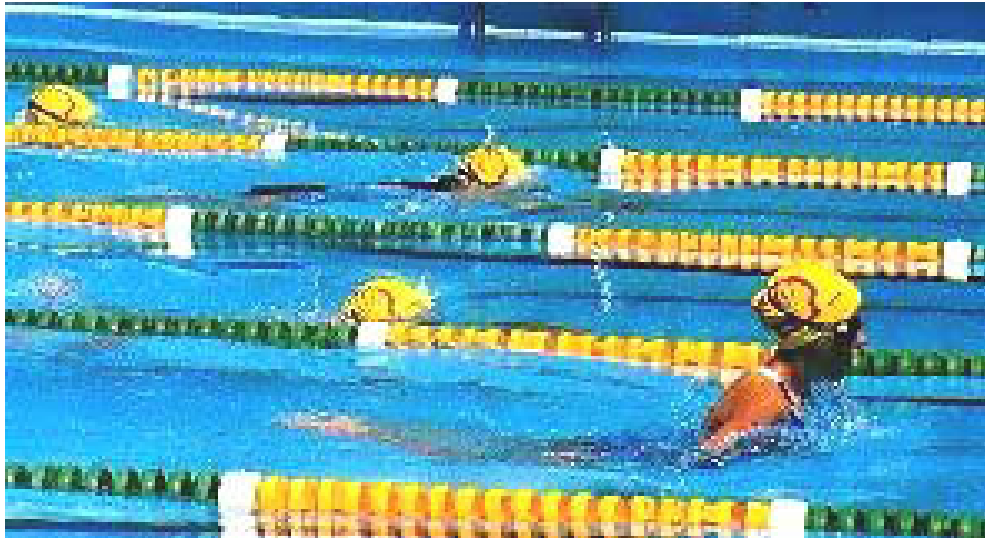




# Shell Novice Swim Meets

October 2009 –  
February 2010



## Host Club Information and Application Pack

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## 2009-10 Shell Novice Swim Meets



### General Information

#### **Aims of the program**

The aims of the Shell Novice Swim Meets are to provide an opportunity for the Host Swimming Club to recruit new members and to assist in fundraising for other club programs.

To ensure the Shell Novice Swim Meets gain the greatest amount of exposure, it is highly beneficial for Host Swimming Clubs to develop and implement a promotional plan that will target novice swimmers in the local community. Details of how to promote Shell Meets are contained in this document.

#### **Swimming WA responsibilities**

Swimming WA will:

- Provide promotional posters and entry forms for the 2009/10 Shell Novice Swim Meets and distribute these to all Swimming WA affiliated clubs, Swim Schools and Aquatic Centres for general promotion.
- Provide Shell swimming caps and Shell Novice Swim Meet participation certificates for **each participant**.
- Provide shell backstroke flags to each Host Swimming Club.
- **Post Shell results on the web at the conclusion of the meet, provided clubs forward results on to Swimming WA.**
- Organise and promote the Shell Final Meet for the top ten swimmers of all meets in each event. Details of the meet will be provided to clubs.

#### **Host Swimming Club responsibilities**

Host Swimming Clubs will:

- Be responsible for targeted promotion of their Shell Novice Swim Meet. Each Host Swimming Club will receive a number of promotional posters and entry forms to distribute within their community / region.
- Be responsible for distributing Shell Swimming Caps and Participation Certificates to **each participant**.
- Set up Shell backstroke flags for the duration of the Shell Novice Swim Meet.
- Provide Swimming WA with a complete list of results and the statistics within one week after the competition. This must be done via meet manager and using the form within this document.



## 2009-10 Shell Novice Swim Meets Prizes



### Shell Novice Swim Meet Host Club Prizes

By hosting a 2009/10 Shell Novice Swim Meet, your club has the opportunity to win one of two \$500 prizes to be used to help develop the swimming skills of your members. There are two categories of prizes:

Category One: \$500 prize for the Host Club with the **MOST PARTICIPANTS WHO ENTER THEIR SHELL NOVICE SWIM MEET.**

Category Two: \$500 prize for the Host Club who **RECRUITS THE HIGHEST PERCENTAGE OF NEW MEMBERS** as a result of conducting a Shell Novice Swim Meet.

Clubs must provide evidence that the new member joined as a result of participating in the Shell Novice Swim Meet. A photocopy of swim meet program or entry forms is sufficient.

New members do not include those who have previously been a member of the club.

### Shell Novice Swim Meet School and Learn to Swim Centre Prizes

Clubs may wish to use the following to engage schools and LTS centres:

By promoting a 2009/10 Shell Novice Swim Meet, your school or learn to swim centre has the opportunity to win one of three prizes. Monetary prizes are to be used to develop and promote swimming. There are three categories of prizes:

Category One: The **METROPOLITAN SCHOOL WHO HAS THE MOST PARTICIPANTS THAT ENTER A SHELL NOVICE MEET** will have a current/former Olympic swimmer visit their school to speak at an assembly or visit class rooms as well as \$300.

Category Two: \$500 prize for the **REGIONAL SCHOOL WHO HAS THE MOST PARTICIPANTS ENTER A SHELL NOVICE MEET.**

Category Three: \$500 prize for the **SWIM SCHOOL WHO ENTERS THE MOST PARTICIPANTS INTO A SHELL NOVICE SWIM MEET.**

- Swim Schools can not combine centres. Each Swim School will be considered a separate entity. On the application form swimmers must state which swim centre (e.g. Leederville or Balcatta) they come from.
- Swimmers must indicate on their entry form which body they would like to represent (School or Learn to Swim Centre). This is critical for prize allocation.



## 2009-10 Shell Novice Swim Meets Host Club Promotional Plan



The following programs / centres have been highly successful targets for past promotion of Shell Novice Swim Meets:

- ***Swim Schools***

Many Swim Schools (both private and government) offer a mini squad program for junior swimmers and these swimmers are keen to experience their first swim meet. Swim Schools have entered teams in Shell Novice Swim Meets in the past to provide their swimmers with their first swim meet experience. Some swim school participants may like to join the club but remain training at their Swim School and participate at Club nights until they are ready to move into the Club squad program.

- ***Education Department VACSWIM & INTERM programs***

The Education Department VACSWIM & INTERM programs hold swimming lessons for over 200,000 WA participants each year.

Host Swimming Clubs are encouraged to contact the Education Department's Swimming and Water Safety section to get in contact with their Centre Supervisor and arrange for entry forms to be distributed through the program. The contact number for Education Swimming is (08) 9344 0999.

- ***Local schools – Primary & Lower secondary***

Host Swimming Clubs can promote their Shell Novice Swim Meets in local schools by placing an advertisement in the school newsletter, attaching entry forms to the school newsletter or placing promotional posters on the school noticeboard. The Shell Novice Swim Meets provide a great opportunity for clubs to form a link with local primary and secondary schools and other community groups.

Host Clubs are encouraged to contact their local school's receptionist to discuss promotion of the program in the school newsletter. Use your existing networks! Host Clubs can form a link with local schools by finding out which schools your current swimmers attend and asking parents of those swimmers to help.

A list of schools is available in the Yellow Pages. The Education Department can also provide a list of schools by regions. The contact number for the Education Department is 9264 5310.

- ***Aquatic and Recreation Centres***

Promotional posters and entry forms can be placed at the venue at which your club will be conducting the Shell Novice Swim Meet, at reception, at surrounding aquatic and recreation centres, on the centre noticeboard, or on a specific display board within the Centre. Speak to your local aquatic and recreation centre managers about promotion of this event.

- ***Regional clubs***

Host Swimming Clubs can target other towns with swimming clubs in close proximity or within their Swimming WA designated region. Some towns have swimming clubs that are not affiliated with Swimming WA. These swimming clubs are a fantastic way of promoting the sport to new swimmers.



- ***Advertising in local / community newspapers***

Local community newspapers provide a great medium for Host Swimming Clubs to gain exposure of their meet both before and / or after the event.

- ***Advertising on local/ community radio stations***

Local community radio is a great way for Host Swimming Clubs to gain exposure of their swim meet both before and/ or after the event.

**Important Note:**

**PLEASE BE AWARE THAT NO PROMOTION WILL BE CARRIED OUT THROUGH SHELL PETROL STATIONS OR OUTLETS. HOST CLUBS ARE NOT TO APPROACH SHELL PETROL STATIONS OR OUTLETS FOR ANY ASSISTANCE IN PROMOTING SHELL NOVICE MEETS AT ANY TIME.**



## 2009-10 Shell Novice Swim Meets

### Host Club Swim Meet Guide



#### Background

Shell Novice Swim Meets have been conducted annually throughout Western Australia by Swimming WA clubs over the past 43 years. While it is very important that these Novice Meets cater to local conditions and expertise, it is also important that the meets are consistent in their format and appearance across the state.

The following is a guide for Host Swimming Clubs conducting a Shell Novice Swim Meet to ensure that all events are the same across the state and the opportunities to participate are consistent for all swimmers. As a Host Swimming Club, it is important that you try and adopt these guidelines to support the continuity between meets.

#### Modified Rules

Shell Novice Swim Meets are designed to be a fun day for all participants with novice swimmers having an opportunity to compete, possibly for the first time, in a friendly, non-threatening environment.

Host Swimming Clubs must adopt this philosophy and implement modified rules with **no disqualifications**. Swimming WA can provide Swimming Infraction Slips which can be given out to swimmers who would be disqualified under normal race rules. These should be used to help swimmers to prepare for FINA race rules and the Shell Final Meet where disqualifications will occur.

Host clubs must provide guidelines and instructions that are clear and easy to understand for new, young swimmers and their parents.

#### Shell Novice Swim Meet Format

Host Clubs conduct a Shell Novice Swim Meet on behalf of Swimming WA and are required to adhere to the following guidelines.

All instructions to swimmers and their parents need to be clear and concise to ensure that all swimmers are aware of what is required of them. Remember that some swimmers may be entering their first ever swim meet and will not know what is required of them.

Host Swimming Clubs must adhere to the following guidelines:

- Events are to be conducted in order as listed on the promotional entry form.
- Marshalling needs to be made clear and simple to follow for new swimmers.
- Modified rules must be implemented at a Shell Novice Swim Meet.
- Disqualifications are **not** appropriate at a Shell Novice Swim Meet; Technical Officials will be required to educate novice swimmers about swimming rules rather than disqualify the participant.
- Only two timekeepers per lane and a chief timekeeper are needed at a Shell Novice Swim Meet.
- Judges of stroke are not necessary.
- Technical officials (referees, starter, check starter and marshall) are encouraged to wear a coloured club uniform rather than the traditional white uniform.
- Host Clubs are required to make sure that swimmers who are affiliated to a Swimming WA club have not achieved an AA qualifying time in events they have entered. AA Qualifying times are available in the Swimming WA almanac; swimmers times are available in the personal bests section on the Swimming WA website.



- Host Clubs are required to produce a program so that swimmers are aware of when their event is to be run. This program can also be used to detail rules, promote the swimming club and also recognise Shell as the major sponsor of the meet.
- Shell logo backstroke flags are to be used at all Shell Novice Swim Meets.

### **Presentations**

All swimmers are to receive a Shell Novice Swim Meet swim cap and participation certificate upon arrival at the swim meet.

As it is a novice meet, emphasis should be placed very strongly on participation. Many of the swimmers will be participating purely for the experience and not necessarily to gain a place in the top three.

### **Announcements during the meet**

During the meet it is very important that the host clubs acknowledge the contribution of Shell as the major sponsor of novice swimming in WA.

The announcer is required to include the following announcements during the meet:

“\_\_\_\_\_ Swimming Club and Swimming WA would like to thank Shell Australia for their ongoing sponsorship of Shell Novice Swim Meets in WA”

“\_\_\_\_\_ Swimming Club would like to thank Shell Australia for their ongoing support of novice swimming in WA”

“\_\_\_\_\_ Swimming Club and Swimming WA wish to thank Shell Australia for their contribution to the development of junior swimming in WA”

### **Further notes**

Throughout all promotions, advertising and running of the Shell Novice Swim Meet, every opportunity must be taken to promote Shell as the major sponsor of novice swimming in WA.

Whilst the Shell Novice Swim Meets are designed as a recruitment drive for Host Swimming Clubs, Host Swimming Clubs are required to recruit competitors who are not current members of an affiliated Swimming WA club. Host Swimming Clubs must **not** approach any swimmers who are already a member of another club.



## 2009-10 Shell Novice Swim Meets Host Club Post Meet Administration



### Conclusion of a Shell Novice Swim Meet

At the completion of a Shell Novice Swim Meet, Host Swimming Clubs must complete the following administration tasks:

- 1) **Return the Shell logo backstroke flags as well as any unused entry forms, caps or certificates to Swimming WA as promptly as possible.** These items need to be returned to Swimming WA as soon as possible so they can be distributed to other Host Swimming Clubs conducting Shell Novice Swim Meets.
- 2) Send a cheque to Swimming WA for the total number of entries at \$1.70 (inc. GST) per entry to assist in covering the cost of production of materials. The entry fee for all Shell Novice Swim Meets is \$4.00 per event. Host clubs receive \$2.30.
- 3) **Send a completed copy of the Meet Statistics Form (enclosed) to Swimming WA** to assist with recording statistical data for Shell sponsorship reports and prize allocations.
- 4) **Send copies of all press clippings and media reports** regarding the Host Swimming Club's Shell Novice Swim Meet to Swimming WA.
- 5) **Send an electronic meet manager file and hard copy of results to Swimming WA no later than 1 week after the meet.** It is vital for results to be sent in so that swimmers can proceed to the Shell Finals. Should your results not be sent in swimmers will be ineligible for the Shell Final Meet. Results in excel format will not be accepted. If you need assistance with using meet manager please contact Swimming WA.
- 6) **Provide post and email addresses for each competitor so that Swimming WA can notify all finalists of their achievement. This is to be provided to Swimming WA as an excel sheet in the following format:**

First Name	Last Name	Street Address	Suburb	Town/City	Post code	Swimming Club	School	Learn to Swim Centre	Email Address
e.g. Bob	Smith	123 Fake Street	Suburbia	Perth, WA	6007	-	Wembly Primary	<b>Swim Fun, Morley</b>	bobsmith@hotmail.com

Please note before the spreadsheet is sent to SWA:

- Only swimming clubs affiliated with Swimming WA should be recorded. A list of clubs is available via the SWA site under 'Club' and then 'Find a Club'.
- Learn to Swim Centres need to include their location.
- Make sure the body which the swimmer has chosen to represent as per their form is shown in bold. This is critical for end of season prizes.

Results and postal addresses of competitors to be sent to:

Swimming WA  
PO Box 205  
Leederville WA 6903  
[sam@wa.swimming.org.au](mailto:sam@wa.swimming.org.au)  
[www.wa.swimming.org.au](http://www.wa.swimming.org.au)



## 2009-10 Shell Novice Swim Meet Meet Statistics Form



Club Name: \_\_\_\_\_

Meet Date: \_\_\_\_\_

Meet Venue: \_\_\_\_\_

**Number of swimmers who entered the meet:**

Age Group	Male	Female	Total
6 years			
7 years			
8 years			
9 years			
10 years			
11 years			
12 years			
13 years			
14 years			
Multi-disability			
<b>TOTAL</b>			

**Number of meet entries:**

Age Group	Male	Female	Total	Total x \$1.70 (to be sent to Swimming WA)
6 years				\$
7 years				\$
8 years				\$
9 years				\$
10 years				\$
11 years				\$
12 years				\$
13 years				\$
14 years				\$
Multi-disability				\$
<b>TOTAL</b>				<b>Total = \$</b>



**Number of Novice & Club Swimmers:**

<b>Age Group</b>	<b>Gold (Novice)</b>	<b>Green (Club)</b>	<b>Total</b>
6 years			
7 years			
8 years			
9 years			
10 years			
11 years			
12 years			
13 years			
14 years			
Multi-disability			
TOTAL			

**Length of time of meet (not including Warm up time):**

**Approximate Number of Spectators at the meet:**

**Number of new members recruited from the meet:**

**Please attach appropriate evidence of new member recruitment to this form to be eligible for the \$500 prize.**



**2009 – 2010  
Shell Novice Swim Meets  
Club Application Form**



Please complete all details below  
(Nb. Details below will appear on the Shell Entry Form so please ensure that all details are correct)

Host Clubs need to nominate a date between October 1<sup>st</sup> 2009 and February 28<sup>th</sup> 2010.

<b>Host Club:</b>	
<b>Club contact person for Meet enquiries:</b>	
<b>Phone (H):</b>	<b>(W):</b>
<b>Mobile:</b>	<b>Fax:</b>
<b>Email:</b>	
<b>Contact address (for meet entries to be sent to):</b>	
<b>Suburb:</b>	<b>Postcode:</b>
<b>Proposed venue:</b>	
<b>Proposed date first preference:</b>	
<b>Proposed date second preference:</b>	
<b>Warm Up Time:</b>	<b>Meet Start Time:</b>
<b>Multi-Disability Events:      Yes / No      (please circle)</b>	

(Nb. Dates will be allocated on a first in / first serve basis)

**Please return this application form to:**

Swimming WA  
PO Box 205  
Leederville WA 6903

**Closing date:  
Friday 7<sup>th</sup> August, 2009 at 5:00pm**