



Masters Swimming Australia

ANNUAL
REPORT
2010

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Photos on front cover:

Noosa Masters Swimming Club

George Corones, John Pugh, Bill Walker, and Patrick Galvin, FINA World Masters Championships relay gold

Persis Rae (Whitford Masters), 100 & 200m backstroke WR, July 2010.

National Representatives



Attendees at the October General Meeting

L-R Back: Jonathan Hooper (SA), John Pugh (President), Gerry Tucker (Finance Director), Lynne Malone (WA), Moira Wigley (NT), John Pollock (NBM), Noeleen Dix (GM).

L- R Middle: Sue Wiles (NSW), Pauline Samson (TAS), Therese Crollick (QLD), Jeanette Holowiuk (VIC),

L-R front: David Cummins (NBM), Sarah Roach (OM), Craig Smith (SA)

NATIONAL COMMITTEES

COMMITTEE	JAN - OCT	OCT - DEC
Coaching	Stephen Cornelius* Bruce Allender Katherine Heenan Jacinta Stirratt	Stephen Cornelius* Bruce Allender Katherine Heenan Jacinta Stirratt
	Paul Watmough* Helen Rubin Pauline Samson	Pauline Samson* Helen Rubin
Membership & participation	Therese Crollick* Neil Keele Owen Sinden Mike Walker	Therese Crollick* Neil Keele Owen Sinden Mike Walker
Records	Pauline Samson* Lynne Malone Paul Watmough	Pauline Samson* Lynne Malone Leanne Beames
Winter Meet	John Pollock* Jeanette Holowiuk Lynne Malone	John Pollock* Jeanette Holowiuk Lynne Malone John Gamlen Jane Noake
Technical	Gary Stutsel* Phil Beames Derek Coghill Judith Crawford Tracey Dobby John Marshall	Gary Stutsel* Phil Beames Derek Coghill Judith Crawford Neil Keele John Marshall

NATIONAL BOARD OF MANAGEMENT

President John Pugh
Finance Director Gerry Tucker
Director David Cummins
Director John Pollock
Director Craig Smith

LIFE MEMBERS

Kay Cox	Darryl Hawkes	Gary Stutsel
David Cummins	Glenys McDonald	Mary Sweeney
Peter Gillett*	Pauline Samson	Ivan Wingate

(*deceased)

2010 SERVICE AWARDS

Meritorious - Therese Crollick, Ian Davis, Helen Rubin, Paul Watmough

Conspicuous - Ken Liddy, John Pollock, John Pugh

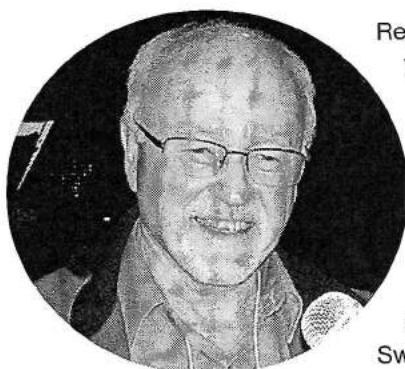
NATIONAL PRESIDENTS

Bill Lough 1975-1978
Peter Jackson 1978-1984
Ivan Wingate 1985-1988
Graeme McDougall 1989-1992
Glenys McDonald 1993-1998
Mary Sweeney 1999-2005
John Pugh 2005-Present

NATIONAL OFFICE STAFF

General Manager Noeleen Dix **Operations Manager** Sarah Roach

PRESIDENT



Reporting on the events of a year is not difficult, but judging whether this collection of events and happenings constitutes success or otherwise is always a matter of personal perspective. From my point of view 2010 was another successful year for Masters Swimming at all levels and the Association carried out its various

functions very well.

Administratively, the National Office staff managed its communication responsibilities with Association members, the National Board of Management, National Committees, Branches and relevant outside bodies in the professional and pleasant manner that we have come to expect. Response to emails and other correspondence was quick and thorough, information on the web-site was current, rules kept up-to-date and meeting agendas and minutes circulated in time and on time. I am not aware of matters falling into 'black holes'. The Operations Manager has been efficient in carrying out the terms of the service agreement with the Victoria Branch and the General Manager has liaised effectively with Swimming Australia and other stakeholders.

Another office job was to co-operate with the Finance Director in managing financial transactions within budget constraints and manage and monitor the online registration system. Managing the organisation's cash resources responsibly is the key to the functioning and independence of any not-for-profit organisation and your money is in good hands. The budget setting process and special project planning again worked well. You will see this in the Finance Director's reports.

The General Manager has guided several other projects. One is the accreditation process for our Level 1 Masters coaching course and this was approved by the National Confederation of Australian Sport (NCAS) towards the end of the year. Almost at the same time Swimming Australia conducted a Review of its Bronze Coach Accreditation Program and we received a Findings and Recommendations Report from their consultant McLaughlin Sports Consultancy. She got feedback from some of our coaches and drafted a response to the report which you can get from the National Office. It is unlikely that a revised Bronze qualification will affect our own course. Other projects are the ongoing MOU negotiations with Swimming Australia and a revision of the Risk Management Policy using a sports consultant.

The Association held two of its formal meetings in Launceston in April and the third one in Melbourne in October. Formal business, dealing with reports, notices of motion and rule changes (still a favourite sport!) was settled on the first meeting day and informal discussion on future developments, contentious issues and 'educational' matters occupied the second day. Separating business from free flowing discussions helped the meetings run smoothly. Highlights from the discussion sessions were some views on marketing given by Kim Lehman, a lecturer in Marketing from the University of Tasmania, an excellent presentation by Frank Braun on a "New Aerobics Portal" being developed for recording aerobic swims and a Review of the Association's Governance, particularly the role of, and need for, special committees. The new aerobic software will be tested this coming year and will be available for general use in 2012.

The National Board of Management (NBM) met before both Association meetings and held two teleconferences. The latter were to approve agendas for Association meetings and scrutinise and give its views on notices of motion. The advice offered was 'wise' in the sense that it offered an informed and non-parochial opinion, but branches are not compelled to follow it. The NBM has influence but not power!

An important activity for a minority of our swimmers (the sport component) is competition. The short course National Championships in Launceston showed how well a regional centre can run a large meet and how popular the short course format now is. A well attended Pan-Pacs meet was held in Queensland and 67 Australians competed in the FINA World Masters Championships in Gothenburg, Sweden, and collected a significant number of medals.

Another measure of success is that we maintained our number of members in 2010. Given the constraints of pool space, willing volunteers to run clubs and a turnover of about 25% of total membership each year, this is remarkable. It shows that we are an important and vibrant organisation meeting the needs of many people in the community.

To finish on a more sombre note, I want to say how much I have missed the cheerful and thoughtful contributions of Ian Davis in our meetings. I know you share my view.

I look forward to seeing you in Perth.

John Pugh

GENERAL MANAGER



Masters Swimming Australia celebrated its 35th birthday this year. Thirty five years of representing the interests of the seven branches, 182 clubs and approximately 6500 enthusiastic adult swimming members across Australia. The entry point for the members is through the clubs that are run entirely by volunteers. These clubs offer various programs, such as regular training and stroke correction with qualified coaches, fun events and social activities. They are usually separate entities from age group swimming clubs; providing the same localised structure in the community for swimmers who want to keep swimming or return to swimming after they reach the age of 18.

Staffing

The staffing has remained constant this year with Operations Manager, Sarah Roach full time in the Office and Noeleen Dix working .8 of a week.

Website

Consistent updates and modifications have enhanced the Masters Swimming Australia website www.mastersswimming.org.au and it remains the most reliable information source for all the membership and the wider community.

Newsletter

The quarterly electronic newsletter has quickly improved the ability for the organisation to communicate directly with its members.

Sponsorship

Vorgee continued as the major sponsor of Masters Swimming Australia in 2010, with many Branches choosing to take up the offer of benefits through this agreement. The company strongly supports the National Championships and sponsored the Club Health Check during the year.

Masters Swimming Australia has retained International Sports Tours as our preferred agent for travel and accommodation through to May 2012.

Swim Meets

There was just the one major event hosted by Masters Swimming Tasmania during the year giving swimmers an opportunity to participate in a short course National Championships in Launceston. The event was well attended and well run by the Tasmanian Organising Committee and the refurbished Launceston Aquatic Centre was a comfortable and easily accessed venue for the event.

National Registration Database

The registration data base known as Clubs Online was used more extensively by members this year. There are still some clubs who are tentative in accepting the online tool, but take up is improving in this the second year. The continuing education of Branch and Club registrars will be necessary to make this system work for all levels of the sport and become a time saving tool for the future.

Strategic Plan 2010 - 2013

A new Strategic Plan was accepted by the organisation at its autumn meeting. This document has the three pillars of management, participation and promotion and advocacy.

Meetings

The National Office prepared for and successfully conducted the Annual General Meeting and General Meeting in Launceston (April) and the General Meeting in Melbourne (October). The National Office also coordinated four National Board of Management meetings throughout the year.

National Administration Workshop

The National Administration Workshop for the branch administrators was held in Melbourne in August. It was a great opportunity for discussions and planning around key administrative issues.

Victorian Branch Service Agreement

The National Office has continued to perform the administrative duties of the Victorian Branch. The Office staff alternate their attendance at the Victorian Branch bi-monthly meetings.

Coaching

The coaching frameworks were approved by the National Coaching and Accreditation Scheme (NCAS) in November. Work will now commence on revising and preparing the collateral for the Masters Swimming Australia coaching accreditation program for the future.

Finally

I would like to thank the National Board of Management, particularly the president John Pugh, Branch Secretaries/Administrators, Branch Delegates, our National Committee members and Sarah for all their great work and support throughout the year. There are also an army of volunteers who administrate, coach and officiate throughout our organisation and they should be thanked for their generosity of time and expertise in making things happen at club, branch and national level.

Noeleen Dix
General Manager

FINANCE DIRECTOR



This report is to be read in conjunction with the accompanying audited financial reports.

Preamble.

The 2010 financial year brought more efficiencies to the National Office of Masters Swimming Australia Inc (MSA), resulting in significant savings to the organisation.

Income and Expenditure Statement

MSA recorded an operating surplus of \$48,254 for the year, excluding depreciation, against a budgeted cash surplus of \$2,488. The financial statements indicate a net surplus of \$44,722, which includes the \$3532 non-cash depreciation charge for the year.

The difference of \$45,766 between the budgeted and actual net surplus is primarily made up of additional interest income and a number of significant savings in expenses against budget over the course of the year.

Income

Membership revenue was slightly under budget as a result of paid-up members being about 70 less than 2009. MSA received subscriptions from 6,436 members for 2010, against 6,508 members in 2009.

Bank interest received was \$16,230, well above budget, due to higher prevailing interest rates and the early receipt of membership subscriptions. In 2010, there were more prompt receipts from clubs and Branches of manually collected subscriptions and significantly more members utilizing the online registration system, (up from 24% or 1,563 members in 2009 to 42% or 2,759 members using the online system this year).

Actual MSA gross revenue was about \$7,000 over budget as a result of these variations.

Expenses

Travel and accommodation costs for our meetings were over-budgeted, partly due to an early payment of about \$4,000 of April 2010 AGM expenses in late 2009. In addition, savings in the order of \$9,000 were achieved by the National Office in carefully organizing the travel and

accommodation arrangements for the two major meetings for the year.

Office operation expenses, including legal fees, were also under budget by about \$13,000, due to diligent management of these accounts. Vorgee sponsorship costs were about \$2,500 less than budget. We also reviewed our insurance arrangements at the beginning of the year and saved about \$3,000 in insurance costs against our 2010 budget.

Special Projects

In addition to the net operating budget, MSA budgeted to continue to review the Masters coaching levels program with expenditure of up to \$10,000 and also Canadian \$5,500 for resolution of the replacement aerobics software program.

Actual expenditure incurred during the year on the Masters coaching project was \$1,150 in external consulting fees and the project remains as "work in progress".

In relation to the aerobics software program, it was resolved during the year to terminate the agreement with the Canadian Consultant engaged in 2006 to carry out this work. In doing so, we were required to pay out the agreed fee of C \$5,500 (about A\$5,700).

The IT Committee then obtained approval to engage a local consultant to complete the project at a budgeted cost of AUD\$5,000. So far, we have paid \$2,000 to the local consultant for this work.

Balance Sheet

MSA continues to be in a sound financial position. Financial obligations to others are minimal. During the year, MSA consolidated all its banking activities with Westpac, by transferring the proceeds of the Commonwealth Bank term deposit to Westpac. The new term deposit with Westpac was increased from \$175,000 to \$230,000 with the transfer of about \$55,000 from the Westpac on-line account.

I propose that these audited financial statements and this accompanying report be accepted as presented.

Gerry Tucker - Finance Director

INDEPENDENT AUDIT - Income Statement

Masters Swimming Australia Inc. - For the Year Ended 31 December 2010

INCOME	Notes	2010	2009
Branch Affiliations		\$1,432	\$1,432
Coach accreditation fees		-	\$227
Coaching manuals		\$1,064	\$3,191
Commission on merchandise sales		\$938	\$467
Interest received		\$16,230	\$8,663
Registrations		\$197,716	\$187,451
Sanction Fees		\$4,250	\$5,855
Sponsorships		\$13,000	\$8,500
Sundry income		-	\$278
Victorian administration fee		\$28,111	\$23,603
Total Income		<u>\$262,741</u>	<u>\$239,667</u>
EXPENDITURE			
Affiliations and subscriptions		\$255	\$200
Audit Fees		\$1,500	\$1,500
Awards, trophies & gifts		\$2,577	\$684
Bank charges		\$205	\$321
Coaching adult swimmers		\$148	\$1,510
Computer software		\$1,605	\$831
Consultancy fee		-	\$10,883
Depreciation		\$3,532	\$4,936
Insurance		\$31,114	\$33,100
Internet fees		\$1,241	\$950
Legal fees		\$37	\$1,323
Member registration management fee		\$5,083	\$2,651
Office IT		\$559	\$80
Other costs		\$3,128	\$3,145
Phone and fax		\$2,542	\$2,680
Printing, postage and delivery		\$4,143	\$4,168
Publications		\$1,303	\$2,225
Rental & Utilities		\$10,304	\$9,986
Sponsorships		\$13,26	1695
Staff recruitment		-	\$7,802
Sundry expenses		\$32	-
Superannuation		\$10,954	\$10,123
Travel & accomodation expenses		\$19,080	\$29,264
Wages & salaries		\$117,711	\$108,540
Total Expenditure		<u>\$218,019</u>	<u>\$238,597</u>
Net Operating Surplus/(Deficit)		\$44,722	\$1,070
SPECIAL PROJECTS			
IT committee		\$7,644	\$4,693
IT infrastructure upgrade		\$160	\$7,041
Coaching adult swimmers training program		\$1,150	\$4,519
Total Special Projects		(\$8,954)	(\$16,253)
Net Surplus/(Deficit) for the Year		\$35,768	(\$15,183)

This statement should be read in conjunction with the accompanying notes

INDEPENDENT AUDIT - Balance sheet

Masters Swimming Australia Inc. - As at 31 December 2010

	Notes	2010	2009
CURRENT ASSETS			
Cash	2	\$307,802	\$264,335
Inventories		-	\$500
Accounts receivable	3	\$3,501	\$6,134
Total Current Assets		<u>\$311,303</u>	<u>\$270,969</u>
NON CURRENT ASSETS			
Property, plant and equipment	4	\$9,369	\$12,901
Total Non Current Assets		<u>\$9,369</u>	<u>\$12,901</u>
TOTAL ASSETS		<u>\$320,672</u>	<u>\$283,870</u>
CURRENT LIABILITIES			
Trade and other payables	5	\$13,872	\$11,345
Revenue received in advance		\$25,136	\$26,628
Total Current Liabilities		<u>\$39,008</u>	<u>\$37,973</u>
TOTAL LIABILITIES		<u>\$39,008</u>	<u>\$37,973</u>
NET ASSETS		<u>\$281,664</u>	<u>\$245,897</u>
EQUITY			
Accumulated Funds		<u>\$281,664</u>	<u>\$245,896</u>
TOTAL EQUITY		<u>\$281,664</u>	<u>\$245,896</u>

This statement should be read in conjunction with the accompanying notes

INDEPENDENT AUDIT

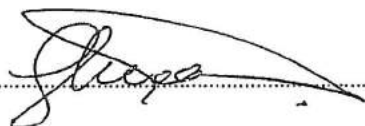
Masters Swimming Australia Inc

Committee's Declaration

In the opinion of the committee, the financial report as set out on pages 2 to 6:

- (a) presents fairly the financial position of Masters Swimming Australia Inc as at 31 December 2010 and its performance for the year ended on that date in accordance with the accounting policies outlined in Note 1 to the financial statements;
- (b) satisfy the requirements of the Associations Incorporation Act (Victoria) 1981 to prepare accounts; and
- (c) at the date of this statement, there are reasonable grounds to believe that Masters Swimming Australia Inc will be able to pay its debts as and when they fall due.

Director of Finance



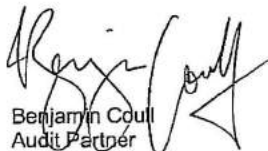
Dated 18 February 2011

Auditors Independence Declaration

I declare that, to the best of my knowledge and belief, during the year ended 31 December 2010 there have been:

- (i) no contraventions of the auditor independence requirements as set out in the Associations Incorporation Act (Victoria) 1981 in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

Garrott & Garrott
Chartered Accountants



Benjamin Coull
Audit Partner

INDEPENDENT AUDIT - Depreciation

Masters Swimming Australia Inc. - Year Ended 31 December 2010

	Original Cost	Depreciation Rate %	Opening WDV	Depreciation charged	Closing WDV
PLANT & EQUIPMENT					
Conference Phone (disposed in 2010)		10	27	27	0
Printer (disposed in 2010)	878	33	4	4	0
Floppy disk drive (disposed in 2010)	172	33	0	0	0
Office furniture (various)	3409	10	1320	132	1188
Compac modem & monitor (disp in 2010)	2778	40	28	28	0
Filing Cabinet	245	10	95	9	85
Colour Jet printer & cable (disp in 2010)	172	40	2	2	0
Telephone handset (disp in 2010)	72	10	28	28	0
Laser printer Xerox docuprint2125 (disp in 2010)	2500	40	25	25	0
Konica photocopier/doc feeder (disp in 2010)	5855	40	98	98	0
Refrigerator (GR-131SSF) (disp in 2010)	273	33	11	11	0
Telephone handset and headset (disp in 2010)	403	10	174	174	0
Microwave oven (MS 194A) (disp in 2010)	149	33	11	11	0
Elite 4 Drawer filing cabinet	226	10	97	10	87
Digital camera- Pentax Opto 330 RS	906	40	16	6	9
Filing Cabinet trolley	140	10	61	6	55
IBM Think Pad	2133	40	69	28	41
Filing cabinets (2) (Williamstown Storage)	362	10	174	17	156
Brother fax 645 plain paper	217	20	46	9	36
Predator CD writer (disp 2010)	272	33	17	17	0
Trophy display cabinet (1 of 2)	1414	10	752	75	676
Intel Celeron 2.4 Ghz system (disp 2010)	764	40	36	36	0
Panasonic KX-P7100 laser printer (disp in 2010)	291	40	14	14	0
Trophy display cabinet (2 of 2) rate to 10% in 2010	2035	10	95	9	85
Commander Telephone system	2293	33	530	175	355
Brother HL5250DN printer (3/7/07)	429	40	120	48	72
Office Chair 21/5/07	467	10	356	36	321
MacBook laptop	1770	40	673	269	404
Konica Minolta photocopier	9171	40	3668	1467	2201
Lenovo Desktop computer	1809	40	832	333	499
Vinyl Banner for swim meets	1153	20	892	178	714
Retractable banner outside Nat office	1148	20	888	178	710
Stationary cupboard	348	10	290	29	261
Whiteboard	271	271	271	271	271
Dell Bostro Desktop computer, server & HD (written off as project cost in 2009)	0	NA	0	0	0
Stationary cupboard 900mm high laminted top	208	10	192	19	173
	44,733		11,862	3,527	8,335
Additions in 2010					
Nil					
Adjustment for 2010 audit			5	5	0
Accumulated Depreciation	44,733	32,866	11,867	3,532	8,335

INDEPENDENT AUDIT

Notes to and Forming Part of the Financial Statements

Masters Swimming Australia Inc. - As at 31 December 2010

1. Accounting Policies

These financial statements are a special purpose financial report prepared in order to satisfy the accounts preparation requirements of the Associations Incorporation Act (Victoria) 1981.

The committee have determined that the Masters Swimming Australia Inc is not a reporting entity and therefore there is no need to apply Australian Accounting Standards or other mandatory professional reporting requirements in the preparation and presentation of the financial statements.

The financial report has been prepared on an accruals basis and is based on historical costs modified by the revaluation of selected non-current assets, financial assets and financial liabilities for which the fair value basis of accounting has been applied.

The following specific accounting policies, which are consistent with the previous periods unless otherwise stated, have been adopted in the preparation of this financial report:

- a) **Property, Plant and equipment** - Each class of property, plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation and impairment losses.
The depreciable amount of all fixed assets including buildings and capitalised leased assets, is depreciated on a diminishing value basis over their useful lives commencing from the time the asset is held ready for use.
- b) **Revenue** - Revenue from the sale of goods is recognised upon the delivery of goods to customers. Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.
Revenue from the rendering of services is recognised upon the delivery of the service to the customers.
- c) **Goods and Service Tax (GST)** - Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the statement of financial position are shown inclusive of GST.

2. Cash

	2010	2009
Cash on hand	\$17	\$17
Westpac Cheque Account	\$3,991	\$8,380
Westpac Idirect Account	\$73,595	\$82,900
CBA Term Deposit	-	\$173,037
Westpac Debit Mastercard	\$199	-
Westpac Term Deposit	\$230,000	-
Total	<u>\$307,802</u>	<u>\$264,334</u>

3. Accounts Receivable

Trade debtors	\$1,578	\$4,748
Sundry debtors	\$1,923	\$1386
Total	<u>\$3,501</u>	<u>\$6,134</u>

INDEPENDENT AUDIT

Notes to and Forming Part of the Financial Statements

Masters Swimming Australia Inc. - As at 31 December 2010

4. Property, Plant and Equipment	2010	2009
Equipment	\$44,734	\$44,734
Accumulated depreciation	(\$36,399)	(\$32,867)
	<u>\$8,335</u>	<u>\$11,867</u>
Trophies & cases	\$1,034	\$1,034
Total	<u>\$9,369</u>	<u>\$12,901</u>
5. Trade and Other payables		
Trade creditors	\$331	\$111
GST Clearing	\$1,691	\$1,543
PAYG	\$6,804	\$7,196
Superannuation	\$3,546	\$1,195
Accruals	\$1,500	\$1,300
Total	<u>\$13,872</u>	<u>\$11,345</u>
6. Accumulated Funds		
Accumulated funds brought forward	\$245,896	\$261,079
Net income/(loss) for the period	\$35,768	(\$15,182)
Total	<u>\$280,664</u>	<u>\$245,897</u>

COACHING COMMITTEE



The National Coaching Committee consists of Stephen Cornelius, Bruce Allender, Katherine Heenan, Jacinta Stirrat and Tricia Summerfield (Retired October 2010).

The new Coaching Accreditation framework for Masters Swimming Australia was accepted by the National Coaching Accreditation Scheme (ASC) in November 2010. This now means that the new Level1M course will be piloted in 2011. The course will be in three parts; one online and the other two separate practical sessions allowing for a more flexible and practical delivery of the course.

Candidates must complete an ASC Coaching General Principles course online before attending an "Intro Coach" course approx 6 hrs and a "Club Coach" course approx 8 hrs plus completing assignments and practical coaching to receive a Level 1 Masters accreditation.

The other outcome of the review is that the course presenters in our future courses need to have a Certificate IV in presenting and assessing (or education background) before they are involved in our courses.

Bruce Allender represented Masters Swimming Australia as a source for background information for the consultant that assisted Swimming Australia Ltd to review its Bronze

coaching course. The report back to SAL recommended the inclusion of masters and disabled coaching in the Bronze course. It is now in the hands of SAL as to how effective this course will be in preparing coaches to coach adult swimmers.

The Committee is also responsible for the selection of a National Masters Coach of the Year. In 2009, Vicky Watson won this award; she coaches the Ryde Masters Swimming Club in NSW, and was named and presented her award at the presentation function at the Launceston National Championships. Then in May 2010 she was given a second trophy at the National Conference dinner for the Australian Swim Coaches & Teachers Association (ASCTA). All the nominees continue to be of a high standard and reflect a wonderful dedication to the development of swimmers in our clubs.

Both Victoria & Queensland Branches have visited the country regions with Victoria holding a freestyle technique workshop in Geelong and Queensland held a L1M course in Cairns. Victoria also held a level 1M course in June which included a number of Tasmanians. New South Wales and Western Australia also held Level 1M coaching courses and South Australia held a Coaching Adult Swimmers course to complete a great year of education nationally.

Stephen Cornelius - Chairman



Victorian pilot regional coaching workshop

MEMBERSHIP & PARTICIPATION COMMITTEE



The Membership and Participation committee has only met once in 2010 as a review of their role was being undertaken and suitable projects for the committee were being considered. Whether the committee continues in its current form or is allocated a different role will be decided early in 2011. I'd like to thank all the current committee members for their input during the past year.

Therese Crollick - Chair

MEMBERSHIP BY YEAR AND BRANCH											
BRANCH	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
ACT	115	162	169	164	152	153	140	0	0	0	0
NSW	1523	1553	1724	1631	1640	1645	1670	1737	1679	1729	1719
NT	153	143	156	132	105	89	109	123	170	169	161
QLD	1879	1726	1886	1660	1606	1517	1455	1414	1348	1425	1316
SA	675	719	658	597	612	611	606	605	600	604	606
TAS	348	321	305	301	281	309	296	298	317	296	296
VIC	1195	1134	1134	1065	993	987	1013	929	900	920	975
WA	1331	1238	1277	1303	1227	1217	1189	1277	1344	1324	1398
Total	7219	6996	7309	6853	6616	6528	6478	6383	6358	6467	6471

The 2010 figures were taken as at 25.11.2010

2010 Sanctioned Technical Courses

	General principles of officiating	Timekeeper	Chief Timekeeper	Check starter/ Clerk of Course	Marshal	Starter	Inspector of Turns	Judge of Strokes	Referee	Total
NSW	4	5	3	4	4	0	0	0	1	21
QLD	5	3	4	4	4	1	0	1	0	22
VIC	2	1	1	1	1	1	1	0	0	8
WA	4	4	4	2	2	3	4	1	1	25

RECORDS COMMITTEE



The records/results portal is continuing to be a great resource for members to access their results quickly, to determine rankings and check on points scored.

For recorders, the process of being able to see 'records pending' enables them to follow up on times/records swum at meets not only locally, but interstate and overseas.

In 2010, of the 31 world record applications lodged with the World Recorder, 14 were approved. FINA has changed its policy of approving records until the 60 days has elapsed, and although the swims at the time were faster than world record, in some cases there was a record that had predated that swim. This may have been disappointing for some swimmers, however at the time, they are to be

congratulated as they did either break the current world record, or equal the published time.

National Aerobic Trophy

This year saw 71 clubs participating in the competition with two clubs reaching 100 % participation with their members. Fifty five competitors achieved 390 points, while another 21 swimmers completed all the swims.

In 2010, a working group has been developing an online recording system for the aerobics results and this will be an add-on to the existing records/results portal. This should make the compiling of results a much easier process as the program can be accessed on the internet anytime, anywhere. Although a points scoring table and a new name to replace 'aerobics' has yet to be finalised, it is hoped that the revamped program will encourage much greater participation from clubs.

Pauline Samson - Chair

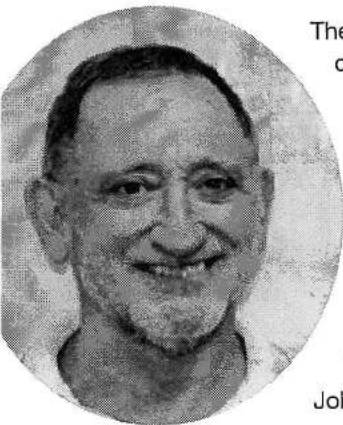
Statistics of entries from the records/results portal	Total since 2002	2010
Meets	1 152	146
Individual results	548 983	52 048
Relay results	21 539	1 116
Records - Individual national and branch	51 141	2 409



Twin Towns
(QLD) members

Photo source: Gold Coast Mail

SWIM MEET COMMITTEE



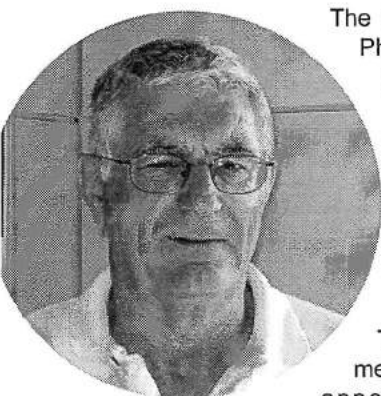
The National Swim Meet Committee aims to ensure that major swim meets conducted with the sanction of Masters Swimming Australia are run to a high standard and in accordance with the Rules and By Laws of the Association. Members of the Committee in 2010 were Jeanette Holowiuk (Vic), Lynne Malone (WA) and John Pollock (NT) (Chairman), supplemented in October 2010 by Jane Noake (NSW) and John Gamlen (SA).

The Committee produces the National Swim Meet Guide, which provides detailed guidelines and instructions to organisers of events such as the National Championships and Masters Games. The Guide is published on the National Website and updated regularly to take account of changes made to the Rules and By Laws and the experience of each year's National Championships.

A minor revision of the Guide was conducted during 2010, with a new version published in November.

John Pollock - Chair

TECHNICAL COMMITTEE



The NTC members for 2010 were, Phil Beames (SA), Derek Coghill (Qld), Judith Crawford (WA), Tracey Dobby (Tas), John Marshall (Vic) and chair Gary Stutsel (NSW/ACT). At the October General Meeting three members were required to stand down, but were re-appointed. They were Judith, Tracey and John. At the same meeting Neil Keele of NSW was appointed for the first time.

Welcome Neil. Unfortunately Tracey resigned at the end of the year to pursue other interests. This leaves us without a representative from Tasmania.

During the year we spent considerable time and energy attempting to refine the Swimwear Rules to allow exemptions for members with specific medical problems. All to no avail as at the October General Meeting the branches voted to follow the FINA Rules precisely. This meant that the former "modesty exemption" was no longer allowed. While the FINA Rules state that nothing is to be worn on the body other than cap, goggles and swimwear, MSA referees were given the authority to allow medically initiated strapping as is done by SAL. The details of the Swimwear Rules are available on the National website at [EVENTS/COMPETITORS/Swimwear Rules 2011](#).

Judith Crawford guided the completion of a review of the Open Water Rules by the WA Branch. However the new document was not flexible enough to allow for the very different conditions in South Australia's open water swims, so it was resolved that a review committee of WA and SA representatives prepare a final document for presentation to the next General Meeting.

Phil Beames initiated a protocol for "Swimmers Who Need Assistance" and the rest of the NTC helped refine this into a comprehensive document. However the Board of Management opted for a much simplified version which can be read on the

National website at [EVENTS/COMPETITORS/Swimmers Needing Assistance](#).

In reviewing the Rules we recommended seven changes. Four of these were adopted, being 1) must stay on your own side of the lane when swimming two to a lane in events of 400m or longer; 2) assistance to take up starting position; 3) giving formal notice when wanting to be recorded for a form stroke time in a freestyle event; and 4) SW 12.6.11M deleted.

Our last task of the year was producing a less daunting version of the Candidate Notes for Timekeepers. This is now on the website at [TECHNICAL](#). We trust this will make it easier to persuade every member to complete the Timekeeper Course, as accurate timekeeping is critical for both competition and Aerobics.

Some branches have reported making considerable progress in re-accrediting their officials, notably NSW having reviewed its Marshals, Check Starters/Clerks of Course. Branches are reminded that all officials (except timekeepers) accredited before 2010 have to be re-accredited by the end of 2013.

The National E-News articles were 1) March: the Swimwear Rules (2010 version); June: Assistance for Swimmers and the wearing of watches in races; September: update of NTC activities; December: The October Rule changes effective in January 2011.

We face 2011 with our major challenges being to clarify the wearing of jewellery in competition, to define rule interpretations for the disabled, to document the Roles and Duties of Meet Directors, and to monitor the emerging perception that MSA competition is becoming elitist.

These items will form the body of our report to the Autumn General Meeting.

Gary Stutsel - Chair NTC.

NEW SOUTH WALES BRANCH



Governance

Masters Swimming NSW is governed by a Board of seven members, the newest elected at the May 2010 AGM. MSNSW offices are located at Sports House in Sydney Olympic Park and are rent free; we pay for outgoings. The funding allocated to MSNSW by NSW Sport & Recreation was increased after brief consultation with that department and the CEO of Swimming NSW Ltd and increased cooperation between the MSNSW and SNSWL is therefore expected. Grant funding was also approved and allocated to a "Go Country" scheme as travel and accommodation subsidies to enable regional members and country officials to attend branch championships. Membership decreased in 2010, one reason being the downturn in interest in competition after the World Masters Games. Conversely, four new clubs commenced in 2010, mostly as a result of the 2009 World Masters Games.

Promotions

Club Development/Marketing Project Team

Club mentoring is an integral function of this team and the focus is turning to mentoring regional clubs and new clubs. Marketing was again combined with the club development team and plans are in train for a revamped MSNSW poster.

Coaching Education and Training Project Team

At the May AGM, the branch welcomed a new coaching director, Vicky Watson, the 2009 National Coach of the Year. She now visits clubs to assist in coaching and administers the allocation of resources on request from the resource list of books, DVDs and videos. In June 2010 a level 1M course was conducted with 12 participants. One of those has completed accreditation and two members of the project team are closely following the progress of and offering encouragement to the other candidates. Also, 18 of 28 participants of the 2009 course have gained accreditation and a few more are completing with extensions.

Programs & Activities

Aerobics Project Team

Formed in 2010, this team embarked on a schedule to suggest improvements to the current national program and has some great ideas. Unfortunately, this team was not approached when the national program was revised. At the annual presentation luncheon, all MSNSW swimmers who gain maximum points and those who complete all events are awarded towels with their names embroidered on them.

IT/Communication Project Team

Two new members joined the IT team to assist with posting swim meet programs to the website before the meets and listing results promptly after each meet. *Splash*, the MSNSW quarterly newsletter, is available on the web; hard copies are mailed to the small number of members who have opted to receive it in that form. Communication with clubs is also mainly electronic via a branch *Monthly News* and associated documents. Only a small number of clubs still receive paper copies. These documents are also posted on the website each month.

Safety

The branch Safety Coordinator continued to ensure that clubs follow the national safety guidelines, particularly in completing Incident Report Forms at all club and interclub activities. MSNSW had the duties of club safety officer reinstated in the national safety policy. In August 2010 the branch Safety Coordinator resuscitated a swimmer at the branch long-distance championships.

Technical Project Team

The branch Training Coordinator organises training courses on request and provides support and continuing education for all technical officials. The focus of most of these courses in 2010 has been on reaccreditation, in particular marshal and check starter/clerk of course, and 54 people attended workshops to reaccredit. Sixteen courses for officials were conducted, attracting 74 candidates. Of the 40 officials who gained accreditation (including two referees), 25 were new to officiating. The national/branch Technical Director was again instrumental in considerable rewriting of rules and course notes in line with FINA changes. Many of the changes recommended for NSW Consolidated Rules in conducting BPS meets and other programs were adopted and others are still under consideration. Thanks to the members of this project team and all those who coordinated and presented courses during the year, MSNSW continues to have a healthy base of officials.

Swim Meets

To align with the national autumn swim, which was short course, the 2010 branch short-course championships were held in March instead of in spring. At the Peninsula Aquatic Centre, Woy Woy on the Central Coast, they attracted 280 competitors from 27 clubs; six national and 31 branch records were broken.

The branch relay meet in July held at SOPAC attracted 377 swimmers from 24 clubs. Twelve teams were flagged after the meet as having set world records and 11 applications

NEW SOUTH WALES BRANCH continued...

were submitted, but only one was finally approved as a world record. Eighteen national and 32 branch records were set plus 3 national and 5 branch first-split individual records.

The branch long-distance championships were held in August at Blacktown in western Sydney, attracting 102 swimmers from 34 clubs. Seven national and 11 branch records were set.

The October branch long-course championships were held at SOPAC over Saturday evening and all day Sunday. Five national and 8 branch records were broken, with 304 swimmers from 41 clubs competing.

In the BPS annual trophy, 18 clubs hosted meets and the four division winners were Warringah, Wett Ones, St George and Castle Hill RSL. At the first BPS meet of the year at Gosford 10 teams set 4 x 100 relay world records in this newly introduced FINA distance. Three other major carnivals were held: the invitational board meet at SOPAC in January (105 entries, 3 national and 10 branch records set), the Hunter Festival of Sport in July and the Hills long-distance short-course in August.

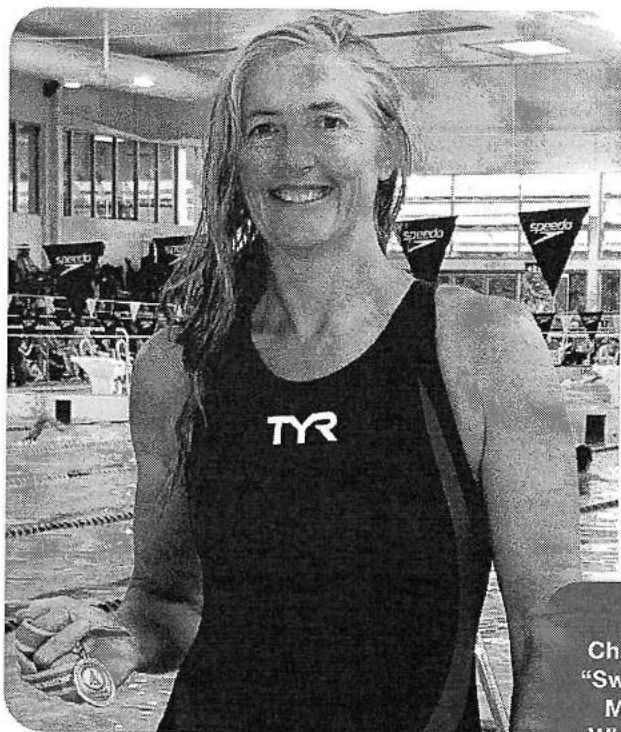
Many of our swimmers enjoyed the competition and camaraderie at the national swim in Launceston, Tasmania, in May. A few MSNSW swimmers competed in the FINA World Championships in Gothenberg, Sweden, two swimmers breaking national and branch records there.

Acknowledgements

We again had the assistance of Volunteering NSW at branch championships with timekeeping and running and are most appreciative of their presence. We have three dedicated members who volunteer their time on a regular basis to assist in the branch office.

Many thanks also to the national General Manager and Operations Manager for their great support during 2010 and MSNSW extends best wishes for 2011 to all administrators and members of other branches.

Sue Wiles, MSNSW Delegate, and
Di Coxon-Ellis, Administrator.



National Championships
"Swimmer of the Meet" Jenny Whiteley. (Ryde NSW)



2010 Coach of the Year Vicky Watson with Steve Cornelius

NORTHERN TERRITORY BRANCH



SWIM MEETS

The NT Branch held five swim meets during 2010. The Branch Short Course Championships were held in Darwin in May and the Long Course Championships were held in October in conjunction with the Alice Springs Masters Games. Three email interclub meets were conducted during the year - in January, March and November. The January meet was also an open Australia Day Carnival.

MEMBERSHIP

The Northern Territory continues to have the highest percentage of its population as members of MSA clubs of any jurisdiction in Australia. Membership in 2010 reached 173 (0.076 of the population) – Alice Springs 35, Darwin 105, Katherine 33.

INTERNATIONAL LINKS

Due to a conflict of date with the Alice Springs Masters Games, members were unable to attend the Singapore Masters' International Meet in October.

FUNDING

The main source of funding for the Branch was again the NT Division of Sport and Recreation, whose generous grant covered all branch administration costs and provided funds for travel subsidies, coach development and other activities.

BRANCH MEETINGS

Regular branch meetings were held in Darwin, with Darwin members representing the Alice Springs and Katherine clubs when delegates from those clubs were unable to attend. The AGM was held in Alice Springs in October.

COACH DEVELOPMENT

A Coaching the Adult Swimmer course was conducted in Alice Springs in December.

BRANCH MANAGEMENT

NT Club Registrars have promoted the Clubs Online registration system, with the result that individual club and branch on-line registration levels are amongst the highest in Australia.

John Pollock
Branch Secretary



Rum City member
Lexie Towner
taking home gold
at the Alice
Springs Masters
Games

Photo source: Newsmail

Governance

During the year the Branch Executive committee undertook a complete review and rewrite of the Branch constitution and by-laws. The new constitution will modernise our operations and bring us into line with both our National body and Swimming Queensland and will also better reflect current corporate constitutions. The by-law changes became a necessity to bring them into line with the changed constitution. The Branch executive is presenting the new constitution at the 2011 AGM with the recommendation that clubs support the changes and vote on these for implementation.

Several meetings took place during the year between the MSQ Administrator and President and the SQ CEO, Kevin Hasemann and President, John Keppie. These meetings primarily discussed mutual areas of interest and worked on implementing programmes for which both organisations had received government funding, as part of the amalgamation process.

The Branch executive committee had two face-to-face meetings and four teleconference meetings during the year. There is always a lot of business to be dealt with at each of these meetings and I would like to thank the Branch executive members for the professional manner in which they dealt with the issues that arose and for their hard work in their various portfolios, throughout the year.

Competition

A successful Short Course State Championships was held in Cairns and our thanks go especially to our North Region VP, Karen Patrick and Meet Convenor, Cheryl Brodribb and all the Cairns club members, for organising a well run and thoroughly enjoyable meet. Our thanks are also extended to the Trinity Anglican College for allowing us to use their excellent facilities and to the sponsors who support Masters swimming in north Queensland.

A number of MSQ members travelled to the National Championships in Launceston and all swam very well with quite a few medals brought home and to crown it all, we came 3rd in the Branch relay.

There was also a noticeable contingent of MSQ members, who travelled to Gothenburg for the FINA World Championships; again some excellent performances with quite a few top ten finishes and several gold, silver and bronze medals that were brought home. Swimming at a World Championships is always a wonderful experience, but of course the trip afterwards is even better and we all

came home with stories to tell about our travels around Europe and Scandinavia.

In early November, our branch also hosted the Pan Pacific Games at the Miami Olympic Pool. The Miami club assisted MSQ with the event and we would like to extend our sincere gratitude for their commitment to this swim meet, which attracted competitors from around Australia, New Caledonia, New Zealand, India, Japan, USA, Canada and one from Switzerland.

There were the usual number of club meets conducted during the year with only a couple of clubs having to cancel their planned events and although some meets did experience low numbers, overall attendance was good and seems to have stabilised after several years of declining attendances. Open water swimming continues to grow and this is reflected in the growing number of competitors at events and an increase in the number of events being held throughout Queensland.

Coaching

A very successful course was held in Cairns in August; thanks to North VP, Karen Patrick, for the organisation and to Coaching Director, Steve Cornelius and the local presenters for delivering the lectures over the weekend.

There were several other short coaching clinics presented in conjunction with club meets (notably one conducted by Mark Erickson from QWY) throughout the year and while we didn't quite achieve our goal of at least one coaching course or coaching clinic in each region, we've made a good start and can build on this in the coming year.

Technical

It was a very successful year for the technical portfolio with quite a few courses being conducted, mostly in conjunction with club meets, in all regions. We now have a number of officials getting their hours up and our Technical Director, Ray Smythe, is very keen to build on this success and to conduct courses for a wider variety of positions next year. Our thanks go to Ray Smythe, Derek Coghill and all the technical officials, who organised and helped to run these courses.

New programmes and future developments

We are currently in the process of creating a few new programmes, which we are working on, in conjunction with Swimming Queensland. These will also serve to complement their existing programmes. They are: Participation and Improvement Programme, designed to

QUEENSLAND BRANCH continued...

encourage clubs to create incentives for individuals, the club and coaches; a Senior Excellence programme, with a four tier structure (Platinum, Gold, Silver and Bronze). SQ has had their very successful programmes for a number of years and by adapting what they have to suit Masters' swimmers, we aim to provide a seamless transition from junior to adult swimming, while also providing something new and challenging to existing MSQ members. These initiatives are being funded through the amalgamation funding that was provided by the Dept of Sport and Recreation and because that funding has a time limit, we have to have the details finalised by the end of June 2011. Promotion of these programmes to all MSQ clubs will start at that time.

Another project that we have started to look at, are ways to better recognise our volunteers. We have started by giving all our officials and Board members a gift for Christmas. We strongly feel that volunteers, who donate many hours of their time, deserve much more acknowledgement than we have been giving them and that we are lagging behind in this area. This will be a priority for 2011.

In 2010 a letter was sent to all junior clubs throughout Queensland, in which their clubs were encouraged to invite Masters' swimmers to compete in their club nights. A few clubs have been formed as part of the junior club i.e. a sub-section for Masters' swimmers. To date three clubs have been formed through a junior club. We are expecting this initiative to continue.

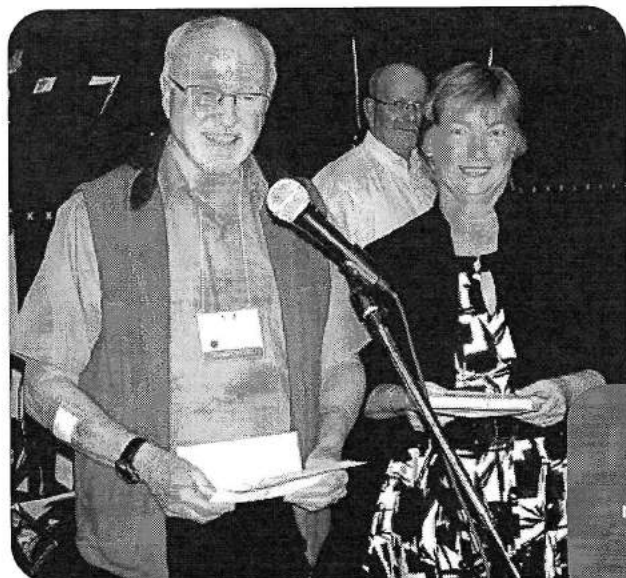
In 2011 we look forward to continuing to build our relationship with Swimming Queensland, particularly in the areas of administration, coaching, technical and promotions and now when a junior swimmer joins an SQ club, their parents receive information about Masters' swimming. The Branch is confident that this will encourage an increase in membership and importantly an increase in clubs, particularly in the west of the State.

Therese Crollick

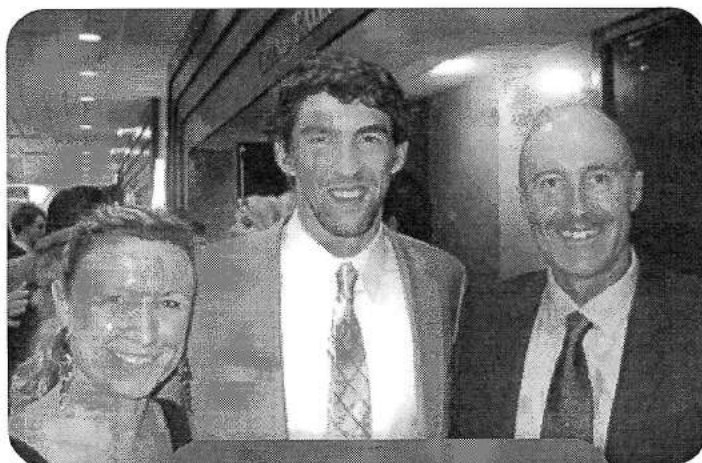
President

Helga Ward

Administrator



QLD president
Therese Crollick
receiving her 5 yr
service award



Penny Palfrey (QBR)
International Marathon Swimming
Hall of Fame inductee with
Michael Phelps and Chris Palfrey

SOUTH AUSTRALIAN BRANCH



**MASTERS
SWIMMING**
South Australia

Branch: South Australia continues to be managed by a Branch Executive & Committee of representatives of all Clubs in SA, which meet monthly. New committee members or changed roles have been Trevor Sheehan - President & OWS Coordinator, Phillip Beames - Secretary, Mike Walker - Marketing and John Gamlen - Special Events Co-ordinator.

All positions within the SA Branch are voluntary with a small honorarium paid to the current Secretary for his numerous duties and time spent dealing with Branch matters. The Branch continues to be in a sound financial position with the continued support of the Office of Recreation and Sport SA for \$12,000 per annum. We currently have reserves of about \$150 per member for a membership of around 600. Fees for Pool events and Branch fees remained unchanged from the previous year.

The President, Treasurer and Secretary positions look like they will need to be filled at the forthcoming AGM.

Sponsorship: South Australia has several major sponsors, being, Office of Recreation and Sport, Vorgee, Sealink, Four Hour Print, Suntrak Sunglasses and Supporters include Horsman Plumbing and O'Connell Meats.

Clubs Online: There has been a tremendous uptake and acceptance to clubs online in SA, with the branch achieving a 100% renewal rate this year. Clubs Online has also been used for entry into all OWS for 2010/11 and used to distribute our regular e-news to all members.

Major Swim Events: SA Swimmers were again well represented at the National Swim in Launceston, Port Pirie Regional Masters Games and Alice Springs Masters Games. SA members placed well in all the above events.

Local Swim Meets: Two State cups (long course and short course), 4 Interclubs and a long distance swim (long

course) were conducted during the year. Swimmer numbers were consistent with recent years, with less than 25% of members participating regularly in competitions. We would like to see this number grow.

Open Water Swimming: Participation was again good in OWS events. The average number of participants per event for the current 2010/2011 season is again in excess of 100. Nine OWS events were held in the 2009/2010 season.

Awards: The SA Branch Presentation Dinner was held in November at the Royal Adelaide Golf Club. The numbers attending was a little disappointing but a good night was had by all. Congratulations to all clubs and individuals that won trophies.

Membership: Membership was again just on 600 in 2010.

Charity: The Mega Swim promoted by the Ruth Ziegler, the Atlantis Club and the MS Society is now the major charity event the Masters Clubs and swimmers in SA love to support and was again successful in 2010.

Upcoming major events: The 2011 AMG and the 2012 National Championships are scheduled to be hosted by South Australia. The new SA Aquatic & Leisure Centre at Marion is due to open by the end of March 2011 and will be the venue for both of these events. Planning for both events is well in hand under the guidance of our Special Events Co-ordinator, John Gamlen.

All in all, another successful year for MSSA.

Phillip Beames - Secretary MSSA

Trevor Sheehan - President MSSA

Celebrating 10
years of the Jetty
to Jetty Swim



TASMANIAN BRANCH



The Branch continues to function in a fairly low-key manner, with meetings held quarterly in conjunction with a State swim meets. Given our small size, all the work required to keep the Branch running smoothly is done by volunteers.

Events

The branch staged 4 events – the Short Course Long Distance (May) and Winter Short Course Championships (August) at the new Launceston Aquatic Centre; and the Summer Long Course Championships (February) and Long Course Long Distance Championships (November) in Hobart. Participation in most of the events was generally on average for the State.

Launceston "Lemmings" introduced a new event in July – the "Masters Splash".

The short course time trial event, which attracted 35 Masters swimmers and 5 Aquatic centre members had 5 events from 25m to 200m with prizes for closest to nominated time and highest point-score for the day.

The event was a fund-raiser for Shane Gould's Fiji Community Drowning Prevention program and raised a total of \$700 from entries and raffle ticket sales. A second Splash was conducted in November with profits being donated to the "Time Out House" youth suicide prevention program. Both events provided an opportunity to conduct training of people in the correct installation/removal of the timing pads and operation the AOE system.

2010 National Championships

A new location, venue and short course program provided the incentive for people to attend. Conducting the event in a regional centre generated substantial support and interest from the local community, demonstrated in the level of sponsorship achieved by the event. Launceston is fortunate to be a tourist hub with excellent airline services plus the bonus of having most of the accommodation situated within walking distance to the pool. 97 Clubs attended the Championships with a total of 563 competitors (308 female, 255 male) The event generated a surplus of \$13,520, approximately \$5,370 more than budget. The surplus will be utilised to subsidise Branch activities such as coaching clinics and training of technical officials and coaches.



Launceston Lemmings at the National Championships

Governance

The management committee was re-elected unopposed at the AGM held in February.

For the second year, the positions of Publicity officer remained unfilled. This highlights the ongoing problem encouraging members to accept positions on the committee. The National Office organised a two-day administrative officers' information session mid year in Melbourne, which was attended by Ray Brien in his capacity as Branch Secretary.

Coaching

In July, the Branch conducted coaching workshops in Launceston and Hobart. The first session was conducted on the Saturday afternoon in Launceston and attracted 30 participants, the second, on the Sunday morning in Hobart attracted 45 participants.

This is the second year in which the Branch has invited the Masters Swimming Coach of the Year to conduct workshops. Vicky Watson's sessions were well received. Other sessions included physiotherapists and exercise (Pilates) instructors. Overall, the sessions produced very good outcomes for a relatively low cost - \$1850 including travel and accommodation.

Four Hobart based members attended a two day Level 1M coaching course conducted by Masters Swimming Victoria in Melbourne. The Branch subsidised their attendance by paying course registration fees and \$250 towards airfares and accommodation. The Tasmanian branch thanks Masters Swimming Victoria for the invitation to take part in this training course. We are currently investigating a similar arrangement for Technical Officials training.

Aerobics

Five clubs participated in the Aerobics program in 2009 and Talays AUSSI Masters Club was again successful in the National Aerobic Trophy achieving the Champion Club Award. The award was presented at the National Championships presentation function in Launceston.

Anne Horner - President



Tasmanian Vorgee Million Metre award winner Heather Carins with Tim Chilcott

WESTERN AUSTRALIA.. BRANCH



It is pleasing to report that again in 2010 WA was successful in achieving a 4 % increase in membership to 1,376 through various membership growth strategies, but most importantly our challenge to work on retaining members was also achieved.

New Initiatives in 2010:

- o Membership Growth development project for new Clubs at Ballajura, Wanneroo & Kwinana conducted with all Clubs to affiliate in 2011
- o Membership growth initiative through Pilot Village project conducted at Forest Lakes with user-pays program now in place with objective of membership at local Club
- o New generic promotional brochure produced for use at several displays in WA
- o New shirts for Officials and Coaches produced from Healthway funds
- o Member numbers increased by 50 in 2010 which included 2 new Clubs Superfins and Perth Maccabi Clubs affiliated under 1-club model
- o Designed and produced Club A-frame pop-up banners for promotions at club activities from Healthway funding
- o Encouraged Club participation in Aquatics Open Day promotional project with LIWA Aquatics (brochures provided to all WA aquatic centres)
- o Established negotiations for Heart Foundation fundraising link with Cockburn's Coogee Jetty to Jetty OWS event to replace HeartSwim event
- o Guest speaker at Presidents' annual meeting in conjunction with launch of OWS calendar highlighted "The Welcome Table" as key strategy for membership growth
- o Increased sponsorship from Dale Alcock Homes for OWS program
- o Established relationship with Vorgee for National sponsorship
- o Fremantle Masters conducted BE ACTIVE Novice ocean swim totally for the first time as part of their Fremantle Ports Swim Thru. Excellent promotion achieved through November's Have a Go News front cover (70,000 distribution to Over 45 age group)
- o Different Strokes quarterly newsletter now produced as E-News
- o Promotional advert placed in Rottnest Channel Swim program (5,000 distribution) with emphasis on deletion of AUSSI from name and promotion of 18-year age group
- o Promotional brochures provided to AUSTSWIM conference for awareness

Other Promotions and Highlights:

- o 2011 National Swim Championships event coordination in place and tracking well
- o 2008 FINA World Masters Championships financial legacy project ongoing with a further 3 rounds offered in 2010
- o 2010 BE ACTIVE State Swim conducted with increased participant numbers
- o 2010 Annual Awards function conducted in conjunction with BE ACTIVE State Swim presentations with nearly 200 attendees
- o Dale Alcock State Open Water Swim event held successfully at Coogee Beach in March with excellent coordination by our Somerset Club. There was an 27% increase in participants due to change in entry process to Team Manager system through Clubs
- o The annual BE ACTIVE Spring into Swimming project was supported by some Clubs which organized displays and open sessions for potential members. Clubs which achieve the greatest increase in membership growth within the spring period win ZOGGS packs for their Clubs which are presented at the February Council of Clubs meeting annually
- o Unfortunately our number plates promotional program slowed to the point that the program was cancelled
- o 2010/11 OWS calendar advertisers stable at 34 advertisements
- o Continued promotion of masters swimming to increase awareness through monthly column in Have a Go News (Sport & Recreation newspaper for Over 45's) which included promotion of BE ACTIVE Novice Ocean Swim, Seniors Have a Go Day, Sandgropers Club and general promotional articles and photos
- o Ongoing excellent partnerships with other organisations including Swimming WA, Rottnest Channel Swim Association, Surf Life Saving WA, Healthway, Heart Foundation, LIWA Aquatics, WA Sports Federation, Challenge Stadium/VenueWest and Volunteering WA

Sponsorship:

- o Continued successful relationship with Healthway with funding approved for 2011 and 2012 (under new healthy participation strategy – use of BE ACTIVE health message is now limited strategy) for partnership benefits, in particular the financial support for our part-time Project Coordinator
- o Continued good relationship with Department of Sport and Recreation with positive feedback received through achievement of Key Performance Indicators. Their financial support enables us to keep our membership fees at a good rate and assist with administration costs

WESTERN AUSTRALIAN BRANCH continued...

- o Sponsorship for the annual Open Water Swims calendar was again achieved from ZOGGS in WA who continue to support Masters Swimming WA with prize packs through the year for several events and activities
- o Patron Dale Alcock continues to sponsor our annual Dale Alcock OWS series and the Dale Alcock State OWS events, in which he enjoys participating as a guest of MSAWA
- o Vorgee provided sponsorship for 2011 pool events calendar

Club and member support:

- o Successful coaches workshops (2) and Level 1 Masters Coaching Course conducted under Be Active sponsorship banner
- o The annual open water swimming workshop for club coordinators of OWS events was conducted by our Technical Officer. Attendance by Masters Swimming WA Clubs who conduct OWS events is compulsory as part of our event sanctioning process and risk management planning
- o The Technical Officer coordinated and conducted many Technical Officiating workshops and courses throughout 2010 to upskill members for 2011 National Championships
- o We continued to recognize our wonderful members and volunteers where possible by nominating them to external awards and enabling attendance at professional development seminars and workshops
- o National record certificates and Officiating certificates were presented to members at Council of Clubs

meetings to acknowledge achievements and express appreciation to volunteers

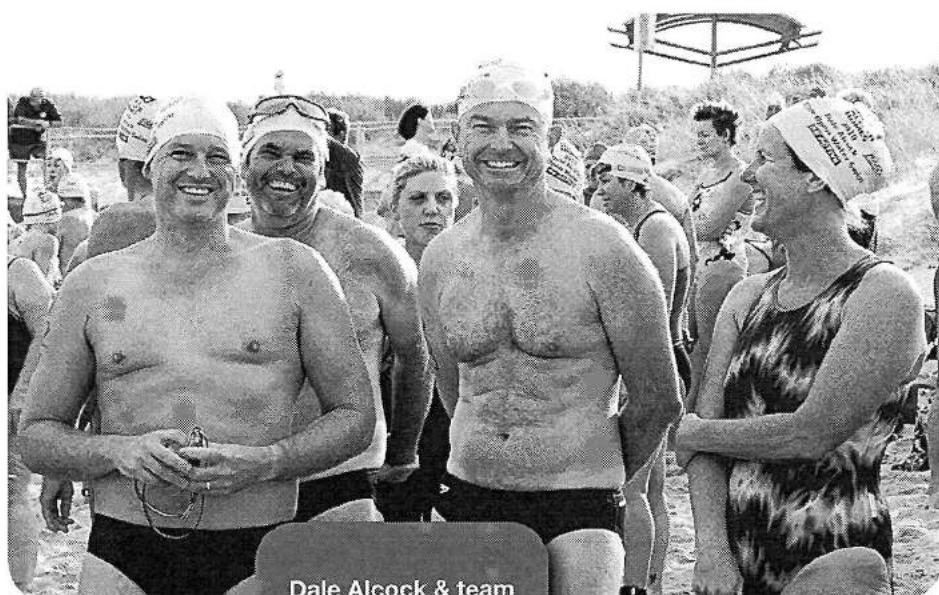
- o Weekly eAlert continues to be the main communication link with Clubs providing regular updates on activities and administration
- o Website is updated regularly for members and the general adult swimming community

We look forward to another great year in 2011 with planned expansions on some 2010 initiatives to encourage more adults to share the Fitness, Friendship and Fun provided by our Clubs in the pool and open water!

Wendy Holtom
Executive Officer



Members of the
new club
Superfins



Dale Alcock & team
at one of the State
OWS events

VIC' DRIAN BRANCH

Governance

Masters Swimming Victoria is going through a time of change, culminating in a meeting with Swimming Victoria in December to discuss improving the links between the two organisations. A memorandum of understanding with Swimming Victoria which outlines the areas of cooperation has been signed and 2011 is set to build on these plans.

Membership

Member numbers have held steady for another year. There is some cause for concern about the decreasing numbers of members choosing to swim at interclub and state meets. Two interclub meets were cancelled due to lack of entry numbers in 2010.

Funding Sources and Sponsors

The Branch was awarded a Victorian Volunteers Grant from the Department of Planning and Community Development. This enabled the branch to hold a Level 1M course and two technical workshops in Melbourne and a regional coaching pilot project in Geelong.

New Initiatives

Masters Swimming Victoria trialled a regional coaching workshop in Geelong to help up skill masters coaches in country areas that have difficulty getting into Melbourne for courses. This was a huge success and will be looked at continuing in other country areas of Victoria.

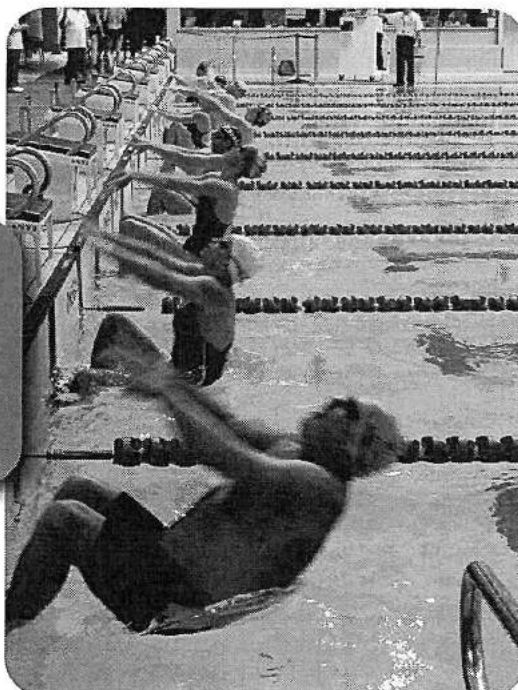
The Victorian website was moved to a new content management system that allows the administrators to update and manage the site. Thank you to Paul Watmough who built and managed the original Victorian website for a number of years.

Acknowledgments

I would like to thank the Management Committee members, Club Delegates, all of our sub-committees, Sarah and Noeleen for their assistance in delivering programs and running the organisation. I would also like to thank Paul Watmough for his many hours of work as chairman of the swim meet committee, meet director and member of the steering committee working with Swimming Victoria.

Danny Smith - President

Victorian
State Relay
Carnival



35th MASTERS SWIMMING NATIONAL CHAMPIONSHIPS - Launceston, Tasmania

Overview.

Conducting the event in a regional centre generated substantial support and interest from the local community, demonstrated in the level of sponsorship achieved by the event. Launceston is fortunate to be a tourist hub with excellent airline services plus the bonus of having most of the accommodation situated within walking distance to the pool. The Tasmanian Branch was also fortunate to have ready access to State Government grants supporting national championships.

Venue.

This was the first major event at the venue and it coped very well, as it was operating at or very close to capacity. By providing an area on the upper level to group administration (results, medals), merchandising and café provided a focus area that proved very popular with all attendees. There was a constant buzz - a very good 'vibe' in the area throughout the event.

The Pool management and staff were constantly checking on the pool hall environment and were successful in maintaining a pleasant environment. The ability to regulate the ventilation by opening the sliding doors proved adequate. The Pool management also extended the opening season for the outdoor pool by 14 days to allow more public pool space during the event. There was also an extensive advertising campaign regarding pool availability, as a result there was only one complaint from the public regarding reduced access during the event

There were adequate warm up/swim down lanes available even allowing up to three lanes for public swimmers.

Program.

The short course program proved very popular and it added a 'fun' factor to the event. The daily program, with the exception of day one, ran very close to schedule.

Chief Referee's Comments.

The efficient running of the event was a tribute to the group of 25 Officials who operated in a friendly efficient manner, especially Shea and Jane in the marshalling area.

I received a number of compliments regarding the officiating during the event.

One of our sponsors, Country Club Tasmania, provided distinctive shirts for the officials as part of their sponsorship

package. I would like to thank Paul Watmough from Victoria for his expertise in operating the recording equipment during the event.

There were only a small number of formal protests that were dealt within the stipulated time frame. The implementation of the swimsuit regulations was a non-event. Initial concerns from a couple of competitors were resolved quickly and easily.

The exclusion of Medical Disability Certificates (MD's) for the National Championships reduced the workload for the recording group.

Participation.

97 Clubs attended the Championships with a total of 563 competitors.

Branch Challenge Relay

This event proved very popular and a fitting end to the overall event. A large number of people remained at the pool for the event providing very vocal support for their respective teams.

Social.

The National Championship Committee utilised funds from sponsorship to subsidise the cost for both functions. The Welcome function at the Queen Victoria Art Gallery and Museum, Inveresk, was free of charge and attracted just over 300 people.

The Presentation function proved to very popular. We were fortunate that the venue was able to absorb an additional 40 people on our original booking of 250.

Finance.

We achieved a small surplus with an entry fee of \$50 and \$5 per event, the amounts we initially submitted to the National Board for approval.

Although the Tasmanian Branch does not receive on-going State Government support, we were successful in obtaining funding from National Championship programs of Events Tasmania (\$7,500) and the Department of Sport and Recreation (\$3,000). Local support included \$80.00 from the Launceston City Council as in-kind for approximately half of the facility hire fee.

35th MASTERS SWIMMING NATIONAL CHAMPIONSHIPS - Launceston, Tasmania

continued...

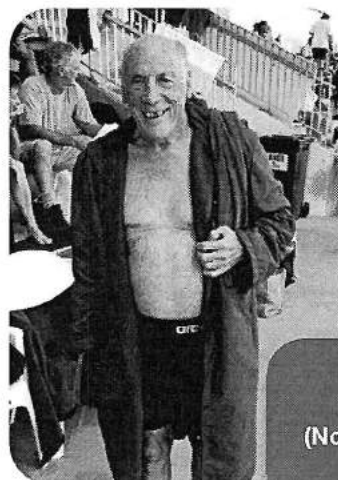
Conclusion

We received a large number of compliments during and in the period following regarding the conduct of the event, the venue and even the work of the cleaning staff.

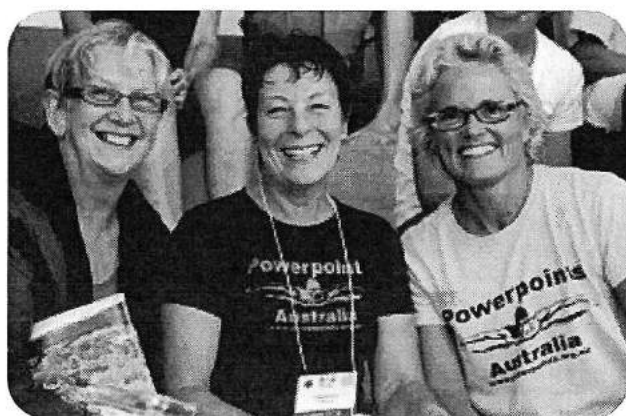
We conducted a very successful and popular event in a regional centre.

An event of this size when staged in a regional centre attracts considerable attention and in our case also attracted a wide range of sponsors.

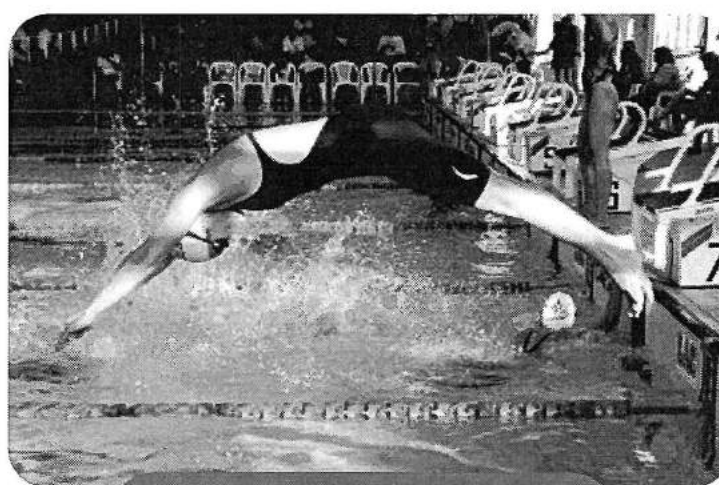
Ray Brien - Meet Director



Bill Walker
(Novocastrian NSW)



Above: Powerpointers
Below: Talays swimmers



Stadium Snapper entering the pool



Photos courtesy of Rod Oliver

NATIONAL TROPHY WINNERS

TROPHY	WINNER
Founders' Trophy	Launceston Lemmings (TAS)
Runner-up Trophy	Powerpoints (VIC)
Visitors' Trophy	Powerpoints (VIC)
Female Swimmer of the Meet	Jenny Whiteley (NSW)
Male Swimmer of the Meet	John Crisp (QLD)
National Aerobic Award 2009	Campbelltown Collegians (NSW)
National Aerobic Trophy 2009	Talays (TAS)
National Heart Foundation Trophy	Pauline Samson (TAS)
Coach of the year 2009	Vicky Watson (NSW)
Official of the Year 2009	Deryn Thomas (VIC)

AGE GROUP RELAY TROPHY	WINNER
72-119 years	Blacktown City (NSW)
120-159 years	Powerpoints (VIC)
160-199 years	Powerpoints (VIC)
200-239 years	Hobart Aquatic (TAS)
240-279 years	Powerpoints (VIC)
280-319 years	Doncaster Dolphins (VIC)
320-359 years	Twin Towns Services (QLD)



Russell McLeod
Campbelltown
Collegians receiving
the 2009 Vorgee
Aerobic Award from
Lynne Malone

Congratulations to the new members of the Million Metre clubs listed below. All Clubs and members are encouraged to continue supporting this fantastic programme.

DISTANCE	NAME	CLUB	BRANCH
Ten Million Metre Club	Don Taylor	Cairns Sea Eagles	QLD
Five Million Metre Club	John Coleman	Redcliffe Peninsula	QLD
	Sandra Mutch	Swan Hills	WA
	Gail Parson	Stadium Snappers	WA
	Jen Thomasson	Brisbane Southside	QLD
Three Million Metre Club	Kris Apps	Talays	TAS
	Perri Brereton	Talays	TAS
	Gordon Creek	Lake Macquarie	NSW
	Hekga Duncan	Campbelltown Collegians	NSW
	David Falzon	Wangaratta AUSSI	VIC
	Brian Hall	Bunbury	WA
	Paul Nilsson	Nudgee Brothers	QLD
Two Million Metre Club	Bob Burggraaff	Raymond Terrace	NSW
	Kay Corskie	Whitsunday Warriors	QLD
	Gordon Ferguson	Ettalong Pelicans	NSW
	Nancy Haire	Brisbane Southside	QLD
	Oliver Harris	Hornsby	NSW
	Gerald Kirkham	Port Augusta	SA
	Bob Morse	Noosa AUSSI	QLD
	Mark Thompson	Campbelltown Collegians	NSW
	Sue Wiles	Blue Mountains	NSW
One Million Metres	Richard Barr	Ettalong Pelicans	NSW
	Richard Braddish	Ettalong Pelicans	NSW
	Heather Cairns	Launceston Lemmings	TAS
	Andrea Dickinson	Hobart Aquatic	TAS
	Jeff Evans	Townsville Masters	QLD
	Phil Farmer	Novocastrian	NSW
	Colleen Garland	Ettalong Pelicans	NSW
	Marie Harris	Bunbury	WA
	Peter Lord	Surrey Park	VIC
	Rebecca Mather-Brown	Katherine Kroaks	NT
	Suzanne Misson	Twin Towns Services	QLD
	Pat Mooney	Noosa AUSSI	QLD
	John Reugebrink	Ipswich City	QLD
	Sandi Rigby	Seaside Pirates	NSW
	Bruce Sweeting	Castle Hill RSL	NSW

SPONSORS

Masters Swimming Australia acknowledges the continuing support from:



**International
Sports Tours**



CONTACTS

BRANCH	Address	Phone	Website
NSW	PO Box 6941, Silverwater NSW 2128	(02) 8116 9716	www.mastersswimmingnsw.org.au
NT	PO Box 418, Parap NT 0804	(08) 8981 5919	www.nt.aussimasters.com.au
QLD	PO Box 1279, Capalaba BC QLD 4157	(07) 3245 1571	www.qldmastersswimming.org.au
SA	PO Box 219, North Adelaide SA 5006	(08) 8263 9958	www.aussisa.org.au
TAS	PO Box 5229, Launceston TAS 7250	(03) 6223 1183	www.tas.aussi.org.au
VIC	Sports House, Level 2, 375 Albert Road, Albert Park VIC 3206	(03) 9682 5666	www.aussivic.com.au
WA	PO Box 57, Claremont WA 6910	(08) 9387 4400	www.mswa.asn.au





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