

SWIMMING NSW MEMBERSHIP CATEGORIES 2021-22

Presented by Mark Heathcote



INTRODUCTION



- ▶ Swimming NSW has been investigating providing an increased range of membership products to better suit the modern day needs of the swimming community.

- ▶ Swimming NSW, along with many of our Clubs and Areas have felt for some time that there has been an increasing need to offer more membership categories which better recognise the varying levels of involvement that people have within our sport and their Clubs.

CONSIDERATIONS

- ▶ Membership Category changes are well overdue
- ▶ Categories need to better reflect how people access the sport
- ▶ Different price points are important
- ▶ Technology advancements

ITEMS TO NOTE

- ▶ SNSW Board's position
- ▶ Swimming Australia
- ▶ Pricing
- ▶ Feedback/Questions

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MEMBERSHIP CATEGORIES



DRY MEMBERSHIP

(LOWEST PRICE POINT)

- ▶ Membership category for Parents/Guardians, Coaches, Technical Officials & Volunteers
- ▶ We are investigating free or reduced SwimTV access
- ▶ Insurance coverage for outside the pool when participating in Club activities
- ▶ Opportunity to become accredited as a Swimming NSW and Swimming Australia Technical Official under the National Officiating Scheme.
- ▶ Access to the Australian Swimming Coaches and Teachers Association (ASCTA) with information and resources on becoming involved in coaching

RECREATIONAL MEMBERSHIP

(LOWEST PRICE POINT + \$20)

- ▶ Our biggest untapped market at present is swimmers who regularly participate in Learn to Swim or Squad programs but don't wish to join a Club because they are not yet ready or have no desire to participate in formal Club, Area or State competitions. They may be a younger sibling or be involved in swimming training for another sport or school competition.
- ▶ We want to offer these members an opportunity to be involved in our sport at a reduced price point.
- ▶ Membership will include free entry into a Swim League Gala day
- ▶ Insurance coverage whilst training along with access to four (4) Come N Try Club activities.

SWIMMER MEMBERSHIP (CLUB ONLY) (LOWEST PRICE POINT + \$40)



- ▶ We have received feedback from many stakeholders that the membership fee for those who only compete at their local Club should not be the same as members who swim outside their Club.
- ▶ Offering this membership type at a lower price point along with the Recreational Membership will allow us to capture more of swimmers who are yet to or no have desire to swim at Inter Club, Area or State Meets
- ▶ Insurance cover for training & racing at meets ONLY hosted by your club
- ▶ Eligibility to race at any club night or carnival (for example an Interclub Meet hosted by your Club) that is hosted by your club only
- ▶ Exclusive partner discounts (Speedo, Courtyard by Marriott North Ryde, Swimming NSW Online Shop, Precision Athletica)



FULL SWIMMER MEMBERSHIP

(LOWEST PRICE POINT + \$60)

- ▶ For regular club members who wish to compete at meets State-wide and Nationally, as well as have access to greater member benefits

2021/22 Swimming NSW Membership Options

	Dry Membership			Recreational Membership	Swimmer Membership (Club Only)	Swimmer Membership	Gold Membership
	Coach	Technical Official	Parent/ Supporter				
Fees	Lowest Price Point			Lowest Price Point + \$20	Lowest Price Point + \$40	Lowest Price Point+ \$60	\$TBC
Overview	Perfect for fans, coaches, volunteers, Technical Officials, parents and supporters who wish to enjoy some of the benefits that Swimming NSW have to offer, without having to dive into the pool ✓ Connect			Ideal for those who want a lighter experience, such as Learn to Swim or recreational squad members and those who only want to train with their club. ✓ Connect ✓ Train	Perfect for swimmers who only want to compete at their own Club in Club nights and meets and are not ready to swim at Inter Club, Area or State Meets as yet. ✓ Connect ✓ Train ✓ Race (Club Only)	Essential for regular club members who wish to compete at meets State-wide and Nationally, as well as have access to greater member benefits ✓ Connect ✓ Train ✓ Race	Designed for avid swimming fans and swimmers who want even more benefits from their swimming membership ✓ Connect ✓ Train ✓ Race ✓ Plus more benefits!

UPGRADES



OTHER CONSIDERATIONS

- ▶ Not all Clubs will need to offer all categories
- ▶ Gold Membership
- ▶ Summer Only Membership
- ▶ Pay by the month Trial
- ▶ Feedback

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NEXT STEPS

- ▶ Review Feedback
- ▶ Confirm pricing with Swimming Australia
- ▶ Distribute Membership Packages to Areas & Clubs early August

UPDATES – SWIM CENTRAL

Josh Karp – SNSW Operations Manager

- ▶ Fast-tracking the process for those renewing their membership
- ▶ When creating a new product, select which of your current memberships it will replace
- ▶ Issues with implementation THIS year
- ▶ SNSW Recommendation

RENEWALS - PRODUCT REPLACEMENT METHOD

- ▶ Clubs to encourage members to upload proof of medical conditions
- ▶ Developments are being planned by both Swimming NSW and SAL

MEDICAL CONDITIONS

- ▶ Opportunity for clubs to suggests relevant material for our Welcome email
- ▶ Clubs to submit suggestions to olivia.kapocius@nsw.swimming.org.au

2021-2022 WELCOME EMAIL



- ▶ 3 webinars
 - ▶ 1 per week
 - ▶ Beginning 4th August
- ▶ Registration important

REGISTRATION AND EVENT WEBINARS

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