



MASTERS SWIMMING AUSTRALIA SWIM MEET GUIDE 2025

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Section 1 - Organising Committee

This section of the guide covers the duties and responsibilities of the Host State Organising Committee (HSOC) as a whole and more specifically, the duties of the Convenor in leading the coordination and delivery of the event. It outlines the policies, guidelines and Association rules which govern the running of the meet. It also includes timeframes and deliverables required by the Masters Swimming Australia (MSA) Board (the “Board”).

Policies, Guidelines and Rules

The following documents are referenced when organising the National Championships:

1. MSA National Championships Swim Meet Guide
2. MSA General Rules
3. MSA Swimming Rules
4. National Safety Policy
5. Previous year’s National Championships report

Organising Committee Structure

The HSOC is subject to the direction of and is responsible solely to the Board.

The Convenor is to liaise with the MSA General Manager (GM) regarding every aspect of conducting the meet. Consultation with the National Membership and Participation Committee (NMPC) will occur if deemed applicable.

Sub-committees areas of responsibility are outlined in separate sections of this document. If required, further sub-committees can be formed or additional committee members recruited.



Organising Committee Main Duties and Timeframes

The following table summarises action items with a guideline to timings for the HSOC, Convenor or other relevant party. For more specific timelines for the entire event, see **Appendix G – Timeline of Actions & Approvals Required**.

Timeframe	Item	Responsibility
Two (2) years prior	Appoint the Organising Committee.	Host State
Twenty (20) months prior	Provide a report including draft budget. Book the competition pool and ensure it has a current survey certificate.	Convenor HSOC
Eighteen (18) months prior	Provide a program of events to the GM and Board	Convenor
One (1) year prior	At the National Championships, seek the assistance of that HSOC to distribute marketing material (see Marketing Sub-Committee).	Convenor
Ongoing	Meet on a regular basis to ensure planning for the event is progressing according to schedule.	HSOC
Within 21 days of a committee meeting	Forward a copy of the minutes to the GM including for noting at the Board Meeting--NMPC	Convenor
Within 90 days of the conclusion of the meet	Submit a written report and financial statement to the GM, Board	Convenor with input from HSOC
When host branch finances are audited	Financial statements audited by a suitably qualified person	Convenor State Administrator

Approvals

There are a number of items that must meet the Association's requirements and therefore be approved by the Board. These include:

- Venues
- Dates
- Budget - using the template provided by MSA (including thereafter approval of any material variations)
- Program of Events
- Swim meet software
- Functions e.g. welcome and presentation functions
- Marketing materials e.g. all flyers, leaflets, newsletters, social media content creative etc.
- Use of the MSA logo
- Online entry program

- Information included within the heat program
- Medals
- Protocol (see Appendix E)

If any changes occur to any item listed, any other items stated in this guide or other items requested by the Board, it must also be approved. Approval is required to ensure the:

- material produced is correct and meets requirements
- correct use of the MSA logo,
- MSA sponsors are appropriately recognised, and
- for proof reading purposes

Note: The only logo to be used in relation to the National Championships is the MSA logo, except where an event logo is approved for use on merchandise (see Marketing Sub-Committee).

Section 2 - Program Sub-committee

Entry Procedure

- Entries will be managed online, using a system approved by the Board.
 - MSA strongly prefers the HSOC utilises Swim Central (and the MSA results app) due to the macro level national system integration advantages and Club/member familiarity. Closing date for entries will depend on the entry system used, resources available to the host State for the preparation of the Program, printing requirements for the Program, and contingencies for unforeseen circumstances. **Two (2) - to four (4) weeks prior to the Meet** is recommended.

Eligibility to Compete

- A registered member of MSA.

It is the responsibility of the individual submitting their entry to make sure they are financial members of MSA.

After the close of entries, the National Office (NO) may confirm the membership status of entrants in compliance with Privacy Legislation in force at the time.
- A registered member of a World Aquatics members' organisation for masters swimmers other than MSA. (GR11.6.2).

Other

- **Immediately prior to the meet**, an up-to-date copy of National and World Records should be obtained from the MSA National website.

Relay Events

- A club may enter as many teams in a relay event as the Meet Director allows, but only one specified team per age group will be eligible for points and awards (GR11.9).
- The swimmers nominated in a team must swim in the order listed on the team entry (SW10.13 M).
- Closing date for relay entries will depend on the entry system used and resources available to the host Branch.
 - If aligned with the closing date for individual entries, clubs shall provide the number of relay teams entered by the club and their age groups, with the names of competitors in each relay team nominated on the day of the event.
 - If at a later date close to the start of the meet, clubs shall provide full details of relay teams, including their age groups and the names of competitors in each relay team. At the discretion of the Meet Director, changes to the makeup of individual relay teams may be made on the day of the event, so long as the age group remains unchanged.
- At the discretion of the Meet Director, composite teams may be entered for relays, but they will not be eligible for relay records, medals, club points, or other awards.

Email addresses

- The Sub-Committee must use an email address, approved by the NO, for all matters connected with the Championships.

Computer Program

- Use swim meet management software approved by the Board.
- Organise access to equipment, appropriate software and personnel. Arrange a test run of the equipment and the software.
- Following seeding of all events, including estimated time for any longer distance deck seeded events, provide all sub-committees with an estimate of the time required to conduct each event and the anticipated time allocation for each session. This information will be required for officials' rosters, timing of social functions, medical attendance times etc.
- Online entry systems will normally be set up to allow validation of the entries submitted.
- If this is not the case, or a problem occurs in the entry process, draft seedings should be posted on the event website for checking by clubs and individuals before sending to the printer.

Program of Events

- Compile a timeline with deadlines for all required tasks i.e. draft Program of Events, website posting dates for entry form etc.

- Prepare a draft Program of Events to be endorsed by the Board approximately **18 months prior to the National Championships**. Criteria to be observed in compiling the program are contained in Appendix B.
- Check with the NO regarding national sponsorship for the program and any associated restrictions and deadlines.
- Check with the Marketing Sub-committee re placing advertising in the program, ensuring that the National sponsor/s and event's major sponsors have first call of position. To that end, a hierarchy structure should be employed, with the National and event's major sponsors given primary / most optimal topline prominence, which then cascades down to the lowest level of event sponsor/supplier.
- Set a lead-time for printing/photocopying of the program.
- Select a reliable printer/photocopy firm capable of completing the work within the time constraints.
- Obtain information to be included in the printed program and determine the layout to be used.
- All material, programs and flyers are to be approved by the Board before being posted on the website, social media, or forwarded to the printer, States or clubs.

Information which should be included in the Program

- Opening Ceremony information.
- State Premier's/Territory Chief Minister's message (if applicable)
- National President's message.
- State President's message.
- Major sponsor's message (if any), National sponsor/s (if applicable) and list of sponsors.
- Competitors' instructions, including check starting and relay information e.g. changes to team members' names and closing time of acceptance of these.
- List of competing clubs and codes.
- List of competitors by age group and gender, preferably with the events they have entered.
- List of events.
- Summary of each day's events including estimated start time of each event and estimated finish time of the day's program, lunch break if applicable.
- List of trophies, medals, awards etc. and Presentation Function information.
- Advertising.
- Map of pool venue / complex including any required health and safety messages, as supplied by the Venue Operator.
- Open Water Swim details (if applicable).
- Estimate of number of programs required.

- If the draft and final programs are posted on the National Championships website, give competitors the option of paying a small fee via the entry form if they require a printed program and produce the required number accordingly.
- Sufficient for swim meet officials, promotion, VIPs and sponsors; and
- One to be forwarded to the NO.

Recording of Results

In consultation with the Board, use approved swim meet management software that can interface with the AOE and the Results Portal. Processing of results falls into four main areas:

- recording of official times;
- verification of records;
- posting of results; and
- uploading of results directly to the National Website through the Results Portal.

Recording of Official Times - see SW11.1, SW11.2, SW11.3 and SW13

- Ensure competent staff are available for computer input (overall accuracy depends on this).
- The Chief Recorder is responsible for checking results from the AOE printouts and, if appropriate, the times recorded by approved backup devices.
- Multi-Class (MC) is delivered per the MSA Rules (**GR 11 THE NATIONAL CHAMPIONSHIPS / MC 11.3**).
- The Recorder shall:
 - record all times swum at the meet and collate points scored by individuals, relay teams and clubs (usually calculated automatically by the meet management software – check that it has been set up correctly to do so);
 - obtain current World and National records;
 - seed relay entries and ensure that they are prominently displayed;
 - provide Referee, Starter and Check Starter and Announcer with a list of relay heats;
 - compile a recorders' roster for the duration of the meet to ensure that those rostered are aware of their committed time. To ensure the smooth running of any recording system it is preferable to roster helpers who do not have to swim; however, it is recognised that this will not always be possible.

Verification of Records – see SW12.5M and SW12.6M

- National and World records must be checked using the approved swim meet management software. After the Chief Recorder has verified a potential record for confirmation by the MSA National Recorder, the

information can be relayed to the Announcer.

Posting of Results

- As soon as possible after the completion of each event, results shall be posted. The results posted should include the time of posting and the DQ code for any disqualifications (a list of the DQ codes should be displayed prominently).
- An announcement may then be made that the results for an event have been posted. Competitors will be granted **30 minutes from the time of posting of the results** (time indicated on result sheet) **to lodge protests.**

If a protest is upheld then the results for that event shall be amended and shall be marked “**Amended Results**”.

Uploading Results directly to the National Website.

- At the completion of each day's events, the results are to be uploaded to the National Website through the Results Portal.

List of Trophies/Awards for the Presentation Function:

- **Founders' Trophy:** For top scoring club.
- **Runner Up Trophy:** For second highest scoring club.
- **Visitors' Trophy:** For top scoring visiting club, i.e, the club that is a member of a branch other than the host branch, excluding the winners of the Founders' or Runner up Trophy at this Meet.
- **Life Members' Trophy:** For Clubs with 5-20 members, awarded to the club with the highest number of points gained at the Meet divided by membership at end of previous year.
- **President's Trophy:** For Clubs with 21-50 members, awarded to the club with the highest number of points gained at the Meet divided by membership at end of previous year.
- **Age Group Relay Trophies (GR11.14.4)**
 - 72 – 99 years
 - 100-119 years
 - 120 - 159 years
 - 160 – 199 years
 - 200 – 239 years
 - 240 – 279 years
 - 280 – 319 years
 - 320 – 359 years
 - then in forty-year increments as high as is necessary. Mementoes are to be

awarded to the winners of perpetual relay shields (GR11.15).

- And any other Relay format as proposed by the HSOC must be approved by the Board.

Perpetual trophies will be awarded to each winning club. Perpetual trophies will be retained in the NO and the winners shall be presented with a replica or small plaque to retain as a memento of their win (GR 11.13).

- **Swimmers of the Meet Trophies** - Male and Female (see GR11.18 for composition of judging panel and selection criteria).

The trophies above are to be paid for and provided by the organiser.

The Association will pay for the following trophies however they will be procured by the organiser.

- **Vorgee Endurance 1000 Champion Club** trophy - Top Point Scoring Club for Endurance 1000.
- **Vorgee Endurance 1000 Award** - Top Point Scoring Club for Endurance 1000 based on number of club members
- **Coaching Excellence Awards** – advised by NO.
- **Official of the Year Award** – advised by NO.
- **Volunteer of the Year Award** – advised by NO.
- **Masters Swimmer of the Year** – advised by the NO.
- **MSA Service awards** - advised by the NO.

PLEASE ENSURE THE INFORMATION REGARDING TROPHY WINNERS IS ACCURATE.

The **wording for trophy inscriptions** will be provided by the NO.

Medals

- The four members of each of the top three place getting teams in each relay age group shall be awarded prizes as follows (GR11.16)
 - Fastest time: gold medal
 - 2nd fastest time: silver medal.
 - 3rd fastest time: bronze medal.
- The top three place getters in each individual event in each individual age group shall be awarded prizes as follows (GR11.17):
 - Fastest time: gold medal
 - 2nd fastest time: silver medal.
 - 3rd fastest time: bronze medal.
- The only logo to appear on medals shall be the Association logo.
- Individual trophy replicas not collected at the Presentation Function are to be sent to clubs or branches for distribution.

Final results should include:

1. Male and Female Swimmers of the Meet.
2. Winner of Founders' Trophy.
3. Winner of Runner Up Trophy.
4. Winner of Visitors' Trophy.
5. Winner of Life Members' Trophy
6. Winner of President's Trophy
7. Winners of the Relay Age Group Trophies.
8. List of World and National Records set or broken at the meet.
9. List of Club Points in descending order.
10. Results of each event by age group by gender.

Final Check List for Program Sub-committee

- Check pool recording room has the required equipment - stationery, results board etc.
- Current listing of National and World Records.
- Programs for Recorders.
- Recorders' rosters if applicable.
- Final check of computer equipment.
- Finalise electronic timing arrangements and personnel.
- Obtained Clubs Members Grouping from NO for previous financial year to determine the Clubs that are eligible for the President's & Life Members' Trophies.

Section 3 - Finance Sub-Committee

General Operating Principles

The finances for the championships require transparency in preparation and reporting with both fixed and variable costs fully disclosed. All assumptions underpinning costings and expenditures need to be clearly set out and disclosed in notes accompanying the budget.

It is the responsibility of the HSOC Finance Director/ Treasurer to:

- ensure that all committee members are aware of the approved budget, and
- to bring all financially relevant and material matters to the attention of the HSOC.

Before any decisions are made that impact on the approved budget items for the championships, including any additional costs and variations, both positive and negative, to the level of the approved budget, the variations must receive the approval of both the Convenor and HSOC Finance Director/Treasurer.

National Swim Meet Committee Budget (the “budget”)

It is the responsibility of the HSOC Finance Director / Treasurer to:

- Prepare a budget for the Meet as per the template at sample (Appendix C) for endorsement by the Board approximately 18 months prior to the meet. Submit the draft budget to the GM for subsequent Board approval.
- The budget should clearly classify incomes (including entry and relay fees) and expenditures by the nature of the income and expense such as Administrative, Professional Services, Competition, Recognition, Marketing and Social etc. The recommended classification is set in the budget template as supplied by the NO.
- Sponsorships and Government grants are to be accounted for using the income approach.
- Any sponsorship funding (cash and VIK) provided by a National sponsor/s is to be included in the budget.
- Provide periodic updates of the budget which should be forwarded to the GM / NO with minutes of HSOC meetings. Any material variation to the budget requires Board approval.
- Recommend the level of entry fees for the meet to the Board. The entry fees should cover all foreseeable expenses, including entry to the pool, if applicable.
- Ensure that the Host State pays a Sanctioning Fee to the Association 14 days before the commencement of the event. This fee will be set by the Association.
- All surpluses or deficits on the swim meet will accrue to the Host State.
- The Accommodation expenses of the National President (bed and breakfast) for the duration of the meet are the responsibility of the HSOC and are to be provided for as an expense against item in the budget.
- To ensure that the full and comprehensive cost of medals is budgeted (including making a provision for any reconciliation with the previous year's Host State regarding their leftover medals, to be transferred over to the current Host State).
- The Host State shall have the financial statements for the Championship meet audited by a suitably qualified person at the time when the host branch finances are audited (GR10.1.7).

Supporting information Notes:

- Income from entry fees and Income and Expenses for the Presentation Function should be listed separately in the budget and financial statements.

- Expenses and revenues from the sale of National Championships merchandise and souvenirs are not within the scope of the budget as they are within the domain of the Host State and is not included in the budget.
- The Finance Director/Treasurer is required to consult with the NO regarding any requirement for any additional insurance cover e.g. event cancellation, cash-in-hand, theft or damage to property (for equipment brought in and in transit) and similar costs that are out of the control of the HSOC.
- The budget is to include all the costs associated with the swim meet itself, the Presentation Function and any other ancillary events and activities, and any MSA National and State event sponsorship or government grants specifically negotiated for the event hosting.
- The Host State, with the approval of the Board, may conduct other social functions such as a Welcome Function, Happy Hours, Coaches Dinner etc. which can be financed on a 'user pays' system. The Host State should not use them as fund raising enterprises.
- Merchandise/Souvenirs -it is currently the responsibility of the Host State, in consultation with the HSOC, to prepare a roster for personnel to manage the sales activities. Note: Ensure that sales of items does not contravene any venue / pool management commercial policy.
- Alternatively (as of 2025) MSA has the capability to manage the merchandise program on a revenue share basis – accordingly, please advise the NO with sufficient notice.
- The merchandise supplier and the product line for event merchandise and souvenirs must not be in commercial conflict with the MSA National sponsor/s exclusive rights. The SHOC is to liaise closely with the NO on this important aspect, with the Board ultimately approving the event merchandise product line including the related design / artwork to be made available for sale. Please consider this requirement prior to engaging with potential supplier options..

Final Check List for Finance Committee

- where a cash float may be required ensure an adequate cash float at the venue is available if required.
- Arrange credit card 'tap and go' reader/s if necessary for merchandise sales.

Section 4 - Marketing Sub Committee

This area should consist of at least 2-3 people.

Duties

- Prepare and implement a marketing plan with division of duties.
- Prepare a "flow chart" covering all key areas and deadlines.
- The event shall be called the (insert Year e.g. 2026) Masters Swimming Australia National Championships.

- Develop a strong brand that facilitates optimal MSA and event brand awareness and use the brand to add value to sponsorships and to develop a strong merchandise and souvenir program. This could also include a vision or message/theme of the event.
- The only logo to be used in relation to the National Championships is the Association logo, which must appear in the designated PMS colours or in black and white only.
- To compliment or enhance marketing efforts, a specific event logo or more specifically a “mascot” emblem (e.g. the Penguin / 2025, the Ibis / 2026 etc.) may be developed and used by the organising committee in all promotion. The mascot, design and artwork need to be approved by the Board.
- All national sponsors must be included in promotional material, either printed, electronic and/or or virtual.
- All printed, electronic or virtual marketing material related to the event must be submitted to the Board for review and approval.
- This committee will need to market the product- the National Championships- and sell the concept to swimmers, advertisers and sponsors.
- Consider State and local Tourism Bureaus or major sponsor assistance in event promotion.
- A promotion should be undertaken at the National Championships in the year prior to the planned Meet and an information leaflet or brochure included in the Welcome pack at those Championships.
- The promotional leaflet must include all meet details: program of events, social functions, Host State contact name, email address and website address. Inclusion of selections of accommodation near the pool or near social functions may encourage interstate swimmers to attend.
- Generally, the website for the National championships is part of the National Website. Please liaise with the NO, noting also any variation to this protocol requires Board approval. regarding its design, production and content generation protocols.
- Marketing to all Masters clubs needs to be user friendly and include easy to view online media content (including Website, Facebook, Instagram etc.).
- HSOC to familiarise themselves with the [MSA Social Media Guidelines](#) and the MSA Top 10 Online guidelines contained within this policy
- The NO will notify the Swim meet details direct to States who will then notify their clubs at least six months prior to the Meet (GR11.2).
- Publicity / Media- utilise local media networks to encourage clubs from within the State to attend
- Promote a local membership drive to encourage potential new members to enter.
- Provide early advice to members through the National e-News, State newsletters, the National / State website and social media etc.
- Send advice to relevant overseas organisations.

- Always list an official contact person (media liaison) in your media releases. This person should be responsible for looking after the media during the meet. The media liaison is responsible for providing the media with daily results and records from the meet.
- Media releases should be short, sharp, interesting and to the point. Always state- how, when, where and why, and recognise both National and event sponsors.
- Provide media releases, professionally scripted, if possible, to all media outlets at regular intervals prior to the meet, followed by personal follow up contact where possible.
- Focus on stories of people who have benefitted from taking up swimming as part of an active, healthy lifestyle, or offer a unique and interesting story to tell.
- Arrange radio coverage, talkback programs etc.
- Consider inviting coverage by TV stations (note: pool management may have a policy regarding this).
- Ensure registration T's & C's seek and receive participants permission for filming and image use (and on the same point, Livestreaming if applicable).
- Prepare media stories of interest on any interesting aspects of the meet - competitors, celebrities etc. - have these people briefed and prepared with some key talking points and encourage to mention Masters swimming and its benefits of "swimming for life".
- Use of online/social media to inform competitors throughout the meet.
- Arrange for the availability of a photocopier, a personal computer and a printer.
- Keep a record of all media coverage and also provide a copy to the NO and State administrators and major sponsors as appropriate.
- Arrange for an expert photographer to be present at the pool during the events and at the welcome / presentation functions etc.

Final Check list for Marketing Subcommittee

- Final follow up contact with all media.
- List of stories, angles, any key points for issuance to the media.
- Final arrangements for photographer to be present during pool events. Presentation function and social events (optional but recommended).
- Before the event commences, ensure that the public address system (usually supported by cordless microphones) to be used by speakers at the Opening Ceremony has been tested and the audio can be heard clearly at the appropriate decibel level in the stands/pool surrounds. Check the fixed pool PA system gives a satisfactory coverage of the entire pool area.
- Ensure media contact persons are available and/or rostered.
- Provide media with daily results.

Section 5 - Sponsorship and Funding

This area could be covered by 2-3 people:

- Prepare and implement a sponsorship plan with vision of duties.
- Prepare a “flow chart” covering all key areas and deadlines.
- Identify possible targets and draft a proposal letter with supporting data.
- Enquire as to eligibility for any State government and local authority grants or assistance.
- Consider approaching the Government Tourist Bureaus (State, regional and local) for local and state/territory promotional material
- Seek sponsorship “value in kind” (VIK) provided this does not conflict with any National or State sponsorship. This includes services, expertise, collaterals, equipment etc.
- Consider approaching the Government Tourist Bureau for local and state/territory promotional material
- Consider asking local Masters members to promote their own businesses via sponsorship.
- Liaise with the GM to ascertain what nationally negotiated commitments are current and honour such obligations e.g. Vorgee (www.vorgee.com) as MSA’s **Official Swimwear and Swimwear Accessories** sponsor which includes exclusive rights to the National Championship.
- Exclusive rights means that a Host procured event sponsor cannot conflict i.e. sell or promote product and/or services, that corresponds with a protected sponsor category.
- Category exclusivity generally creates increased value in a sponsorship. This principle can also apply to Event sponsors.
- Per the above, as general rule of thumb to extract maximum value ensure there is no overlap of sponsorship business/brand interests e.g. two insurance companies, two beverage companies, two energy / utility companies etc.
- Association policy does not allow sponsorship that promotes tobacco,
- Reflecting MSA policy, companies and organisations specifically excluded from making financial contributions to MSA (i.e. inclusive of MSA events) include gambling, tobacco and alcohol companies. For further information, please refer to page 4, Policy, clause 17: <https://mastersswimming.org.au/wp-content/uploads/2018/10/MSA-Grant-Sponsorship-and-Fundraising-Policy-March-2023-Final.pdf>
- Seek sponsorship for naming rights for each swimming and ancillary event.
- Seek sales of advertising in the Official program and for the ‘in pool’ marketing assets (if available) e.g. giant video screen/s, poolside LED boards, score board, CCTV, PA announcements, static advertising spaces, roof trusses (for hanging signage) etc.
- Seek sponsorship for competitors’ registration bags and include promotional / beneficial handouts in the bags (if applicable).

- MSA reserves the right to introduce new national sponsors to National Championships and accordingly will liaise in good faith with the SHOC on the application and delivery of National sponsor rights and obligations.

Approach to Sponsors

This could include a tier system of sponsorship - platinum, gold, silver and bronze, for example.

- Contract or agreement must be completed and signed by both parties to any sponsorship arrangement, whether cash or in-kind, prior to the commencement of the event. This must include all benefits that are to accrue to the sponsor and specify what the sponsor is providing and when (see Appendix F). It should also outline what is required of the Host in the servicing of the sponsorship i.e. delivery of sponsor rights, including any cost applications (also should be considered in the budget) e.g. production of signage/advertising materials, invitations (tickets) to events, gifts etc.

Major Sponsorship

- Responsibilities to the sponsor should be clearly outlined, defined and understood and be specified in the sponsorship contract, including the requirements, standards and cost of servicing.

Minor sponsorship

- Advertising in program - set a realistic price and/or include with event sponsorship
- Advertising at the pool - banners, posters etc (check that this is acceptable to pool management. If the pool has access to LED Boards, investigate the use of them and/or include in the venue hiring arrangements. The HSOC will need to consider in the budget the cost of installation and expertise to operate the system, and production of advertising.
- Loan of equipment - free advertising in program and exhibition / showcasing of equipment.

National sponsorship (MSA)

- Ensure all aspects of appropriate recognition is afforded to MSA National sponsor(s), including branding, inclusion on all collaterals and website/social media, PA announcements, signage, ancillary events, raffle prize promotions etc. as defined by MSA
 - e.g. via Vorgee, MSA will provide and/or coordinate the delivery of items with the State Host including the following examples:
 - Logos
 - Signage
 - Backstroke flags
 - Collaterals (if relevant)
 - Electronic / virtual applications

- Awards
- Raffle Prizes
- Misc.

Host State obligations to sponsors should include

- Acknowledgement in program and regular acknowledgement by the PA announcer.
- Electronic advertising e.g. LED boards poolside, giant video screen, CCTV (if available)
- Appropriate branding on the event website and social media applications
- Invitation for major sponsors to Presentation function.
- Invitation to Opening Ceremony as VIP's.
- Follow up with thanks/acknowledgments along with copies of media coverage and a copy of the program.

Final Check List for Sponsorship and Funding Sub-Committee

- List of sponsors and responsibilities due to them.
- Sponsorship agreements in place.
- Arrange sponsors' and other signage / banners / LED advertising etc. at poolside and venue.
- Branding recognition on the event website, social media etc.

Section 6 - Social Sub-Committee

This section of the guide covers the duties and responsibilities of the Social Sub-Committee. It outlines the social functions for which the committee is responsible, including timeframes and deliverables.

Policies, Guidelines and Rules

- Appendix E – Protocol – Sponsors and VIPs
- Marketing Sub-Committee section of this document
- Program Sub-Committee section of this document
- Appendix G – Timeline of Action Required
- Competition Pool Management Policies, supplied by the venue

Social Sub-Committee Responsibilities

The Social Sub-Committee is responsible for the following tasks:

- Protocol for Sponsors, VIPs and other guests
- Hospitality during the meet
- Social functions (if applicable)

- Presentation function
- Presentations

Protocol – Sponsors and VIPs

This section of the Sub-Committee tasks is outlined in more detail in Appendix E – Protocol – Sponsors and VIPs. It includes information for managing sponsors, VIPs and MSA Life Members at all functions and ceremonies.

Hospitality

Hospitality includes tasks related to:

- Liaising with the venue(s) and third parties in relation to provision of hosting space(s), food and beverages to the various groups attending the meet and other functions.
- Complying with the venue/Pool Management or other function facilities policies and procedures.
- Managing the Opening Ceremony including a run sheet, sourcing and checking equipment required, sponsor signage and branding etc.
- Handling sponsors, VIPs and other invited guests.

A suggested list of tasks for Hospitality is found in Appendix E.

Social Functions

Social Functions are arranged at the discretion of the Host State. To proceed, they must be approved by the Board.

Presentation Function

A summary of tasks relating to the Presentation function of this committee includes:

- A decision on the time, location and form of the function (approved by the Board).
- Areas of responsibility within the sub-committee for these tasks.
- Appropriate seating plan and how this will be communicated or displayed.
- Choice of caterer.
- Timing and sale of tickets.
- Responsibility and presentation of trophies.

A comprehensive list of tasks is in Appendix E.

Presentations

The Social Sub-Committee is responsible for the distribution of the awards and trophies at the Presentation Function. This sub-committee must liaise the General Manager and Meet Recorder for this information.

NOTE: Keep a written record of who collects awards and trophies.

Program of Speeches

A suggested program of speeches is found in Appendix E including an award and trophy list.

Tasks related to the program of speeches include:

- Create a run sheet for the function and seek approval from the Board.
- Appoint an MC.
- Ensure all acknowledgements are included by involving the HSOC.
- Prior to the evening, discuss with sponsors and VIPs their role if required

Section 7 - Technical Sub-Committee

(Technical officials and Technical Equipment)

Technical Officials (refer also [Appendix A- duties of Key Officials](#))

- Refer to Rule SW1 and SW2 re Officials
- Appoint an appropriately experienced Meet Referee for the National Championships, who is an accredited Masters official, to act as the senior lead of the Technical Officials' team and liaise with the Convenor of the Technical Sub-Committee.
- The recommended officials needed at any one time are listed in Rule SW 1.2M. The officials can include accredited Swimming Australia officials and trained volunteers. If officials are used from outside Masters Swimming they should be briefed on MSA Rules and rule interpretations and shown where to access the rules.
- Draw up rosters for each day of the meet and ensure each official/volunteer has a copy of their roster well in advance of the meet (if possible). Rosters should consider suitable break times including the reasonable provision of meals, beverages, snacks, as well as providing parking at or close to the facility (if applicable).
- It will be important to liaise with the Recorder in regards to check starting and timekeeping procedures.
- Manual times may be required as back up to electronic timing, ensure there are sufficient stop watches (in working order) prior to the meet.
- A volunteer coordinator is advisable to compile rosters and allocate lanes to timekeepers (either using volunteers, host state clubs or volunteers from other States). If possible these rosters should be available before the start of the Meet.

Liaison with the Venue Operator/Pool Management

A member of this committee should be appointed to liaise with the Venue Operator/Pool Management regarding-

- Electronic timing and starting equipment (with a visual and auditory signal)
- Lane ropes
- Backstroke flags (Vorgee will provide / the number of flag sets need - to be confirmed to the NO by the HSOC)
- False start ropes
- Shade cloth and/or tentage (if outdoor pool) - please ensure all WH&S requirements are met.
- Additional seating if required
- Seating for older members including sufficient numbers pool side
- Ropes, bollards, signage or barricades etc. for spectator area
- Setting up an area/s for information, medals, raffles, sponsor “pop-up” displays and stands etc.
- Lap counters (if necessary)
- Public address system
- Results, scoring and timing room / with required equipment
- Static sponsor signage - locations, affixing and dismantling
- Electronic e.g. LED Boards, Scoreboard, Video screens, CCTV (where available) including provision of text, artwork and qualified staff for screen operations
- Satisfactory audio / PA systems including microphones, speakers and operations support

Warm-up Swim-down Facilities (Refer GR7 and GR12.3)

- A separate warm-up/swim down facility must be made available for a period commencing not less than 30 minutes prior to each session
- Competent persons must supervise all facilities for warm-up/swim down and all procedures set out in the National Safety policy and any venue rules should be adhered to
- Appropriate signage in accordance with the National Safety Policy should be displayed on each lane and should be rotated according to the program of the day
- Strongly consider providing one (1) dedicated outside lane for swimmer 65+ years of age

Conduct of Distance Events

- In 400m and 800m events “rolling starts” are not to be used at National Championships

Addition Notes for Technical Committee

- Check starters should take into account the age of swimmers, disabilities etc
- A check starting board showing the Event and Heat currently in progress should be clearly visible to competitors around the pool
- Arrange a communication tool for the check starters if necessary

- Arrange the officials uniform

Final Check List for Technical Committee

- Confirm all requirements with pool management
- Run through final rosters of officials and volunteers/assistants
- Briefing of all officials at the pool prior to start of the Meet and daily if necessary

Check list for Equipment Steward

- Stationary and clip boards for meet officials
- Stop watches, starting equipment and back ups
- Communication tools for check starting
- Check starting board
- Lap counters
- Warm up signage
- Current copy of the Rules

Section 8 - Safety Sub-committee

National Championships

- Adhere to the requirements of the National Safety Policy with regard to the National Championships
- Inspect the venues for the pool swim and social events to ensure there are no hazards that may cause an injury
- Inspect the venue regularly for hazards such as slippery floors or damaged mats that may occur during the event
- Ensure that the warm-up/ swim down pool is adequately supervised at all times and lanes marked as per the National Safety policy
- Ensure that Injury Report Forms are available for any incident that is reported

Open Water Swim (OWS)

- Safety is paramount - adhere to the requirements of the National Safety Policy and Guidelines with regard to OWS
- Inspect the venue for the OWS to ensure there are no hazards that may cause injury, satisfactory water quality etc.
- Ensure the water temperature meets the acceptable limit
- Ensure weather and waterways conditions are satisfactory / safe to swim

- Ensure that injury Report Forms are available for any incident that is reported

Appendix A - Duties of Key Officials (see also SW2)

Meet Director

- Supervise all organisation aspects of preparation for the meet, its conduct and follow-up
- Ensure that decisions of the controlling body that do not come within the jurisdiction of the Referee are implemented i.e. ensuring that the conditions of the sanction to conduct the meet have been met
- Uphold the provisions of the National Safety Policy

Before the Meet

- Ensure suitably qualified personnel in sufficient numbers are selected for the various roles under the control of the Meet Director
- Ensure adequate facilities are provided for officials and competitors
- Assist in the set-up of the venue immediately prior to the meet

During the Meet

- Ensure the meet runs smoothly
- Be the initial contact person and liaison person for all protests associated with referee decisions (GR 6.15.2)
- Where official protests are received and they cannot be easily resolved, convene a meeting of the Board of Appeal (GR11.25, GR11.26). The outcome from that meeting is to be relayed to the competitor by the meet Director
- Maintain close liaison with all official personnel
- Approve any public announcements that may affect the meet
- Be available at all times (or appoint a qualified person while not on duty)

After the meet

- Ensure the area and equipment used is left in a clean and tidy condition
- Ensure all post meet processing is completed in a timely manner
- Ensure a written report is submitted to the Chairperson of the Organising Committee on the activities of the Meet Director

Referee

The Referee has overriding control of the conduct of the competition during the meet (SW2.1M)

Before the Meet

- In conjunction with the Convenor of the Technical Subcommittee, appoint a suitable number of Technical Officials

- Liaise with the Meet Director to ensure suitable access is available to referee the meet safely and efficiently
- Liaise with the Convenor of the Technical Sub Committee prior to the first day of the meet to ensure all necessary equipment is available

During the Meet

- Run daily briefing sessions for the Technical Officials team
- Where a formal protest is lodged the Referee must be consulted by the Board of Appeal. Where the protest is directly related to a competition swim the Referees decision is final. Should there be an Appeal, it is strongly recommended to have an official HSOC representative attend in an independent 'Observer' capacity at any meetings with Club representatives, competitors, coaches etc.

After the Meet

- Submit a written report to the Convenor of the Technical Sub-Committee on the activities of the Technical Officials team

Chief Recorder

Before the Meet

- Ensure all original entry information is available for ready reference
- Have on hand the latest listing of , National and World Records
- Ensure the area allocated for recording of data during the meet is suitable and secure

During the Meet

- Record the individual results for each event in a timely manner
- Responsible for the production and display on a results board (electronically if possible) of all swim results. The display of results shall include
 - A posting of results marked PRELIMINARY (include the time posted)
 - Inform announcer the results have been posted
 - Any protest or query on the results is to be made within 30 minutes of posting
 - Results to be marked as FINAL after the 30 minute time period and all protests or queries are resolved
 - Upload daily results to the portal
- In conjunction with the Meet Director, amend entries where necessary to ensure competitors' times are recorded as accurately as possible. Any changes that affect competitors' times and their placing in an event are to be made with the prior approval of the Meet Director
- Allocate a time for changes to relay teams which have been submitted with entries
- Maintain a back up copy of electronic data at all times

After the Meet

- Ensure a copy of all electronic data is secure and submitted to the National recorder
- Ensure a written report is submitted to the Convenor of the Program Sub Committee

APPENDIX B - NATIONAL CHAMPIONSHIPS PROGRAMS AND CRITERIA

Recommended optional programs for the National Championships

50m Programs

Option 1				Option 2			
Day 1	Day 2	Day 3	Day 4	Day 1	Day 2	Day 3	Day 4
200m fly	400IM	100m back	200m IM	800m free	400m IM	400m free	100m fly
50m breast	100m free	50m fly	50m free	Womens medley	100m free	Womens free	200m IM
Mixed free	200m back	400m free	100m breast	Mens medley	Mixed free	Mens free	Mixed medley
50 back	100m fly	200m breast	200m free	200m breast	200m back	100m breast	50m breast
800 free	Mixed medley	Womens medley	Womens free	100m back	50m free	200m fly	200m free
		Mens medley	Mens free	50m fly		50m back	
Option 3				Option 4			
Day 1	Day 2	Day 3	Day 4	Day 1	Day 2	Day 3	Day 4
50m back	100m fly	200m breast	800m free	400m fly	400m IM	800m free	200m IM
100m free	50m breast	50m free	100m breast	50m back	50m fly	50m breast	50m free
200m fly	200m free	400m IM	50m fly	100m free	100m breast	100m fly	100m back
Mixed free	200m IM	100m back	200m back	200m fly	200m free	200m back	200m breast
400m free	Womens medley	Womens free	Mixed medley	Womens medley	Mixed medley	Mixed free	Womens free
	Mens medley	Mens free		Mens medley			Mens free

25m Short Course Program

Day 1	Day 2	Day 3	Day 4
100m backstroke	200m free	50m backstroke	100m fly
25m fly	400m IM	100m breast	200m backstroke
400m free	25m free	Mixed freestyle	25m breast
25m backstroke	50m breast	800m freestyle	100m freestyle
200m breast	50m fly	100 IM	200m IM
50m free	Womens freestyle	200m fly	Womens medley
Mixed medley	Mens freestyle		Mens medley

The following criteria should be used as a guide when developing the National Championships Meet Program. Hosts propose to the NBM the order of days (program length recommended four days) and the order of events on each day.

- The same program format for consecutive National Championships may be recommended by the hosts.
- 800m freestyle, 400m freestyle, 400m IM and 200m IM should be on different days.
- 400m IM, 100m butterfly and 200m butterfly should be on different days.
- Where possible, avoid back-to-back form strokes of 200m distances.
- Have 50m, 100m and 200m of different strokes every day - do not offer the same stroke twice per day except freestyle.
- Competition form strokes should not be permitted in events listed as 400m and 800m freestyle.
- If possible, 400m and 800m events should have one swimmer per lane.
- Relays can sit anywhere on the daily program.
- A separate day can be allocated for relays.
- Hosts have the option of doubling up relays for long days

APPENDIX C - SAMPLE BUDGET (MSA to provide the HSOC a soft copy Excel template)

APPENDIX C - SAMPLE BUDGET

(Note: Excel file complete with formulas is available electronically from the National Office.)

Number of Entries	<#>	300	350	400	425	450	500
OPERATING INCOME							
Individual Entries @ \$							
Relay Entries @ \$							
Presentation Function @ \$							
Total Operating Income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OPERATING EXPENDITURE							
National MC Expenses							
PR & Advertising							
Pool Hire \$ x hours							
Trophies/Medals							
Radios/Mobile Phones							
Printing: flyer, program, results							
Postage							
Stationery							
Committee Expenses							
Medical Costs							
x Officials x days							
Officials' Refreshments							
Complimentary Refreshments							
Officials Shirts							
Presentation Function							
Gifts							
Total Operating Expenditure	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OPERATING SURPLUS/(DEFICIT)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sponsorship - Cash							
Sponsorship - In Kind							
Sponsorship - Gifts							
Grants							
Total Sponsorship	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sponsorship Servicing Costs							
TOTAL SURPLUS/(DEFICIT)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

APPENDIX D - NATIONAL TROPHY POLICY

Any proposal for a National Trophy, i.e., one that is open for competition to any Club or individual from within the Association, should be submitted first to the Board. If accepted, it should then be put to the States for endorsement. (Note - the proposer of a trophy should be alerted to the time factor involved in gaining such acceptance.)

National trophies may be for a one-off special occasion or perpetual, preferably awarded on an annual basis. Full documentation should support the reason for introducing such a trophy and outline how it is to be awarded, i.e., the selection process. It is desirable that an escape clause is provided so that a perpetual trophy need not be presented each time, e.g., in the event of no suitable candidate being available.

The proposer of a perpetual trophy should specify whether there is to be replica or a commemorative plaque presented to each recipient of the trophy and, if there is to be such a token, it should be specified who is to provide it.

Only under exceptional circumstances should a trophy perpetuate an individual's name. A previous Life Member, subsequently deceased, who continued to contribute significantly after the Life Membership acknowledgment was made, is an example of the kind of person whose name could be given consideration for perpetuation.

Large corporate sponsorships should be given favourable consideration for the Corporation being named on the trophy. Such sponsorship will, of course, be significantly greater than the value of the trophy.

The purpose of proposing a National Trophy should be clearly defined and be to satisfy a need. An offer by a sponsor or an individual of money for a trophy is not reason enough to introduce a new trophy. The financial support should be a very minor consideration in determining whether to institute a new trophy.

Movement of Perpetual Trophies

- All Perpetual Trophies are stored by the NO.
- Mementos are presented to the winners of all Perpetual Trophies and may be retained by them.
- The Host State is responsible for providing the mementos. The GM will advise the Host State regarding the inscriptions that are required on the mementos.

APPENDIX E - PROTOCOL – SPONSORS AND VIPS

This Appendix outlines the protocol when dealing with Sponsors, VIPs, MSA Life Members and other guests.

Major Sponsors

- Personally invite, in writing, a sponsor's representative (from the GM if a National sponsor, or from the State if a State or Championship sponsor) to the Opening Ceremony and Presentation Function.
- Entry tickets to the Presentation Function for National sponsors are to be paid for by the National Office; State sponsors are to be paid for by the State Committee; National Championships major sponsors are to be included in the National Championships budget.

Minor Sponsors

- Personally invite, in writing, minor sponsor's representative to the Opening Ceremony (providing sponsorship is considered significant enough)

Sports ministers, other politicians, guests

- Personally invite, in writing, to the Opening Ceremony.
- If appropriate, this group could also be invited to the Presentation Function or to the Presentation Function only.

Opening Ceremony

A list of tasks required for the opening ceremony includes:

- National President to provide a welcome address
- Pool admission for all VIPs
- Car park arrangements
- Seating/official area
- Host to meet and greet these guests
- Serve refreshments
- Run sheet with names and titles of all guests provided to the MC
- Recognition of support
- Other items to consider include: national anthem, welcome or acknowledgement to country, performances or other entertainment – from a protocol perspective, it is important to recognise this is an MSA / National Championships status event and if necessary, the State Host should consult relevant State based protocol experts on appropriate applications in this context.

Suggested program of speeches

- Introduction of proceedings by MC and introduction of all official party

- Introduction of National President to welcome Life Members and swimmers
- Introduction of Minister for Sport or such to officially open the meet
- Introduction of State President to wind up ceremony
- Conclusion

Presentation Function

The presentation function requires a consistent structure. Items to consider include:

- Organise complimentary tickets for major sponsors and VIPs accepting invitation—tickets to be budgeted for.
- If possible, organise VIP parking at venue.
- Introduction by Master of Ceremonies at appropriate time with recognition of VIP/sponsors' contribution and products.
- VIPs could also be involved in the presentation process if appropriate.
- Main VIP/major sponsor to be given the opportunity to speak —set limit at two minutes.

Life Members of Masters Swimming Australia

- Personal invitations are sent by the NO for Life Members to attend Annual General Meeting, Opening Ceremony and National Championships—fares and accommodation etc are at the person's own expense.
- Free pool entry for Life Members on all days of the meet.
- Introduction of those Life Members present at Opening Ceremony.
- Introduction by the National President of any new Life Members with précis of their contribution to the Association and presentation of award plaque.
- Possible presentation of awards by Life Members if appropriate

APPENDIX F - SPONSORSHIP AGREEMENT

States are encouraged to seek legal advice on any sponsorship agreement prior to it being signed. An agreement in law is a contract, and can be oral, but it is strongly recommended that all contracts be in writing.

For a contract to be legal, it must comply with the following:

- There must be two or more parties to a contract. Contracts should not be made between individuals, but between legal entities. The contract should be drawn up to reflect that is an agreement between, e.g., Masters Swimming [insert State] Inc. and Joe Blow Pty Ltd.
- There must be an offer and an acceptance, preferably formalised. The contract must state what both parties are offering (services, goods, cash, VIK, naming rights, race sponsor etc) and that both parties accept the respective offers.
- There must be a consideration. The consideration must be specified. For example, if Joe Blow Pty. Ltd. is paying \$10,000.00 for naming rights for an event that must be specified. If Jane Doe Pty. Ltd. is offering free accommodation for three people for two nights at Jane Doe Hotel, then that must be specified.
- There must be an intention for the parties to be legally bound by the terms of the contract. Although this can be determined by the circumstances of a contract, ensure a short statement that the parties agree to be legally bound has been included in the draft.
- The terms of the contract must be legal. The law cannot enforce an agreement if one of the terms is illegal, and it becomes void.
- The signatories of the contract must be legally authorised to sign it.
- The person signing the contract must be legally empowered to sign on behalf of their organisation, must not be a minor, nor must not be in any way incapacitated. The common law in this respect has been altered in certain respects by laws that relate to particular types of contracts in each State or Territory.
- If one of the above conditions is not met, then the contract is void. There are other important clauses that contracts should also contain (although their omission does not make the contract void). Where the name "Association" is used, that would be replaced by the legal name of the Host State.
- MSA can provide a sample contract template if required

APPENDIX G - TIME LINE OF ACTION & APPROVALS REQUIRED PRIOR TO CHAMPIONSHIPS ACTION

PRIOR TO CHAMPIONSHIPS	ACTION
2 years	Appoint the meet committee
20 months (or earlier if appropriate)	Firstly, seek approval from MSA on the dates. Book the pool/s and ensure that it has a current survey certificate. If OWS is to be included, confirm the location. Draft budget and draft program of events to be with GM for inclusion in Board papers.
18 months	Draft budget to the Board for approval
18 months	Draft program of events to the Board for approval
18 months	Host State to sign contract with NO
13 months	Promotional leaflet and/or online artwork approved by the Board. Please ensure to include the National Sponsor/s brand mark/s too all marketing collaterals.
12 months	Promotional leaflet distributed / published online at prior National Championships
6 months	Information in Program of Events / draft to NO for review then the Board for approval. Website to be complete
4 –6 months	Advise clubs of entry process via National Website and social media
AFTER CHAMPIONSHIPS	
Within 60 days	Report and Financial Statement submitted to GM
Within 12 months	Financial Statement audited with Host State financial records to the NO
OTHER ITEMS	
Within 21 days of each Organising Committee meeting	Copies of minutes to the GM ,,
Areas for approval	Venue, dates, functions, all artwork (hard or soft copy), collaterals, promotional flyers, leaflets and Newsletters produced, design of caps, event sponsorships, swim meet

	software, merchandise including the product line, design and supplier, medal and other awards, use of the Association logo, Program of Events, Budget and subsequent alterations to Budget, design and contained information in Programs, protocol, and any other items stated in the Swim Meet Guide and all other designated items requested by the Board (Note GR 9.4 and GR 10.1.3). Please contact the NO for any clarifications or queries.
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