

2009 ASAJ ANNUAL GENERAL MEETING

PRESIDENTS REPORT



REPORT OUTLINE

- Organization and Membership (2009)
- Competition Results
- International Representation
- National Program
- Facilities
- SwimJamaica
- SWOT
- Moving Forward



ORGANIZATION AND MEMBERSHIP

- 15 Clubs (since reduced to 14 active)
- 697 registered members (mostly swimmers)
 - Slight increase over 2008
 - In 2010 the ASAJ added membership options for Coaches and Technical Officials (FINA rules)
- Participation needs to be improved
- Clear need to change the Federations structure



COMPETITION RESULTS

- Local Competitions – all results posted on www.swimjamaica.com website
- CARIFTA SW and SY (Aruba)
 - 5th overall with 571.5 points
 - 32 medals: 8 Gold, 12 Silver and 12 Bronze
- CARIFTA WP (Curacao)
 - 18 and Under Girls – 1 Bronze (3rd out of three)
- CCCAN (Venezuela)
 - Competition moved from MEX – Jamaica did not participate



COMPETITION RESULTS

- 2009 FINA World Swimming Championships
 - 4 swimmers (Hamilton, Moodie, Nangle & Wong)
 - All except Wong set or equaled National Records
- 2009 UANA Pan Am Junior Synchro Champs
 - Three swimmers: Gabbadon, Marsh and Smith-Edwards
- ASAJ hosted its first Open Water Swim –
Lyssons Beach, St. Thomas



INTERNATIONAL REPRESENTATION

- Three (3) FINA swimming referees
- Two (2) FINA swimming starters
- One (1) FINA “G” List Synchro judge
- Four (4) UANA Synchro Judges
- Three (3) Water Polo Referees
- John Eyre – CCCAN Secretary, Member UANA Swimming Technical Committee



NATIONAL TEAM PROGRAMMES

- Alia Atkinson continues to shine at the elite level.
- The ASAJ must provide more support for its elite level athletes: Alia, Natasha, Brad, Kendese, Victoria, Alexia and others!
- National Squad Programme affected by closure of National Stadium Pool
- Performance improvements e.g. most swimmers (11) ever qualified for 2010 CAC Games
- National Swim Team Development Programme achieved its initial goals but must be updated to meet current demands
 - Great performances in each age group, but need to work on depth
- No formal National Team Development Programme for SY or WP
- Training culture
 - Parent education must be first priority of new administration
 - Club Coach education is needed
- Funding is always an issue
 - Age group vs Senior level



FACILITIES

- National Stadium Pool
 - Closed for most of 2009
 - Feed plumbing repaired in March 2010
 - Resulted in significant improvement in H2O quality
 - Drain plumbing leaking – work commencing soon
 - Using well water instead of NWC (lower costs, despite leak)
 - Filters need changing
 - Maintenance costs remain high
- Managed by Raymond Hall – has gone above and beyond to serve the sport



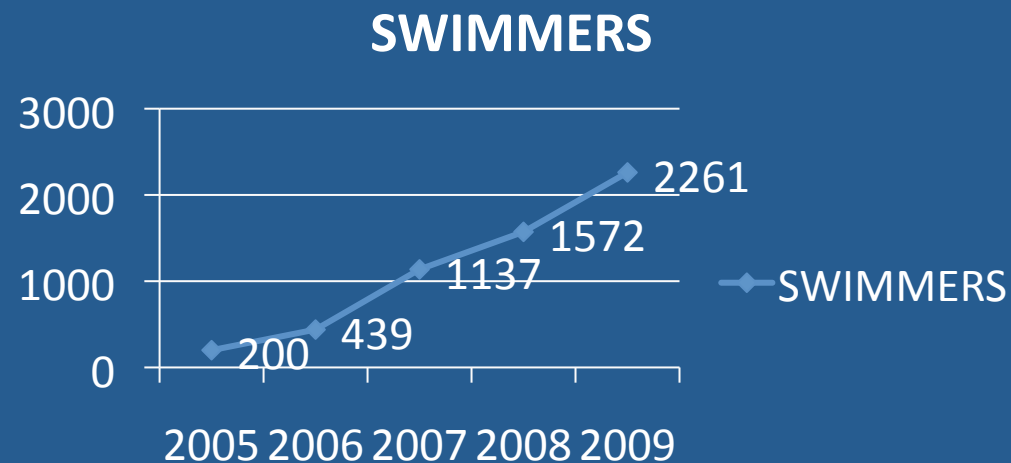
FACILITIES

- Bournemouth Bath
 - Had a positive impact on the community in 2009
 - High operating expenses
 - Low income generation without sponsorship
 - Lime sponsorship ended December 2009, which affected cash flow
 - Pool closed mid 2010
 - NWC to become sponsor
 - Pool reopened for Claro Jamaica Synchro International
 - Working with additional sponsors



SwimJamaica

- December 2009: 2261 students
- 15 franchises (3 sea based)
- 37 active Instructors
- Working on new Business Model



ASAJ - STRENGTHS

- ASAJ Leadership and Federation respected and trusted by GOJ, SDF, JOA, Media, FINA, CCCAN, UANA etc.
- Members interest in development seems to be increasing
- Human resources are available, especially in SW
- Olympic qualifiers – SW second behind athletics
- Existing administrative support and structure
- Base of swimmers increasing outside of corporate area
- Reputation for staging well run and exciting International Competitions



ASAJ - WEAKNESSES

- Not enough trained coaches (all disciplines)
- Lack of facilities
- General lack technical knowledge
 - Council
 - Club Leadership
 - Parents
 - Coaches
- Not enough volunteers/staff to make use of opportunities



ASAJ - THREATS

- Migration
- Members with personalized objectives
- GSAT and CXC
- Weak economic environment



ASAJ - OPPORTUNITIES

- Strong support by Ministry, JOA and SDF
- New approach by FINA to Development
- G.C. Foster keen to introduce aquatics
- Local tertiary institutions are beginning to recognize need to accommodate elite level sports
- Success of Athletics has opened opportunities for exchange programmes



MOVING FORWARD - Structure

- Modernize the Federations Structure, Rules and Regulations
 - Include coaches representation on Board
 - Include athletes representation on Board
 - Increase membership
 - Encourage development outside of Corporate Area
- Redesign “Admin Support” to meet needs of new Structure
- Increase focus on Volunteer Development
- Increase emphasis Open Water Swimming
- Increase emphasis on Masters Swimming
- Annual Awards and Recognition Ceremony



MOVING FORWARD - Marketing

- Develop a “brand” for Jamaica Aquatics
- Promote the brand in everything we do
- Contract for professional Marketing
 - Increase income
 - Strengthen relations with the Media
- Make local competitions attractive to public and overseas teams – increase the “hype”



MOVING FORWARD - Coaches

- Coaches Education – G.C. Foster
- Reintroduce regular coaches training seminars
 - Will require increased responsibility from Coaches
 - Include SwimJamaica Instructors
- Encourage the creation of a Coaches Association (needs increased responsibility from coaches)
- Revisit Coaches Certification (we do have one)
- Ensure coaches representation in decision making
- Develop code of ethics



MOVING FORWARD - Clubs

- Federation must work to develop a “Learning Organization”
- Appoint a Club Development Officer
- Hold regular Club Development and Leadership Seminar – seek USA Swimming support
- Change communication method with Club Leaders and Members
 - Changed registration process to include email address
 - Need to effective use Facebook, Twitter, website etc.
 - Club Leadership must make more effort to educate selves



MOVING FORWARD - Volunteers

- Appoint a Volunteer Officer
 - Revisit “Volunteer Scheme”
- Create JD’s for all critical positions
- Create environment where members want to volunteer
- Recognize efforts of Volunteers



MOVING FORWARD – Nat. Program

- New Technical Committees must complete a SWOT analysis for each discipline
 - Establish clear goals and objective for Council to ratify and support
- Design National Team Development Programme that can achieve goals



WHATS NEXT

- Accept that the Federation is as strong as its members make it – TEAMWORK is needed
- Elect a new Executive – make the right decisions
- Appoint suitable Club Representatives
- Fill all available Committee vacancies
- Modernize the Federation – six (6) months



WHATS NEXT

- Committees that need to be appointed
 - Administration Committee
 - Finance Committee
 - Technical Committees for SW, WP, SY, MS & OWS
 - Marketing Committee
 - Records Committee
 - Schools Meet Management Committee
 - Club Meet Management Committee
 - The Federation Renewal Committee



SELECT YOUR LEADERS
CAREFULLY
THEN COMMIT TO SUPPORTING THEM
AS BEST YOU CAN

THANK YOU

