



Masters Swimming WA

Minutes

Council of Clubs Meeting

Sunday 1st of December 2024 at 2:30

1. Introduction

1.1 Accreditation of delegates/apologies

Board

President	Siobhan Tyndall
Director of Technical	Lynne Duncan
Director of Finance	Stephen Fidge
Director	Fiona Wilkins
Director	Jay Prchal
Executive Officer	Rhys King

State Officers

Pool Officials Coordinator	Pamela Walter
State Recorder	Richard Johnson

Club

Armadale
Bold Park
Busselton
Claremont
Maida Vale
Melville
Perth City Swim
Rockingham
Somerset
Stadium
Superfins
Westcoast

Delegate

Rowena Burch
Fiona Leatt-Hayter
Richard George
Alison Farmer
Andrea Williams
Rhonda Maloney and Peter Maloney
Perry Molendijk
Richard Gorzkos and Shannon Dunbar
Jeremy Allen and Marjan Stolte
Mark Anderson
Robert Beckett
Jeff Ernst and Wayne Dohman

Apologies:

Richard Hughes - Director Pool Competitions
Domenic Crouch – Inglewood
Kim Tyler – Coach Educator
Heather Whitehead – Beatty Park
Ross Doherty – Mandurah
Emma Smith – Cockburn
Brendan Fawell - Belmont

1.2 Confirmation of Minutes – Council of Clubs Meeting 4th September 2024

Moved: Robert Beckett – Superfins

Seconded: Jeff Ernst – Westcoast

1.3 Business arising from Minutes

NIL

1.4 Board & Committee reports

NIL

2 Items for Discussion

2.1 MSWA funding and future sustainability through DLGSC

The Executive Officer and President outlined current funding risks with DLGSC and Healthway funding (roughly 40% of annual budget) not secured for 2025.

DLGSC:

Expectation is that funding will be received in 2025 however DLGSC has indicated that it will require greater alignment between SWA and MSWA in the future and that funding models will change at some point. MSWA is the only masters branch in Australia receiving funding from the state government with most wanting to only fund the peak body such as SWA in WA.

DLGSC has asked for greater alignment and collaboration with SWA and MSWA as part of funding requirements. MSWA has put in a proposal with DLGSC to employ a consultant to engage stakeholders to assess the feasibility of government requests and greater alignment.

MSWA will update at next CoC/AGM in 2025 but would encourage members to discuss at club level and be ready to participate in surveys and working groups should the proposal be approved and consultant engaged.

Healthway:

Healthway have changed their approach and priority areas regarding funding. Therefore, the message has been that the traditional ABC messaging at MSWA events would not be eligible for future funding as has been the case in previous years.

MSWA have developed a proposal that incorporates mental health promotion and other initiatives to support the ABC messaging aligning with MSWA core business. Informal conversations have been positive however formal notice of funding will not be provided until 2025. MSWA will need to engage in some additional activities, initiatives and messaging to retain funding through the ABC messaging with support needed from clubs to achieve this. One example of this is the Mental Health Champion network.

While MSWA are hopeful around future funding, there is a current risk and some adaption needed to remain funded by DLGSC and Healthway in response to the changing requirements. Therefore, office budgeting and spending has been conservative until funding is secured.

2.2 Endorsement of 2025 Fees

The Executive Officer apologised for any confusion regarding the fee schedule for 2025 Membership as breakdown of fee components (GST and platform fee) on Swim Central was not obvious to all.

Fees are in line with the original figure send out in the Fee schedule earlier in the year. For the state, a base fee of \$49.44 was inputted to Swim Central which then added GST and a 4% platform fee (increased from the previous fee of 3%).

The result for the end user is a \$8.72 increase of National and State fees totalling \$117.93 for 2025 compared to \$109.21 in 2024.

Motion to endorse was moved by: Lynne Duncan

Seconded by: Perry Molendijk

It was noted that non swimming and life membership products are still to be put up by the national office. MSWA will notify clubs once they are available.

Jeremy Allen also questioned whether life member and non-swimming members should count to club numbers when calculating club affiliation fees. This will be considered by the Board.

Jeremy also highlighted that it would be preferred if the CoC could be held prior to the 1st of December when clubs were due to open membership.

2.3 Mental Health Champion Network

The first Mental Health Champion Network meeting was held on Monday the 4th of November with only 4 clubs represented. The EO reiterated that this was an opportunity to support club members but also an important strategic initiative to maintain Healthway funding. Clubs were asked to promote future meetings to club members with the understanding that the role does not require any expertise or obligations. Clubs will be able to opt into initiatives such as the Swim for Life virtual swim or morning teas with a mental health message such as RUOK day.

2.4 Technical Official update

Lynne Duncan outlined the dire need for additional Technical Officials (TO) with only 18 currently in the MSWA community. The TO's are vital to our pool meet and open water events and without a new TO's we will not be able to allow clubs to host as many events.

Clubs were therefore asked to promote the TO pathway to members (especially those that may be looking for a different way to participate in events). More information is available via: mswa.asn.au/technical/

It was noted that without clubs providing TO's soon, MSWA may be forced to implement a requirement of clubs to provide a number of TO's as part of affiliation or to be eligible to host a swim meet. The EO noted that It would be preferable however if clubs were able to encourage more TO's without the need for policy or sanctioning.

2.5 Communications and Events update

The new Communications and Events Officer – Lisa Comito was introduced to the council and provided an update of her requirements for clubs wanting marketing support.

The EO reminded the group that Lisa works part time (20hrs a week) so we need to be conscious of efficiency and her workload. Previous issues have occurred for the office when there have been

multiple changes required on the website or social posts. Lisa also has a planned socials calendar with multiple priorities to promote on top of club events such as sponsor requirements or MSWA initiatives so prior notice is important.

Lisa will develop content as per marketing best practise using her expertise however if clubs want specific content, please send that through once it has been thoroughly proofread. We would like to avoid the back and forward just from a time perspective.

Pool Events Calendar and WOW Series will receive 1-2 posts depending on the notice she is given and if content is provided or not.

The Office would love to promote club activities so if you have an event or initiative that you can share the office will attempt to fit into the social media calendar where possible and where aligning with MSWA priorities.

As directed by Masters Swimming Australia, we must follow their official branding guidelines. Moving forward, you will notice that social media posts will become more uniform and branded according to these standards.

Lisa asked that all Masters Swimming WA pool and open water events listed on our website include the Masters Swimming logo on event materials. This is a small but important request to ensure we are meeting the requirements set by Masters Swimming Australia.

The website will be an ongoing project with significant work needed in the back end and limited time to work on it.

2.6 Correspondence Carnival

MSWA are seeking an expression of interest from metro clubs that may want to participate in a correspondence carnival alongside some country clubs. If your club is interested in the opportunity, please contact the office to discuss further.

2 Items for Information

3.1 Office update

Carine Masters update

Unfortunately, Carine Masters has had to notify MSWA that they will not be reaffiliating in 2025 due to membership numbers, coach availability and financial constraints.

Affiliation process

Affiliation has had to be added to Swim Central as a MSA requirement. Affiliation will need to be purchased before clubs are able to set up membership products. Affiliation has been set at \$0 by MSWA on SC but will still need to be purchased. Affiliation fees will be invoiced to clubs in January as done in previous years and as per the fee schedule sent out earlier in the year.

Board Positions 2025

Reminder that 3 board positions will be available at the March AGM.

2025 award nominations

Nominations for the 2024 season will be sent out soon to be returned in the new year.

Newsletter

MSWA will be moving to quarterly newsletters in the new year.

3 Items of General Business

NIL

Meeting Closed at 4:00pm

4 Next Meeting

The next Council of Clubs: 2025 AGM - March