

Presidents Forum

12 February 2019

PRINCIPAL PARTNER

HANCOCK PROSPECTING

SWA Membership Category Review 2019

In line with the SWA Strategic Plan 2019 – 2024, SWA Membership staff commenced a review of the current SWA Membership categories in early November 2018. The SWA Presidents were consulted at the December SWA Presidents' Forum at Beatty Park, and their feedback incorporated into the document that is being developed.

In line with the SWA Membership Review Strategy, a SWA Membership Review Working Group has been developed and held their first Teleconference on **Wednesday, 30th January 2019**.

The SWA Membership Review Working Group is comprised of;

- **Scott Barnes** - President Exmouth Swimming Club
- **Stephen Fidge** - President Gingin Swimming Club
- **Jennifer Chong Sue** - Treasurer UWA/West Coast Swimming Club
- **Vanessa Jackson** - President Riverton Swimming Club
- **Sonia Knox** - President Breakers Swimming Club
- **Trevor Verran** - President Guildford Kalamunda Swimming Club
- **Brad Denney** - President Port Hedland Swimming Club



Further, a meeting of the SWA Country Coordinator and the Regional Coordinators is being arranged for later this month to ensure that they have their input into the final recommendation.

Finally, Membership is not about price – it is about VALUE for money and always has been.

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SUMMARY OF NATIONAL APPROACH TO MEMBERSHIP

| SNSW | | SSA | | SQLD | | SVIC | |
|----------------|------|--|----------------------------|---|--|--|----------------------------|
| Swimmer | \$69 | Swimmer | \$76.75 + national \$27 | Competitive Swimmer – 9 years+ | Swimmer 1 and 2 from one family \$78 Swimmer 3 from one family \$52.50 Swimmer 4 + from one family \$27.00 | Senior Competitive Swimmer – 16 years and over | \$80* |
| Non-Swimmer | \$21 | Introductory Swimmer – 1 st year only 9 to 12 years | \$63.00 | Junior Dolphin – 8 years – ½ price membership | Swimmer 1 and 2 from one family \$39.00 Swimmer 3 from one family \$26.25 Swimmer 4 from \$13.50 | Junior Competitive Swimmer – 15 years and under | \$93* (15 years and under) |
| Junior Dolphin | \$0 | Junior Dolphin – 8 years | \$37.50 + national \$13.50 | Junior Dolphin – 7 years and under Free Membership | \$0 | Senior Recreational Swimmer – 16 years and over | \$70* |
| Life Member | \$0 | Junior Dolphin | \$0 (7 years and under) | Recreational Swimmer – 9 years+ | Swimmer 1 and 2 from one family \$64.00 Swimmer 3 from one family \$45.50 Swimmer 4+ from one family \$27.00 | Junior Recreational Swimmer – 15 years and under | \$80* |

| SNSW Cont'd | SSA Cont'd | QLD Cont'd | SVIC Cont'd |
|--|--|--|--|
| | Come & Try Trial Membership | \$0 (4 weeks only) | Non-Swimmer \$13.50 *Does not include \$27 capitation fee to SAL. |
| | Parents/Non-Swimmer | \$22.50 | Coach \$13.50 Technical Official \$22 |
| | Coaches | \$51.25 | Parent \$0 Non-Swimmer \$37 |
| | Official (2 qualifications) | \$0 | Accredited Technical Official \$0 Club Life Member \$12 |
| | Life Member (Club) | \$10 | Life Member \$0 |
| | Life Member (SSA) | \$0 | Affiliation - If paid by 30 September \$180 If paid 1-31 October \$230.00 If paid from 1 Nov \$280.00 |
| | Affiliate Member | \$39 + national \$27 | |
| Notes: Charge area (Region) fees on top of this. - Offer Gold Swimmer: \$270 - Offer Platinum Swimmer: \$320 (Both offer Upgrades) | Notes: Transfer Fee: \$15.50 Meet Entry Fees: Div 1, 2 & Jnr: \$11.80 State and Country Champs: \$17.90 State OWS Champs: \$30 Proficiency Meet: \$10 SSA charge and keep pool entry. Club Affiliation: \$550 District (Region) Affiliation: \$0 | Notes: The above fees are for the Brisbane Region. Each Region in Qld has different fee structure. These fees include Swimming Qld, Swimming Australia, Region Fees, Insurance and GST. | Notes: Club Registration: \$200 Summer Club Registration: \$100 Failure to submit Financial documents: \$100 Fines: \$200 |

SWA Membership Category Review 2019

Key common themes that are emerging include;

The importance of SWA Membership must be upheld

- We MUST address the misconception that it is about competitive swimming – it isn't if you think about it.
- We MUST capture the Squad Swimmers at our Clubs and aquatic centres.
- SWA MUST NOT compromise what swimming is all about - competing at some level in some form – if only against yourself!

Optus Junior Dolphins Programme

- With the loss of Optus – what now? What will the JD pack look like or will there be one?
- The inclusion of the 8 year old category?
- Junior Dolphins can no longer be free for everyone.
- Do we offer 6 year olds Free Entry – SWA and Club?
- Can SWA run this programme on a state basis?

8 year old Membership

- Do they become an extension of Junior Dolphins? That is, Junior Dolphins now caters for 6 – 8 year olds.
- SWA to develop a specific development programme tailored to assist in transition into competitive swimming.
- Splash & Dash Carnivals remain a key recruitment tool for Clubs – MUST be a focus on conversion to Membership.



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SWA Membership Category Review 2019

Key common themes that are emerging include;

❑ Annual Membership

- Name change to 'Full Membership' as it reflects the intent of SWA and it's Clubs.
- Spilt categories to better reflect differing needs based on age.
- 2 price points (Junior/Age & Open) increase as the athlete moves from one category to the next, with 'value being added' to suit changing needs and interest as they move between categories? Discussion.

❑ Seasonal Membership

- 1 category from 9 years up.
- Must add more value to arrest the decline – importance of Regional Meets.
- Westpac Summer League can significantly grow Seasonal Membership across Regional WA.

❑ General Membership

- Fitness & Training Squads; a gap in the market to be captured.
- Seen as a strong recruitment tool: "I never compete, but I will continue to train with my Club".
- Insurance is important, no matter what level of participation.
- Club Support for this category, whilst ensuring competition remains priority objective.



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SWA Membership Review 2019

❑ Introduction of a Family Membership

- Will this Membership category work?
- How many people constitute a 'Family'?
- A sliding scale to apply from the 3rd child? The 4th child?

❑ Club Committee Membership

- Technical Officials and Coaches pay a Membership fee. Considering the development of Club Committees in other States? Discussion.

❑ Parent Membership

- Should a fee apply as it does in some other States? Discussion.

❑ Regional and Club Affiliation Fees

- Must be part of the wider discussion as the role of SWA Membership compliance will fall more and more to these groups.



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A changing landscape

Membership to attract all levels + meaningful competition + strong governance + respectful coach & volunteer interaction

= enjoyable customer experience, which = sport growth.

The role of Association

- Inspire
- Inform
- Inspect
- Improve

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All systems go, but why change what is already in place?

- Change attitudes and improve retention focusing on long term athlete development
- Overloaded WA competition calendar resulting in:
 - Consolidate the competition calendar
 - Increase purpose and clearer objectives
 - Considerable competition pressure on swimmers, coaches, parents and Technical Officials
 - Acknowledgment that sometimes CPC doesn't get it right!
- Manage the planning for the Zone/Regions and make local decisions
- Provide opportunity for volunteers to up-skill on governance, competition delivery skills
- Empower the Clubs and Zones/Regions and allow them to increase their earning potential to financially support Zone Clubs
- Zone/Region Championships - a good step forward for retention
- Improve junior development programme offering (high level of commitment and intensity for junior swimmers considered by many to be detrimental)
- Swimming Australia Junior Participation Guidelines
- Lack of interclub rivalry
- Sport is hidden at HBF Stadium and lost the local suburban connection e.g WACA
- To grow the sport, we must go back to the community
- Improve sanctioning guidelines
- Lead as a governing body, not an events company

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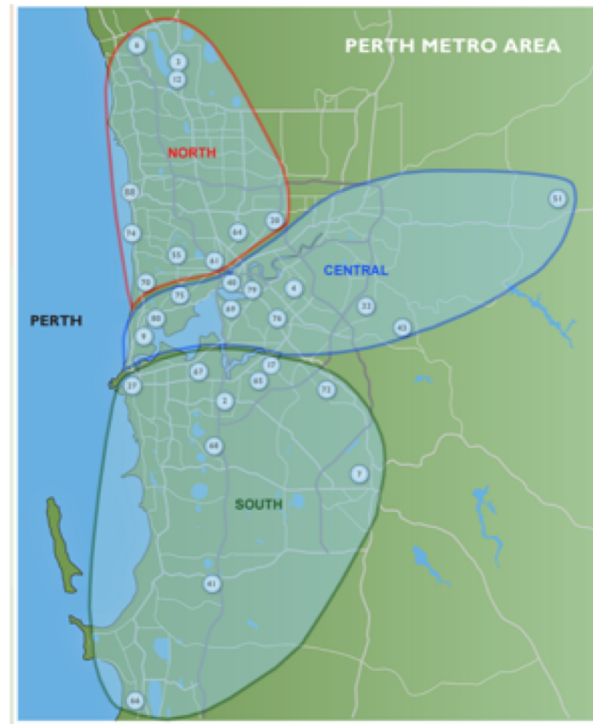
How will we get there?

- Whole of sport common goal
- With your constructive advice
- With your willingness to improve the sports competition and governance structure
- With your desire to leave a legacy for the sport
- With an open mind – challenging the ways we do things!
- With resources for volunteers and Committee members
- With a plan!

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Three (3) Metro Zones



KEY

| | | | |
|------------------------|-------------------------|------------------------------|------------------------|
| 3. Aqua Attack | 74. Tuart Hill | 89. Southside Penhros Wesley | 27. Fremantle Port |
| 6. Arena | 88. North Coast | 75. UWA West Coast | 41. Kwinana |
| 12. Breakers | 4. Aquajetis | 76. Victoria Park | 65. Riverton Aquanauts |
| 20. Central Aquatic | 9. St Hilda's | 79. Western Spirit | 66. Rockingham |
| 55. Newman Churchlands | 32. Guildford Kalamunda | 80. Westside Christchurch | 67. South Shore |
| 61. Perth City | 40. Kingsway | 2. All Saints | 68. Southlake Dolphins |
| 64. Riverside | 43. Lesmurdie Legends | 7. Amadale Kelmscott | 72. Thornlie |
| 70. Superfins | 51. Mt Helena | 17. Canning Lightning | |

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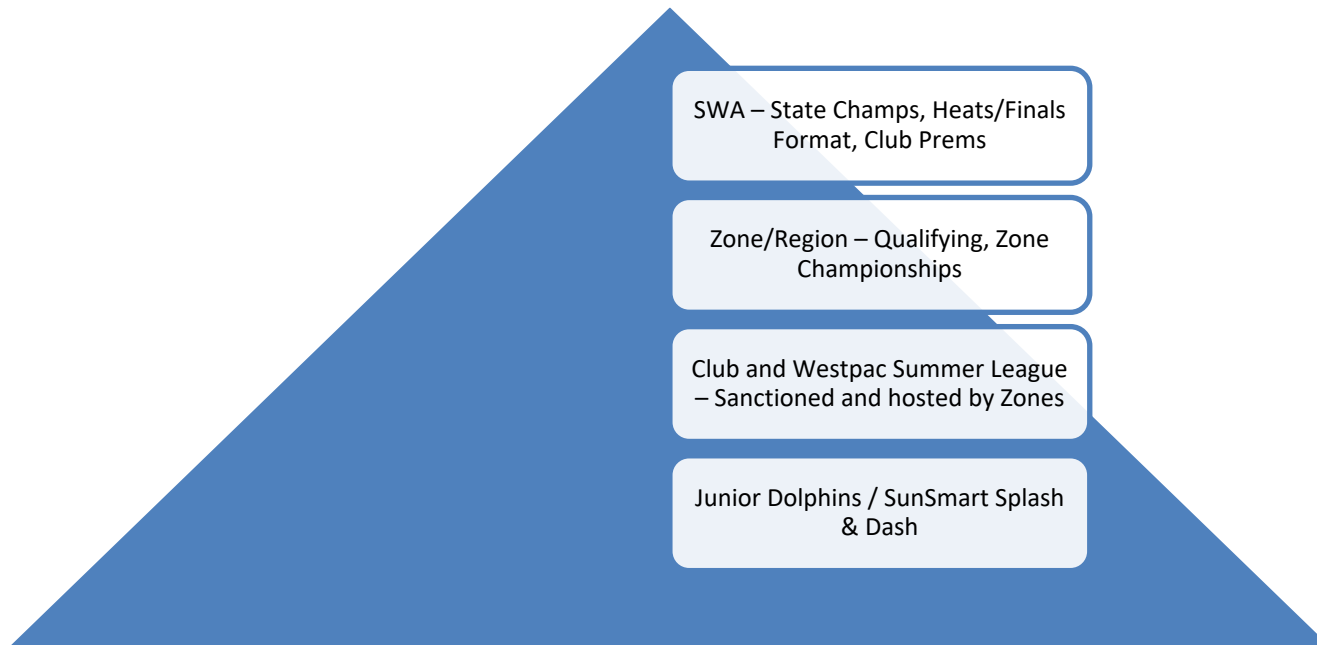
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Seven (7) Regions



DUCK PROSPECTING

Competition Model



SWA – State Champs, Heats/Finals
Format, Club Prens

Zone/Region – Qualifying, Zone
Championships

Club and Westpac Summer League
– Sanctioned and hosted by Zones

Junior Dolphins / SunSmart Splash
& Dash

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Outcomes from Metro Zones consultation

- Club placement into each zone agreed by each Zone
- Concern regarding the seating at venues, equipment, weather, venue operator support
- Outdoor venues - following Vic Park lead
- Splitting senior and junior Zone qualifying meets or not offering full programme each Meet to keep event length at manageable
- Various membership numbers in Zones, meaning less earning potential for some Zones through their competition - cap on entries or maximum entry fee per event
- SWA investigate Incorporation fees and receive reimbursement through a sanctioning fee from first Zone competition
- Concurrent Zone events and TO availability
- The use of HBF Stadium
- Zone Champs - relays on offer
- Zone Champs - minimum qualifying standards but suggestion that there should be a maximum?
- MC Members able to enter any Zone qualifying meet or Zone Championships (register as visitor?)

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What does this mean for Country swimming?

- Increased focus on engaging and supporting Region Committee and structures
- Assist Regions to make local decisions in best interest for their local Members
- Strong engagement with and support from State Gov
- New qualifying meet in each Region, with SWA hands on support, to engage Region members and encourage all to attend
- Encouragement of Region members to engage more within their Regions and enjoy Metro based competition also i.e. SunSmart Summer Club Clash, Asia Pac Super Splash
- Continued introduction of Junior Dolphins, SunSmart Splash & Dash, Westpac Summer League, which has proven very popular and successful this year.

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Where do we start? A draft plan. Year One

- 1) All Metro Zone & Country Region Committees have an executive of at least 3, with supporting general committee (all Clubs represented by 1 delegate with voting rights), a SWA Advisor and meet 4 times per year.
- 2) Incorporation occurs & bank accounts set up for Zones/Regions not already established
- 3) 1 Metro Zone & Country Region based qualifying meet hosted in early Summer season to replace SWA Season Opener (SWA provide meet template – closed to the Clubs within the Zone/Country Region)
- 4) All Metro Zones & Country Regions host a Zone/Region Championships
- 5) Zone Championships - time of season TBD
- 6) Metro Zone/Country Region collects revenue from qualifying meets & Zone Championship to invest back into the Metro Zone/Country Region Clubs over time.
- 7) Implement age group bandings for State Championships from Winter 2019

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What about Club sanctioned competition?

- Focus on implementing Year 1 plan
- Remains status quo for the time being
- SWA to review sanctioning guidelines and feedback from all Clubs on placement of meets
- Watch this space evolve with your input

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So where to next?

- EOI for Metro Zone Committee positions
- SWA to finalise Constitution & By Laws template
- Determine dates & venues for Zone/Region qualifying meets
- Review and update sanctioning guidelines for Summer 2019/20
- Launch SunSmart Summer Club Clash & Asia Pac Super Splash
- Regular written feedback to Competition Planning Committee from your Clubs

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SunSmart Club Premierships

1– 3 March

HBF Stadium – Indoor Pool

Division A - 6.30pm Friday 1 March

Division B – 9.30am Saturday 2 March

Division C – 3pm Saturday 2 March

Division D – 9.30am Sunday 3 March

Clubs must submit their **team manager files** and **MP3** of their march out theme to brighton.pass@wa.swimming.org.au no later than **Thursday 21 February 2019**.

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SunSmart Summer Club Clash

27-28 April

HBF Stadium

Aim and why your Club should participate

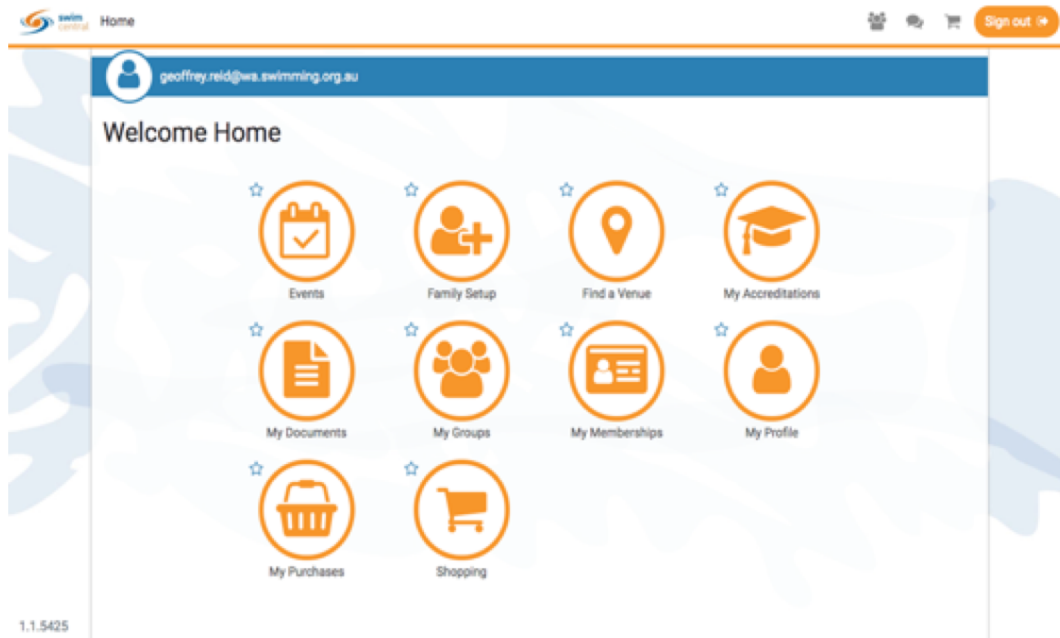
- Provide one last team event prior to the Long Course Season ending
- Promote and encourage Inter-Club Rivalry.
- Showcase your Club's second tier talent - Event for non-national qualifiers
- Help retain members by providing new exciting competition to members
- CASH PRIZES ON OFFER (and bragging rights). -\$400 / \$200 / \$100

More information will be communicated this week, including a fancy NEW logo, programme of events, price of entry!

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Swimming WA CRM – Swim Central



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Swimming WA CRM – Swim Central

- Swim Central is our new portal linking your swimming activities and interactions together and will replace both ClubLane and MyLane as of April 2019
- The new system will provide full club administration streamlined in the one system.
- We have a fantastic new service provider in IICT who have provided us with incredible support and expertise through this project.

CLUBS will enjoy a much more user friendly and less labour intensive system.

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Swimming WA CRM – Swim Central

- Trial Clubs start testing 25 February
 - Albany, Bunbury, Kwinana, Geraldton, Guildford Kalamunda, Exmouth and South Shore
- Go Live – 1 April 2019
 - Club Lane will be turned off
- Training will occur in late March, April and May.
 - Clubs involved in testing phase to take lead

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Upcoming Events & Housekeeping

- SOTY 18 May 2019 – presale
- Westpac Women in Sport
- SAT CS - 10 March – Beatty Park
- Officiating Courses – 22 February – Craigie Leisure Centre

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Volunteer of the Month

Make this a standing agenda item!



Don't forget to include a photo.

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Westpac Women in Sport

Friday, 15 March 2019

- Annual Event
- Hyatt Regency
- 2 Course Lunch with Beverages
- Inspirational Guest Speaker/s
- \$110.00



ON SALE NOW

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