

# Memorandum

**To:** All Club Committees and Regional Coordinators

**Cc:** Darren Beazley (Chief Executive Officer), Carolyn Morrison (General Manager Performance and People)

**From:** Tiffany Ferguson-Blight (Development Officer)

**Subject:** Presidents' Forum Outcomes

**Date:** 5 September 2019

Good afternoon,

Please see below the notes and outcomes from the Presidents' Forum held on 28 August 2019.

<b>1.</b>	<b>Welcome</b>	<b>L. Van Aardt</b>								
	The meeting was opened at 5:55pm.									
<b>2.</b>	<b>Membership Growth Opportunities</b>	<b>D. Beazley</b>								
	<table border="0"> <tr> <td>2016/17 Total SWA Members</td> <td style="text-align: right;">12,239</td> </tr> <tr> <td>2017/18 Total SWA Members</td> <td style="text-align: right;">12,087</td> </tr> <tr> <td><u>2018/19 Total SWA Members</u></td> <td style="text-align: right;"><u>12,795</u></td> </tr> <tr> <td>6.15% growth</td> <td style="text-align: right;">743</td> </tr> </table> <p><u>Where did the growth come from:</u></p> <ul style="list-style-type: none"> <li>• Coaches – Increase of 47 Members</li> <li>• Technical Officials – Increase of 37 Members</li> <li>• OWS Series</li> <li>• <i>WestSwim</i> - 5 new Members for Peel Aquatic Swimming Club</li> </ul> <p><u>Which are our challenging categories:</u></p> <ul style="list-style-type: none"> <li>• Annual – down 38 Members on 2017/18</li> <li>• Annual Seasonal – down 55 Members on 2017/18</li> <li>• Junior Dolphins – down 128 Members on 2017/18</li> <li>• Annual Discount – down 37 Members on 2017/18</li> </ul> <p><u>Changes to Membership categories in 2019/20:</u></p> <ul style="list-style-type: none"> <li>• Junior Dolphins – 5 to 8 year olds with tiered participation and pricing dependant on age</li> <li>• General Membership – a recruitment tool for new Members</li> <li>• Family Discounts – 3<sup>rd</sup> to 6<sup>th</sup> child tiered discounts</li> </ul> <p><u>SWA Policy - eight year olds' access to competition</u>            Concern at a national level regarding the significant decline of swimmers as they</p>	2016/17 Total SWA Members	12,239	2017/18 Total SWA Members	12,087	<u>2018/19 Total SWA Members</u>	<u>12,795</u>	6.15% growth	743	
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	<p>reach their teenage years nationally. SAL has referred to research indicating 'burn out' is all too common right across all Australian Clubs. Getting children involved in full competition from seven and eight years of age, applies significant physical and mental stress to our youngsters at an impressionable age. The result, swimmers exit the sport usually before the age of 12.</p> <p>SWA has advocated that eight year olds be able to compete in Club and Inter Club Nights and participation Carnivals, but not at State Championships. Following ongoing concerns from Presidents at the Forum the CEO advised the group that the Board will revisit the issue at the September Board Meeting. A report on this discussion will follow.</p> <p><u>Swim Central:</u> Joint decision with Swimming Australia to remain with MySwimResults for another year and transition to Swim Central in April 2020.</p>	
<p><b>3.</b></p>	<p><b>One Sport Model</b></p> <p>Sport Australia has now confirmed that swimming is intended to be the next sport to progress to a one management model in 2020.</p> <p>Mr Beazley sought the input of Presidents in attendance in regards to their position on this matter. Feedback included:</p> <ul style="list-style-type: none"> <li>• Concerns that the time difference would result in swimming in WA becoming more isolated and operationally more difficult;</li> <li>• Concerns that money from State sponsors would no longer be available, resulting in a smaller pool of funds nationally; and</li> <li>• Concerns that resources would not be shared fairly amongst the states with an east-coast-centric management.</li> </ul>	<p><b>D. Beazley</b></p>
<p><b>4.</b></p>	<p><b>Metropolitan Zone and Competition Report</b></p> <p><u>North:</u> Mrs G. Powers delivered a report on the progress of the North Zone. Notable dates in their calendar are:</p> <ul style="list-style-type: none"> <li>• 19 October – Zone Qualifying Meet</li> <li>• 8 March – North Zone Championships</li> </ul> <p><u>Central:</u> Mr T. Verran delivered a report on the progress of the Central Zone. Notable dates in their calendar are:</p> <ul style="list-style-type: none"> <li>• 20 October – Zone Qualifying Meet</li> <li>• TBC – Central Zone Championships</li> </ul> <p><u>South:</u> Mrs D. Doody delivered a report on the progress of the South Zone. Notable dates in their calendar are:</p> <ul style="list-style-type: none"> <li>• 19 October – Zone Qualifying Meet</li> <li>• 10 November – South Zone Championships</li> </ul>	<p><b>C. Morrison</b></p>
<p><b>5.</b></p>	<p><b>2019/20 Development Programme Changes</b></p> <p><u>Junior Dolphins:</u> This programme is now a State-run initiative. Notably, the branding is being used for Junior Dolphin Carnivals, Squads and Membership.</p> <p>The Carnivals are one hour in length and involve games-based learning in a safe, social and non-competitive environment. Coaches, instructors and volunteers can undertake a Junior Dolphin Training Course to equip themselves with the</p>	<p><b>T. Ferguson-Blight</b></p>

knowledge and experience needed to run the Carnivals.

The Squads are entry-level squad programmes run by Swimming WA Clubs. Guidelines as to the expectations of squads utilising the Junior Dolphins branding will be released in due course.

See the website and notes above regarding Junior Dolphin Memberships.

SunSmart Splash & Dash:

This programme will remain fundamentally the same to previous years. Notable changes include changes to entry prices (including the introduction of a separate Public price) and the option to integrate the Splash & Dash events into an existing Meet.

A case study on the integration of Splash & Dash events into an existing Meet was given by Mr Hill of UWA-West Coast whose Club successfully trialed this at their recent Short Course Challenge. This option will be introduced in the coming season on a limited basis, and if a Club is interested they should speak directly with the Development Officer, Tiffany Ferguson-Blight, regarding their particular Meet and requirements.

Heatleys Multi Class Come and Try:

This event will run predominantly the same as previous years, fostering a relaxed and welcoming environment for new Multi Class swimmers to enter the sport. The notable change is the addition of a naming rights sponsor in 2019/20. Clubs wishing to be represented at the event should speak directly with the Development Officer, Tiffany Ferguson-Blight.

Westpac Summer League:

The Westpac Summer League has undergone a significant number of changes ahead of the 2019/20 season. In 2020 there will be four rounds held in each of the three Zone leagues. Clubs participating at this time include:

- Newman Churchlands Swimming Club (North)
- Breakers WA Swim Club (North)
- Tuart Hill Swimming Club (North)
- Rockingham Swimming Club (South)
- Thornlie and Districts Swimming Club (South)
- Riverside Swimming Club (South)

In addition, the Central Zone will be hosting a Westpac Central Zone Summer League, with five Clubs implementing some amended rules as approved by Swimming WA.

Significant changes for the 2020 Westpac Summer League include:

- Launch Party on 6 December 2019 at Yagan Square
- Special celebrity appearances
- Merchandise
- Dolphin Timing Assistant
- Events Officer for event day support
- Other hired entertainment (eg. giant board games, balloon twisters, etc.)
- Official times
- Giveaways

Pricing for entries will be \$20 flat rate for SWA Members, and \$25 for public in "Bring a Friend" rounds. Each entrant is entitled to up to four individual swims and two relays. SWA will retain \$5.00 of each entry as an administration fee.

6.	Upcoming Events	G. Powers
6.1	<p><u>Asia-Pac Super Splash</u> Asia-Pac Super Splash will be held on 14 – 15 December 2019, with the participating teams in Australia from 13 – 18 December. Clubs are encouraged to discuss targeting this Meet with their coaching staff. It was noted that the decision to place this the weekend before SunSmart WA State Age Swimming Championships was an intentional one, as the aim is to target Tier 2 swimmers who are not competing at the State Championships.</p>	
6.2	<p><u>Launch of 2019/20 Membership Season</u> Membership will open on 2 September 2019.</p>	
6.3	<p><u>Life Membership Nominations</u> Life Membership Nominations are now open. Clubs should consider any individuals in their swimming community who may be eligible and appropriate for Life Membership, and submit any applications by 5.00pm Friday, 13 September 2019.</p>	
6.4	<p><u>Development Course Calendar</u> Swimming WA has received a number of enquiries about courses being run by the Development Department, including Technical Official Courses and Coaching Courses. These dates are now all available on the calendar on the Swimming WA website's homepage. Interested parties should treat this as a first point of call for these enquiries.</p>	
6.5	<p><u>Westpac Volunteer of the Month</u> The Westpac Volunteer of the Month will recommence in October. Clubs are requested to include this as a standing Agenda item at their Committee meetings.</p>	
6.6	<p><u>AGM and Presidents' Forum</u> The Swimming WA AGM will take place on 12 October 2019 at AIM WA in Floreat. The next Presidents' Forum will precede this in the morning, and the Technical Officials Forum will follow it in the afternoon.</p>	
6.7	<p><u>MySwimResults Membership Set Up</u> Ahead of 2 September, Clubs must ensure their Club fees are set up correctly on MySwimResults and integrated with Swimming WA fees.</p>	
7.	<p><b>Club Matters from the Floor</b> Nil.</p>	
	<p>There being no further business, the meeting was closed at 8:00pm.</p>	
	<p><b>Next Meeting:</b>  Saturday, 12 October 2019 9.30 am AIM WA Floreat</p>	

Best Wishes,



**Tiffany Ferguson-Blight**  
Development Officer

PRINCIPAL PARTNER

**HANCOCK PROSPECTING**