



One Club Model Information Guide

Overview

One Club is a club structure which allows swimming clubs to operate as an affiliated member of both Swimming Australia (SAL) and Masters Swimming Australia (MSA), receiving the services and benefits available by both organisations whilst providing a strong, sustainable club with united resources and a clear swimming pathway to their members.

The One Club Model extends the opportunity for existing clubs to offer more variety to existing and potential club members, parents and people involved in the club. Currently many locations across Australia will have separate swimming clubs and masters' clubs, usually resulting in stretched resources, a lack of volunteers and double the efforts to engage members. A single swimming club can streamline opportunities rather than a member or family having to join two different clubs and offer the opportunity to be a part of the same club throughout their swimmer journey.

Purpose of this Guide

This guide outlines what a 'One Club' club looks like, the different structures that can exist, the benefits of becoming a One Club; and will be a useful resource for Club committee members.

It provides direction on what the common hurdles may be to becoming a One Club and outlines the resources available to support the transition to this model as well as a case study on Melbourne H20's move towards becoming a One Club.



One Club Structures



Traditionally swimming clubs' facilitate a very specific demographic. With Swimming clubs this would be children aged 5-18 and with Masters clubs 18 years and older, meaning for the consumer that they would have to switch clubs when transitioning. The One club model looks to demonstrate how both Swimming and Masters Swimming clubs can integrate, work together and ensure there is a pathway available to allow Australians to swim for life.

Existing Swimming Clubs

Clubs that are already established (either SAL or MSA) can affiliate with the State and National body of the other organisation and as such, offer memberships for both associations. This method allows the club to extend its opportunities for swimmers to participate in the club, retaining members and growing its membership base.

Merging Clubs

This model may be a suitable option whereby both SAL and MSA clubs operate out of the same facility or the same area. Bring both clubs together to create a One Club would offer an effective pathway for swimmers and combine resources to create a strong, sustainable club environment.

New Clubs

A new club can affiliate to both SAL and MSA State and National body, offering a complete pathway from entry into the swimming club through to a master's swimmer.



Benefits

- Provides a clear pathway for swimmers
- Members have access to programs from both organisations such as the MSA Million Metre Club and the SAL Junior Excellence (JX) Program.
- Clubs can access the SAL Club Development support and resources
- Members have access to all events from both SAL and its stakeholders
- Clubs can organise and host both SAL and MSA events
- Less resources needed at the club level e.g. only one management committee needed.
- The club has a program to offer for all family members
- Technical Officials and volunteers can be trained and gain experience in both SAL and MSA events.

Why should clubs consider becoming a One Club

If your club shows one or more of the following attributes One Club may benefit your club

- Clubs in areas who are low on volunteers
- Small clubs who are the only swimming club or group within the community
- SAL clubs that have a high teenage and adult membership or adult involvement who are looking for a non-competitive way to continue in the sport.
- SAL clubs who aren't purely high performance based
- Clubs looking to be more inclusive and offer opportunities to the whole community
- Masters clubs that have children that are members of another club, or who are not swimming at all.
- Aquatic centre management where there are two clubs (SAL and MSA) operating from the same facility.



Help Guide

To affiliate your Club with the other Swimming Association, either as a masters club when you are an existing swimming club that is affiliated with Swimming Australia Limited (SAL), or as a swimming club when you are an existing Masters club that is affiliated with Masters Swimming Australia (MSA) we have listed some suggestions below:

- Speak to your adult swimmers, volunteers or parents (18 years or over), any potential members who are interested in joining a swimming club and/or competing in masters meets. Ensure they understand that if they only register with Masters Swimming Australia (MSA) or Swimming Australia Ltd (SAL) then they can only compete in those events unless they register with both associations.
- The Club will need to affiliate with the Masters Branch (State/Territory) organisation or the State Swimming Association. There are “New Club Kits” available in all States and Territories to assist you and provide the required forms to be completed. Each State will have different affiliation requirements but on average a minimum of 5 swimmers will need to affiliate for the club to be accepted.
- If you need assistance at this point, contact the Branch/State Administrator and they will endeavour to have someone attend a meeting to assist with questions and to give support. Alternatively, they should be able to guide you through the process.
- Your current club secretary and registrar will have some “backend duties” for the registration process so that all adult swimmers at the club can register and pay through the Swimming Australia or Masters swimming Clubs online portal. Your Branch/State Administrator will be able to assist you with this process.
- Ensure that all relevant club committee and personnel understand that the club remains exactly as it is. The only change is the club registers/pays the Masters Swimming Branch or State Swimming Association a nominal fee to affiliate and all interested swimmers register and pay their membership fees with the association of their choice. Or the member can be registered with both SAL & Masters Swimming Australia.



Frequently Asked Questions

What are the fee structures for Members and Clubs?

MSA fee structures are outlined on the MSA website:

<http://mastersswimming.org.au/About-Us/Swimming-Memberships>

SAL fees vary depending on the club and State, for more information on clubs in your area you can contact the State Associations on the details below:

Swimming VIC - 03 9686 5222 <https://vic.swimming.org.au>
Swimming NSW - 02 9763 5833 <https://nws.swimming.org.au>
Swimming SA - 08 7123 0848 <https://sa.swimming.org.au>
Swimming WA - 08 9328 4599 <https://wa.swimming.org.au>
Swimming QLD - 07 3390 2059 <https://qld.swimming.org.au>
Swimming NT - 08 8945 3578 <https://nt.swimming.org.au>
Swimming TAS - 03 6222 6560 <https://tas.swimming.org.au>

Do members and clubs have to pay two sets of fees?

Club Members do have to pay two sets of fees if they want to be a member of both MSA and SAL. Whilst both service swimmers, they are two separately incorporated organisations. It has evolved this way over time to meet the needs of both adult and junior swimmers. Both organisations would like to work together in a co-operative way to ensure that swimmers can access many participation opportunities and events that suit them and this is a way of doing that. We recognise this is not ideal and will continue to look to streamline the experience for existing members and potential new members.

Should we still have separate committees looking after the different sections of the club?

It would be recommended to have a subcommittee that focuses on the Masters activities and reports to the Club management committee or vice versa. These sub committees can make sure the specific interests of the subset of members are addressed adequately.

How can coaches get more information about coaching different age groups?

Both organisations offer coaching courses. The Swimming Australia Bronze Coaching Accreditation is a club coaching course with emphasis on coaching a range of ages whereas Masters offer specific assistance and techniques for coaching adults.

How can you approach the issue within your own club?

Implementing change often requires a lot of work. We suggest the following:

- Communicate the rationale behind the need for change. This involves explaining to the committee why it is important for the club to consider being a One Club. It is key to



- Communicate to everyone within the club as it will affect the whole club. There should also be adequate opportunity for people to raise any concerns or thoughts they have.
- Arrange meetings with MSA or SAL State Association to speak to club and committee members
- Have real data to show the committee how this will benefit your club
- Work with your MSA or SAL State Association to develop an implementation plan for your club

How long does the process take?

Approval and assistance from the MSA or SAL State Branch should take roughly two weeks. If constitution change is involved, this must be done at a Club AGM and would require a vote of members, so it's important that members understand the benefits of such an approach. This guide can assist to build a case for change.



Case Study – Melbourne H20

The Challenges

Melbourne H20 were originally a SAL club who allowed adult members to train with them but they weren't an official MSA club, this meant that the Masters swimmers could train with them but would represent another club. The club has a high number of families involved and parents were often training themselves whilst their children were training.

The Approach

The creation of the One Club was organic. Club committee members got together and decided it would make the most sense to join and ensure that the club and squads would grow rather than just be a training base. All coaches were already in place and it was just making it official which then allowed the club to promote itself to a wider audience.

The Results

Over 20 parents have joined as MSA swimmers in the past 12 months, around 80% of the MSA members don't compete and they are members for fun and recreational swimming. The club is starting a new push for the social side of swimming and promoting the fun aspect of being a part of the Masters squads.

The Lessons

Melbourne H20 believe that the new club structure creates a clear pathway from Opens to Masters swimming. There are still some aspects that need to be looked from an administrative point of view such as having to pay two membership costs to be members and entering meets for both SAL and

MSA but for swimmers who are looking to participate for the fun and social side of swimming this structure has created opportunities for people who might not have been involved otherwise.

More Information

Melbourne H20 - www.melbourneh20swimmingclub.com

Masters Swimming Australia – www.mastersswimming.org.au

Swimming Australia – www.swimming.org.au