later full time, has enabled the day to day management of our organisation to develop on a much more professional basis. I would like to congratulate Ivan Wingate on his handling of that position and for his development of a positive and effective communication network.

During the settling in period of the new Board with each Director coming to grips with their individual responsibilities we were able to see areas that needed either a new approach or a polishing up, to be more effective.

It was recognised earlier that we did not know enough about our own organisation, that is our members, their desires and aspirations. It was then decided to embark on a major survey of our membership: Attitude and Opinion Survey".

For such an important project to be useful, John Iossifidis ably assisted by Danny Meisels, in cooperation with a professional consulting group carried out this important task. I trust you have all seen and discussed the findings of the survey. Not only will it assist in National Planning and development, it will be invaluable to Branches and Clubs also.

David Cummins, Director assisting John in this area is now formulating with all Directors a combined, new 5 year plan. This will be



Graeme McDougall - National President

introduced at this 1991 Annual General Meeting.

From here on, the Plan will reflect the desires and aspirations of our members and I trust greatly assist in delivery of programmes that will not only encourage new members but also encourage our existing members to stay longer.

I also believe we will see the development of programmes to suit all our members and enable them to attain their goals whatever they may be.

There are many other areas of major activity that have taken place over the past two years but I will leave that to either our Executive Director or the Directors Reports to highlight.

I would like to thank all the Directors for their contributions which I feel have been most positive during this period of change.

In particular I must congratulate David Forsyth, our Finance Director for his professional handling of our financial standing. His report will show the highlights of good fiscal management.

In my last six monthly report, I highlighted our

Financial Future with the Federal Government and the Corporate Sector. This question I had hoped would be solved in these two years. Unfortunately our best laid plans did not materialize. However I am confident the ground work has been achieved and a positive result will come.

I thank you for your support in re-electing me for the next two years. My aim will be to fully

implement our 5 year plan and to place our organisation in its rightful financial position at the same time ensuring that your desires are met.

Lets all work together for a positive future for AUSSI.

Sincerely,  
GRAEME McDUGALL

## EXECUTIVE DIRECTOR'S REPORT — 1990

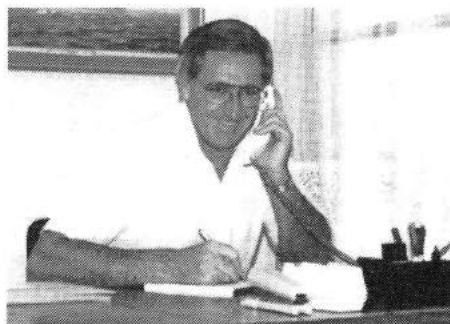
Significant for 1990, was a return to the 15% membership increase growth pattern, the conduct of a Membership attitude survey and a lift in profile, particularly within the sporting community.

### REGISTRATIONS

As reported elsewhere, all Branches experienced an increase in Membership to achieve an overall growth of 15.09% across Australia. This is in line with the average growth we had prior to the slump in 1989. (Note that the figures for 1988 were only for a 9 month period because we changed the registration year from January 1st to October 1st). Present indications show a significant increase on year to date last year, so we appear to be on target to reach 10,000 by 1994.

The registration data base was again maintained on the W.A. Branch computer by Karen Liggins, under the watchful eye of Geoff Upton. The new Registration software was still in a state of development throughout the year and was necessary to be in place whilst the Top Ten Software was written. Through a generous discount offer from UNISYS a powerful state-of-the-art Personal Computer was purchased for the National Office and is presently in the hands of our National Recorder to process the Top Ten.

On behalf of everyone in AUSSI, I thank all the Registrars for their diligence in handling such an important task.



Ivan Wingate - National Executive Director

### SURVEY

A Membership attitude survey was conducted - details of which are reported under "Planning". This "milestone" is most important for us to produce the next step in our history - a new meaningful five year plan. Using the Executive Summary each Director is now recording their future directions on a standard "pro-forma" prepared for this purpose.

### PROFILE

A comforting response from our Members in the Survey, is that they see AUSSI as a **fitness organisation** unlike the external perceived image of us being seen as a bunch of ex-champions trying to re-live former glories. Sure, we have many members who now perform even more credibly than they did in their youth, but the overwhelming response was that **fitness** was uppermost in their expectations and that their expectations are being met.

I see it as a responsibility now more than ever for the National Office to convey this message to our publics.



In an endeavour to persuade the Australian Sports Commission to change its attitude towards our Organisation, we wrote to almost every Federal Politician explaining our plight. A biproduct of this exercise is that all Politicians now know of us, the Minister certainly does, many National Sporting Organisations have expressed support for our endeavour and we received considerable media exposure - including twice on ABC Television news.

## GOVERNMENT FUNDING

I have to report again that we have received no financial support from the Australian Sports Commission - in fact, we were **denied the right to even submit an application**. As we are a bona fide National Sporting Organisation and our activities support the objectives of the Commission, we considered that their decision was wrong, so took the matter to the Ombudsman. The Ombudsman's Office replied "... we have concluded that the ASC's decision not to grant your Organisation funding was one reasonably open to it in the circumstances". Unfortunately, the **real point** we were making - about not being allowed to submit an application - was missed. The Commission have not answered a number of our questions including:

- whether or not we are recognised as a National Sporting Organisation
- why we have to now apply to Australian Swimming for funding, when it was not previously required
- why we were not asked to do this in 1989 and again in 1990
- why our requests for SDP guidelines and application forms remain unanswered
- whether or not our 1989 application would have been considered if Australian Swimming had applied on our behalf
- whether or not the policy has changed with regard to funding of administration, coaching and international meetings for "Masters".

The Minister recently made it quite clear "... the Board's policy that Masters and Veterans sports were not eligible for funding".

## MASTERS GAMES

Ironically for us, it was recently announced that a grant of \$250,000.00 has been approved to assist the conduct of the 3rd Australian Masters Games. The Games are being managed by a private company, AUSSI has been asked to conduct the Swim Meet, it is open to non-members (that is, swimmers who do not support our finances), the entry fee will be more than double that for our National Swim and present indications suggest that we will make **no** money from the event, and there is no provision for support should we lose.

As Masters Games' have seriously affected our National Swims and consequently, income to the National coffers, the Board decided to apply a sanction fee on Branches conducting Masters Games' Swims. A figure of \$5,000.00 was envisaged, being commensurate with the experience, expertise and safe conduct we have developed over fifteen years. As the 3rd Australian Masters Games is geared to provide little or no money to the sports, the Board had to settle on a token fee of only \$500.00. It is an iniquitous situation, worthy of an independent enquiry.

## NATIONAL SWIM

The 15th AUSSI National Swim and Club Championships was held in Brisbane and attracted only 470 swimmers. It was felt that the numbers were down on expectations because members did not want to visit Brisbane again so soon after the World Swim. This fact will affect greatly the attendance at the Masters Games Swim in 1991 too.

The swim however, was very well conducted, some incredible times were recorded (4 World and 38 National Records) and we all had a good time - which is the principle objective. The Board extended their congratulations to the organising committee for a job well done.

## SPONSORS

Principle sponsors for the Swim Meet were **AMP** and **ZEDAR**. **UNISYS** supplied much of the computing hardware and **AUSTRALIAN AIRLINES** assisted with discount fares for the Board Meeting. Without sponsorship, our National Swim would be a financial burden to the organisation, therefore in jeopardy.

We are grateful for our Sponsors support and trust that we have given a fair return on investment, with public acknowledgement of their association with AUSSI and with our Members supporting their products.

## **BRANCH VISITS**

At minimal additional cost to AUSSI, I was able to spend some time with Clubs in five different Branches throughout the year. Such visits have a very definite two way benefit - for Members and for myself.

The Survey highlighted a lack of awareness of "National" within the Membership and whilst other steps will need to be put into place to correct this matter, more personal exposure of the Management Committee and Board Members is essential. Club cultures vary significantly across the Country, so we need to be more sensitive to this factor.

## **WORLD SWIM - PERTH**

It may not seem appropriate to mention the 6th World Swim - Perth 1991 in these pages, but there are two matters of significance for AUSSI in 1990. Firstly, the conduct of the 25km Long Distance Swim is being put into place almost entirely by AUSSI Members of the WA Branch. This is a very commendable effort, especially in return for the contribution Australian Swimming has given to AUSSI over the years. Secondly, as the member federation of FINA, Australian Swimming has nominated Graeme McDougall and myself to represent them at the FINA Masters Congress. I feel that the recognition of our maturity and expertise needs to be continued and we should strive to do whatever we can for swimming in Australia within our level of expertise. Of interest, I am now a member of A.S.I.'s Long Distance Swimming Committee.

## **WORLD MASTERS SWIM - RIO**

An unknown number of AUSSI Members and maybe non-members (?) travelled to Rio de Janeiro for the 3rd FINA/MSI World Masters Swim in August. The National Office received very little information leading up to the swim and in fact the only source was our appointed travel agent - Gullivers Sport Travel with whom most of our members travelled. As entries are done individually, there is no central point to determine who nominates for

international events. This created some difficulties, particularly with the media wanting to know who and how many were going. Likewise, whilst the event was on, there was no official reporting system in place to advise the media of the successes by Australians. To the best of our knowledge, 29 won gold medals, 29 silver and 25 bronze in the pool: 3 gold, 1 silver and 2 bronze in the 6km open water swim and Australia won the water polo.

At our last Board Meeting, we put into place a system in which sanction is required from the National Office before entering an international event. We will now know who is going in future international swims.

## **M.S.I.**

AUSSI has continued to be a major contributor to **Masters Swimming International**. Gary Stutsel was re-elected as President, Glenys McDonald as Publicity Officer published four excellent MSI newsletters, Peter Gillett and Judy Ford have continued as the keepers of World Records and just recently, Graeme McDougall was appointed as chairman of the championship committee.

## **C.A.S.**

In seeking assistance from the **Confederation of Australian Sport** to gain support from the ASC, a strong relationship was developed and a deeper interest in Masters Sport established. At the C.A.S. Annual General Meeting AUSSI Masters Swimming moved for the formation of a Masters Sport Sub-committee. In doing so, AUSSI was presented in good light to all the member N.S.O.s. The Committee was formed and yours truly is a member. Through a grant from the Australian Sports Commission, a project officer is to be employed to attend to all aspects of Masters Sport in general and more particularly - research. I expect that valuable knowledge will be forthcoming to AUSSI from this activity in due course.

## **CONFERENCES**

At some AUSSI expense, (subsidised in each case) your Executive Director participated in the N.E.D.'s Workshop in March, the N.C.D.'s (Coaches) Workshop in May (both in Canberra) and a Sports Management and

Media Conference in Melbourne in December. The latter preceded the Sport Australia Awards dinner.

Reports on these are recorded elsewhere, but I express here, that attending these activities has been extremely important for AUSSI's acceptance into the sporting community. Of interest I quote two resolutions from the National Executive Directors' Workshop:

- **ASC** must adopt a more balanced approach to its major aims of "sport for all" and elite performance.
- All sports should be eligible to apply for funding provided they meet with the Commission's criteria.

The Commission has obviously chosen to ignore such recommendations.

### ADMINISTRATION

As from May 1, 1990, my contract was extended to full-time, so the National Office has been in the main, open from 9am to 5pm

every working day since. Sue Harris joined me at that time to assist with the clerical matters and contributes around 18 hours each week.

In the twelve months, 1202 items of correspondence was received by this Office. Each had to be registered, studied and acted upon. As the Board Members well know, a similar amount (or greater) was generated from this office.

Two Board Meetings were held: Brisbane, April 8/9 and Adelaide, November 10/11. The transition from the Branch Delegates style of meeting to a Board of Directors meeting was still evident, but the twenty four pages of minutes from the latter is indicative of the amount of business now being achieved.

It has been a very rewarding year for myself personally, but I am dissatisfied with our progress in a number of areas. I am looking forward to achieving more in 1991.

IVAN WINGATE

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## DIRECTOR OF FINANCE ANNUAL REPORT

It is with pleasure that I submit my report for the year ended 31st December, 1990.

**Income** for the year is up by \$12,440. The main increases are, interest received \$9,494, registrations \$1,402 and a royalty of \$2,840 from Rio travel.

**Expenditure** rise of \$28,215 was due mainly to the National Executive Directors' fee increase of \$17,514 (Part time to Full time), Printing of Reports etc \$2,967, Depreciation \$2,675 and the cost of the members survey of \$4,878.

**Funds** received from the revenue surplus of \$2,284 (before providing for depreciation) together with \$25,589 drawn from reserves, were used as follows:- Payment of 1989 creditors \$4,967, prepayment of 1991



David Forsyth  
Director of Finance

expenses and debtors \$2,312, Purchase of computer and programmes \$12,290 and we increased the 88 World Swim Investment by \$8,304 in accordance with our rules.

The **Balance Sheet** shows our financial position to be sound. However, we are now starting to draw on reserves. These demands will increase to a large extent when the new five year plan is costed and I therefore propose that an increase in fees be considered.

DAVID FORSYTH



**STATEMENT OF INCOME AND EXPENDITURE  
FOR THE YEAR ENDED 30.12.90**

<b>1989</b>	<b>%</b>	<b>INCOME</b>	<b>1990</b>	<b>%</b>
800	.9	Branch Affiliations .....	950	.9
71438	78.6	Membership Fees .....	72840	70.5
15181	16.7	Interest .....	24675	23.9
2548	2.8	Swim Meets .....	484	.5
110	.1	Coaching Accreditation Fees .....	30	—
820	.9	Profit on Stock Sales .....	1518	1.5
—		Royalty Travel Rio World Swim .....	2840	2.7
<b>90897</b>	<b>100.0</b>		<b>\$103337</b>	<b>100.0</b>

**EXPENDITURE**

		National Executive Directors .....		
22486	24.7	Fees	40000	38.7
3036	3.3	Printing and Stationery .....	4617	4.5
2982	3.2	Postages .....	2897	2.8
2678	2.9	Telephone .....	3375	3.3
17786	19.7	Conferences & Meetings AUUSI .....	20260	19.6
8741	9.6	Conferences & Meetings FINA/MSI .....	6274	6.1
11326	12.5	Insurances .....	9454	9.0
1725	1.9	Coaching and Technical .....	2376	2.3
1070	1.2	Affiliations & Subscriptions .....	1530	1.5
1646	1.8	Computer Services .....	954	.9
628	.7	Recording and Publication .....	3595	3.5
114	.1	Bank Charges .....	133	.1
1325	1.5	Sundry Administration Expenses .....	710	.7
2133	2.3	Depreciation .....	4808	4.7
—		Survey Costs .....	4878	4.7
77646			105861	102.4
13251	146.0	+ Surplus .....		
		- Deficiency .....	2524	2.4
<b>90897</b>	<b>100.0</b>		<b>\$103337</b>	<b>100.0</b>

**BALANCE SHEET  
AS AT 31.12.90**

1989	ASSETS	1990
	<b>Current</b>	
2000	Cash Floats .....	1600
	Prepayments .....	1886
	Sundry Debtors .....	426
	Bank - Cheque Account ..... 9302	
64533	24 Hour Call Account ..... 30056	39358
112240	1988 World Swim Investment Bill .....	120544
4755	Stock on Hand .....	4741
183528		168555
	<b>Fixed</b>	
	Trophies & Cards ..... 1034	
5776	Plant and Equipment ..... 12224	13258
<b>189304</b>		<b>\$181813</b>
	<b>LIABILITIES</b>	
4967	Sundry Creditors .....	NIL
112546)	The Trustees World Swim .....	NIL
71791)	Members Accumulations 1.1.90 ..... 184337	
	Less: Deficiency ..... 2524	
		181813
<b>189304</b>		<b>\$181813</b>

**AUDIT REPORT TO THE MEMBERS OF THE  
AUSSI MASTERS SWIMMING IN AUSTRALIA INCORPORATED**

We have audited the Financial Statements and attachments in accordance with Australian Auditing Standards. It was not practicable for us to establish control over memberships and sales prior to their initial entry in the accounting records, nor was it practicable for us to circularise members to confirm that all subscriptions have been received and recorded. Our audit relating to these transactions was therefore limited to the amounts recorded in the books of account.

Subject to the above, in our opinion the Financial Statements present fairly the financial position of the AUSSI Masters Swimming in Australia Incorporated, at 31 December, 1990 and the results of its operations for the year ended, in accordance with Australian Accounting Standards and applicable approved accounting standards.

Yours faithfully,  
FLOR-HANLY & ASSOCIATES

# DIRECTOR OF COACHING

## Newsletter

As at January 1991, 140 copies of the quarterly "Australian Masters Swimming Coaches Newsletter" are distributed both Nationally and Internationally. Many of these are sent free of charge to:

- State Coaching Directors
- Libraries
- Sister/Parent Organisations such as MSI, ASI, USMS, MACA.

Annual subscription of \$12.00 will remain the same for 1991.

A separate bank account has been established for the Newsletter so that it will be entirely self-sufficient. Photocopying, typing and mailing are all paid out of this account. As at 29.1.91 the balance stands at \$675.75.

## Masters Coach of the Year Award

It was with great pleasure that AUSSI was invited to be a part of the proceedings at ASI's annual coaches conference in May 1990. Peter Reaburn presented his paper on "Blood Lactate Responses in Male Masters Swimmers" to a prestigious audience of top national and international coaches.

At the closing dinner/presentation Kay Cox was named our first recipient of the new "Masters Coach of the Year Award" in recognition of the many projects dedicated to Masters Swimming. Nominations are taken

from the Branches and voted on by the Executive Committee.

## Coaches Panel Meeting

On Friday 9th November 1990, the 2nd Coaches Panel Meeting was convened and an outline drafted for a Level 2M Coaching Course.

The level 1M course was discussed and some organisational problems were ironed out.

All National Sporting Bodies have been asked to follow the Australian Coaching Councils guidelines to enforce accreditation updating. **All** accredited coaches will now have to maintain their knowledge to remain accredited. AUSSI have set our own criteria for updating and this information will be made available soon to all Branches.

The meeting agreed to continue to encourage sports research and have devised a series of topics that have been submitted to the Australian Sports Commission for inclusion in their National Sports Research Program.

## Coaching Manual

W.A. Branch have kindly set aside \$5000.00 in grant money to help publish this vital document.

McMillan Publishing have been approached to ascertain interest in taking on this project on AUSSI's behalf.

All State Coaching Directors are asked to submit through their Branch delegates proposed Level 1M course dates for 1991 - **in writing** by the AGM.

ANITA KILLMIER

# DIRECTOR OF COMMUNICATIONS

1990 has been a very full year in which a great deal has been achieved. May saw the first issue of the 'National Newsheet' in which National, Branch and some International news has been co-ordinated. This has been produced at two monthly intervals and has a circulation of approximately 30, including the President, Management Committee, Executive Director, Board of Directors,



Judy Ford - Director of Communications

Branch Secretaries and Branch Newsletter editors. Each Branch uses the information as they see fit. This method of disseminating information to members from National and Branches is in the throes of being evaluated.

Another significant achievement was the development of a document listing the protocol to be followed at the National Swim meet and Presentation Dinner, and covers Sponsors, VIP's and Life Members. This information will be incorporated into the appropriate Sections of the AUSSI National Swim Meet Guide when it is next revised and reprinted.

AUSSI now has the services of a historian, Peg Wilson from Tamworth, NSW, who is co-ordinating the archiving of any historical documents pertaining to Masters swimming in Australia. She is also keeping all current information so we will have an ongoing record of the growth of AUSSI. To this end, a comprehensive list has been made of all National trophies as well as their winners each year, and this has been passed on to the

historian.

Following on from the World Swim in August 1990 in Rio de Janeiro, AUSSI has realised the need for co-ordinating results from International Masters swim meets. As a result, the Director of Communications will, in future, appoint a media spokesperson who is attending the international event, to collect and return results and anecdotes so they can be disseminated to the media.

An AUSSI Year Book/Magazine/Newsletter is still an ongoing project for this portfolio. It requires someone with considerable expertise in this area to set it up, and as yet, we have not been in a position to proceed with it. It will certainly be a major priority for the Branch who accepts this portfolio for the coming term.

I would like to take this opportunity of thanking the ACT Branch executive and members for all the help they have given me during the time I have been Director of Communications on the Board of AUSSI.

JUDY FORD

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## DIRECTOR OF TECHNICAL DEVELOPMENT

During the year the "Certificate of Medical Disability" Form was designed by Dr. Russell Spinks, and Mrs. Michele Schofield now has a list of all the swimmers (who have presented their Certificates) registered in a Register. The rule was changed regarding the presentation of this Certificate by the members and must be noted by all members concerned and to be applied by all referees.

During July, 1990 Malcolm Health, our National Director of Technical Development stood down and was replaced by Mrs. Michele Schofield a Qualified Australian Referee in Swimming, for the purpose of handling the accreditation course completely through to Referee.

A "Referees Report" form has been designed by Mrs. Michele Schofield also during the



Michele Schofield

year, and must be completed by all Referees of all meets and returned to the National Director of Technical Development within fourteen (14) days of the completion of the Meet.

The general discussion regarding accreditation courses for Technical Officials has finally come to fruition. Examination Papers for Timekeeper, Chief Lane

Timekeeper, Chief Timekeeper, Starter, Marshall and Recorder were written during the early part of 1990 and were ready for presentation at the 1990 National Conference which were not accepted. They will be presented at the 1991 Annual General Conference and hopefully accepted.

The lecture notes for Timekeeper, Chief Lane Timekeeper, Chief Timekeeper, Starter, Marshall and Recorder have been written and are being proof read by the members of the Technical Committee at the time of writing this report, also for presentation at the forthcoming National Annual Conference. Eventually these will be printed to fit into the AUSSI Handbook so that all members will purchase copies and have them for ready reference.

The Technical Officials Accreditation Cards have been printed and are ready for any registered AUSSI member who wishes to sit for and pass the Examinations for whichever

position/s they would like to work at Club, Branch or Australian level.

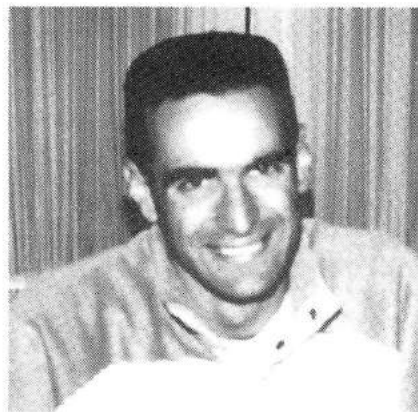
Hopefully in 1992, attached to the National Director of Technical Development Report, there will be a list of successful Technical Officials for the positions of Timekeeper, Chief Lane Timekeeper, Chief Timekeeper, Starter, Marshall and Recorder.

During the early part of January, 1991 FINA conducted Congresses regarding all the disciplines rules and there have been changes to the Swimming Rules, Facilities Rules and Long Distance Swimming Rules. These are to be presented for acceptance as soon as they are received from FINA, after the Technical Committee have read and approved the alterations. FINA have promised a copy of the amendments to our Federation by February, 1991, as they DO BECOME EFFECTIVE WORLDWIDE on the 3rd March, 1991.

MRS. MICHELE SCHOFIELD

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## DIRECTOR OF PLANNING ANNUAL REPORT



John Iossifidis - Director of Planning

The major achievement for 1990 was the survey of Members which was designed to ascertain the attitudes and opinions of AUSSI

Swimmers around the Nation.

Results from the survey were very pleasing and informative. Pleasing from the point of view that of the 2,000 randomly selected members who were sent the questionnaire, 936 cared enough about AUSSI to take the time and effort to respond. That's a mammoth 46.8% which is generally unheard of when conducting survey's. Traditionally a rate of 20% is considered a success.

The results of the survey were also very informative. They indicated that in general we (National, Branch and Clubs) are broadly on the right track. (i.e. the management strategy of the organisation is sound and only requires minor modification in the near term). That's not to say that weaknesses were not identified. On the contrary, numerous areas require changes. One area of particular concern is that the Membership's awareness of AUSSI at a National level is comparatively low and therefore we must review our communications strategy to keep everyone, or at least those who want to be, informed. This is but one of the challenges facing the Director of Communications in developing



and achieving her five year plan. Similarly, using the survey as a base, all directors have been requested to prepare a five year plan which covers their respective areas of responsibility.

Through the survey we've now got your (the Membership's) views and wishes on the direction AUSSI should take. It's now up to

your representatives to develop plans to meet your objectives and put them into effect. Needless to say, your Directors and Branch Committee members can't do it all on their own. So, if you have the opportunity to extend a helping hand, please do so.

J G IOSSIFIDIS

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## DIRECTOR OF PROGRAMMES ANNUAL REPORT

I can see this portfolio will become very busy in the coming year. I have been encouraged by the fact that we now have each Branch represented in the Aerobic Trophy Results book and hopefully each Branch is doing their best to encourage participation in the Awards and various postal swims that are all the go.

Now if I can just get each club represented in the Aerobic Trophy Results Book I could say that I had achieved something but I guess that is all up to you. I know for instance that there are clubs participating in the Carine 3000 swim who do not enter these same swimmers in the Aerobic Trophy for the same distance. Why? It's legal. It doesn't cost any money. So therefore it must be that they don't understand how the system works and what benefits can be gained.

I wrote to each Branch seeking feedback through the clubs as to how the new points system had been received. To date I have only received input from New South Wales.

We need to set up some avenues to review various ideas concerning the Aerobic Trophy when the moratorium is lifted. This information will then be circulated, debated and any changes thought necessary implemented.

I hope each branch has circulated the Aerobic Trophy data schedule for AGE-GROUPS to



Trish Beveridge - Director of Programmes

each of their clubs and that the clubs have found these useful.

This year will be the first time that those keen swimmers who have undertaken all the swims in the Aerobic Schedule but not necessarily scored full points will be recognised and receive a National Award Certificate. Well done everyone.

My many thanks to my husband Hector who computes all the data and produces the results for the Aerobic Trophy.

The Cronnulla K.5 Challenge Postal Swim saw its inaugural run this year and from recent correspondence was successful and the future of its conduct seems assured.

With all the various postals and Aerobic points to get, it's a wonder anyone finds time for a swim!

TRISH BEVERIDGE

# MEMBERSHIP DEVELOPMENT ANNUAL REPORT

During 1990, Membership numbers continued to creep up and by the end of the season had reached a new high - 5795. However, the achieved 15% overall growth rate does not truly reflect the large intake of members due to the disappointing numbers who did not renew their membership during the year. As this figure reached 30% in some Branches, membership retention represents a problem which is presently being addressed. Healthy competition between Branches resulted in Queensland gaining the edge over New South Wales and Western Australia in the membership stakes, finishing the season with 1309 members, an increase of 35% over the previous year.

Registrations for the past five years were as follows:

Branch	1986	1987	1988	1989	1990
NSW	1299	1220	1273	1236	1293
WA	1178	1253	1250	1134	1165
QLD	713	1003	878	968	1309
VIC	501	616	616	725	900
SA	852	740	707	597	672
TAS	115	142	154	208	257
NT		63	102	89	105
ACT	90	82	70	78	94
<b>Totals</b>	<b>4748</b>	<b>5119</b>	<b>5050</b>	<b>5035</b>	<b>5795</b>

The membership numbers for the 1990-91 season are ahead of last year to date, which is most encouraging as AUSSI Masters Swimming joins the trend of Masters Sports in



Bren Catchpole  
Director of Membership Development

general, enjoying one of the most exciting growth areas for sports participation throughout the world.

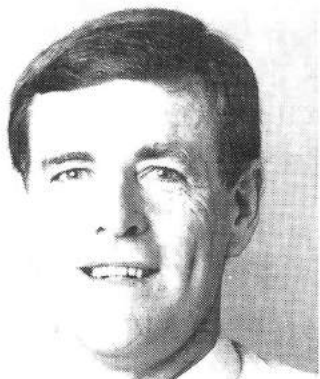
As an aid to promoting membership, a new brochure and poster are being prepared at National level for distribution to the Branches. The promotional materials, which features a striking new marketing logo, will be launched at the 1991 National Swim.

The health and welfare of members is an area for concern and steps have been taken to both monitor members well being and inform members accordingly. Guidelines for exercise participation relating specifically to Masters Swimmers are being prepared by Australian Sports Medicine Federation and will become available to members early in 1991. ASMF is also looking into the monitoring of members accidents and deaths.

I thank Norm Jarvis Director Assisting Membership Development for his support during 1990.

BREN CATCHPOLE

# QUEENSLAND MASTERS SWIMMING BRANCH REPORT



Kerry Herron  
President Queensland Branch

Queensland Masters Swimming has just gone through an exciting few years. Under the leadership of Peter Reaburn in '88 - '89 we experienced Expo, the 2nd World Swim in Brisbane, and a percentage increase in membership toward the end of 1990 that gave us a win in the Membership Stakes (albeit narrowly over N.S.W.).

Now (under the guidance of Kerry Herron) we were in what we thought was consolidation mode, but find with TV promotional videos from our Publicity Director, David Mackay, being broadcast around the state, interest in AUSSI is continuing to prosper and consolidation is out for now.

For the four months of this current season, 38 clubs have affiliated with well in excess of 1000 members, and with an almost ideal climate and lots of heated pools spread all over the state, and because swimming and fitness is becoming more of a way of life we are well and truly underway - towards 2000.

Queensland Masters Swimming executive had 6 changes this year and all have acquitted themselves extremely well both in their individual roles as well as in the team. Everyone agrees the work load is increasing and QMS prides itself for introducing

promotional and marketing initiatives that will serve them well for that increasing workload both in the short term and for years to come.

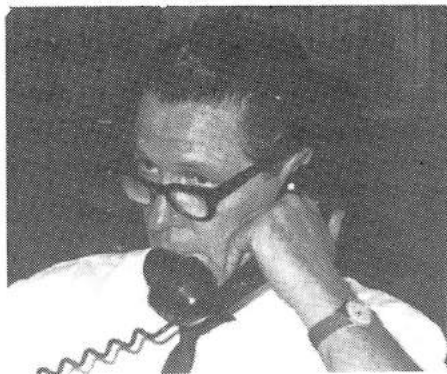
For example:

Funding for Technical Development and Resources is an absolute must. We have that covered with the primary objective being to satisfy our computer need; and as mentioned earlier promotional videos, information, and brochures spread around the state having the desired effect and result.

We are a large and far reaching state and with a growing membership in its infancy it is not always possible to do the right thing at the right time for everyone. We trust all clubs and our brother Branches understand and accept that. We consider the whole of AUSSI Masters Swimming in Australia a professional one and are proud to be part of that excellence. Good luck to all for 1991/1991.

KERRY HERRON  
PRESIDENT

# N.S.W. MASTERS SWIMMING BRANCH REPORT



Ken Ford  
Secretary N.S.W. Branch

Once again, and finally, I have the privilege of reporting on the N.S.W. activities during the past year.

It has been a busy and rewarding year administratively, competitively and financially, and I would express my congratulations to those elected and appointed officers for their efforts in ensuring a successful year.

Club members who attended our conferences especially those from distant clubs are to be commended for their valuable input and interest.

Partly due to incorporation requirements, the State holds an Annual General Meeting and Election of Officers, a Half Yearly Meeting and two Forums wherein the members elect their own Chairman and Secretary and their determinations are passed on to the Management Committee for their consideration.

The registered membership grew from 1236 in 1989 to 1293 in 1990, with new clubs forming at Grafton, Bathurst, Narrabri and Tenterfield. Steps taken to publicise our association at every pool in the State should result in a further increase in 1991.

Our competitive keenness remains undiminished as indicated by the successes enjoyed by our members in the N.S.W. Short Course Championships, our State Cup, the National Meet and the World Championships in Rio.

The Short Course Championships attracted an entry of 244 swimmers. The meet, held each year at a country area within easy reach of Sydney, was held this time at Kiama and was a competitive and socially successful weekend. The pointscore winners, for the first time, were Manly.

Our State Cup, held for the first time at the Blacktown Pool, attracted 393 entries over three days of competition, and a total of 71 individual and 3 State relay records were set, as well as numerous National records.

Fifty three swimmers from N.S.W. travelled to Rio for the World Championships, and while

we still have not received the official results from this meet, many N.S.W. swimmers won medals and performed extremely well.

We left our mark and in many instances topped the lists in the National Top Ten and the World Top Ten as well as in National and International major postal swims including the American, British, Canadian and Australasian events.

To those successful swimmers and others who entered the lists our congratulations are due.

Administrative changes included the welcome appearance of Roger Johnston as Vice President and Michele Schofield as Director of Technical Development and our delegate to National Meetings.

Michele has brought with her a wealth of experience gained over many years as an official in the N.S.W. Amateurs, or the N.S.W. Swimming Association as renamed.

Geoff Tindall was appointed State Coach.

In one administrative area, a marked change has occurred. The Management Committee decided to considerably extend the range of duties carried out by the Office Co-ordinator, thus necessitating an increase in her days of work. The extra duties include the processing of the Long and Short Course Top Ten, the Aerobic Pointscore and the Pelican Pointscore. In the past, these tasks have been performed by willing volunteers, but they eventually became overwhelming.

To all Management Committee members, our warm appreciation is extended for all they have done in the cause of AUSSI.

In conclusion, I would like to express my thanks to the Executive for their guidance and the members generally for their support. My sincere thanks are extended to Beryl Stenhouse, the State Office Co-ordinator, for her efficient management and the assistance given me throughout the year.

## Acknowledgements

Our thanks are extended to the Department of Sport, Recreation and Racing and our sponsors, Zedar and Telecom, for their support of N.S.W. Masters Swimmers.

KEN FORD

N.S.W. STATE SECRETARY

# W.A. MASTERS SWIMMING BRANCH REPORT



Stephanie Power  
Administrator - W.A. Branch

The past year has seen the completion of yet another extremely busy and fruitful period.

Because of the 6th World Swimming Championships being held at Perth's Superdome in January 1991, it was necessary to move our office and allow for the construction of the new facilities necessary for this event to take place.

## PAN PACIFIC MASTERS SWIMMING CHAMPIONSHIPS

With the support of our National body, W.A. applied to host this event in 1995. A formal application by way of video presentation and a professionally compiled submission was put to World delegates at the World Swim held in Rio. This bid was successful, and as it is W.A.'s turn to host the National Swim that

year, this will see a combined event. The organising of these championships (which could see as many as 3000 competitors take part) is both an exciting and daunting challenge. This will be met with great enthusiasm and, I know, completed successfully.

## FITNESS, EDUCATION AND COACHING

Our good relationship with the W.A. Ministry of Sport has, among many things, assisted us to conduct club visits to many of our metropolitan clubs. A weekend visit to Bunbury by our State Coach gave the new club valuable assistance in coaching methods. Our grant from the Ministry has allowed us to increase our library with the purchase of several books and videos.

The Level 1 Coaching Accreditation Course was conducted in October/November, and was attended by more than 20 AUSSI Masters members.

It has been noticeable that the standard and enthusiasm for coaching within the clubs has increased over the past year.

Three major seminars were held during the year:

An Officials Course was held prior to our State Swim in March.

A Resuscitation Course was successfully completed by 12 people, and six of these went on to do the Senior Certificate.

A series of Weights Training Seminars were held and over 60 members attended the lectures and workshops.

## NATIONAL RECORDS

Our March State Swim concluded with three of our swimmers setting new National records, and the Winter Swim in September saw a further 15 National records broken.

## FUTURE GROWTH

Three new clubs became affiliated during 1990, and with the publicity swimming has received recently, AUSSI Masters W.A. can look forward to increasing its numbers in the future.



Our presence was evident at the recent World Swimming Championships, where many Masters swimmers unselfishly gave their time in many capacities, including liaising with teams and heavy involvement in the organising of the 25km Long Distance Swim in the Swan River.

In closing, sincerest thanks to all members of the Branch Executive who work long and hard to ensure that Masters Swimming in W.A. continues to address and meet our aims in a truly professional way.

STEPHANIE POWER  
W.A. ADMINISTRATOR

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## VICTORIAN MASTERS SWIMMING BRANCH REPORT



Jane Barrow  
Secretary Victorian Branch

This year the committee has continued to work towards the further establishment of AUSSI Masters Swimming in Victoria.

There have been several highlights during the season with two very successful State Championships and a major breakthrough with the Vic Health sponsorship of the State Long Course Championships. This in itself could be extremely significant in the long term

for AUSSI swimming if it can be continued.

As always there are areas which need to be addressed and three that readily come to mind that require examination and consideration are:

- 1 Does AUSSI wish to develop a better social environment for its members and if so, what?
- 2 Whilst we have had a growth in membership and clubs, there could be an apparent need for the location of clubs to be seriously addressed so as to maximise available swimming pools and population belts.
- 3 A serious review of the relay format needs to be undertaken to avoid abuse and any serious health risks.

These matters all need to be addressed by the incoming committee in 1991.

Margaret Cunningham is leaving us at the end of this year to head North with her husband Lindsay. Thank you Margaret for all you have done in your role as State Recorder. Happy swimming in sunny Queensland.

Danny Meisels is also standing down from his role as Director of Marketing and Editor of 'The Swimmer' to concentrate on other areas. Danny has put in a tremendous amount of time and hard work over the last three years and his efforts have been greatly appreciated.

For the last few months I have had the assistance of Chris Ellis as Minute Secretary and she has taken off quite a load in taking the minutes at each meeting, typing and copying them ready for distribution to clubs and committees. Thank you Chris for your help.

Thanks also to our President Dick Campion, Vice-President John Iossifidis, Treasurer Gary Spotswood, Registrar Hans Wehrens, and Director of Coaching Ted Tullberg for their work, enthusiasm and commitment on the Executive and to all Club Delegates who take the time and interest to attend our meetings.

Best wishes for the New Year, here's to a great 1991!

JANE BARROW  
VICTORIAN SECRETARY

# **S.A. MASTERS SWIMMING BRANCH REPORT**

First, my appreciation of the efforts made by those South Australians who made it possible for all AUSSIs to enjoy the sport in an atmosphere that is shaped very much by Fitness Fun and Friendship. I will not refer to any persons in particular, but this report would be lacking if the work of all the volunteers was not recognised as the feature that makes AUSSI possible. My appreciation is extended equally to the Members who work at the Branch of the Club level, and to those persons who are not recognised AUSSI members, but who nevertheless make their contribution in their own positive and often unobtrusive ways.

Florence Walker, our Branch Secretary for eight years withdrew from that front-line position of Secretary and Treasurer, but remained active as Branch Registrar, Branch Consultant, and "Girl Friday". Every South Australian AUSSI should be very grateful. Florence's involvement in the sport has been considerable - the wife and mother in a swimming family, many years in the administration of the Amateur Association, and then much great and ongoing work in AUSSI.

Competition-wise the year was a successful one. There was the usual quota of Interclub competitions, Annual Championships, and Long Swims. There were many new South Australian and a few National records set by our swimmers. There were two South Australian AUSSIs at the Rio de Janeiro World Masters Swim and each competed well. Rod Ross swam in all of his finals and gained some Personal Bests. Caroline Fleming

swam well and won three Golds, one Silver and one Bronze. It is very pleasing that South Australians do well at all levels.

Our membership grew from 604 to 670, which was an encouraging ten percent growth. Our Clubs remained unchanged at nine Metropolitan Adelaide and two Country. There is concern over this condition and we will try to improve it during 1991. The work of the Task Force referred to in our 1989 report has not fully matured, but one of its ongoing thrusts is towards increasing the number of Clubs.

Plans are well advanced to hold Accreditation courses for Level 1, and Level 1 Supplementary within a few months.

There is a strong pressure from our swimmers to resist the adoption of FINA Rules, and the rejection at the Adelaide Board meeting was well received. It is believed that an excessive emphasis on the competition aspects of Aussie Masters Swimming is detrimental to the achievement of the Fitness Fun and Friendship ideals.

We did not pursue sponsorship as a vital requirement, but we are grateful to those sponsors who contributed to our cause, particularly of Jack Baker Tyres, Unisys, Coca Cola, Zeda and the Adelaide City Council, who as owners of the Adelaide Aquatic Centre have done much to support the Aussis, and we are grateful to the many others who sponsored us in small but worthwhile ways. Sponsorship is currently under serious consideration.

In conjunction with the Amateur Association we participated in the "Life. Be In It" Adelaide Aquatic Team Challenge. This South Australian initiated series of meetings was a great success and over 500 swimmers of all ages and abilities competed in a spectacular display of swimming for Fitness, Fun, Friendship and Self Improvement. The

Challenge will be repeated during 1991, and we will be pleased to be involved.

On behalf of the South Australian Branch I wish ALL AUSSIs great success in their bids for Fitness, Fun and Friendship.

BILL STEVENS  
SECRETARY S.A. BRANCH

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## **TASMANIAN MASTERS SWIMMING BRANCH REPORT**

1990 has been a year of "Steady as she goes", with much time and effort being spent on planning for future events.

The Branch has operated under the presidency of Hector Beveridge, and without the position of Publicity Director being filled, Trish Beveridge added this portfolio to her already workload as National Board Delegate and Director of Fitness & Coaching, in an effort to produce a newsletter on a fairly regular basis.

Five clubs exist in Tasmania, and all were active in their respective areas, with an overall increase in membership.

Four major swim meets have been conducted during the year. The Summer Championships were conducted in magnificent weather at Glenorchy Pool in February. 116 swimmers competed, and were impressed by the great organisation of the event by the Talays Club.

The branch's newest and smallest club, New Norfolk, got into the act with an interclub invitation carnival at New Norfolk in April, with

55 swimmers enjoying the scenic pool and country atmosphere.

Once again, due to the availability of a suitable venue, the Winter Short Course Championships were conducted at the Mowbray Pool by the Launceston Club, with 109 swimmers taking part.

Hobart Club hosted the annual relay meet at the Clarence Pool, another successful and well attended meet.

The National Meet to be held in Devonport, in March 1991, has created much interest and enthusiasm amongst Tasmanian swimmers, with swimmers using the organised meets as practice events to gain more experience prior to the big event. In addition, most clubs have been conducting time trials and carnivals on a smaller scale to give swimmers much needed race practice. All four major meets have been followed by enjoyable social functions.

The National Meet has also necessitated the major purchase by the Branch this year - an Olivetti computer, printer and applicable software was obtained, with recorders taking all opportunities to familiarise themselves with its peculiarities!

A few Tasmanians have been able to attend meets outside the state - the National Meet in Brisbane, the Central Australian Masters' Games in Alice Springs, and the Third World Swim in Rio. Devonport's Kathy Smith was successful at the National Meet in winning three individual gold medals, and was overall winner of the Open Water Swim.

Fitness and Coaching matters have been attended to by Trish Beveridge who attended the National Coaches' Convention in May, and both Trish and John Pugh attended a bridging coaching course in Melbourne. John conducted a coaching seminar in conjunction with the relay meet in Hobart in November, with a fairly good response.

Launceston club addressed the important

issue of safety in Masters' swimming, and formulated a safety policy accordingly. This policy has now been adopted at both Branch and club level. In addition, the Branch will be seeking to appoint a Safety Co-ordinator at the A.G.M.

The branch continues to enjoy good relationships with Tasmanian Swimming Incorporated overall, as well as both northern and southern associations. We greatly appreciate the help and co-operation of these bodies at our meets.

Future plans include the 1991 National meet in Devonport in March, with an experienced and competent planning committee assuring the success of this meet. The second Tasmanian Masters' Games are scheduled for May 1991 using a slightly different format than in previous times.

There is talk of another new club in rural southern Tasmania, and of course, we look forward to furthering the aims of AUSSI swimming - the promotion of adult swimming for fun and fitness.

MEGAN STRONACH  
TASMANIAN BRANCH SECRETARY



Margaret Krischock  
A.C.T. Branch Secretary

Australian Federal Police and Sri Chinmoy with the conduct of their swimming events.

There was renewed enthusiasm and interest in interclub competition with each Club hosting an interclub in this past year. The Branch also purchased a perpetual interclub trophy.

A.C.T. swimmers participated in N.S.W. meets, the N.S.W. State Cup, the Nationals in Brisbane and the World Swim in Brazil. A.C.T. swimmers were also prominent in the National Aerobic Trophy and the Australian Top 10, while 3 A.C.T. swimmers made the World Top Ten (for 1989).

The Branch's first life membership was awarded to Judy Ford in recognition of Judy's service to the Branch. Judy has been involved with masters swimming in the A.C.T. since October 1976 and was a foundation member of the first A.C.T. masters swimming club.

The criteria for the Des McCormick Memorial Trophy to be awarded annually to the A.C.T. Member of the Year were established and the inaugural presentation was made to Judy Gallagher.

Once again we received a grant under the Sports Development Programme of the Community Development Fund which greatly assisted us with general administration costs, coaching of coaches and the conduct of our swimming meets. Donations were also received from the organisations which we

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## **A.C.T. MASTERS SWIMMING BRANCH REPORT**

The A.C.T. Branch has had quite a successful year although overall A.C.T. membership numbers dropped slightly from the previous year. On a positive note, the Oasis Club, formed in July last year, has now firmly established itself with membership numbers now approaching the other 2 clubs.

Our usual swim meets in March and July were again very successful and well supported by swimmers from N.S.W. clubs. The July long distance meet produced 32 national record applications. The Branch also assisted the modern Pentathlon Association, the

assisted with the conduct of their swimming events. TOSHIBA (Canberra) continued to sponsor us by photocopying and collating our newsletter T.I.D.A.L. The A.C.T. Division of the National Heart Foundation also continued its support by publicising our aims and objectives and by providing their Board Room for Branch Executive meetings.

At the National level, the Branch continued with its responsibilities for the Director of Communications portfolio. Judy Ford approached the tasks associated with this portfolio with her usual energy and enthusiasm.

The year ended on a sad note with the tragic deaths of the Tuggeranong Secretary/Branch Meet Director Judy Gallagher and her 2 dear children. Judy's warmth and friendship as well as her commitment to swimming, both as a participant and as an administrator, will be sorely missed.

MARGARET KRISCHOCK  
SECRETARY A.C.T. BRANCH

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## **N.T. MASTERS SWIMMING BRANCH REPORT**



Helen Murphy  
Secretary N.T. Branch

As a direct result of the popularity of the Honda Central Australian Masters Games, numbers have increased in the N.T. Clubs, in most particular the Alice Springs AUSSI Club.

This certainly is a desired spin-off from this event, especially as the Alice members put so much effort into the smooth running of this bi-annual event.

The Arafura Sports Festival, as far as the Master Swimmer involvement is concerned has proved to be a non-event on this occasion, they propose to make this a bi-annual event so maybe by '93 it may be more organised. As it is open to all adult swimmers (over 25 years), who live above the Tropic of Capricorn and within the Arafura Sea basin it restricted the Australian entry numbers and it would appear they have received little interest from the overseas nations that are involved.

Our Northern Territory AUSSI Masters 1991 Championships are to be held in Darwin on the long weekend of May 4/5th at the Casuarina Pool and it is hoped that all Clubs will have entries in for the event.

This will be a mini-dress rehearsal for the BIG EVENT (if our bid is successful) i.e. the 1993 National Swim. The wheel has been set in motion with the compilation of the Presentation Packages which will be handed out in Devonport at the '91 National Swim. Committees will be formed immediately following the May Championships and lessons learned from that event will be applied or deleted from our plans.

It is hoped to encourage some swimmers to participate in the Level 1 Masters Coaching Course which could be made available to them should enough interest be shown.

The Aerobic Swims still remain a great favourite with most swimmers in our Clubs and participating in the various Postal Swims available is also very popular.

HELEN MURPHY  
SECRETARY N.T. BRANCH



## RESEARCH REPORT

an extract from the EXECUTIVE SUMMARY prepared for AUSSI by the WEGMAN CONSULTING GROUP Pty. Ltd. of the Membership Attitude and Opinion Survey.

The full Report is available from each Branch of AUSSI Masters Swimming.

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### ABSTRACT

This report details the findings of a mail survey undertaken to assess the awareness of, and attitudes toward various aspects of AUSSI membership - including current and future initiatives. The survey was conducted among a sample of members randomly selected from clubs throughout Australia.

With respect to the specific survey objectives detailed by the Director of Planning, the survey has revealed that:

- ♦ in general, member reaction to "a wide range of possible future plans" - including the issue of various publications - is positive. Thus widespread member support for many of these plans is likely to be forthcoming;
- ♣ the demographic profile of the existing membership is consistent with that of the general population - with the exception of the age profile which appears skewed to older members;
- ♣ AUSSI may not be appropriately communicating its objectives to the marketplace. However the large majority of members still maintain that membership expectations are being met; and
- ♥ the membership's awareness of AUSSI *at a national level* is comparatively low and therefore there exists the opportunity for AUSSI to review communications strategy.

*Generally then, the findings suggest that the overall management strategy of the organisation is sound and therefore requires only minor modification for the near term.*

## b) Demographic Profile

The demographic findings below (Q81-82, 84-89) show that the AUSSI membership tends to be a little older than might be expected - the average age being 43 years.<sup>3</sup>

Beyond the age skew however, the other demographic profiles tend to conform to those of the general population.

**TABLE 1**  
**Key Membership Demographic Profiles**

<b>AGE</b> (Average = 43.3 years)								
<b>-29</b>		<b>30-39</b>		<b>40-49</b>		<b>50-64</b>		<b>65+</b>
%		%		%		%		%
14		28		29		21		7
<b>SEX</b>				<b>METROPOLITAN</b>				
<b>Male</b>		<b>Female</b>		<b>Yes</b>		<b>No</b>		
%		%		%		%		
49		51		69		30		
<b>STATE</b>								
<b>NSW</b>	<b>VIC</b>	<b>QLD</b>	<b>TAS</b>	<b>SA</b>	<b>WA</b>	<b>NT</b>	<b>ACT</b>	
%	%	%	%	%	%	%	%	
21	15	22	4	12	22	2	2	
<b>EDUCATION LEVEL</b>								
<b>Primary</b>		<b>Secondary</b>		<b>Tertiary</b>		<b>Post Grad</b>		
%		%		%		%		
2		42		38		18		
<b>OCCUPATION</b>								
<b>F/T Work</b>		<b>P/T Work</b>		<b>Home</b>		<b>Student</b>		<b>Retired/Other</b>
%		%		%		%		%
64		16		8		1		12
<b>GROSS ANNUAL INCOME</b> (NA-20%, Av.- \$32k)								
<b>\$10k</b>		<b>\$20k</b>		<b>\$30k</b>		<b>\$40k</b>		<b>\$50k/+</b>
%		%		%		%		%
5		13		20		20		22
<b>MARITAL STATUS</b>								
<b>Single</b>		<b>Married/ DeFacto</b>		<b>Separated/ Divorced</b>		<b>Widowed</b>		<b>NA</b>
%		%		%		%		%
16		60		10		2		12

<sup>3</sup>

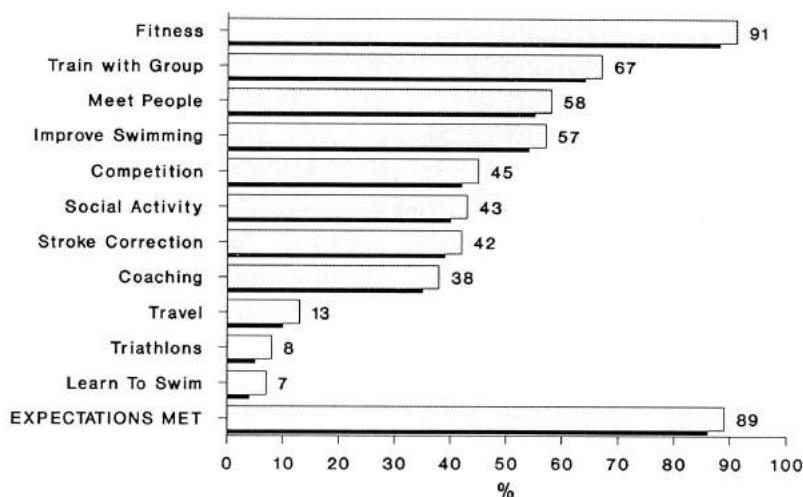
*Comment:* Again the findings suggest that there may be an opportunity for AUSSI to build its membership among young people in particular.

## b) Expectations of Joining AUSSI

**GRAPH 5** (Q22,23) clearly shows that the majority of respondents (91%) joined AUSSI with the expectation that they would achieve a certain level of fitness. To a lesser extent, expectations include group training (67%) and competitive swimming (45%).<sup>8</sup>

Encouragingly, the graph also shows that the vast majority of members (89%) believe that AUSSI has met their expectations - irrespective of what those expectations may have been.

**GRAPH 5**  
**Expectations When Joined AUSSI**



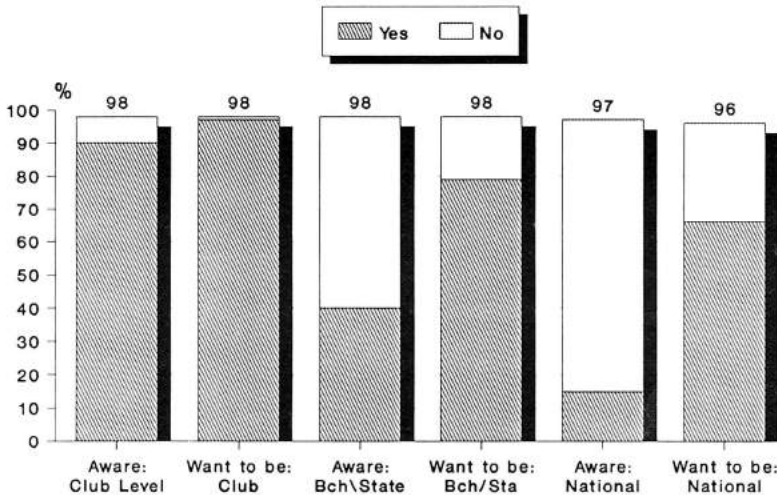
<sup>8</sup> **Comment:** It should be noted from the graph that two key expectations involve social contact - "training with a group" and "meeting people". Thus in future promotion it will be important for AUSSI to capitalise on these findings and more vigorously promote the social contact aspect of AUSSI membership - mixing with like-minded people.

## 6. PERCEPTIONS/OPINIONS OF BEING KEPT INFORMED

As could be expected, **GRAPH 11** (Q63-68) shows that members tend to be far more aware of occurrences at their own club than either at Branch or National level. In fact it is significant to note that only 15% of respondents say that they know *what is happening* at National level (cf to 90% at club level).

Importantly, the graph also clearly highlights the desire by the majority of members to be kept informed at both State/Branch and National levels (79% and 66%).<sup>14</sup>

**GRAPH 11**  
**Attitudes to "Being Kept Informed"**



<sup>14</sup>

**Comment:** The findings clearly highlight the lapse in communications when it comes to members believing that they are being kept informed at both State and National levels. Thus it becomes important for AUSSI to review its communications strategy to ensure that not only is information disseminated to members but also that members *feel* that they are being kept informed.

## CONCLUSION AND RECOMMENDATIONS

Overall, the major findings of the survey show that:

- Member attitudes towards AUSSI is generally very positive with the vast majority of respondents indicating that their expectations in joining the organisation have been met; and also indicating their intention to renew membership in the coming year. In addition most members are active in terms of swimming frequency.

*The findings suggest that the overall management strategy of the organisation is sound and requires only minor modification for the near term.*

- While the demographic profile of the membership generally resembles that of the wider population, the findings indicate that there may well be a shortfall in the comparative number of younger members of AUSSI. This finding is consistent with the high degree of recency of AUSSI membership.

*AUSSI may now need to focus on generating a greater level of membership among younger people. This should include a review of any age limitations on membership, should they exist. Additionally, the organisation should undertake a review of membership patterns to determine if the recency of membership is due to a high rate of lapsing or simply due to a strong current growth rate - remembering that 49% of members are of less than three years standing.*

- As might be expected, member participation in competition and general involvement with swimming tends to occur most at local club level. Notwithstanding, there also tends to be general support for many of the initiatives planned by AUSSI - for example in relation to most swim programs and an AUSSI resource library.

*AUSSI could now usefully progress the development of some initiatives on the basis that a certain level of support would be forthcoming. However, it will also be important for AUSSI to assess specific initiatives prior to their implementation - particularly where such initiatives would go beyond the local club level.*



- A slightly higher number of members believe AUSSI's national objective to be related to swimming "for fun and fitness" rather than "fitness and general health" - the official objective. Even so, this finding should be seen as encouraging because even though the official objective is more focussed on health than on recreation, it is likely to be the recreational aspect which makes swimming more attractive to a wider range of potential members.

*AUSSI may wish to give consideration to broadening its official objective to make allowance for an element of recreation. This it may wish to do since a majority of members already believe that the AUSSI objective incorporates a recreational aspect.*

- The findings clearly show that two of the key expectations that members have in joining AUSSI involve social contact with other members - either in "training with a group" and simply "meeting people". This finding is also likely to be another aspect of member perception of AUSSI's objective as promoting "fun" as well as fitness.

*In future promotion AUSSI may wish to capitalise on this finding and more vigorously promote the social contact aspect of membership - the opportunity to mix with like-minded people.*

- The only major negative finding in the survey is the lapse in communications when it comes to *members' perceptions* of being kept informed about activities at both State and National levels. Here, clearly, the more removed an activity is from the local club, the greater the number of members who will feel that they are not being kept aware of it.

*AUSSI will need to review its communications strategy and adopt a style which ensures that not only is information properly disseminated, but also that members believe that they are being kept well informed.*

- Consistent with the high level of support shown for most AUSSI initiatives, members also show a generally high level of receptivity to the concept of AUSSI issuing swimming-related publications. However, given the positive themes of the publications, it should be expected that few respondents would be against them in principle.

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*The real issue becomes whether or not members would actually be prepared to purchase such publications and if so, at what price. Thus before offering any of these publications AUSSI will need to assess the demand for, and price sensitivity of specific titles.*

- Notwithstanding the previous conclusion, the survey also shows that with respect to specific publications assessed in the study, members do indicate a willingness to support AUSSI. To this end, members indicate that they would purchase various publications at specific prices detailed in the report.

*However, the most appropriate prices for these publications should be to the order of:*

*\$7.50 for the Newsletter;  
\$10 for the Year Book;  
\$5 for the Top 10; and  
\$5 for the Records Update.*

- The survey findings also suggest that, as a group, AUSSI members are not significant spenders when it comes to swim-related expenditure.

In summary then, with respect to the specific objectives detailed by the Director of Planning, the survey has revealed that:

- ♦ in general, member reaction to "a wide range of possible future plans" is quite positive and widespread support is likely to be forthcoming in the implementation of many of these plans - including the production of various publications;
- ♣ the demographic profile of the existing membership is consistent with that of the general population - with the exception of the age profile which appears skewed to older members;
- ♣ AUSSI may not be appropriately communicating its objectives to the marketplace. However the large majority of members still maintain that membership expectations are being met; and
- ♥ the membership's awareness of AUSSI at a national level is comparatively low and therefore there exists the opportunity for AUSSI to review its communications strategy.