

Water the grass roots

How SNSW & SAL can best
continue to support SMNE run
its next 290 swim meets

a personal view
by Ben Ramsden

ben@swim.rocks 0406 401 180

June 2018





*Four prominent
swimming officials,
John and Norah
Morison and May and
Bill Williams at
Broken Hill for the
Country Swimming
championships.*



Some *world views* to challenge

- People don't want to help.
- The past is the future.
- We're stuck (with the current technology).
- It must be perfect.
- It requires many people.
- It's all voluntary.
- We know best.
- It's all about the Rules.
- 1 size fits all.
- Control via management.



- Fit into their lives and they do.
- The world has changed.
- We succeed when we take responsibility.
- Good enough (and that depends).
- Far fewer could do it, with technology.
- Fee for service has a role.
- We are experts who respect and trust our community.
- We uphold the Rules.
- Enable swimming to flourish through standardisation.
- Influence via leadership.



- NE Sydney
- 16 clubs (1,423 swimmers)
- 5/10 top 10 clubs in NSW
- Area: 8 meets + development pa
- Clubs: 21 meets pa

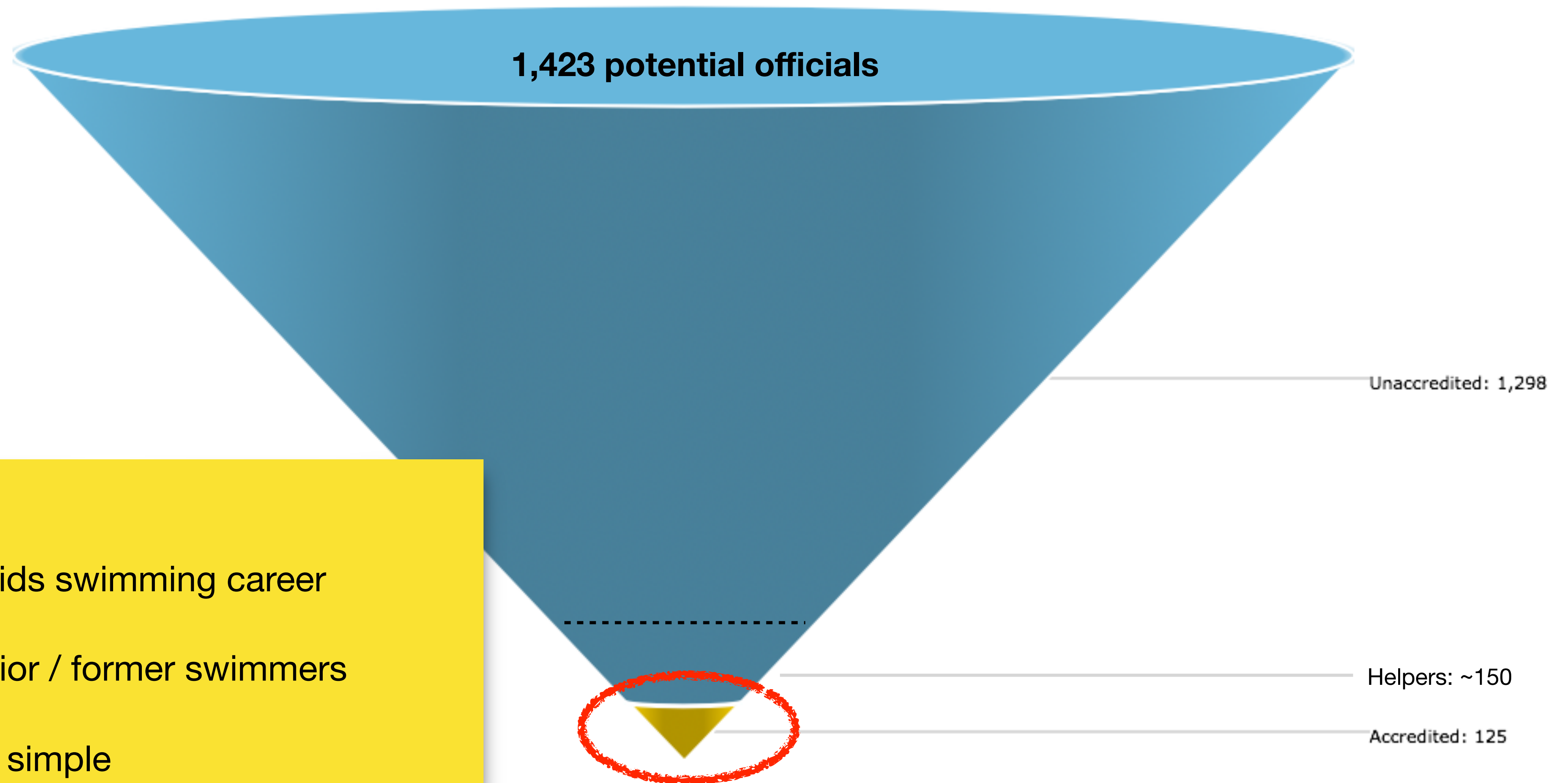
WYCWYC



The recruitment and development funnel



Is recruitment our largest opportunity?

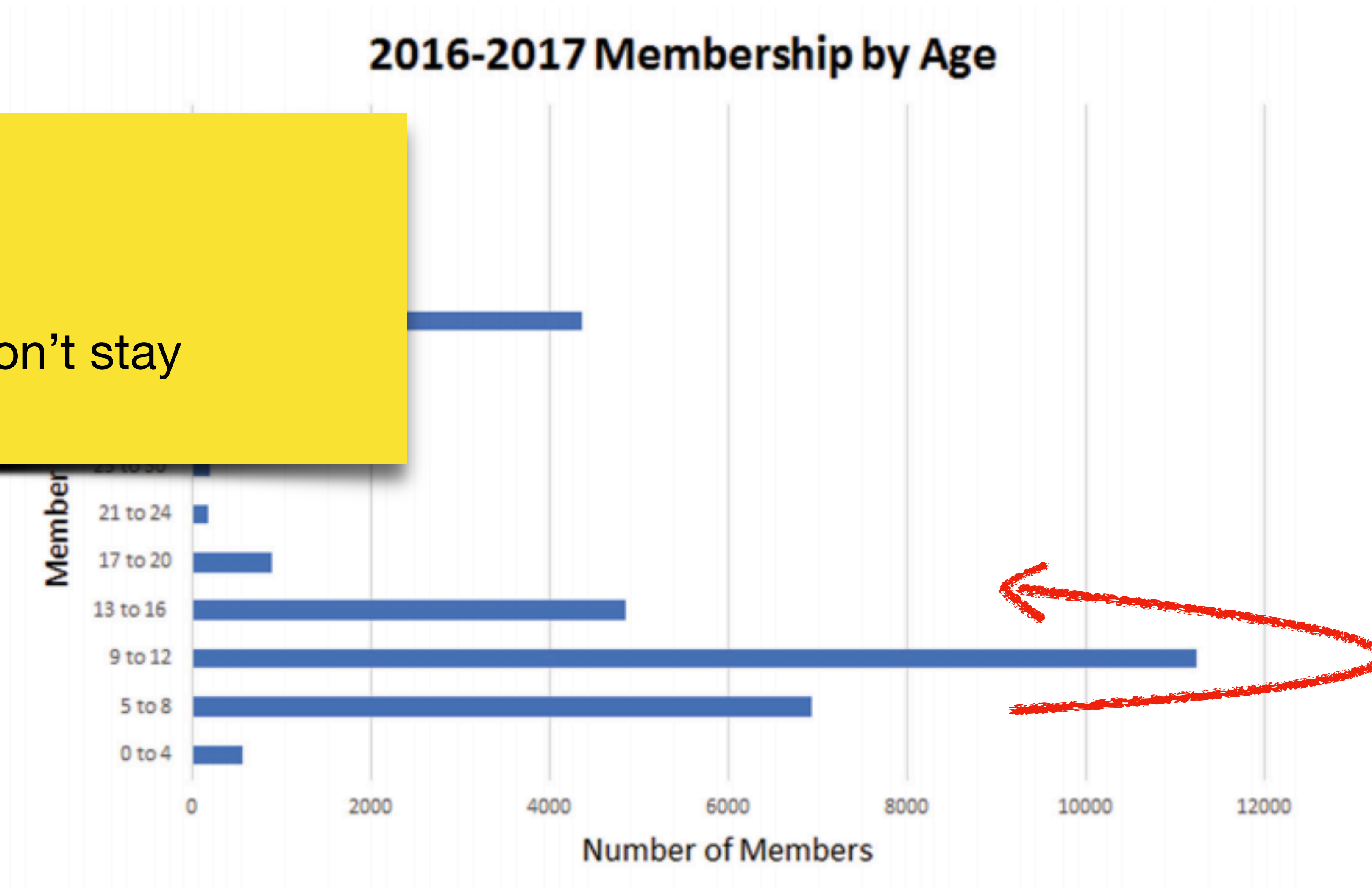


Recruit:

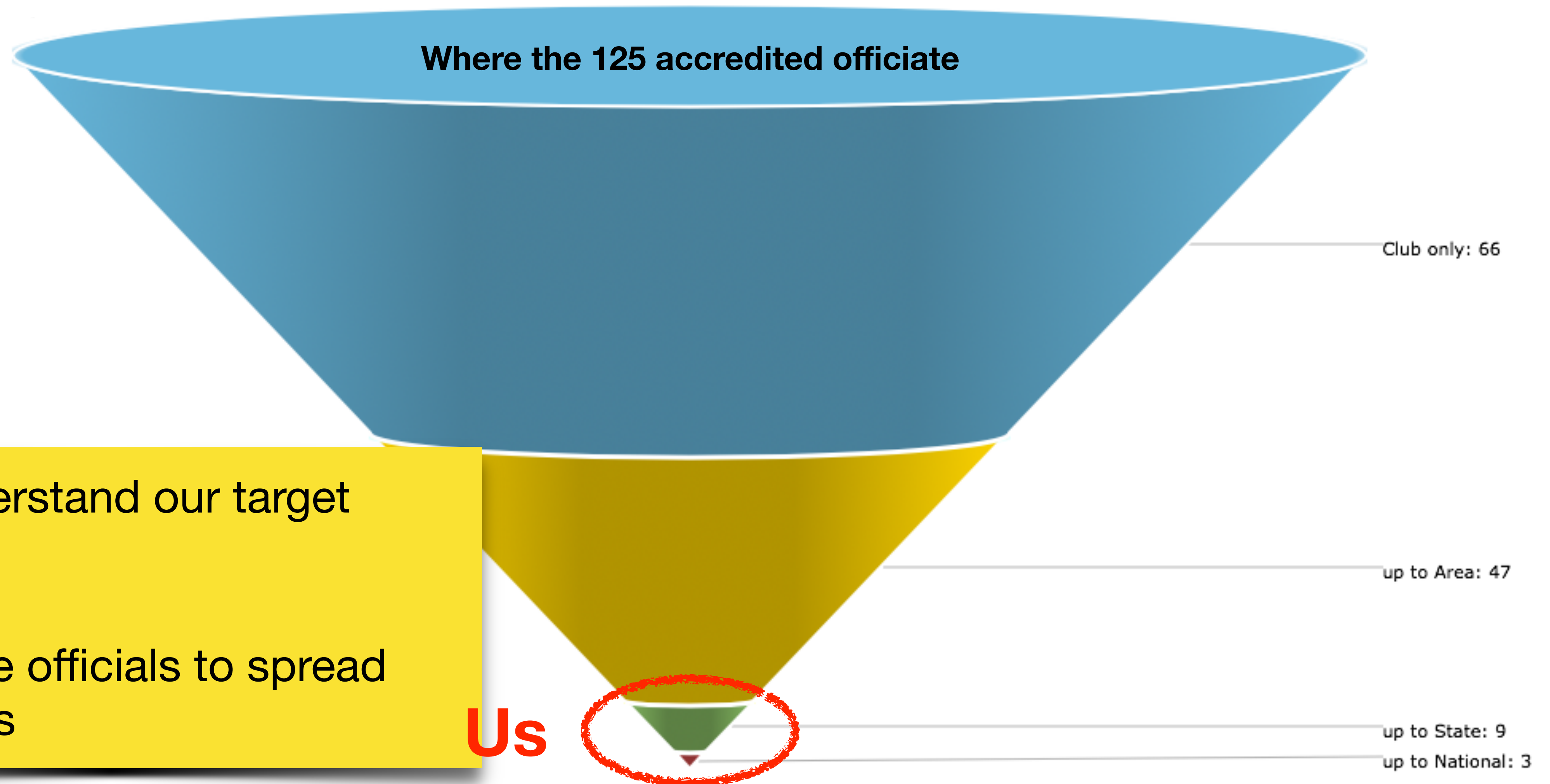
- Early in their kids swimming career
- Siblings & senior / former swimmers
- Make is super simple

We must catch and ride the wave

- Recruit early
- Accept most won't stay



We are not them!



- Must understand our target market
- Encourage officials to spread their wings

Online training has saved us

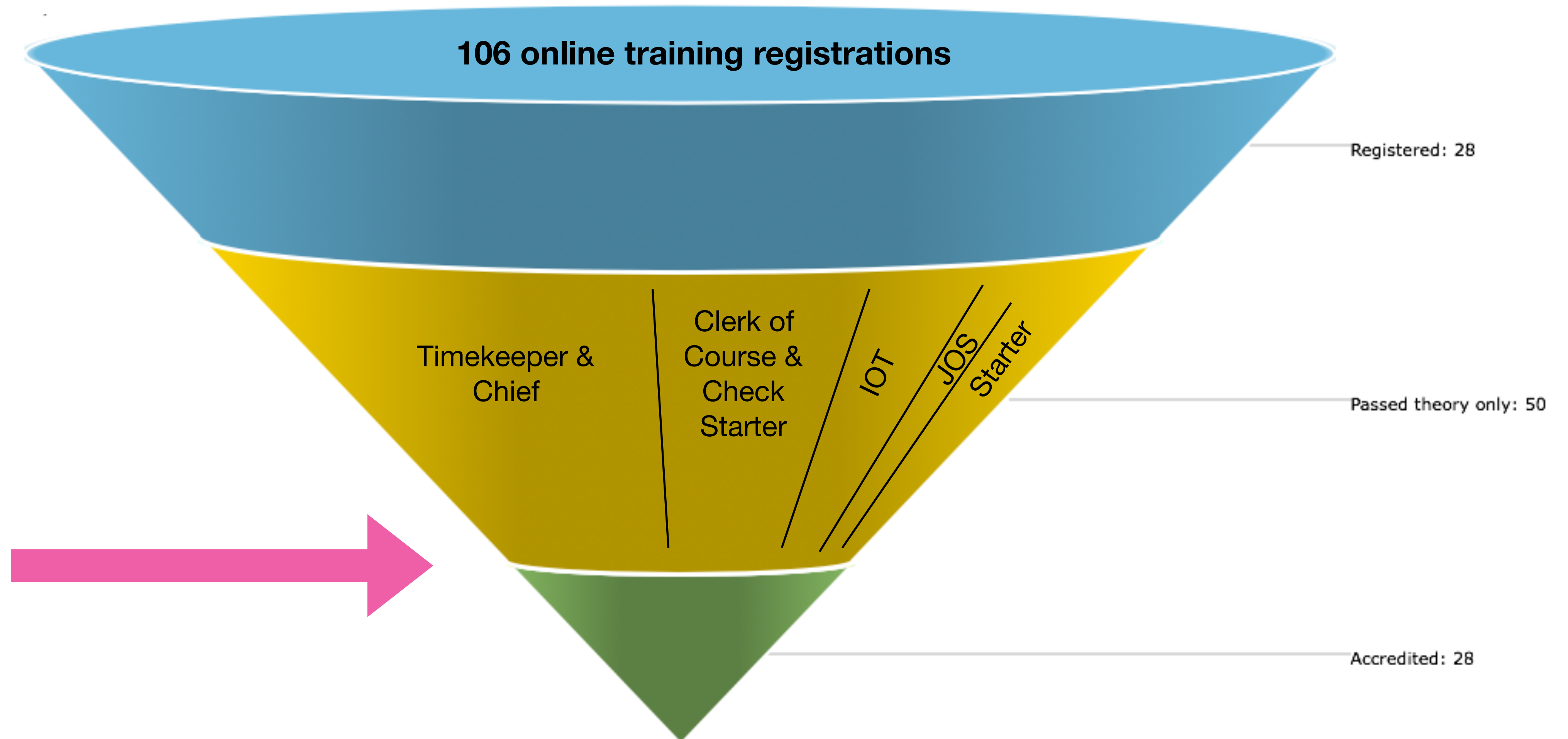
Before

- Trained 50~75 pa
- Classroom based
- Scheduling problems
- Documentation problems
- Rostering challenges
- 13/U particularly challenging

After

- Train ~20 pa online
- Noticeably easier to roster
- Higher quality performance
- Greater enjoyment
- 'JIT power'

The mentoring & assessment barrier



We are stretched to operate *and* train

	Total	From online	ACTIVE
Assessor*	9	-	3~5
Referee*	13	-	8
Starter*	38	1	24
JOS*	20	3	
Clerk of Course	62	10	
Check Starter	77	16	
Recorder	21	-	0?
AOE	7	-	
Chief Timekeeper	38	7	
Timekeeper	71	13	
MM Operator	1	-	0
Announcer	7	-	

*accreditation mandatory

SMNE priorities

- Improve bench strength
 - Improve standards
 - Become sustainable
- By
- Solve the Assessor drought
 - Spend time with people
 - Reduce administration burden



Accelerators & Recommendations

- 10 more Assessors
- Better use of development opportunities
- Ongoing innovation trials
- Continue to reduce admin
- Continue NSW/TSC/Buddy network
- Continue online enablement



- Agree ambition and organise to achieve.
- Assessor project
- Development program tweaks brainstorm
- Trial Younger TO payment & Marshalling automation
- Visibility of SAL planned solutions scope
- Upgrade SOPAC partnership
- Timing system transformation innovation competition