

**Masters Swimming Australia**

**2013 National Championships - SYDNEY**

**Final Report**

**Prepared by Organising Committee Members**

**Received by MSA on 5/08/13**

# Program and Recording Committee

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Mark Hepple

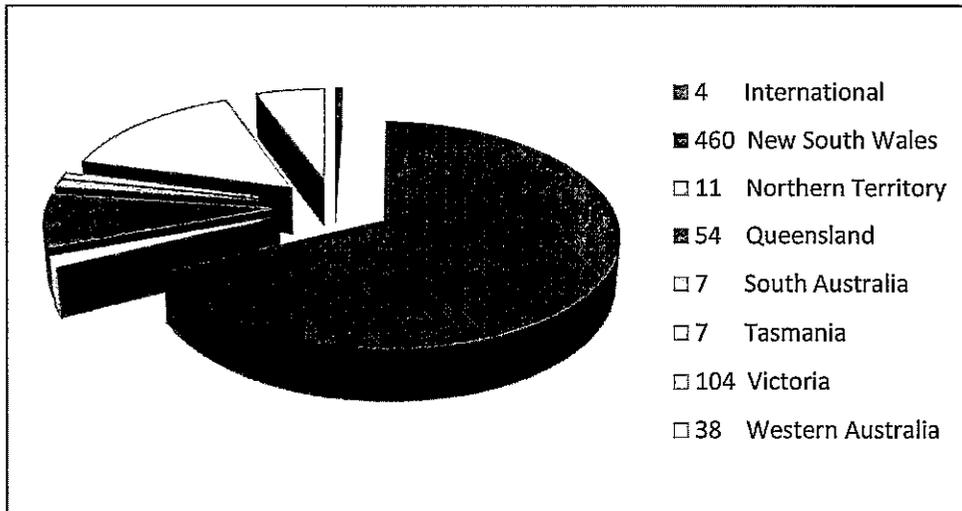
Helen Rubin

- Statistics
- Entry Forms
- Programme
- Recording and Results
- Medals
- Website & Social Media
- Recommendations

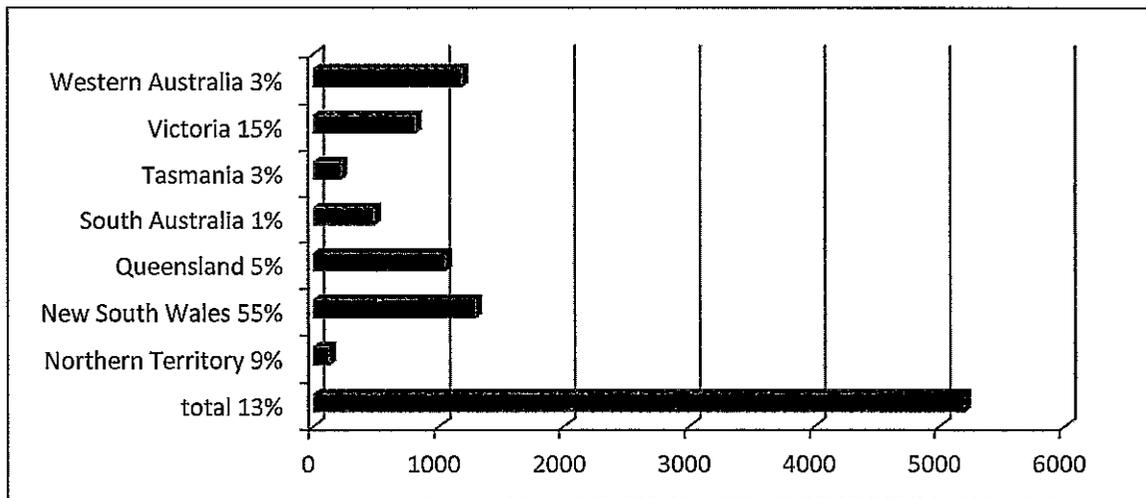
# Statistics

In the hope that they might provide some insight to future meet planners, here are some statistics from the 2013 National Championships.

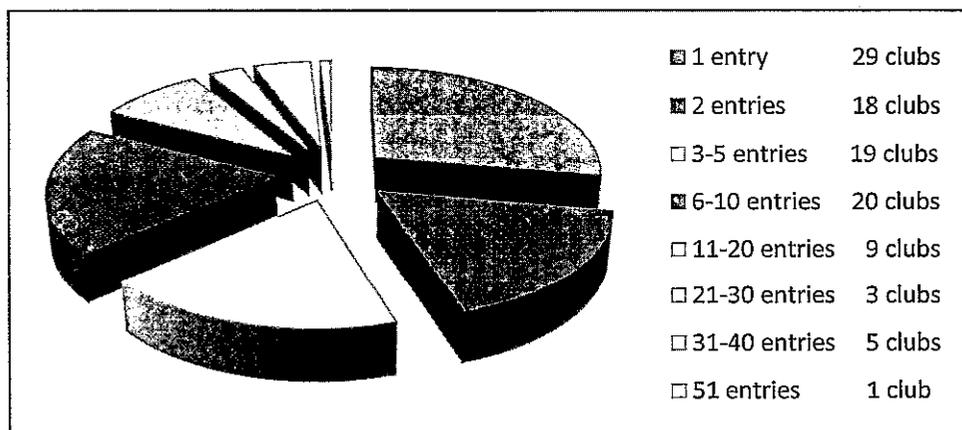
- A total of 688 entries were received, broken down by Branch:



- Entries for each Branch as a percentage of their registered members:



- Number of entries per club:



- **Method of submitting entries:**

	<i>entries</i>	<i>clubs</i>
Electronic entries by Team Manager	563	71
Electronic entries by other system	64	2
Manual entry forms	61	28

As would be expected, submission of manual entry forms was from clubs with a small number of entries, 14 clubs with single entries and none more than six.

- **Entries by event, with final scratchings and “no shows”:**

<i>individual events</i>	<i>entries</i>	<i>no shows</i>	<i>scratchings</i>	<i>total</i>	<i>percentage</i>
#1 800 Free	232	0	14	14	6.03%
#2 400 IM	94	0	5	5	5.32%
#3 50 Fly	266	33	0	33	12.41%
#5 50 Back	262	19	0	19	7.25%
#6 200 Free	332	28	0	28	8.43%
#7 100 Breast	244	17	0	17	6.97%
#9 200 IM	216	35	0	35	16.20%
#10 100 Fly	127	18	0	18	14.17%
#11 100 Back	233	22	0	22	9.44%
#12 50 Free	444	49	0	49	11.04%
#13 200 Breast	204	27	0	27	13.24%
#16 400 Free	286	1	42	43	15.03%
#17 200 Back	192	22	0	22	11.46%
#18 100 Free	439	59	0	59	13.44%
#19 50 Breast	311	33	0	33	10.61%
#20 200 Fly	87	15	0	15	17.24%
<i>total</i>	3969	378	61	439	<b>11.06%</b>

<i>relay events</i>	<i>entries</i>	<i>no shows</i>	<i>scratchings</i>	<i>total</i>	<i>percentage</i>
#4 Mixed 4x50 Free Relay	54	2	6	8	14.81%
#8 Mixed 4x50 Medley Relay	58	5	8	13	22.41%
#14 Women 4x50 Free Relay	41	3	11	14	34.15%
#15 Men 4x50 Free Relay	44	1	11	12	27.27%
#21 Men 4x50 Medley Relay	50	1	17	18	36.00%
#22 Women 4x50 Medley Relay	40	3	12	15	37.50%
<i>total</i>	287	15	65	80	<b>27.87%</b>

- **Printed Programmes**

Due to the ability to download meet programmes from the internet in the lead-up to meets, an innovation in the 2013 entry forms was to ask entrants if they required a printed copy of

the programme to be supplied to them. This resulted in a requirement to print only 300 copies for competitors, at a considerable saving.

- **Records**

Records set at the meet, subject to ratification, were:

World Records		8
National Records		70
State Records	- QLD	38
	- NSW	43
	- NT	12
	- SA	12
	- TAS	14
	- VIC	51
	- WA	36

- **MSNSW Website Views per page**

Page	Pageviews <sup>1</sup>	unique Pageviews <sup>2</sup>	avg. time on page	entrances	bounce rate	% exit
MSNSW Site total <sup>3</sup>	53680	39402	71.86	38419	28.06%	27.83%
MSNSW Home page <sup>3</sup>	5216	3801	78.00	670	35.52%	29.35%
National Championships tab	10449	8261	111.57	5976	55.72%	45.57%
Programme page	8384	6754	203.87	4275	63.77%	55.37%
LiveResults page <sup>4</sup>	5009	3934	292.35	1012	68.28%	54.04%
Entry Forms page	2886	2361	240.25	840	65.36%	54.02%
Results page	1689	1384	142.97	375	59.20%	44.11%
Nationals Newsletter page	657	578	190.89	192	76.04%	56.01%
Accommodation page	649	546	111.04	129	37.21%	33.59%
Nationals Photo Gallery page	134	117	294.18	7	42.86%	55.22%

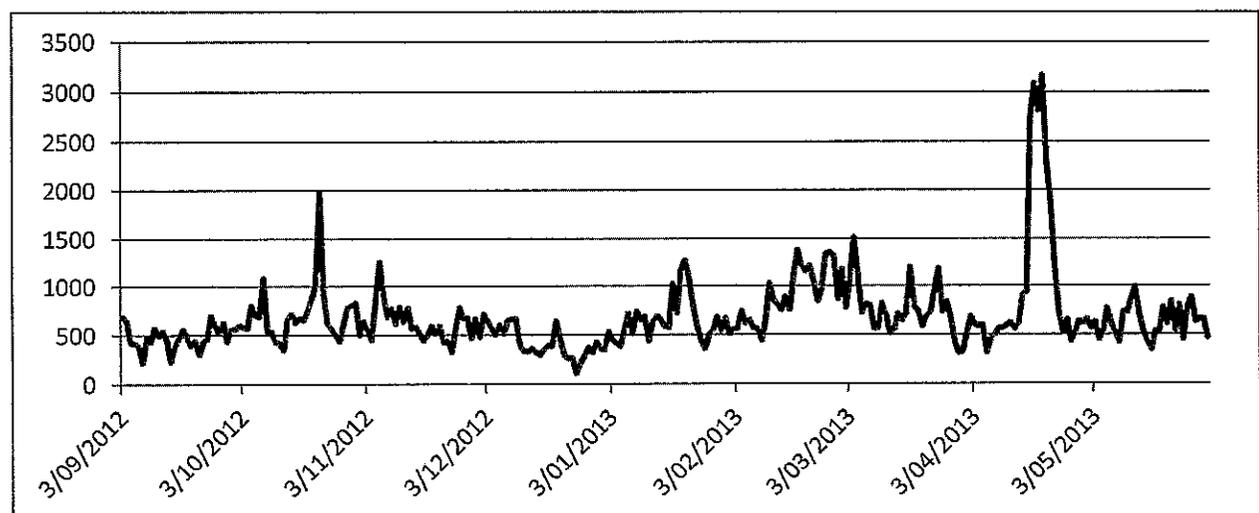
1. Page views is the number of times visitors have looked at pages.

2. Unique page views is a subset of total page views, representing the number of individual visitors who have reviewed the pages: Each visitor is counted only once, no matter how many pages they open.

3. MSNSW Home page and site totals included for comparison.

4. Live Results pageviews do not include traffic directly to the independent site from QR code and other links.

- **MSNSW Website Views per day**



## Entry forms

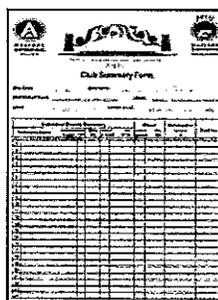
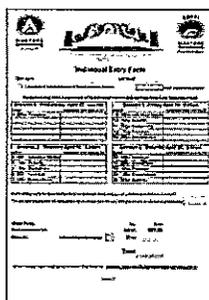
The sample entry forms in the National Championships Meet Guide seem to be designed for the days of manual entries, where all Individual Entry Forms would be forwarded to the host branch. As the vast majority of entries were expected to be received electronically, forms were produced to reflect this.

In this scenario, Individual Entry Forms are retained by Club secretaries, with event information entered into Team Manager and all other information such as merchandise and function tickets transferred to the Club Summary Form. Also, the inclusion of personal and emergency contact detail information on Individual Entry Forms was considered unnecessary, as this information was unlikely to be captured by the host. Further, all required personal details are already available in the membership portal.

All forms were in Microsoft Excel format and designed to be filled out on a computer, but also suitable to be printed for hard-copy entries. PDF version was also made available.

All Excel forms were password-protected and contain special formatting, data validation, and automation as described below.

- Swimmer and club Names entered on the first page copy over to following pages
- Checkbox to indicate if a member of MSA, or not, and a pop-up warning appears if a member does not enter valid registration number (must be 6 digits)
- Full instructions for filling out and submitting forms were included on the forms. Extra information was collected for overseas entrants and different instructions displayed based on the choice in the membership check-box on page 1.
- Nominated time fields display comment on mouse-over to indicate format required for input and the result re-formats to the standard "mm:ss.00"
- In order to reduce dodgy nominated times, they are validated within certain ranges.
- Pop-up warning appears if more than the maximum number of events are entered in each session
- Question included on availability for relays, for the convenience of club officials
- Question included on the requirement for a printed programme, for the information of host branch. In hindsight, there should have been some validation on this answer, as some did not answer this question and had to be followed up
- The number of events entered and all fees payable are calculated automatically
- A hyperlink to an email address is provided for enquiries
- Drop-down menus are provided for the range of sizes and colours of merchandise items. Totals are calculated automatically
- The Total Amount Due for meet fees, dinner tickets, merchandise and relay fees is calculated automatically



The Relay Entry Form was only required to be completed if TM electronic entries could not be supplied.

After approval by MSA, entry forms were published on the MSNSW website on 7/11/2012, 4 months prior to the closing date.

## Programme

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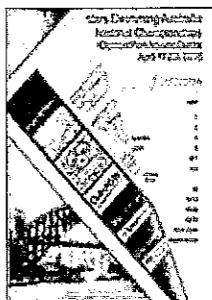
The first entry was received in early February and came in steadily until the closing date on March 8, with the usual flood toward the end.

Prior to importing entries into Meet Manager, a national registration file was loaded to reduce the amount of incorrect information (such as misspelled names) sometimes included in club Team Manager files. A Meet Manager report of each club's entries was produced and emailed back to the club contact – in most cases within hours of receipt. This resulted in most errors in club submissions being picked up fairly quickly.

All entries received were checked against the registration file, any irregularities were double-checked directly in the Membership Portal, and queries sent to club and/or branch officials where required. Some issues were with the membership database itself and some with the financial status of entrants. All were resolved.

Club Summary forms received by email with electronic entries were forwarded to the MSNSW office for processing of merchandise orders & dinner tickets, and reconciliation of payments. Manual entry forms received at the office were scanned and emailed to me for data entry to Meet Manager.

A draft list of entries by event, unseeded, was uploaded to the MSNSW website on March 10, 2 days after the closing date. This included those nominating formstrokes in freestyle events. An email was sent to all club contacts advising them of its availability and giving them 6 days to advise of any further corrections before final seeding of events.



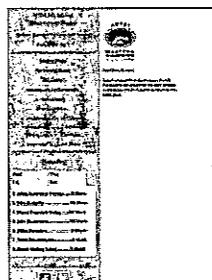
The final programme for the meet was uploaded to the MSNSW website on March 16, although a few minor revisions were made later.

Three versions were made available:

- standard PDF
- 2 page spread PDF, and
- an interactive PDF.

This quick turnaround in production was only possible with the amount of preparation put in ahead of time. The layout was prepared in Adobe InDesign, all ready for the insertion of the text from Meet Manager output (after formatting with MS Word macros). The collecting of photographs of each official took some doing!

A pared down version of this programme was created for the use of meet officials, and incorporated listings of formstrokes in freestyle and all swims where records were expected.



Heat sheets for all events were also loaded to the MSNSW **LiveResults** app, available from all smart phones, tablets and computers. This site included links to maps of the venue, Swimming Rules, Information for Swimmers, DQ Codes, and Newsletters.

## Recording and Results

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Timekeeping was via AOE (touchpads) and SAT backup (2 manual buttons) and 1 manual watch. We did unfortunately experience technical difficulties with touchpads at the turning end resulting in no 50m splits being recorded on day 2.

800m and 400m events were deck seeded and all other events were heat seeded. Deck seeded events and electronic timing do not go well together, so to handle this, a networked computer was set up in the marshalling area and marshals were able to enter heats directly into Meet Manager as soon as they were filled, and scratch any swimmers after a suitable period as "no-shows". This ensured that the AOE operators and scoreboard were easily kept up to date with no need for runners or other forms of communication required.

Swim times were downloaded to the SOPAC Meet Manager computer, and results were then managed on a networked MSNSW computer. Meet Manager text output was re-formatted in a MS Word macro to make it more readable. Also added automatically by the macro to the header on each page are posting time, protest time and MSA logo. A reminder is also inserted automatically into MS Outlook for the end of the protest period of each event.

For printing of results, a remote wireless printer was set up on the Medals Table at the back of the grandstand. Results were sent from the recording room to this computer, and were posted immediately by Medals Table volunteers. This saved much time, and effort, not requiring the use of runners etc. At the end of the protest period for each event, a medals list was prepared and sent directly to the Medals Table printer.

Results were also posted on the MSNSW LiveResults site within seconds of the completion of events, accessible poolside from smart phones & tablets, many minutes ahead of posting hard-copies on the wall.

Results were loaded to the MSA Results Portal at the conclusion of events each day.

At the end of the final day Award winners were calculated for announcement at the Presentation Dinner. These awards are easy to calculate, mostly by the press of a computer key, with the exception of the Age Group Relay awards, which requires much crunching of data. I urge future recorders to not leave thinking about this award till the last minute. I thought I had it under control, but as the final day ran overtime and the Dinner approached this did cause me some angst.

## Medals

	Gold	Silver	Bronze
<b>Pre-Meet estimate of medal numbers</b>			
Individual	440	420	380
Relay	160	140	120
totals	600	560	500
<b>Number of medals ordered (In multiples of 50) plus medals in stock from previous year</b>			
	600	550	500
	39	21	39
totals	639	571	539
<b>Meet Manager count of medals - after close of entries</b>			
Individual	450	420	392
Relay	172	148	128
totals	622	568	520
<b>Meet Manager count of medals - post meet</b>			
Individual - MSA members	452	418	384
Individual - additional medals for international entrants	3	2	4
Relays	168	144	128
totals	623	564	516
<b>Theoretical Medal Surplus</b>	16	7	23
<b>Actual Medal Surplus</b>	18	7	31

An engraving service was provided to swimmers at a cost of \$4 per medal. The engraver was situated adjacent to the Medals Table, and was supplied with a duplicate copy of the medals list for each event, which assisted in the accuracy of names and times, resulting in minimal wastage.

Despite frequent announcements for swimmers to collect medals, there were still a large number uncollected at the end of the meet, resulting in extra time and expense sending a total of 63 medals to Branches, clubs and/or swimmers.

A number of medals (at least 6 from NSW) were not wanted, and one member had a bronze stolen from the car some days later and a replacement was issued.

## Website & Social Media

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The National Championships website was on the MSNSW Branch website, which enabled us to keep it up to date as and when required.

Initially, we needed to ensure that other masters swimming websites, including the MSA website, referred readers to the one site, so that everyone would be viewing the most up-to-date information.

The website was able to provide swimmers with the following information:

- Programme of events
- Social activities
- Accommodation options
- Entry forms
- Merchandise order forms
- Newsletters
- Sponsorship acknowledgements

The Championships logo was prominently displayed on the homepage with a link to the Championships information page, and number of news stories were posted about the Championships.

Following the meet, we have kept the website to provide:

- Meet results and award recipients
- Newsletters
- Photo gallery

The 2013 National Championships was the first time that other social media – Facebook and Twitter - was also used to keep members up-to-date with information regarding the National Championships. Most of the information on the website was also posted on the Masters Swimming NSW Facebook page. An event page was also set up on Facebook. A number of swimmers joined the event which enabled them to get updates on their own Facebook News Feed pages whenever new information was posted on that event page.

During the meet, Facebook was extensively used to provide updates of achievements and member stories in a less formal environment.

# Recommendations

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## Relay Entries

We believe the requirement within the National Championships Meet Guide that *“Clubs shall provide the names of competitors in each relay entered by the club at the same time as they submit their relay team entries”* to be extremely onerous on clubs, and unnecessary.

With the closing date usually 6 weeks prior to the meet, a large number of scratchings and changes to teams is inevitable. This is borne out by the statistics of relay events shown at the beginning of this report – **28% of teams entered had to be withdrawn or changed.**

All MSNSW branch level meets require each club to nominate and pay for the number of relay teams to be entered by closing date of entries, but allow for the nomination of relay team members on the day of the meet. MSNSW last hosted the National Championships in 2002 and used this method at that time. We see no reason that this can not be allowed for current National Championships with all the technology now available to us. I understand that we applied to do so but were rejected.

In fact there are some anomalies within the National Championships Meet Guide 2012 edition which appear to cater for this possibility:

*Appendix a*

*Page 29 -Where relay swims are included in the meet and entries close on the day of the meet, ensure that adequate time is given both for submission of entries by the competitors and recording of entries by the Meet Recorder.*

*Page 31- Where relay swims are included and entries are accepted on the day/s of the meet, then suitable time shall be allocated for entry submissions by the competitors.*

## On-line Entries

During the planning of the event, an approach was made to us to see if we would trial the use of on-line entries through the IMG system.

At that time we declined, for three main reasons:

- The lack of support that seemed to be available to set up the system
- The financial disincentive of the cut taken from entry fees by IMG, believed to be 5%
- The historical perception of an advantage in having entries collated and submitted by clubs rather than individuals

Nevertheless, I believe that it is the way of the future and will inevitably become ubiquitous, whether through IMG or some other system.

# 2013 Marketing and Publicity Committee final Report

Saturday, 27 April 2013

The committee:

A team of dedicated members formed our committee:

Chris Lock-Ryde AUSSI Masters Inc, Stuart Ellicott-Hornsby Masters, Owen Sinden - Campbelltown Collegians and Craig Magnusson - Hornsby Masters.

## **Aim:**

Marketing:

We sought funds from sponsorship within the private sector and by way of Government Grants in addition to second tier sponsorship with product in-kind.

Publicity:

Explore all forms of publicity to attract advertisers and swimmer participation.

## **Outcomes:**

**Marketing**

Initially we sought significant sponsorship from major companies and Government instrumentalities that supported sport.

- Australia Post
- St George Bank
- Masters Hardware
- Sydney Water
- Streets Ice Cream
- Blackmore's health supplements
- Unilever
- Sustagen
- Dettol
- Commonwealth Bank
- 3P learning Australia Pty Ltd (Education)
- Mortgage Choice
- Clubs NSW
- RSL and Sporting Clubs in a radius of 20 Km from Homebush precinct (Totaling more than 60 clubs)
- Retail food outlets within the Homebush Precinct, In particular The Brewery at the Novatel.
- Office of communities - NSW Sport and Recreation
- NSW mining industry
- From within Masters Swimming family. (Owner Builder, Herbs of Gold and Scorpio Holiday units)

All groups received an initial phone call and a follow up by slow mail letter and a further phone call and email if required.

Financial support came from a very small group, namely the Registered Clubs, Mortgage Choice and from within Masters Swimming. Sustagen (Nestle) also paid for the Welcome Kit bag.

Goods in kind were received from Sustagen, 3P Learning Australia Pty Ltd, Commonwealth Bank, "Herbs of Gold", The Owner Builder, McDonald's, Scorpio Holiday Units and Dettol.

Discounts on food and beverages of 25% were available during the Happy Hours at The Brewery.

The marketing of such an event requires a special understanding of the target groups which more often than not can lead to many frustrating rejections should the appropriate doors not be opened. It's not "What you know it's often who you know".

At the conclusion of the event a letter of appreciation was sent to all sponsors.

### **Publicity:**

Communication was probably the team's most successful outcome.

Our initial strategy was the production of a colour brochure and logo and be ready before the Adelaide National swim in 2012.

We achieved a 688 swimmer count together with volunteers and officials this would have exceeded 700 as an overall attendance.

The strategy we followed is outlined below:

- Produced a glossy brochure detailing event registration requirements, social events and what's on in Sydney information.
- Produced a large colour poster detailing the event and posted delivered to NSW Masters Swimming clubs, notice boards of Surf Clubs and swimming pools within Sydney.
- Produced a soft and hard copy Power-Point outlining Masters Swimming opportunities for potential sponsors.
- As a tool to assist the committee we used Survey Monkey an internet based survey to seek specific information from our swimmers within NSW.
- Social media was used extensively to get our message out to all. The most successful being Facebook followed by Twitter and Google. Facebook was unbelievably successful through the efforts of our editor who virtually kept all informed 24/7.
- The web site had a dedicated page for the event and was constantly updated. The page was linked to all state web sites giving us access to members' all around Australia.

We are confident in the claim that this was the best ever Masters Swimming Australia National Championships.

### **Marketing and Publicity Committee**

Chris Lock, Stuart Ellicott, Owen Sinden and Craig Magnusson



# **National Championships 2013, Sydney.**

## **Role of Social Media**

For the first time, Social Media played a role in the Masters Swimming National Championships, which were held at Sydney Olympic Park Aquatic Centre on April 17-20, 2013. Masters Swimming NSW as hosts of the National Championships were responsible for the promotion of the event and were able to promote it on their social media platforms of Facebook and Twitter.

The promotion started almost a year before the start of the Championships with us starting the exercise pretty much when the logo for the event was first released, which enabled us to brand any posts that were put on our Facebook page clearly identifiable as National Championships posts.

At a later date, an events page was set up on our Facebook account which had the power to generate interest in the event and promote social interactivity with members of our community indicating whether they were attending or not and invite their swimming friends, whether they were club mates who were attending or just friends who love swimming.

This had the added advantage of important messages being posted to the events page being delivered via email directly to all those people that had been active in the events page, which enabled messages to get out quicker to the people that were participating.

Closer to the start date and about a week before, we highlighted various aspects of what was about to happen and we posted swimmer profiles of the eldest and youngest swimmers which was aimed at giving the participants an idea of who they were likely to meet at Nationals and create further interest in the event.

Social media also allowed participants to see at first hand the work that went into the preparations prior to the Nationals, for example photos of the preparation of the welcome packs were posted as it was happening at SOPAC on the day before the start of the event. Our social media administrator was able to do this even though he was working on his farm nearly 500km from the Olympic precinct.

Throughout the Nationals we were able to post updates from pool deck and when anything outstanding happened it was highlighted on our Facebook page. For example records, both National and World were posted as they happened giving our followers, particularly those that could not attend instant information.

In addition, to make the experience of the event more stimulating, we posted many interesting stories which had the specific purpose of trying to break up the information that was going out to our community and make the content more interesting.

A call also was also put out for photos to be emailed to us, and people sent photos from their smartphones which were then shared and published on our page. An example of this was a young girl who watched Olympian, James Magnussen train at SOPAC on one of the mornings before the day's events, and who had a photo of her with him published on our page.

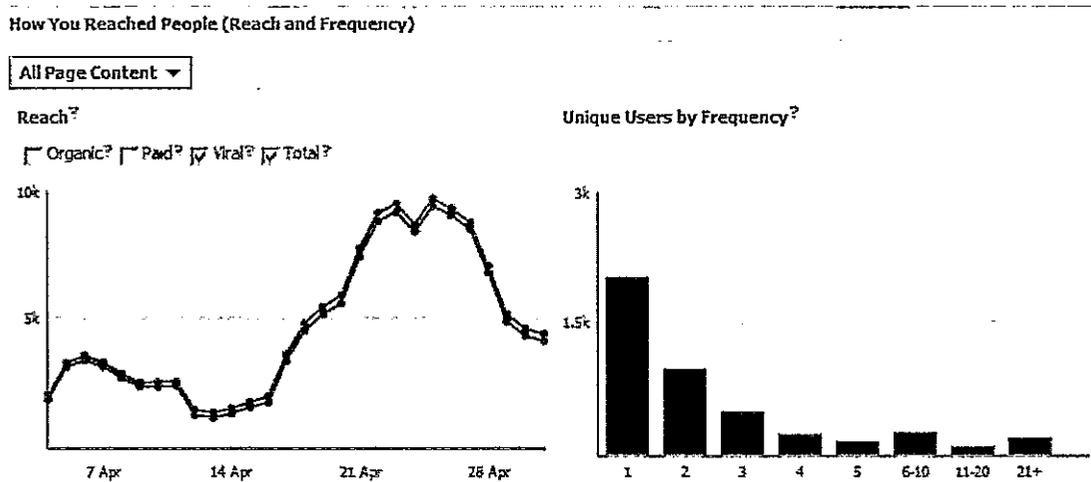
The use of Facebook's inbuilt photo platform also enabled an album of Nationals photos to be created and more than 100 photos were published in this album.

We also placed sponsors logos at strategic locations on our page which gave them the best opportunity to be seen and so they received some return on their investment. The major sponsors were incorporated on our timeline cover photo which is the most prominent position on our page.

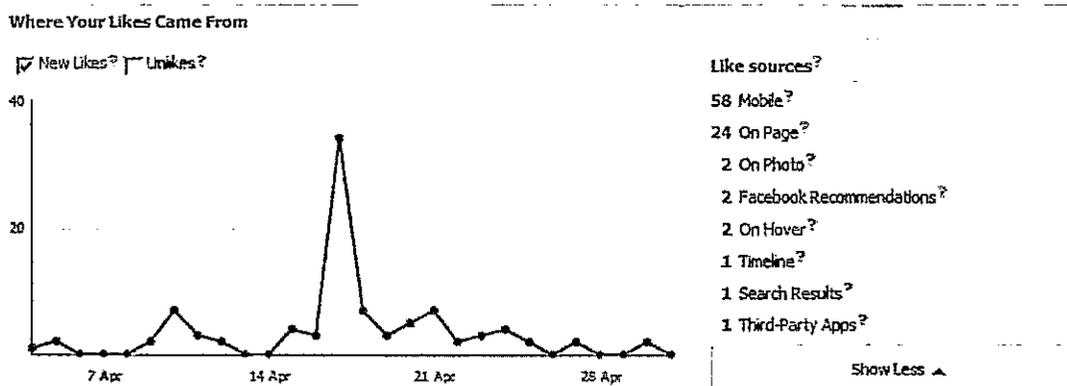
## Nationals Social Media Statistics

The time leading up to the National Championships, during the event and after the Championships has been by far the busiest that we have experienced in the time in which we have had a Social Media presence. It also enabled our page to experience tremendous growth and following from the masters swimming community.

An example of this is the 'reach' (i.e. the number of unique, first time people that have seen content) of our Facebook page increased from 1300 to nearly 10,000. The Facebook graph demonstrates this below.

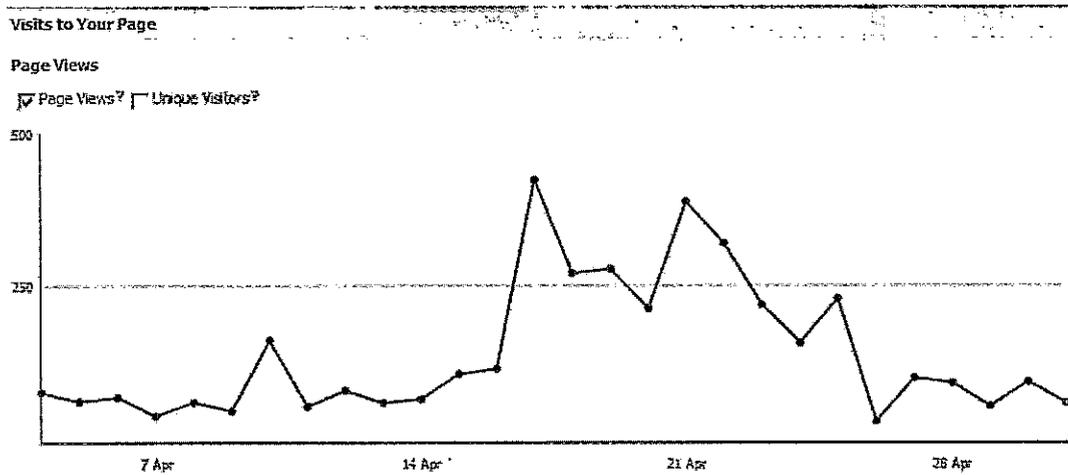


Further growth areas in which we experienced were with the number of 'fans' that we picked up during the Nationals. On one day alone and over the period of about half an hour we picked up 34 new 'likes' when the announcer, Julie Robinson set the crowd a challenge to like our page and reach a certain number within a specific timeframe.



The graph below also sets out the number of page views that our page had during the Nationals and really speaks for itself, however whilst just under 500 views on one day might seem low, the main

viewing of our content would have been on peoples timeline which is separate to people clicking on the actual page to view content.



Other key statistics were the number of 'friends of fans' on our page which increased during and following the Nationals from about 60,000 to nearly 130,000 as our fan base increased, and we saw other statistics increase by more than 400%.

### Conclusion

The statistics very clearly show the power of social media and the potential it has to promote our sport throughout the community.

Social Media is a highly effective marketing tool and is somewhat different to the traditional means of communication and is also different to a website in that it has its own key purpose of building and bringing closer together the community of a particular organisation or sport.

I believe that we have achieved this by the way in which we used social media throughout the 2013 National Championships and it is also demonstrated by the response to our presence by the masters swimming community.

The 2013 Masters Swimming National Championships were a huge success, however no one element or person can be singled out as the reason for the success, as I believe that the whole team involved had their job to do, and did that job without sufferance or complaint under the very able leadership of MSNSW President, Jane Noake.

I thank Masters Swimming Australia and Masters Swimming NSW for entrusting me to carry out my very small role to the best of my ability.

Yours in Swimming,

**Roger Dietrich – MSNSW Social Media Administrator.**

## Nationals Report

Medals

Medals ordered

### Estimated Number of Medals Required

Column1	Gold	Silver	Bronze
Women	220	210	190
Men	220	210	190
Relay	160	140	120
Subtotal	600	560	500
Less Medals in Stock	39	21	39
Total	561	539	461

### Recommended Number to be Ordered (need to order in multiples of 50)

Gold	600
Silver	550
Bronze	500

After entries were closed, the number of medals based on entries was calculated to be

### MSA National Championships - 17/04/2013 to 20/04/2013 Award Counts - Using Actual Entries

Place	Medals		
	Individual	Relay	Total
1	450	172	622
2	420	148	568
3	<u>392</u>	<u>128</u>	<u>520</u>
	<b>1,262</b>	<b>448</b>	<b>1,710</b>

The numbers were slightly higher than estimated due to a larger number of swimmers in the more senior age groups than previous national meets.

Based on numbers ordered and number of medals redistributed from last year, the number of surplus medals was

Gold: 17 medals

Silver: 3 medals

Bronze: 19 medals

An additional 5 medals for two international swimmers as two international swimmers won 2 Gold, 1 Silver and 2 Bronze.

We were fortunate to have the services of Brad to engrave medals at a cost of \$4.00 each to swimmers. It was worthwhile giving Brad a printout of the medal winners as this enabled him to be able to view the correct spelling of names and swimmers' times whilst engraving their medals. Very little wastage of medals occurred due to engraving mishaps.

Despite a number of announcements for swimmers to collect their medals, there were still a large number left over at the end of the meet. This has resulted in extra work for our Branch Administrator to send out these medals to the swimmers who won these medals.

One disappointment to the NSW Committee was that we were told just prior to ordering the medals that remaining medals would not be able to be recycled this year, as the logo will be changing with the rebrand.

## Website

We appreciated being able to host the website for the National Swim from our Branch website. This enabled us to be able to update the site as required.

Initially, we needed to ensure that other Masters Swimming websites, such as the National website, actually referred readers to the one site, so that people were viewing the most up-to-date information.

The website was initially able to provide swimmers with the following information

- Program of events
- Social Activities
- Accommodation available within Sydney Olympic Park precinct.
- Entry forms
- Newsletters
- Publicity of meet sponsors.

A number of news stories were posted about the National Championships. The logo was also prominently displayed on the homepage with a link to the National Championships information.

Post Nationals, we have kept the website to provide

- Results and Awards
- Newsletters
- Photo Gallery (still being done)

Website was managed by Helen Rubin and Mark Hepple.

This National Championships was the first time that other social media – Facebook and Twitter - was also used to keep members up-to-date with information regarding the National Championships. Most of the information on the website was also posted on the Masters Swimming NSW Facebook page. An event was also set up on Facebook. A number of swimmers joined the event which enabled them to get updates on their own Facebook News Feed pages whenever new information was posted on that event page.

During the meet, Facebook was extensively used to provide updates of achievements and member stories in a less formal environment.

## Merchandise

We offered 2 different coloured polo shirts and 2 different coloured towels and merchandise and it all needed to be pre ordered with entries, as we did not want to run the risk of having merchandise left over and carrying the cost for this.

There were 55 towels and 102 polo shirts ordered and very few requests during the Nationals for any merchandise.

We had contemplated a larger range but we felt as this is not our core business we would keep it simple.

Our merchandise provider also made the official's shirts and the volunteers shirts, so was kept quite busy.

### **Social Sub committee Report**

#### **First thoughts:**

- Use the official notes that are supplied but don't be intimidated by them.
- Ask for hints and advice from previous team.
- Develop a time line and stick to it.
- Social Committee person needs to gather a good team or one special person to lighten the load and bounce ideas off.
- Important to secure convenient location for Presentation Dinner as early as possible.
- Find a reliable caterer and lock in price.
- Send out invitation to special guest to open the Championships (e.g. Governor) as early as possible but don't expect a commitment and be prepared with back-up plan.
- Visit local events, e.g. Ocean swims, charity events, to pick up ideas for companies that might make donations.

#### **What went well for us:**

- Early securing of a discount rate at the hotels in Sydney Olympic Park (although the discount was not very significant).
- The Brewery and the 25% discount they offered. Hosting each day by a different club ensured different people participating each day.
- The venue and location for our Presentation Dinner was very convenient and within walking distance of the pool with free parking.
- Having all of the above secured early enough to be used in our publicity material to attract swimmers.
- Price of the dinner was low enough to attract participants.
- Numbered dinner tickets for Lucky Door Prize and other prizes for distribution during the evening.
- Turned out well to have the official opening during competition instead of during a Welcome Function and there was no expense to competitors.
- The timing of the dinner on the Saturday night was convenient for a lot of people and encouraged attendance. It helped that there was no open water swim following on the Sunday. Also gave people the Sunday free to get home.
- Sourcing of items to decorate the room for the dinner.
- Seating plan for the dinner, ensuring clubs could have seats together.
- Cash bar worked well and the prices were reasonable.
- Excellent DJ for dancing. Glad we did not have a live band. The DJ was able to be responsive to the atmosphere and play the right music.

#### **What we could have improved**

- There was no opportunity to request special dietary requirements on the entry form. This could have been invited at the time, even if not an automatic box on the form. Apparently, a significant number of vegetarians requested a special meal on the night!
- Contact with National Heart Foundation and Vorgee should have been formalised sooner. There was some confusion in that Vorgee had been contacted by MSA but not the Heart Foundation.

- Early on we tried hard to find an entertaining speaker for the Presentation Dinner but failed; however, we were more than happy with the end result of an informal atmosphere at the dinner, when time is at a premium and everyone seemed to want to eat, relax, mingle and dance.
- Whilst the seating plan was a good idea, it did slow down entry into the room. The plus side of this was the queue at the bar was not overwhelming to start with.
- The layout of the room could have been improved but the venue did not allow for it. We would have liked the presentation area to be centred so every table was more evenly distributed around "the action".

#### Hints from Jane that really helped

- Think of it as another carnival but bigger.
- Make progress each month. Don't wait too long to get things done.

#### General

- Julie, on the microphone, went down really well with all our swimmers, and the magician!
- Registration organisation seemed easy and not too busy; helped by the 800m being a slow first day, however this also impacted on the "Happy Hour" on the first day where attendance was disappointing.
- Size of the plastic sleeve on the lanyard was tricky to insert paper slips which should have been card.
- We might have got more entries from local swimmers had there been races on the Sunday, but as it turned out we had plenty of swimmers to cope with.
- Have heard that some swimmers found the registration cost high and did not enter because of this.

Ruth Fitzpatrick

### Volunteer Report Masters National Swim 2013

The volunteers seem to have been a very successful and efficient group according to my feedback.

We had about 60 Volunteers. Over half were regular Volunteers ie who do it as a hobby for various sports, charities etc and most of them had worked with us at the World Games in 2009. We had 6 very pleasant ACPE students. The others were associated with Masters Swimming either as ex-swimmers, members not swimming, friends and relations of members. Only half a dozen were "newbies". So we were fortunate in having a group of experienced workers most of whom knew their way round Masters Swimming Events and SOPAC.

What keeps Volunteers happy: they like free parking, lunch provided, a cheerful colour (not lime green or white) for polo-shirts, somewhere for time-out and a reasonably foreseeable timetable. A simple name-badge would be a good idea. If they can be invited to Happy Hour or other function they feel part of it (although very few would take it up).

I found that an email every evening summarising highs, lows, things to be avoided or to pay extra attention to – and lots of compliments – was good for morale.

Things to watch out for by organizers: there are a very few volunteers who are desperate to help and be part of the event but their talents are inappropriate or non-existent. Either jobs have to be found or created, or someone has to say “Thanks but No Thanks.”

Some Volunteers are reluctant to move and want to be on the job all the time. Availability in case of emergency is just as important as actually doing.

It must be made clear to Volunteer Timekeepers and Chief Timekeepers that if a TK needs to be relieved they must go through the CTK or Volunteer Coordinator on the spot. I didn't do this but mostly they knew the routine.

General: the Standby system worked excellently with 5 chairs for unused Volunteers or Willing/Available Swimmers to sit in case of need.

Jamie Turner (Volunteer Coordinator)

2013 National Championships as seen by NSW administrator.

Organisation of an event the size and scale of a national Masters Swimming Championships requires a team of dedicated workers and they each need to apply themselves tirelessly for two years to produce a swim meet that appears effortless and seamless. MSNSW's organising committee managed this for 17-20 April 2013.

The view from the admin desk was of a tight knit well run team that each had their tasks and each tackled their mission with appropriate skill sets. Worthy of mention and prominent in view were the ones applying for sponsorship dollars. This is a thankless task, the number of companies, organisations, government departments and close friends and family members that were

approached and all the many rejections received could be soul destroying but a right-o attitude won through. The NSW Clubs that did come on board, Sustagen, Commonwealth Bank, Mars Food, Home Builder magazine and Dettol all deserve special mention but there were several others that made our registration bags burst with information and goodies.

A major thank you will always go to our national sponsor Vorgee, not just for the support they provided in product and signage but their attitude and open arms style of communication. They are a real pleasure to work alongside and MSNSW cannot thank them enough.

Mention also needs to be made of the 'venue queens of style' - the members of the organising committee that walked the streets physically knocking on doors of hotels, accommodations and venues for parties, dining and celebrating. They too received knock backs but still came out smiling in the end. They talked with transport people, caterers, publicans, hoteliers and Olympic Park personnel. What a show they managed to put on.

Entries, accounting and reconciling are unenviable tasks and the crew that managed this in unflappable style are worth their weight in gold. It's all very well thinking we are in a computer age but you are dealing with people here, all ages, all abilities, from across the country in rural and regional settings and they do things differently 'out there'. So, many hands needed to be held while they went through the processes. Some entered without paying, some paid anonymously and needed to be matched with entries, some missed entering at all. Then there were those that underpaid, overpaid, wanted refunds, paid individually bypassing their clubs, it could be seen as a nightmare but for the volunteers we are privileged to have on our side. Yay team!

Finally, the myriad of volunteers on the ground. This needed organisation from months out to write a roster once getting availabilities. It proved to be like herding cats but was finalised on time and turned out to be a team of the crème de la crème. What smiles they managed to beam at people as swimmers arrived at SOPAC, marshalled on pool deck, warmed up, cooled down, collected medals and bought raffle tickets. Thank you!

Advice for the future? The organising team has to be committed, not for the short term but in to win. This is a long process but it is true-many hands do



make light work. No one needs to reinvent any wheel, a National Championships is run every year and Branches need to talk with each other and learn from each other.

It would be fun if the billeting program took off and got swimmers staying with swimmers. It was discovered that clubs already knew visiting clubs and engaged in informal offers amongst themselves. It may take a while for swimmers to get accustomed to the billeting system but it is financially worthwhile as a fundraiser.

Sponsorship will never be easy, masters swimmers are a small group in the scheme of things and will not provide large media coverage. Sponsors want something back for their largesse, when you do get a sponsor on board look after them.

And keep your sense of humour!

Jillian Pateman

PS. Did I mention the swimmers? Final number came in a 688. They are what it was all about and yes, they had a great time. There were a lot of records broken, a lot of personal best times set but best of all everyone enjoyed the fun, fitness and friendship of it all.

#### **The Meet Director's Report.**

We had a team of 54 officials-

21 referees

8 IOT's

5 starters

6 chief timekeepers

13 check starters

Most of whom had committed to the National championships by the end of 2012. We had 9 visitors from interstate or Swimming NSW which we were very pleased to work with, it is great to share ideas and learn from other officials. There are differences between states and how we run Meets, it is wonderful to share ideas.

NSW has a core group of officials who work at State meets which we add to each year, we had been working towards these National championships for quite a time. Many of the officials had committed to work the 4 days but others committed to particular days.

The officials rosters were shared around many weeks before the event, allowing changes to be made where needed, we were lucky to have enough officials to rotate around so no one was on deck for too long.

As our goal was to run a friendly championships we felt that adding officials pictures to the program and also to their accreditation was a personal touch, not only for the officials but for the swimmers and I believe this worked well.

From my point of view the Meet ran very well. We had experience from the World Masters Games in 2009 of using 2 Meet referees who complimented each other, and most officials that were on deck had worked with us before and just got on with their jobs. It was a wonderful experience to work with such a dedicated group of officials for 4 days.

The only negative to the event was out of our control. There were various technical problems which I unfortunately predicted. I had spent time with the management of SOPAC before the event but still the problems occurred. These are out of the control of Masters and fortunately did not cause too much delay or disruption to the swimmers.

As Meet Director I was very proud of our team in NSW and our visitors and congratulate them on a wonderful event.

### **DQ report**

The disqualifications were shared equally between the male and females. The ages varied from 20 to 85 years for the females and 31 to 90 years for the males.

The main area of disqualification was the breaststroke which referees would expect. Major area of infractions feet not turned out in the propulsive part of the kick closely followed by illegal butterfly kick then legs not on same horizontal plane and arms not simultaneous. Three unfortunate swimmers disqualified in the backstroke. Two swimmers did not finish on their back and one who turned onto the front during first lap.

In the relays had two swimmers who left the block early and one swimmer who started freestyle instead of breaststroke.

Butterfly one swimmer did not bring the arms over the water and another swimmer whose legs were not simultaneous.

Individual medley both swimmers rolled onto the front at the finish of the backstroke leg. One swimmer false started.

Three swimmers did not complete their events.

New South Wales wins the infraction award. I feel this was the swimmers lack of understanding that MD is not considered at Nationals.

Cheers

DiP and Sue

### **Recommendations**

- Each relay team entered should be able to earn points. It is not in the spirit of Masters swimming to exclude teams winning points.

## National Championships 2013- Financial Statements

	<b>Period Ended 12-Jul-13</b>
	\$
<b>PROFIT &amp; LOSS ACCOUNT</b>	
<b>Operating Income</b>	
Registration Fees	44,590
Entry Fees - Individuals	29,979
Entry Fees - Relays	5,780
Presentation Dinner	12,700
Merchandise	4,095
<b>Total Operating Income</b>	<b>97,144</b>
<b>Operating Expenditure</b>	
<b>Administrative</b>	
National Sanction Fee	5,000
Accommodation - National President	790
<b>Promotions</b>	
Printing(Flyer/Program/Results)	2,721
Promotional Costs	500
<b>Pool &amp; OWS Expense</b>	
Pool Hire	20,349
Recording Costs	6,919
OAE Operators	960
<b>Awards</b>	
Medals(Individuals/Relasy/OWS)	8,521
Trophy Engraving & Replicas	725
<b>Officials</b>	
ID/Accreditation Tags	
Officials Refreshments	2,464
Officials Shirts	8,174
<b>Social</b>	
Presentation Function	12,172
<b>Other</b>	
Swim Caps	3,168
Opening Ceremony	150
Audit Fee	500
Bank Interest & Fees	165
<b>Total Operating Expenditure</b>	<b>73,278</b>
<b>Net Operating Profit</b>	<b>23,866</b>
<b>Sponsorship Income</b>	
Sponsorship - RSL	2,500
Sponsorship - Mortgage Choice	3,000

<b>Net Sponsorship Income</b>	<b>5,500</b>
<b>Total Net Event Profit</b>	<b>29,366</b>

**As at  
12-Jul-13  
\$**

**BALANCE SHEET**

**Assets**

ANZ Bank Account	31,446
Unpresented Cheques	(1,580)
Balance per Cash Book	29,866

**Liabilities**

Trade Creditors - Auditor	500
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**Total Net Assets/(Liabilities) 29,366**

**Equity**

Retained Profit from Event	29,366
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**Total Equity 29,366**

**INDEPENDENT AUDIT REPORT  
TO THE MEMBERS OF  
THE NSW ASSOCIATION OF AUSSI MASTERS SWIMMING CLUB INC.  
MASTER SWIMMING AUSTRALIA**

**SCOPE**

I have audited the attached special purpose financial report comprising a Profit and Loss account and Balance Sheet applicable to Master Swimming National Championships Sydney 2013 for the period 28 August 2012 to the 12 July 2013. The Branch's committee of management (the Organising Committee) is responsible for the preparation and presentation of the financial report and the information contained therein, and has determined that the accounting policies used are consistent with the financial reporting requirements for the National Championships Meet Guide and are appropriate to meet the needs of the members and Masters Swimming Australia.

The financial report has been prepared for distribution to members for the purpose of fulfilling the committee of management's financial reporting requirements and sanctioning conditions imposed by Master Swimming Australia. I disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than for what it was prepared.

The audit has been conducted in accordance with Australian Auditing Standards. Procedures included examination on a test basis of evidence supporting the amounts and other disclosures in the financial report and examination of all books of account. These procedures have been undertaken to form an opinion as to whether in all material respects the financial report is presented fairly. Statements of Accounting Concepts and Accounting Standards are not applicable to special purpose financial reports.

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

**AUDIT OPINION**

In my opinion, the financial report presents fairly the receipts and payments for the National Swim Meet period 28 August 2012 to 12 July 2013 and the assets and liabilities as at 12 July 2013.

Dated this 12 day of July 2013

*S. Meares*

**STUART D MEARES  
CHARTERED ACCOUNTANT  
REGISTERED COMPANY AUDITOR  
Level 4, 47 Neridah Street,  
CHATSWOOD NSW 2067**

**11.2**  
**October 2013 Report**  
**to**  
**Spring General Meeting**



**John Barrett - Convenor**

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**General**

Monthly teleconferences are being held with the organising committee which is a combination of MSQ Board members, Caribee Rockhampton Masters and Rockhampton City Council. Copies of the minutes of those meetings are being provided to MSA.

The MSA President will be in Rockhampton in October and has arranged to meet local members and visit the venue.

**Venue**

Construction work on the main pool is complete with a grandstand and roof now in place. The old pool has been demolished and the contract for the new 25m pool in place. Construction of the 25m pool is scheduled for completion by the end of March 2014 with a possibility of earlier completion.

A formal agreement is to be signed between the pool lessee 'Lane 4' and MSQ.

The local club has a swim meet on 2 November which will serve as a test of the facility.

**Technical**

Stan Pearson, the MSQ Director of Technical will be in Rockhampton for their meet in November and will discuss arrangements with local officials. Central Queensland Swimming Association have been formally invited to be involved in running the National Swim through provision of officials.

**Marketing**

The brochure and flyer were released and information is available on the MSA and MSQ web-sites. Accommodation close to the venue is already booked out.

**Merchandise**

A small range of merchandise is currently under consideration and we appreciate the information provided by MSNSW in assessing the range and number of items to be made available.

**Sponsorships**

A sponsorship package has been developed and is being sent to potential sponsors.

**Social**

The Leichardt Hotel has been booked for the presentation dinner on Saturday night.

**Open Water Swim**

The open water swim will be held at Yeppoon with 1.25, 2.5, 5km distances on offer. The site has been reviewed by Derek Coghill, a former MSQ Director of Technical. He held discussion with local organisers and the local surf club. An ocean swim will be held the day after the November swim meet. This will provide the opportunity to test arrangements.