



**MASTERS  
SWIMMING**  
Australia

**AUSSI MASTERS SWIMMING  
IN AUSTRALIA**

**NATIONAL SWIM 2002  
FINAL REPORT**

Hosted by  
**Masters Swimming NSW**  
In Sydney, 16-18 March 2002



**MASTERS  
SWIMMING**  
New South Wales

## The Convenor's Report

The planning for and staging of this year's National Swim ("NS") was, in large measure, dictated by the FINA World Masters Championships to be held in Christchurch New Zealand from 22-29 March 2002.

On the rotation system, the NS 2002 would have been held in Perth; clearly attendance levels at this venue would have been severely impacted by the FINA event. Sydney, by contrast, offered relative proximity to Christchurch, and also the opportunity to compete in the 2000 Olympic Pool.

The further critical decision was to hold a short course meet. This appeared to be based on the expectation that numbers would preclude a long course event being conducted over 3 days. The estimate of numbers was in the order of 1,500. The reasoning took into account numbers at the prior FINA event in Munich, what numbers Christchurch could reasonably expect and a component of World Championship competitors who would also compete in Sydney. In any event, more than the 1997 numbers of 900 plus could be expected to attend. The facilities at the SAC Homebush could accommodate two 25 metre pools being used concurrently.

In some quarters in NSW enthusiasm for these plans was not shared. On the one hand, there was resistance to a NS being a short course event and, on the other, to the 2 events being held so close to one another. The extent of the opposition did not appear to be widespread, but it was clear from the outset that there would be some negative impact on swimmer and official participation.

In the result numbers of 640 including 40 or so from overseas fell well short of expectations. Given that World Championships are held only infrequently in the southern hemisphere, let alone in Australasia, any lessons that may be identified don't have ready application. The only suggestion that emerges is that if a "competing" event looms, which could have an effect on response to a NS, branches/clubs could be canvassed well in advance to gauge the likely degree of support or otherwise. No one could have reasonably foreseen September 11 and it may have had some influence on the level of overseas participation.

The event offered the opportunity to improve on some aspects which emerged from the 1997 NS. These related to our relationship with the SAC management, the merchandise function and the social activities.

The SAC relationship had to be based on clear lines of communication and, to this end, one committee member was to have the role of coordinating all our needs with SAC management. The "SAC Liaison" role was filled, after a prior acceptance fell through, by Michelle Burley-Jones. While at times other committee members had to progress matters with SAC, overall our dealings with SAC were much more efficient than 5 years previously.

Merchandising exercised the 1997 collective mind more than was warranted. The function cried out for outsourcing to experts with consequent transfer of liability. Seaside Pirates have recently emerged on the scene and feature an example of so-called "corporate" wear. This was the creation of member Paul Pascall. Paul, through his company, took on the role of offering a merchandise package. All risk lay with Paul and Masters were entitled to a commission of 10% on sales. The desired result of the available time being better employed was achieved.

Social venues in 1997 were a vexed issue. Holding anything at SAC is a tortuous and costly affair and there is not a wide range of suitable locations in the near vicinity. Early decisions to hold the Welcome Function at Auburn Swim Centre and the Presentation Function at the Lidcombe Catholic Club helped planning generally, with both venues being familiar and cost effective. The response to the Presentation Function might be seen as disappointing but it would have had nothing to do with the venue. There are always reasons (excuses?) why such events are not supported by members and, on this occasion, two would have been work on the following day and, for some, rest before the trip to Christchurch.

Sponsorship proved for the most part elusive. Attempts to secure a major sponsor from among the financial services industry - ING, St George - met with knockbacks. Previous supporters, namely Sydney Water and Tourism NSW, could not be persuaded this time. The latter, in particular, emphasised how much harder it had become, and how one had to demonstrate clear economic benefits to the State. Due to Jane Noake's doggedness, a range of supporters were attracted, and the overall result is proof that a major sponsor is not absolutely critical to a good outcome.

With a view to leveraging off the high profile which volunteers achieved at the Olympic Games, thought was given early as to how the "force" could be deployed for our NS. Sandy Hollway, CEO of SOCOG and standard bearer for the 2000 volunteers, agreed to open the Swim. Unfortunately overseas commitments meant he had to subsequently decline. In the meantime we had discussed with Volunteering NSW if and how we could engage volunteers to do a range of tasks, most notably timekeeping. The advantages to competitors if they are not called on to timekeep are patent. By and large the experience with the volunteers was positive. There were the usual "getting to know you" type issues at the outset which were soon remedied, and we are hopeful that we can build a group that will help out at State Championships. It may be possible for other States to pursue similar arrangements.

Another innovation was the website. While such a facility is fast being taken for granted, one should be aware of the time expended to develop and up-date this information tool. Helen Rubin deserves special thanks for her contribution to this service.

The success or otherwise of a NS depends, not surprisingly, on the quality of the relative few who take it upon themselves to deliver for the greater majority. Against a background of high expectations, which failed to materialise, the organising committee nevertheless delivered a successful event. From a swimmer's point of view, the organisation was as smooth as could be expected. This outcome was in no small measure due to the efforts of the State President, Jane Noake. Jane concerned herself with every aspect of the swim and in the requisite detail. In particular, she was able to harness volunteer support within the organisation to a level not hitherto seen. It bodes well for NSW that a wider group within the branch is responding to the call to take a more active involvement.

I also wish to note other members of the committee and thank them for their contributions: Cathy Codling as Treasurer, assisted by Anita Saviane, Jeff Price and Bob Dorrington as Meet Directors, Mark Hepple on Computer and all related matters, Jack and Judith McMahon concerning officials, Louise Stovin-Bradford in Safety and David Sloan on the newsletter. Col Lynch was only prevented by illness from active participation in relation to officials. Beyond the committee there was sterling support from Carol Dawson and Nerida Murray coordinating the volunteers, and Ron Jordan and Helen Wood in the AOE room ensured that swimmers times were captured correctly. It is to be hoped that swimmers were satisfied with NS 2002.

**Stephen Lamy**  
**Chairman**  
**Organising Committee**

## **Meet Directors' Report**

### **Summary**

The National Swim 2002 was held at the Sydney Aquatic Centre, Homebush, on the 16th, 17th and 18th of March. The meet was held as a Short Course carnival, as this provided the option of utilising two pools simultaneously if the number of entries proved sufficient to warrant this.

The actual number of entries was 641, which dictated that the meet was run primarily in the main competition pool. The second competition pool, which forms part of the diving pool, was only utilised for the first event, the 400m freestyle. This effectively saved 90 minutes from the first day's programme.

A number of volunteers were organised by the meet Safety Officer to supervise the warm up/swim down pool. This ensured that all swimmers could compete at their best which, coupled with a fantastic venue, saw 266 Branch, National and World records broken.

### **Efficacy for Competitors** (the people for whom the meet is arranged)

Marshals and Check Starters are, in effect, "The Face of the Meet". They are the officials that the competitors primarily come into contact with. As such, they are tremendously important to the perceived efficiency of a carnival. During the 27th National Swim we were very fortunate to have courteous, efficient Marshals and Check Starters which assisted greatly with the smooth running of the carnival. This should in no way be seen as reducing the importance of the other officials who were also helpful, efficient and greatly valued.

Competitors at all meets need to prepare themselves properly if they are to do their best. Simplistically this becomes more important as the importance of the meet increases. Accordingly, the provision and supervision of suitable warm up/swim down pools, to enable all swimmers to adequately warm up and swim down, was seen as a high priority. This was ably managed by a team of CPR qualified volunteers arranged by the meet Safety Officer.

Timekeeping is an integral part of any swim meet. However, it can also place additional demands on swimmers which in turn can detract from their performance. Hence, we arranged for a qualified volunteer on each lane to supervise the timekeeping for that lane. Volunteers from Volunteering NSW supplemented the qualified timekeepers, thereby removing the need for swimmers to timekeep and for which we are very grateful.

### **Innovations**

When the 27th National Swim was first considered, it was decided to hold the meet in Sydney to hopefully entice overseas competitors who were planning to attend the World Masters Championships in Christchurch the following week. The organisers were conscious that it would be undesirable to run the meet late into the night if very large numbers entered. Consequently, it was decided to run the meet as a Short Course event, because the Sydney Aquatic Centre had the capacity to run two pools at the same time, thereby greatly reducing the time taken to run the event.

When the number of entries was finally determined at 641, it was decided to utilise the two pools for the first event only, thereby shortening what would have been the longest day, by 90 minutes. Using both pools for this event enabled us to trial the two pools should they be needed in the future and ensured the first day did not extend into the evening.

The second innovation (at least for the New South Wales Branch) was using two Meet Directors. This eventuated because of the unfortunate heart attack that the original Meet Director suffered 5 months before the meet. It was found that using two Meet Directors had a number of benefits including:

- enabling the Meet Directors to compete at the meet
- providing a sounding board for decisions and procedures during the meet
- providing a means to train prospective Meet Directors

Whilst we recognise the possibility of disagreement between two Meet Directors exists, we feel that the possible benefits outweigh the possible drawbacks and commend the arrangement to future National Swims.

### **Other Matters**

The extraordinary number of records set at the meet considerably increased the workload for the Recording team who should be commended for their application.

The disputes that were brought to the Meet Directors were questions regarding the non-listing of swimmers in results, the inclusion of swimmers in apparently incorrect age groups and other questions of a similar nature. There were no disputes associated with the refereeing as such, for which the referees should be commended, as all their communications with swimmers were clear, concise and fair.

**Bob Dorrington and Jeff Price**

## **Finance Sub-committee Report**

### **2000-2001**

#### **Results**

Consistent with last year's National Swim, an advance provided by the National Body of \$2000 proved to be inadequate. This advance did not cover the deposit required by the Sydney Aquatic Centre on 3rd January 2001, 15 months prior to the meet, of \$2772. We therefore had to borrow additional funds temporarily from Masters Swimming NSW.

The committee made a decision to set up a credit card facility to attract overseas competitors. Even though it was clearly printed on the entry form that this facility was for overseas visitors, there were a few Australian competitors who selected to pay by credit card. The cost per transaction was 6% of the value. Total merchant fees were \$276.62. We received 39 overseas entries.

There was some concern from competitors over the cost of the entry fees being too high. The committee was bound by the fee of \$60 per entry, which was set by the National Office.

The costs and income relating to the Welcome Function, merchandising and raffles were excluded from the final results as the net income of these activities go directly to the Branch.

We received \$4850 in sponsorship and advertising and also made an unbudgeted surplus on the presentation dinner of \$835. The final result on the meet was a surplus of \$6200 compared to a budget of \$1500.

**Cathy Codling**

**Audit Report to the Members of**  
**AUSSI Masters National Swim 2002**

I have audited the Financial Report of AUSSI Masters National Swim 2002 for the period 3rd January 2001 to 31st May 2002. In my opinion, based on examination of all receipts and payment vouchers and bank statements supplied to me, the Financial Report of AUSSI Masters National Swim 2002 presents fairly the receipts and payments for the period ended 31st May 2002.

*Mawby Cowper Meares & Co*  
MAWBY COWPER MEARES & CO.  
Chartered Accountants

*S. Meares*  
Stuart D. Meares  
Partner

Dated at *Sydney* this *14th* day of *June* 2002.



## Final Accounts as at 30 April 2002

| Income                                |                            |                 | # people | Budget         |
|---------------------------------------|----------------------------|-----------------|----------|----------------|
| Sponsorship                           | Lidcombe Workmens Club     | 500.00          | 2        |                |
|                                       | West's Auburn Masters SC   | 500.00          |          |                |
|                                       | Musahl                     | 500.00          |          |                |
|                                       | Sports Travel              | 500.00          |          |                |
|                                       | Hills AUSSI Masters        | 500.00          |          |                |
|                                       | GA Miller Metal Industries | 1000.00         |          |                |
|                                       |                            | 3500.00         |          | 3000           |
| Advertising                           |                            | 1450.00         |          | 1650           |
| Information Desk                      |                            | 55.00           |          |                |
| Swim                                  |                            | 38640.00        | 644      | 38640          |
| Relays                                |                            | 3024.00         | 252      | 3024           |
| Presentation Dinner                   |                            | 6300.00         | 140      | 4770           |
| Total income                          |                            | 52969.00        |          | 51084          |
| <b>Expenses</b>                       |                            |                 |          |                |
| Sydney Aquatic Centre                 |                            | 11913.00        |          | 11550          |
| Medals                                |                            | 8985.35         |          | 8300           |
| Presentation Dinner                   |                            | 5374.86         |          | 4860           |
| Programs and results                  |                            | 8628.77         |          | 11864          |
| Officials shirts                      |                            | 2172.50         |          | 2233           |
| Postage and Stationery                |                            | 1861.94         |          | 1750           |
| Committee expenses (supper)           |                            | 1006.39         |          | 1000           |
| Volunteer Expenses                    |                            | 408.20          |          |                |
| Certificates, trophies and engraving  |                            | 454.00          |          | 600            |
| Internet services                     |                            | 367.37          |          | 600            |
| Advertising                           |                            | 1291.25         |          | 2000           |
| Complimentary refreshments            |                            | 2711.64         |          | 3200           |
| Bank and merchant fees                |                            | 361.52          |          | 600            |
| Other                                 |                            | 410.00          |          | 669            |
| Interest                              |                            | (12.36)         |          | -50            |
| Audit Fees                            |                            | 400.00          |          | 400            |
| Total Expenses                        |                            | 46334.43        |          | 49576          |
| Net position                          |                            | <u>6634.57</u>  |          | <u>1508.00</u> |
| <b>Presentation Function</b>          |                            |                 |          |                |
| Income                                |                            | 6300.00         |          |                |
| Expense                               |                            | 5374.86         |          |                |
| Profit                                |                            | <u>925.14</u>   |          |                |
| <b>Balance Sheet</b>                  |                            |                 |          |                |
| Bank balance                          |                            | 12295.99        |          |                |
| Due to AUSSI Masters Swimming in Aust |                            | (2000.00)       |          |                |
| Due to Masters Swimming NSW           |                            | (3661.42)       |          |                |
| Profit to date                        |                            | <u>(634.57)</u> |          |                |
|                                       |                            | <u>0.00</u>     |          |                |

## 2007-2008 Programme Sub-committee Report

### Entry Forms

00.00

#### **1. Individual Entry Form**

The Individual Entry Form was designed primarily as a data entry document. Information had been separated into two pages.

Page 1. Contained only the information required for the meet recorder for production of the programme.

Page 2. Contains only the information required for the administration of entries. In the case of AUSSI swimmers, the club's Secretary transferred payment details to the Club Summary Sheet, and for overseas competitors this page was processed directly by the Branch office.

I resisted the urge to have separate forms for local and overseas entrants, as we would inevitably end up with the wrong form in the wrong hands somewhere along the line. Overseas entrants were able to download the entry form from the web site and forward the hard copy together with proof of registration.

It was decided not to create an on-line entry or internet payment system, but details for credit card payment were included on the form for the convenience of overseas entrants. Although this was marked reasonably clearly, as for overseas entrants only, a large number of AUSSI swimmers filled out the credit card authorisation instead of aggregating payment with the club summary. The desirability of this form of payment was clearly demonstrated by the entrants, and I recommend that consideration be given to extending this payment facility (including on-line entry & payment) in future swims. The impact of credit card fees will also need to be taken into account in future National Swim budgets.

Page 2 also included additional details for administration, such as emergency contact for next of kin, postal address, and email address for the dispersal of information.

The closing date was set at 5 weeks prior to the meet. Even with the smaller number of entries than anticipated, difficulties with printers meant that copies were only just received on time.

#### **2. Club Relay Entry Form**

The Club Relay Entry Form, on the back of the Club Summary Sheet, collected details of the number of relay teams fielded by a club in each event, and the payment required. Payment details were to be transferred to the Club Summary Sheet by the club Secretary. Team members were submitted & data entry performed on the day of the event.

### **3. Club Summary Sheet**

The Club Summary Sheet was a compilation of payment details from the Individual Entry Forms and the Club Relay Entry Form. It also included club contact details for possible follow-up to problems with entries.

Individual events entered for each competitor was considered not relevant on this form, only the calculation of the total number of swims, which was used for data entry checking.

No merchandising information was included, as this was handled independently by the supplier.

A problem was identified with the shading in panels on the entry forms posted on the web site. With the wide variety of computers and printers available, some forms downloaded, printed and then faxed, were too dark when finally received. New forms were posted without shading.

### **Registrations**

Much thanks to Julia Phillips and David Ryan for their assistance in obtaining current registrations from the branches. Data from all branches except South Australia were received in time to make the validation of entries straightforward, despite the fact that a large proportion of entry forms did not have the new registration numbers.

Final entry numbers were 645, with 475 from NSW, 129 from interstate, and 41 international competitors.

### **Medical Disabilities**

A hard copy of the MD register for all branches was received and the NSW computer system updated. A list of registered MD's for the meet was produced for the Referees.

### **Programme**

Entries closed on February 1, and processing of entries in the NSW Branch office started promptly under the guidance of Di Coxon-Ellis with a team of volunteers including Liz Wallis, Cathy Codling, and Malcolm Heath.

Once processed, the 'Individual Entry Forms' were forwarded to me for data entry of swim times. This was done as quickly as possible, so that a decision could be made as to whether there was a need to conduct the swim in two pools, as originally planned. After looking at the forecast times, the Organising Committee decided to use 2 pools for Event 1, the 400 Freestyle, with the rest of the meet in one pool.

MeetSys was used for production of the programme, with the text output formatted using MS Word macros.

E-mail addresses supplied were invaluable for contacting swimmers to query entry details, the quick response times enabling problems to be cleared up quickly.

A list of entry confirmations was sent to each club that supplied a contact email address, on February 7. After making corrections, and further checking, the Swim programme content was uploaded to the National Swim website on February 19, with the full programme with advertising and artwork being sent to the printers on February 20.

After printing, it was decided to accept the late entry of 3 international swimmers, who subsequently swam for 'no points', and no opportunity to win medals. One NSW entry was also found to have been overlooked, and was entered for full points. As the meet was fully heat seeded, these swimmers were allocated to vacant lanes, and a revised copy of the Programme produced for the Officials. The opportunity was taken to mark-up this copy with the Medical Disabilities, and those who had nominated formstrokes in Freestyle events.

### **Recording**

Timekeeping was achieved by the combination of AOE (automatic officiating equipment - electronic touchpads), and SAT (semi-automatic timing - 3 timekeepers with push buttons). Times from the AOE printout were entered into MeetSys, the NSW Swim Meet software, for the production of results for the meet.

Many thanks to the enthusiastic team of Alison Woodward, Melita Sutton, and Biff Grindley who shared most of the data entry work, in between swimming their events.

The shift back to swimming in only one pool for most of the meet relieved a lot of pressure from the recording team.

No problems with the AOE, or MeetSys were encountered. Even data entry errors were minimal. The biggest problem was the omission of swimmers from the results, due to a 'soft' touch on the pads (not uncommon with older AUSSI swimmers). This was, more often than not, picked up by the AOE operator and the result edited to incorporate the SAT times, but some were missed.

Protest procedures published in the Programme were:

*Provisional Results* will be posted as soon as practicable after the conclusion of each event. An announcement will be made, and the results will be marked with the time of posting in the top right hand corner.

*Protests* regarding any irregularities of the meet, or the results, must be in writing on the official Protest Form available at the Information Table. It must be lodged at the Information Table within 30 minutes of the time of posting of the provisional results. The Protest Form will be forwarded to the Meet Director for attention.

*Final Results* will be posted approximately 45 minutes after posting of provisional results, subject to the resolution of any protests.

*Medals* will be available for collection from the Medals Table immediately after the posting of Final Results.

The system worked well, although the planned communication (by walkie talkie) between the Recording Room and the Information Table proved difficult.

We still had too many people entering the recording room. It is important that recording personnel are isolated from distractions as much as possible. In this regard, I recommend that the recording room be strictly off limits to ALL competitors. In addition to protests, all enquiries or other requests should be submitted in writing, complete with all relevant information required to deal with the request.

## **Results**

Each day's results were uploaded to the National Swim website at the end of each day.

A soft copy of the full results, together with computer files of swim times, in AUSSI NCC format, were sent electronically on April 1 to each state recorder for state Top Ten and records purposes, and to the national recorder for National Top Ten purposes.

A hard copy of the results booklet was printed and posted on April 19 to each participating club, along with individual Certificates, and uncollected medals.

A problem was detected whereby the results for Day 1 were downloaded from the National Swim 2002 website and, unknown to me, posted on the AUSSI National website. A correction to this day's results was later re-posted on the National Swim site, but not on the AUSSI National site. I recommend that the two sites not be duplicated, and only a link to the official results be allowed.

### Records

MeetSys was updated with the latest available National and World records. We also built a database of all Branch records (excepting Victoria who were unable to send up-to-date records data). The system's ability to automatically check for broken records resulted in the identification of:

- 29 World record applications
- 123 National record applications
- more than 250 Branch records

This record spree took everyone by surprise. While I anticipated having one person allocated solely to verifying times and completing the paperwork for record applications, we needed 2 people full time on Day 3 to complete the task.

### Recommendations for Future National Swims

- Neither the National Swim Meet Guide, nor the National Swim Contract, require a host branch to use a computer recording system that can produce results in the AUSSI NCC file transfer format. I believe this must be rectified, to ensure that data can be readily transferred to all branch recorders for records & TopTen purposes, without the need for each branch to re-enter data manually. ?
- I would like to see the National Medical Disabilities Register kept in a form that can be updated regularly and uploaded directly into the AUSSI Swim Meet Systems, in the same manner as the National records.
- Results should be posted on only one official web site, with only links from other sites allowed, to avoid problems with wrong results being posted. \* \*
- Recording room should be kept off limits to all competitors, with any requests to be made in writing.
- It is suggested that formal protests be subject to a fee, refundable only in the event of the protest being upheld. Ø
- Facilities be available for payment of entries by credit card, and if possible the ability to submit both entry and payment over the internet. \*

Mark Hepple  
Computer Recorder

\* very costly.  
\*\* already in place.

Ø impractical

## **Safety Report**

This National swim was run in a Short Course format, allowing us the unique opportunity of utilising 3 x 25m pools for warm up prior to each day of competition. Throughout each day of competition 1 x 25m pool was operational for warm up and swims downs.

### **Warm Up/Swim Down Supervision**

Each pre-competition warm up pool was signposted and supervised by a minimum of 4 suitably qualified volunteers from AUSSI Masters. The warm up/swim down pool used throughout each day of competition was supervised at all times by a minimum of 2 suitably qualified AUSSI Masters volunteers. In particular, many thanks to the volunteers from Seaside Pirates and Wests Auburn clubs.

In addition, the Sydney Aquatic Centre assigned staff lifeguards with senior first aid and advanced resuscitation qualifications to supervise all pools at all times and to attend to any first aid requirements.

### **Equipment**

Equipment supplied by both SAC and AUSSI Masters included first aid kit, defibrillator, oxy-viva and a stretcher was set up in a prominent position on pool deck for easy access. The local NSW Ambulance Service were also advised of the event and placed on standby.

### **Medical**

In conjunction with SAC lifeguards, Dr Helen Whitford, Dr Bruce Noake and Dr Kurt Singer swiftly attended to a total of four incidents throughout the meet. Of these, one competitor and a volunteer were taken to hospital for further observation and subsequent release. Three of the four experienced difficulty with breathing and the fourth, an epileptic fit.

### **Conclusion**

Great facilities and a professional, caring team made the safety aspect of the AUSSI Masters National Swim 2002 a success.

**Louise Stovin-Bradford**

## **Technical Official's Report**

Suggestions for setting up each day's officials at Championship meets. Officials to meet in club room or suitable place.

1. Have an attendance sheet for every official appointed, to sign with name and club or address. Programmes, shirts, water bottles to be given out. A record of those present is important for insurance purposes, as well as a record for thank you letters which are always appreciated.
2. Referee to appoint Judges of Strokes, Inspectors of Turns, check with Starters, Marshals, Check Starters, Recorders, etc.
3. Chief Timekeeper to allocate lanes to timekeepers from list of available people. He must make sure that all TKs know the procedure of timekeeping. Reserve TKs are useful for breaks, watch failures, etc. It is important that there are 3 timekeepers on each lane for record purposes, even with electronic timing, as the buttons are a back up in case of failure.
4. People should be welcomed and never turned away as they have made a big effort to be present, and there is always need for extra manpower.

Before the event, it is helpful for officials to be informed by mail of date, time, place, dress requirements and any other relevant information.

**Judith McMahon**



## Web Report

The website for the 27th AUSSI Masters National Swim was launched late April 2001. A separate domain name <http://www.sydneymastersswim2002.com> was registered for the swim site.

A separate email address was also established, i.e. [enquiries@sydneymastersswim2002.com](mailto:enquiries@sydneymastersswim2002.com)

The timeline in which information was placed on the web is shown in the table below:

| TOPIC                      | Date   |
|----------------------------|--|
| General Information        | April 2001   |
| List of Events             | April 2001   |
| The Venue                  | April 2001   |
| Information Brochure       | April 2001   |
| Preferred Travel Agent     | April 2001   |
| Sightseeing Links          | April 2001   |
| Sponsors                   | April 2001, then as received                             |
| Frequently Asked Questions | October 2001, then ongoing                               |
| Entry Forms                | October 2001   |
| Transport                  | April 2001   |
| Newsletters                | August 2001, November, 2001, January 2002 and March 2002 |
| Accommodation              | November 2001  |
| Social Events              | April 2001, then January 2002                            |
| Merchandise                | April 2001, then December 2001                           |
| Christchurch Link          | April 2001   |
| Committee                  | April 2001   |
| Contact Us                 | April 2001   |
| Final Program              | February 2002  |
| Results                    | March 2002 – daily during meet                           |
| Final Arrangements         | March 2002   |

Web page usage grew steadily during the 12 months, as can be seen from the table below:

| Month          | Number of Hits | Number of Visitors | Average Visits per Day | Average Hits per Day |
|----------------|----------------|--------------------|------------------------|----------------------|
| May 2001       | 8,396          | 305                | 12                     | 335                  |
| June 2001      | 3,930          | 169                | 5                      | 132                  |
| July 2001      | 5,224          | 225                | 7                      | 168                  |
| August 2001    | 4,857          | 228                | 7                      | 167                  |
| September 2001 | 2,827          | 131                | 7                      | 157                  |
| October 2001   | 9,522          | 381                | 12                     | 307                  |
| November 2001  | 11,018         | 448                | 14                     | 367                  |
| December 2001  | 15,924         | 570                | 18                     | 513                  |
| January 2002   | 37,930         | 1,145              | 36                     | 1,223                |
| February 2002  | 8,480          | 841                | 33                     | 1,139                |
| March 2002     | 12,027         | 2,679              | 86                     | 2,879                |
| April 2002     | 20,245         | 665                | 23                     | 723                  |
| TOTALS         | 264,359        | 7,787              |                        |                      |

A few comments about the website:

- The most popular sites were:
  - Results
  - Program
  - Accommodation
  - Entry Forms
  - List of Events
  - Information Brochure
- The Frequently Asked Questions (FAQs) was added as a result of questions asked in emails received. These questions often drew our attention to important information that needed to be added to the website.
- A direct link was provided from the website for the purchase of merchandise.

- Peak periods occurred in the usage as expected around critical dates, i.e. January for closing date of entries, February/March for final meet arrangements and reading of program, late March for obtaining results.
- A large number of people used the website to download entry forms for the meet.
- The program was loaded onto the website approximately 3-4 weeks before the meet. The statistics also show high usage of this page. A number of swimmers were able to contact the Committee to have minor corrections made to their entries before the meet.
- The results were loaded onto the web each night during the meet. These pages proved extremely popular. The site had over 23,000 hits (and over 600 visitors) in the two days following the meet.
- All sponsors were also listed on the webpage with links to their own websites. Any information given to us by a sponsor was also published on the webpage.
- The website was an excellent tool for communicating with many of our overseas visitors.

In conclusion, the website became an important function in hosting the National Swim. It provided direction communication to many of our members and swimmers. A number of comments were received from competitors about this. The webpage statistics show the areas of information that are most needed on a website. Also, from the comments received after the swim, many people congratulated the committee on being able to publish the results so quickly. Emails were received from interstate and overseas saying they were pleased to be able to look up results of competitors.

**Helen Rubin**

## Newsletters Report

This report gives a summary of the newsletters that were created for the AUSSI Masters National Swim 2002 Carnival held at the Sydney Aquatic Centre.

There were a total of seven newsletters created.

The initial four newsletters were sent out to Australian AUSSI Masters clubs and International committees. The aim was for the clubs to inform their members of the National Carnival as detailed by the newsletters. Two copies of each newsletter were sent to each club, and the clubs could put them on their notice boards, or create more copies for member distribution.

The three other newsletters were for the actual competition details. One was distributed with the competitor's welcome packs, and the other two were handed out to the competitors when they turned up at the pool in the morning after each day of competition. For these newsletters, there was one copy produced for each competitor, and extra copies for all the volunteers.

On the competition days, competitors could enter "around the pool gossip and interesting information" to be printed in the newsletters. A big red post box, with the title "AUSSI MAIL" was put near the raffle tables so people could post their gossip. There were printed gossip forms to make it easy for people to use. This gossip was interesting and added a personal touch to the newsletters.

All newsletters were put onto the National Swim Web site (in PDF format). This was so anyone with web access could view or download them.

Each newsletter consisted of four pages. They were photocopied double sided except for the two competition newsletters; which were copied single sided (due to the limitation of the photocopier at the pool).

The newsletters were produced using the Microsoft Publisher 2000 desktop program, and converted to PDF format for distribution to the web site and emails. Publisher 2000 had some helpful newsletter templates. Note that any program could have been used to produce the newsletters.

For the two competition newsletters, a laptop computer was used to create the newsletters at the pool as information arrived. A separate printer was being used by the carnival results program, which was used to print the newsletters.

From this printed copy, 700 copies of 4 page single sided newsletters were photocopied on the high volume photocopier supplied by the Sydney Aquatic Centre. We could not produce double sided copies as the photocopier would jam when doing double sided copying. It was very convenient having the photocopier at the pool.

Template newsletters were created before the day so that the formatting was already created, so it just required the information to be added.

Only world and Australian national records were put in the newsletters, as adding the state records would have taken too much room.

Dates of the newsletters:

| Newsletter Number | Date                     | Focus of newsletter   |
|-------------------|--------------------------|---|
| 1                 | 2001, July               | Welcome by National Convenor. Information about the Event: Competition program, dates of carnival, welcome function and presentation dinner details, Sydney Aquatic Centre promotional information.   |
| 2                 | 2001, October            | Accommodation, Merchandise summary, Things to do around Sydney.   |
| 3                 | 2001, December           | Introduction of the committee, How to order merchandise, Directions to get around, and initial sponsors.  |
| 4                 | 2002, February           | Final Arrangements and Pool details. Sponsors listed with their logos. Transport arrangements. Social events.   |
| 5                 | 2002, Friday, 15th March | In the welcome packs. Around the pool information, Access map to the pool, Volunteering NSW article, final list of sponsors.  |
| 6                 | 2002, Sunday 17th March  | Covered the results of day 1 of competition, World and National records listed; official opening; seminars on freestyle technique, and basic stretching; information on the raffles. Handed out Sunday morning when competitors arrived. This was printed after competition on day1 (Saturday). |
| 7                 | 2002, Monday 18th March  | Covered the results of day 2 of competition, World and National records listed. Handed out Monday morning when competitors arrived. This was printed after competition on day2 (Sunday).  |

### **Feedback and reviewing the newsletters**

Jane Noake, the Carnival Committee President, directed the content (and organised many of the articles), and proof read the final copies. Her input was very helpful and supportive. It was always helpful to have someone to review and give ideas.

The National AUSSI President also reviewed the newsletters and gave feedback on the perspective of the National focus.

It is always good to get a few people to review the newsletters before printing, in case there are errors or things that need to be added.

It was helpful to map out at the start all the planned newsletters and what was going to be in each one, as this helped get people to create articles; or required information ahead of time.

**David Sloan**

## Marketing Report

Although we were quite confident in the beginning, the hunt for a major sponsor proved fruitless. Probably due to the Olympics, which was the excuse given by most of the larger companies, and also due to the fact that AUSSI Masters Swimming is not a large marketing prospect, most of the larger companies were not interested in helping, not even for event sponsorship.

When it became apparent that a Major sponsor was not going to be easy to obtain, I started work on event sponsorship. There were 22 events, so I felt this was not too difficult to fulfil.

Even event sponsorship was not easy. Firstly I contacted the larger companies, eg. Dick Smith, Coca Cola, the Banks, Sydney Water, no one was interested in us.

I was able to get somewhere with companies that we had dealt with before, and companies who were helping us with the swim, such as the Lidcombe Catholic Club, where we held the Presentation Function, Westend Press, who were doing all our printing, Millers Badges, who made the medals, Sports Travel, Zoggs. Other companies who helped us had some connection with us, eg. James Squire, the Managing Director was one of our swimmers, three of our Masters clubs were sponsors, Jebonleigh Estate, is owned by one of our swimmers, Dept. of Sport and Rec, who already sponsor NSW Swimming, helped out with the Welcome bags and drink bottles for the volunteers. Spin Internet Services is the company who we deal with for our websites.

If I was to do this again, I would start off with companies that had some connection with AUSSI Masters, and then branch out into the unknown, rather than the other way around. I realised when I started I would get many knockbacks, and I did, but I cannot blame the companies for not supporting us. We have to give them something to support, and be able to offer them something in return. This was a valuable lesson that I learned.

I had hoped that McGuigans would become our major sponsor, but another problem we had was the Australian Masters Games being so close to the National Swim. McGuigans were major sponsor for the Games, and it was just too soon to set up a major sponsorship a few months later. If the Swim had been another 12 months away, I don't think we would have had any trouble. However, they were able to provide us with some sponsorship, which was great, and we provided lucky draw prizes for each event, which made some swimmers extremely happy.

During the time I was seeking sponsorship, I learned many valuable lessons, if I had had another 6 months, I probably would have been able to get more companies on board. I was extremely lucky in the last couple of months to have some help from people with great ideas, and this is something which is very important. The more people coming up with ideas, the wider range of companies you can try. Also there are people in the organisation who have great ideas, you just have to ask for help, and people come forward.

I made some very valuable contacts during the last 12 months, and I feel they can only benefit Masters Swimming NSW. I will continue my work, from a marketing point of view, which can only be a benefit to our organisation.

There are many companies who can benefit from Masters Swimming, and we can benefit from them also.

One recommendation I would make though, as this is a National Swim, it would be advantageous to have a National sponsor to sponsor all the National Swims, so the host branch would not have to spend so much time seeking sponsorship. It should be much easier as a National body to seek sponsorship, than people who only have to do it once every few years, and have no experience and not much to offer.

**Jane Noake**



## **Social Report**

### **Opening Ceremony**

Conducted at 10.30am on the first morning, by John Konrads. This ceremony was short, fortunately because the sound was so bad at SAC that no one could hear what was being said.

We decided not to invite a politician, as they usually are very boring, so we invited someone who we knew had a connection with swimming, and would appreciate the swimmers.

### **Welcome Bags**

I had numerous people approaching numerous companies, for information and goodies to fill the Welcome Bags. I think we achieved this well. We had information about transport, information on sites around Sydney, the Blue Mountains, special tickets for Darling Harbour, information from swimwear suppliers, information from all our sponsors and, of course, the program.

We had advertised the Welcome Function to start at 5.30pm, but from previous experience we knew that AUSSI people would be early, so we were ready by 4pm, and they didn't disappoint us. The first people started to arrive about 3pm.

Due to time restrictions we only had two Social events - the Welcome Function and the Presentation Function.

The **Welcome Function** was held at the Auburn Swim Centre, which was fairly close to the pool, and offered us a large area for handing out the Welcome Bags - something we found important, after the experience we had in Melbourne last year.

This was an informal occasion, to which we invited our "Volunteers", free of charge, to help them to feel part of the event, and get to know them, and give them their T shirts and rosters.

We were fortunate to have Judy Vassallo from the Trinity club, who has vast experience in organising functions, and many members of my own club, who cooked, and prepared the food, and helped on the night.

The alcohol was provided by sponsorship, and was thus free of charge, we should have provided more soft drinks.

We had about 29 people who bought tickets on the night, fortunately we had catered for more than we had sold tickets to, probably worth noting, people tend to forget to buy tickets to an informal function such as this, and expect to be able to buy tickets on the night.

We had a couple of informal speeches, welcoming everyone, and final housekeeping matters to do with the next 3 days, and then people just mingled and socialised.

When the entries closed, we had 132 people who had paid for the Welcome function. We catered for 30 volunteers and sponsors, and we catered for 200 people on the night.

We had arranged and advertised a National Members Forum to be held on the night, but no one showed any interest, maybe they just wanted to get home to rest up for the swimming the next day.

**The Presentation Function** was held at the Lidcombe Catholic Club, which was about 10 minutes from the pool, and very close to the Lidcombe Railway Station.

I believe being held on a Monday night, was a problem, especially for Sydney swimmers who were to be back at work on Tuesday morning, and also many swimmers were heading to New Zealand very early the next morning, so this affected the numbers, and also affected the number of people who stayed until the end of the night.

Originally when entries closed we had 106 tickets sold, we ended up with 141 people attending. Many tickets were sold at the swim, probably around 25, and others were swapped between people who had purchased them and couldn't attend, and those who wanted them. We even sold a couple at the door. It is important to be able to be flexible with the caterers, we did not confirm numbers until 11am that morning.

The meal was a three course meal, well deserved by the swimmers. We started the speeches in between courses, which worked well, because it meant that all the formalities were not all at once. The speeches were short, which was good, and we only announced the winners of the trophies as per the Swim Meet guide.

During the night we had a video running of some of the relays, which was a great innovation, and very popular with the swimmers.

This is the time when the swimmers can relax and enjoy themselves, so I believe the less formalities the better it is. People like to be able to talk amongst themselves, and congratulate each other, and have a good time.

My thanks to Mary Sweeney and Julia Phillips for all their help in the organisation of this function, obviously there is some protocol involved, and unless you are involved in organising National Swims frequently, you are in very unfamiliar territory.

### Catering

We had no option but to use the caterers at the pool, and they were hideously expensive. \$7 for a sandwich, a drink and a piece of fruit. \$100 per urn of coffee and tea. We could not take food in ourselves for others, we had to deal with those caterers. This meant a very large bill for officials' and volunteers' lunches - we were feeding 110 people each day.

We provided water and a drink bottle for each official and volunteer, and we had volunteers continuously refilling the drinks for officials on deck.

If we had been able to cater ourselves, it would have been much more profitable..

### Engraver

The engraver was available for the 3 days of the Swim, and was located next to the Medals table, he did great business

### Photographer

Our photographer let us down, and was really only available for one and half days of the swim. She sold some of the photos on Sunday that she had taken on Saturday, and this was popular.

### Medals and Trophies

The Medals table was located next to the Information desk. The medals were popular, and most were collected during the Swim. We had 2-3 people working on this desk for most of the 3 days.

We presented medals in the same way we do at all State Meets, so the person collecting the medal signs for the Medal. We had no problems with this.

The trophies were delivered to the Lidcombe Catholic club by one of my club members who was not swimming. This meant I did not have to worry about the trophies on the last day of the swim, and knew they would be delivered on time.

### **Raffles**

We asked each of our clubs to provide a basket of goodies for the raffle, and gave each club an idea of what basket they should provide, eg. drinks, goodies, nibbles, garden products, men's health etc. This was a fantastic idea, and probably 80% of our clubs provided a basket. This meant that one club was not doing all the work, but it was spread throughout the State. We had a raffle coordinator, Joanne Gillan, who kept contact with all the clubs, and organised the ticket selling on the day, and organised the displaying of the prizes. This was very worthwhile.

We had the volunteers selling the raffle tickets, and helping with the raffle draw each day. This made them feel part of the event, and many were very happy to win prizes.

**Jane Noake**

## **Merchandise Report**

Web based and fax ordering system worked fine. We have updated our website considerably and the ordering system and catalogue system has been revamped considerably to be more user friendly and faster.

Too many products were offered. Shot myself in the foot by offering some products that had not been ordered before. I would stick to garments and bags. These items can be embroidered and can be done on short production runs.

All orders arrived on time and to schedule.

An increase in interclub communication would benefit members by combining orders to reduce handling and freight charges. Some clubs did this very well.

**Paul Pascall**