



# CIRCULAR 05/12

TO ALL CLUB MEMBERS

DATE: 20/07/2012

BMB

Life Members

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## **State Short Course Championships**

The 2013 SSC will be held at Somerville House, South Brisbane from the 15<sup>th</sup> – 17<sup>th</sup> March 2013. The host club is River City.

## **National Championships 2014 – and MSQ State LC Championships**

After MSQ was approached by the National board to host the 2014 Championships even though Qld was not scheduled to host it at that time, it was agreed in consultation with those who will need to assist us that we would take on the task again.

The event will be held in Rockhampton during April 2014. The date has yet to be finalised and clubs will be notified as soon as it has been approved.

## **Fees**

Individual Fees: The MSQ Board made a decision to increase the registration fees for most of the categories. The increases are generally \$2.

The new fee structure for 1<sup>st</sup> September 2012 – 31 December 2013 has been posted on the website, which is also this link: [Fee Structure](#)

New members who join MSQ until 31 August 2012 will still pay the current registration fees.

Club Affiliation Fees: The ***Club Details and Affiliation Form*** will be sent to clubs in early August.

There is a \$5 increase in the club affiliation fees:

3 – 20 members: \$35

21 – 60 members: \$80

61 + members: \$125

Sanction Swim Meet Nominations:

This fee has also been increased to \$60 for all nominations to host a sanctioned swim meet

## **Participation & Improvement Programs**

These programs ended on the 30<sup>th</sup> June.

Only seven clubs entered the program, which was disappointing. However, the clubs created programs and guidelines designed to motivate their members to increase their participation and/or to demonstrate an improvement in the given criteria.



The Results are as follows:

**Participation & Improvement Program** – one winner from both for the major prize of a trip to Bali for 7 days – for 2 people. Winner: **Paula de Keyzer – QTW**

**Participation Program Results:**

\$1000 individual prize – Westfield gift card: **Lou Hill – QTW**

\$1000 Coach – ascta conference: **QTW**

\$1000 Club – equipment: **QTW**

5 x \$200 voucher for the online store 'Swimmeroo':

- **Therese Crollick – QDU**
- **Robert Hills – QTW**
- **Maree Antonio – QTW**
- **Peggy Turner – QTW**
- **Simon Isakka – QTW**

**Improvement Program Results:**

\$1000 Individual retail prize – Westfield Gift card: **Jane Metcalfe – QTW**

\$1000 Coach – ascta conference: **QTW**

\$1000 Club Equipment: **QTW**

5 x \$200 voucher online store – Swimmeroo:

- **Ana Cussinnet – QDU**
- **Robert Hills – QDU**
- **Lyn Robinson – QTW**
- **Vanessa O'Sullivan – QTW**
- **Kim Moyle – QPN**

Congratulations to all our winners and to the clubs that created the incentives for their members to participate in the programs.

QTW really worked hard at getting a large number of its members involved in the program and it certainly paid off.

The information on how it all worked is still on our website:

Participation:

<http://www.mastersswimmingqld.org.au/customdata/index.cfm?fuseaction=CustomItem&ItemID=41746>

Improvement:

<http://www.mastersswimmingqld.org.au/customdata/index.cfm?fuseaction=CustomItem&ItemID=41747>

The MSQ Board has decided to review the program and prizes for the 2012/2013 year.

The new programs will be effective 1<sup>st</sup> September and clubs will be notified.

**Social Media**

We urge clubs to consider starting a Facebook page and website if your club hasn't already done so. Your club's page can then also be linked to the MSQ Facebook. Regardless of your reservations about Facebook, it operates differently to the private FB page.

If clubs are willing to pay for expert advice, guidance etc. from Loren Bartley (former CEO of MSA), who now runs her own business on everything you need to know about FB and how to maximise the impact your organisation can have, then please let me know.

If enough clubs are interested, then I can contact Loren to work out the cost of getting her to Brisbane

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## **Membership**

I recently sent clubs a document written by Alan Patterson on ***Strategies to Increase Club Membership***.

Another initiative by Alan called **M4M (Member4Member)** will be sent to clubs as soon as it's been completed. We would like clubs to consider all these ideas and to review their own strategies in the light of the ones above. It is imperative that all clubs make a concerted effort to increase the membership of their clubs. Nationally our numbers in Masters Swimming are declining and for the future of our organisation, we need to make every effort to increase our numbers. MSQ does not have sponsorship and to obtain any form of support from the corporate world is difficult on the basis of our numbers. MSQ has made an effort to provide more incentives to clubs through the MSX and Participation & Improvement Programs, but without the support of clubs in driving these programs, we will not be able to sustain them. These programs increase our potential to offer sponsors a marketable product, but to do so we need the support of all our clubs.

We would also like members in the workforce to consider the availability sponsorship opportunities through the organisations they work for, including those who may own their own businesses. Please contact me on any suggestions or ideas you or others may have and I will direct your information to the relevant people.

## **Website**

The website is being updated on a regular basis. If you have any suggestions on information you may find useful for the website, please let me know.

As documents/policies/guidelines and Help Books are amended, they will be posted on the website. Please encourage your members to check the site regularly. I receive numerous requests for information, which is on the website.

It ***Insurance Certificate of Currency*** is now also on the MSQ website in ***Information/Policies***.

I am also keen to continue profiling clubs. To date the following clubs have featured on the slider/news section of the front page of the website:

QNA QDU QGS QRB QCC QAL QWY QSC

I don't need much information, but the following would be useful:

- \* when was the club established?
- \* how many members?
- \* notable achievements
- \* programs, including swim meets
- \* social events
- \* involvement at a state level
- \* other points of interest

A good quality photo must be included.

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**MASTERS  
SWIMMING**  
Queensland

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