

Minutes of the Council of Clubs Meeting for Masters Swimming Western Australia Inc held at the Royal Lifesaving Society WA, McGillvray Road, Mount Claremont on Wednesday 29th May 2019

I. INTRODUCTION

The meeting opened at 6.30pm. President Fiona Wilkins welcomed everyone and thanked all for their time in attending the meeting.

I.1 Accreditation of Delegates

President	Fiona Wilkins
Director - Pool Competition	Richard Hughes
Executive Officer	Sophie Row

Club	Delegate	Delegate	
Beatty Park	Marshall Flower	By teleconference	
Busselton	Darryl Kelly		
Bunbury	Julie O'Connor		
Belmont	Andrea Chase		
Bold Park	Ian Robertson		
Claremont	Graham Croft		
Cockburn	Christine Hall		
Fremantle	Paul Clifton		David Tydeman
Geraldton	Stephen Smith		
Inglewood	Jo Stoddart		
Mandurah	Des Seery		
Melville	Pam Walker		
Riverton	Graeme Pow		
Stadium	Peter Lyster		
Superfins	Rob Beckett		
Swan Hills	Annette Hill		
Westcoast	Mike Kerman		

Apologies:

Board, State Officers; Lynne Duncan, Lizzie O'Brien, Dr Ian Dunican, Adam Pring, Andy Muller

Life Members: Ron Gray

Members:

Clubs: Armadale

1.2 Presentations

1.2.1 FW that following the presentation function at the LiveLighter MSWA State Championships on Sunday, winners of certain awards had been incorrectly calculated. New award winners are as follows:

- Vorgee Male Swimmer of the Meet – Graham Croft, Claremont
- Vorgee Female of the Meet – Helen Bird, Beatty Park
- Handicap Award – Mandurah Masters

Congratulations were given to all winners.

1.3 Confirmation of Minutes from 20th February 2019 Meeting:

Moved by Julie O'Connor, Bunbury, Seconded by Paul Clifton (Fremantle)
Accepted

1.4 Business Arising from 20th February 2019 Minutes:

1.4.1 SR advised that following discussions with MSA General Manager, Noeleen Dix, in relation to the payment of the excess for insurance claims, that Noeleen had stated that while it is not MSA policy, the excess from previous claims had been paid by MSA.

1.5 Executive Officer and Board Updates:

1.5.1 Update to Membership Subscription Categories

Following updates at MSA, a new 6-month membership category has been introduced. As a result of this new category, the following Membership Categories will commence as of 1st July 2019.

- 6 months from 1st July will be 75% of MSWA 12 month being \$28.50 (only second half of the year and first year you join).
- 16 month membership fee to be determined at next meeting in conjunction with 2020 fees.
- There will be a 12 month membership increase from 1/1/2020 to be determined at the next meeting.
- The four month membership formerly commencing from 1st September, will no longer be used.

Clubs should review their club component for the new 6 month membership category.

1.5.2 Kerensa Allason Bequest Update

The Youth Advisory Panel discussed the concept of a Kerensa Allason event at Beatty Park to attract younger members. The event should be short, fun and entertaining with proceeds going to an appropriate charity relevant to Kerensa. It will also be open to the general public and used as a marketing tool to attract new members. The event will be held in October 2019. More information will be provided as planning occurs.

1.5.3 Inaugural Annual Conference 17th August 2019.

All clubs are strongly encouraged to send at least 2 delegates to the Club Conference. The day is intended to provide clubs with speakers, presentations and information to assist in effectively running their clubs. The details and draft agenda are as follows:

- Will be held all day on Saturday 17th August at DLGSCI
- Will be FREE to clubs
- Clubs should have 2-3 attendees
- ALL Clubs should be represented
- Agenda will include the following:
 - Keynote Speaker — speaker to be identified
 - Characteristics of a successful club – Sophie Row
 - Club marketing & promotion – ways to attract and retain membership
 - Financial Sustainability – programming/events/sponsorship/grants/fundraising
 - How to attract and retain volunteers – speaker from VWA?
 - Bold & Beautiful Swim tracking App?
 - Plenary Sessions
 - Club Captains – review of 2020 pool competition calendar/new events
 - Technical Officials workshop (if desired)
 - WOW Swims – planning for 2019/20

1.5.4 Pool Competition Committee Update

RH advised provided an update following the Pool Competition Committee meeting

- The committee are currently reviewing the pool competition format and restructuring the pool meet calendar, looking at shorter events, different venues formats to attract more swimmers including a younger demographic.
- Clubs will be asked to nominate their preferred meet and date before end of June and then reviewed and discussed at the Plenary Session on 17th August.
- MSWA State Champs will be short course and held in Mandurah in 2020 on 4-5th April prior to the Nationals to be held in Sydney on 15-18 April 2020.
- RH advised that the committee are currently investigating the use of direct swimmer registration for all future pool meets. STG is the likely program to be used. RH advised that there will be fees associated with a new registration process, which may require clubs to increase their entry fees to cover costs. More information will be forthcoming with the aim of providing training or more information at the Club

Conference in August. This information was received very enthusiastically by all attending.

- RH noted that venue costs are increasing and that clubs must seek to host events that are cost neutral or make a slight profit, which may require increases in fees. RH advised that pool meet entry costs in the eastern states are more expensive than in WA.
- Busselton Masters advised they had two teenagers compete at the State Championships on the weekend, which is very encouraging.

1.5.5 Coach Recommendation for Clubs

Clubs were reminded that having accredited club coaches is a significant member benefit and is used to 'sell' membership. To that end, while it is acknowledged that many clubs use unqualified coaches, clubs are encouraged to have coaches that are currently accredited. The MSWA Board have made the following recommendation to clubs in regards to managing their club coaches:

“It would be beneficial for your club to have a register of qualified coaches that is available for members and a coaching roster available for members to see”.

1.5.6 WOW Swim Update

- Overall the season was a great success with swimmer numbers up 32% on the previous summer season and every swim having record numbers of swimmers register.
- A season debrief workshop was held with all host clubs to review the season 2018-19 and plan for 2019-20. A very positive session was conducted with plenty of feedback.
- WOW Swims Calendar has been updated online and released via newsletter. Strong first mover advantage.
- An MOU will be developed for host clubs to put in place a stronger governance and operating framework around the way the WOW Swim series is managed for the benefit of both the clubs and MSWA.

1.5.7 Coaching Committee Update

We are still short a couple of coaches to come onto the committee. If clubs have coaches who may be interested in joining the Coaching Committee, please advise SR.

Currently the following clinics are planned

- Club Coach Workshop 9th June

- Physio injury prevention and conditioning clinic 23rd June
- Regional clinic in Bunbury on 22-23rd July

The calendar items for the second half of the year will be reviewed and updated.

SR reminded clubs that Club Coach Accreditation lasts for 4 years. A grace period of one year is allowed for reaccreditation but once reaccredited, coaches are renewed for a further four years from the expiry date. Coaches whose accreditation has been expired for over two years must have their accreditation reviewed by the National Coaching Committee. FW reminded clubs that CPR is required to be updated annually.

1.5.8 Youth Advisory Panel Update

- Panel members include Rowena Burch, Lucy Morrison, Siobhan Wilkins with Sophie Row Chair. Hannah Girling (Rockingham) has now agreed to join the panel and will provide valuable insight into social media.
- An initial meeting has been held. Meeting Notes are in the addendum at the end of these Minutes.

1.5.9 Splash Events

SR advised of the collaboration between the other aquatic sporting bodies, known as the ASSG (Aquatic Sports Steering Group) made up of MSWA, SWA, Diving WA, Synchro WA, Waterpolo WA, RLSSWA plus two additional informal participants, AUSTSWIM and Triathlon WA.

The group is working together on two levels:

- Strategic and advocacy for aquatic sports, in particular around venue hire negotiation and future facility planning.
- Operational, with collaborative promotional events in the regions to promote all aquatic sports together. Two events are in the calendar for 2019 being:
 - Goldfields Splash event in Kalgoorlie 6th July 2019 with Siobhan and Fiona Wilkins attending
 - Great Southern Splash event in Kalgoorlie on 24th August.

2. ITEMS OF GENERAL BUSINESS

2.1 State Champs Announcing

Graeme Pow (Riverton) discussed that at the recent State Champs, the announcers were regularly using the words 'race' and 'racing' during the competition. He believed it had previously been agreed that this terminology made the meet too competitive and not inclusive and that terms such as 'meet' and 'event' were more

appropriate and inclusive. Discussion around the delegates suggested that this 'race' and 'racing' were appropriate in a State Championship environment and it was generally accepted that swimmers would be comfortable with their use.

2.2 Club Contacts Online

Peter Lyster expressed disappointment that the Club Contacts are not now downloadable from the website. SR advised there are various reasons for not including this information including:

- Data protection (removes the ability for information to be easily downloadable from outside and undesirable sources)
- IP belongs to MSWA
- Previously MSWA was often excluded from the communication loop between clubs
- MSWA office role is to act as the communication conduit
- It is not common or usual practise in the industry including the other Masters Swimming branches
- The data is often outdated or incorrect because clubs don't always advise of updates as they occur

2.3 Clubs are reminded that they should complete the online Jotform to update their committee details. JO advised that the current form does not send a copy of what has been submitted to the person submitting. SR to review and update to allow this functionality.

2.4 FW advised that SR and FW had met with the President and CEO of SWA to renew the MOU between the parties. The MSWA Board has now reviewed the updated MOU and will be forwarding to the SWA Board for their perusal.

Next Meeting: Inaugural Annual Club Conference
Date: Saturday 17th August 2019
Time: 8.30am – 4.30pm
Venue: DLGSC Office, Vincent Street, Leederville

Council of Clubs Meeting:
Date: Wednesday, 4th September 2019
Time: 6.30pm
Venue: TBA

Meeting closed at 7.48 pm

These minutes are confirmed as a true record of the meeting held on Wednesday 29th May 2019.

Signed:

Date: ___/___/2019

Fiona Wilkins – President

Addendum

Youth Advisory Panel Meeting Notes

The following key messages were discussed and noted to attract a younger demographic

1. **Communication**

The best way to engage with U35s is through the use of the following communication tools:

- Text messages – eg. “new course coming up, check your email for more details”
- Instagram
- Use of ‘stories’ is increasingly popular
- Video if less than 10 seconds
- Swipe up and link to a ‘course’, ‘registration’, etc etc
- Polling
- Email if the member/swimmer is already interested

2. **Pool Competitions**

To engage U35s in pool competitions, they need to be more interesting and engaging – quick and snappy with a social element

- To encourage subscribers to any of the Vorgee programmes, using an app or fitness device to log kilometers would be appealing and more likely to engage younger people.
- Open water swims should also be able to be included in any log of swimming mileage
- Million meters would be interesting to those that could log meters in an app
- Using technology as much as possible to engage this demographic

3. **Coaching**

To promote U35s to coaching, the following should be used to promote:

- Good to put on CV
- Course delivery and content is much improved, interesting and relevant
- Potential for coaches to supplement their income through taking their coaching outside of Masters

4. **Technical Officials**

To promote U35s to officiate, the following should be used to promote:

- Good to put on CV
- ‘Leadership’ opportunity
- An appealing uniform
- Delivery of course content should be combined with a meet
- Endurance meets are useful for Inspector of Turns & Judge of Stroke because there is more time to observe
- Offering mentorship through ‘pairing’ opportunities with trainee and experienced official

- Use open water as an introduction to officiating as it is likely to be more appealing than pool competitions
- Use open water swim clinics as an opportunity to train officials
- Ability to be on the water at open water swims would be appealing
- Potential for additional income stream through officiating school carnivals

5. **Generating Members**

The most effective ways to generate new members in this demographic include the following:

- Word of mouth – friendship groups
- Social activities
- Group social activities for similar age groups
- Pool meet with social activities

6. **Kerensa Allason**

Following on from the discussion above regarding offering an engaging, short, snappy pool competition with strong social component, the suggestion was made that it could be funded through the Kerensa Allason Bequest. Initial thoughts for this concept include the following:

- Funded by bequest
- Hosted at Beatty Park
- Open to the public but promoted heavily specifically targeting the younger demographic including 17 & 18 year olds (ex-swimmers)
- Must supply food
- Entry fees go towards a charity – perhaps supporting bowel cancer?
- Opportunity to promote Masters Swimming
- 50m meet
- Mystery medley
- Legends relay
- Qantas Skins concept
- Teams picked randomly?
- Kerensa Awards – not for fastest but novelty or sportsmanship type award
- Special on the day if you sign up to a Masters club
- Coincide with Swim into Spring campaign