

# How to Start a Synchro Program in NSW

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Synchro is an incredibly fun sport that helps train strength, cardio, flexibility and friendships. Synchro NSW's goal is to grow the sport ultimately empowering swimmers of all ages to be active, confident, and achieve their goals.

Synchro NSW is enthusiastic to partner with new community members to start synchro programs across NSW. This document is designed to help understand the process for starting a club. Synchro NSW can also provide additional guidance\*.

## Program Structure

The first consideration is how is the program structured, options are;

### 1. Non-for-profit Synchro Club

Majority of Synchro Clubs are registered as associations with NSW ([2009 associations act](#)). Associations are small community groups with at least 5 members that are governed by a board. These clubs must be registered with Synchro NSW for insurance purposes. This is an annual fee published by Synchro NSW around July, it is approximately \$250 annually.

How to register as an association- [see here](#)

How to run an association – [see here](#)

### 2. For-profit Synchro Club

There presently no for-profit synchro clubs in Australia.

### 3. Synchro Program affiliated with another organisation (schools, swim schools, community centres)

Synchro Programs can be run under the governance of another organisation such as a school, swim school or community centre. The organisation must validate that their existing insurance will cover all synchronised swimming participants, and synchro instructors. Synchro instructors may be required to obtain Level 1 Synchro coaching course ([see here](#)). These clubs may choose to register with Synchro NSW to gain access to additional synchro resources.

## Program Goals:

Synchro programs can have very different focuses and goals. Some of the options are as follows – the goals can be mixed and matched;

1. **Synchro Star Level:** as a Synchro NSW member you will gain access to the Star manual. This manual outlines a step by step 10 level synchro program with games, fun activities and evaluations tools. Synchro NSW can help support the program by working with your coaches, board and members to gain a stronger understanding of the resources.
2. **Creating a Performance Routine:** routines are the most fun part of synchronised swimming. Each program is recommended to have 1 or 2 display days organised per

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year. The Star manual has tips for routine creations, again Synchro NSW can help coaches & instructors to create routines.

3. **Attending Fun Competitions:** at each competition, there is two different levels. The first is the Competitive level, and the second is Recreational, recreational is meant to be fun for the swimmers. Swimmers must be registered with Synchro NSW in the correct level one month before the event. The competitions are listed on the Synchro NSW website - <https://synchrosw.com/competitions/>
4. **Competitive synchro** in Australia is overseen by Synchro Australia, all rules and regulations can be found on the Synchro Australia Website. Synchro NSW follows the FINA guidelines in NSW. <http://www.synchro.org.au/>
5. **Fun and Fitness:** other programs can be a fusion of squad training, dance, Pilates, fitness, and flexibility. Feel free to be creative!

## Program Design

Once the program structure and goals are clear. Program administrators need to consider how to manage the instructors & coaches, who their target audience is, how to set up the classes, and how to promote their program and lastly how to manage the costs.

## Coaching

Synchro NSW organizes an annual coach accreditation course certified under the Australian Sports Commission (ASC) National Coaching Accreditation Scheme (NCAS). The course format is usually two 6 hour days at an approximate cost of \$230 per participant. All synchro coaches or instructors must take this course to be accredited. See <https://synchrosw.com/education/> here for more information. Coaches must also obtain their Working with Children Check ([see here](#))

Synchro programs have different ways of commissioning their coaches & instructors. Here are some resources to review for consideration of your clubs HR policies.

1. Volunteers Coaches and/or Instructors -[see FairWork](#)
2. Employees Coaches and Instructors – [see FairWork](#)
3. Independent Contractor Coaches – [see FairWork](#)
4. Independent Contractor Coaches – hobby exception – [ATO website](#)

## Swimmers / Participants

Synchro Clubs and their individual members must pay a membership fee to Synchro NSW & Synchro Australia;

- to qualify for insurance coverage
- to qualify for educational courses & seminars
- to qualify for participation at NSW, Australia and international synchro competitions
- to qualify for help & support from SynchroNSW

Programs with different club structures (ie. for profit clubs) may have different club registration requirements.

The individual fees vary depending whether the members are an adult, child, recreational or competitive swimmers, officials or just trying synchro for the day. These fees are published annually around July on the Synchro NSW website (<https://synchrosw.com/links/>). Clubs are required to submit enrolment monthly to the Synchro NSW registrar.

### Class Structure

Most beginner courses usually provide a balanced approach between the following 3 activities; each club can be flexible depending on their club goals.

1. Flexibility and strength training on land (10-30 min)
2. Stroke, propulsion and stamina development (10-30 min)
3. Synchro skills and routine development (10-30 min)

Program administrator need to decide whether their program is organised by Term or if it runs for the full year. This needs to be clearly communicated to members.

### Suggested Length of Class

Beginners are recommended to train between 30 minutes to 1.5 hours per week. The programs generally increase as the swimmers enjoy and want to push themselves to the next level. See below for the Emeralds Program overview as an example.



#### Sydney Emeralds Synchronised Swimming Club – Programs



### Organising Pool time

Pool space is one of the greatest challenges in Synchronised Swimming. There is no easy way coordinate pool space other than building strong relationships with facilities.

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#### Recommendations for Beginner Classes

- 2 lanes on the side of the pool
- Warm & Shallow pool

#### Recommendations for Advanced and Competitive Classes

- 2 lanes on the side of the pool
- Not as warm
- Deep (this is often hard to find)

### ***Equipment Needed***

Underwater speaker systems are important for advanced programs – these can cost around \$3,000. Mipro, Oceaners, Lubell are some of the brands that have synchro speakers systems. Other equipment such as buoys, flutter boards, pool noodles, toys, mats can usually be discussed with facilities.

### ***Fundraisers & Grant***

Here are some examples of successful fundraisers:

- Bunning Sausage sizzle: reach out to your local Bunnings they support community sport through their weekend Sausage Sizzles. In one day your club can raise upto \$2000.
- Chocolates, Cards, Cookies
- Swim-a-thons

Synchro NSW will post/email NSW grants information to club coordinators.

### ***Promoting Synchro***

Synchronised swimming is a unique sport, therefore we don't recommend wide spread marketing campaigns that can be very costly. Here are some cost-effective marketing tools we recommend.

1. **Website:** there are many free or cost effective website programs, ie. Wordpress. Make sure your website has all the program information that is easy to find. Use words like synchro, synchronised swimming, aquatics, swimming, fun in your website to help optimise google.
2. **Social Media:** create a facebook page and have your members like & share
3. **Parent referrals:** run a strong program that swimmers enjoy and their parents will be your best recruiting tool.
4. **Advertising at your pool:** ask to put up a flyer or tag their facilities on social media

### ***Financial Model for a New Synchro Club***

Most courses are run at a fee to swimmers between \$15-\$20 per hour, this fee depends heavily on the club structure and cost structure. See sample P&L below for a beginner class. Please note this budget has several annual and one-time club set-up costs included.

Clubs are recommended to set-up a community bank account with a two-board member sign off process.

Sample Financials for a class with 8 swimmers for a 10-week program

	Revenue	
Swimmer Registration Fee (8 swimmers x \$ 285 per session)	\$2,280	
Swimmer membership Fee to SynchroNSW & Synchro Australia	\$240	
<b>TOTAL INCOME</b>	<b>\$2,520</b>	
	Expenses	
Club Association Registration Fee – <b>one time fee</b>	\$1,000	*estimated
<u>Space Booking</u>		
Pool Time for 1 hour for 10 weeks @ \$40 per hour	\$400	
Land Time for 30 min	\$0	
<u>Coaching</u>		
Coach for class @ \$20 per hour	\$300	
Coach Accreditation – <b>one time fee</b>	\$230	
<u>Membership Fees to Synchro NSW</u>		
Coach Annual Membership Fee	\$30	
Club Annual Membership	\$250	
Swimmer Annual Membership (\$20 per swimmer)	\$240	
<b>TOTAL EXPENSES</b>	<b>\$2,450</b>	
<b>NET INCOME</b>	<b>\$70</b>	

Please help keep this guide upto date, email [synchro.nsw@gmail.com](mailto:synchro.nsw@gmail.com) if you noticed any inconsistencies.