

## Swimming WA

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# MEMO

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## **Emma Kelly moves on**

Audience: Club Presidents, Club Secretaries, Club Registrars  
Date: 17 October 2007  
Distributed by email to: Club Presidents, Club Secretaries, Club Registrars  
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**Regrettably for Swimming WA, Emma Kelly has decided to move on to other new challenges in her career and will be leaving us on 18 October 2007. Emma has been a great contributor to the development of a vastly improved media and promotions portfolio in the 14 months she has worked with SWA.**

**The content and look of the website, the introduction of SWA merchandise, the promotions associated with the junior excellence program and Sebastian the Swan are some of the key jobs which Emma has initiated and developed.**

**We are sad to see her go but she has found an exciting new role with a public relations consulting firm which offers her a chance to further develop her skills in her profession.**

**I'm sure all members will join with the staff and Board in thanking Emma for her efforts and contributions and in wishing her all the best for the future.**

**The process is now underway to find a replacement for Emma so the staff ask for patience and understanding across the next few weeks whilst we are short staffed and working hard to find someone to build on the professionalism that Emma has introduced to the position.**

**David Toll  
Executive Director.**