



# Coast & Valley Swimming Association

## Information Guide

June, 2017



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## INTRODUCTION

It is with pleasure that the Committees of Coast and Valley Swimming Association present the 2017 Information Guide.

Should you require further information you can contact any member of the Management, Competition, Selection and Development or Technical Committee who are always willing to offer assistance.

Committee members for 2016-17 were:

### Management

Michele	Burley-Jones	Publicity Officer	
Michelle	Gross	Website	
Phillip	Hawke	Dev Co-ordinator	<a href="mailto:cvsadevelopment@gmail.com">cvsadevelopment@gmail.com</a>
David	Hinds	President	
Ian	Johnson	Equipment Officer	
David	Richards	V President	
Norman	Roberts	ATSC Convenor	
Suzy	Scaron	Treasurer	
Jenny	Schwetz	Secretary	<a href="mailto:swim.coastandvalley@gmail.com">swim.coastandvalley@gmail.com</a>
Russell	Waugh	Registrar	<a href="mailto:waughs11@bigpond.com">waughs11@bigpond.com</a>

### Competition

Michele	Burley-Jones	Publicity Officer
Narelle	Murphy	
Debby	Tattoli	

### Selection & Development

Blinda	Francis-Smith
Narelle	Murphy
Peter	Reinhard
Debby	Tattoli
Belinda	Boon

### Technical Committee

Michele	Burley-Jones	Publicity Officer
Jacqui	Currey	
Blinda	Francis-Smith	
Ian	Johnson	
Phillip	Johnston	
Narelle	Murphy	
David	Richards	Appointments Officer

# COMPETITION

## INTRODUCTION

The Competition Strategy was introduced in April 2010 to meet a number of key objectives set by the Board but predominately to improve the level of Competition that was available to Swimming NSW members.

The strategies of SNSW & CVSA are under constant review by the Board, Development Officers & Areas to provide the best outcomes for Areas, Clubs, Swimmers and Parents.

All clubs are encouraged to contribute to the policies

The key changes that have been identified & implemented are outlined below:-

- Create a pathway for swimmers; Development Meets, Qualifying Meets, Area Championships, Country Championship, State Championships, National Championships
- The removal of need for Clubs to get their meets approved by Swimming NSW. Club meets are now approved by CVSA Area. (See Swim Meet Application process)
- Ensure that all Clubs & Areas have a greater understanding of what the Strategy is trying to achieve. It is not about forcing Clubs and Areas to do what Swimming NSW wants rather ensuring that our swimmers have the best opportunities to compete at their best and continue to improve as they move along the pathway.

*Coast & Valley Competition Policy has been simplified into following categories:*

- **CHAMPIONSHIP MEETS** (Run by SNSW and/or Areas only)
- **QUALIFYING MEETS** (Run by Areas and/or Clubs)
- **DEVELOPMENT MEETS** (Run by Areas and/or Clubs)
- **COMBINATION MEET** (Run by Areas and/or Clubs)
- **PICNIC MEETS** (Run by Clubs. Times not recognized under **ANY** circumstances By CVSA & SNSW)
- **TIME TRIAL** (Run by clubs. Must be approved by CVSA & run according to CVSA guidelines)

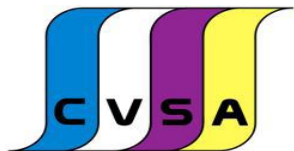
*'The Coast & Valley Competition committee will be liaising with ALL swim clubs to ensure Qualifying & Development Meet programs offer a variety of events throughout the season to allow our swimmers the opportunity to compete under the best possible racing conditions to achieve their goals'.*



## QUALIFYING MEET:

<b><u>Organisational Body:</u></b>	Areas - Coast & Valley & Clubs
<b><u>Time Standards:</u></b>	ALL Qualifying Meets <i>must</i> use Qualifying Times (QT) set by Coast & Valley (Coast & Valley Championship QT plus 10 %). See below - Break Times (BT) can be added to QT if required by swim clubs.
<b><u>Rule Considerations:</u></b>	None
<b><u>Area Approval Required:</u></b>	Yes
<b><u>Tie:</u></b>	Limited to 8 hours – (Max) Meet to finish by 4pm approx
<b><u>Timing Equipment Required:</u></b>	Automatic Or Semi Automatic.
<b><u>Program of Events:</u></b>	SNSW - Coast & Valley require that Qualifying Meet programs include only the events indicated in the Qualifying Meet Event Matrix (see below), and may be subject to limited entries dependant on the Meet program proposed.
<b><u>Age Grouping:</u></b>	SNSW – Coast & Valley have adopted the Qualifying Meet Age Group Guidelines for ALL Qualifying Meets (see table below)
<b><u>Entries:</u></b>	Use of Online entries is recommended

## **Qualifying Meet Event Matrix:**



## Long Course

Stroke	Distance					
	50	100	200	400	800	1500
Freestyle	X	X	X	Optional	Optional	Optional
Backstroke	X	X	X			
Breaststroke	X	X	X			
Butterfly	X	X	X			
Individual Medley			X	Optional		
Freestyle Relay			Optional	Optional		
Medley Relay			Optional	Optional		

## Short Course

Stroke	Distance					
	50	100	200	400	800	1500
Freestyle	X	X	X	Optional	Optional	Optional
Backstroke	X	X	X			
Breaststroke	X	X	X			
Butterfly	X	X	X			
Individual Medley		X	X	Optional		
Freestyle Relay			Optional	Optional		
Medley Relay			Optional	Optional		



## Qualifying Meet: Age Groups Matrix

<b>Freestyle</b>	50	9 & Under	10 Years	11\12 Years	13\14 Years	15 & Over
	100	10 & Under	11\12 Years	13\14 Years	15 & Over	
	200	12 & Under	13\14 Years	15 & Over		
	400	13 & Under	14 & Over			
	800	Open				
	1500	Open				
<b>Backstroke</b>	50	9 & Under	10 Years	11\12 Years	13\14 Years	15 & Over
	100	10 & Under	11\12 Years	13\14 Years	15 & Over	
	200	12 & Under	13\14 Years	15 & Over		
<b>Breaststroke</b>	50	9 & Under	10 Years	11\12 Years	13\14 Years	15 & Over
	100	10 & Under	11\12 Years	13\14 Years	15 & Over	
	200	12 & Under	13\14 Years	15 & Over		
<b>Butterfly</b>	50	9 & Under	10 Years	11\12 Years	13\14 Years	15 & Over
	100	10 & Under	11\12 Years	13\14 Years	15 & Over	
	200	12 & Under	13\14 Years	15 & Over		
<b>Individual Medley</b>	100	9 & Under	10 Years	11\12 Years	13\14 Years	15 & Over
	200	12 & Under	13\14 Years	15 & Over		
	400	13 & Under	14 & Over			
<b>Freestyle Relay</b>	4 X 50	10 & Under	12 & Under	14 & Under	Open	
	4 X 100	15 & Over	Open			
<b>Medley Relay</b>	4 X 50	10 & Under	12 & Under	14 & Under	Open	
	4 X 100	15 & Over	Open			

***N.B. When using the Qualifying Times provided below for “Qualifying Meets” the slower time is to be used in combined Age groups.***

## Qualifying Meets

### Qualifying Times

#### Males

		Open	15yrs & Over	14yrs	13yrs	12yrs	11yrs	10yrs	9yrs/U
Free	50m		36.00	38.00	40.00	41.50	44.00	47.00	49.00
	100m		1:11.50	1:19.00	1:23.50	1:28.00	1:32.00	10yrs/U 1:38.00	
	200m		2:28.50	2:45.00	2:48.50	12yrs/U 2:56.00			
	400m	14yrs & Over 5:20.00			13yrs & Under 5:25.50				
	800m	11.17.00	Can use 400mt time providing it is under the 400 QT						
	1500m	19.20.00	Can use 400mt time providing it is under the 400 QT						
Back	50m		40.00	42.00	45.00	49.00	51.50	53.00	56.00
	100m		1:32.00	1:31.50	1:34.50	1:40.00	1:45.50	10yrs/U 1:50.50	
	200m		2:50.50	3:01.50	3:06.00	12yrs/U 3:15.50			
Breast	50m		45.50	46.00	48.50	52.00	55.50	57.00	59.00
	100m		1:40.00	1:48.00	1:53.00	1:58.00	2:03.50	10yrs/U 2:06.50	
	200m		3:13.50	3:23.50	3:27.00	12yrs/U 3:40.00			
Fly	50m		38.50	39.00	41.50	44.00	46.00	48.00	51.00
	100m		1:23.50	1:22.00	1:25.00	1:32.00	1:36.00	10yrs/U 1:50.00	
	200m		2:45.00	2:50.00	2:57.00	12yrs/U 3:05.00			
Medley	100m		1:20.50	1:24.00	1:29.00	1:35.00	1:40.00	1:50.00	1:55.00
	200m		2:50.50	3:01.50	3:07.00	12yrs/U 3:12.50			
	400m	14yrs & Over 5:57.00			13yrs & Under 6:05.00				

#### Females

		Open	15yrs & Over	14yrs	13yrs	12yrs	11yrs	10yrs	9yrs/U
Free	50m		40.00	41:50	43.00	44:00	46:00	48.50	52.00
	100m		1:19.00	1:26.00	1:28.00	1:30.50	1:33.50	10yrs/U	1.38.00
	200m		2:39.50	2:50.50	2:53.50	12yrs/U 2:58.50			
	400m	14yrs & Over 5.30.00			13yrs& Under 5:41.00				
	800m	15.00.00	Can use 400mt time providing it is under the 400 QT						
	1500m	22.00.00	Can use 400mt time providing it is under the 400 QT						
Back	50m		43.00	46.00	49.50	53.00	55.50	58.80	1.02.00
	100m		1.34.50	1:37.00	1.38.00	1.42.50	1:47.00	10yrs/U	1:52.50
	200m		3.01.50	3.06.50	3.12.50	12yrs/U 3:20.00			
Breast	50m		49.50	53.00	56.00	59.00	1.02.00	1.05.00	1.09.00
	100m		1.44.50	1.52.50	1.54.50	1.58.00	2.04.50	10yrs/U	2.07.00
	200m		3.23.50	3:28.00	3:35.00	12yrs/U 3:45.00			
Fly	50m		40.50	42.00	45.00	48.50	51.50	55.50	59.00
	100m		1.28.00	1.35.50	1.37.00	1.43.50	1.48.00	10yrs/U	2.00.00
	200m		2.52.50	3.07.00	3.12.50	12yrs/U 3.18.00			
Medley	100m		1.28.00	1.31.00	1.35.00	1.40.00	1.45.00	1.50.00	1.55.00
	200m		3.01.50	3.10.00	3.17.00	12yrs/U 3:23.50			
	400m	14yrs & Over 6.00.00			13yrs & Under 6.20.00				



## DEVELOPMENT MEET

<b><u>Organisational Body:</u></b>	Areas – Coast & Valley & Clubs
<b><u>Time Standards:</u></b>	Break times will apply. (Coast & Valley Championship QT)
<b><u>Rule Considerations:</u></b>	Yes – (read below)
<b><u>8Yrs &amp; Under:</u></b>	Coast & Valley will apply rule considerations for 25m events. Athletes may be issued with a stroke correction card from officials instead of being DQ. Swimmers are advised to hand the correction card to their coach after swim meet.
<b><u>9Yrs &amp; Over:</u></b>	No rule consideration
<b><u>Area Approval Required:</u></b>	Yes
<b><u>Time:</u></b>	Approx Four hours.
<b><u>Timing Equipment Required:</u></b>	Semi-Automatic (minimum)
<b><u>Program of Events:</u></b>	Coast & Valley requests that Development Meet programs include only the events indicated in the Development Meet Event Matrix (see below), and may be subject to limited entries dependant on the Meet program proposed by clubs.
<b><u>Age Grouping:</u></b>	Coast & Valley have adopted the Development Meet Age Group Guidelines for ALL Development Meets (see table below)
<b><u>Entry Times:</u></b>	Swimmers can use club times for first swim meet attended or first swim at that distance rather than entering as a NT entry
<b><u>Entries:</u></b>	Use of Online entries is recommended

## Development Meet Event Matrix:

### Long Course

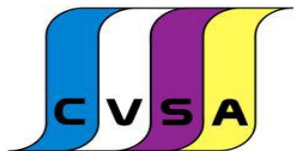
Stroke	Distance		
	50	100	200
Freestyle	X	X	Optional
Backstroke	X	X	Optional
Breaststroke	X	X	Optional
Butterfly	X	X	Optional
Individual Medley			Optional

### Short Course

Stroke	Distance			
	25	50	100	200
Freestyle	X	X	X	Optional
Backstroke	X	X	X	Optional
Breaststroke	X	X	X	Optional
Butterfly	X	X	X	Optional
Individual Medley			Optional	Optional

## Development Meet: Age Groups Matrix

Freestyle	25	6 & Under	7 Years	8 Years	9 Years	10 Years
	50	9 & Under	10 Years	11\12 Years	13\14 years	15 & Over
	100	10 & Under	11\12 Years	13\14 years	15 & Over	
	200	12 & Under	13\14 years	15 & Over		
Backstroke	25	6 & Under	7 Years	8 Years	9 Years	10 Years
	50	9 & Under	10 Years	11\12 Years	13\14 years	15 & Over
	100	10 & Under	11\12 Years	13\14 years	15 & Over	
	200	12 & Under	13\14 years	15 & Over		
Breaststroke	25	6 & Under	7 Years	8 Years	9 Years	10 Years
	50	9 & Under	10 Years	11\12 Years	13\14 years	15 & Over
	100	10 & Under	11\12 Years	13\14 years	15 & Over	
	200	12 & Under	13\14 years	15 & Over		
Butterfly	25	6 & Under	7 Years	8 Years	9 Years	10 Years
	50	9 & Under	10 Years	11\12 Years	13\14 years	15 & Over
	100	10 & Under	11\12 Years	13\14 years	15 & Over	
	200	12 & Under	13\14 years	15 & Over		
Individual Medley	100	10 & Under	11\12 Years	13\14 years	15 & Over	
	200	12 & Under	13\14 years	15 & Over		



## Development Meet

Break Times – (Must Swim Slower Than)

### Males

		15yrs&O	14yr	13yr	12yr	11yr	10yrs	9yrs	8yrs	7yrs	6yrs&under
Free	25m						NT	NT	NT	NT	NT
	50m	31.00	31.50	32.00	35.00	35.50	40.50	9yrs & under 43.00			
	100m	1:07.00	1:10.50	1:11.50	1:18.00	1:19.00	10yrs & under 1:25.00				
	200m	2:17.00	2:26.50	2:28.00	12 yrs & Under 2:37.00						
Back	25m						NT	NT	NT	NT	NT
	50m	37.00	39.00	40.00	43.00	43.50	45.00	9yrs & under 47.50			
	100m	1:20.00	1:23.00	1:25.00	1:32.00	1:33.00	10yrs & under 1:36.00				
	200m	2:40.00	2:50.50	2:51.50	12 yrs & Under 2:58.00						
Breast	25m						NT	NT	NT	NT	NT
	50m	42.00	45.00	46.00	48.00	50.00	53.50	9yrs & under 56.00			
	100m	1:29.00	1:33.50	1:35.50	1:45.00	1:46.00	10yrs &under 1:51.00				
	200m	3:02.50	3:09.00	3:15.00	12 yrs & Under 3:30.00						
Fly	25m						NT	NT	NT	NT	NT
	50m	36.00	37.00	37.5	41.00	42.00	44.50	9yrs & under 47.00			
	100m	1:16.50	1:23.00	1:24.50	1:32.50	1:36.00	10yrs & under 1:42.00				
	200m	2:40.00	2:52.00	2:55.00	12 yrs & Under 3:10.00						
Medley	100m	1:13:00	1:13:0		1:13:00		10yrs/under 1:13:00				
	200m	2:40.00	2:47.00	2:48.00	12 yrs & Under 2:58.00						

### Females

		15yrs&O	14yr	13yr	12yr	11yr	10yrs	9yrs	8yrs	7yrs	6yrs&under
Free	25m						NT	NT	NT	NT	NT
	50m	33.50	34.00	35.00	37.00	38.00	40.00	9yrs & under 43.00			
	100m	1:13.00	1:14.50	1:16.00	1:19.00	1:20.50	10yrs & under 1:26.00				
	200m	2:26.00	2:31.50	2:33.50	12 yrs & Under 2:38.50						
Back	25m						NT	NT	NT	NT	NT
	50m	40.50	41.50	42.00	43.00	43.50	45.50	9yrs & under 47.50			
	100m	1:25.00	1:28.00	1:29.50	1:32.00	1:33.00	10yrs & under 1:36.00				
	200m	2:49.00	2:52.00	2:54.00	12 yrs & Under 3:01.00						
Breast	25m						NT	NT	NT	NT	NT
	50m	45.00	47.00	48.00	51.50	52.50	54.50	9yrs & under 56.00			
	100m	1:34.00	1:37.00	1:38.50	1:44.00	1:45.00	10yrs & under 1:52.00				
	200m	3:10.00	3:16.00	3:20.00	12 yrs & Under 3:30.00						
Fly	25m						NT	NT	NT	NT	NT
	50m	38.50	39.50	40.00	42.00	42.50	44.50	9yrs & under 47.00			
	100m	1:23.00	1:25.00	1:26.50	1:34.50	1:37.00	10yrs & under 1:42.00				
	200m	2:51.50	2:56.00	3:00.00	12 yrs & Under 3:10.00						
Medley	100m	1.20.00	1.20.00		1.20.00		10yrs & under 1.20.00				
	200m	2:49.00	2:56.00	2:58.00	12 yrs & Under 3:08.00						



## COMBINATION MEET

<b><u>Organisational Body:</u></b>	Areas – Coast & Valley & Clubs
<b><u>Time Standards:</u></b>	<b>Division 1;</b> Qualifying times apply use times from the Qualifying meet guidelines  <b>Division 2; must</b> swim slower than the Qualifying times used in Division 1
<b><u>Rule Considerations:</u></b>	Yes – (read below)
<b><u>8Yrs &amp; Under:</u></b>	Coast & Valley will apply rule considerations for 25m events. Athletes may be issued with a stroke correction card from officials instead of being DQ. Swimmers are advised to hand the correction card to their coach after swim meet.
<b><u>9Yrs &amp; Over:</u></b>	No rule consideration
<b><u>Area Approval Required:</u></b>	Yes
<b><u>Time:</u></b>	Approx 8 hours Meet to finish by 4pm approx
<b><u>Timing Equipment Required:</u></b>	Automatic Or Semi-Automatic.
<b><u>Program of Events:</u></b>	Coast & Valley recommend that Combination Meets follow the event matrix set out below and may be subject to limited entries dependant on the Meet program proposed by clubs. It is also recommended that 13 & over is the limit in the Division 2 events
<b><u>Age Grouping: :</u></b>	Follow the age grouping shown in the guidelines below.
<b><u>Entries:</u></b>	Use of Online entries is recommended

## Combination Meet

### Division 1 Age Groups Matrix

Freestyle	50	9 & Under	10 Years	11\12 Years	13\14 Years	15 & Over
	100	10 & Under	11\12 Years	13\14 Years	15 & Over	
	200	12 & Under	13\14 Years	15 & Over		
	400	13 & Under	14 & Over			
	800	Open				
	1500	Open				
Backstroke	50	9 & Under	10 Years	11\12 Years	13\14 Years	15 & Over
	100	10 & Under	11\12 Years	13\14 Years	15 & Over	
	200	12 & Under	13\14 Years	15 & Over		
Breaststroke	50	9 & Under	10 Years	11\12 Years	13\14 Years	15 & Over
	100	10 & Under	11\12 Years	13\14 Years	15 & Over	
	200	12 & Under	13\14 Years	15 & Over		
Butterfly	50	9 & Under	10 Years	11\12 Years	13\14 Years	15 & Over
	100	10 & Under	11\12 Years	13\14 Years	15 & Over	
	200	12 & Under	13\14 Years	15 & Over		
Individual Medley	100	9 & Under	10 Years	11\12 Years	13\14 Years	15 & Over
	200	12 & Under	13\14 Years	15 & Over		
	400	13 & Under	14 & Over			

### Division 2 Age Groups Matrix

Freestyle	25	6 & Under	7 Years	8 Years	or 8 & Under	
	50	8 & Under	9\10 Years	11\12 Years	13 & Over	
	100	10 & Under	11\12 Years	13 & Over		
	200	10 & Under	11\12 Years	13 & Over		
Backstroke	25	6 & Under	7 Years	8 Years	or 8 & Under	
	50	8 & Under	9\10 Years	11\12 Years	13 & Over	
	100	10 & Under	11\12 Years	13 & Over		
	200	10 & Under	11\12 Years	13 & Over		
Breaststroke	25	6 & Under	7 Years	8 Years	or 8 & Under	
	50	8 & Under	9\10 Years	11\12 Years	13 & Over	
	100	10 & Under	11\12 Years	13 & Over		
	200	10 & Under	11\12 Years	13 & Over		
Butterfly	25	6 & Under	7 Years	8 Years	or 8 & Under	
	50	8 & Under	9\10 Years	11\12 Years	13 & Over	
	100	10 & Under	11\12 Years	13 & Over		
	200	10 & Under	11\12 Years	13 & Over		
Individual Medley	100	10 & Under	11\12 Years	13 & Over		
	200	10 & Under	11\12 Years	13 & Over		



## PICNIC MEETS

### Picnic Meet

**No Times or Results will be recognised or sent through to SNSW or CVSA under any circumstances. (Must be included on Program flyer and Conditions of Entry)**

**Organisational Body:** CVSA & Swim Clubs

**Time Standards:** Optional

**Rule Considerations:** Optional

**Swimming NSW Approval Required:** No

**Area Notification Required:** Yes

**Time:** Approx Four hours

**Timing Equipment Required:** Optional

## TIME TRIALS

- Time Trials are not to take the place of swim meets
- Will not be approved if there is a swim meet in the CVSA area at the same time
- Time trials should only be used for swimmers to attempt to qualify for Championship events.

<b><u>Organisational Body;</u></b>	CVSA & Swim Club
<b><u>Time Standards;</u></b>	must be close to Qualifying time trying to achieve
<b><u>Rule Considerations;</u></b>	No
<b><u>Swimming NSW approval required;</u></b>	No
<b><u>Area Approval Required;</u></b>	Yes - Submit List of events to CVSA at least Four (4) weeks prior to Time Trial
<b><u>Time Duration;</u></b>	Two (2) Hours
<b><u>Timing Equipment required;</u></b>	Optional

**Advise** CVSA of the Accredited Referee and Starter two (2) weeks prior to Time Trial

**Results;** treat the same as a swim meet (see what to do after a swim meet page 16)

Time Trials may only be run seven (7) days prior to the closing date of the following meets:

- Area Championships
- Country Championships
- State Championships
- National Championships – These must be swum in a 50mt pool for Long Course championships.

*There are normally enough Qualifying and Development swim meets in the CVSA area to allow for swimmers to qualify for championship events.*

# CLUB SWIM MEET PROCESS

## APPLICATION PROCESS

1. Nominate three dates for your swim meet, and prioritize the dates from 1 to 3 with 1 being the most preferred date for your swim meet. The Coast & Valley Competition Committee will review all applications and allocate dates available.
2. Clubs may not secure their first choice date.
3. Clubs to nominate Starter & Referee on Application form, or nominate CVSA as officials if using CVSA. They can change at time of meet but must be current accredited officials.
4. If a club does not apply within the application period they may not be in the first-round of allocations of dates for swim meets.
5. **MEET PROGRAM MUST** be send to CVSA with your swim club meet application to the CVSA Area Secretary. Meet Manager files are preferred to be included with application or please advise if using a previous year program

### ***IF PROGRAM IS NOT ATTACHED MEET & DATE WILL NOT BE APPROVED***

6. Amendments/changes to swim meet programs may be requested by Coast &Valley Competitions and/or Management Committee.
7. Once your swim meet date has been allocated and approved by CVSA it will be published on the CVSA Area & SNSW web site.
8. When swim meet is approved the club will be asked to provide a Team Manager file & online link if using that facility. Links will be set up on CVSA & SNSW website
9. Swimming clubs will be notified via email or post as soon as possible regarding the status of your application.
10. No changes are to be made to Swim Meet programs after approval
11. Swimming Clubs only require approval of the Coast & Valley committee for Qualifying & Development Meets.
12. **Late applications will be assessed at the discretion of the Coast & Valley Competition Committee and will only be approved for a date which has not been already allocated.**

### **Key Dates**

1. Applications **Close 1st June**, for Summer Long Course meets for the following season
2. Applications **Close 1st November**, for Winter Short Course meets for the following season

**REQUEST FOR APPROVAL OF CLUB SWIM MEET**

Please complete all questions below and submit to Area Secretary or Registrar

Name of Swim Club: \_\_\_\_\_ Venue: \_\_\_\_\_

Club Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Length of Pool: ☐ 25m ☐ 50m Type of Timing: ☐ Automatic ☐ Semi-Automatic ☐ Manual  
(Clubs responsibility to organise) (Picnic ONLY)Competition Starting Time: \_\_\_\_\_ Will Multi-Disability Events Be Offered? Yes ☐ No ☐

Date of Meet (Provide 3 dates please)		
1st Option:	2nd Option:	3rd Option:

**Meet Designation** (please refer to the [Coast and Valley Swimming Association Competition Policy](#) and the 'Notes' section at the bottom of this form to ensure you select the correct designation for your meet):

<input type="checkbox"/> <b>Qualifying-</b> A Program of Events MUST accompany this form	<input type="checkbox"/> <b>Picnic –</b> Times will not be recognised as official times by NSW or CVSA and <b>cannot</b> be used as entry times for championship events.)
<input type="checkbox"/> <b>Combination meet –</b> A Program of Events MUST accompany this form	
<input type="checkbox"/> <b>Development –</b> A Program of Events MUST accompany this form	<input type="checkbox"/> <b>Time Trial –</b> A Program of Events MUST accompany this form

Meet Officials	
The accredited Referee is; _____	<b>OR</b> Accredited Referee is CVSA acquired <input type="checkbox"/>  Accredited Starter is CVSA acquired <input type="checkbox"/>
The accredited Starter is; _____	

**NOTES**

- (i) All participating Clubs must be affiliated with NSW. All competing swimmers must be registered with NSW. Competitions involving Unaffiliated clubs or unregistered swimmers will not be approved or covered by the insurance of NSW.
- (ii) For the above meet to be designated as a qualifying meet for Swimming New South Wales and \*Swimming Australia events, the following minimum standards must be met:  
 The competition must be conducted under the Rules of NSW;  
 Pool length dimensions must be 25 metres or 50 metres;  
 Automatic timing, semi-automatic timing or manual times (\*only automatic and semi-automatic times accepted by Swimming Australia);  
 NSW currently accredited Starter and Referee appointed to the meet by the relevant body must be in attendance;
- (iii) All Area Qualifying, Development and Club Meets must satisfy NSW & CVSA Competition Strategy.
- (iv) The meet must be conducted in accordance with the [Pool Depth Guidelines](#) adopted by Swimming Australia.

## What to do after Swim meet is completed!

- **COMPLETE GUIDE FOR SETTING UP ONLINE MEET, ENTRIES AND PUBLISHING RESULTS FOR THE National Results Data base can be found on CVSA website**
- Clubs upload the swim meet result in “club lane” national result data base.
- Clubs **MUST** then e-mail the following to the CVSA Competition Co-ordinator ASAP after the meet:
  1. **Meet Manager backup result file & the TM result file**
  2. Names of the **Referee & Starter** that officiated at the Meet
  3. **Meet Code**; this is the number that identifies the meet when you set it up in Club Lane.
- Coast & Valley Competition Co-ordinator will then verify that the meet has CVSA approval & send to SNSW for final approval.
- Please note that any duplicate, misspelt or other incorrect information included in the MM and TM files may be returned to the Club for correction.
- If the file is not corrected, the times from that swim meet for the swimmer will not be recorded against his name.
- Ensure that MM ID's are correct on the Meet Manager program.  
*This is extremely important with online entries as these times will be the only times recognised by Swimming NSW and Swimming Australia.*
- Times achieved at development meets without ‘rule consideration’ can be used as qualifying times anywhere within Australia.

## ORGANIZING & CONDUCTING SWIM MEETS

The ease in which technical officials can perform their duties will determine the smoothness in which the meet can run. Please consider some of these item/issues when running a meet.

### **NO CLUBS SHOULD USE MANUAL TIMING IN COAST & VALLEY AREA**

### **Electronic Timing (AOE & SAT)**

**When running a meet with electronic timing please consider the following**

- Have you booked the AOE and/or SAT from SNSW? Please refer the SNSW Website, under resources – forms for the booking sheet. For further information contact SNSW on (02)97635833
- Create your swim meet/ MM file on Meet Manager.
- If using touch pads (AOE) are the mounting holes drilled into the pool deck?
- Do you have a location for the Electronic Scoreboard?
- Program for each lane. Have a clipboard for each lane with a pencil (not a pen – the ink will run when your sheet gets splashed!)
- If you are running your meet with SAT timing only, ensure that there is at least one stopwatch per lane as backup timing

**What you get when hiring Electric Timing Equipment from SNSW?**

- Meet Manager Computer. Aries computer and operator
- Printer & Toner
- Push Buttons & stands. Touch Pads if hired
- Electronic starting device
- All leads
- Lane speakers

### **Meet Requirement Checklist**

Item	Amount	Checked By
Tables Marshalling + chairs	2 tables + 4 chairs	
Tables Recording + chairs	2 tables + 4 chairs	
Tables AOE/SAT + chairs	2 tables + 4 chairs	
Tables medals + chairs	1 tables + 1 chairs	
Chairs Timekeepers	2/3 per lane	
Chairs Marshalling	To be calculated by club but up to 80	
Stopwatches	At least 1 per lane preferably 2/3 per lane	
Clipboards	10	
Claims board	1	
PA System	1	
Medals	To be calculated by the club	
Printing Paper	2 reams spare recommended	
Programs for timekeepers/ officials	1 per lane & 1 per official	

## **Marshalling Area:**

Your set up in marshalling is vital to the success of the meet.

- If possible, separate boys and girls – this will depend on the size of your meet, the size of your marshalling area and the expertise of your marshals, but it is a good rule to follow
- Each area will require one large table and two chairs.
- Each area will require stationary (Pens, highlighters, rulers)
- Each area will require a form of communication (walkie talkie, phone, mobile) if implementing communications between Marshalling and Recording.
- For seating of competitors you should have enough chairs for 4-5 heats in each gender
- Consider climatic and weather conditions. Maybe the use of tents and heaters are required for swimmer comfort and protection. This is a vital section of risk management that requires careful consideration
- Positioning of the Claims Board – has to be visible to the public, the Referee and must have ease of access to Check Starters.

## **Computer/Recording Area:**

- Needs to be close to power outlets
- Needs to have visible sight to start area and finish area
- Needs to have easy access to marshalling area
- The recording area will require a form of communication (walkie talkie, phone, mobile) if implementing communication between Marshalling and Recording.
- Will require stationary, pens, highlighters, staplers.

## **Presentation Area:**

This an area that is going to receive a lot of traffic and as such should be away from all Technical Officials and swimmers who have jobs to do.

- Have one large table plus several chairs
- Be close to the public address system or have line of sight to the receiver if using a wireless microphone
- Have ease of access from recorders to announcer
- Allow your announcer to be aware of protocols if they are not trained, especially in the reading of infraction reports.

## **Results:**

Parents, swimmers and coaches are often uncontrollably enthusiastic to see results and as such the set up of this area is important.

- Select an area away from Marshalling, Recording and the Pool deck
- Post results as soon as they are announced

## Warm up procedures:

As a rule most meets commence warm up one hour before a meet starts. With a 9am start, there would be an 8am warm up, clearing the pool at 8.50am. Please consider the following:

- If running a large meet maybe starting warm up at 7.30am
- Having designated lanes for clubs
- In an 8 lane pool – Diving only in lanes 1 and 8

Please refer to the warm up procedures used at SNSW meets as a guideline for your meet. Warm Up, Marshalling & Staging Instructions & Meet Directors check list can be found on SNSW website under Member Information > Competition > Competition Structure

## Technical Officials:

Most technical officials will be performing their duties for the entire meet. As a host club you are responsible for their comfort. Please consider:

- A secure place for all Technical Officials to put their belongings
- A place to serve and prepare refreshments
- A place that is appropriate for lunch – usually a clubroom
- Ensure that timekeepers are adequately hydrated, even if they are working for less than a session of your meet

Ideally you should have the following officials for your meet: maximum

- 2 Referees, 2 Starters,
- 16 Inspectors of Turns (can suffice with four), 4 Judges of Stroke (These are not always possible)
- 2-3 time keepers per lane, 1 Chief Timekeeper
- 1 AOE/S.A.T Operator, 1 Computer Operator,
- Recorders, 1 - 3
- 4 Marshalls – 2 Boys and 2 Girls
- 2 Check Starters – 1 Boy and 1 Girl
- 1 Announcer
- 1 Medal Presenter
- 1 Meet Director

When planning your swim meet, decide how many of these officials **YOUR CLUB** is able to provide. If you cannot supply timekeepers, check starters, marshals or starters, plan ahead and organise training and assessment for your club.

**The ATSC meet liaison person will contact you 1-2 months prior to your meet to check on your progress recruiting officials.**



## NOMINATION TO HOST AREA MEET OR SNSW EVENTS IN CVSA AREA

### Summer Meets

Complete the following form to nominate to host an Area Meet or Swimming NSW meet held within the Coast & Valley area during the Summer season. Where Clubs are nominating to host more than one event, please photocopy this form and submit a separate form for each event.

**Area Meets (tick 'Host' box to indicate meet nominating to host):**

Host	Date	Event	Notes/Meet Requirements
		Area Championship Meet	<ul style="list-style-type: none"> <li>Meet must be conducted in a 50m pool with a minimum of 8 lanes</li> <li>Coast &amp; Valley to set date to host meet</li> </ul>
		Area Development/ Speedo heat Meet	<ul style="list-style-type: none"> <li>Meet must be conducted in a 50m pool with a minimum of 8 lanes</li> <li>Coast &amp; Valley to set date to host meet</li> </ul>
		NSW Country Regionals	<ul style="list-style-type: none"> <li>Meet must be conducted in a 50m pool with a minimum of 7 lanes</li> <li>Follow SNSW conditions</li> </ul>
<b>Pool Hire cost;</b>			
<b>How many Tents/Marquees can host club supply?</b>			
<b>How many Tables &amp; Chairs can host club supply?</b>			

Please note the following conditions associated with hosting a CVSA meet:

### CVSA Responsibilities

- CVSA will provide the cost of catering for Technical Officials (Refer to CVSA catering guidelines)
- CVSA will provide medals and trophies (where applicable)
- CVSA will cover the cost of pool hire and program printing costs
- CVSA will organise all Technical Officials required for meets
- CVSA will supply/set up timing equipment
- CVSA will receive all income generated from event entries.
- CVSA will receive program sales. Host club to receive \$1 per program sold (Where applicable).

### Host Club

- **Host pool must have adequate spectator & marshalling area**
- Host club to make first contact with pool to see if any hiring fees are applicable & include in application.
- Can the host club supply any tents/Marquees, tables & chairs? If so in what quantity & include in application.
- Provide workforce of 10 people approx. to set up & pack up tents, marshalling area etc. before & after each day of competition.
- Provide a person to sell programs from when the swim centre opens to 1 hour (approx.) after start of meet. \$1 from each program sold goes to host club.
- Provide people to run results from recorders to announcer & presentation area & to post in the area designated for results for the whole meet.
- Catering for officials including refreshments on pool deck during competition.  
See catering guide on CVSA website, go > resources > procedures
- Host club will not be allocated any other duties on the day
- **Host Club** may fundraise at the event via raffles and BBQ sales (or any other activity approved by Pool management & CVSA Executive)

## NOMINATION TO HOST AREA MEET OR SNSW EVENTS IN CVSA AREA

### Winter Meets

Complete the following form to nominate to host an Area Meet or Swimming NSW meet held within the Coast & Valley area during the Winter season. Where Clubs are nominating to host more than one event, please photocopy this form and submit a separate form for each event.

**Area Meets (tick 'Host' box to indicate meet nominating to host):**

Host	Date	Event	Notes/Meet Requirements
		Area Championship Meet	<ul style="list-style-type: none"> <li>Meet must be conducted in a 25m pool</li> <li>Coast &amp; Valley to set date to host meet</li> <li>Meet program as per Coast &amp; Valley Competition Structure</li> </ul>
		Winter sprint	<ul style="list-style-type: none"> <li>Meet must be conducted in a 25m pool with a minimum of 8 lanes</li> <li>Coast &amp; Valley to set date to host meet</li> <li>Follow SNSW conditions</li> </ul>
<b>Pool Hire cost;</b>			
<b>How many Tents/Marquees can host club supply?</b>			
<b>How many Tables &amp; Chairs can host club supply?</b>			

Please note the following conditions associated with hosting a CVSA meet:

### CVSA Responsibilities

- CVSA will provide the cost of catering for Technical Officials (Refer to CVSA catering guidelines)
- CVSA will provide medals and trophies (where applicable)
- CVSA will cover the cost of pool hire and program printing costs
- CVSA will organise all Technical Officials required for meets
- CVSA will supply/set up timing equipment
- CVSA will receive all income generated from event entries.
- CVSA will receive program sales. Host club to receive \$1 per program sold (Where applicable).

### Host Club

- **Host pool must have adequate spectator & marshalling area**
- Host club to make first contact with pool to see if any hiring fees are applicable & include in application.
- Can the host club supply any tents/Marquees, tables & chairs? If so in what quantity & include in application.
- Provide workforce of 10 people approx. to set up & pack up tents, marshalling area etc. before & after each day of competition.
- Provide a person to sell programs from when the swim centre opens to 1 hour (approx.) after start of meet. \$1 from each program sold goes to host club. (Where applicable).
- Provide people to run results from recorders to announcer & presentation area & to post in the area designated for results for the whole meet.
- Catering for officials including refreshments on pool deck during competition.  
See catering guide on CVSA website, go > resources > procedures
- Host club will not be allocated any other duties on the day
- **Host Club** may fundraise at the event via raffles and BBQ sales (or any other activity approved by Pool management & CVSA Executive)

## CATERING GUIDELINES

The following guidelines have been established to assist clubs hosting Coast & Valley Championship, Development or Speedo heat meets to cater for all Technical Officials working at these meets.

The Coast and Valley Swimming Association Management Committee have set a maximum of:

**\$12.50 per head** for lunch and “extras” throughout each day of the meet.

Numbers will be advised after the Technical Official roster has been completed.

The host club shall provide Coast and Valley Swimming Association with an invoice for the catering costs to enable payment to be made, and shall be sent to:

Secretary, Coast and Valley Swimming Association by:

1. Email : [swim.coastandvalley@gmail.com](mailto:swim.coastandvalley@gmail.com),  
or
2. Post: PO Box 406, KOTARA FAIR. NSW 2289

### POINTS TO REMEMBER

- Some officials have been working and/or travelling for hours before arriving before the start of the meet
- Some officials may have special dietary requirements (ie vegetarian, gluten free). Please be prepared to cater for these.

### ON ARRIVAL

Have ready tea, coffee, juice, biscuits – remember to include for milk and sugar

### LUNCH

Consider:

- Green salads
- Cold meats – chicken, ham etc
- Bread rolls
- Something for ‘afters’ – not necessarily sweets. Consider slices & biscuits

In winter consider also having soup with rolls and less of salads/meats

Remember to have club members prepared to undertake and/or co-ordinate the provision of the lunch/es

### THROUGHOUT THE DAY

Have a plentiful supply of:

- cold water
- water cordial (CONTAINERS WILL BE SUPPLIED BY CVSA FOR THIS)



- cheese & bikkies
- slices
- fruit
- bags of lollies

These will need to be brought around to the officials regularly from about 10:30am onwards and you will need to have club members available and prepared to undertake this task.

### PLEASE REMEMBER...

- that officials on pool deck are concentrating on providing a fair competition for all swimmers and may be unable to “take” something to eat (they run out of hands!) – disposable plates and serviettes would be invaluable.
- other officials cannot eat ‘right now’ and have to pick a ‘lull’ in proceedings to stop their work.
- Remember that all officials are concentrating on providing the best and fairest swimming competition for the swimmers and cannot leave their positions.
- Hot drinks on pool deck are not advisable – please consider the dangers to swimmers, officials and spectators before offering these during swimming sessions.

# Development

## Overview

Swimming NSW has prided itself on its development of talented athletes for many years and has consequently produced some of this country's finest swimmers. To remain at the forefront of Swimming within Australia, Swimming NSW must always review and adapt its development model.

In the development model there is a clear progression in what swimmers learn and receive as their standard rises. This model aims to reward and encourage a larger portion of our membership base from grass roots to our elite.

There are two common streams throughout the Area Development levels. There is an education and testing stream achieved through Area run Development Days and competition stream enabling Areas to compete against each other in a fun and team environment. The SNSW squads do not currently have a competition stream.

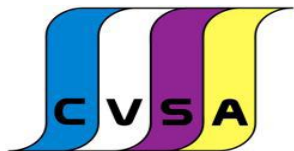
SNSW also strongly supports the opportunity for coach development. SNSW will arrange a coach from our Coach Development Framework (CDF) program to assist in running Area Days. The coach will assist with swimmer development but there is also a strong desire to encourage and promote coach development discussions to take place during this time.

Swimming NSW has prided itself on its development of talented athletes for many years and has consequently produced some of this country's finest swimmers. To remain at the forefront of Swimming within Australia, Swimming NSW continually reviews and adapts its development model.

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There are two common streams throughout the Area Development levels. There is an education and skills stream achieved through Area run Development Days and competition stream enabling Areas to compete against each other in a fun but competitive team environment. The SNSW squads do not currently have a competition stream.

SNSW and CVSA strongly support the opportunity for coach development. SNSW will arrange a coach from our Coach Development Framework (CDF) program to assist during our Development days. The coach will assist with swimmer development but there is also a strong desire to encourage and promote coach development discussions to take place during this time.





## Squad Selection

CVSA Squads will be SELECTED by the *Development Committee* based on swimmers performances throughout the summer season.

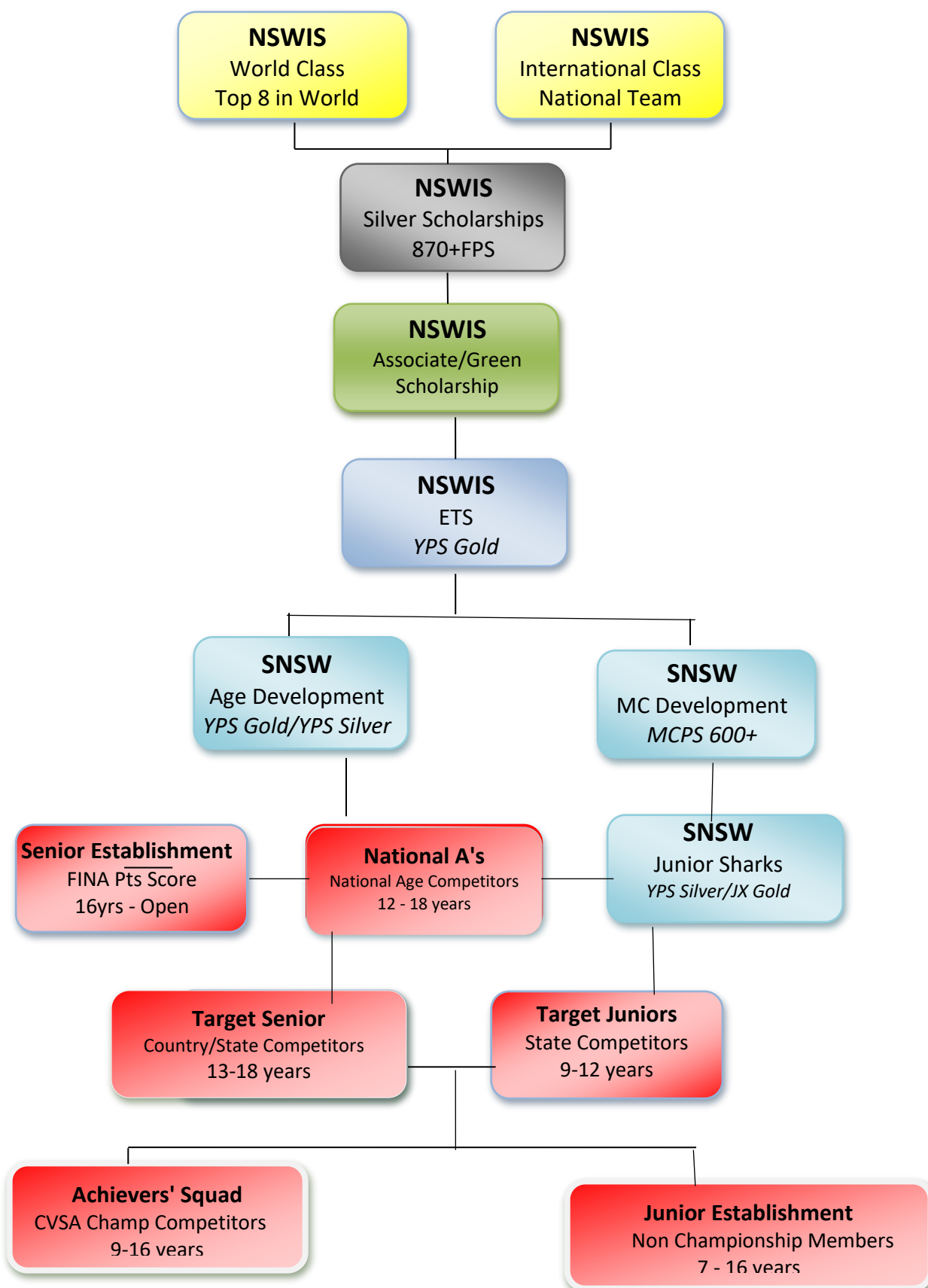
Swimmers will be advised by email of the squad they have successfully achieved and will be required to advise their acceptance within two (2) weeks of receiving notification. Please make sure email addresses are current on the Swimming NSW website as this will be the initial contact point.

Teams will be announced at the end of May as per the Swimming NSW squad structure.

**N.B - Junior Establishment Squad is by acceptance via the CVSA website which is in early February each year.**

**Website:** [coastandvalleynsw.swimming.org.au](http://coastandvalleynsw.swimming.org.au)

## SWIMMING NSW / CVSA SQUAD PATHWAY





# Swimming NSW Squads

## NSWIS SCHOLARSHIP PROGRAM

### Selection Criteria

The Scholarship Selection Criteria is set by the JMC which is made up of representatives from Swimming Australia, Swimming NSW & NSWIS.

## NSWIS EMERGING TALENT SQUAD OPEN

### Selection Criteria

The ETS Open Selection Criteria is set by the JMC (19- 21years female & 19 to 22+ years male, Average Time standard of either Top 10 or Top 8 in Australia over a 4 year period, max size ranking 20 swimmers using a percentage of the QT time).

## NSWIS EMERGING TALENT SQUAD – 13-18 Years

### Selection Criteria

The ETS Selection Criteria is set by the JMC (13- 18 years, YPS Gold Time standard, max size ranking 60 swimmers using a percentage of the YPS Gold time. Gold Medal in the 10km National Open Water Championships).

**Please Note:** Meeting the selection criteria does not guarantee selection.

## SNSW-AGE DEVELOPMENT SQUAD

### Selection Criteria

Swimmers aged 13-16 years of age at that have achieved Gold and/or Silver YPS time standards in a Final at the National Age Championships, or Silver or Bronze Medal in the 10km National Open Water Championships.



## SNSW-JUNIOR SHARKS SQUAD

### Selection Criteria

#### Priority 1

Swimmers that achieve a 12-13 years YPS Silver time at the NSW LC State 10 & U – 12 Years Championships.

#### Priority 2

Swimmers 11-12 years of age that have achieved five (5) or more 12 years Gold JX time standards at the NSW LC State 10 & U – 12 Years Age Championships one of which must be the 200m IM.

**Please Note:** Meeting the selection criteria does not guarantee selection.

## SNSW-MULTI CLASS DEVELOPMENT SQUAD

### Selection Criteria

Any swimmer that gains over 600 IPC points at any of the SNSW approved meets. Athletes selected on Swimming Australia Squads are ineligible for selection.

## CVSA SQUADS

### SENIOR ESTABLISHMENT SQUAD

#### Aim

This squad has the specific purpose of assisting our more experienced athletes to extend their time in the sport. CVSA believes that opportunities, such as international competition, will assist athletes to reach their potential in their home coaching program. Selection in the Senior Establishment squad reflects the swimmers commitment to the sport and continued improvement in their swimming career.

#### Selection Criteria

- Teams will be selected based on ages 16 years+ at the date of the meet.
- Swimmers will have participated in the CVSA and/or SNSW Squads, or have contributed to CVSA Development programs.
- Swimmers will NOT have been selected in a Swimming Australia associated international touring team for that year.
- Swimmers MUST attend Coast and Valley, Swimming NSW and Swimming Australia Championship meets within a twelve (12) month period prior to the date of the selected meet..

#### Competition

- Compete at an international / interstate meet determined by CVSA.

### NATIONAL A SQUAD

#### Aim

Equip the athletes with the skills to qualify for the following 2016 National Age Championships and step up to finals.

#### Selection Criteria

- Able Bodied Swimmers aged 12-18 years of age that competed in an individual event at the Australian Age Championships in individual events *or*
- Multi Class Swimmers aged 12-18 Years of age that competed in an individual event at the Australian Age MC Championships *or*
- Open Water Swimmers aged 12-18 Years of age that competed in an individual event at the Australian Age Open Water Championships.
- In addition to the relevant criteria above swimmers must have also competed in an individual event at NSW State Championships (Open, Age, MC or Open Water) *and*
- Swimmers must have also competed in an individual event at the CVSA Area Championships.

#### Activities / Competition

- Weekend Camp - Education/Pool Sessions with SNSW Area National A's Meet conducted each evening

## SENIOR TARGET SQUAD

### Aim

Prepare swimmers to qualify for the following National Age Championships.

### Selection Criteria

- Able Bodied Swimmers aged 13-18 years that competed in an individual event at the State Age LC Championships *or*
- Multi Class Swimmers aged 13-18 years that competed in an individual event at the Country LC Championships/ SNSW MC Championships *or*
- Open Water Swimmers aged 13-18 years that competed in an individual event at the State Open Water Championships.
- Swimmers must have also competed in an individual event at the CVSA Area Championships.

### Activities / Competition

- One Development Day to be held, covering education and pool focus areas.
- SNSW Area Target Squad meet

## JUNIOR TARGET SQUAD

### Aim

Prepare swimmers to qualify for the National Age Championships.

### Selection Criteria

- Able Bodied Swimmers aged 9-12 years that competed in an individual event at the State Age LC Championships *or*
- Multi Class swimmers aged 9-12 Years that competed in an individual event at the State Age LC Championships/SNSW MC Championships *or*
- Open Water Swimmers aged 9-12 years that competed in an individual event at the State Open Water Championships.
- Swimmers must have also competed in an individual event at the CVSA Area Championships.

### Activities / Competition

- One Development Day to be held, covering education and pool focus areas.
- SNSW Area Target Squad meet

## ACHIEVER'S SQUAD

### Aim

Prepare swimmers to qualify for the State Age Championships.

### Selection Criteria

- Able Bodied Swimmers aged 9-16 years that competed in an individual event at the CVSA Area Championships *or*
- Multi Class Swimmers aged between 9-16 years that competed in an individual event at the CVSA Area Championships *or* the NSW Multi Class Championships *or*

### Activities / Competition

- one Development Day to be held, covering education and pool focus areas.
- SNSW Area Achiever's Squad meet

## JUNIOR ESTABLISHMENT SQUAD

### Aim

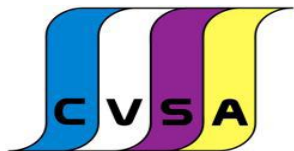
Provide an opportunity for each Area to meet the needs of swimmers that are currently missing out on development opportunities through the current structure.

### Selection Criteria

- Non Qualifiers for area championship (7 - 16yrs)

### Activities / Competition

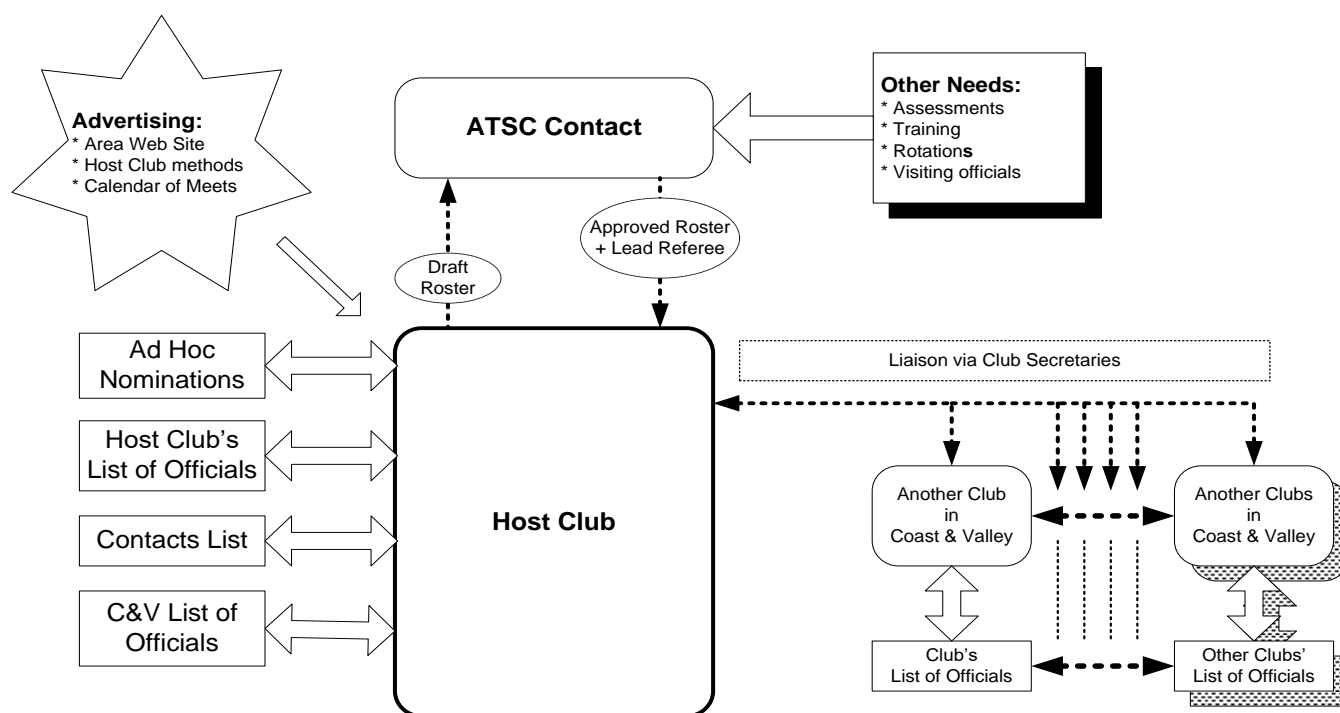
- Attend the NSW State Open Championships and have the opportunity to do a swim session in the competition pool followed by a tour of either the SOPAC facility or the NSW Institute of Sport *or*
- Fun Mini Meet with athlete an appearance from NSWIS and education component.



# Technical

INFORMATION FOR CURRENT MEMBERS OF THE AREA TECHNICAL SWIMMING COMMITTEE (ATSC)  
CAN BE FOUND ON THE CVSA WEB SITE  
[www.coastandvalleynsw.swimming.org.au](http://www.coastandvalleynsw.swimming.org.au)

## How to Invite Technical Officials to a Swim Club Meet



## Overview

### 1. Compile & Maintain List of Technical officials

Clubs are encouraged to develop their own list of contacts for Technical Officials.

Clubs are actively encouraged to develop their own Technical Officials. Refer to the Coast & Valley procedure for training and accreditation of Technical Officials found on the Coast & Valley website via

[www.coastandvalleynsw.swimming.org.au](http://www.coastandvalleynsw.swimming.org.au)

Periodically the Coast & Valley Secretary will circulate to Club Secretaries the Coast & Valley Database of all currently accredited Technical Officials. This list is accurate to the best of Coast & Valley's knowledge.

Use of this information is **strictly restricted** and subject to Privacy constraints. It is only for the use of Coast & Valley Clubs to:

- Check the currency of their own Technical Officials for
  - Accuracy of Credentials  
Requests for update/correction of credentials can be made through the Area Secretary either by the Club Secretary, or the Technical Official concerned complete with documentary evidence of the credentials attained/held
  - Accuracy of Contact details  
Corrections / revisions to contact details are to be advised to the Area Secretary
- Use to invite nominations from Technical Officials to Club Meets

## Recruiting Officials for a Swim Meet

Clubs can recruit Technical officials as follows:

- 1) Technical Officials from their own Club,
- 2) Invite Technical Officials to nominate for the meet by any or all of the following means:
  - i. Direct contact by phone, email or letter to Technical Officials they have already developed relationships with,
  - ii. Direct contact by phone, email or letter to Technical Officials on the Coast & Valley Database
  - iii. Direct contact by phone, email or letter to other Coast & Valley Secretaries

Clubs should always engage their ATSC Contact prior to the meet. Refer to the attached list provided for your Club's Area Technical Swimming Committee Contact.

It is suggested that invitations should be sent out **two (2) Calendar Months** prior to the meet, with a **reminder at least one (1) calendar Month** prior to a meet. As an absolute minimum, invitations should be sent out at least one (1) Calendar Month prior to the meet.

Clubs should advise their ATSC Contact of their proposed Technical Official roster at least two (2) weeks prior to the meet, and also advise their ATSC Contact of any officials undergoing assessments.

The ATSC will ensure that the Referees and Starters for the Meet are currently accredited with Swimming Australia. The ATSC Contact may supplement the list with other Officials for training and / or assessment purposes.

A draft blank roster is provided for Club's to fill out. As a guideline for an 8 lane 50 metre pool with electronic timing, Coast & Valley recommends the complement of officials in Table 1 – Guideline for Technical Official Rostering.

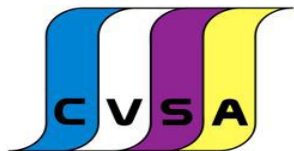
Clubs should confirm to the nominating Technical Officials at least ten (10) days prior to the meet of their successful appointment.



## Table 1 - Guideline for Technical Official Rostering

Eight Lane 50 metre Pool with electronic timing

Position	Minimum Number	Ideal	Comment
Referee	Two (2)	Five (4)	With (2) Referee's and the 4 Judge of Strokes positions, this will allow for the efficient running of the Meet.
Judge of Strokes	Two (2)	Four (4)	See above
Inspector of Turns	Nil (0)	Eighteen (18)	Gaining a full complement of Inspectors of Turns is highly unlikely at area level. There should be a minimum of three (3) at any end, each covering 2 lanes, and the Judges of Strokes covering the outside lanes. Eighteen would allow for 8 each end plus a Chief for each end. Clearly filling marshalling, check starting and then the timekeeping end is the highest priorities. Always populate the finishing end first with Inspectors of Turns as they can operate timing mechanisms
Starter	One (1)	Two (2)	Two Starters are ideal for any Meet as it allows for continuity throughout the meet.
Marshall	Three (3)	Four (4)	Always roster marshals first, always have a minimum number. Three to four are ideal as the extra Marshalls can take any possible amalgamation or reseed to the Referee for approval. Timekeepers can always be recruited on the day.
Check Starter	Two (2)	Two (2)	Always ensure there are at least 2 check starters. Always roster this position ahead of timekeepers and after marshals. Timekeepers can always be recruited on the day.
Recorder	One (1)	Three (3)	There should always be at least one very experienced recorder at every meet. Trainee recorders can be used provided at least there is one experienced recorder
Computer Operator	One (1)	One (1)	If there is only one Recorder, this position should also be filled by a qualified Recorder. i.e. 2 qualified Recorders, one operating the computer, one as a Recorder
AOE	One (1)	Two (2)	There should always be an experienced person as a supervisor. There are quite a few AOE and SAT trained people in the area, always try to have at least one person to operate the equipment, so that the SNSW operator can supervise.
Announcer	Nil	Two (2)	A longer term goal is to have qualified Announcers in the area so that Starting can occur per SAL and SNSW State Level meet procedures. This is an opportunity to save time at meets as well as improve the quality of the starts.



<b>Chief Timekeeper</b>	One (1)	One (1)	Always have a Chief, operating a manual watch.
<b>Timekeepers</b>	Eight (8)	Sixteen (16)	<p>Ideally at least eight would also be qualified Inspectors of Turns. This is unlikely at local meets.</p> <p>Two (2) per lane is the maximum where AOE with SAT as backup are in use.</p> <p>If SAT only is in use, there should be three per lane, with 1 to operate a stop watch.</p> <p>If no AOE, and there are only two timekeepers per lane, three finish judges are required.</p>



## Sample Email Invitation for Technical Officials

**From:** <Host Club Secretary>

**To:** <All Coast & Valley Club Secretaries>

**Cc:** <Email Address for ATSC Contact>

**Bcc:** <Email Addresses for all Coast & Valley Technical Officials>

**Subject:** Invitation for Technical Officials for <Host Club Name> Meet <day month year>

Hi All Clubs & Technical Officials,

<Host Club Name> warmly invites all Technical Officials to nominate for the <Host Club Name> Meet to be conducted at <Venue> on <day month year>.

Please advise your availability and 3 preferences, in order, for the positions you would like to work, to <name of Club Contact person or persons> by either email < email address for contact person or persons> or by phone <insert phone number/s for contact person/s>.

Nominations close <date three weeks prior to meet>.

Many Thanks & Kindest Regards

John Doe

Secretary <Host Club Name>

**Phone (BH):** <business hours phone number>

**Phone (AH) :** <after hours phone number>

**Mobile :** <mobile phone number>

**Email :** <email address>



## Technical Official Roster

Name of Meet: \_\_\_\_\_

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

	Session 1 – (Insert start time)	Session 2 (Insert start time)
Referees		
Judge of Strokes		
Starters		
M		
W		
Marshalls		
1		
2		
3		
4		
Check Starters		
1		
2		
Recorders		
1		
2		
3		
Computer		
AOE		
Announcer		
Runners		
Medals		
Chief Timekeeper		
Timekeepers		
1		
2		
3		
4		
5		
6		
7		
8		
Meet Director		



## Timekeeper's Allocation Form

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

Chief Timekeeper: \_\_\_\_\_

Reserve Timekeepers: 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

LANE 0	LANE 1	LANE 2	LANE 3	LANE 4	LANE 5	LANE 6	LANE 7	LANE 8	LANE 9

Comments:



\_\_\_\_\_Swim Club-Qualifying/Combination/Development Meet  
(Club name)

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

## TECHNICAL OFFICIAL SIGN-ON SHEET

NAME	CLUB	SIGNATURE

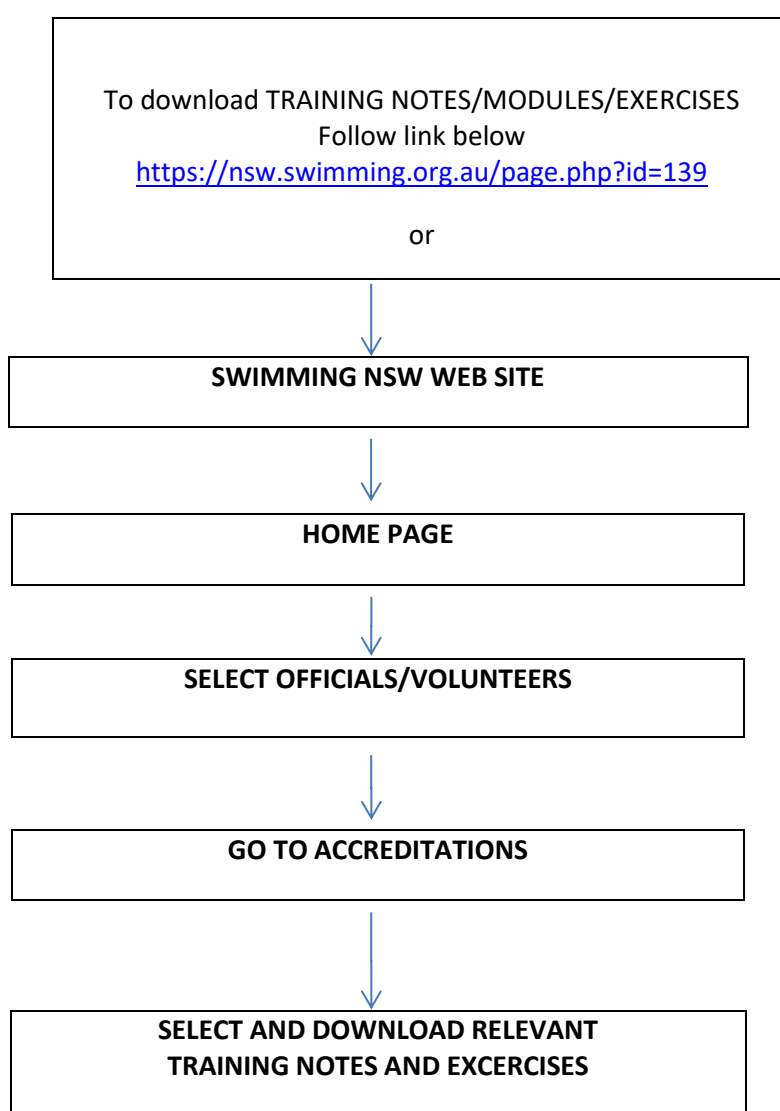
## Technical Official Accreditation

### 1. Technical Official Accreditation

All Technical Officials in Australia are being trained and assessed under the guidelines of Swimming Australia's National Officiating Program. Training and assessing is conducted through competency based modules similar to workplace competency courses.

### 2. Resources

Training resources (modules & exercises) for technical officials or persons wishing to become technical officials can be found on the **Swimming NSW web site**.



## Recommended Sequence of Steps to Gain an Accreditation

It must be noted that, apart from Referee, there are no prerequisites or defined sequence in which Accreditations can be attempted.

### Module Entry Pre-Requisites:

- Candidates must be registered with Swimming NSW.
- Candidates should be Secondary School age, or older.
- The age of the candidate must be appropriate for the level of credential they are wishing to achieve and the standard of the event in which the candidate will have to officiate.

### In order to gain accreditations, the follow sequence is recommended:

1. Volunteer to assist in a role at any Club or Area meet.
2. Either before, in parallel with, or after step 1 above, download the relevant training notes and training exercises from the Swimming NSW website.
3. It is suggested that prospective Technical Officials engage with a qualified Technical Official as a mentor to provide guidance and “on-the-job” training.  
Contact your Club Secretary or the Coast and Valley Training Committee for organising assistance with “on-the-job” training.
4. Attempt the training exercises downloaded from the website. The answers for these exercises will be provided as part of any formal presentation.
5. Contact the ATSC Co-ordinator to **organize formal training** for the accreditation you are seeking. The relevant **SAL Module** can be downloaded from the Swimming NSW website
  - a. Alternatively, engagement can be via the Area Secretary,
  - b. Look for any Training presentations which may be advertised on the Coast and Valley Website or as advised to your Club Secretary,
6. **Continue to gain “on-the-job” practical training** at Club and Area level. Prospective officials, whether they hold formal credentials or are aiming to gain credentials, are strongly encouraged to nominate for Club and Area meets as advertised on the Coast & Valley website.
  - a. Club Meet nominations are made directly to the Host club,
  - b. Area Meet nominations can be made to-The Area Secretary
7. When you believe you are ready for assessment, **organize an assessment**. This can be done by:
  - a. Contacting the ATSC Co-ordinator
  - b. Area Secretary

Where possible, be prepared with Assessment opportunities that suit yourself and will probably suit the Assessor



8. After you gain a credential, it is important to **continue to practice your skill** at club and area level.
9. Your skills can also be enhanced by developing other technical officials in your club and area

### ONLINE TRAINING MODULES

Online training modules can be found on the Swimming NSW website under *Officials/Volunteers* tab, or by following the link below:

<https://nsw.swimming.org.au/page.php?id=217>

One of the key barriers to volunteers officiating in our sport is having the time to complete the necessary training. Now with the SNSW Online Training Courses, interested individuals can complete the training where and when they want.

Swimming NSW is proud to officially launch its online Training Courses for Technical Officials. This new initiative is designed to help our volunteers quickly and easily gain the confidence and skills to help run a swim meet. Currently, the following courses are available online:

**Timekeeper and Chief Timekeeper**

**Check Starter and Clerk of the Course (Marshal)**

**Inspector of Turns**

**Judge of Stroke**

Once individuals have successfully completed the training (theory) they will receive a certificate to print out and take to their next Meet so they can be assessed (practical) to become fully accredited.

It is recommended that you liaise with the CVSA Technical Committee if you are interested in doing the online training. New courses will become available periodically.

**Table 1 – Resources for Technical Official Positions**

Accreditation	Training Notes	Training Exercises	Comments
<b>SAL Unit 1</b>  <b>General Principles of Swimming Officiating</b>	Nil	Nil	<p>The training notes and exercises are with the SAL Assessment module. Modules can be downloaded from the <b>Swimming NSW web site</b></p> <p><a href="http://nsw.swimming.org.au/page.php?id=136">http://nsw.swimming.org.au/page.php?id=136</a></p> <p>The assessment is typically completed at the same time as a Technical Officials first accreditation.</p> <p>No formal assessment is required</p>
<b>SAL Unit 2</b>  <b>Starter</b>	<p>Located on the Swimming NSW Web Site</p> <p><a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a></p>	<p>Located on the Swimming NSW Web Site</p> <p><a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a></p>	<p>There are 3 levels of Starter:</p> <ol style="list-style-type: none"> <li>1. Level 1 – can officiate up to and including Area meets</li> <li>2. Level 2 – can officiate up to and including State Level meets</li> <li>3. Level 3 – can officiate up to and including National level meets</li> </ol> <p>Formal assessments are a requirement for each level of Starters credentials</p>
<b>SAL Unit 3</b>  <b>Check Starter</b>	<p>Located on the Swimming NSW Web Site</p> <p><a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a></p>	<p>Located on the Swimming NSW Web Site</p> <p><a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a></p>	<p>The Swimming NSW Check Starter and Marshal training notes are combined within the one set of training notes. Swimming NSW provides separate training exercises.</p> <p>Formal assessments are required for these positions.</p>

Accreditation	Training Notes	Training Exercises	Comments
<b>SAL Unit 4</b> <b>Marshall</b>		Located on the Swimming NSW Web Site	
<b>SAL Unit 5</b> <b>Timekeeper</b>	Located on the Swimming NSW Web Site  <a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a>	Located on the Swimming NSW Web Site  <a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a>	The Swimming NSW Timekeeper and Chief Timekeeper training notes are combined within the one set of training notes. Swimming NSW also provides one set of training exercises for both accreditations.
<b>SAL Unit 6</b> <b>Chief Timekeeper</b>			Formal assessments are required for these positions.
<b>SAL Unit 7</b> <b>Inspector of Turns</b>	Located on the Swimming NSW Web Site  <a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a>	Located on the Swimming NSW Web Site  <a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a>	The Swimming NSW Inspector of Turns training notes can be found on the Swimming NSW Web site along with training exercises. It is also recommended that candidates  Obtain a copy of the Rules of Swimming NSW as they contain valuable information.  Formal assessments are required for these positions.
<b>SAL Unit 8</b> <b>Judge of Strokes</b>	Located on the Swimming NSW Web Site  <a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a>	Located on the Swimming NSW Web Site  <a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a>	The Swimming NSW Judge of Strokes training notes can be found on the Swimming NSW Web site along with training exercises. It is also recommended that candidates  Obtain a copy of the Rules of Swimming NSW as they contain valuable information.  Formal assessments are required for these positions.

Accreditation	Training Notes	Training Exercises	Comments
<b>SAL Unit 9</b>  <b>Recorder</b>	Located on the Swimming NSW Web Site  <a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a>	Located on the Swimming NSW Web Site  <a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a>	People interested in gaining recorders are also strongly encouraged to: <ol style="list-style-type: none"> <li>1. Source a copy of the latest Meet Manager Program and load onto a PC or laptop,</li> <li>2. Download the Meet Manager Lesson Plan from the Swimming NSW website and teach themselves how to use this tool that is widely used by Computer Operators at meets to automate significant components of a Recorders role</li> <li>3. Down the Training Notes and exercises for the Swimming NSW Web Site</li> <li>4. Formal assessments are required for these positions.</li> </ol>
<b>SAL Unit10</b>  <b>Referee</b>	Located on the Swimming NSW Web Site  <a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a>	Located on the Swimming NSW Web Site  <a href="http://nsw.swimming.org.au/page.php?id=139">http://nsw.swimming.org.au/page.php?id=139</a>	<p><b>It is a prerequisite to have completed all the above Swimming Australia Modules before attempting the Referees assessment.</b></p> <p>The Swimming NSW Referee training notes can be found on the Swimming NSW We site along with training exercises. It is also recommended that candidates obtain a copy of the Rules of Swimming NSW as they contain valuable information.</p> <p>Formal assessments are required for these positions, and a <b>written examination</b> is conducted and supervised by a member of the Swimming NSW Technical Committee for Level 1 Referee. Dates for examinations are notified by the Swimming NSW Technical Committee on a periodic basis.</p> <p>There are 3 levels of Referee:</p> <ul style="list-style-type: none"> <li>Level 1 – up to and including Area meets</li> <li>Level 2 – up to and including State Level meets</li> <li>Level 3 – up to and including National level meets</li> </ul>

## WORKING WITH CHILDREN CLEARANCE

Coast and Valley Swimming has always strived to provide a safe environment for our children and have therefore decided to adopt the Swimming NSW policy and require all technical officials and volunteers working at CVSA Championship, Development and Speedo heat meets to hold a current and valid Working With Children (WWC) clearance. This requirement is focused on maintaining a safer environment for our children.

**If you hold a Paid Employee clearance, this can also be used for your volunteer work.**

**If you are a Volunteer .... What do you need to do?**

The link below this will take you to the Working with Children Check website:

<http://www.kidsguardian.nsw.gov.au/Working-with-children/Working-With-Children-Check/apply/-apply>

1. Select '**Apply for your check**'
2. Select '**Continue and Apply**'
3. Fill out the electronic form - make sure you tick '**volunteer**' under 'Purpose for Check' (otherwise you will be charged \$80!!), unless you are considered to be a **Paid Worker** under the act. There is no refund if you make a mistake here!!

**NOTE:** Ensure that you use the same name and spelling that appears on your identification – i.e Drivers licence, Medicare card

4. Submit the form
5. Once the form is submitted, you should receive an email.
6. Once the check is completed, you will be advised to attend a RMS office where you will need to produce your identification (usually the drivers licence that you included on your check)
7. After your ID is verified, you will receive an email which has your WWCC number on it. This lasts for five years and can be used at ALL volunteer activities that you are involved in.
8. Send or give the CVSA Secretary a copy of your form so that you can be included on our Area database (email: [swim.coastandvalley@gmail.com](mailto:swim.coastandvalley@gmail.com)). Please include your **date of birth** so that the verification process can be completed.





# Media Toolkit

## INTRODUCTION

### **Welcome to the Coast and Valley Swimming Association Media Toolkit.**

This toolkit has been created to assist Coast and Valley Swimming Association Clubs to promote activities taking place in your Club, announce Club Meets, and generate local interest to increase Club numbers, participation and the sport of swimming in your local area.

It is near impossible for Swimming New South Wales and Coast and Valley Swimming Association to promote all things swimming across the State and Area. Please use this toolkit within your Club to aid you in your publicity and media endeavours. We hope that this provides your Club with some additional information to proactively promote your swimmers and Swimming Club. This resource has been collated in conjunction with the SAL Media Toolkit.

Please note that your feedback is always welcome so please do not hesitate to contact us if you wish to provide constructive feedback on how this toolkit can be improved to assist you further with your needs.

### APPOINTING A MEDIA OFFICER

To maintain a controlled flow of information to the media and to ensure that the right people are liaising with the media, a Media Officer should be appointed within your Club. The Media Officer is a person that:

- All media enquiries should be directed to
- Oversees the content and distribution of media releases on behalf of your Club, and
- Establishes contacts within the local media.

This person may be the Club President, Secretary or current Publicity Officer if you have one. The Media Officer should be:

- Able to write a media release
- Confident and articulate speaker
- Available to be contacted by the media.

As a sport, swimming has a very positive image with the media and enjoys a good relationship with television, radio and the local print press. The Media Officer should endeavour to develop a good relationship with their local media, as well as keeping in contact with the Area's Committee and Development Officer.



### CLUB MEDIA ACTIVITIES

There are many proactive initiatives that may be run within your Club. Below are a few suggestions. For ideas on how to implement such activity, you may contact your Area Executive/Development Committee and Area Development Officer. All of these details may be found on the Area's website: [www.coastandvalley.nswswimming.com.au](http://www.coastandvalley.nswswimming.com.au)

Club Promotion: An example of a Club promotion objective could be to encourage new swimmers to join the swimming Club or retaining swimmers in the sport during winter.

An example of how to achieve this may be to host a Ready, Set, Race night.

Athlete Promotion: Utilising a high performance athlete to motivate your current swimmers or simply to attract new swimmers.

Fundraising: This is always a positive and necessary function of running a Club. This activity can also be helpful in encouraging members to become part of the team and work together towards the cause.

Sponsorship: In addition to your fundraising efforts, you may wish to take on board a Club sponsor to assist with things like: uniforms, team trips/camps to other swim meets etc...

Education: It is necessary for your Club to ensure that members have the skills and education to run your Club. There are many courses from technical official positions, computer program tutorials or continuing education programs that your members may attend. Your Area Committee and Development Officer may assist you to locate some courses to broaden your current skill set.

Membership: You may wish to execute some membership drives to increase member acquisition in your local community.

Schools and linking with other local organisations: Schools are a constant feeder in the local community. There may be an opportunity to work with your local schools to provide swimming education and awareness which may aid in membership acquisition and loyalty.

## WHAT MAKES NEWS?

There are a number of components that can assist you in gaining media coverage. These include:

- Immediate – today, yesterday, tomorrow
- Proximity – to self, family, the community
- Human interest and emotions
- Novelty, bizarre, obscure
- Prominence – high profile, well-known
- Thinking outside the square – What will attract their attention?
- Controversy (this area should be avoided)

Regional and suburban media in particular are always looking for local content and they often struggle to fill their columns.

## WHEN TO USE WHAT MEDIA?

There are a number of different avenues including print, radio, television and online. Certain avenues can be more or less appropriate depending on what message you are trying to convey.

## DEALING WITH THE MEDIA

<b>PRINT MEDIA</b>	<b>RADIO MEDIA</b>	<b>TELEVISION MEDIA</b>
<p>Print is good to use when:</p> <ul style="list-style-type: none"> <li>• The story and issues are detailed and/or complex</li> <li>• The story is based around facts, statistics or numbers in general</li> <li>• Human interest story</li> <li>• If you need to rebut allegations or correct facts.</li> </ul> <p>Print media will also often generate news that the radio will then often pick up on.</p>	<p>Radio is good to use when:</p> <ul style="list-style-type: none"> <li>• You need to quickly rebut allegations or a story that appeared in the morning papers</li> <li>• You want to reach a large audience quickly</li> <li>• You are looking for an instant reaction or comment on a running story.</li> </ul> <p>Developing a relationship with radio media is a great way to raise the profile of your Club or swimming in general. If you have a specific expert too (e.g. a knowledgeable coach) you can continually put them forward for stories and if the station likes them and respects them you will find them coming to you to comment on other related issues.</p>	<p>Television is good to use when:</p> <ul style="list-style-type: none"> <li>• You have a strong visual story</li> <li>• There is need to reach a maximum audience</li> <li>• You have good talent/spokesperson for interview.</li> </ul> <p>It is very important to have good visuals for a TV story. Visuals make the story and are often the difference between what makes the news and what does not.</p>

### **SOME HELPFUL TIPS WHEN DEALING WITH THE MEDIA**

- Always be courteous with members of the media
- Never lie to the media – if you are unsure, don't guess
- If you are uncomfortable with answering a question, say you are unable to comment on it or speak about something positive
- Be contactable by the media
- If details of your story change, let the media know ASAP
- Involve the media in your activities – invite them to award ceremonies, championships etc...

### **DEALING WITH THE MEDIA**

Media Officers should aim to develop a comprehensive list of local media contact lists to which press releases can be sent.

#### **CONTACTS IN PRINT MEDIA**

The most useful contacts in print media are:

- Chief of Staff – organizes the news for the day and assigns journalists to jobs
- News Editor
- Individual Journalists who write about sport or swimming and have links to the sport.

If you are not sure about who to contact, the Chief of Staff or Editor is usually the best place to start. Each paper has editors for various sections, like sport. Get to know the sports editor.

As you develop a relationship with journalists you will find that you will end up going straight to them with a story and they'll then go to their Editor for approval to put the story together.

There are also news wire services such as AAP. These services allow you to place a media release at a single source which numerous media agencies can access and look to report on. Visit [www.aap.com.au](http://www.aap.com.au) for more information about its services or email the AAP Sports Desk at [new.sport@aap.com.au](mailto:new.sport@aap.com.au).

Medianet is another useful and free service. Medianet can distribute media releases 24 hours a day, seven days a week. Visit [www.medianet.com.au](http://www.medianet.com.au) for more information on its services.

#### **CONTACTS IN RADIO MEDIA**

The most useful contacts in radio media are:

- News Editor
- Producer (for current affairs or talkback radio).

Producers are generally who you will have the most involvement with. They are generally your first point of contact for breakfast, morning or afternoon shows, drive programs etc.

#### **CONTACTS IN TELEVISION MEDIA**

The most useful contacts in television media are:

- News Editor or Chief of Staff
- Producer (for current affairs/morning television)
- Researcher (current affairs)
- In regional areas – Specific Journalists.

It is the Executive Producer who makes the decision on what goes to air and what doesn't, however they are often very difficult to contact. Get to know the Producer! For the North Coast Area, it is often best to just contact the journalists directly.

## MEDIA ALERTS

A media alert is a short written communication designed to inform the media about something you would like them to attend.

A media alert can also be used as a news item on your website.

Just like a media release, a media alert needs to be clear and concise. It is shorter and more succinct than a media release (discussed below) and it doesn't contain too much information, rather just key details.

Where a journalist is able to write a story based from a media release itself (as a media release contains detailed information), they would not be able to achieve the same outcome from a media alert.

## STEPS TO PREPARING A MEDIA ALERT

- Identify the **who, what, when, why** and **how**.
- Draft your alert (the templates below may be helpful) – keep it to one page.
- Check the details (names, times, etc).
- Ensure your contact details are correct and most appropriate to contact you on.
- Send the alert (fax or email) 48 hours before an event.
- Call to follow up the media contacts that you sent the media alert to.
- Ask the media if they need any more information or want an interview.
- If details change, let the media know ASAP.
- If the media does attend your event, make an effort to greet them and introduce yourself when they arrive. This helps build rapport and puts a face to a name.

## MEDIA ALERT TEMPLATE

It is wise to have a template from which all of your media alerts can be created so they look consistent.

### TEMPLATE



Coast and Valley  
Swimming Association

Organisation  
logo

Club Logo or  
Event Name

MEDIA ALERT

June 21, 2012

Date of Event

MEDIA OPPORTUNITIES FOR THE SUMMER NORTH COAST AREA  
SWIMMING CHAMPIONSHIPS

Title

You are invited to the following media opportunities in the lead up to the  
**Summer Coast and Valley Area Swimming Championships** being held at  
**Peninsula Leisure Centre, Woy Woy on Saturday 15<sup>th</sup> and Sunday 16<sup>th</sup>  
December, 2012.**

**Who:** [LIST FEATURED SWIMMERS]

**What:**

**When:**

**Time:**

**Where:**

**Who  
What  
When  
Where  
Why  
How**

Publicity Officer  
Coast and Valley Swimming Association  
Mobile: 0000 000 000

Contact  
Information

### About Coast and Valley Swimming Association

The Coast and Valley Swimming Association, has been formed by the merger of the Northern District and Central Coast districts. The Coast and Valley area consists of 43 swim clubs in total, which reside in the following council areas - Gosford City Council, Wyong Shire Council, Newcastle City Council, Lake Macquarie City Council, Port Stephens Council, Cessnock City Council, Maitland City Council and the Singleton Shire Council. To find your nearest swim club or swim school, please click on the Go Swim logo situated on the left side of the CVSA website. For more information visit

About your  
Club or  
Organisation

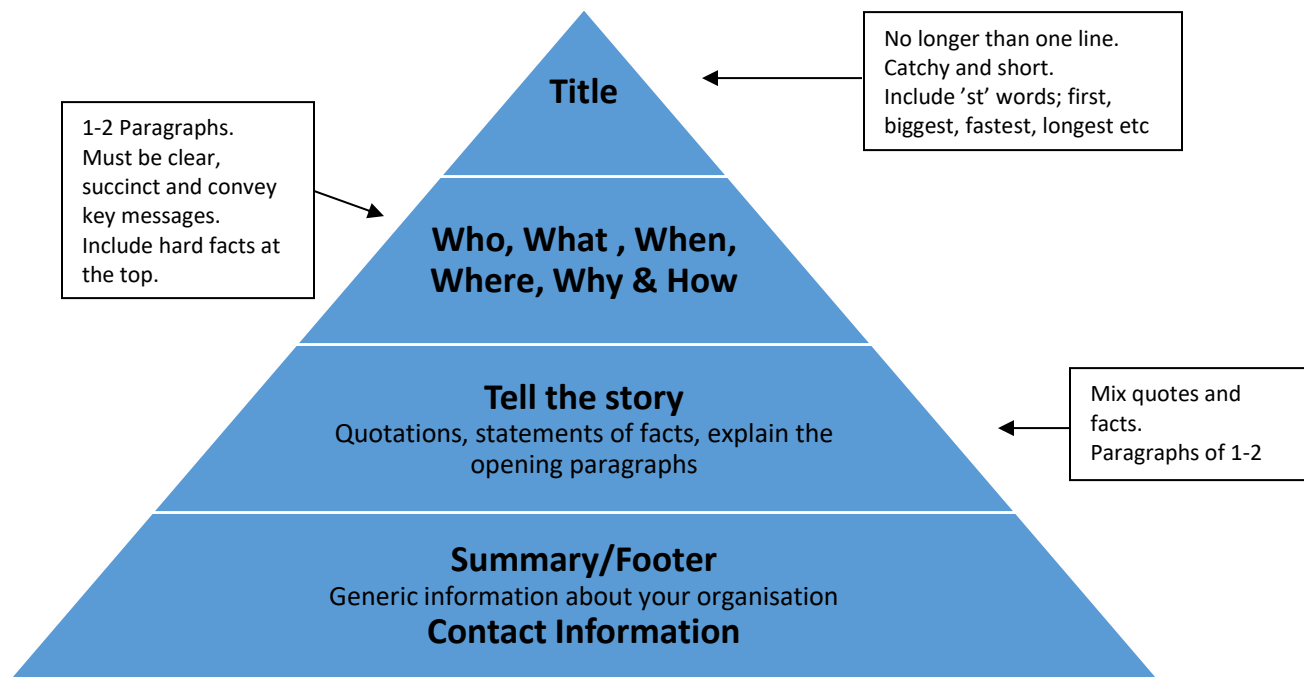
Sponsor Logos

## MEDIA RELEASES

A media release is a written communication designed to inform the media about something on which you would like them to report. A media release contains more detailed information than a media alert. A media release can also be used as a news item on your website.

**There are some basic guidelines to follow when putting together a media release:**

- Use clear and concise language
- Assume the person reading the release knows nothing about swimming
- Avoid jargon and acronyms
- No longer than 1.5 pages MAXIMUM (generally one page is best)
- Use clear and easy to read font (ALWAYS Arial or Times New Roman)
- **BOLD** swimmer names (e.g. **James Magnussen** swam his personal best time)
- Use 12 pt text for the body and 14 to 24 pt text for the heading (depending on length)
- Include the date
- 1.5 to double line spacing looks neat and easy to read.



Refer to the media release example on page 12.

### MEDIA RELEASE STEPS

These are simple steps, which can be easily followed to make your media release the best possible.

#### STEPS

- Identify the **who, what, when, where, why** and **how** (that's your first two paragraphs done!).
- Be sure to include any key messages.
- Draft your release (the template following may be helpful).
- Check the details (names, times etc).
- Ensure your contact details are correct and appropriate.
- Send the media release (fax or email) immediately after the event/launch.

Refer to Appendix 1 for a Media Release Checklist.

## MEDIA RELEASE TEMPLATES

It is good to have a template from which you create your media releases so they look consistent.

### TEMPLATE – MEDIA RELEASE EXAMPLE

Area or Club logo

Sponsor logo  
(if applicable)

MEDIA RELEASE  
Date

## PUT YOUR HEADLINE HERE IN BOLD

WHO, WHAT, WHEN, WHERE, WHY and HOW need to be explained here in the first two paragraphs. This is the most important information. Don't save it for later! Always assume that this is the most important section of the release. **Bold** names of Clubs, athletes and events.

Keep paragraphs short, preferably 1-2 sentences per paragraph. Ensure all information is clear, concise and conveys the key messages.

The following paragraphs need to contain more details in relation to the first two paragraphs. These should contain a mix of quotations and statements and fact.

A good media release should fit onto on A4 page.

If images are available, mention this, as the media will contact you if they would like some to use.

**ENDS**

Media enquiries

Contact name, title/position, address, phone (include mobile), fax number email address and website.

Provide generic information about your organisation (see page 13 for example)

### **ABOUT XXXX SWIMMING CLUB**

Monegnsdbljnsdkltbndlgndmlqepmhorthodjnbloodnmghlsng.sbnjkdfngkjdnngbkjfnbjl sknbkjsfbsvjksfbkdjfbkjfbjksnwvbljsfewjldfrbklfgmnpfgjsnjnjbuiturng



Club Example

### **ABOUT XXXXXX SC**

XXXXXX Swimming Club is based in XXXXXX Aquatic Centre in the Coast and Valley Swimming Area which incorporates the Hunter Valley and Central Coast of NSW. The club was founded in XXXX and has in excess of XXX members and provides training, racing and social opportunities for swimmers of all standards. At the elite level, XXXXX has produced XXXX National Age and Open Representatives. For more information on XXXXX Swimming Club or our learn to swim programs, go to [www.xxxxxxsc.com.au](http://www.xxxxxxsc.com.au)

### **PHOTOGRAPHY**

Images can add value to your media releases, particularly for the print media. Sending out high resolution photographs (at least 300 dpi) will slow down a lot of computers so it is often more effective to mention in your press release that print-quality images are available on request.

You might also consider a caption with your images, or at least identify the individuals in the image, if appropriate.

### **IMPORTANT NOTE WHEN SENDING YOUR MEDIA RELEASE:**

- When sending media releases via email, utilize the blind carbon copy (BCC) function so other recipient email addresses are not able to be seen. This is important for privacy reasons.
- Always try to imbed the content of the media release into an email, rather than the release being included as an attachment.

### **FOLLOW UP**

Once you have sent your media release, it is a good idea to follow up with a phone call within 24 hours of sending it to make sure they received it and see if they would like to do an interview or require any more information.

### INTERVIEWS

Media Officers may be required to do interviews for print, radio or television. If you are contacted by a media representative assume that whatever you say is 'on the record' and that the camera is always rolling.

#### WHAT QUESTIONS SHOULD YOU ASK IF YOU ARE CONTACTED

- What is the journalists name and the media agency he or she represents.
- Will the interview be live or will it be pre-recorded? (for radio or TV calls)
- Will the interview be conducted in the studio or remotely (e.g. via phone or at the pool)?
  - If on the phone, try not to do it on a mobile. Landlines are much clearer.
- Is anyone else being interviewed on the topic?
- What sort of questions will I be asked so I can prepare?
- Will there be talk-back? (relates to radio)

If it is an interview regarding a sensitive or complex issue you can sometimes ask to see the article before it is published to check the facts (this is not common though so don't assume they will take in to account any of your changes!) If the matter is sensitive, you may wish to refer to SNSW or SAL.

## MEDIA MONITORING

### MONITORING THE MEDIA COVERAGE YOU RECEIVE IS IMPORTANT

You should try to monitor any media coverage you receive. There is a lot of value that can be derived from such coverage. Tracking, and where possible, valuing your media coverage can assist in 'selling' your organisation to potential sponsors or reporting to existing sponsors.

Knowing how much media coverage you receive at different times assists you in reviewing what worked, what the media picked up and what was missed. Media monitoring can be done very simply by keeping an eye out on the local paper or local TV news channel.

### YOUR AREA CONTACTS

<b>President:</b> David Hinds	0402 084 995	hinds-family@bigpond.com
<b>Secretary:</b> Jenny Schwetz	0409 523 480	swim.coastandvalley@gmail.com
<b>Publicity Officer:</b> Michele Burley-Jones	0419 786 249	michelebj44@bigpond.com
<b>SNSW Development Officer:</b> Jarrod Anthony	0406 549 838	jarrod.anthony@nsw.swimming.org.au

### YOUR CLUB CONTACTS

President:	Contact:	Email:
Secretary:	Contact:	Email:
Media Officer:	Contact:	Email:
Club Captain:	Contact:	Email:

## APPENDICES

### MEDIA RELEASE CHECKLIST

Put the date on top	<input type="text"/>
Determine who, what, when, where, why and how	<input type="text"/>
Choose a short, snappy heading <i>Include 'st' words, eg: first, biggest, fastest etc</i>	<input type="text"/>
Check formatting <i>1.5 or double spacing</i>	<input type="text"/>
Check font size <i>12pt for body, 14-24 pt for heading</i>	<input type="text"/>
Don't use acronyms	<input type="text"/>
Bold font for titles and names	<input type="text"/>
Check facts and numbers <i>Confirm they are correct</i>	<input type="text"/>
Avoid the use of jargon <i>Make sure you spell out acronyms</i>	<input type="text"/>
No longer than 1.5 pages <i>Aim for 1 page</i>	<input type="text"/>
Is it clear and concise?	<input type="text"/>
Have you added your key messages?	<input type="text"/>
Check details <i>(names, dates, times, etc)</i>	<input type="text"/>
Are the contact details correct?	<input type="text"/>

## CVSA MEDIA CONTACTS

<b>THE POST GROUP OF NEWSPAPERS</b>  854 Hunter Street, NEWCASTLE WEST NSW 2302 (P O Box 2321 Dangar NSW 2309) Tel: 4961 0310 Mob: 0438 121 684 Fax: 4961 4570  Editor: Louise Bourke Email: louise.bourke@newcastlepost.com.au www.newcastlepost.com.au	<b>NEWCASTLE HERALD / THE STAR</b>  28 - 30 Bolton Street, NEWCASTLE NSW 2300 (P O Box 510, Newcastle 2300) Tel: 4979 5000 Fax: 4979 5588 Sports Editor: Kevin Cranson  Tel: 4979 5961 news@theherald.com.au Editor: Kim-Cherie Davidson Email: thestarnews@fairfaxmedia.com.au	<b>CENTRAL COAST EXPRESS ADVOCATE</b> Lot 18 Bowen Crescent, WEST GOSFORD NSW 2250 Tel: 4323 5057 Fax: 4323 5943 Sports Editor: Steven Maher Email: coastnews@cumberlandnewspapers.com.au
<b>DUCKS CROSSING PUBLICATIONS</b> 120c Erina Street, GOSFORD NSW 2250 (P O Box 1056 Gosford NSW 2250) Tel: 4321 0940 Fax: 4321 0940 Head of Editorial : Kaitlin Watts Email: editorial@duckscrossing.org www.duckscrossing.org	<b>NBN NEWS - Central Coast</b> 312 The Entrance Road, ERINA NSW 2250 Tel: 4367 5211 Fax: 4367 5266 Email: ccnews@nbntv.com.au www.nbntv.com.au	<b>THE POST/HUNTER POST NEWSPAPER</b> 19 Pearson Street, CHARLESTOWN NSW 854 Hunter Street, NEWCASTLE WEST NSW 2302 (P O Box 2321, Dangar NSW 2302) Editor: Paul Monforte Tel: 4961 0310 Fax: 4961 4570 Email: Paul.Monforte@newcastlepost.com.au
<b>BRANXTON NEWS</b> 12 Clift Street, BRANXTON NSW 2335 Tel: 4938 1773	<b>COORANBONG GAZETTE</b> 15/37 Currans Road, COORANBONG NSW 2265 Tel: 4977 1111	<b>DUNGOG CHRONICLE PTY LTD</b> 114 Dowling Street, DUNGOG NSW 2420 Tel: 4992 1721
<b>LAKES MAIL</b> 41 Yambo Street, MORISSET NSW 2264	<b>MIRROR NEWSPAPERS LTD</b> 125 Chatham Street, BROADMEADOW NSW 2292	<b>REVERB STREET PRESS</b> P O Box 843, NEWCASTLE NSW 2300



## SNSW – Coast & Valley Information Guide



Tel: 4979 5550	Tel: 4961 1206	Tel: 4929 4739
<b>SINGLETON ARGUS PTY LTD</b> 8 Campbell Street, SINGLETON NSW 2330 Tel: 6572 2611	<b>STOCKTON MESSENGER</b> 72 Newcastle Street, STOCKTON NSW 2295 Tel: 4928 1813	<b>THE ADVERTISER</b> 155 Vincent Street, CESSNOCK NSW 2325 Tel: 4990 1244
<b>THE MAITLAND MERCURY</b> 268 High Street, MAITLAND NSW 2320 Tel: 4931 0100 Email: mail.mercury@ruralpress.com	<b>CESSNOCK ADVERTISER</b> Vincent Street, CESSNOCK	<b>NBN News - Newcastle</b> 11 - 17 Mosbri Crescent Newcastle 2300 Tel: 49292933 Email: news@nbntv.com.au



~ NOTES ~