



New Zealand Masters Swimming

June 2013

Issue No. 206



This is the final edition of Masterscrawl in its present form. The numbers of members accessing and reading Masterscrawl are decreasing and the delegates at the 2013 AGM agreed it was time move into the 21st Century, and adopt new methods of communicating to our members, using email, the website, Facebook and other media.

This final edition has been devoted to a report on the 2013 AGM, held in Dunedin on April 12 and attended by:

PRESIDENT & EDITOR: Sue Pollard (North Shore)

VICE PRESIDENT: Paul McStay (Jasi)

SECRETARY/TREASURER & OPEN WATER SWIMMING OFFICER: Mike Bodger (Whakatane)

DELEGATES:

Northern Region: John Fisher (Waitakere), John Trubnick (South City)

Capital Region: Jean-Pierre De Raad (Harbour Capital)

Southern Region: Paul McStay (Jasi), Warren Gilbertson (Greymouth)

OFFICERS:

Swimming Officer & Trophies & Archives Officer: Lesley Parkin (Levin)

IT Officer: Liz Davidson (North Shore)

Key items and decisions of interest to members from the meeting include:

- Paul McStay was elected President and John Fisher, Vice-President.
- Geoff Carter (Auckland Central Masters) was appointed Open Water Swimming Officer
- Kath Johnstone (North Shore) was awarded the NZMS Swimmer of Year cup, following her success in the World Masters Swimming Championships in 2012, where she won 5 gold medals in the 95-99 age group.
- John Trubnick (South City) was awarded Life Membership.
- The year 2012 ended with a financial surplus.
- There were 702 financial members in 43 active clubs.
- The annual subscription from 2014 will be \$60, a \$10 increase.
- A history of NZMS, compiled by Roger Eagles will be published in 2013,.

Read on to find out more about the activities of the national body of New Zealand Masters Swimming, including the reports from the officers and executive for 2012.

Sue Pollard

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Message from the President

It was an honour for me to be elected President of New Zealand Masters Swimming (NZMS) at the 2013 AGM, upon the past President, Sue Pollard's retirement. I have acted as Vice President to Sue during her time as President and I would like to acknowledge Sue's services to the executive of NZMS over the last eight years, six years as Vice President and two years as President.

Sue's term as President saw NZMS return to a positive financial situation. Sue also found time to produce and publish Masterscrawl during her term as President, with very little cost to the organisation. Sue also had a great 'eye' for detail, and a genuine interest in people and swimmers alike. She is herself a very accomplished swimmer and record breaker. Sue has retired from NZMS administration to devote more time to her family and grandchildren. She intends to keep swimming and achieving new records. Good luck from us all, Sue and thanks for your dedication to NZMS.

Now a little about myself, for those who do not know me, I became a member of NZMS 25 years ago, soon after the establishment of Jellie Park Masters Swimming Club (later to become Jasi Masters Swimmers Inc.). I have always had a keen interest in the administration and promotion of Masters Swimming both at club and national levels. I have also been a keen trainer and a competitive swimmer, and latterly a sea swimmer.

The 2013 AGM of NZMS was held this year in Dunedin in conjunction with the NZMS Long Course Championships. John Fisher of the Waitakere Club, was elected as Vice President. I am sure John is well known to you all in the Auckland and North Island Regions. I am confident John will prove to be an excellent administrator and future President for NZMS.

A milestone reached at the meeting was the approval by the Executive to commit to publishing a history of NZMS from the organisations inception, until 2011. Former NZMS President, Roger Eagles has been the driving force behind this project. Roger has over the last two years collated the

archives of NZMS and created a very concise and readable history of NZMS. It is hoped that publication will occur within the next two to three months.

It was a pleasure to see the standard of swimming at Dunedin with a number of records broken by younger and older swimmers both in individual and relay events.

My thanks to the Dunedin Club, and Kieran Garbut, for the running of this event.

The new Executive is now faced with the challenge of finding a Club to run next year's L.C. Champs in the North Island. We would be happy to hear from any willing clubs who would like to hold this event.

The 2013 South Island Short Course Champs are being held by Jasi Masters in Christchurch, at Jellie Park 13th -14th of September. So if you want to come to the South Island to swim in this event, you will also get the opportunity to see what an earthquake does to a city - to see for yourselves just what devastation it has wrought.

The 2013 North Island Short Course Champs are to be hosted by South City Masters, Auckland 26th/27th October.



Finally my thanks to all the Official Officers of NZMS, Swimming Officer - Leslie Parkin, Computer IT Officer – Liz Davidson, National Recorder – Jan O'Donnell, and Webmaster – Andrew Gabites for again making themselves available for these positions. These people are the backbone of the organisation in ensuring Meets are run to the rules, records and results are collated, ratified, recorded and published

Best wishes and good swimming for the rest of the year.

Paul McStay
President



2013 AGM: Lesley Parkin, Mike Bodger, John Fisher, Paul McStay, John Trubnick, Sue Pollard, Liz Davidson, Jean-Pierre De Raad, Warren Glibertson.



Introducing John Fisher, Vice President

I'm 52, married with 3 boys. I live on a 10 acre block with a donkey and 4 cows. I work as an IT consultant. All of which keeps me pretty busy.

I have been a swimmer most of my life (since I learnt in Singapore when I was 4 years old). I was born in England and came to NZ in 1987. I joined Masters when I came to New Zealand and met Barry Young – in those days there was a group of us that used to work in the Auckland CBD and have these crazy training sessions at the Tepid Baths over lunchtime.

I swim for Waitakere and I am currently the vice-president of that club. I try to get to as many swim meets as work and family time allows, I enjoy travelling around NZ and meeting other swimmers of all ages.

I passionately believe in masters swimming and want to be involved in the administration to help keep the concept modern and relevant.



Secretary/Treasurer's Report, 2013 AGM

In my role as treasurer of NZMS I operate an accounting system using the MYOB software. The financial review for 2012 was prepared by Carolyn Franklin of EBA Ltd, Rotorua and a copy of the

report is available on the NZMS website. Accounting costs for the 2012 financials totalled \$1350 compared with \$3676 for 2011 and \$5596 for 2010.

The 2012 financial report was placed on the NZ Charities Commission website www.charities.govt.nz and the incorporated society's website www.societies.govt.nz

Revenue came mainly from subscriptions, sanctioned meetings/postal meeting, entry fees and merchandise sales. Most subscriptions are paid as cheques from club secretaries but some clubs use direct credit into the NZMS account. The time lapse between payment to club secretaries and to the National secretary can mean that swimmers are not financial on the national database.

Major expenses include honoraria, Masterscrawl, medals and professional accounting fees.

The 2012 review is comprehensive but I have summarized the main figures as follow:

- 1) Total revenue was \$41,531; cost of sales was \$4,262 and the total income was \$38,422
- 2) Total expenses were \$37,736
- 3) Therefore the net surplus was \$686
- 4) Equity at start of year was \$41,047; equity at end of year was \$41,733
- 5) Total current assets are \$53,813; total current liabilities are \$12,080; therefore net assets are \$41,733.

A proposed budget for 2013 is summarized as follows:

INCOME

Subscriptions 700@\$50	35,000
Sanction Fees 1x\$500, 2x\$350, 3x\$200	1,800
Postal Swim Entry Fees 50X\$5	250
Sponsorship/advertising	500
Medals - LC	3,000
Medals - SC	1,000
Ribbons	500
Total	42,050

EXPENDITURE

Secretary	15,000
Webmaster	3,000
IT Officer	2,000
National Recorder	3,000
Swimming Officer	1,500
Telephone/Internet	700
Aquatics fee	200
ACC	400
Printing/Certificates	400
Internet Domain	400
Meet Manager	600
AGM/ Allowances	2,000
Medals/ Ribbons	3,000
Accountancy Fees	1,500
Masterscrawl	500
Total	34,200

Secretary/Treasurer's Report, 2013 AGM continued

NZMS operates a cheque account for the day to day income and expenses transactions and a Fast Saver savings account.

On January 1st 2012 the cheque account balance was **\$6888.24** and on January 1st 2013 the balance was **\$10,329.46**.

On January 1st 2012 the Fast Saver account balance was **\$36,093.10** and on January 1st 2013 the balance was **\$37,150.25**

In my role as secretary of NZMS I have continued to maintain the national database, organise the annual Open Water Championships and the postal swims, and organise the AGM, including the dissemination of NZMS officer's reports to regional delegates. On a day to day basis I answer the many inquiries that I receive from NZMS club secretaries and swimmers as well inquiries from overseas. The monthly newsletter, which I started at the beginning of 2012, has proved popular and I receive encouraging feedback from club secretaries and club members. The newsletter continues to provide information on upcoming events for the month, sanctioned meetings and news items on member's achievements.

There are 52 Masters Clubs in New Zealand. For 2012, NZMS had 702 financial swimmers. The Northern Region, which includes Auckland and Northland accounted for half the membership for 2012 with the Southern region being under-represented since 2011 following the destruction of pool complexes by the earthquakes in Christchurch. New members have their details and date of birth

placed on the database and each is issued with a membership number. Confirmation of membership is sent by email to them and their club secretary for their own records.

Paul Ellercamp of www.oceanswims.com offered a prize (worth c. \$NZ2,500-\$NZ3,000) to a NZ Masters Swimmer for "promotion" of the Vanuatu open water swims throughout the Masters Swimming season of 2012/2013. Although the qualifying swims are in 2013, the offer came in 2012 and has been extensively advertised in Masterscrawl, the website and the NZMS newsletters.

For the past three years we have received \$500 sponsorship annually from Quantum Events Ltd in Auckland. The Director is Scott Rice and they host the State Oceanswim series which attracts many Masters swimmers. NZMS advertises Scott's swim on our website and the Masters results from each swim also appear on the website. Since mid 2011 fees have been charged for advertising non-masters events and travel agents.

Thank you to members of the executive, Sue Pollard and Paul McStay, who I deferred to several times when answering the numerous questions I received from swimmers throughout the regions. And thank you to Andrew Gabites, Lesley Parkin, Liz Davidson and Jan O'Donnell for their roles as NZMS officers and their respective services during the year.

Mike Bodger

Swimming Officer Report, 2013 AGM

In 2012 the following fully sanctioned meets were held:

NZMS Long Course Championships – Wellington in March

Roskill Short Course Auckland Champs – Auckland in May

North Island Short Course Champs – Hastings in October

NZ Masters Games – Dunedin in February

Unfortunately the Cambridge LC meet had to be cancelled and the Hamilton Mid-Winter Swim Meet was not held.

The South Island Champs in Greymouth was organised to entry stage but due to low number of entries was not officially held. Some swimmers did travel and some unofficial events were held.

It is disappointing that a meet such as this needs to be cancelled after the efforts put in by Warren Gilbertson and his team. South Island clubs are urged to ensure a club steps up and is supported in 2013.

We must once again thank the Swimming NZ officials who step up regularly to assist in ensuring the sanctioned meets are conducted under FINA rules as required.

Processing of results and bringing them finally to the NZMS website was improved during the year and an updated section of the NZMS Manual will be available early in 2013 to cover the procedures as clearly as possible.

The 'final results' on the NZMS website are demonstrating that procedures are being followed more closely.

Thanks to Liz Davidson (IT Officer) who has developed this role to enable records to be added to the Meet Manager Software. Her excellent skills will assist all meet hosts. Thanks also to Jan O'Donnell (Records Officer) for her experience and endurance when seeking information from hosts to finalise results for the swimmers throughout NZ.

NZMS is seeking a host for SISC for 2013 and all Championship events for 2014.

Lesley Parkin
Swimming Officer

Open Water Swimming Report, 2013 AGM

The NZMS Open Water Championships was swum on 5th February 2012 in Nelson at Tahunanui beach over a 2.5km course. 13 swimmers took part and the overall winner was Richard Smith of Manukau club in Auckland. Chocolate bars and medals were awarded to placegetters in each 5 year age group.

Masters swimmers have continued to support the State Oceanswim series in large numbers. The organisers, Quantum Events from Auckland, are sponsors of NZMS and Masters' results are published on the NZMS website.

Other popular open water swims include Round the Mount (Mount Maunganui), Flannagan Cup (New Plymouth), and the Hamilton

5 Bridges swim. Regrettably, the Orekawa Bay to Waihi Beach swim on 22nd January 2012, hosted by the Katikati Masters Club, was cancelled due to the danger of floating containers released from the damaged container ship "Rena" on Astrolabe Reef near Tauranga.

The 2013 Open Water Championship was held in Auckland on 3rd March as part of the annual Rangitoto Island to St. Heliers beach and hosted by the Auckland Central Masters club.

Mike Bodger

National Recorder's Report, 2013 AGM

The number of national records broken during the past year increased to a total of 109, compared with the previous year total of 93. This is pleasing to see and was partly the result of many New Zealand swimmers performing very well at the FINA World Masters Games in Italy. At this event nine New Zealand swimmers achieved a total of 12 National records and 32 places from 1 – 10.

The New Zealand Masters Games held in February in Dunedin produced many records, but unfortunately, the timing system malfunctioned. This made the verification of the 24 records very difficult and hugely time consuming. In the end this was not finalised until mid-April.

The processing of records from the other meets during the year has been generally straightforward.

It was unfortunate that only four swim meets were able to be held in New Zealand during the year. It would be great for New Zealand swimmers if there were more local meets. However, there were two overseas events which a number of New Zealand swimmers were able to attend.

Jan O'Donnell
National Recorder

Information Technology Strategic Plan (summary)

The long term goal for the NZMS information technology portfolio is to achieve integration between:

- The Membership Database
- Meet Manager, including the ability for members to enter swim meets online and import the entries
- National Records
- Consolidated Meet Results and Top 10 Listings, including the ability for manual entry/import of results from overseas meets, e.g. World Masters Swimming Championships
- Web site
- NZMS Clubs' own membership databases and systems

The results of these changes will be:

- It will be easier to administer membership transactions for the club secretaries. It will improve member satisfaction by removing delays in recording membership updates between clubs and NZMS, which can prevent members being able to enter sanctioned NZMS events
- It will reduce the workload for clubs hosting NZMS sanctioned meets and NZMS office holders, enabling more events to be held.
- Improved access to the website and information such as meet results will increase member satisfaction as they

are used to this level of technical sophistication in many areas of their lives.

The membership database is at the core of NZMS. This should be the central component of the integrated NZMS IT portfolio, rather than a standalone database. A new web-based central membership database will be implemented to replace the current Access system. This has been identified as the first priority for development, with a target date of June 2013

Liz Davidson
IT Officer

Trophies and Archives Officer's Report, 2013 AGM

During 2012 three new trophies have been made available for presentation at the NZMS Long Course National Championships.

- **Tom Logan Memorial Trophy:** donated by John Trubnick in recognition of the achievements of Tom Logan who passed away during the year. This trophy is awarded to the 'Fastest Men's 100m Breaststroke in all age group 60yrs and above'.
- **50m Men's Freestyle Championship:** donated by Foveaux Masters. This trophy is awarded to the 'Fastest 50m Mens Freestyle Swim in all age groups 25yrs and above.
- **50m Women's Freestyle Championship:** donated by Foveaux Masters. This trophy is awarded to the 'Fastest 50m Womens Freestyle Swim in all age groups 25yrs and above.

TROPHY AWARDS NATIONAL LONG COURSE CHAMPIONSHIPS, 2012 AND 2013

Trophy and criteria:	Awarded to: 2013	Awarded to: 2012
Robert McClure Medal For winner of Mens 400m Ind. Med 65 – 69 yrs	No entrants	Peter Cullen, Harbour Capital
Top Club For club gaining most points in individual events in age groups 25yrs & over	Dunedin	Harbour Capital
Peter Wilson Trophy To person who best represents the spirit of Masters Swimming	Kieran Garbutt, Dunedin	Sara Kennard, Makino
Ngaire Prentice Trophy For region winning the 6 x 50m Inter-region relay for 3 men, 3 women	Southern Region	Capital Region
Tom Logan Memorial Award Winner of 100m Mens Breaststroke, 60yrs & over	Peter Walls, Greymouth	Barry Young, North Shore
Foveaux Masters 50m Freestyle Women's Champion 25yrs & over	Sue Duffell, Manukau	-
Foveaux Masters 50m Freestyle Mens Champion 25yrs & over	Matthew Nash, Jasi	-
Nearest to World Record By percentile calculation of performances at the NZMS LC Championships	Kurt Crosland, Dunedin 100m Back 25-29yrs	Darryl Follows, Roskill 200m Back 45-49yrs

ARCHIVES

It is great to see the 'History of NZMS' put together by Roger Eagles, coming to fruition. What an incredible amount of research, time, and effort has been put into this. Many papers were put together and some clubs were able to have their 'history' included and so are now recorded in print. It is not too late to record your history whilst not being in the book it would be great to make sure details are put in writing to secure for the future.

Go through those old boxes of papers put them in some order; talk to the older members and get them to record their memories. Papers you feel of value can be sent to the Archives Officer and kept safe. We're not sure where they will be finally kept so if you have any ideas on this let us know. It is important to find a secure place for storage.

Lesley Parkin

Trophies and Archives Officer

KATH JOHNSTONE: SWIMMER OF THE YEAR 2012

Kath started masters swimming about 20 years ago, in her early 70s, joining the Hibiscus Coast and later the North Shore Masters swimming clubs. She has competed regularly since, including three World Championships. In 2002 in Christchurch, she won 4 silver and one bronze medal and in 2008 in Perth, 2 silver and 3 gold medals.

She capped this off by winning 5 gold medals at the 2012 World Masters Swimming Champs in Riccione in the 95-99 age group, in which she also broke one Championship record.

Kath currently holds 34 NZ records:

- In the 95-99 age group, 5 long course
- In the 90-94 age group, 12 long Course and 9 short course
- In the 85-89 age group, 4 long course and 3 short course
- In the 80-84 age group, 1 long course (1500 m free)
- She was a member of 3 North Shore club relay teams who currently hold NZ records.



Kath was presented with her Swimmer of the Year award at the Swimming NZ Awards event. She is pictured here at this event with fellow masters swimmers Mike Bodger (National Secretary), Keith Richmond and Sue Pollard (President)

CERTIFICATES OF ACHIEVEMENT

Congratulations to the two award winners for 2012:

Julie Gunthorp

Julie's achievements included:

- 5 silver medals 2012 World Masters Swimming Champs in Riccione in the 65-69 age group.
- 18 New Zealand records broken
- At the end of 2012 she held 17 current New Zealand records.

Fritz Bohme

Fritz also attended the 2012 World Masters Swimming Champs in Riccione. He won:

- 1 gold, 1 bronze and 3 other top ten placings.
- He broke 11 new Zealand records during the year.
- Currently he holds 12 New Zealand records.

Life Member John Trubnick

John swam and played water polo up to national representative standard until his late teens. He was forced to retire early from that level, but his love of the sport was such that he moved across to become a technical official. He was at that time the youngest National Referee in Great Britain. John immigrated to New Zealand in the early 70's and after a short period in Auckland moved to New Plymouth. The surf movement in the province was very strong and he joined the local surf club. He was elected to the management committee of the provincial swimming centre, qualified as a NZASA referee, and from then on was appointed referee and starter at numerous national championships.

By this time Masters swimming had just started in the Taupo area, John heard about the concept and as the four major surf clubs in the area all had many active swimmers in their 30's and 40's, he organised a local masters meet. It was a huge success with a number of ex competitive swimmers turning out. They had 80 entries. From there he organised the start of New Plymouth Masters.

In 1980 he was elected on to the Executive of NZ Masters and was appointed the chair of the swimming committee. Their function was to attend, oversee and report on every sanctioned meet to maintain standards. During that eight year period they had no record applications refused on technical grounds. Obviously swim meets had many more entrants than at present.

In 1984, NP Masters applied to hold the National Long Course Championships, John was meet director and referee. His position as NZASA Centre President allowed him to have the confidence that a full bench of technical officials would be available. The meet was a huge success and he was awarded the Peter Wilson Shield.

For the next eight years John held positions on the National Masters Executive, the Provincial Swimming Centre Executive, and developed the local Masters club.

The same year John attended the first World Masters Swimming Championships in Christchurch as both a competitor and technical official. In fact this was not a FINA event but the governing body was Masters Swimming International. FINA took over the event in 1986 and MSI became defunct.

John attended the next four World FINA Masters events as both a competitor and Referee. The Indianapolis meet was so intense that he had to forgo his own swimming events to concentrate on the technical side of the meet. At the end of this meet John was given a FINA pin.

In 1989 a new job took John for a short few months to Gisborne where he helped to develop the Masters club, then to Hastings. He joined Trojan Masters and where the area had four separate small clubs; He was elected to the executive committee and was the club coach. John managed to persuade the members to combine into one very strong club. In 1990 John was selected to referee the Commonwealth Games.

In 1992 his company transferred him to Auckland where he joined South City Masters. He actively assisted where he could and held



John Trubnick enjoying the 2013 Long Course Champs.

positions of Chairman, Secretary, Treasurer and coach (some years all at the same time.) for the next 20 years.

In 1995 FINA made the decision to appoint specialist Masters Referees, John was the first New Zealander to be appointed to that list.

John has attended as both a competitor and referee at numerous national, North Island and local swim meets, from the late '70s' until recently. In 2008 he was asked to act as meet director and referee at the national LC meet. In the same year he was asked by NZ Swimming to referee the Olympic trials. In 2009 John acted as referee at the Masters LC Nationals in Hamilton. In 2010 he was meet director and referee at the N.I.Short Course Championships.

John has had to curtail his technical activities over the last couple of years as he simply cannot any longer stand for prolonged periods. He is happy to remain as club treasurer and enjoys his training sessions. Naturally he has had to move down a lane or two. John writes the training programmes and organises the relays on a Sunday morning. John has been delighted to watch the progress of the club that now has 60 registered members, with up to 40 attending every training session.

John has always believed in and supported the need to maintain a strong national body. This can only be achieved by support from all masters' swimmers, without that support we cannot maintain credibility and individual clubs will always struggle to maintain pool swimming availability.

Mike Wansink
President South City Masters

Webmaster Report, 2013 AGM

The past year has been one of the most difficult as webmaster I have ever had with the organisation. Work began in earnest on tidying up the issues the organisation has with multiple databases in May 2012. This work was expected to tidy up process and data discrepancies between the membership database, the website, and other users of the membership database. These arose due to the numerous manual processes around the update of this data.

The work to merge the database continues, but from my perspective is painfully slow. There is some work that has been able to be done in the background, but essentially the bulk of the work now done to date was done several years ago, when the issue was raised originally. The IT officer is presenting a progress statement to the AGM this year, which I fully support, and I urge others to get behind this and support us to meet the timelines outlined in that document.

In terms of the website, I have proposed several ideas to the executive on what can be done with the website to add further value for both members and non-members, but these were all ruled out in favour of focus on the database development. As it seems there is now a dependency on the database changes, and that work has slowed, changes to the website in terms of adding new functionality have now largely now ground to a halt, which is extremely frustrating.

There is however a wider issue here; and reflecting back on what has happened above does cause one to think about purpose and reason for ones existence in the organisation. Why does NZMS even have an online presence?

From my perspective there are two reasons:

- (a) A place for NZMS members to get benefit from their membership through provision of services that they need
- (b) A place for non NZMS members to find out about the organisation, and how to join

When I look back over the last year I struggle to see where we have succeeded

in meeting these objectives. In the last 12 months, the amount of new content on the website hasn't been significant. There has been very little in the way of new features or information on the site that would keep members regularly coming back (although as noted these have been proposed to the exec). Partly this is due to the place that Masterscrawl holds within the organisation – although we try to manage content between the two, when content dries up, it's the website that misses out.

The website does provide an opportunity (and possibly the only one within the organisation) for us as an organisation to market ourselves to the world. Within the organisation I don't see any active marketing of our services, or any co-ordinated effort by clubs to promote themselves as a national group. If people don't know we exist because we don't promote ourselves (and there is enough other codes and organisations out there competing for people's attention) then as an organisation we are really going to struggle.

In reality what is needed is a review of what the organisation does with both Masterscrawl, and the website, in the context of how best to communicate to our members, market ourselves to the public and the overall priorities of the organisation. Once that is defined we can then build appropriate support structures to support those. The world has changed, and changes at an ever increasing pace. As an organisation we can't continue to act in the same way we did 20 years ago and still expect to survive.

On a brighter note I have managed to squeeze in a couple of new things on the website in the last year. The core Content Management System was refreshed to the latest stable build. The developers have published a road map for future upgrades, and at this stage it appears that this will occur every 2 years for the foreseeable future. Hopefully the upgrade won't be as drastic as previous years; as last years was essentially a rebuild of the site from the ground up, including a new design.

As part of those changes I took the opportunity to upgrade our event

management system allowing in the future, online registrations for events.

It's important as an organisation that we take the lead on this for our own events. It is frustrating when clubs hosting premiere national events on behalf of NZMS, effectively shut the organisation out of supporting and promoting their own events by establishing their own entry system. This occurred twice in the past year. With this type of arrangement the organisation members aren't able to enter, or find entry details via the NZMS website. Additionally those who don't have access to computers or don't wish to pay online are restricted from entering meets. I don't think as an organisation we should be against the idea of online entry, but we do need to understand the implications of allowing individual clubs to manage entries themselves, and provide clear channels for those who do not wish to enter online, to enter offline.

What's needed here is a consistent way to promote our national events at a national level. If individual clubs start promoting these events independent of the national body, then next year, where are people going to look for information about that event when a different club organises it?

I've also aligned the mass emailing application we have, so it is now contained within the backend of the database. This seemingly simple change gives us advantages in terms of inserting content into emails we send out, and a number of other advantages, including a more professional e-newsletter. You will have seen the results in the December Masterscrawl mail out.

Our Facebook presence continues to grow. In the whole scheme of things, its presence is small, but we have gone from 60 subscribers (likes) to 140 in the past year. People who are involved in the site have found it useful as a means to communicate with NZMS, and to form a community of NZ swimmers. This is great – these are the reasons it was set up. I'd encourage anyone not on the site to "like us" and join in on the discussions at www.facebook.com/nzmastersswim

Webmaster Report, 2013 AGM continued

Clearly there are many challenges facing the organisation in this space at the moment, which if addressed properly will lead to improved engagement with the organisations members and the public as a whole. I strongly urge the organisation to start seriously addressing these issues in a way that will bring immediate value for its membership.

Metric	1 March 2011 to 1 March 2012	1 March 2012 to 1 March 2013	Difference
Visits (includes return visits)	16,877	15,864	-1,013
Absolute Unique visits	7,922	7,503	-419
Page Views	122,190	87,438	-34,752
Average pages visited per visit	7.24	5.51	-1.73
Average time on site	3 minutes 08 Seconds	3 minutes 55 Seconds	125%
% New Visits	42.69%	43.14%	0.45%
Facebook likes	60	140	+80

If you have anything to go up on the website, the Facebook page or into Masterscrawll you can email it to news@nzmastersswimming.org.nz. Your email will go to both the webmaster and the Masterscrawll editor .

Andrew Gabites
NZMS Webmaster

Editor's note:

It was a pity Andrew was unable to attend the AGM to discuss his issues as outlined above. Yes, progress is sometimes slow, but the Executive and Officers are largely volunteers with jobs and families, and so cannot always deal with NZMS business in as timely a manner as they, and others, would like.

A single database must be our priority as the IT Strategic Plan shows. We aim to achieve this year, with Andrew's help, but as anyone who has implemented any IT 'solution' knows, unless it is thoroughly thought through it could become another INCIS or NovaPay. I am confident that with our IT Officer's skills we will get what we need, for the short term – and more importantly – the long term.

I concur with Andrew's comments about communication and marketing and it is a disappointment to me we have not been able to make further progress with this in the past two years.

At the AGM we discussed the need for clubs to support the national body so they in turn are able to provide a supportive infrastructure for sanctioned events and individual members. I am confident your new Executive will make great progress in the future.

For more comment and information, read the Editorial report and the IT Strategic Plan.

Sue Pollard
Past President and Editor



Editor's Report, 2013 AGM

We were unable to recruit anyone to take on an editorial role for 2012 so I continued to produce Masterscrawl. Contributions from members have been problematic and the most recent edition ended up being 8 pages instead of the usual twelve.

We offered a subscription to printed, mailed copies of Masterscrawl for 2013 at \$20 per annum to members, but have had

no takers at all – very interesting in light of the reasonably high interest in this in our member survey in 2011.

ARE MEMBERS READING MASTERSCRAWL?

The average 'email opening rate' for the three Masterscrawl editions for June, September and December 2012 was 33%. December was the 'best' month. 46% of members opened the email promoting the December edition and the Masterscrawl file on the website was hit 130 times between Dec 1st and March 7th. In other words, not many of our members actually read Masterscrawl - less than 20% of our 702 financial members in December.

WHAT SHOULD WE DO ABOUT THIS?

In light of this, my proposal is:

1. To discontinue Masterscrawl in its present form and communicate more regularly to targeted audiences using e-news, facebook and twitter.
2. To set up an editorial group, headed by the Editor to develop and manage an annual communication plan.

E-NEWS

Currently sending e-news directly to all members is a time consuming process, so is only done quarterly by the webmaster.

Our new IT Plan includes bulk email functionality with the new web-based membership database, to facilitate communication directly to members. This will be managed by the National Secretary. In 2012 the National Secretary, Mike Bodger initiated a monthly e-newsletter to club secretaries, which is intended to be passed on to all members, so this is a logical first use of the new mail management system.

FACEBOOK AND TWITTER

Social media is where we need to go – and we need someone or a small group to get us there. This responsibility is beyond the scope of the webmaster's job description, though Andrew has been doing a valiant job of maintaining facebook and finding web content in the absence of anyone else putting their hand up.

NZMS facebook at the end of the year had 140 'likes', and about six posts each month. Visitor numbers to our website decreased during 2012. Visits averaged 1350 per month, or 45 per day for the year, with a peak of 64 per day during April but by December it was only 34 per day. Most visitors were interested in either events or in finding a local club.

I wish NZMS all the best with future new communication strategies, which require new skills that I do not have. My grateful thanks go to those who have contributed or helped in other ways such as proof reading (Jan McStay), providing web stats (Andrew Gabites) and harassing others for content or providing it themselves (Jan Fulton, Mike Bodger and others)

Sue Pollard

Aquatics New Zealand

It has been a relatively quiet year for Aquatics. Current members are:

Sue Edwards	Synchro
Rebecca Ewert	Diving
Ron Clarke	Swimming
Rob Borgers	Water Polo
Roger Eagles (Chairman)	Masters

There was an election on 19 October 2012 and I was elected Chairman without opposition but indicated I would not be intending to seek re-election in 2014, as by that time I would have been Chairman for eight years.

Rob Borgers replaced Keith Brodie from Water Polo as the delegate for 2013.

Affiliation fees for members have been reduced to \$200.00 per member per annum.

A new Constitution was approved and has since been filed with the Companies Office, mostly containing updated details necessary through the passage of time.

Officials and Team Representatives have been approved for FINA meets, and there are no major issues outstanding at the present time.

On 8 May 2013 NZOC will hold its Congress. Rebecca Ewert is likely to be the representative of Aquatics at the Congress. It is thought unlikely that Aquatics will be seeking to have any of its members nominated for the Board, nor are we likely to be

nominating any person for the Board of the NZOC.

It was necessary for the Board of Aquatics to meet in person only once (for the AGM) last year and I would expect that to continue this year. We have had some issues in the past requiring serious effort and consideration including nominations for the FINA Bureau and representation on Oceania.

NZMS will need to give consideration to representation on the Board of Aquatics for the period after October 2014.

Aquatics has significant involvement in FINA matters, as one would expect since it is essentially the FINA agency and conduit in New Zealand, and it takes some time to understand how FINA works through its various committees and the Bureau. There are advantages in having as the NZMS representative a person who has a long-term interest in this area as otherwise knowledge is lost too quickly on replacement with a different delegate. I think that whoever is to represent NZMS should take on the role intending to be on the Board for at least four years.

Secretarial services for Aquatics continue to be provided by Water Polo New Zealand (Pam Scheirlinck) based in Auckland.

Roger Eagles

New Zealand Masters Representative on Aquatics



David Scandle, Heather Osbourne and Marco Cecioni competed successfully in the 2013 Kapiti Island swim. The report on this event is at: www.nzmastersswimming.org.nz/

Fina Masters Committee Report

The main event of 2012 was the 14th FINA World Masters Swim Championships held in Riccione, Italy, between 3 and 17 June. A total of 12,671 competitors took part over all of the disciplines. For a comparison as to how this compares with previous years, see below:

Year	Place	Participants - Swimming, Diving, Water Polo and Synchro
1986	Japan	3,400
1988	Australia	3,800
1990	Brazil	1,743
1992	USA	3,526
1994	Canada	4,000 +
1996	Great Britain	4,555
1998	Morocco	2,350
2000	Germany	7,406
2002	New Zealand	2,770
2004	Italy	8,130
2006	USA	7,325
2008	Australia	5,061
2010	Sweden	6,778

The numbers are huge now and the event is easily the largest swim event in the world but the number of participants at future meets may not be as great. In Montreal the organisers are expecting between 7,000 and 8,000 entries. For Kazan in 2015 (see later in this report) it is quite speculative as to the numbers who may attend.

Riccione was a very successful meeting. An Economic Impact Report prepared afterwards put the value of the meet to the host town at around □30,000,000.

At the FINA Masters Committee meeting held in Riccione the Committee was asked for its views about the linking of the World Masters Swim Championships in future to the World Long Course Swim Championships, i.e. to be held immediately following the elite competition. There was no information provided to the meeting about this and no lengthy discussion. The general view was that it sounded a good idea. I supported it because Masters is sitting somewhat outside the general FINA family of disciplines and at the moment I felt this was a way of bringing us closer to the other disciplines within swimming. Although the debate was not robust, the FINA Masters Committee supported the idea and some

months later the Bureau decided that the Masters World Swim Championships should in future be linked to the elite competition and this will start in 2015, meaning that we will have the World Masters Championships in both 2014 (Montreal) and 2015 (Kazan). Two years later it will be held in Guadalajara in Mexico.

There is a suspicion within some members of the FINA Masters Committee that the economic benefits of the Masters meet is being used as a sales enticement for hosts of the elite competition. There is also the possibility that venues will be chosen which are not altogether popular with Masters. The rationale for choice of venues for the elite competition is not widely understood as this is resolved within the Bureau. But Masters swimmers often like to take a holiday where the venue occurs. Kazan is a city about 750 kilometres east of Moscow and may not be a preferred choice of many Masters swimmers, compared to, say, Italy, which seems to be universally popular. And Guadalajara in Mexico is understood to be an industrial city and not one which Masters swimmers may find an attraction. So it remains to be seen how this new change will work out in practice.

In 2013 a new Masters Committee will be appointed. Members are "appointed" in a process adopted by the FINA Bureau which is not transparent. There will be some changes. Ivan Wingate from Australia has said that he will not be continuing on, nor will Rose Cody (Vice-Chairman) and neither will Nancy Ridout (USA), a person who has contributed substantially to the Committee. The Norwegian Federation told Grunde Vegard that he was "too old" and would not longer support him but it is understood that this decision may be under review. Current Chairman of the Committee is Ed Evelly of Canada and he wishes to carry on and is being supported by his own Federation. Some members of the Committee who have language and other difficulties make only a modest contribution to discussions and decisions.

The FINA Masters Committee met in Frankfurt on 22 January 2013. New Open Water Safety Regulations were approved, subject to some minor amendments, and I was substantially involved in the drafting of those. These govern World Masters Swim Championships only, not other events. Other changes were introduced, including by-laws to govern procedures and requirements regarding the World Masters Swim Championships and clarification of some of the existing Masters Swimming Rules.

NZMS has said that it will support me for nomination to the FINA Masters Committee again, and for this I am grateful.

Roger Eagles
FINA Masters Committee