

# REPORT

# 22nd

National Swim and Club  
Championships

Sydney International  
Aquatic Centre  
Manly Dam

AUSSI Masters  
Swimming in Australia Inc.

March 27 · 28 · 29 · 31 · 1997

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## CHAIRMAN's REPORT

### Stephen Lamy

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#### 1. INTRODUCTION

The purpose of this report is to summarise the main components of the Swim and its preparation and provide an evaluation.

#### 2. ORGANISING COMMITTEE

A Committee was formed in April 1996 comprising Stephen Lamy (Chairman), Brian Hird, Beryl Stenhouse, Ian McCallum, Helen Rubin, Carol Dawson, Sue Johnstone, June Hird and Melita Sutton.

Sub-committees were formed in relation to major areas that were identified at that time, as follows :

Meet Director, officials	Brian Hird, Sue Johnstone
Marketing, Sponsorship, }	Stephen Lamy, Ian McCallum,
Publicity }	Carol Dawson
Hospitality, Social, Dinner	Carol Dawson, June Hird
Entries, Programme, }	Brett Larkin, Helen Rubin,
Recording, Results }	Beryl Stenhouse
Accommodation/Transport	Helen Rubin
Finance, Budget	Melita Sutton
Merchandise	Ian McCallum, Carol Dawson
Open Water	Geoff Tindall, Stephen Lamy,
	Noel Peters

Of the nine members of the Committee, five had been involved in the running of the last Nationals in Sydney in 1989, and five were members of the NSW Management Committee. Almost all had attended a previous National Swim.

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Meetings of the Committee were held monthly from May 1996 at North Sydney Leagues Club. In February there were two. The initial meeting in April 1996 and the January 1997 meeting were held at Brian Hird's home.

**3. VENUE**

NSW Branch had gained valuable experience at the Sydney International Aquatic Centre (SIAC) in holding State Championships there in 1995 and 1996.

There were indications that SIAC as the 2000 Olympics venue would be a particularly attractive venue for interstate and international swimmers.

**4. DATES, DURATION**

Our booking at SIAC was made in September 1995 and was for four days - Thursday to Easter Sunday inclusive. The two prior Nationals had been held over Easter.

NSW has not held its State Championships over Easter and from some members there was strong opposition. This opposition was apparently not widespread.

Given that pool competition and the Open Water Swim would take at least four days, Easter offered less conflict with employment obligations. Against that, Easter had the prospect of increased cost for accommodation and related services.

Swimming Australia became aware of our SIAC booking in January 1996. They were seeking a booking for their National Age Championships, which traditionally commence on Easter Saturday. We offered them Easter Sunday ie. a one day later start. This was accepted. This meant a day's break between pool competition and the Open Water Swim at Manly Dam and also a reduction in pool hire costs to three days.

**5. MILESTONES IN 1996/1997**

- ◆ Order of Events: Settled in June.
- ◆ Officials: Numbers were identified by May and Michele Burley-Jones was requested to co-opt additional referees from NSW Swimming. Early decision made that no interstate clubs or international swimmers be involved in time keeping.
- ◆ Social: Venues were in place by July, namely SIAC for the Welcome Function and "Apres Swim", and Canterbury Racecourse Function Centre for the Presentation Dinner.
- ◆ Meet Logo: Identified and agreed in July.
- ◆ Accommodation Guide: Work commenced in May, sent to clubs in July.
- ◆ Merchandise: Quotations for non-swim wear items were to hand by August.  
  
Swimwear: After regular contact with Speedo over some 6-7 months, the deadline was apparently too short and Somersault were able to fill our orders in time.
- ◆ Medals: An AMP ribbon was a variation on prior Nationals. Separate Sydney suppliers provided quotations for medals and ribbons in February. Cost and

efficiency dictated placing order for both medal and ribbon with the existing supplier in Adelaide.

- Opening Ceremony: Invitations to Premier and Minister of Sport and Recreation were made in June. Premier accepted in October.
- Sponsorship: AMP agreed to be major sponsor in September. Tourism New South Wales agreed in October and the other support sponsors were secured in January.
- Official brochure: This was sent to clubs end of October.
- Welcome Packs: 15 items were provided and the Packs were assembled on 22nd, 23rd March.

## 6. MAJOR SPONSORSHIP

The sub-committee started work in July 1996. Initially we identified a number of target companies, namely Tooheys, Optus Vision, Telstra, Sydney Water, Sanyo, Mambo, AMP, Speedo and Tourism NSW.

A draft standard letter was settled in August, and it contemplated a range of sponsorships in gold, silver and bronze categories.

We had high hopes with Tooheys. Through our member Chuck Hahn, Tooheys had been the major sponsor at our previous State Championships. Unfortunately, however, Tooheys declined, as did Mambo.

As an employee of AMP, I had the opportunity in mid-August to raise the fact of the Swim, and the possibility of sponsorship, with senior management. The response was to the effect that "we have not firmly decided on the sports we want to get behind." This situation was due primarily to there being a new top management team at AMP, but one which had committed AMP to be a 2000 Olympics sponsor. I prepared a draft letter in which I referred to the possibility of 'greats' such as Murray Rose taking part. When I checked this with Murray, it transpired that he had been dealing regularly with the head of Corporate Affairs at AMP, James Willoughby, to whom the application would go. Murray kindly reviewed my draft and gave some helpful suggestions. He also offered to talk to James about it. A week after delivering the letter seeking, essentially, \$10,000 for major sponsorship, I was advised that AMP would take it on.

A number of factors came together fortuitously for this result: a year earlier, I suspect there would have been a polite 'no', and a year later we might have been confronted with a settled range of sponsorships. There was Murray Rose's input. It was also a relatively economical way for AMP to gain experience with one of the Olympic venues. Nevertheless, a lot of work went into a two page letter, with three enclosures namely, parts of the Perth 1995 programme, our draft Meet brochure and a synopsis of AUSSI. Ian McCallum had produced an excellent draft brochure in blue and white.

Meetings with AMP followed and terms were settled by agreement dated 28 October.

Features of AMP's sponsorship were the 'Legends Challenge' and the Welcome Pack, including an AMP swim cap and pen for every competitor. The programme, Meet letterhead, the merchandise and the medal ribbon reflected the official AMP blue - PMS 280 - and white.

Overall AMP was happy with the outcome. The hope of approaching members directly with marketing material could not be realised. This aspect should perhaps be given further

consideration to see if improved access can be achieved without disclosing membership details. A future relationship may depend on satisfactory access.

## **7. SUPPORT SPONSORS**

Prior to leaving for the Atlanta Olympics where he was media officer with the Australian team, Kevin Berry indicated an interest in being involved. In November negotiations with Lightning Rod Pty Limited commenced for Kevin to be our public relations and promotional agent. A flat monthly fee of \$250, totalling \$1,500, and 20% of sponsorship monies attracted by Lightning Rod was agreed. Kevin secured Bankstown District Sports Club and Sydney Water as support sponsors, each committing \$1,000. A number of other approaches were made, by or through Lightning Rod, notably to Spank, Sanitarium, Health Care Fund of Australia, Gatorade, Blackmores and computer companies SAP and Solution Six.

Kevin provided advice on a variety of matters from time to time and also assisted AMP in the "Legends Challenge" and signage generally.

Other support sponsors were Tourism New South Wales (\$1,500), Department of Sport and Recreation (\$3,000), PowerBar (with goods to the value of \$1,000) and Fuji Xerox, which quantified the provision of a photocopier and paper for the Meet at \$2,000. Unsuccessful approaches by the Committee were to Speedo, Coca-Cola Amatil and HCF.

While there were hopes of attracting more support sponsors, our resources were stretched in servicing those companies which did commit. Getting the sponsor in the first place is a major achievement; servicing the sponsor requires good preparation and constant attention.

The association with Lightning Rod should be seen in a long term context. Kevin Berry has extensive sporting and media contacts and accordingly I believe it is in our interests to nurture the link. It is one way we have in NSW of promoting ourselves within the swimming "industry".

## **8. OPENING CEREMONY**

The Premier accepted our invitation to open the Meet, and the Programme referred to this. About a fortnight before the Meet AMP indicated that it would sign its 2000 Olympics sponsorship contract with SOCOG in conjunction with the Opening Ceremony. Considerable work was generated in organising this expanded Opening Ceremony. At 3.00 p.m. on the day prior to the Opening we were advised the signing between AMP and SOCOG would not go ahead.

Shortly after, we learned the Premier would not be attending. The Minister for Sport and Recreation, Gabrielle Harrison, having previously declined our invitation, filled in for the Premier.

This outcome was naturally disappointing, firstly because of the work that the proposed signing had generated at the eleventh hour, so to speak but, more importantly, the lost opportunity to AUSSI Masters for media coverage.

The sudden resignation of the SOCOG Chief Executive Officer triggered the changed arrangements.

## **9. SOCIAL ACTIVITIES**

June Hird's report deals with this area in detail. Once again a Presentation Dinner did not attract numbers commensurate with the number of participants.



Why such a poor response with 900 entries?

No doubt there are many reasons, but some suggest themselves:

- The vast majority of competitors do not see the significance of a National Swim extending to social activities;
- Cost. While \$55.00 per head for a three course meal was, by Sydney standards, not excessive, "increased" outlay on oneself is not accepted because it is different;
- Club allegiance. Most of our members identify only with their clubs. A club decision might be made to do "its own thing" and most of the membership would fall in line. There often have to be pretty compelling reasons to attract club groups to a Branch organised dinner, eg cost, seating, etc;
- Focus. The vast majority want to compete as well as possible, and social activities have little or no relevance; and
- Prior Nationals have likewise had difficulty attracting satisfactory numbers to similar functions.

***Should a National Swim even bother with a Presentation Dinner? .***

In this instance, the work put in was not rewarded by the results. It would, however, be disappointing if a National Swim concluded without some sort of a function. It seems however that acceptable numbers would attend if the price is "right". This might involve designating it as a "Presentation Function", holding it within, at most, one hour after the swimming concludes at the pool or a venue relatively close by (this still has to be explored in relation to SIAC), and offering a range of finger food and bar drinks. Such arrangement, while being the most likely strategy to maximise attendance is not, to my mind, the most appropriate way of entertaining sponsors of the calibre we had at SIAC. An alternative, about which I am not entirely persuaded, is to invite sponsor representatives to a dinner within a week of the Meet concluding.

Social activities cannot realistically be seen as major contributors to a Meet's profit. Often the charge is made - no doubt with an element of truth - that the Branch in organising social activities does not have sufficient regard to the interests of this or that age group. Why not then look at outsourcing social activities to a club or clubs? There would still have to be co-ordination with the Organising Committee, but total ownership (profits, loss, accountability) would lie with the social organiser.

In the circumstances of our Meet, my view is that the Committee did not satisfactorily manage the transfer of focus from SIAC to the Presentation Dinner venue. Guests should have been welcomed on arrival and the transfer of trophies and sponsors' banners from SIAC could have been better organised.

## **10. SIAC ARRANGEMENTS**

Our main contact prior to the Meet was Anthony Duffy, the Operations Manager. I attended three meetings at SIAC with AMP representatives, namely one in October and twice in the weeks before the Meet.



In addition, Ian McCallum, Beryl Stenhouse and Helen Rubin had lead-up dealings with SIAC staff. Catering is managed separately by AVS Catering, and Carol Dawson and June Hird dealt with the AVS Manager.

Anthony Duffy expressed frustration just prior to the Meet with apparently so many people involved.

While it may not have been appreciated that his staff were dealing mainly with volunteers, my suggestion for the future is that the Organising Committee have a person dedicated to identifying requirements and communicating with SIAC staff. For example, earlier clarification of invoicing and deposit arrangements would have assisted.

Because AVS have to be used for catering, it is critical to know in advance what the arrangements are. This relates not only to cost but what is or is not consumed.

The consequence of AVS' monopoly is that the user has no control over this component.

## 11. MERCHANDISE

The pre-sold basis meant there was quantity control. Some aspects to be identified for the future are:

- the brochure should indicate colours, i.e. if photocopied, the issue of colour is clear;
- varying preferences in ladies' costumes;
- have orders submitted on a club rather than individual basis;
- critically examine how much extra stock should be available at the Meet;
- distribution of pre-sold stock: who, when, where;
- arrangements for sale of extra stock - who, when, where, how, etc.

The whole merchandise process, from deciding what items right up to distribution, was a time consuming activity. There is no ongoing experience with it. It is tempting to suggest it be outsourced. By that I have in mind a supplier who agrees types, quality and logo design with the Committee and then promotes, take orders and produces on his/her own account. The supplier bears any loss and takes any profit. While initially attractive, that approach would nevertheless still involve coordination with the Committee and the likely prospect that, even if AUSSI disclaims responsibility for quality, delivery etc. our members would still look to the Organising Committee to fix any problems.

Outsourcing might however be considered where, on an ongoing basis, clubs deal with a supplier for a whole range of gear. If such an arrangement could be developed satisfactorily, issues of quality and delivery could be better handled than if the exercise were truly a "one-off".

## 12. OFFICIALS

We can be proud of excellent contributions from our officials, led by Brian Hird as Meet Director, the Starters, led by Malcolm Heath, the Marshals, headed by Sue Johnstone and the associate referees from NSW Swimming, co-opted and coordinated by Michele Burley-Jones. The high standard of swimming was matched by the high standard of officiating.

By and large NSW Clubs appreciated and discharged their timekeeping responsibilities satisfactorily. Clubs should be asked for feedback on the arrangements.

### 13. TECHNICAL AND OTHER SESSIONS

There were sessions dealing with stroke, nutrition, stretching and motivation. Masseur and physiotherapy services were popular. The Easter Friday Church Service was an innovation. These activities were well attended and justified the effort in organising.

### 14. OPEN WATER SWIM

The Sub-Committee of Geoff Tindall, Noel Peters and Stephen Lamy met for the first time in May.

The Branch had held State Championships at Manly Dam for the two prior years. On those occasions the event was conducted in conjunction with NSW Swimming Open Water Championships which meant AUSSI had no requirement to obtain buoys and set up the course. Numbers from prior years indicated increasing interest for the type of event - 40 odd in 1995, double that in 1996. Results were processed manually.

There were 165 entries with about 130 swimming. The swimmer's completed AUSSI card was used to produce computerised results in the same way as for pool competition.

Buoys were generously made available by Graham Bruce and NSW Swimming. Manly Surf Lifesaving Club provided an IRB and Manly AUSSI Masters put on a "sausage sizzle".

Pleasant autumn conditions prevailed, with a water temperature of about 22°C.

Points for improvement:

- i) More craft, both covering the course in support and policing buoy turns, is desirable;
- ii) A diagram of the course would have assisted pre-race announcements;
- iii) Registration procedures can be tightened. An oversight led to one age group being omitted from the first run of results. Surplus caps disappeared. Cards for non-attendees should be collected as soon as possible after the race has started and retained separately or discarded.

The sub-committee was ably assisted by a number of volunteers, including those from the local clubs of Manly and Warringah.

### 15. EVALUATION

The major yardsticks of success are readily to hand - the record number of 900 competitors, the number of records - 6 world, 45 National and 124 State - and a healthy financial result. The profit was built on sponsorship monies and contributions of the order of \$19,500.

SIAC as the Olympic venue was clearly an attraction and holding it over part of Easter did not have adverse consequences.

At the risk of being trite, the following points are made:

- i) a Meet of this magnitude is not a regular occurrence;

- ii) the preparation alone for some involved a commitment going way beyond what would normally be regarded as a generous voluntary contribution;
- iii) the experience gained is not wholly transferable to circumstances applying at other interstate venues; and
- iv) hindsight is a rich source of wisdom.

Organisationally, I favour a pyramidal structure. Ultimate responsibility has to reside somewhere and this is inconsistent with responsibility being split between separate groups. Social activities and merchandise, albeit both important, absorbed too much time and resources when compared with that directed at conduct of the Meet and servicing sponsors.

Despite a series of checklists in the last month, gaps emerged at SIAC and at Manly Dam and I put that down to a state of total immersion. With increasing activity over a long lead time, the capacity to identify tasks afresh was lost.

We did have the assistance of committed volunteers. It's easy to think we should have had more. However, volunteers have to be reliable and competent and, in addition, managed.

The practice is to divide the profit, or loss, equally between National and the host branch. This division has its origins, I understand, in the early days of National Swims when National officials had greater involvement.

I doubt its validity in circumstances such as this National Swim. The reality is that the lion's share of the preparation has to be done by the host branch.

Entitlements should reflect that there are numerous "suppliers" to a National Swim and that those suppliers have incentives to deliver. Net profits or losses could be apportioned variably, for example, registration and relay income could be shared equally, but sponsorship monies could go to the source, subject to a 'floor' to National of 20%-30%. Social, merchandise and raffles could be divided as to 80% for the supplier and 10% both for host branch and National.

Sporting membership is increasingly being seen as akin to a customer base. A related notion is that of the consumer. Our consumers, in contributing to the profit of the swim, are entitled to know the dollar result and how the profit entitlement will be applied.

Finally, I wish to say a sincere "thank you" to each member of my Organising Committee. Their reports are testimony to a year of sustained dedication to AUSSI. To organise and run such a Meet is an achievement which should generate much pride. Well done!

Stephen Lamy  
Chairman, Organising Committee

## Meet Director's Report Brian Hird

### SETTING THE PROGRAM THE TEAM THE SWIM COMMITTEE TABLE OF ENTRIES FOR EACH EVENT

What a swim meet the 22nd AUSSI Masters National Swim turned out to be: a national record of 900 entries, an Olympic venue and three days of fitness and fun!

Where does one start to give a report on the National Swim. Maybe I should start way back in March 1996 when I was asked to be Meet Director and requested to develop the programme for the 22nd National Swim.

#### 1. SETTING THE PROGRAM

Initially the Nationals were planned to run over four days at Easter, 1997. The pool swim days were planned to be Thursday, Friday, Saturday and Sunday with the open water swim to be held on the Monday. Late in 1996, I was asked if it was possible to run the same pool programme over three days in lieu of four.

When I set about planning the three day programme, I budgeted for 800 entries. While I felt 800 entries over a three day meet would be possible, I knew also that it would be a bit of a challenge. One little ace up our sleeve was that the pool had 10 lanes.

In planning the programme I examined all major swim meets for entry numbers, choice of strokes and time taken to complete events. I developed a summary of swims by preference and order of choice within strokes.

Another factor used in the development of the programme was that Thursday was still a working day for many, and possibly the day that many interstate swimmers would use to travel to Sydney. I scheduled the least popular swims and the 400M Freestyle event as the last event (as it usually takes four hours or more to run) on Thursday. Given that many people would not be present at the pool on Thursday, I did not schedule any relay events on that day to ensure individuals and teams were not disadvantaged.

Given the data available on stroke and event preference, I started each day with the least popular swims being the 200M Butterfly on the first day, the 400M Individual Medley on the second day and the 100M Butterfly on the third day. The entries received in general met the predetermined pattern set. However, after entries closed, the 400M Freestyle was found to have dropped in popularity from third or so on the popularity ladder to eighth spot. This may have been in part caused

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by the inclusion of the 200M Freestyle event, which had not normally been included in National swim programmes set by the NSW host Branch. The 200M Freestyle attracted 396 entries or 44% and held third spot on the popularity ladder.

Another innovation was to hold the relays on the last two days so that every team had a chance of being there to compete. I also made the second day the BIG DAY! Many swimmers appear to have taken advantage of this and completed their five swims on the one day.

To assist those planning programmes for future National Swim Events, I have developed a table which includes the 1997 22nd National Swim Programme, with reference to popularity of event, event name, number of entries and percentage of entries received.

It's not easy to please everyone when a programme is set, but think this programme was well received due the fact that there were no substantial complaints received. (I would like to thank Sue Johnstone for her support in "criticising" my first draft.)

## 2. THE TEAM

To run a meet of this magnitude, or any meet for that matter, you need a good team behind you. In NSW, we have a great team that has worked hard together for many years now. We had a new member added to our team for this meet. Col Lynch acted as Assistant Meet Director and made my job as Meet Director a lot easier.

Sue Johnstone, our Chief Marshal, and her helpers kept the swimmers up to the starting blocks, avoiding delays. Malcolm Heath, our Chief Starter and his helpers kept the heats running smoothly and to Programme. Michelle Burley-Jones and her band of referees had five on the deck at all times and kept the show on the road. My chief timekeeper Val Buckman who has worked with me for many years, kept the volunteer timekeepers from NSW on their toes. (Thanks to all the volunteers - well done!). Last, but not least, the medical support team, headed by Dr David Pullen, cared for all those strains and pains and kept us all "in the swim".

My sincere thanks to all these people. Without them there just would not have been a swim meet, especially one as successful as the 22nd Nationals.

## 3. SWIM COMMITTEE:

While handing out accolades, I would also like to congratulate the National Swim Committee from NSW, which included President Stephen Lamy, Vice President Ian McCallum, Treasurer Melita Sutton, NSW Secretary Beryl Stenhouse and Committee Members Helen Rubin, Sue Johnstone, June Hird and Carol Dawson. It was the first experience a number of the Committee had had in organising a National Swim and they did exceptionally well. To these hard working people, I would like to say thank you and a job well done.

**Brian Hird**  
**Meet Director**

RATING	EVENT	ENTRIES	PERCENTAGE OF TOTAL ENTRIES
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**DAY 1**

15	200M BUTTERFLY	68	7.5%
12	200M BACKSTROKE	161	17.9%
11	200M INDIVIDUAL MEDLEY	178	19.8%
9	50M BUTTERFLY	232	25.8%
8	400M FREESTYLE	273	30.3%

**DAY 2**

14	400M INDIVIDUAL MEDLEY	112	13.5%
7	100M BREASTSTROKE	304	33.8%
2	50M FREESTYLE	484	53.8%
6	100M BACKSTROKE	313	34.8%
4	50M BREASTSTROKE	381	42.3%
1	100M FREESTYLE	535	59.5%

**DAY 3**

13	100M BUTTERFLY	147	16.3%
5	50M BACKSTROKE	356	39.5%
3	200M FREESTYLE	396	44.0%
10	200M BREASTSTROKE	204	22.7%

## **Marketing and Sponsorship Report**

### **Ian McCallum**

#### COMMITTEE MEMBERSHIP LOGO MERCHANDISE SPONSORSHIP

In summary, the objectives of the marketing plan were achieved or exceeded.

The most important influence in this achievement was the gaining of AMP as the major sponsor and this was particularly due to the efforts of Stephen Lamy.

#### **1. COMMITTEE MEMBERSHIP**

The Marketing and Sponsorship Committee consisted of Stephen Lamy, Carol Dawson and myself. We determined that the National Swim needed a specific image, merchandise and sponsorship programme.

#### **2. LOGO**

The theme of a celebration (fireworks) and Sydney's two icons, the Opera House and Harbour Bridge were combined with a professional design layout that became the foundation of all our dealings. The power of a logo and brand is often under-estimated and also seems a pity to be obsolete once the carnival is over. However, our logo was well received and was effective in assisting our communication.

#### **3. MERCHANDISE**

A range of merchandise was produced and available on a pre-sold basis. it was extremely difficult to predict sales and many items were initially costed on the basis of a 30% - 40% response, when in fact a 10% - 20% response eventuated.

Fortunately we made a modest profit and we received no official complaints about the quality of the merchandise. There were several supplier failures and a few orders incorrectly fulfilled, but all in all, our members got what they paid for and any anomalies were rectified.

#### **4. SPONSORSHIP**

Not only were we able to attract several major corporations for this carnival, but I believe that these companies will be approachable for future events.

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In the current format, it is difficult to see the carnival as a general interest event. As any organising committee knows, nothing happens perfectly. We had several disappointments from potential sponsors, but AMP, supported by Sydney Water, Bankstown Sports Club, Tourism New South Wales, Department of Sport and Recreation, Fuji-Xerox and PowerBar, as well as several scoreboard sponsors came through for us.

Kevin Berry performed adequately in relation to what he had to work with and while we had higher hopes in his results, he added a dimension of credibility and access to the wider swimming fraternity (in particular the Olympics 2000) which will have long term benefits.

Contact and follow-up was time consuming and far in excess of what was anticipated for all three of us, but as the results and outside comments have shown, we are pleased with our effort and outcome.

Specifics of sponsorship amounts and merchandise income is already detailed in the financial and chairman's report and so it only leaves me to thank Stephen and Carol for their co-operation and assistance in this committee.

**Recommendations:**

- (a) Keep a common image for all future national swims.
- (b) Ensure the merchandise is clearly described and easy to order.
- (c) Change the competition format to allow a result in each age group at the pool.

**Ian McCallum**  
**Marketing and Sponsorship Director**

## TREASURER'S REPORT

### Melita Sutton

#### GENERAL COMMENTS INCOME AND EXPENDITURE ACCOUNT AUDITOR'S REPORT

#### 1. GENERAL COMMENTS

The budget for the 22nd National Swim Meet was based on 600 competitors and a sponsorship income of \$10,000.

There were in fact 886 competitors, a massive 48% increase on our expectations. The increase in actual expenditure compared to budget for relays, computer expenses, printing, promotions, certificates and medals are all attributable to the increased number of participants.

Several members of the National Swim Committee put in hundreds of man-hours researching pricing, fabrics, manufacturers and different types of merchandise for this swim meet. It is therefore disappointing that the anticipated sales were not forthcoming as reflected in the very low net surplus on sales. The total gross income from merchandise sales equated to \$13,50 per swimmer.

Statistically, 15.2% of competitors attended the presentation dinner and 11% attended the welcome function.

There are many areas which could be mentioned that made this National Championships the success it was. From the financial point of view, the greatest success was the single financial contribution from our major sponsor AMP who donated \$10,000 in cash. AMP were also very generous with swim caps, bags, stationery, etc. at no charge to the organisation. This donation is a tribute to our Branch President, Stephen Lamy, whose contact with AMP brought this sponsorship to fruition and gave tirelessly of his free and business time.

Other sponsors who donated cash are worthy of mention:

NSW Department of Sport and Recreation	\$3,000
NSW Tourism	\$1,500
Bankstown Sports Club	\$1,000

In brief, income exceeded budget by \$12,037 and expenses were below budget by \$1,341, resulting in the excellent surplus of \$21,113 being \$13,378 above budget.

It is therefore with great pleasure I present our audited accounts for publication. Our cheque for \$14,556.72 being made up as follows:

The initial float advanced	\$ 4,000
50% fo the surplus	<u>\$10,557</u>
	<u>\$14,557</u>

Melita Sutton  
Treasurer

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1997**



2.

**INCOME AND EXPENDITURE ACCOUNT**  
**22nd AMP NATIONAL SWIM**  
**1997**

<b>PARTICULARS</b>	<b>ACTUAL</b>	<b>BUDGET</b>
<b>INCOME</b>		
Registration Fees	39,880	27,000
Relays - National	2,912	2,000
Presentation Dinner	7,425	13,750
Welcome Function	1,303	0
Sponsorships	16,050	10,000
Gate Receipts	0	100
Interest Received	407	200
Merchandise Sales	404	4,340
Raffles	2,847	1,800
<b>TOTAL INCOME</b>	<b>71,227</b>	<b>59,190</b>
<b>EXPENDITURE</b>		
Agency Fees	1,700	1,500
Audit Fees	500	0
Band/Disco	800	800
Bank Charges	215	200
Brochure	948	1,000
Catering - Officials	895	350
Catering - Presentation Dinner	6,156	11,000
Catering - Welcome Function	1,263	100
Certificates	847	600
Commemorative Gift	2629	1720
Competitors' Bags	495	300
Computer Expenses	5,527	3,630
Debriefing	600	600
Electronic Timing - operators	0	120
General Expenses	172	0
Hospitality - Officials/guests	0	1,000
Medals/ribbons	2,550	2,498
Officials' Accommodation	853	600
Open Water Swim	2,521	3,017
Photographers - self funding	163	1,000
Plaques/Trophies	30	120
Pool Hire	12,415	13,000
Postage	1,166	1,000
Printing	5,278	3,800
Promotions - Flyers/Summary Sheets	1,172	2,000
Stationery	520	600
T-shirts/ID Badges - officials	225	700
Telephone	477	200
<b>TOTAL EXPENDITURE</b>	<b>50,114</b>	<b>51,455</b>
<b>NET SURPLUS/(DEFICIT)</b>	<b>22,113</b>	<b>7,735</b>
<b>DISTRIBUTION OF SURPLUS</b>		
National	10,557	3,868
NSW Branch	10,556	3,868
<b>TOTAL DISTRIBUTED</b>	<b>21,113</b>	<b>7,735</b>



# WALKER OSBORN

CHARTERED ACCOUNTANTS

**POSTAL ADDRESS**

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James A Walker, F.C.A.  
Kenneth Osborn, F.C.A.  
Ian D Stephenson, F.C.A.

Ref:

**AUSSI MASTERS SWIMMING  
1997 NATIONAL CHAMPIONSHIPS  
22<sup>ND</sup> NATIONAL SWIM - MARCH 1997**

**Independent Audit Report**

**Scope**

We have audited the Income and Expenditure Statement for the 1997 National Championships covering transactions in the year ended 31 August 1997.

Our audit has been conducted in accordance with Australian Auditing Standards. Our procedures included examination, on a test basis, of evidence supporting the amounts in the financial statement. These procedures have been undertaken to form an opinion as to whether, in all material respects, the financial statement is presented fairly in accordance with the cash basis of accounting whereby revenue is recorded when it is received expenses are recorded when they are paid, and no assets or liabilities, other than cash and bank balances are recorded.

The audit opinion expressed in this report has been formed on the above basis.

**Qualification**

As is common for organisations of this type, it is not practicable to maintain an effective system of internal control over income and fundraising activities until their entry in the accounting records. Accordingly, our audit in relation to income was limited to amounts recorded.

**Qualified Audit Opinion**

In our opinion, except for the effects, if any, of the limitation discussed in the preceding paragraph, the financial statement presents fairly in accordance with the cash basis of accounting the receipts and payments of the 1997 National Championships for Aussi Masters Swimming and the financial result thereof.

WALKER OSBORN  
Chartered Accountants

K. Osborn  
Partner

Dated: 1<sup>st</sup> September 1997

## ADMINISTRATION REPORT

Beryl Stenhouse

PRELIMINARY  
MAILINGS PRIOR TO MEET  
MERCHANDISE  
ENTRIES  
OVERSEAS ENTRIES  
MEDAL AND RIBBON PRESENTATION  
MEDICAL ASSISTANCE AT MEET  
INFORMATION TABLE AT MEET  
TROPHIES  
CERTIFICATES AND RESULTS

### 1. PRELIMINARY

As the paid part time administrator of AUSSI NSW, much of the administration for the National Swim was my responsibility. It involved a learning curve, sometimes steep, and although I would rather not assist in organising a National Swim every year, a lot of the lessons we learned will be lost before our turn comes around again. I hope our reports may be fully utilised by future National Swim organisers.

I would firstly like to acknowledge the assistance of several volunteers from Cronulla Sutherland AUSSI, especially Betty Stern, without whose assistance this side of things would have been almost impossible.

### 1. MAILINGS PRIOR TO MEET

The first Newsletter was sent out to all clubs in Australia in September 1996, with volunteers assisting, using sticky labels supplied by the National Office.

The second mailing, at the end of October, consisted of the carnival flyer, summary sheets, merchandise order forms, some information about SIAC, the second newsletter and a letter from the Branch President. Prior to sending this out, a current club secretary list was obtained from NED and any changes used. This list also included membership numbers and extra copies were sent to larger clubs. It was therefore disappointing to be getting messages from clubs which had not received this information, including scribbled notes with entries excusing their lateness. NED also received many enquiries from clubs claiming not to have received the mailing. Only one letter was returned by Australia Post, this being due to an error in the PO Box number on the label sent by National.

The third newsletter was sent out in December.

Replies to overseas enquiries were sent out as required.

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**Recommendations:**

- (a) That the first newsletter include a letter to Club Secretaries asking for it and following issues to be distributed to all interested swimmers.
- (b) That NED ask all Branches for an update on Club Secretaries in September or October so the addresses used are accurate.

**3. MERCHANDISE**

Orders closed on January 31, with only a few late orders. Processing these was a major job and the assistance of Betty Stern was invaluable. I can only be thankful that only just over 100 of the 900 entrants ordered merchandise. Each order had to be receipted, entered onto a summary sheet and originals filed. Bank deposit forms then had to be filled in, the cheques banked and detailed summaries provided for the Treasurer.

The order forms were then forwarded to Noel Peters for packing the merchandise and transporting it to the pool.

When the cost of the brochures, processing the orders etc are taken into account, there would have been no profit in this area.

**Recommendations:-**

- (a) That a limited amount of merchandise be available for sale at the pool and no pre-ordering take place. A recommendation on amounts, sizes etc can be made by referring to our orders.
- (b) That the merchandise for sale be limited to T-shirts, sloppy joes and swim caps. The women's costumes offered 2 styles, 7 sizes, 3 leg heights. There was a special offer of sloppy joe, T shirt and cap for a \$5 discount - a complication for the treasurer. There should be a T-shirt, sloppy joe and swimming cap only.

**4. ENTRIES**

On the whole, these were straightforward, assisted by well designed summary sheets (thank you Helen Rubin) although checking that the money tallied with the entries was time consuming.

One problem was NSW clubs sending a single cheque covering National Swim entries, member registrations and sometimes other items as well, often without any indication as to how they arrived at the total. This necessitated writing cheques from the National Swim account to be deposited into the NSW account and more work for the treasurer too.

When entries closed, I was spending all my office time processing them, usually doing several hours extra work on top of my usual 15 hours per week. Daily trips to the bank were also necessary. The NSW Branch paid me for extra days, but there were many more hours of voluntary work involved.

Entry cards were forwarded to Brett Larkin and summary sheets filed in alphabetical order of clubs within branches.

**Recommendations:-**

- (a) That the summary sheet for individual entries also have a section for the relay entry fee amount and total of cheque.

- (b) That there be an instruction that the cheque be for National Swim entries only.
- (c) That an amount for administration be allowed in the budget. I cannot understand the National Board's decision to not allow this expense to be charged to the National Swim - it was incurred by the NSW Branch and was a legitimate cost.

## 5. OVERSEAS ENTRIES

It was gratifying to have so many international swimmers enquiring about the meet. However, they caused a lot of extra work and expense, with international phone calls, faxes and postage before and after the meet. Extra expense was also incurred because of the additional medals needed.

### Recommendation:-

- (a) That a \$5 surcharge be added to all overseas entries.

## 6. MEDAL AND RIBBON PRESENTATION

This was one area which "fell through the cracks". There was a list of people to man it, but for various reasons, they did not turn up. Marian Pullen's offer to assist was gratefully accepted, but I had no idea that she would be the sole person at the table. Dr David Pullen was also there for much of the time.

The Presentation Table was set up on pool deck adjacent to the results area. Copies of results were received after the time for protests had expired and were marked off as presentations were made.

After the carnival, these lists were checked and all uncollected medals and ribbons sent out with the certificates.

There was considerable negative comment on the quality of the individual medals and the fact that ribbons, not medals, were awarded for placings. When swimmers travel from all over the world for a meet, something better is expected and I feel we made no international friends with the quality of our awards.

### Recommendation:-

- (a) That quality medals be awarded for all placings.

## 7. MEDICAL

Dr David Pullen was present all through the meet and attended to several minor incidents. There were two other doctors rostered, but Dr Russell Spinks became unavailable and Dr Kurt Singer had a sudden illness and was also unable to attend.

## 8. INFORMATION TABLE

The function of this was to provide general information, receive relay entries, receive newsletter items, distribute newsletters and result books, dinner tickets etc. It was set up adjacent to the warm up pool and I received assistance from Melva McCarron and a few others at various times.



**Recommendation:-**

- (a) That a roster of helpers be set up prior to the meet so there is always someone at the table - there was more work than anticipated in this area.

**9. TROPHIES**

Prior to the swim, clubs holding trophies were contacted and asked to ensure that their trophies were brought to SIAC. All trophies were returned, and then had to be transported to the Presentation Dinner venue.

**Recommendations:-**

- (a) That National Rule 12.3.7 be changed so that trophies are taken home by the winning club and forwarded to the next host Branch three months later. It is unrealistic to expect the next host Branch to receive them at the Presentation Dinner and transport them home. It is also unrealistic to expect that everyone from the club winning the trophy will be at the presentation dinner to see the trophy. The winners expect to take them back to their clubs and celebrate before sending them on to the next host Branch.
- (b) That NED forward a list of names and addresses of winners of perpetual trophies to the next host branch 3 months prior to the next Nationals and a recall of any outstanding trophies then be done.
- (c) That perpetual trophies be initiated for male and female "Swimmer of the Meet" and the Tassie Award.
- (d) That a policy be put in place defining whether a plaque or other recognition is to be given to the winners of perpetual trophies other than the State Relay Shields. The current policy is that certificates are to be awarded to winners of perpetual relay shields - these were laminated before being forwarded to winning clubs.

**10. CERTIFICATES AND RESULTS**

With the large number of entries and the reduction of the event to three pool days, it was not possible to print the certificate labels after the swim was completed on Saturday afternoon. This meant that certificates and results had to be posted out. This was not done until approximately 3 weeks later, due to my holiday a few days after the swim. This had been organised in the expectation that the certificates and results would have been distributed at the Open Water Swim.

Prior to the meet, I asked Brett Larkin to prepare a program to enable results to be produced showing first placings only for individual events. These were to be faxed daily to AAP. However, no results were sent to AAP at any stage because Brett was too busy to produce them.

**Recommendation:-**

- (a) That the certificate be designed with no "outline" for the label and plenty of space left for it, making it much easier for the people attaching the labels.

**Beryl Stenhouse  
Office Administrator**

## ACCOMMODATION/TRANSPORT AND ADMINISTRATION REPORT

Helen Rubin

ACCOMMODATION GUIDE  
TRANSPORT  
OFFICIAL PROGRAM  
PHOTOCOPIER  
ENTRY SUMMARY SHEETS  
MERCHANDISING SUMMARY SHEETS  
NEWSLETTERS PRIOR TO MEET  
CORDIAL AT POOL SIDE DURING MEET

In this report, I wish to comment on areas of administration for which I had responsibility or involvement.

### 1. ACCOMMODATION GUIDE

The accommodation guide was prepared in May/June 1996 in time for distribution with the first mailing for the National Swim Meet.

The aim of the accommodation guide was to provide members considering attending the Swim Meet with a list of accommodation venues in the vicinity of the Sydney International Aquatic Centre. A selection of hotels/motels was made that included luxury, moderate and budget accommodation. This was presented in two parts. The first part listed 'the sites from whom we felt we obtained the best deals. A brief description of services the hotel offered was given. The second part listed other accommodation venues from whom we had received replies. To obtain the information included in the guide, fifty letters were written to various hotels/motels - the selection was based on responses received. Readers were advised to contact the hotel/motel to obtain more detailed information.

Information was also given in the guide regarding transport routes to pool. There was a map of Sydney on the back page of the guide, so that readers could visualise the distance of the accommodation venue from the pool.

The guide was written in a style that swimmers would contact the chosen accommodation venue direct. The NSW AUSSI Nationals Organising Committee was not responsible for making any reservations.

Because swimmers contacted the accommodation venue directly, little feedback was obtained as to how many people stayed in places listed in the accommodation guide. However, I am aware of some groups staying in these motels. The guide proved extremely useful to our overseas entrants. This was sent to all overseas enquirers.

I understand that this is the first time that an accommodation guide of this nature has been written. Feedback received from people I know who used the guide was positive.

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## 2. TRANSPORT

As mention above in Section 1, transport routes from accommodation venues to the pool were shown in the accommodation guide.

For people using public transport, there is a regular Government bus service from Strathfield Station to the pool, which runs every half-hour. However, two days of the Meet were held on public holidays, which meant this bus service did not start until 9.30am instead of 6.30am. Unfortunately, this did not fit in with our competition schedule which commenced each day at 8.30am. Enquiries were made with Sydney Buses, whether they were able to schedule extra services on the day of the Meet. As we were unable to ensure minimum numbers that would use this service, we were unable to offer this service to our swimmers.

Enquiries were also made whether it was possible to hire buses from the pool or Strathfield Station to Canterbury Race Course for the Dinner on the Saturday night (before the venue was changed to Bankstown) and also to the Open Water Swim at Manly Dam on the Monday. The cost of these buses was prohibitive. It meant that people would have had to pay high fares (possibly \$15-\$20 per person) to help cover the cost of hiring these buses.

However, for any transport enquiries received, the Committee made every effort possible to organise private transport for the person concerned.

## 3. OFFICIAL PROGRAM

Preparation for compiling the program began about two months before the event.

Firstly, decisions were made what to include in the program. This included:

- Welcoming Letter from NSW AUSSI President
- Welcoming Letter from National President
- List of Officials
- List of Organising Committee
- List of Awards - Club and Individual
- Program showing estimated times for each event (including name of sponsor for event)
- List of Sponsors and Supporters
- Advertisements from Sponsors and Advertisers
- Timekeeping Responsibilities
- Instructions to Competitors
- Swim Meet Rules
- Map of Pool Area
- Information on Open Water Swim
- List of Overseas Swimmers

Other information, such as social program and activities at pool, were not included in the program as these were to be passed on the swimmers via the Meet Newsletter.

Other features included in the program prepared by the Computer Recorder were:

- List of Overseas Competitors by Country
- List of Competing Clubs
- List of Competitors in Each Age Group
- List of Competitors in Each Event

The bromide for the cover of the program was prepared by Ian McCallum.

Due to the large number of competitors, the program was 96 pages long. The program would have been at least 40 pages longer had it not been for the efforts of the Computer Recorder

being able to produce the lists of competitors for each event into two columns per page. The hardest part for me was waiting up all night, while Brett compiled the files into this format.

When the above was completed, all pages had to be collated into the correct order, including insertion of bromides (advertisements) into the correct place. Where possible, these were put next to the event the organisation sponsored.

Considerable time was spent by Stephen Lamy, Ian McCallum and myself in trying to obtain bromides from sponsors/advertisers on time. Many of these were only sent to us at the last minute.

One major difficulty in preparing the program was the late arrival of the membership disk from other States. This delayed its completion by at least two days, as the Computer Recorder could not finish data entry for participants from these States. As we were working to a very tight schedule to finish the program between close of entries and the date the program had to be at the printers so that it could be ready for packing the weekend before the event, we were unsure whether the Printing Services would be able to complete the job by the required date. If this had happened we would have had to choose a commercial printer that would have charged nearly double the cost for which we were able to have the program printed.

The Organising Committee is extremely grateful to the UTS Printing Services for its understanding in the problems we faced. Due to the special effort made by their staff, they were able to print the program by the required deadline.

#### **4. PHOTOCOPIER SUPPLIED BY FUJI XEROX - PRODUCTION OF NEWSLETTER AND DAILY RESULTS DURING MEET**

The photocopier which was lent to us for the duration of the meet was a wonderful asset. Without this machine, we would not have been able to cope with the demand of photocopying that was required during the meet.

The main tasks for which the photocopier was used were the daily production of results and the daily newsletter.

There were four sets of results published - one for each of the three days of pool competition and one for the final results. One hundred and forty copies of each set were produced - one for each club present. Additional copies were done for officials, and recording keeping purposes.

The newsletter was produced each day of the Meet. Newsletter No.6 was produced on the Thursday for distribution on Friday morning. Newsletter No.7 was written on Friday night for distribution on Saturday morning. The next newsletter No.8 was handed out at the Open Water Swim on the Monday.

The number of copies printed at the Meet for each newsletter were 1200, 1000 and 500 respectively. These newsletters were usually three pages long.

The photocopier was also used for a number of other miscellaneous tasks - too many to mention here.

Having such a fast photocopier enabled us to be able to produce all the above material at a fast rate, especially as most of it had to be done in the late evening hours, after the day's competition had finished.

The major (and unforeseen) difficulty we faced was not being able to use the photocopier on the Sunday. It was organised with staff from SIAC that the machine would be moved into a

smaller room (as the recording room was being used by Australian Swimming from the Sunday). However, no one realised that the power supply in the other room was inadequate for the machine. Fortunately, I was able to use the slower machine that is made available by SIAC to do the photocopying required for the next morning. All we were able to complete was the 500 copies of Newsletter No.8. It was not possible to photocopy the results from Day 3 or the Final results, as the machine was too slow. Had we had to rely on this latter machine instead of the Fuji Xerox machine, I estimate that photocopying may have taken at least two extra hours each day.

I am extremely thankful to Roger Lamy from Fuji Xerox who allowed me during the following week to visit the company's offices to complete the above photocopying.

A rough estimate of the number of copies that we made over the period of the Meet was approximately 13,000 copies.

#### **5. ENTRY SUMMARY SHEETS**

These were prepared using spreadsheets. They were circulated with the Meet brochure. The individual entry summary sheet was designed to show which individual events a swimmer had chosen, and to indicate which social events a swimmer was attending. Also a column was available to show amount of money due for each competitor. On the relay summary sheet, clubs only had to indicate the number of teams they were entering for each relay event, not the age groups. This made the design of the sheet quite simple. The dates on which each relay was to be held were shown on the summary sheet.

One suggestion received from Beryl Stenhouse was to provide an extra box on one of the summary sheets to show the total amount payable from each club for individual events, relay events and social events on the one page.

#### **6. MERCHANDISING SUMMARY SHEETS**

This was also prepared using spreadsheets. This was used by Beryl Stenhouse to process the merchandising orders.

#### **7. PREPARATION OF NEWSLETTERS SENT TO CLUBS BEFORE SWIM MEET**

Assistance was given to the Newsletter Editor, Carol Dawson, with the preparation of newsletters (mainly word-processing) and printing arrangements produced before the Meet.

#### **8. SUPPLY OF CORDIAL AT POOL SIDE DURING MEET**

Cordial was made available to competitors during the Meet. A cordial container from MacDonalds was used for this purpose. Cordial and cups were bought from MacDonalds. All the cordial that we ordered was consumed. However, Sydney Water bottles, provided by one of our sponsors, did prove more popular than the cordial.

It would not be possible, in a report of this nature, to bring to attention a number of matters. However, in summary, the majority of people with whom I have spoken said they felt the meet was well organised and enjoyed being a participant in the 22nd AMP AUSSI Masters National Swim Meet.

**Helen Rubin,**  
**Accommodation and Transport Officer**

## Chief Marshal's Report Sue Johnstone

### MARSHALLING EQUIPMENT EVENTS WITHOUT CARDS EVENTS WITH CARDS RELAY EVENTS GENERAL COMMENTS

Moving almost 900 swimmers through the marshalling area during the three days of competition at Homebush was a mammoth task. The fact that it was achieved without any delays to the races was a credit to all of those involved.

#### 1. MARSHALLING EQUIPMENT

A few things that would have eased the workload on the marshals and assisted the swimmers are-

- \* two whiteboards, one in a prominent position advising the competitors in the stands what event and heat we were calling up to, and the second one in the marshalling area advising what we were seating. (These whiteboards had been requested from SIAC at least two weeks prior to the Meet but on the days they "could not find any spare").
- \* large numbered cards (0-9) on the backs of each chair would have made it easier for the swimmer to know where to sit - these were thought of and then forgotten.
- \* In both of the above cases swimmers repeatedly asked the marshals "what are you calling up to" and "where do I sit".
- \* a small microphone with a speaker solely for the marshalling area would have made it a lot easier to be heard. (Again this was asked for from SIAC but not provided).

#### 2. EVENTS WITHOUT CARDS

The biggest problems in the Marshalling Area were

EVENTS WITHOUT CARDS (50M and 100M).  
RELAY EVENTS

Those involved with marshalling agreed that events without cards were horrendous!

For the 100M events we used four marshals and for the 50M events we needed up to five marshals.

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As we got into the 50M events the Chief Marshal would stand at the start of a row of chairs, moving to the next row for the next heat. An assistant marshal would stand at the front row and check the swimmers, a second assistant marshal would move them to the chairs at the corner of the pool (the second assistant marshal would then go back to the marshalling area for the next heat). A third assistant marshal would seat swimmers at the corner and then send them to the seats at the starting end of the pool where a fourth assistant marshal, acting as a Check Starter, would put them behind their blocks and again check their names. (IF YOU THINK ALL OF THIS WAS UNNECESSARY THEN SPEND SOME TIME IN THE MARSHALLING AREA DURING 50M EVENTS WHERE THERE ARE A LARGE AMOUNT OF SWIMMERS).

In the 100M swims and first few 50M heats we didn't need the second Assistant Marshal. But for most of the 50M heats ALL of the manpower was necessary to ensure that there were no delays and that the correct swimmer was in the correct lane. With all of this we still had SO MANY people saying "what heat am I in again? and , "what lane am I in again?".

Swimmers need to have something in their hands to tell them their heat and lane! (For some reason, unknown to science, as soon as a swimmer hits the marshalling area their IQ level immediately drops).

If a swimmer missed their heat, it was a MAJOR computer drama to put them into a later heat.

Even after all of the above we still had swimmers going to the blocks of empty lanes.

There were a lot of very tired/exhausted marshals who then had to turn around and swim as well!

### 3. EVENTS WITH CARDS

In the 200M and 400M events we were working with two marshals.

The 400M and 200M events were so much easier. The Chief Marshal gave the swimmers their race cards, sat them in their heats and then sent them to the corner of the pool to the assistant marshal. They then took themselves to their lanes. Swimmers who missed their heats were slotted into empty lanes.

### 4. RELAY EVENTS

The information sheets with relay teams, event, heat and lane were helpful to clubs BUT caused untold confusion in the marshalling area

Some team managers took the sheets and filed them in their swim bags - never to be seen again. There were some teams that went straight to their lane, often for the wrong heat!! Then there were other teams that came down to the marshalling area. As marshals we didn't know which teams were swimming and which teams weren't.

There needed to be:

- \* information sheets to clubs :
- \* one person from each team to report to the marshalling area.

I must repeat that the people that I "conned" into being marshals did a brilliant job - especially given that most of them had never had the SHEER PLEASURE of being in this position before.



## 5. GENERAL COMMENT

The main feedback that I have had from people regarding the Meet in general have been:

- \* the lack of any "presentation" for individual placegetters;
- \* the buying of swimmers by clubs for the sake of winning;

The good points that have been mentioned to me include:

- \* the overall good running of the meet (very enjoyable)
- \* how smoothly things seemed to run
- \* the extras were very much appreciated (coaching, stretching, massages etc)
- \* the dedication of everyone involved.

**Sue Johnstone**  
**Chief Marshal**

## COMPUTER RECORDER'S REPORT

Brett Larkin

### MEET PREPARATION RESULTS PROCESSING AT MEET RESULTS PROCESSING AT OPEN WATER SWIM

Considering the number of swimmers and the amount of work involved the recording went reasonably well. However there were a few minor problems that could be avoided in the future:

#### 1. MEET PREPARATION

It was necessary to obtain the latest copy of each individual branch's registration database from each branch as National's copy is not considered to be sufficiently up to date. This begs the question: why does National actually require a database of members names when the only time it would ever be required is for the National Swim.? We had trouble obtaining this information in a timely fashion. This was due to a number of problems:

- \* not giving the Branch Registrars enough notice, even though I sent out requests about three weeks beforehand. ACT last year sent two letters, one about three months beforehand and one about a month beforehand. This seemed to work much better.
- \* stating in the letter that the database was required "as soon as practical after the closing date of entries". It would have been better to state a particular date by which it was required,
- \* sending the request to the Branch Recorders rather directly to the Branch Registrars. In the smaller Branches these are one and the same person but in the larger ones they are different. One would have thought though that the Recorder and Registrar would be in regular contact and the request would have been passed on.

As this appears to be a regular problem for the Branch organising the National meet and as National is in regular contact with all the Branch Recorders, I believe it would be more efficient for National each year to create an up to date registration database rather than leaving it to whichever branch is organising the Meet that particular year.

Producing the actual programme took longer than intended because we decided to use a new two-column format in a MS Word document. This had to be designed in the midst of programme production. In future I recommend that:

- \* any changes to the standard programme layout should be designed at a previous Meet where there are not as many swimmers,

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- \* that we develop some Word macro software to automate importing the programme into MS Word.

Beryl and I decided not to include a list of swimmers in the Open Water swim in the programme as the same information was available by examining the list of swimmers and the events they had entered at the front of the programme. A number of Open Water swimmers' entries were missing and they assumed that no Open Water swim entry was shown for them on the swimmers' list because Open Water swim entries were not being shown. If there was a separate list of entries in the programme these problems would have probably been picked up before the morning of the event.

The timely obtaining of records from each branch was far more successful as:

- \* they were not required for another couple of weeks after the registrations and so Branches were reminded about this when they had not provided their registration databases,
- \* a specific date was stated in the letter by which they were required,
- \* the requests were sent to the Branch Recorders, i.e. the officials who actually keep this information.

Reading the records for ACT, Tasmania and Victoria was simple as they are stored using the NSW software and are therefore in the same format as NSW's records. Reading the records for South Australia and the National records was also simple as they are in National format, however, it was much more difficult reading the records for Queensland and Northern Territory as they use their own format. It would be much more convenient if these two Branches used either the NSW or National systems for their record keeping. Note Western Australia did not provide records as Western Australian records can only be set within Western Australia.

## 2. RESULTS PROCESSING AT MEET

The system for processing results from deckseeded and heat seeded events generally worked well apart from the following few problems:

- \* finding that the new box of two-ply paper was A4 rather than quarto as required by the printer despite the fact that I had specifically ordered quarto. This is the first time that this has happened in the six and a half years of performing the computing. What was worse is that I did not open the new box until the Friday and being Good Friday it was impossible to buy more paper. The options were to return home to obtain the printer manual to find out how to change the page length or using a box of single-ply quarto paper I had brought. I decided on the latter. The disadvantage with this was that result sheets for issuing medals and ribbons required a second printing of the results which would have to wait until the printer was available. This somewhat held up the issuing of medals and ribbons and required far many more medals and ribbons to be posted after the event rather than being handed out on the day.
- \* the amount of time required to verify the vast number of records that were broken. It was greatly appreciated that Helen Rubin assisted in this task but it really required a third person apart from my assistant and me to be doing this full-time during the meet. It may also be possible to write some software to assist with this task when using AOE times.

- \* the time required each night after the events to produce the day's results for photocopying. As with the programme this was because we decided to use a new two- column format in a MS Word document which had to be designed during the Meet. In future I recommend that:
- \* any changes to the standard results layout should be designed at a previous Meet when there are not as many swimmers or as little time,
- \* that we develop some Word macro software to automate importing the results into MS Word.
- \* the photocopier being unavailable for reproducing Saturday's results on Sunday for distribution at the Open Water swim on Monday. This is one of those problems that just could not have been forecasted or prevented.
- \* the certificates being designed without proper reference to the certificate labels we use and trying to remedy this problem by changing the certificate label size during the Meet. In the end we decided that there was just inadequate time to redesign the labels during the Meet or before the Open Water swim on the Monday and so we might as well get the certificates reprinted.

### 3. RESULTS PROCESSING AT THE OPEN WATER SWIM

There were a number of problems here most of which were due to inadequate preparation due to all the other pressures of the Meet and sheer tiredness. They included:

- \* the computer was set up out in the open which meant that the wind was blowing swimmers cards if they were not weighted down and that I continually had to turn the computer off to preserve battery power. We had organised to use the ranger's office for printing the results but while doing this it became obvious that the ranger would have been happy for us to use the office area throughout the event,
- \* the computer is set up for times in mm:ss.hh format and yet the people recording times were told to use hours:mm. ss. This meant that times were first taken of the watches in mm: ss converted to hours:mm.ss by the people writing down the times and then converted by me back to mm:ss.hh before being entered into the computer,
- \* as mentioned the computer uses mm:ss.hh format for times, that is the maximum time that it will accept is 99:59.99, however, we had one swimmer take 102:35.00 which meant that I had to enter 99:59.99 and then edit all the result sheets and certificates before printing them. This problem could be overcome by some modifications to the software,
- \* I also received the cards of the swimmers who had not swum interleaved amongst those for the swimmers that had swum. When cards had missing times it was unclear whether the result times had been accidentally omitted or that the swimmer had not swum,
- \* a number of swimmers were left out of the final results. This occasionally happens at a carnival but is soon rectified when swimmers read the results on the notice board and see their names missing. In an event such as this the presentation is held without the results being first displayed and omissions identified. This would be less of a problem if:
- \* after putting all the cards into the computer I counted the number of cards with times on them and compare it to the number of times that have been entered onto the computer,

- \* as at the Shark Island swim at Cronulla this year a preliminary set of results is displayed first before the final presentation.

Overall I believe that even though using the computer for open water swims is not absolutely necessary, it should be used as it has the advantage of providing swimmers with certificates on the spot showing their time, position in their age group and position overall. I think that most of the problems would have been eliminated from the National Open Water if I had have gained experience by using the computer previously at one or two of the State Open Water swims rather than merely afterwards to produce certificates.

**Brett LARKIN**  
**N.SW AUSSI Computer Recorder**

## Function and Social Committee Report

### June Hird

INTRODUCTION  
SOCIAL COMMITTEE  
PROBLEMS IN IDENTIFYING VENUE CHOICES  
RECOMMENDATIONS MADE BY THE COMMITTEE  
PRESENTATION DINNER  
WELCOME FUNCTION  
CATERING FOR OFFICIALS  
APRES SWIM CLUB  
BREAKFAST  
OPENING FUNCTION  
POOLSIDE EVENTS

#### 1. INTRODUCTION

The Functions and Social Committee was formed as a Sub-Committee of the main National Swim Committee.

#### 2. SOCIAL COMMITTEE

The role of the Committee was further developed at its initial meeting held on 4 May, 1996. The specific activities identified included:

- \* Main Functions organisation and planning including:
  - Presentation Dinner
  - Happy Hour
  - Welcome Function
- \* VIPs
- \* Coaching and other poolside seminars and activities
- \* VIP lunch following opening ceremony

#### 3. PROBLEMS IN IDENTIFYING VENUE CHOICES

Initially, the Committee planned for some 300 to attend the Presentation Dinner with some 100 plus identified for the Welcome Function. Smaller numbers were identified for each of the additional activities.

The Committee examined the use of the Sydney International Aquatic Centre (SIAC) as well as various venues close to the Sydney International Aquatic Centre, including the Australian College of Physical Education, as possible additional venue for functions, lectures and socials. In addition, the Committee also examined a range of City venues and those close to the Ryde, Eastwood, Parramatta area. The Committee examined the use of the Sydney Entertainment Centre Functions Centre but it was found to be inaccessible from a traffic perspective, costly and "noisy" whilst the entertainment of the night was being hosted.

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The availability of venues at Easter and the additional costs associated with hosting functions at Easter caused additional headaches with the planning of the functions and with cost containment.

Prohibitive costs at SIAC for functions over 100 people, included the need to hire in staff, kitchen equipment etc. with a sit down price in excess of \$100 per head. To even place a marquee in the garden had a starting price of \$4,000 prior to adding in costs for hiring kitchen equipment, chairs, tables, venue hire, cleaning charges etc., which once again put SIAC out of our price range.

The Sydney Turf Club Functions Centres were examined only after a significant number of Sydney venues were either found to be already booked, had starting prices too high to meet our needs or alternatively were unable to satisfy our estimated number of attendees.

AVS Catering at SIAC were very responsive and keen to be able to provide catering for all other activities other than large functions. As they have a monopoly on catering at the site, there as no other alternative than to use AVS Catering for all "on site" catering requirements.

The sourcing of possible venues took considerable time and effort by the Committee with a constant problem being the non-availability of venues due to pre-booking.

**Recommendation 1:** It is recommended that bookings be made well in advance of dates required to ensure availability.

**Recommendation 2:** That consideration be given to not hosting the National Swim during a holiday period such as Easter due to the negative impacts of additional costs associated with hiring venues and labor costs during these periods.

#### 4. RECOMMENDATIONS MADE BY THE COMMITTEE

1. Presentation Dinner- Canterbury Function Centre;
2. Welcome Function - Pasta Night - AVS Catering - SIAC;
3. Apres Swim Club - AVS Catering - SIAC;
4. Breakfast- AVS Catering - SIAC;
5. Official Lunches - AVS Catering - SIAC;
6. Lectures and Tours - SIAC.

The Committee's recommendations were tabled and endorsed at the 29 June, 1996 meeting of the National Swim Committee.

#### 5. PRESENTATION DINNER

- \* The venue was set at Canterbury Park Function Centre based on initial estimates of some 300 + people attending. A deposit of \$300 was paid and planning for the function was complete well in advance of final numbers being available. When final numbers became known some three weeks prior to Easter, only 14.5% of entrants had chosen to come to the dinner.
- \* In view of the low numbers, Canterbury Park Function Centre advised that it intended to impose a 30% surcharge as numbers were to low to bear the holiday surcharge cost within quoted prices. Given this additional cost, a decision was taken two weeks prior to Easter to source an alternative venue. The deposit of \$300 paid to Canterbury Park was refunded.



- \* The hunt was on for an alternative venue which could host some 150 people. One of our sponsors came to the rescue and the Bankstown Sports Club became the new venue. Arrangements then had to be renegotiated with the new venue.

**Recommendation 3:** It is recommended that a less formal Presentation Dinner, possible at poolside, be considered as an alternative, as costs are too hard to contain when final acceptance numbers are not known till some three weeks prior to the conduct of the function.

## 6. WELCOME FUNCTION

The Pasta Night theme was well received. A number of swimmers gathered at the Welcome Function and used the opportunity to pick up their Welcome Pack and to review the Programme for the Meet.

In addition, members of the committee were there to meet and greet the visitors and to ensure that any general questions were answered.

**Recommendation 4:** A Welcome Function be provided as an opportunity for swimmers to view the venue and to pick up their Welcome Pack, programme or equivalent, prior to the commencement of the swim meet.

## 7. CATERING FOR OFFICIALS

As AVS Catering has a monopoly on all catering at SIAC, all catering arrangements at SIAC were required to be made through AVS.

In addition, SIAC imposed an additional restriction in that we were unable to serve tea, coffee or food on the pool deck. This meant that officials had to leave the pool deck for morning tea, lunch and afternoon tea. It also meant that we were unable to provide refreshments to the volunteer timekeepers on the pool deck.

As the result of the above restrictions, we worked with the Meet Director and his team to break the officials into shifts to ensure that all the officials had lunch and tea breaks, without impacting the conduct of the Meet. This process proved very successful, even when one day's session stretched well into the evening and an additional dinner break was introduced for the officials. Timekeeper volunteers were, however, reluctant to use "help yourself" facilities.

**Recommendation 5:** That consideration be given to breaking officials into shifts for lunches etc, to ensure that all have the opportunity to have a break from the pool deck, minimising the impact on the conduct of the swim meet.

## 8. APRES SWIM CLUB

The Apres Swim Club was established at no cost to the organisers. While the idea was a good one, people made their own meeting arrangements, which at times included the use of the coffee shop.

## 9. BREAKFAST

AVS Catering had a special swimming breakfast deal, which was well received by those who availed themselves of the option.

**10. OPENING FUNCTION**

The Function following the Official Opening was an informal event. While it was initially difficult to get the visitors off the pool deck to attend the Function, once they moved to the allotted room the refreshments provided were well received.

**Recommendation 6:** That consideration be given to using a room in close proximity to the Official Opening to provide light refreshments to those attending.

**11. POOLSIDE EVENTS**

Sue Johnstone co-ordinated these activities. (Refer separate report.)

I would like to thank the members of the Committee, Sue Johnstone, Carol Dawson and Stephen Lamy.

**June Hird**  
**Social Committee Co-ordinator**

## Activity Report Carol Dawson

PUBLICITY  
MARKETING SPONSORSHIP  
MERCHANDISE  
PRESENTATION DINNER  
WELCOME PACK  
RAFFLE  
WARM UP POOL  
ADMINISTRATION  
2 SIAC

As indicated, I had responsibility in a number of areas. I would like to say from the outset that it was difficult to spend the hours one would like to devote to certain areas while holding a full-time job.

### 1. PUBLICITY

We decided to send out Newsletters to all clubs prior to the Meet. This was on a regular basis. Four advance newsletters were published. However, because of the many request for back issues it would appear many clubs did not make Newsletters 1-4 available to their members.

During the Meet the Newsletters were well received and the feedback was favourable.

The "Mail Box" was an opportunity for competitors to voice their opinions.

Publicity on a wider scale was disappointing although not unexpected. We may have received more publicity if the Opening Ceremony had proceeded as planned.

### 2. MARKETING/SPONSORSHIP

Due to work commitments, this area was difficult for me. This included finding time to service sponsors, as they preferred to work and meet during business hours. The majority of work fell to Stephen Lamy and Ian McCallum. I felt that the agreement with Kevin Berry did work and was a professional arrangement.

### 3. MERCHANDISE

I was in favour of the pre-order sales system, as I felt it would protect us from being left with unsold items. However, my thoughts have changed because:

- (i) the brochures, which included an order form, did not reach the majority of competitors;

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- (ii) the processing of orders, from receipt to packing and distribution, was very time consuming.

**Recommendation:**

Only a selected number of items be ordered, for example, T-shirt/Polo shirt, Sloppy Joe, Cap and Swim Camp only, and maybe a towel, to sell these items during the Meet, and to have no pre-ordering.

For a meet the size of the 1997 National Swim, a large club could be offered a contract to organise the sale of merchandise, with a percentage of the sales going to the club.

**4. PRESENTATION DINNER**

It was disappointing that the budgeted number of 300 acceptances did not eventuate, given there were 900 entrants. With those expectations, the venues available were limited. Because the night of the function was Easter Saturday, an early booking was necessary. The Canterbury Racecourse Function Centre seemed an ideal choice, as past experience had proven this venue was a quality one. Another unfortunate problem was the public holiday surcharge, which would not have applied if our anticipated 300 had attended.

I comment on some other matters.

**5. WELCOME PACKS**

The programme, key rings and samples were appreciated. However, I thought putting the records pertaining to the competitor's age group in the Welcome Pack was a lot of extra work for Warringah club packing the bags. These details could have been made available from the Information Table. There were cases of individuals not assisting the distribution process, namely taking their own packs rather than those for their club. If possible, packs should be available at entry. When people arrive, all they want to know is where to register and where to obtain their programme. The Cronulla-Sutherland Club doing the raffle became an information service answering questions and redirecting people to pool deck.

**Additional Note.** The inclusion of records in Welcome Packs was well received by a large number of people. It was decided to do this at our planning meetings, because of positive feedback received from competitors at the previous National Swim when this was done for the first time. Labels and record sheets were printed in the same order by our Computer Director, to match up the correct age group records with the swimmer.

**6. RAFFLE**

This was well organised and successful. Having officially printed tickets is a must. Another must is an advertised drawing time. People will buy tickets if the prizes are of reasonable value. The responsible club, Cronulla-Sutherland, provided winners with sales dockets so they could exchange their prize if they wished. The cost of tickets - \$2 each or 3 for \$5 - made money handling easier. I suggest with a meet the size of the National Swim, that a club be requested to run the raffle, provide the tickets and prizes, should be entitled to a percentage of the profits.

**7. WARM-UP POOL**

This could have been organised better. Signs available at SIAC were not used. Squads, which used the competition pool prior to our racing, then went into the diving pool and added to the crowded pool.

**Recommendation:**

Warm-up facilities and rules for warm-up session be given greater consideration for all future swim meets.

**8. ADMINISTRATION**

To be able to devote the total number of hours worked on a voluntary basis does not take account of local factors and demands dictated by the size of the Meet.

I believe that an administrator should be employed for a certain number of hours a week, increasing as the swim dates draws closer. That administrator should be responsible for marking and sponsorship.

**9. "2 SIAC"**

The public address arrangements were changed at the last minutes due the unavailability of the planned announcer. The loudspeaker was, unfortunately, at times inaudible, despite attention by SIAC personnel. I feel that more attention should have been given beforehand to advertising 'spiels' as a medium for sponsors.

**Carol Dawson**

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