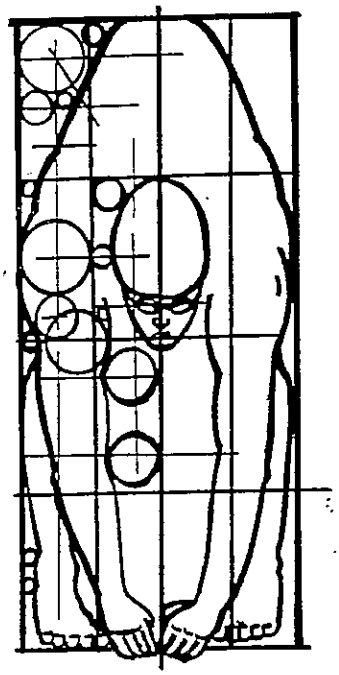


AUSTRALIAN MASTERS SWIMMING COACHES NEWSLETTER

VOLUME 6 NUMBER 1

1994 THE YEAR OF the COACH

FEBRUARY 1994

Recently I was invited to present a paper at a forum in Queensland, which was a joint initiative run by the Queensland Department of Sport, Tourism and Racing, and the Australian Sports Commission. It was a national forum on Mature Aged Sport and my paper titled "Coaching and Mature Aged Sport" has been reprinted in full in this edition, along with a paper written by Ron Burns from the Australian Sports Commission.

Other topics touched on in the forum were covered by experts in their fields and included:

- Participation or competition - What is mature aged sport?
- The place of events in the development of sport for the mature aged.
- Economic impact of Masters Games.
- The place of mature aged sport in the overall development of sport in Australia.
- Governments role in the development of mature aged sport.
- Mature aged sport and the Media and
- Sports Medicine aspects of mature aged sport.

The forum raised many issues which were addressed in work parties after each presentation, in the hope that some strategies would be developed to improve and promote mature aged sport across the nation.

The outcomes of the forum have yet to be seen, but the overwhelming feeling was that;

- The growth of Masters Sports is explosive with enormous potential. (By the year 2000 it is estimated that there will be around 10 million people over the age of 40. Further, 80% of men over 45 are overweight and unfit.)
- That sporting clubs and organisations are going to have to provide for this ground swell of members, otherwise private enterprise will.
- That clubs and sporting organisations will have to change and adapt to the changing needs of their members, otherwise splinter groups will emerge.
- That AUSSI is at the forefront of Masters Sporting organisations, is highly respected for what it has been able to achieve in a short time and with little funding, and is a role model for other sports embarking on a mature aged program.

I would like to quote from some of the presenters and then discuss what I feel are the implications to AUSSI clubs.

"Mature aged sport has been basically a grass roots sports

development. It has not grown because national sports organisations promoted or developed it..... It developed because people beyond the accepted age for sports participation wanted to continue to compete and in most cases to organise it themselves. They were prepared to be innovative, to modify the sporting activity to make it more appropriate to their needs and to develop their own organisational and competitive structures."

"Mature aged sport is the most important level of sport. Junior sport and mainstream sport provide the skills and knowledge which provides the basis for participation and development of elite performers, but do not generally provide the structure for an ongoing lifelong experience in sport. It is the later stages of life that sport and physical activity has the capacity to make the greatest contribution to health, independence, social interaction and quality of life. The resources and energy that Australia devotes to sport should be ultimately directed at encouraging more people to play sport well into later life...."

Ron Burns
Australian Sports Commission

"In the 1990's, most sports will find themselves subject to a new "Darwinism": change, or die...

Like it or not, sport is in the recreation market, and consumers have no shortage of choices...

To have these people playing your sport you need to understand your potential markets and where you can fit in.

... If this doesn't happen, sporting organisations will miss out on the potential consumers and the community will miss out on the potential benefits of a more active and healthier population.

There's a growing market out there, and if sporting organisations don't cater to it, you can be sure private enterprise will."

Tony Naar
ACT Sport

"Despite minimal recognition by media and government, there is little doubt that one of the fastest growing areas of sport in this country is for the mature aged."

Dene More
Confederation of Australian Sport

It is my belief that as more people get involved in AUSSI, and as Government funding becomes more available, we will all be held more accountable for our club run activities.

Whether you like it or not, growth will happen. As the population grows, they will be better educated, have more leisure time and insist on a better lifestyle. If growth is ad hoc, with no infrastructure to support it, it will flounder.

The AUSSI Board of Directors are planning for this future, based on current trends and the membership survey. Branches and Clubs would benefit by doing likewise.

People want value for money and as such we are competing with privately run fitness training groups. We need to identify our "product" that we are selling to our new members, and we need to win them over. Why should people join AUSSI, when there is a professionally run fitness squad just down the road?

Many people don't like hearing the terms "product" and "selling" in connection to AUSSI swimming, as if we are tainting the sport in some way. That by treating it like a business, we

are degrading the organisations very existence. However, unless we suffer from "ostrich syndrome", as mentioned previously we are a part of the "recreation industry", which is becoming more professional by the hour.

I believe that AUSSI have a great product. We have swimming within a social framework, with qualified (1M) coaches who are able to prescribe safe, yet challenging exercise irrespective of age. We have plenty of incentive schemes and awards to provide encouragement, and competitions for all levels of swimmer.

Still many swimmers don't join AUSSI because they:

- don't like organised sport
- are unaware of AUSSI's existence
- no local club for them to join
- erroneously believe that AUSSI is only for top swimmers, or for competition.

Clubs evolve differently, according to the needs of its members, but what will your club do if your numbers continue to grow? Will you try to limit numbers, or seek solutions to problems as they arise, and continue to expand?

Sadly many clubs have lost swimmers over the years and even collapsed as a result of dwindling swimmers, enthusiasm or both. Forward planning and a more professional approach by club committees may prevent this in the future.

Lets welcome growth and progress within our organisation, sharing it with as many converts as we can, instead of jealously guarding it amongst a lucky few!

Dr. Swim

Is Your Head Holding You Back?

Slowing down with age could be mostly in your mind.

By Terry Laughlin

It's getting harder all the time to blame poor race performances on aging. That's certainly true with guys around like Ed Crossmore. At 45, this Ithaca, New York attorney swam a lifetime best 1,000 yards at the U.S. Masters Swimming Nationals last May. He not only broke the age group record by four seconds, it was faster than he'd ever gone 25 years earlier on the varsity team at the University of Rochester.

And he's far from alone. Kevin Polansky, holder of multiple world records for the 40–44 age group, is swimming a lot faster at 42 than he did in college. So is John Flanagan, 47, who held the record that Crossmore broke (see *Masters Sports*™, December 1992). His current times in the 1,000 free are about a minute-and-a-half faster than he swam at Syracuse a quarter-century ago. What's going on here?

The simple answer is, these guys actually train more now than they did when they were 25 years younger. They're living proof of exercise physiologists' evolving conviction that a lot of what eventually slows us down is our expectation that we should. We've been taught that older athletes lose speed, so we guarantee it by gradually backing off on our training to keep our goals "realistic." We condescend to ourselves.

Over 50 And Getting Better.

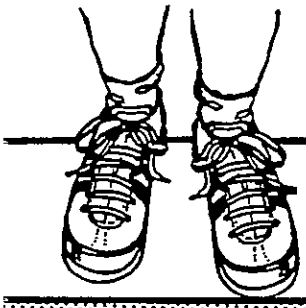
If recent analyses of the effects of consistent training on people in their 40s and beyond are correct, the big limiting factor on our athletic performance may not be the body. In several recent studies, groups of runners were able to maintain or improve their maximal aerobic capacity between ages 50 and 60 by increasing rather than cutting back on the quality and intensity of their training as they grew older. Such success stories have convinced researchers that age-induced losses in athletic potential may actually be far less than what was originally believed, since much of the early research studied people who trained less as they got older. Evidently you can not only slow the decline if you continue to train at the same level, but possibly halt it if you work harder. And you may even be able to increase your capacities.

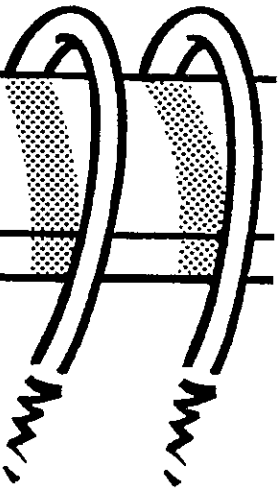
Crossmore and Flanagan are good examples. In the 1960's, few college swimmers did more than 3,000 yards a day. Now these masters do twice that during intensive training phases. And though Polansky swims less than 4,000 yards a day, he fills in with plenty of hard mountain biking. All three supplement swimming with strength training.

So it's possible that the ceiling on masters athletes' performance is largely the mind. Harder than the training is convincing yourself that it's worth the push. But you need that conviction to do the work that will make you faster. As a coach to masters swimmers, I've come up with the following objectives anyone can reach:

1. *Improve your efficiency.* Technique improvement is your main chance to beat the clock. Unlike aerobic fitness, which usually peaks between 35 and 40, your ability to improve skills and efficiency remains high for at least twice that long. The swimmer's target is stroke efficiency, but every sport has ways of going farther on less energy through better form.

Continued on page 27





From Professional Swim Coaches

FAVORITE DRILLS

Reprinted with permission from Swimming Technique August - October 1993

photo by Budd Sysmes

Once upon a time, in this magazine, we pointed out that coaches are a lot like physicians. When we run across an athlete with a stroke ailment we want to have the proper remedy for that ailment. Ideally, a coach would like to be able to reach into his bag of tricks and pull out a quick and efficient remedy to alleviate the swimmer's ailment.

For many coaches, stroke drills have become the proper prescription for returning swimmers to proper stroke health. In January 1982, Chris Georges of Swimming Technique wrote, "For some coaches, stroke drills are the *Sine Qua Non* of effective coaching; if not the meat and potatoes, then at least the bread and butter from which are wrought proficient swimmers."

Furthermore, because swimming has become a mental battle for many athletes, a good coach must challenge his swimmers constantly with different angles and ideas. Stroke drills are a great way to do this.

At the upcoming ASCA Age Group Coaches Clinic, one of the featured speeches will be on the importance of stroke drills. Age Group Coach Bill Thompson is expected to present this topic and offer some of his favorite stroke drills.

This type of topic seems the favorite among coaches as they travel to various clinics. Many of these coaches can be caught frantically scribbling down some of these drills to take home to their clubs. In this article, *Swimming Technique* has compiled some goodies from several top coaches in the nation for you to put in your bag of tricks. We hope they help.

PARTICIPANTS:

Dan Patton

Coached for three years at Dynamo prior to taking over at the Birmingham Swim League last June. Has coached three Schlueter Award winners. Was named 1992 Georgia Age Group Coach of the Year.

Brent Rutemiller

Presently head coach at the Scottsdale Aquatic Club in Arizona. Creator and Publisher of Aquazoids educational books. Nineteen years of coaching experience. Produced over 45 national Top 16 athletes with number one rankings. ASCA certified level five.

Kathy McKee

Has coached for the Dynamo Swim Club in Atlanta, Georgia for 16 years. As the head Age Group coach, she has lifted many of her swimmers to success at various levels. Two of her swimmers received the Walt Schlueter Stroke Award. The Dynamo Age Groupers finished first in the team stroke award competition in 1992. She has received the Georgia ASCA Chapter Age Group Coach of the Year Award twice.

Tom Himes

Currently the Head Age Group Coach for the North Baltimore Aquatic Club where he has helped coach such swimmers as Anita Nall.

Sherwood Watts

Age Group Coach with the Sarasota Y Sharks in Sarasota, Florida, for the past eight years. Coached the Joilet Jets in Joilet, Illinois, for five years prior to his stint with the Sharks. Has received three Age Group Coach of the Year Awards.

Bill Thompson

Head coach at Santa Jose Aquatics since 1991. Coaches at Santa Clara from 1974-89. Was named 1987 Age Group Coach of the Year for Pacific Swimming. Will be presenting a speech on his five favorite teaching techniques at the ASCA Coaches Clinic in September in Fort Lauderdale.

Freestyle

Stroke Technique—Key Points from Kathy McKee

1. High elbows during recovery
2. Clean hand entry
3. Ride out stroke, or run hand forward
4. Head up—goggles at water level
5. Return head to center point after each breath
6. Bilateral breathing—smooth out stroke
7. Stress steady kick
8. Keep kick underwater
9. Distance per stroke
10. Accelerate hand speed throughout pull
11. Streamline off turns, then pull out with bottom arm
12. Fingertips should be close to the water and close to the swimmer's body during recovery
13. Roll hips and shoulders, lean on pulling arm at same time
14. "S" pull pattern

Arm Recovery Drills:

Kathy McKee

Catch-up stroke—swimmers need to have a steady kick and breath every third. Swimmer pulls with one arm, while the other arm remains outstretched in front. Swimmer recovers with a high elbow until both hands touch together out in front. This is continued one arm, then the other arm.

Zip drill—swimmers recover their arms by pretending to zip up the side of the body.

Dan Patton

Finger Tip Drag—swimmers drag the tips of the fingers through the water with a high elbow and the hand close to the body. Sometimes done while running the thumb up the side.

Sherwood Watts

Tarzan Drag—with the head still, drag the entire hand and force the elbow forward. This is good with fins also. It teaches shoulder lift as well as a high elbow.

Bill Thompson

Chicken Wings—Swimmer concentrates on recovering the arms by lifting the elbow out first followed by the forearm, wrist, hand, then fingers. The swimmer continues arm recovery by keeping fingers close to the side and elbow high creating the look of a chicken wing.

Underwater Pulling Drills:

Brent Rutemiller

Knife Pulling Drill—Pull 25 yards/meters with one arm while the other arm is at your side. Concentrate on rotating your shoulders out of the water during recovery and the opposite shoulder out during the pulling phase. Keep good head position.

Kathy McKee

Zorro drill—have the swimmer make an underwater exaggerated Z as he/she pulls. Combine this with catch-up stroke drill. This makes the swimmer work on his/her pull pattern.

"S" drill—Kick on side with one arm in front and face in the water. Have swimmer watch the arm perform an "s" pattern underwater.

Tom Himes

Full stroke underwater. Swimmers complete the entire stroke cycle including the recovery underwater. Keep head above water. Snap wrist at the conclusion of the pull.

Hand Entry Drills:

Sherwood Watts

Hand scull drill. Swimmer sculls outstretched hand while on side for three count. Then he/she recovers and repeats.

Brent Rutemiller

Kickboard drill. Swimmer holds a kick board with one hand as he concentrates on the other arm's recovery and pull. Teach hand entry, underwater stretch and pull. Look for a bubble free entry, bent elbow pull, good finish, and a high elbow recovery.

Kathy McKee

Splashless drill. Swimmers should emphasize entering the water without making a splash and run their hands forward or ride out the stroke on their sides.

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To accomplish great things we must not only plan but also believe.

Body Roll Drills:

Dan Patton

6 or 12 kick switch—have the swimmer kick on his/her side with bottom arm out and top arm on hip. Change sides every 12 or 6 kicks by doing a good freestyle pull.

Tom Himes

Studder Stretch. Swimmers roll to their sides (as they swim a complete stroke) and pause 2-3 seconds as arms are extended in opposite directions forward and back. Continue kicking through entire drill.

Brent Rutemiller

Body Builders Drill. Kick a 25 yard/meter with one arm extended forward and the other arm at your side so that you are swimming on your side with one shoulder out of the water. Head position looking forward and down. (Repeat switching sides every 12.5 yards, repeat switching sides every 12 kicks, 8 kicks, 6 kicks, 4 kicks.)

Kathy McKee

Hesitation drill—swimmer kicks 12 times on the side, takes a pull rolling to the other side, and kicks 12 times to the other side. Swimmer breathes quickly every time he/she switch sides.
Pause drill—breathing every three strokes, the swimmer kicks three times, then takes a stroke and rolls to the other side and gets his/her back arm and shoulder up. 3-count pause—back shoulder up; 2-count pause—back shoulder up; 1-count pause—back shoulder up.

Bill Thompson

Tush Touch. Touch opposite buttocks (with each finish), one arm enter (other at the side); 12 kicks on side, change sides with a stroke.

Finish Stroke Drills:

Kathy McKee

Tape drill. Put adhesive tape on thigh and tell swimmer to pull through and touch the tape.
Weight throw drill. Tell swimmers to pretend they have a weight in their hand and they want to throw the weight out of the water at the end of the pull.

Dan Patton

Parallel drill. Practice finishing the arm stroke by having swimmer swim a 25 parallel to the side of the wall. The swimmer should rotate body during each finish in such a way that he is fully extended and parallel to the wall.

Sherwood Watts

Hip Finish. Swimmers concentrate on rotating hips as hand finishes. Instruct swimmer that as hand finishes to physically push hip out of the way.

Stroke Rate/Breathing/Timing:

Brent Rutemiller

Beginner bubbles drill. Swimmer should kick a 25 while holding the very end of kick board, concentrate on blowing air bubbles out of the nose, turn head to the side with the ear in the water to listen to the bubbles pop.

Kathy McKee

+2, 0, -2 Stroke count drill—have swimmers go 2 X 25 and count the stroke to get an average stroke count. Then go a set such as 12 X 75s. The first 25, take two strokes over the average, the second 25 is the average number, and the last 25 is two strokes less than the average.

Dan Patton

Fist drill. To emphasize the acceleration of the hand through the stroke, we use a fist drill to add speed to the pull.

Sherwood Watts

Distance per stroke drill. 8 X 50s, descend stroke rate, 1 to 4 cycles per fifty, 6 beat kick, stronger as you go. Also Stroke Rate equals time. Descend 1 to 4 equal amounts of both.

Tom Himes

Alternate breathing drill. Swimming 50's . . .on odd one's breath to the right on first lap, then left on second lap. On even ones, alternate sides throughout the 50.

Streamlining Drills:

Tom Himes

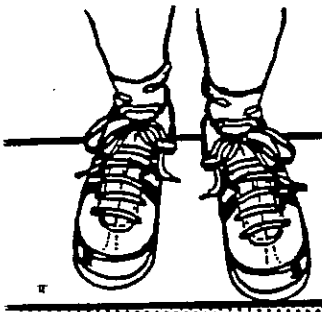
Kick/Turn drill. Swimmers start in middle of pool (short course pool) and sprint to wall (reaching for wall on every stroke). On a 15-20 second interval, the swimmers push off the wall holding the streamline position and kicking back to center of the pool.

Dan Patton

6-6 Turns.. Swimmers must stay streamlined past the flags on turns. We do 6-6 turns where the swimmer does a turn then pushes off on their back for six kicks and then on their side for six kicks before doing a bottom arm pull.

Brent Rutemiller

Hiccups drill. Have swimmer push off, streamline hand over hand, then slip just past flags. Perform streamline kick back to wall concentrating on keeping head up so that water line is between hairline and eyebrows. Before swimmer gets back to wall, he should flip and repeat entire process by streamlining down pool each time. Continue with drill until swimmer has performed at least four wall-less flips. Good drill for teaching kickouts.



Good News on Osteoporosis

SWIM • July/August 1993

by Ruth Sova

Osteoporosis is a condition in which the bones become progressively more fragile and likely to cause pain or break.

As people age, bones gradually lose some of the minerals (including calcium) that make them strong. The process of bone mineral loss is called osteoporosis, which means "porous bones." A strong bone is called dense because it's heavy for its size. A weakened bone that has lost some of the minerals it needs is called porous. It's lighter than a dense bone. While a porous bone might be likened to a hard sponge, a dense bone would be more like a rock. When the bone becomes porous, it also becomes weaker and more susceptible to fractures.

The best example of osteoporosis is the older woman with a dowager's hump—a rounding of the spine just below the neck. We also see the effects of osteoporosis in the elderly: falls often lead to broken hips.

Although osteoporosis is usually apparent in the older adult, the loss of bone mineral begins at a much younger age. Bone mineral loss in the back bones begins in the mid-'30s. Osteoporosis affects women more often than men. White, small-boned postmenopausal women (or women who stop menstruating due to over-training) are at the highest risk. And the risk is serious: Osteoporosis can eventually lead to deformity, disability, and severe physical and emotional pain.

What Can Be Done About Osteoporosis?

Until recently, it was accepted that osteoporosis could not be reversed. Current studies, however, provide hope that it is reversible to some degree. In the meantime, we know that the development of osteoporosis can be retarded.

Two things—regular exercise and a diet rich in calcium—can retard bone mineral loss. On the other hand, smoking, crash diets and extreme thinness will increase the speed of bone mineral loss.

Nutrition and Osteoporosis

Osteoporosis is associated with inadequate intakes of calcium, resulting in a progressive decrease in bone mass. The average American woman consumes only 450-550 mg. of calcium, considerably less than the RDA (Recommended Daily Allowance) of 800 mg. a day. Authorities agree that pre-menopausal women should probably consume 1000 mg. a day, while intakes of up to 1500 mg. are recommended after menopause.

Good bone health also depends upon an optimum calcium/phosphorous ratio. Too much phosphorus in relation to calcium can cause bone loss. The fact that phosphorous is more abundant in common foods and more readily absorbed than calcium contributes to the greater need for calcium sources in the diet.

The best sources of calcium are milk and other dairy products. Other good sources are salmon and sardines (canned with bones), oysters, broccoli, kale and collard greens, tofu and almonds. Many types of calcium supplements are now available for people who are unable or unwilling to get enough calcium from dietary sources.

The following considerations make it unwise to take calcium supplements without professional supervision:

- Actual elemental calcium content of over-the-counter products varies a great deal and is sometimes hard to determine;
- Excess calcium can cause kidney stones;
- Adequate vitamin D is necessary for optimal calcium absorption, but too

No, you're not a female Rambo

A report published in the Penn State Sports Medicine Newsletter maintained that most women have no reason to fear becoming muscle-bound from strength training.

"It's quite difficult for women to develop the absolute size of muscle typically seen in male athletes on comparable training levels," said Dr. William J. Kraemer, director of research at the Penn State Center for Sports Medicine.

The article went on to report, "Although some increase in muscle size or bulk is eventually seen in many women who regularly engage in intensive strength training, it takes several months to become significant. Often as muscle develops there is a simultaneous loss of fat under the skin so that , although the limb or body looks and feels firmer, no actual net change in limb or body circumference occurs."

"Because most of their muscle mass is concentrated in the lower body, female athletes need to focus on upper body weight training in order to achieve balanced overall body strength. Such training may include bench press, upright and seated rows, internal and external rotator cuff exercises, lateral and front raises, lat pull-downs, shoulder press and arm curls."

Kraemer added. "A female athlete's strength training is the same as the male's—sport specific and goal oriented."

For more information or a copy of the article contact the editors of the newsletter at the Penn State Center for Sports Medicine at (814) 865-7107.

Reprinted from Swimming Technique Feb - April 1993

People of mediocre ability often achieve success because they don't know enough to quit.

WOMEN IN SPORT

The Women's Consultative Committee to the Minister of Recreation and Sport (in SA) has sponsored the production of two new booklets aimed at improving the situation for women in sport.

One is a book covering the stories of 14 elite women athletes focussing on their hormonal influences on their sport and the other a specially designed training diary.

They were recently launched in Adelaide by Raelene Boyle and have received tremendous support from athletes, coaches and doctors all round the country.

The two books, *'Information on Women, Hormones, and Sport"* and *"The Training Diary for Women"* are available from

Recreation and Sport Resource Centre

PO Box 1865

ADELAIDE SA 5001

Ph. 08 226 7373

Fax 08 226 7399

They cost $5 plus $1 postage, each.

WHY A WOMEN'S DIARY?

This diary has been developed for use by female athletes who are interested in keeping an accurate record of their training and competition, as well as the impact of their hormonal status on that performance.

Because all women are different, the daily individual recording is the best way to ensure that both the athlete and her coach can plan for the best possible outcome.

A recent survey of athletes throughout Australia showed that very few actually kept any record of the hormonal influence on their sporting performance, (but then the training diaries do not make any provision for this!) However, these same athletes did indicate that their hormonal status did influence their performance, but instead of taking notice and either adjusting the training or the cycle, they tried to ignore it. Frequently, the male coaches and doctors did not appreciate the significance of this aspect of sporting performance.

"We have developed this diary after years of frustration at making adjustments to the standard training diaries available, say Wendy Ey and Judy Daly (having been competitive athletes for over thirty years). The advantages of this diary are to:

- Recognise the pattern of the menstrual cycle.
- Identify any symptoms that might impact on performance.
- Provide an awareness of any problems that should receive attention.
- Assist the coach with developing and adjusting training programs.
- Give access to precise information to assist with medical problems.
- Create open discussion with the coach.
- Adjust the menstrual cycle for important competition.

Further information can be obtained from Wendy Ey at the address and numbers listed above, or from Judy Daly, Sportsearch, 81 Onkaparinga Road, Bridgewater 5155. Tel. 08 339 5445, Fax 08 370 9522.

much vitamin D can be toxic.

Always check with a medical professional.

Exercise and Osteoporosis

Moderate or rigorous exercise will retard, and sometimes reverse, osteoporosis. Until recently it was thought that the exercise had to be weight bearing and impact producing (walking, running, aerobic dance) to have a beneficial affect on bone density. Recent research has found that non-weight bearing and non-impact exercise can provide the same protection without the risks.

A recent study of Masters swimmers found that the swimmers maintained very high levels of bone density. Forcefully pushing and pulling limbs through the resistance of the water assists in building or maintaining bone density. The beneficial stress occurs when the muscles contract forcefully in the water or from pulling equipment (such as hand paddles) through the water.

When muscles are regularly loaded with work, contraction of the muscle fibers releases signaling chemicals and electrical impulses to the brain. The brain returns a message to the body to absorb minerals and deposit them in the bone structure, making the bones denser and stronger.This prepares them to withstand increased resistance to movements, increased stress, and the force of stronger muscles. The muscles themselves react to the increased resistance with higher metabolic speed and efficiency.

Bones that are not used become gradually weakened. Bones that are subjected to responsible exercise become stronger and denser.

A bone subjected to continuous and excessive loads will grow thicker and stronger (remodel) as long as there is adequate nutrition (particularly calcium and phosphorus) and adequate periods of rest. If the overload is too intense or there are not enough periods of rest between exercise sessions, bone cell destruction (resorption) will exceed the production of new cells

There is a point where more is not better. Women who exercise to the point of amenorrhea often develop bone mineral disorders. Studies have shown some long-distance runners, even at the age of 26, have a "bone age" of 55-year-old women. If nutrition and exercise are rebalanced and the women begin menstruating again, their bone mineral content generally increases. Unfortunately, the bone mineral content never increases totally. On the other hand, women swimmers do not show this aging effect, demonstrating again that swimming is the best form of exercise for overall fitness and health.

A recent study of Masters swimmers found that the swimmers maintained very high levels of bone density. Forcefully pushing and pulling limbs through the water assists in building or maintaining bone density.

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Rather than fret about what you do not have, appreciate what you have.

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SWIMMING POOLS AND CHLORAMINES

All Masters who use indoor swimming pools are conscious of problems arising when things are not quite right with water quality. Tom Brereton of Durham Light Masters is a former Health Inspector. In this article he gives a summary of a paper appearing in the New Zealand Journal of Environmental Health. It highlights the problems associated with the chlorination of pools and some of the solutions.

THE PROBLEM

Chloramines are present in all chlorinated swimming pools to some extent. They can lead to unpleasant odours and cause irritation of eyes and breathing passages. The overwhelming smell of "chlorine" in some indoor pools is believed by the lay person to arise from too much chlorine. This is not necessarily so. While the smell is reminiscent of chlorine, it arises from chloramines. Chloramines are formed in the pool, but some of each chloramine passes into the air above the water. Nitrogen trichloride in particular is very volatile, and moves readily from the water into the air. The ease with which the nitrogen trichloride leaves the water means that a lot of the compound may be present in the atmosphere above the pool despite there being little in the pool itself. The air/water distribution of nitrogen trichloride, and its strong irritating effects, makes it a prime suspect when looking for the cause of odours and irritation.

The undesirable effects of nitrogen trichloride reach beyond odour and irritation. Experiments on rats have shown that acute exposure to nitrogen trichloride damages the respiratory tract in ways similar to those of other pulmonary irritants. The report on these experiments concluded that the acute inhalation toxicity of nitrogen trichloride is similar to that of chlorine itself, both in its effects and the concentrations at which the effects are observed.

There are also reports of links between chloramines formed in pools, in particular nitrogen trichloride, and asthma in pool users. In modern indoor pools where a high proportion of the air within the swimming hall is recycled to reduce heat losses, the resulting build-up in chloramines in the air can trigger respiratory problems. Concern for the health of pool staff and users therefore requires that nitrogen trichloride formation is minimised and that the pool hall is adequately ventilated.

The unpleasant fact is that quite significant volumes of urine are released into pool, either voluntarily or involuntarily by the users. Sweat is also released in varying amounts depending on the users' activities. Both urine and sweat contain large amounts of nitrogen-containing waste products from the body.

Chloramines

Chloramines are substances formed when a molecule of nitrogen reacts with chlorine. The odour of inorganic chloramines and their ability to cause irritation increases as the number of chlorine atoms in the molecule increase. By the time three chlorine atoms are attached to the nitrogen atom (nitrogen trichloride), the chloramine has a strong odour and is a very strong irritant. Swimmers are not the only people in an indoor environment who may experience sore eyes. Spectators and pool attendants, neither of whom actually use the pool, may also experience this problem.

THE REMEDIES

There are limits to chlorines ability to rid a pool of contaminants. It may oxidize a large portion of the contaminants, but even where its concentration and pH levels are maintained correctly, chloramines are still going to form to some extent. This does not mean that chlorine should not be used to treat pools; it is an excellent disinfectant. What it does mean is that care must be taken to reduce the problems associated with its use. Three ways are considered:

I. Reduce the level of contaminants

Reducing the levels of contaminants released into a pool is the best way of dealing with the chloramine problem. It lessens the potential for chloramine formation from the mix of contaminants and chlorine, and it reduces the demand for chlorine in the water and therefore, operating costs. Stopping swimmers sweating is clearly impossible, but often contamination by urine is the main source of nitrogen pollutants. Encouraging swimmers, especially young children to make use of toilet facilities before swimming is one positive step that can be taken. This is already done at many pools.

2. Maintain correct chlorine and pH levels

Low pH and high chlorine levels lead to the more obnoxious chloramines. It is hoped that pool pH levels so low that nitrogen trichloride is the major chloramine in a pool are never encountered. But nitrogen trichloride can exist at pH and chlorine levels typical in many pools. Poor control over the chlorine level so that it runs at a concentration too high, or pH control that allows the pH to slip closer to 7 than 7.5, favours the formation of nitrogen trichloride. The point of introduction of chlorine is also important. Nitrogen trichloride may also form at the chlorination treatment plant. Treatment systems that inject chlorine directly into recycling water are increasing the problems of nitrogen trichloride formation unnecessarily. Injection of the chlorine into freshwater, followed by pH correction before mixing with recycling water, minimizes nitrogen trichloride formation, as the fresh water contains no pollutants. Low chlorine and high pH levels can also cause problems. Apart from inadequate disinfection, the removal of ammonia and urea is slowed when the chlorine concentration is allowed to fall too low and/or the pH is kept too high. For pools that have properly run automatic chlorination systems, incorrect chloride and pH levels should not be a problem. However, measurements have shown that manually dosed pools can have periods when the chlorine level is unsatisfactory.

3. Adequate Make-Up Water Added To The Pool

The concentration of some chloramines is not readily reduced by chlorine oxidation. The use of adequate amounts of make-up water is the only way to avoid build-up of these compounds. This reinforces the point that there is only so much that chemical treatment can do for the quality of the water. Pool water standards in a number of countries overseas specify the rates at which fresh water should be added to pools; no such requirement is set out in New Zealand for swimming pools. **The need for fresh water becomes greater as the usage of the pool increases so that 30 litres of fresh water per bather per day is a common requirement in overseas standards.** Increased operational costs are probably one fear of a pool manager considering increasing the fresh water make-up. There will be an increased consumption of pool chemicals, which cannot be avoided, and there will also be heat losses too, although heat exchange technology can be used to reduce these.

Anyone interested in reading the full article is referred to:
"Swimming Pools And Chloramines", New Zealand Journal of Environmental Health, Volume 15. Number 1, January 1992, pages 3-10.
A paper by Chris Nokes for the DSIR Chemistry Ilam Research Centre.

COACHING AND MATURE AGED SPORT

Ladies and gentlemen, thankyou for the opportunity to address you today. The following issues will be discussed in this paper.

- The distinction between coaching adults compared to younger swimmers.
- Risks associated with not running suitable programs.
- The development of the AUSSI Masters Coaching Accreditation Scheme.
- Masters coaches' lack of credibility within the sporting community at large.
- Adult fitness training run by commercial enterprises
- Funding for masters sport

COACHING ADULTS

It is not my intention to convince this audience that coaching Master's in all sports is different than coaching younger athletes. Page 160 of *Play On* identifies that some sports feel that (medical considerations aside) coaching, even specialist coaching is not necessarily warranted for their members.

My expertise as you will appreciate, lies in the area of Masters Swimming. However some of you may recognise similarities between swimming and other sports.

In Masters swimming, the medical considerations are a very real reason why AUSSI has developed a Coaching Accreditation scheme. It has been devised by Masters, for Masters. While the ASI Level 1 Course is very good, it doesn't go far enough for our purposes.

Many of our older athletes may exhibit signs of aging such as:

- sight or hearing loss
- inflexibility and injury
- high blood pressure
- reduced cardiac output and arterial cross section
- reduced lung capacity and muscle mass
- slower reaction times
- deteriorating co-ordination
- menopause
- a decrease in the ability to tolerate temperature variation
- psychological factors such as a poor self image

The coach needs to be able to modify and adapt traditional training techniques to cater for these factors. Similarly the rules of the sport are also modified to encourage participation. For example the AUSSI starting procedure has been modified to take into account slower reaction times and instability on the blocks of aged swimmers .

Coaching modifications in swimming may include:

- longer time intervals to allow for longer recovery periods
- judicious use of traditional equipment which may prove deleterious to the swimmer

- using extreme caution with anaerobic, high intensity sets and only after sufficient groundwork has been laid
- prudent use of any breath holding techniques
- sacrificing biomechanically correct technique to suit swimmers with physical problems.
- using strokes other than those traditionally accepted for competition.

ASSOCIATED RISKS

It should be noted that certain risks exist if the distinction between coaching adults and children is not recognised, and acted upon, by the coach.

It is quite paradoxical that while swimming is considered the best form of exercise, it also is potentially dangerous. The moment you lie down and put your head in the water, your blood pressure goes up. Combine this with the explosive nature of competition and you have a potentially lethal mix.

I put it to you another way. If you had triple by-pass surgery and had been recommended to take up exercise, would you feel confident being coached by someone who was trained to coach young, healthy populations?

If suitable accreditation has not been gained risks are taken not only by the participant, but also by the coach, and the club or management who employ the coach. Has all "Duty of Care" been taken if an insurance claim was made?

One recent example in South Australia comes to mind. An AUSSI member was appalled at an incident during a commercial adult fitness squad training session. An older gentleman in the group was very red faced and hyperventilating. She asked the coach if he could do CPR and he said "no". Two other pool staff on duty couldn't perform CPR either. Fortunately the man recovered naturally. Ironically the pool advertises "qualified coaches" and charges high fees.

THE AUSSI ACCREDITATION SCHEME

The similarities between coaching young and old swimmers are obvious, the differences less so. Perhaps this is why general ignorance pervades (even within AUSSI) as to the necessity for specialist accreditation.

As an analogy, I ask you whether you would want your secondary school aged child taught by someone who is only qualified to teach kindergarten children. One would have to wonder if the needs of the child were being met at a level that was appropriate to him or her. Indeed you may be lucky to find your teacher is adaptable and manages to perform very well. Conversely, you may not.

Both teachers may have learnt similar techniques and methodologies, but the *application* is entirely different.

AUSSI identified the need for a separate accreditation course that addressed the specific needs of adults. Of major concern was the ageing swimmer, who with a diverse variety of needs (both psychological and physical), motivations and health related problems, could be put at considerable risk if trained the same way as our Age Group and Elite counterparts.

Further, the emphasis in mainstream swimming becomes geared more to elite competitive levels as the coach progresses along the accreditation ladder. The AUSSI scheme to the contrary, places more emphasis on the fitness swimmer as our past survey indicates that less than half our members join for competitive reasons.

Kay Cox piloted the first two coaching courses for AUSSI coaches in 1985 and 1986. These were conducted by the W.A. Branch and approval was granted by Australian Swimming Inc. and the Australian Coaching Council (ACC) in 1986.

This course has full accreditation and therefore carries the same status as other coaching courses. It can be considered as a professional qualification and needs to be updated every four years in line with the ACC's Updating Policy.

To date 22 courses have been run with 111 members gaining full accreditation status. Another 20 are pending fulfilment of all requirements.

Our Level 2M course is currently being piloted in W.A. by Kay, and will be further trialled next year for streamlining, before going to the ACC for final endorsement.

In the future we envisage extending our programs to encompass a Level 3M, and an Orientation to Coaching course.

The bulk of our coaches are active members, who begin as volunteers, and often have never coached before. Many sit the course to improve their knowledge and skill as a swimmer, (particularly those who are self-coached) and may not intend to gain accreditation status.

For those coaches who already have an ASI accreditation we offer a "Bridging" course with a lesser lecture component. The bridging course avoids duplicating information by attending lectures that relate specifically to Masters. This provides a more attractive package to those who may be reluctant to sit yet another course.

CREDIBILITY

Surprisingly, as mentioned previously, many coaches (even within our organisation) do not recognise that there is a difference between coaching adults and children, and steadfastly refuse to sit the course.

This can be tied in with the credibility of masters, and masters coaches. In addition, people feel the course is a side step rather than a step up, are not convinced they need it, and may not want to put aside the time necessary to complete the requirements .

If we agree that one of the qualities of a good coach is the desire to update their knowledge, sitting another course should not be perceived as an onerous task.

Due to the stated associated risks, it is the aim of the National Director of Coaching to encourage all AUSSI clubs to have an AUSSI Level 1M coach on deck. In this way we can maximise the likelihood that our members needs will be met in a safe training environment.

Once we have enough coaches out in the community, I suspect AUSSI may need to adopt a stronger view and enforce this constitutionally. Externally however this may be harder to enforce.

As mentioned previously it would seem to indicate that masters swimmers and coaches often lack credibility within the sporting community at large. Granted, the evidence is anecdotal, nevertheless it is consistently heard.

Sometime ago I was coaching next to a small group of young swimmers and I overheard a one of them ask his coach who we were. The reply shocked me. The coach, knowing that I could hear, loudly proclaimed that "they are just a bunch of geriatrics trying to reclaim their youth".

As the fitness industry gathers momentum, and media coverage is given to Masters' events, I suspect this attitude is reducing. However, masters only receives a small fraction of the media attention given to the high profile , elite sports.

Similarly, coaching masters is rarely held in high regard by ambitious coaches. The reasons for this are many and can only be guessed at. In part, I believe some of these reasons are:

- Many Masters clubs either can't, or won't pay their coaches. Some still have the view that coaches should be unpaid volunteers. Also clubs are generally hit with high pool hire costs, and in an effort to keep sessional fees low (particularly to older retired age groups) minimise coaching fees.

- The movement is presently too small to sustain anything more than very part time work. Masters Swimming is still in the Dark Ages, and comparable to ASI 30 years ago. Coaching Masters is seen as a part time hobby.

- Prestige is attached to the more "glamorous" idea of coaching Elite athletes, where the rewards are obvious and a career path clearly in place. Success as a coach can be measured by placing swimmers on Australian teams and coaching medallists in high level competitions. Masters Swimming has no Australian teams and, even at our highest level of competition, participation is open to anyone irrespective of ability. "Success" as a Masters' coach is therefore more difficult to assess and less obvious.

COMMERCIALLY OPERATED FITNESS SQUADS

Many commercially operated pools, jumping on the fitness bandwagon are seeing adult fitness training as being a good income earner. From my personal observations, many of these erroneously advertise having accredited coaches supervising the program. The "accreditation" in the majority of cases is an ASI Level 1, not the AUSSI Masters accreditation. The quality of these programs vary considerably, with one high level coach (who I personally know) doing no more than writing a program on a board and walking away.

In most cases the sessional fee is far higher than clubs would provide, making it cost prohibitive for the vast number of swimmers. Older swimmers are disadvantaged both in terms of cost, and by the fact that they cater mainly for the relatively fit triathlete. In addition, these programs are often run to the exclusion of clubs with accredited coaches who can meet these needs.

An example of this is the pool that recently ceased hiring pool space to the local club, which had a qualified coach, to start their own fitness squad with a non-accredited coach. The centre then increased the coaching fee. Meanwhile, the club had to relocate.

Lack of pool space is severely hampering the growth of many clubs, particularly commercially operated facilities which have a large number of user groups competing for prime time. Evidence shows that the ideal time for masters to train is immediately pre or post work, which is the same time that the higher income generating groups (such as learn to swim) operate. Consequently adult athletes are often deprived of the requisite facilities, or relegated to late evening spots which are inappropriate for those with families

Gone also are the days when swimming was an inexpensive sport. Even the self coached swimmer is having to pay increasing pool entry fees, and it is not uncommon to pay $5.00 per swim.

FUNDING

While competition is a valuable part of a masters program, particularly from a coaching standpoint, it is also true that most people exercise to stay fit, not to compete. At present government funding for masters sport is primarily directed to running various competitions. Funding at this level may only help people who are already active and committed to an exercise program, rather than to the majority, who need help to get started. Supporting the various organisations which develop the sport at a grass roots level may be a more appropriate use of funds.

To take masters sport to a higher level, clubs and organisations need committed, dedicated individuals who have the time to devote to develop the sport, both from an administrative and coaching standpoint. As long as organisations have to rely on the unpaid volunteer, membership and resources will be slow to develop.

As National Director of Coaching for the past 5 years in a voluntary capacity, I feel limited in what I have been able to do, because I still have to make a living, but swamped by the knowledge of what could be done if funding were made available.

With funding workshops to educate the self coached athlete, intra-sport master coaching workshops, fostering research, developing and implementing accreditation courses particularly in country areas and smaller branches, and developing resources for the self trained athlete, could be initiated in a short time frame, with funding.

CONCLUSION

Coaches, clubs and management must be made to realise the inherent dangers involved in coaching adults, and the appropriate accreditation should be recognised and valued by the employer. AUSSI are addressing this issue internally, but more needs to done externally to ensure commercial facilities are able to prescribe safe and effective programs. Perhaps insurance companies can bring pressure to bear, or the swimming industry regulated in much the same way that the gym industry has been.

The Australian Swimming Coaches Association (ASCA) has recognised the expanding specialty coaching field, and included a masters "Stream" as part of their 1992 annual coaches conference. It was well attended and supported, and looks set to become an integral part of future conferences.

AUSSI were also invited to present their annual "Coach of the Year Award" at the ASCA presentation dinner. This exposure has greatly improved the perception of masters by mainstream coaches.

It may be premature but, with 1994 being "The Year of the Coach", I would like to see a special category for Masters Coaches being included in the ASC's Australian Coach Awards. This would raise the credibility of Masters Coaching in the eyes of the sporting world, coaches and public alike.

Promoting the coaches behind the swimmers, in a similar manner to the Joe King-Hayley Lewis, or the John Carew-Kieren Perkins partnerships, may provide the media with interesting stories other than "the oldest competitor".

Lack of facilities is a difficult issue to address, with no short term solution. The growth of the sport itself will probably result in more pool space being made available. If there were more money in masters, then facilities will be made available at suitable times. Conversely, adults will not participate at inconvenient times. Basically it is a "catch-22" situation.

Finally, government funding at the individual sporting organisational level would go a long way to redress the credibility and career path issue, with many other side benefits.

In summary, there are two major issues which require your attention:

- First, in swimming at least, the distinction between training adults and children must be recognised and acted upon by the sporting fraternity, and the community at large.
- Second, action is required which results in masters sport achieving quantum growth. This is the surest way of overcoming the credibility issues, (both the athletes themselves and their coaches), and access to suitable facilities and funding.

* * *

Greater Ankle Flexibility

Physiology

Since expert swimmers with better kicks have greater ankle flexibility, how can I improve my ankle flexibility?

The primary position of the foot during the traditional flutter kick is one of plantar flexion, or pointing of the foot. Normal reported ranges of motion for ankle plantar flexion are between 45 and 65 degrees.

Increased flexibility involves stretching both the soft tissue (muscles and tendons) around a joint and the joint itself (joint capsule, ligaments). Flexibility of the ankle in the direction of plantar flexion is probably most limited by joint structure and joint mechanics. Individual joint structure varies greatly and cannot be changed.

Maximum stretch of the soft tissues into the direction of plantar flexion involves maximally pointing the foot. To further increase motion in this direction the foot can be pointed and then inverted (turned in) and everted (turned out). Increasing the strength of the ankle plantar flexors (the gastrocnemius, soleus, tibialis posterior and the personal muscles) may also help to increase ankle flexibility for plantar flexion. This can be done using Theraband, a resistive sheet of rubber, or rubber tubing; both are usually available at rehab facilities. Exercises should include plantar flexion, inversion (turning the foot in) and eversion (turning the foot outward) against resistance. In addition, performing these same motions using resistive isometric exercises at the end range of ankle plantar flexion, eversion and inversion with the help of a second person, or performing high repetitions of single leg toe raises may increase ankle plantar flexion range of motion.

One problem that may be encountered with excessive stretching and strengthening is achilles tendinitis or more commonly, a restriction in the opposite direction of ankle dorsiflexion.

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COACHES' SELF EVALUATION

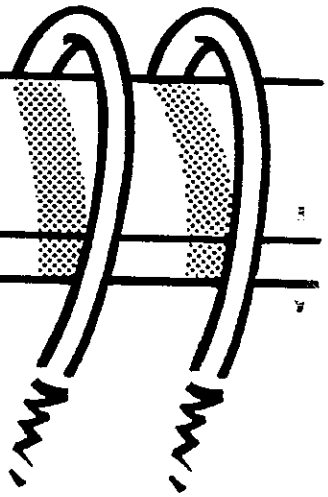
Now that we have all of this computer technology, when was the last time you found yourself printing out a workout, posting it on your swimmer's board, and letting your athletes go at it while you sat patiently in your office waiting for them to finish?

Thought for 1994

Know that the way to understanding is through your willingness to reach your own highest state of awareness, using that awareness to get your life on purpose, and radiating that awareness to everyone in your life.

Dr. Wayne W. Dyer

AGE SHALL NOT WEARY THEM: SPORT FOR THE MATURE-AGED



The Director of the Masters Sport Project, Ron Burns, reports on some of the issues relating to this growing segment of Australian sport.*

There is no shortage of statistics about the "ageing" of Australia's population. The post WWII "baby boomers" are now in their 40's with the first genuine boomers due to turn 50 in 1996. This group has lived through the "fitness boom" and the promotion of physical activity as a means of combating life-threatening cardiovascular diseases. Sport has also achieved a high profile during their lifetime, particularly through television exposure.

Our life expectancy is also increasing markedly and is currently 79 for women and 73 for men, with research showing that those who now reach 65 can expect to live another 18.7 years (female) or 14.8 years (male). Projections put the over-65s at 5.2 million or 20 percent of the population in 2031.

It is therefore not surprising that a 1990 VicSport survey of Victorian sporting registrations revealed that the over-35s accounted for 40 percent of adult (over 20) registrations.

The above statistics suggest that an increasing number of Australians are going to be involved in "mature-aged" sport in the future. Already, 27 national sporting organisations have responded to this demand by initiating programs for the mature-aged and many others intend to start organising similar programs within the next five years.

However, the growth of the mature-aged sector raises a number of issues for sport, including:

* What name should be used to identify sport for the mature-aged?
* What should be the starting age for mature-aged competition?
* How should the age divisions be grouped (e.g., two, five, or year bands)?

These debates are not just semantics or administrative trivia but are concerned with the whole philosophy of the mature-aged sport movement.

Masters or veterans?

The two most common names for mature-aged competition are "Masters" and "Veterans". Those arguing that Masters is inappropriate believe the name suggests that it is sport for the ex-elite or for those who aspire to an elite level of performance in an age-graded competition. They believe that this emphasis detracts from the real purpose of mature-aged sport - participation. To others, Veterans suggests that the participants are either older people or very experienced in that sport. But this is not always the case as some sports begin their Masters (the term chosen for my project) programs as young as 25 or 27, while others have significant numbers of people new to the sport or returning to the sport they played at school.

Starting ages

Starting ages are chosen with the age of the mainstream participants in mind and perceptions of the upper age limit for playing at senior level in the particular sport. These criteria are being challenged by people

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remaining in mainstream sport beyond the "normal" retiring age and performing well at all levels, including the elite. Already, some sports are starting their Masters programs at older ages with women's hockey, for example, progressively changing their Masters qualifying age from 30 to 35.

Competition vs participation

One of the results of people staying in mainstream sport longer has been the direct transfer from this level of sport into Masters sport. However, the prevailing low-key, friendly competition of Masters sport is being challenged by those who make this transfer and bring with them a competitiveness which many people involved in Masters sport find hard to cope with.

Sports organisations have to develop structures to cater for both high level competitiveness and the participant who is looking for healthy, safe, enjoyable, sports activity.

Drug usage

Some sports already have a Masters structure paralleling that of their mainstream competition, complete with world championships, world records and world rankings. These titles are highly prized and the desire to achieve them is strong enough to introduce to Masters sport some of the less desirable aspects of elite mainstream sport. Australia's medical officer at the 1991 World Veterans Games, Dr Terry Farquharson, believes that this desire to achieve has created an atmosphere conducive to the use of performance-enhancing substances. And there have already been strong rumours about drug use by Masters competitors in athletics and other sports.

This issue is complicated by the use of some of these banned substances for legitimate therapeutic purposes by Masters sports participants. While it is easy to say that if competitors require a certain substance to maintain their health then it should be permitted, there is no doubt that some of these substances also offer a performance benefit. Many Masters participants believe that drug-testing is contrary to the philosophy of Masters sport but as some of the international events are conducted under the auspices of bodies and rules such as the IAAF or FINA, the issue will have to be addressed. The challenge is to develop a policy appropriate to Masters participants that is fair to all concerned.

Elite support

Some team sports conduct world championships where the teams are official Australian teams. For instance, tennis has a series of cups for age-group teams starting at 35-40. These teams, chosen by the Veterans Tennis Association, are endorsed by Tennis Australia which also assists financially, but not enough to ensure that Australia's best representatives can always afford to go. As the Masters sport movement continues to grow and as these events gain status, pressure will mount for recognition of performances and for increased financial support from sporting organisations and governments. Determining where Masters sport representatives fit in the continuum of representative sport, which begins at under 12 and now has no end point, will emerge as a major issue during this decade.

Commercial interest

Despite the above, some of the most successful international Masters events in the 1980s have been organised with no competitive structure at all. Golden Oldies festivals are organised simply to provide the opportunity to play and enjoy fellowship with others in the festival. All games are officially draws, no champions are declared and any awards are for "activities" on and off the field. Usually associated with rugby union, Golden Oldies now offer festivals in cricket, netball, soccer, hockey and softball, with basketball also being considered.

Air New Zealand initiated the Golden Oldies concept in 1979 and owns all Golden Oldies events. The recent Rugby Union Festival in Perth attracted over 5000 participants with an estimated economic benefit to Western Australia of $18 million. As conditions of entry, all competitors were bound to travel internationally on Air New Zealand, to use Australian Airlines (Air New Zealand's nominated domestic carrier) and to take a

Festival package which ranged from $830 to $1200 per person (excluding airfares). Obviously, these conditions of entry generate considerable business for Air New Zealand, their associated domestic carriers and the tourist companies that provide the ground cover. It could be argued that commercial operators are exploiting Masters sport by making these events unnecessarily expensive and that profits which could be going to sport are going to commercial organisations. However, it cannot be denied that Air New Zealand saw a commercial opportunity, acted on it, and have put together a concept which has proved enormously popular and successful.

The fact that most involved in Masters Sport are either at the higher points of their careers and/or have adult children resulting in higher personal disposable income makes Masters sport an attractive target for commercial interests (particularly those selling superannuation products). It is no coincidence that only one of the sports (hockey) involved in Golden Oldies has a separate Masters program administered in Australia by the national sporting organisation. Clearly there is a demand for Masters sport and if sport does not respond then the commercial sector most certainly will, as Golden Oldies has shown.

Coordination of events

Increasingly, as the demand for masters sporting events grows, there will be a need for event coordination to safeguard the viability of existing events and to assist new events to be successful. Since 1989, the number of sports festivals for the mature-aged has increased markedly. Given the large number of individual sports already conducting their own state, national and international events, clashes are inevitable, and the quality of some events will be compromised.

Commercial organisations, as well as sporting organisations, often organise Masters sporting festivals. Accordingly, there is a need for effective coordination of events to safeguard the viability of existing events and to assist new events to be successful.

Together or separate?

Twelve sports have Masters associations that are autonomous and have varying relationships with the mainstream national sporting organisations. The Masters associations typically began because the older participants in these sports did not feel they were being given a fair go by the sport's authorities. In some sports conflicts still exist and in others there are features with which the national sporting organisations are not entirely comfortable. The message for other sports is very clear: either cater for the mature-aged or watch them (or commercial operators) develop their own structures.

Other problems

The growth of Masters sport may soon outstrip the capacity of its present administration to provide the services necessary, particularly for those who come into Masters sport directly from mainstream sport expecting a similar level of service.

And, in a related issue, considerable debate surrounds the effect of Masters sport on the volunteer sector. Some argue that Masters sport will increase the supply of sporting volunteers by either re-kindling or maintaining people's interest in sport. But others believe that Masters sports will reduce the supply of volunteers as people take the option of participation over administration. Research suggests that both phenomena occur but that overall there is a nett gain in volunteers.

Despite these problems, the opportunities for individuals, sport and Australian society to benefit from the growth in the Masters sector are too important to be lost just because it appears difficult to deal with the issues. As George Bernard Shaw said: "We don't stop playing because we get old, rather we get old because we stop playing." If this is true, then let's keep the mature-aged on the field.

* *The Masters Sport Project is a joint project of the Australian Sports Commission and the Confederation of Australian Sport.*

Leg Movements in the Breaststroke

by Fionnuala Engesvik
Southampton, England

Reprinted from Swimming Technique Feb - April 1993

The importance of leg movements in the breaststroke is another kettle of fish compared with the freestyle kick. Some experts say that the breaststroke kick is responsible for about 50 percent of the forward propulsion of the stroke. This is on average, of course. Some swimmers are stronger pullers and some are stronger kickers, so the percentage will vary.

Breaststroke is quite a complicated stroke and coordination is very important. The wrong coordination can steal propulsion from either the kick or the pull, thus not allowing these two parts of the stroke to perform at their optimum level. Remember the pull and the kick are in series, not in parallel, so their propulsion parts must not overlap.

For the beginner coach, I'll describe the complicated coordination of the breaststroke showing where the kick comes in the full stroke.

A Lay-out Position

We'll start with the lay-out position which should be completely streamlined. This is the position at the completion of the kick, when the feet have floated up to their start position and where the soles of the feet are plantar flexed, facing toward one another. The length of the glide at this lay-out position is minimal and depends upon the type of swimmer. A swimmer with a stronger kick than pull will stay in the lay-out position slightly longer . Also, they will wait until their "magic moment" (the moment when you feel that if you don't do something, you'll slow down from the momentum gained by the kick) before starting the pull. The stronger puller and 50 percent swimmer will minimize the lay-out, which will be barely marked. They will choose their "magic moment" to start pulling, which may be as the legs are still floating up after the propulsive part of the kick has finished. In this latter case, the leg recovery may very well take over directly from the "float-up." The idea is not to minimize the effect of the kick by starting the leg recovery before the first part of the pull is completed.

B First Part of Pull/ Legs Trailing

At the right "magic moment," and while the legs are still streamlined (and maybe still floating up), the pull begins—comparatively easy, with water feeling and the right pattern, until the hands reach the maximum width and depth of the pull.

C Second Part of Pull/ Legs Recovering

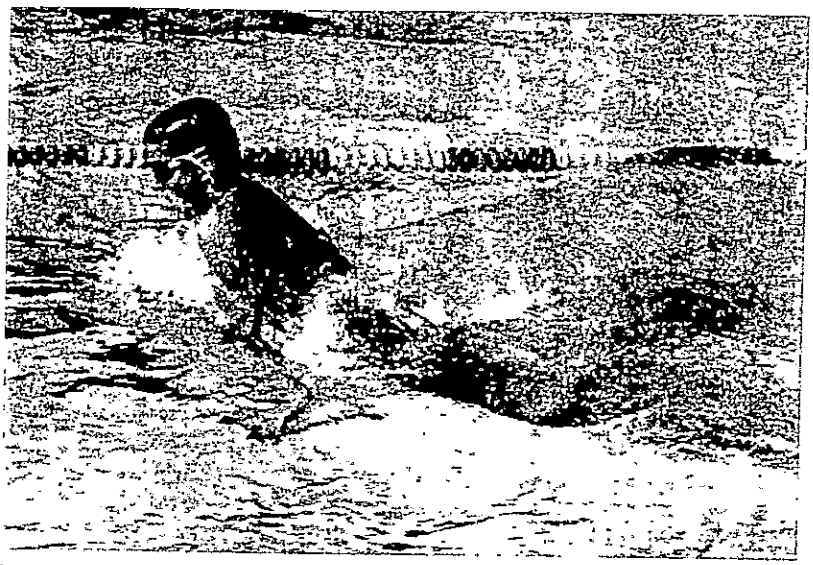
At the point where the hands and forearms turn for the inward and upward part of the pull, the lower part of the legs, led by the heels, begins to lift (not too fast because the legs are moving in the wrong direction for forward motion) toward the buttocks. Think lift here. The thighs will sink, because where else can they go? However, the thighs, which are the widest part of the legs, must not cause too much resistance. I don't like to teach small children the breaststroke kick while they are sitting on the deck, as they will be thinking of drawing up their knees toward their chests and if you think of these kids as being on their stomachs, their knees and thighs will sink too low in the water and cause resistance. If the swimmer draws his/her knees toward the stomach, the buttocks will rise at the wrong point in the stroke. The buttocks should be low at this point. (See suggestions for practicing the breaststroke kick on land at the end of this paper.)

If the hands/arms don't do anything while the legs are recovering, the legs will pull the body backward. That's when the pull gains speed, to quite a high velocity, as the hands are pulled inward and upward to a point somewhere between the chin and the top of the chest. Don't let the speed of the movement make you lose water feeling. This part of the pull pattern should counteract the negative recovery movement of the legs. Don't sink the elbows by drawing them in to your ribs so your arms look like chicken wings. Remember, no chicken wings! It's the hands and forearms that lead the stroke, and the elbows then follow through as the hands move forward into their recovery with no waiting under the chin.

D Recovery of Pull/ Rounded Backward Kick

The hands move forward (called the recovery), followed by forearms and elbows. They should use an average speed because they are going in the "wrong" direction and must not cause too much resistance. The arms must be straightened, with elbows in—the body in a streamlined position. Don't be a snow plough! The resistance caused by the arms is counteracted by the kick, which is a backward, rounded, quite broad, slightly downward (because it's three-dimensional), fast whiplash movement. The feet must be dorsi-flexed (turned outward) to comply with the rules and, of course, will give best results. The end of the kick is a snap which should bring the feet into a plantar-flexed position with the soles of the feet facing one another. Here the buttocks rises, allowing the body to surf. If you study still photographs of good breaststrokers and butterflyers at this

Spraying fruit and vegetables with water not only extends shelf life, but also helps retain nutrients.



Swimmers with a flexible back will look rather like ducks with their shoulders high above the water.

point in their strokes, you won't be able to see the difference in body shape (discounting the head and arms). After the kick is completed the buttocks should sink as the legs float up to the lay-out position. As mentioned above (in sections A and B) the kick recovery should begin (and still with a low bottom) when the outward/downward part of the pull is completed.

It is important that the legs float up after the completion of the propulsive part of the kick, otherwise the next kick will be lower, and the next lower still.

Swimmers with a very flexible back will look rather like "ducks" and, because their shoulders are high above the surface, their hands may recover over the surface appearing to "hump" over the water. This will cause less resistance than the through-water recovery. This last type of swimmer dominates the fastest, breaststroke-swimming scene.

Drills: There are a multitude of in-water drills for breaststroke pulling and kicking. There are also drills for the whole stroke and as long as the rhythm is not changed in the drills, they can give very good results.

Explaining the coordination of the stroke might be too complicated for the younger swimmers and might not even be necessary. Watching good swimmers and then "seeing" themselves doing the same rhythm while swimming often helps and can be done in all strokes. Get them to keep time while you, or they, say for example, "one, two," or "Short, long."

Suggestions for learning the correct breaststroke kick on land for a first-time learner:

1) Have the swimmer lie on his/her stomach with body and legs streamlined. Don't allow the swimmer to look back at the legs because this is a "feeling" exercise.

2) Grasp both feet with one hand and lift the lower legs, heels first, easily toward the buttocks, saying, "Up." At the same time use the other hand to keep the buttocks down.

3) Use both hands to turn the swimmer's feet to the dorsi-flexed position, saying, "Out."

4) As you glide the legs in a rounded, backward, fast-whiplash movement, say, "Round," making sure the feet come together in a streamlined, plantar flexed, "monkey" position.

5) After a few times, ask the swimmer to repeat the whole movement alone while repeating, "Up, out and round" in the rhythm suggested above.

When the swimmer is able to do the kick correctly, tell him/her that for homework the exercise must be done 50 times a day on the floor until the pattern is correct in the water. You should also include the instruction of a buttocks lift as the legs float straight up and throughout the recovery. Actually, it's not too difficult to correct a faulty breaststroke kick. Each swimmer may have a different fault to correct.

After the corrections are made, it might take a long time before the swimmer has a strong kick using the correct pattern. It needs plenty of practice and a swimmer may be tempted to go back to their old way of kicking. Watch for this.

The kick off from the wall must be strong, streamlined and preferably on the side so the swimmer doesn't lose time by turning onto his/her stomach while at the wall. The body then glides onto the stomach (to comply with the rules) before swimming commences.

At the swimmer's "magic moment," the long pull, allowed by the rules, should begin. At the completion of this pull, the legs recover. The hands move together up the body as far as the chin. From there they shoot forward, streamlined, and the kick is executed in its correct, rounded, backward, whiplash movement. As the second pull reaches its maximum width, the head should break the surface. Now's the time to go for it. §

"We must continue to introduce and encourage new people and ideas, but should not discard the 'wisdom' and experience of those who served before."

HEALTH NEWS

*Pregnant women should avoid spa's or at least limit your soak to 10 minutes or less, according to Australian researchers Barry R Ridge and Dr. Graham M Budd. In their study some subjects raised their core body temperature above the critical 102% (F)mark without feeling uncomfortably hot. Apparently "subjective discomfort is not wholly reliable as a safeguard against overheating". Further body temperatures were raised faster in some subjects than in others.

Pregnant swimmers in hot indoor pools and northern latitudes should be particularly wary of overheating.

*Low intake of manganese found in foods such as spinach, carrots, whole grain breads and cereals, sunflower seeds and almonds may be related to increased menstrual fluid loss. The accompanied mineral loss could put women at a greater risk of developing anaemia.

*A recent study on the long term effects of smog from the University of California has shown that children's lungs stop growing earlier and are more susceptible to respiratory ailments when they grow older. Some adults suffered lung capacity losses of up to 75%. Many subjects mistakenly thought their reduced stamina

FOOT CRAMPS

by Lisa Honig

One of the most common ailments for both recreational and competitive swimmers.

SWIMMING TECHNIQUE/November-January 1994

Swim season is underway. Practices are becoming more rigorous, and swimmers are working harder to get their peak performances. But a word of caution goes out to serious swimmers: *stretch your feet.*

Recreational and competitive swimmers alike are vulnerable to painful cramps in their feet. In fact, the problem of foot cramps while swimming is more common than any other ailment, according to Neal Rubin, head swim coach at the Mermaid Swim Club and Plymouth-Whitemarsh High School in Pennsylvania.

"During the first week of practice probably one-third of my swimmers will complain of foot cramps," said Rubin. "By the end of the season probably everyone on the team will have experienced a foot cramp."

Foot cramps can be very painful. The cramp is triggered by flexing the muscles in the arch of the foot and holding that position for an extended period of time.

Carbon dioxide (CO_2) and lactic acids are waste products that are produced when muscles are active. Normally, the CO_2 is carried away from the muscle through the blood vessels, but when the muscle is contracted for a long period of time, as it is when doing a swimming kick, the vessels are constricted and the waste cannot properly escape. In other words, the CO_2 and lactic acids build up and don't allow the muscle to relax.

Swimmers are especially prone to this type of ailment because they point their toes when they kick, continuously flexing the muscles in their feet. Pushing off the pool wall further shortens all of the muscles that are already under tension and sends the foot into a severe cramp.

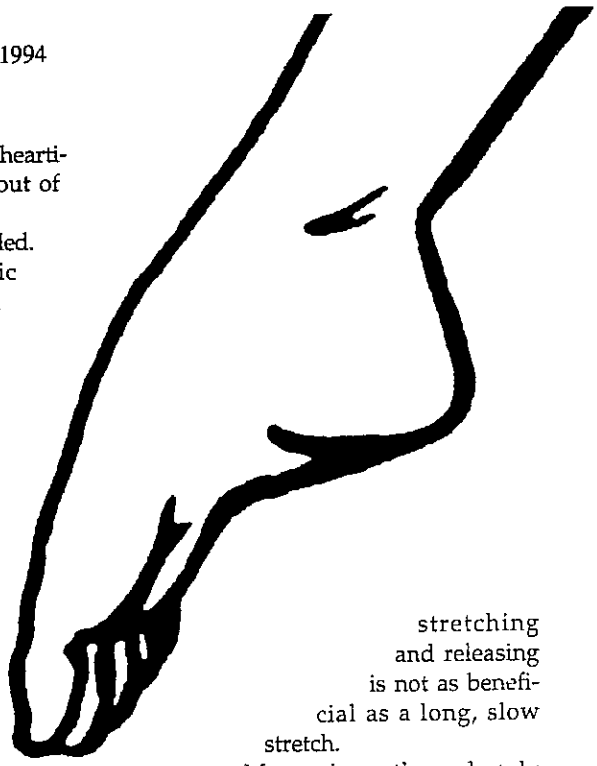
"A foot cramp causes even the heartiest of swimmers to want to get out of the water," said Coach Rubin.

But foot cramps can be avoided. Dr. James McGuire, a podiatric physician at the Pennsylvania College of Podiatric Medicine (PCPM), says that stretching and massaging the arch of the foot before getting into the water can help to get rid of any existing waste products that are in the muscle, reducing the chances of a cramp.

"The best way to prevent foot cramps is to develop the muscle by exercising it," said Dr. McGuire. "Exercising within the sport, like doing repeated pushes off the wall and flexing the foot with each push-off, will build up the number of small blood vessels feeding the muscle in the foot. Once the muscle is developed you shouldn't get cramps at all."

When a cramp does occur, however, there are ways to relieve the pain. "One thing to do is to try to keep swimming, said Dr. McGuire, "but if that is just too painful, a slow, prolonged, steady stretch is the best way to get rid of the cramp."

According to Dr. McGuire, the proper way to stretch the foot is to go to the pool wall and put your toes as high as you can get them on the wall while leaving your heel on the floor of the pool. Then push your toes against the wall and lift your heel to get the maximum stretch of the arch. Hold the stretch for about 20 seconds, or until you feel the arch of your foot relax. Repetitive, short stretching and releasing is not as beneficial as a long, slow stretch.



Massaging the already cramped muscle may help. However, when the muscle is cramping, rubbing the muscle may irritate it and cause it to cramp more.

Muscles tend to be more tense in cold water. If you are getting frequent cramps, check the water temperature and make sure that it is not too cold. In contrast, if you have access to a hot tub or spa, submerging your foot in the hot water may relieve a cramping muscle. The heat helps to expand the blood vessels that feed the muscle in the foot, and make it easier for CO_2 to escape.

Foot cramps are painful but generally harmless. However, muscle cramps might be sign of a more serious problem. If you are experiencing recurring foot cramps long into the swim season, it may be an early sign of a circulatory disorder in the feet or legs, and a podiatric physician should be consulted.

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Anecdotal evidence would also indicate that a variety of other factors may also contribute to cramps. Factors cited include wind chill (air temperature across the legs), dehydration, lack of potassium (as found in bananas) and swimmers with inflexible ankles who force their toes to point as they kick. Drinking plenty of fluids, eating bananas, stretching to increase flexibility and even drinking tonic water for the Quinine content, are popular "cures". (Ed.)

1994 - THE YEAR OF THE COACH

In recognition of their contribution to sport and the community at large, the Australian Coaching Council has declared **1994** as **The Year of the Coach.**

With Australia recording its best-ever Olympic performance at Barcelona and with 1994 being a Commonwealth Games and Winter Olympics Year, many opportunities will exist for promotion of "the coach".

At the heart of the campaign will be **accreditation.**

By the close of 1994, at the present rate of accreditation, there will be approximately 120,000 accredited coaches in Australia from grass roots to elite levels. Through public awareness of the benefits of coaching accreditation created by **The Year of the Coach,** it is envisaged that accredited coaches will be demanded by athletes, parents, schools, clubs and sporting organisations.

Objectives

1. To educate the public about the important roles of coaches.
2. To emphasise the importance of appointing accredited coaches.
3. To increase the number of accredited coaches.
4. To promote coaching as a profession.
5. To increase the number of female coaches.
6. To increase coach education opportunities in rural areas.

Strategy

While many of next year's major sporting events will provide a good avenue for **The Year of the Coach** message to be pushed much activity will focus on regional areas. This will be achieved through utilisation of local media and distribution of **Year of the Coach** promotional material through regional sporting bodies.

Help is also needed from the National Sporting Organisations.

At the recent National Coaching Director's Workshop it was suggested that all coaching directors submit a list of events/opportunities whereby a display of **Year of the Coach** material would prove beneficial.

To this end, all National Sporting Organisations will receive a **Year of the Coach** promotional kit in September.

For more information on the campaign and/or to register your organisation for **The Year of the Coach** promotional material please contact Matthew Eggins at the Australian Coaching Council on (06) 2521550.

Without doubt the most common weakness of all human beings is the habit of leaving their minds open to the negative influence of other people.

Hall Of Fame Profile By award winning author, Jack Pollard OAM

Pioneer Fanny

Fanny Durack, Australia's first female Olympic champion, overcame problems no present-day swimmer encounters, most of them out of the water. During her career, from 1905 to 1921, she was dogged by 'wowserism' from both male and female officials.

She swam at a time when women were not allowed to compete at carnivals if male spectators were present and when large signs, forbidding men from entering, were displayed above turnstiles at female competitions. There were severe restrictions on the costumes girls could wear - two piece swimsuits were barred. And women swimmers were prohibited from travelling without female chaperones.

I knew Fanny well when I first entered journalism 50 years ago and had many long talks with her. She would come into the Sydney *Daily Telegraph* office and sit on a bench opposite the copyboys' [illegible] while she waited for her boyfriend, Allison, one of the racing reporters.

She told me that although she had been officially granted 11 world records, claims for other world times were never sent for recognition by women officials who believed it was wrong for women to seek publicity.

The dominant figure in women's affairs in those early years of the 20th century was Rose Scott. She introduced the first Family Maintenance Bill, the Inebriates' Act and the Girls' Protection Act. She was also the first president of the NSW Ladies' Swimming Association and once said, "We cannot have too much modesty, refinement, and delicacy in relations between men and women."

Scott bitterly opposed Fanny and her friend, Mina Wylie, going to the 1912 Olympics in Stockholm and when the NSWLSA decided to support a fund-raising venture to get them to the Games, Scott resigned. The federal and state governments rejected their pleas for financial help; the Australasian Olympic Council was penniless; and the all-male Amateur Swimming Association was hard-pressed to find money for male stars, let alone any women swimmers.

Finally, Mrs McIntosh, the wife of a noted entrepreneur and vice-president of the NSWLSA, organised carnivals and fund-raising events to send Durack to Stockholm. Wylie's supporters organised a similar fund and Wylie's father, the owner of the baths on the Coogee rocks where both girls learned to swim, chipped in the shortfall.

Courtesy National Sport Information Centre

Fanny, who was christened "Sarah" after her birth in Sydney on October 27, 1889, travelled to the Games with her sister, Mary - author of the celebrated books, *Kings in Grass Castles, Mary of Maranoa* and other works. Their father, an Irish publican, founded a grazing dynasty that opened up vast areas of Australia.

At Stockholm, Fanny won her heat, semi-final and final of the 100 metres freestyle and broke the world record twice on her way to the gold medal. Wylie took the silver. Both women used the Australian crawl and the two-beat kick style.

Six days later, she set a world record for 300 metres and nine days later, she reduced the world 100 metres record to 1 min 18.8 secs.

The fame of the two Australian girls spread across the world and helped end taboos against women surfing at the same beaches as men, their decorum making nonsense of claims that "male demonstrations of lust" would upset carnivals where they disported themselves.

Over the next few years, Fanny set world records at distances from 100 yards to a mile, but some of her finest swims were in handicap races in which she conceded opponents big starts and beat them. She and Wylie toured America three times without being allowed to accept a dollar in expenses.

Frequently when the mail brought the latest world record lists to Australia, she was puzzled that some of her times had not been recognised. Enquiries revealed that women who conducted carnivals where girls "shut themselves in like nuns and conducted their own dip-affairs" had not been able to overrule their prudish notions on self-aggrandisement!

She trained hard to defend her Olympic title eight years later in Antwerp but a week before the Australians left for the 1920 Games, she had to have her appendix removed. Complications following that operation forced her to retire from competitive swimming.

Thirteen years after her death from cancer in 1956, Fanny Durack was posthumously elected to the International Swimming Hall of Fame in Florida. In 1985, the woman who paved the way for Clare Dennis, Lorraine Crapp, Dawn Fraser, Shane Gould, Tracey Wickham and other women swimming stars, was elected as one of the original members of the Sport Australia Hall of Fame.

Jack Pollard's latest book, the Complete Illustrated Guide to Fish, *with paintings by Walter Stackpool, is available for Christmas.*

Reprinted from Sport Report Vol 13 No 4 Summer 1993

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COACHING NOTES

Part 7

A Coach's Legal Responsibilities

Level One Coaching Principles based on Beginning Coaching (Level 1 Coach's Manual: See pages 137-139)

WILL THE LAW INVOLVE ITSELF IN THE AREA OF SPORT

Sportspeople are often surprised that the law will involve itself in their area. The fact is, however, that the law is the means which society adopts for the protection of rights and the settlement of disputes.

Law suits have been brought against coaches for not teaching skills properly, failing to adequately supervise activities and for failure to carry out correct first aid procedures.

HOW DOES THIS AFFECT A COACH

Anyone who accepts a coaching position, whether purely voluntary or as a professional, has a legal responsibility to provide their athletes with the utmost care.

WHAT IS NEGLIGENCE?

Negligence can be defined as the failure by the coach to perform a legally owed duty as would a reasonable and prudent coach. . . with the failure resulting in actual damage that is a result of the breach of duty and that should have been foreseen by the prudent coach. A breach of the required standard of care can occur through an act, an error or an omission.

WHAT IS STANDARD OF CARE?

The standard of care is based on what is known about the prevention and care of injuries and other aspects of coaching. The coach will be judged not by what he/she knows but what he/she should have known. Ignorance is no excuse in law. The coach must then act in accordance with that knowledge. Coaches owe it to their athletes to be competent in all aspects of coaching. They also have a duty to regularly update their coaching knowledge and to keep themselves informed of new developments.

THE COACHES "MUST" LIST

Coaches have at least ten important duties when carrying out their activities.

While not exhaustive steps, carrying them out will substantially reduce the chances of a successful claim of negligence against the coach.

COACHES — YOU CANNOT DO WHAT YOU LIKE; ONLY WHAT IS RIGHT!

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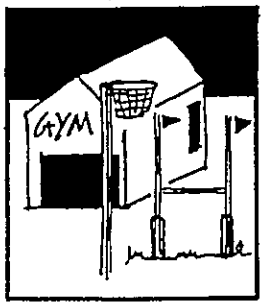
The Christmas 1993 Issue of The Australian Masters Swimming Coaches Newsletter inadvertently advertised the 1994 Coaches Indemnity Insurance as $25. Please note the new fee for 1994 is $30. (See page 29 of this issue)

The following is a 'must' list based on the legal responsibilities of the coach suggested by Martens (1990)*.

Legal Responsibilities of the Coach

1 Provide a Safe Environment

Facilities and equipment must be safe for both the users and the others involved in the competition. Adverse weather conditions must also be taken into consideration during competition and practice sessions.

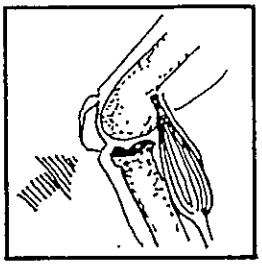


2 Activities must be Adequately Planned

Impaired learning ability and injury may be the result of unplanned practice sessions. Using appropriate progressions in the teaching of new skills, especially potentially dangerous skills, is imperative.

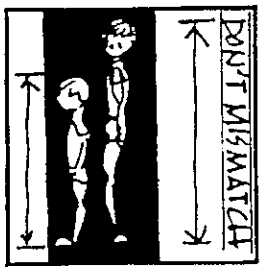
3 Athletes must be Evaluated for Injury and Incapacity

Athletes with an injury or incapacity should not be expected to perform any potentially harmful activity. No athletes should ever be forced to take part in any activity that they do not wish to. Individual differences must be accounted for.



4 Young Athletes should not be Mismatched

Young athletes should be matched not only according to age, but also height, weight and maturity. Skill levels and experience should also be considered.



5 Safe and Proper Equipment should be Provided

Existing codes and standards for equipment should be met and all equipment should be kept in good order. It should always be adequately repaired so that it is safe to use at all times.

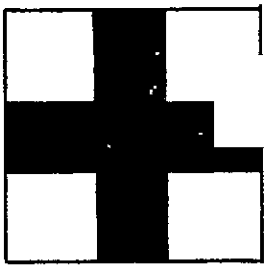
6 Athletes must be Warned of the Inherent Risks of the Sport

The inherent risks of any sport can only be legally accepted by the participants if they know, understand and appreciate those risks. In some situations, even such a warning may not be enough: for example, where young people are involved in a school supervised activity.

7 Activities must be Closely Supervised

Adequate supervision is necessary to ensure the practice environment is as safe as possible. Each sport will have its own specific requirements in this regard.

8 Coaches should know First Aid



Coaches should have a knowledge of basic emergency procedures and keep up to date on them. Coaches should know STOP (Stop, Talk, Observe, Prevent further injury) and RICE (Rest, Ice, Compression and Elevation) procedures for managing injuries. Coaches should have a written emergency plan and ensure that appropriate medical assistance is available. At the very least coaches should ensure that nothing is done which could aggravate any injury.

9 Develop Clear, Written Rules for Training and General Conduct

Many injuries are the result of fooling around in change rooms and training venues. Clear written rules should be developed for general conduct and behaviour in such situations.

10 Coaches should keep Adequate Records

Adequate records are useful aids to planning and are essential in all cases of injury. Record cards should be kept on all athletes, including relevant general and medical information and progress reports. Accident reports (not diagnoses) should be made as soon as possible after each injury occurs.

* Martens, R., (1990) *Successful Coaching*, Leisure Press, Champaign, Illinois.

Reprinted from Sports Coach Volume 15 Number 2 April - June 1992 with permission from the Australian Coaching Council Inc.

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NOTE: Due to my recent resignation Kay Cox from WA has taken over as National Fitness and Coaching Director. Please address all your correspondence regarding coaching matters to her c/- 8 Syree Court Marmion WA 6020

GETTING THE ATTENTION OF YOUR LOCAL PRESS

People tend to travel 3-5 kms for food and essentials and up to 10 kms for clothing and personal items. The local press is the main medium for this kind of information, (others are direct mail and community radio stations).

It therefore pays to get your local press onside. Here's how you do it.

WRITERS WON'T PERCEIVE A STORY AS YOU DO

The concerns of journalists have more to do with "writing good copy" than with the things you feel passionate about in your business. They are not afraid to re-write anything you might write about yourself, and complaints could put them offside.

Furthermore, a local paper will derive its most significant revenue from advertising. All editors know the difference between "editorial" and what they call "advertorial" (a product endorsement thinly disguised as editorial).

If that's what you want, buy a page. They'll print anything you like on that page - it's yours. But unless you do this, they will call the shots, and will probably feel that they are doing you a significant favour.

THERE'S NEWS AND THERE'S NEWS

Much of the local news comes from a junior doing the rounds of the courts, the police records and the council chambers. Journalists usually find this boring, yet essential to the heart of any paper. There's the occasional big news story, but it's more usual to feature details of new roads, sub-divisions, prize winners etc.

With these kinds of stories as the basis of the editorial content, writers enjoy featuring colourful events to brighten up the paper.

If you want to get the attention of your local paper, start by providing them with such a story, something exciting which a journalist might enjoy. For example:

- Writers enjoy meeting famous people, it's one of the perks of the job. Film stars, rock stars, sports starts - just stars! Hire one for an in-store event and invite the press.
- Writers have a soft spot for "ideologically sound" stories. The environment, sponsorships, local heroes, young achievers, etc. Try to wrap your story around these.
- Writers tend to identify with employees more than management or product. If you are pioneering an employee benefit scheme, your local press may choose to promote you as an example for others to follow.

EVERYTHING SHOULD BE MADE AS SIMPLE AS POSSIBLE, BUT NO SIMPLER

PRESS RELEASES CAN BE USEFUL

Although writers appreciate press releases, a phone call may do as well.

If you fax them a press release, and it's good, the sheer convenience of having the story already told and written might appeal to them because it saves work. And if you've also got a photograph enclosed, it's easier still - saving the newspaper the cost of a freelance photographer. So a good press release will increase your chance of being published.

However a poor release will do more harm than good. They will read it, decide that it's not a good story, and further contact from you on the same matter will irritate them.

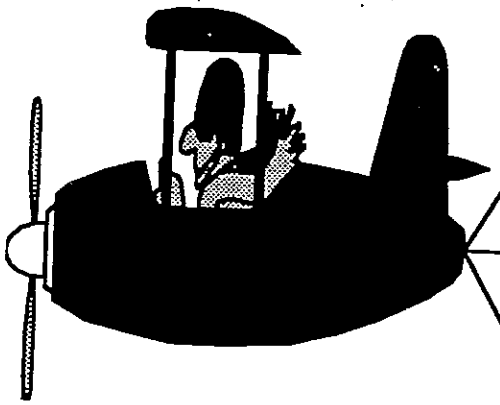
A good press release will:

- Headline with a news angle, which appeals to a range of people.
- The first paragraph will cover who? what? where? when? and why?
- The editor will be able to trim the story by cutting from the bottom without altering the sense.

A poor release will:

- Headline with your self-interest as the angle, with an advertising headline rather than a news headline.
- The first paragraph will talk obsessively of you and your product.

PTO



ANNUAL SUBSCRIPTION

Your subscription renewal date is now printed on your envelope address label. Failure to renew by this date will mean missing that month's issue.

• There will be a sense of muddle throughout the piece, so that anyone using it will have to re-write it.

A lot of people send out releases like that. Your local editor probably has a whole rubbish bin full of them.

DON'T TRY TO "SOFTEN UP" YOUR EDITOR WITH FREEBIES

If you wish to give your editor a free product sample, do so after the business of running or not running the story has been settled. Don't try to influence your editor with gifts. It won't be appreciated.

ADVERTISE IN THE LOCAL PRESS

The best way to get the attention of your local press is to advertise in it. It's the old "you scratch our back, we'll scratch yours" syndrome.

Take out a good-sized ad and suggest that they send over a writer and you'll provide a story, and they'll do it. You bet!

However: Let them find the angle. They know what's good for you editorially. Their job is to write something about you that appeals to a mass audience. It's their job.

You are, understandably, obsessed with your product. They may find something else to write about. Trust them.

CERTIFICATE OF MEMBERSHIP

Remember, if you intend swimming in any international event, you must send a Certificate of Membership with your entries. Contact the National Office if you are intending to swim in the World Championships at Montreal or elsewhere, and request your certificate as soon as possible.

Reprinted with permission from *MastersSports* TM Vol 4 Issue 1 400 East 85th St., Suit 9D New York, N.Y. 10028

2. *Do more quality work.* Boost the amount of workout time you spend training faster than your aerobic pace. Swimmers should aim to do as much as a quarter of their weekly yardage at a pace that's within 20 percent of their best 100-yard time. In sports that are more injury-prone, intense work would probably have to be less than a quarter of your weekly distance.

Speedwork can also be customized for masters athletes in the following ways: **Shorten your repeats.** Flanagan, for example, has always based his training around a heavy diet of 100-yard repeats. In the last two years, finding it harder to maintain his training speeds, he's focused a lot more on 50-yard repeats—with obvious success. **Do more fartlek (speed play) training.** Break up longer workouts into easy/hard segments. A swimmer, for example, doing ten 100-yard repeats at a steady pace could instead swim easy on odd 100s, fast on the even. **Shorten the length of your average workout set.** In general, cut total distance before speed if something has to give. Intensity has the more powerful effect on fitness.

3. *Cross-train.* Polansky works as hard at his mountain biking as he does at his swimming. He knows that cycling, running or walking, kayaking, and above all resistance training, can decrease body fat (which in turn increases VO_{2max}) and preserve muscle mass. Which leads to the corollary:

4. *Get stronger.* Power is another physical capacity that can still be improved on after 40. Any time you find swimmers who are that age still competitive with the times they did 20 years ago, you can bet regular strength training is one of the ways they gain their edge. It's an advantage they didn't have in college since in the 60s, they probably didn't lift at all. Most coaches back then believed weight training slowed swimmers down with extra bulk.

5. *Treat your rest as seriously as your training.* That's especially true when you're piling on the intense training that does so much good. Know when to quit, advises Polansky, who skips a scheduled workout with no questions asked whenever his resting pulse rate in the morning is five or more beats above normal.

Nobody's pretending the decades don't change your body. What we're discovering, however, is that you probably have a lot more say in what gets changed and what doesn't than we ever thought. □

Nationally ranked Masters swimmer Terry Laughlin, Director of Total Immersion Adult Swim Camps and a consultant to Speedo America, will be holding swimming vacations this month (Swim 'n' Ski, Winter Park, CO) and in March (Palm Beach, FL). Details: 381 Main St., Goshen, NY 10924. (914) 294-3510.

Want to work out at home without expensive equipment? The humble medicine ball is gaining popularity for strength training when used plyometrically. Former breaststroke world record holder Mike Barrowman used them to great advantage in his training regime. Medicine balls come in a variety of weights and sizes.

Stretch cords are another inexpensive device with the added advantage of being able to simulate the strokes for specific strength gains. While they are commercially available, they are easy to make. Surgical tubing comes in a variety of thicknesses and may be found at Dive shops or Surgical Suppliers.

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Have you seen the National Newsletter? This highly informative newsletter is sent free to all clubs and in theory is meant to be circulated to club members. some clubs make copies for members, others have a bulletin board where it is able to be read by members and public alike. If you have not seen it but would like to, chances are your club secretary is holding on to it.

AUSSI RESOURCE CENTRE

A great way to get your club together for a social night/fundraiser is to have a video night. Clubs who may not be able to swim all year round could use this to keep some continuity in their lay off period.

Items are available for the following hiring charges:

1 Video	1 Week $5	2 Weeks $8
2 Videos.	1 Week $8	2 Weeks $12
3 Videos.	1 Week $10	2 Weeks $15
1 Audio Tape.	1 Week $3	2 Weeks $5
2 Audio Tapes	1 Week $5	2 Weeks $8

A bill will be forwarded to you with the goods (including postage) and payment must be sent with the items, on their return.

VIDEOS

* Mark Tonelli tapes
* Aussi Coaching Seminar with Kirk Marks
* THE ATHLETIC INSTITUTE SWIMMING SERIES
  1. Freestyle & Backstroke
  2. Breaststroke & Butterfly
  3. Starts, Turns & Progressive Drills
* AUSSI WORKSHOP - Tailoring a Programme plus booklet
* Stretching - Bob Anderson
* Food for Sport
* Masterstroke Technique
* Your Backyard Swimming Pool is your home fitness centre
* AUSKA - Swimming Strokes
* SWIM SMARTER, SWIM FASTER AND
* STARTS, TURNS AND FINSIHES
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ADDRESS _____

_____

AUSSIE CLUB _____

MEMBERSHIP NO. _____

I REQUEST THE HIRE OF THE FOLLOWING ITEMS

1. _____
2. _____
3. _____

I WOULD LIKE TO HIRE THEM FOR A TOTAL OF ___WKS COMMENCING _____ DATE

I AGREE TO RETURN THEM IN GOOD ORDER COMPLETE WITH MY CHEQUE FOR HIRE AND POSTAGE

SIGNED _____

DATE _____

CHEQUES MUST BE MADE TO "AUSSI"
27 Johnstone Street,
MALVERN 3144

AUSSI MASTERS SWIMMING IN AUSTRALIA (INC.)

NATIONAL OFFICE
P.O. Box 207
COWANDILLA S.A. 5033
Telephone (08) 344 1217
Facsimile (08) 269 7150

1 December 1993

COACHES INDEMNITY INSURANCE

The present Coaches Indemnity Insurance arrangement AUSSI has with IEA, expires on 31 December 1993.

We have however, renewed the Policy for 1994 at a slight increase in premium. Terms and conditions remain the same as for this year.

ALL AUSSI COACHES TO MAINTAIN THEIR INDEMNITY COVER, NEED TO RENEW THEIR INSURANCE THIS MONTH.

The policy cover will commence on 1 January 1994 and we ask you to send a cheque for $30.00 made payable to: ***AUSSI MASTERS SWIMMING***, together with the attached form to the above address.

PLEASE NOTE: PERSONS CURRENTLY HOLDING LEVEL 1 OR LEVEL 1M COACHES ACCREDITATION MAY APPLY DIRECT. NON ACCREDITED CLUB COACHES OR ASSISTANT COACHES MUST APPLY THROUGH THEIR CLUB, AND THE CLUB MUST PROVIDE A STATEMENT THAT THE PERSON IS ACTIVE IN CLUB COACHING.

Yes, I wish to join the coaches indemnity policy for 1994 I am enclosing my cheque for $30.00.

NAME: _____ (Please print)

ADDRESS: _____

_____

CLUB STATEMENT: _____ (if applicable)

_____

Signed: _____

The **AUSSI** Purpose is: "To encourage adults, regardless of age or ability, to swim regularly in order to promote fitness and improve general health."

AUSTRALIAN MASTERS SWIMMING COACHES NEWSLETTER

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PLEASE DETACH AND SEND THE WHOLE PAGE

CHEQUES TO BE MADE PAYABLE TO:

"AUSSI"
C/- Australian Masters Swimming Coaches Newsletter
27 Johnstone Street,
MALVERN VIC 3144
AUSTRALIA

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