

Dear Club-members

In reference to the notice of the Special General Meeting to be held on 3rd November 2020 at 7.30pm, below is a summary of the proposed changes to be discussed and voted on at the meeting. A summary of the history of AKAC Swim club to this point in time and background for the proposed change has also been provided by Mark Bull. Responses to questions received by the committee are also addressed below by Mark Bull. This document will continue to be updated as we receive further questions about the change proposal from members.

Proposed changes to be discussed at the Special General Meeting.

- Changing of Club name to Marrickville Swim Club Inc.
- Changing of logo and Club colours in line with aforementioned changes.
- Changing of the constitution to reflect the aforementioned changes.

Please direct any questions about the proposed changes or the content of this document to aksc.theseecretary@gmail.com.

Louise Brown
AKAC Swim Club secretary

History of AKAC Swim Club

AKAC Swim Club was founded in 2012 at the request of the then centre manager Simon Duck. The club was founded by 4 staff members at the centre and was a committee of these members with no parent involvement.

Over the following 3 years there was a transition from a centre operated body to a parent run and then to an independently funded autonomous body operating in the best interest of its members separate from the Annette Kellerman Aquatic Centre Squads program.

Nowhere in the contract for the operation of the centre does the club exist and as such the club's growth is a testament to the hard work of volunteer committees and coaches over the previous 6 years.

In 2014, when I (present head-coach Mark Bull) started, the committee had 2 remaining original members, and the club had reached a low-point to have only 6 remaining swimming members.

The process to rebuild was begun, which included a uniform change from a cheap plain purple outfit to a clean crisp white uniform.

In 2018 the club petitioned Swimming NSW at the request of the head-coach and the club president to change swimming area to *Swimming Metro North West*. This change has led to more junior members being represented at an area level.

Moving into the future

In 2020 the club needs to take the next step and progress from being a small unknown club and move towards the likes of Auburn, Liverpool, Revesby, Manly etc.

At the 2020 Junior Metropolitan Championships the highest ranked team without a geographical or school name with the exception of (Carlile, which is named after the founding father of coaching in Australia) was Tivoli at rank number 30. The preceding 28 ranked clubs had clear geographic identities. This is not to say that this is the only reason that a club is successful. But we are suggesting that it certainly helps when a club can be concretely linked to a location.

I (Mark Bull) have been at the Annette Kellerman Aquatic Centre for nearly 5 years now and have answered the question thousands of times about where the centre is, and even then when you say 'Enmore' people are unsure where this is.

The proposal is therefore to change the name of the swim club from AKAC swim Club to the **Marrickville Swim Club**.

This is not a process that has been undertaken lightly. It is a large process, and it is going to require a large amount of unified work for the committee and myself (Mark Bull) that we will not be getting paid for. It is volunteer work which means that this is not being done for any reason other than the best interest of the club members; both present and future.

There is a reason that youth sporting teams that are not based out of venues (i.e. a school) are always named after a suburb. It gives the club a clear identity. One which will yield a top result when Googling 'swimming clubs near Marrickville' for instance. At the moment even with Googling 'AKAC Swim club' it barely comes up on the first page.

I am not proposing we wipe the slate clean of all those that have come before. One of my proudest things is the list of names of every child that has represented the club at a Metropolitan, State or National Level which now adorns the door to the cave and sits above my desk.

My proposal to set up Club representative numbers which are assigned based on order that you represent the club at a National level is designed to ensure that every swimmer who achieves this feat as part of the program is recognised by those that follow.

I had proposed two awards be added for this year's presentation; My proposal for this is now amended to:

- Fanny Durack Memorial Service award - 5 Years' Service to the club.
- Annette Kellerman Memorial Trophy - National Age Representative Number.

There are many clubs throughout Sydney who operate at a named aquatic centre but race under a geographic location for the very reasons we have proposed this change. For example:

- Whitlam Leisure Centre - Liverpool Swim Club.
- Ruth Everuss Aquatic Centre - Auburn Swim Club
- Max Parker Leisure Centre - Revesby Workers Swim Club
- Gordon Fetterplace Aquatic Centre - Campbelltown Swim Club.
- Ian Thorpe Aquatic Centre - City of Sydney
- Cook & Philip leisure Centre - City of Sydney
- Andrew Boy Charlton - Manly Swim Club.
- Angelo Anestis Aquatic Centre - St George Swim Club

We would not be the first to do this and at the moment we are amongst the minority of clubs that name ourselves after a person/thing rather than a location.

I (Mark Bull) will be making myself available to members to answer questions in a town hall meeting style event:

- Tuesday 20/10/2020 7:00 - 7:30 pm
- Thursday 22/10/2020 7:00 - 7:30 pm

I (Mark Bull) will answer questions from members and accept the feedback that may come as I genuinely believe this is the best move for the club moving forward. I do not make changes without careful consideration and time being put into it. This name change has been 4 years since initially proposed.

Mark Bull
Head-coach AKAC Swim Club

Questions & Answers about change proposal

The below content is in response to questions received up to 17th October. This Q&A section of the document will continue to be updated as we receive questions from members.

1. What is the reason(s) for these proposed changes?

The reasons are amongst those stated above.

- Establish a clear identity of where we are.
- Help the club gain exposure through the media as its own entity rather than an embodiment of inner West Council/Belgravia.
- Aid in clarifying the separation between the squad program and the club to prevent the confusion that has led to issues in the past
- Aid in people finding the club via google search and from meets.

- Assist in the ability to approach business to fundraise and governments to receive grants.

2. What is the impact (if any) of changes on squad members and club members?

Club members when they compete will race under a different cap and acronym.

There will be negligible change to the squad/club relationship. If anything, it will help people understand that the club operates separately and will reduce confusion for parents when joining the club or squads. The swimming club is often dealing with a range of issues outside of its role where people joining the club where they confuse squad fees with club membership as they appear to be the same entity

3i. What are the expected advantages?

- a. People will have a better understanding of our location when searching for a swimming club/program
- b. Clearer delineation between squads and club.
- c. Clearer marketing of the club. At the moment people just assume you get a AKAC SC cap when you join Silver or Gold. Marrickville swim club having a separate entity will allow people to ask in lower levels rather than assuming that the AKAC caps are just bought from reception etc.
- d. Better opportunities for grant applications and fundraising.
- e. Better opportunities for exposure within the media as a youth sporting team not a business.

3ii. What are the expected disadvantages?

- a. Time taken by committee to make the changes.
- b. Loss of income on existing stock (can be sold at a slight discount to the squad program as it says AKAC as a training cap).
- c. Upset of some members due to change.
- d. Change of identity affecting older members who have been here for longer.

3iii. What are the expected outcomes

- a. Better club recognition at meets.
- b. Better club recognition in the centre.
- c. Better understanding of the separation between centre and club.
- d. Increase in club memberships via internal messaging.
- e. Increase in external enquiries for squads/club.
- f. Reduction in issues of confusion where the club is expected to deal with squad issues or vice versa.

4. Complications arising due to change with Belgravia.

Negligible. Following on from our meetings in January the centre is completely on board with the measure to aid in preventing further confusion from such events.

I (Mark Bull) met with my centre & regional manager on this issue and in 5 minutes they approved my ideas.

Currently Inner West Council are rebranding all their aquatic centres as it pertains, to name, logos uniforms etc. However, this change is made with the best interests of the existing & future AKAC SC members in mind.

As mentioned previously we are not financially or contractually linked to the centre. We receive no financial backing, no discount on lanes and no support from the centre other than the fact that we are the preferred competitive program of the squads. This would not change.

5. Any Associated Costs?

Any associated costs and expenditure would need to be supported by the committee as per the constitution. Costs would include:

- New Banners - (Approx. \$250-\$300). These are due to be replaced due to damage and loss.
- Loss of stock - Please see response to 3b
- Uniforms – have not been ordered yet for the 2020/21 season.
- Websites and listings are controlled by the club secretary and myself (Mark Bull) currently so no fee is attached as they are provided by Swimming NSW as part of our affiliation.
- Swimming NSW are confirming the costs associated with a name change but likely to just be a fee of approx. \$60.

6. Potential future plans.

As with any organisation growth and opportunity is a good problem to have and one that we have dealt with quite well over the last 4 years.

I (Mark Bull) have mentioned the idea previously (approx. 3 years ago) of a merger and received minimal traction. The idea has been mentioned again but any movement would require all parties to agree as per their constitutions and a working group to be formed to determine changes that would be mutually beneficial to all parties.

In an ideal world one body funnelling all its resources representing the centre would be ideal however this is a pipedream that many centres do not get to realise.

Committee members and myself, over our time at the club, have discussed lofty goals for the program many of which we have met and some were quite high but we continue to work towards situations, plans and processes that best serve the athletes, families and communities.

Do I think the funding of an RSL backing the club would help? Yes.

Has any process been undertaken? No progress more than had been made 4 years ago.

7. Changes to constitution.

Swimming NSW recently provided recommended changes to constitutions for SNSW affiliated swimming clubs that the president and I had planned on working on leading into the 2021/22 AGM. This will still be the case in regard to conforming to best practice.

At this stage the proposed changes would affect clauses relating to:

- Name
- Colours
- Logo

No further changes are planned as changes to the actual construct of the club such as would be required via adoption of the Swimming NSW document will require deeper thought and understanding & will be provided for deliberation at the next AKAC SC AGM.

** a copy of the club's constitution is available on the akac club website.*

8. Why is it being done now?

There has been no major racing since February 2020. In the last 9 months a lot has changed in the Swimming NSW world. Many clubs have folded, whilst some are taking the opportunity to rebrand now.

I (Mark Bull) am taking this opportunity to do it now as it will mean when we return to competition at NSW Junior Metropolitan Championships on the 28/11/2020 we will step onto the stage with our largest team ever as a new entity allowing people to take notice.

It would be worse for the children and the rebranding to race for 9 months post COVID as AKAC SC and then change between short course metrops and state as would be the case if done at an AGM.

9. How do I have my say?

Email all questions to aksc.theseecretary@gmail.com.

To vote at the SGM you must be a senior member and financial at the time of the SGM.

The head-coach (Mark Bull) will be making himself available to members to answer questions in a Town Hall meeting style event:

- Tuesday 20/10/2020 7:00 - 7:30 pm
- Thursday 22/10/2020 7:00 - 7:30 pm

Further questions received or raised by members at Town Hall style meeting since 17th October

10. Does the name change affect the relationship with the AKAC Centre?

- please see responses to questions 2, 3 and 4.

11. Will the AKAC swim club records be reset or stay the same? What about the perpetual trophies?

- AKAC Swim Club records will continue to be recognised and carried across into the new club. The perpetual trophy awards will also continue. Rebranding (ie logo replacement) of the perpetual trophy awards will be done. The cost to do this is estimated at approx. \$100.

Last updated: 3pm on 24th October 2020

