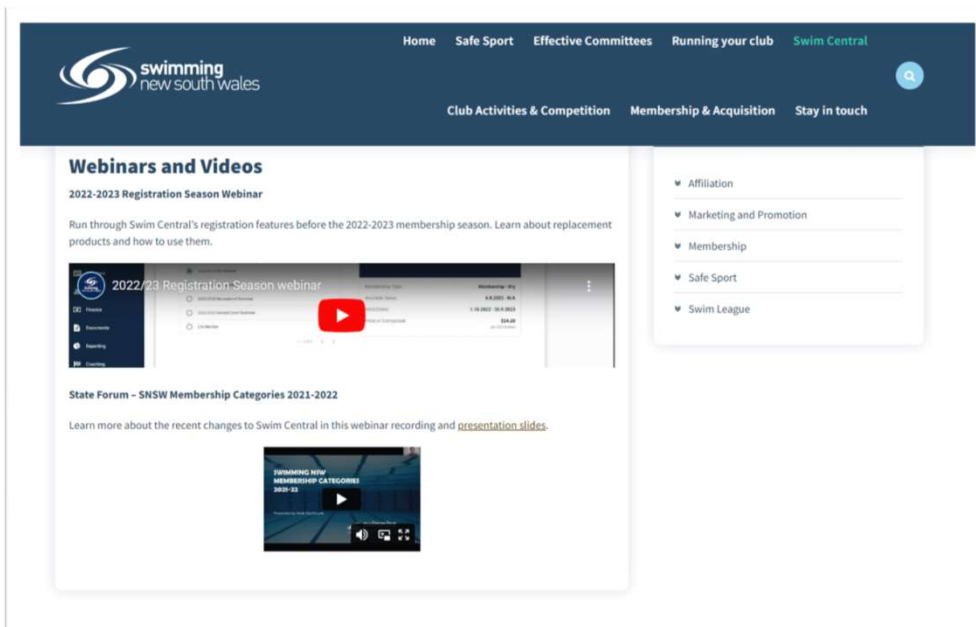




GET MORE OUT OF SWIM CENTRAL

Webinar – 23 August 2023

Josh Karp & Melissa Gorgijovski



The screenshot shows the Swimming NSW website interface. At the top, there is a dark blue navigation bar with the logo on the left and menu items: Home, Safe Sport, Effective Committees, Running your club, and Swim Central. Below this is a secondary menu with Club Activities & Competition, Membership & Acquisition, and Stay in touch. The main content area is titled 'Webinars and Videos' and features two video thumbnails. The first is '2022-23 Registration Season Webinar' with a description: 'Run through Swim Central's registration features before the 2022-2023 membership season. Learn about replacement products and how to use them.' The second is 'State Forum - SNSW Membership Categories 2021-2022' with the text: 'Learn more about the recent changes to Swim Central in this webinar recording and [presentation slides](#).' To the right of the videos is a dropdown menu with categories: Affiliation, Marketing and Promotion, Membership, Safe Sport, and Swim League.

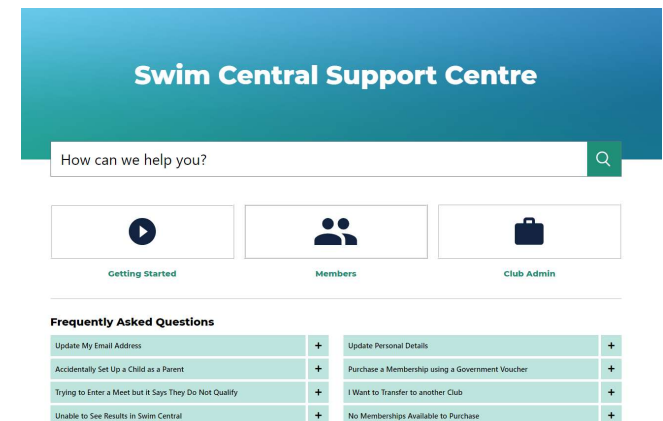
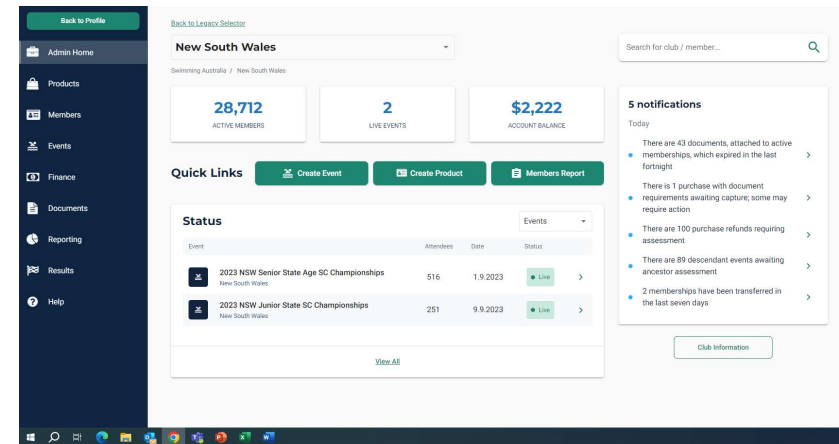
Topics Covered

- Brief membership overview including dry memberships, document requirements, approvals
- Volume discounts
- Reporting
- Casual Events
- Products
- Helpful reminders



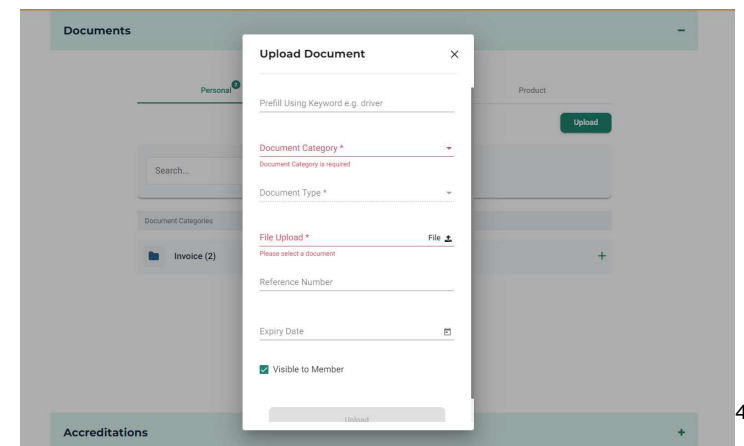
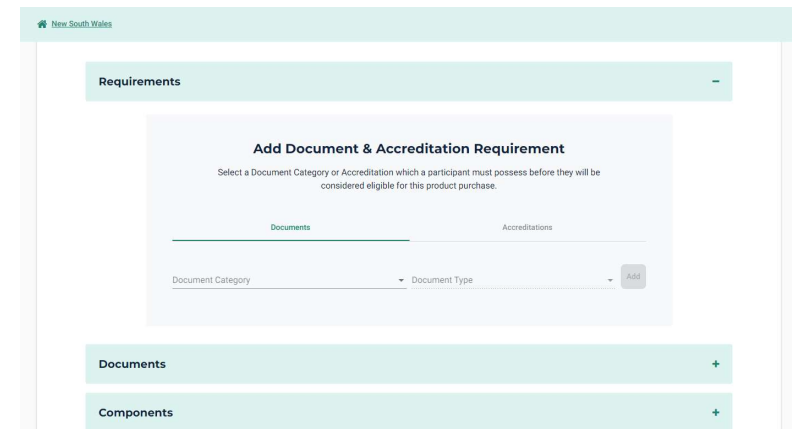
Help guides

- Great place to start 😊
- Our help guides contain a step by step instruction on how to complete tasks in swim central
- They are easy to read with lots of screen shots to assist
- Type in the search bar key words and it will automatically find help guides that relate to those words



Memberships

- Dry Memberships
- Document Requirements attached to memberships
- Approving Memberships with document requirements
 - Finance dashboard – approvals – purchase approvals
 - Must be approved with 7 days of purchase otherwise membership is automatically declined and funds refunded to member





Volume Discounts

- Can be used to offer discounts to multiple memberships purchased in the same family group in one transaction
- Discount is applied to your club component
- Discount is calculated as a percentage
 - 5% discount when 3 or more memberships purchased
- Discount is automatically applied at the payment page
- Refer to our help guides for further information

The screenshot shows two parts of a web application interface. The top part is the "Products Dashboard" for "New South Wales". It includes buttons for "Create Product", "Create Affiliation", "Volume Discounts", and "Vouchers". A filter section shows "Status: Live" and "Type: All". Below is a table of products:

Product	Price	Exp	
2023/24 Club Swimmer	\$81.37	30.9.2024	Live >
2023/24 Dry Member	\$35.53	30.9.2024	Live >
2023/24 Full Swimmer	\$94.77	30.9.2024	Live >

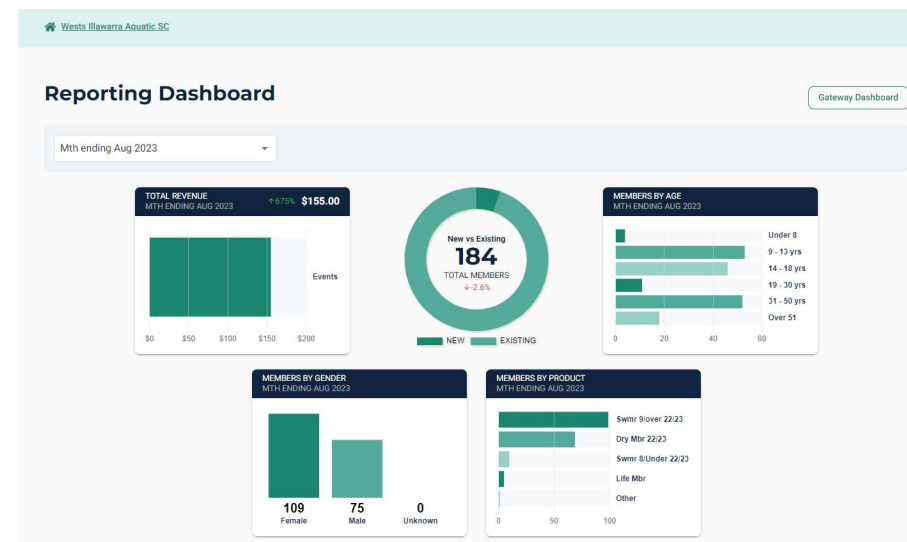
The bottom part is the "Volume Discounts" page. It has a "Current Discount Breaks" section with an "Add Discount" button and a search bar. Below the search bar, it says "No Records to Display". To the right, there is a "Volume Discounts" information box:

Volume Discounts
Volume discounts are calculated using the total sum of a single entity's products across an entire purchase order and are calculated before fees and taxes are applied.
Volume discounts are applied to all eligible products on offer in the Store and can be added or removed at any time.
Note that \$0 products are not tallied in volume discount calculations.
Changes to volume discounting may take a few minutes to take effect in the Store.



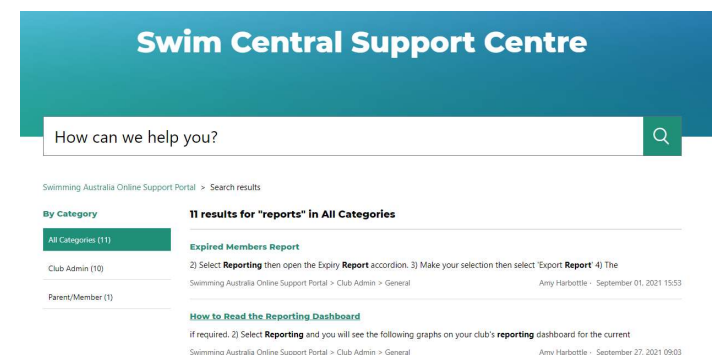
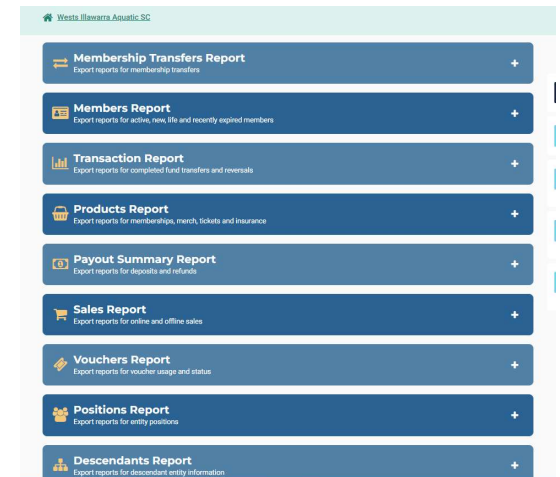
Reporting

- Reporting Dashboard
- Drop down menu allows you to select the month of data you wish to view
- Total Revenue is the total revenue for the month grouped into your different categories, ie events, memberships, products
- Donought is your total members colour coded in existing vs new
- Graphs with members by age, gender, product,



Generating Reports

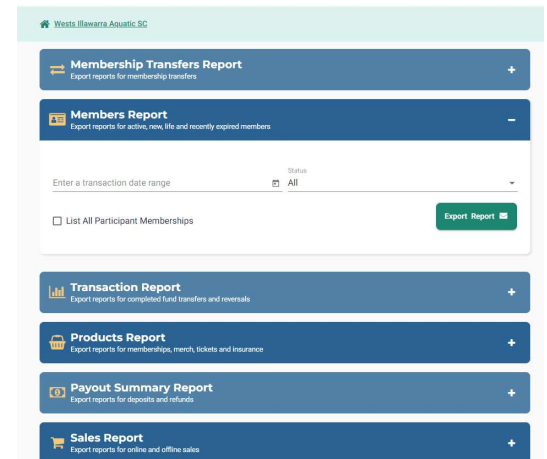
- Variety of reports that can be generated from the reporting dashboard
- These will be emailed to your swim central login email address as an excel spreadsheet
- If you require any explanation of the reports again our help guides are the best place to start





Members Reports

- List of all members, can also be limited to Active-all, Active-new, Active-Life and expired
- Data will come in the form of an excel spreadsheet which can then be sorted or filtered to exclude certain information
- Members report contains a lot of very useful information including email addresses, age, gender, membership type etc so you could filter a members report to obtain all your male & female members between the age of 12-15yrs that are a club only swimmer so you can email them about a club night activity coming up

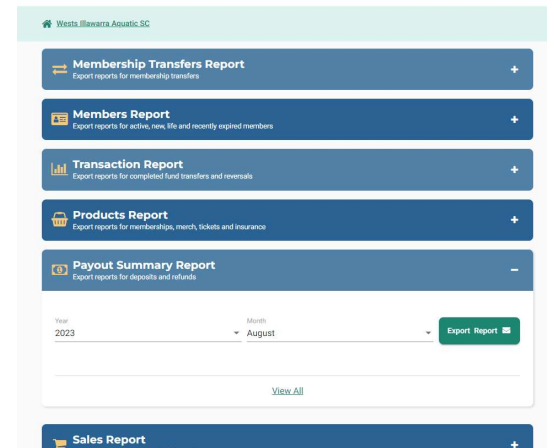


ID	Name	Address	Age	Gender	Membership Status
1	Chris Smith	123 Main St, Sydney NSW	15	Male	Active
2	Jane Doe	456 Park Ave, Sydney NSW	12	Female	Active
3	John Smith	789 Hill St, Sydney NSW	18	Male	Active
4	Anna White	101 Lake Rd, Sydney NSW	14	Female	Active
5	David Brown	202 Ocean Dr, Sydney NSW	16	Male	Active
6	Emily Green	303 Forest Ln, Sydney NSW	13	Female	Active
7	Michael Black	404 Garden St, Sydney NSW	17	Male	Active
8	Sarah Wilson	505 Birch Ave, Sydney NSW	15	Female	Active
9	James Taylor	606 Elm St, Sydney NSW	14	Male	Active
10	Olivia King	707 Maple Dr, Sydney NSW	16	Female	Active
11	Benjamin Lee	808 Cedar Ln, Sydney NSW	13	Male	Active
12	Mia Harris	909 Pine St, Sydney NSW	15	Female	Active
13	Lucas Clark	1010 Oak Ave, Sydney NSW	14	Male	Active
14	Aria Evans	1111 Birch Rd, Sydney NSW	16	Female	Active
15	Leo Scott	1212 Elm Dr, Sydney NSW	13	Male	Active
16	Isabella Adams	1313 Maple St, Sydney NSW	15	Female	Active
17	Maxwell Baker	1414 Garden Ln, Sydney NSW	14	Male	Active
18	Charlotte Bell	1515 Forest Ave, Sydney NSW	16	Female	Active
19	Henry Butler	1616 Hill St, Sydney NSW	13	Male	Active
20	Amelia Carter	1717 Lake Dr, Sydney NSW	15	Female	Active
21	William Davis	1818 Ocean Rd, Sydney NSW	14	Male	Active
22	Sophia Evans	1919 Forest Ln, Sydney NSW	16	Female	Active
23	Oliver Foster	2020 Garden St, Sydney NSW	13	Male	Active
24	Grace Gibson	2121 Pine Ave, Sydney NSW	15	Female	Active
25	Jack Hall	2222 Elm St, Sydney NSW	14	Male	Active
26	Chloe Hill	2323 Maple Dr, Sydney NSW	16	Female	Active
27	Benjamin King	2424 Cedar Ln, Sydney NSW	13	Male	Active
28	Ava Knight	2525 Pine St, Sydney NSW	15	Female	Active
29	Leo Knight	2626 Oak Ave, Sydney NSW	14	Male	Active
30	Mia Knight	2727 Birch Rd, Sydney NSW	16	Female	Active
31	James Knight	2828 Elm Dr, Sydney NSW	13	Male	Active
32	Olivia Knight	2929 Maple St, Sydney NSW	15	Female	Active
33	Lucas Knight	3030 Garden Ln, Sydney NSW	14	Male	Active
34	Aria Knight	3131 Forest Ave, Sydney NSW	16	Female	Active
35	Leo Knight	3232 Hill St, Sydney NSW	13	Male	Active
36	Isabella Knight	3333 Lake Dr, Sydney NSW	15	Female	Active
37	Maxwell Knight	3434 Ocean Rd, Sydney NSW	14	Male	Active
38	Charlotte Knight	3535 Forest Ln, Sydney NSW	16	Female	Active
39	Henry Knight	3636 Garden St, Sydney NSW	13	Male	Active
40	Amelia Knight	3737 Pine Ave, Sydney NSW	15	Female	Active
41	William Knight	3838 Elm St, Sydney NSW	14	Male	Active
42	Sophia Knight	3939 Maple Dr, Sydney NSW	16	Female	Active
43	Oliver Knight	4040 Cedar Ln, Sydney NSW	13	Male	Active
44	Grace Knight	4141 Pine St, Sydney NSW	15	Female	Active
45	Jack Knight	4242 Oak Ave, Sydney NSW	14	Male	Active
46	Chloe Knight	4343 Birch Rd, Sydney NSW	16	Female	Active
47	Benjamin Knight	4444 Elm Dr, Sydney NSW	13	Male	Active
48	Ava Knight	4545 Maple St, Sydney NSW	15	Female	Active
49	Leo Knight	4646 Garden Ln, Sydney NSW	14	Male	Active
50	Mia Knight	4747 Forest Ave, Sydney NSW	16	Female	Active



Payout Summaries

- Are reports generated in the gateway dashboard that itemise the transactions that are included in a payout to your club account
- Payouts can be weekly, fortnightly or monthly depending on your clubs transactions this can vary throughout the season
- With any membership transaction in swim central the payment made by the member needs to be allocated to the different areas, ie Swimming Australia, SNSW, the area and then your club, only the club component is included in account balance on the admin home page
- Entries to your club night/meet only contain club components so the total amount is included in the account balance



Payout ID	Amount	Deposit
po_1NdlchFFRNSk6z9FW97TU6D	\$10.00	11.8.2023
po_1N50hLFFRNSk6z9F0ibOLnIQ	\$15.00	10.8.2023
po_1NcgyFFRNSk6z9FygS1TNrV	\$5.00	8.8.2023
po_1NctvGFFRNSk6z9Fqbx5Ff6	\$55.00	7.8.2023
po_1NBESiFFRNSk6z9F66SQmM7	\$25.00	4.8.2023

Payout Summaries cont'd

- Your club account balance will increase & decrease as transactions are processed ie memberships, products, refunds etc
- The account balance changes once the funds have been received by the bank, ie transactions over the weekend don't usually show until the Monday or Tuesday
- Once a payment from your clubs Stripe account has been processed and sent to your bank account this will show as a payout summary with the corresponding date
- Download the corresponding payout summary report as an excel spreadsheet which will itemise each transaction
- \$55 transferred to club account on 7 August 2023
- Summary shows that this was 11 transactions for meet entry ticket

Back to Legacy Selector

West's Illawarra Aquatic SC

Swimming Australia / New South Wales / South Eastern Swim... / West's Illawarra Aquatic SC

184 ACTIVE MEMBERS	1 LIVE EVENTS	\$0 ACCOUNT BALANCE
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Quick Links [Create Event](#) [Create Product](#) [Members Report](#)

Create Members

po_1NdlchFFRNsk6z9FwS7TlUbd	\$10.00	11.8.2023	
po_1NdDhLFFRNsk6z9F0lBdLnIQ	\$15.00	10.8.2023	
po_1NcgyEFFRNsk6z9FygS1TNRv	\$5.00	8.8.2023	
po_1NclxGFFRNsk6z9Fqbx5Fn6	\$55.00	7.8.2023	
po_1NBESIFFRNsk6z9F66QmM7	\$25.00	4.8.2023	

04 Aug 23 to 11 Aug 23

AutoSave po_1NclxGFFRNsk6z9Fqbx5Fn6 - Read-Only - Excel

File Home Insert Draw Page Layout Formulas Data Review View Automate Help

Clipboard Font Alignment Number Styles


	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Transfer C	Transfer T	Transfer R	Is Refund	Transfer A	Source Na	Source Ca	Source En	Source En	Source M	Source Ex	Source De	Source In	Source Qu	Source To	Charge To	Purchase
2	#####	#####	#####	tr_INbbZ	FALSE	5	WIAQ Twi Tickets	West's Illa New Sout	WIAQ Twi	5.15	0.15	5	1	5	5.15	b5c5e618	
3	#####	#####	#####	tr_INbWT	FALSE	5	WIAQ Twi Tickets	West's Illa New Sout	WIAQ Twi	5.15	0.15	5	1	5	5.15	619d9512b	
4	#####	#####	#####	tr_INbVY	FALSE	5	WIAQ Twi Tickets	West's Illa New Sout	WIAQ Twi	5.15	0.15	5	1	5	5.15	619d9512b	
5	#####	#####	#####	tr_INbLH	FALSE	5	WIAQ Twi Tickets	West's Illa New Sout	WIAQ Twi	5.15	0.15	5	1	5	5.15	7ab6c9d2	
6	#####	#####	#####	tr_INbKE	FALSE	5	WIAQ Twi Tickets	West's Illa New Sout	WIAQ Twi	5.15	0.15	5	1	5	5.15	04140bbf	
7	#####	#####	#####	tr_INbFR	FALSE	5	WIAQ Twi Tickets	West's Illa New Sout	WIAQ Twi	5.15	0.15	5	1	5	5.15	ac5f8924	
8	#####	#####	#####	tr_INbDF	FALSE	5	WIAQ Twi Tickets	West's Illa New Sout	WIAQ Twi	5.15	0.15	5	1	5	5.15	89602519	
9	#####	#####	#####	tr_INbCF	FALSE	5	WIAQ Twi Tickets	West's Illa New Sout	WIAQ Twi	5.15	0.15	5	1	5	5.15	bbae4d44	
10	#####	#####	#####	tr_INbCR	FALSE	5	WIAQ Twi Tickets	West's Illa New Sout	WIAQ Twi	5.15	0.15	5	1	5	5.15	ebaf03f	
11	#####	#####	#####	tr_INbBq	FALSE	5	WIAQ Twi Tickets	West's Illa New Sout	WIAQ Twi	5.15	0.15	5	1	5	5.15	9fae97f6	
12	#####	#####	#####	tr_INbBq	FALSE	5	WIAQ Twi Tickets	West's Illa New Sout	WIAQ Twi	5.15	0.15	5	1	5	5.15	9fae97f6	
13																	
14																	
15																	



Casual Events

- Casual events are events that do not require the import of a meet manager file
- Can be used for any type of event ie Fun night, presentation event, Training clinic etc
- Two types of casual event
 - Public Access Event
 - Swim Central Access Event

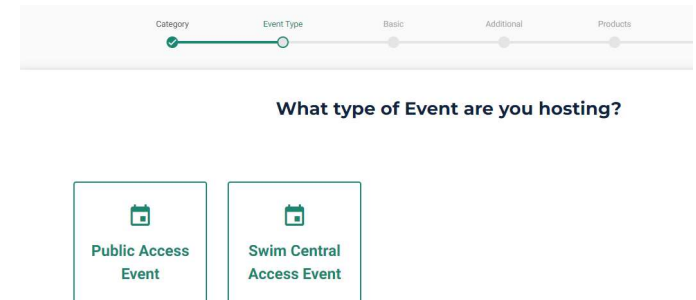
What type of Event are you hosting?

 Meet Manager Event	 Other Program Event
--	---



Public Access Events

- Ability to create an event that does not require a meet manager file
- Admin can create questions for users to answer (Mandatory or not)
- Event can be viewed by the general public who have access to the bounce link without the need to log in
- When a person is registering/purchasing products for this type of event and do not hold a Swim Central account they will be required to register with Swim Central and once email verification is complete they will be returned to the public event.
- Products can be assigned to a specific person or purchased as general
- Cannot set relationship and membership requirements





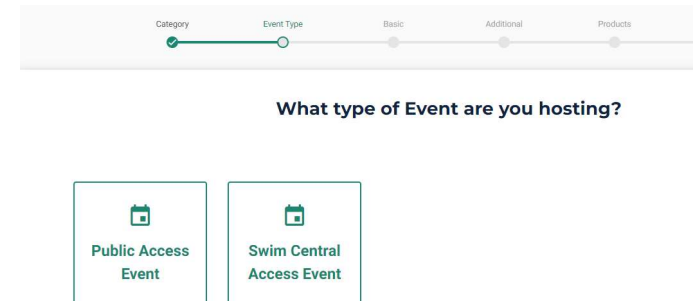
Swim Central Access Events

- Ability to create an event that does not require a meet manager file
- User must be logged into Swim central to see and register for the event
- Products can be assigned to a specific person or purchased as general
- Unable to create questions
- Cannot set relationship and membership requirements

Differences

Public event access allows you to ask questions and have responses recorded

Public even access events can only be accessed by the event bounce link and are not visible in the events calendar

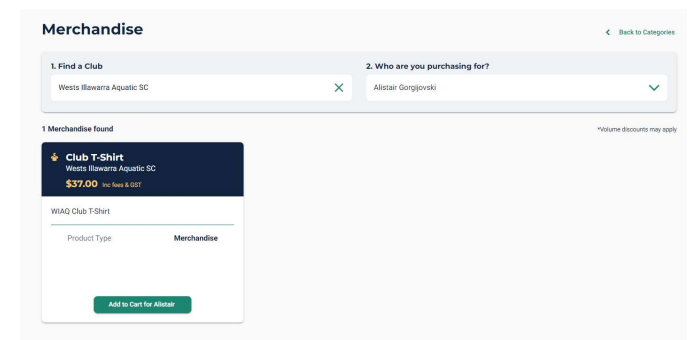
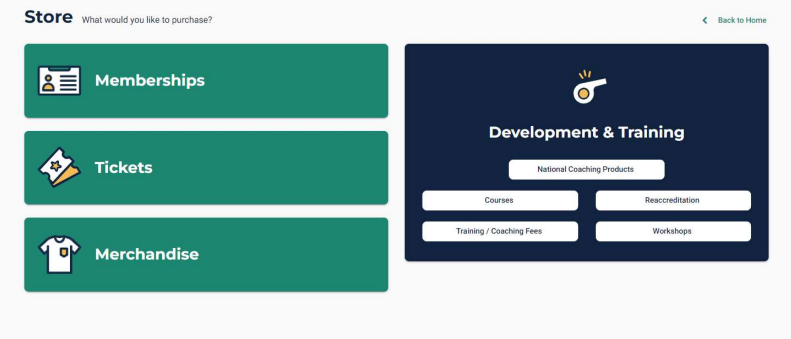
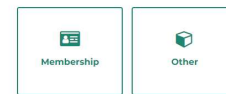




Products

- Two types of products memberships & other
- Other allows you to create products to sell to your members ie club swim cap, apparel etc, entry ticket, training session
- Products will appear in your club store under the category that you have created them in ie membership, merchandise, tickets etc
- Products can be made available for a fixed period of time and can be turned on and off through out the season
- Products that are purchased by members are listed in the products report which can be downloaded from the reporting dashboard

What type of product would you like to create?





Helpful Tips

- **Event entry bounce link**
- Link will take members directly to the event page to enter
- Can be used in emails, social media, website to help promote your events
- **Locate an event**
- All events created in swim central can now be seen in the event calendar
- Members maybe able to see an event, however they may not be able to enter due to event restrictions
- Locate an Event – shows events by location, date, course etc

The image shows two screenshots of the Swimming NSW website. The top screenshot displays the "2023 NSW Junior State SC Championships" event page. It includes the event title, location (Sydney Olympic Park Aquatic Centre), dates (9th-10th September 2023), and navigation tabs for "Event Home", "Event Details", and "Extra Information". A "Show in Calendar" checkbox is visible. Below this are three summary cards: "MY3 Entries" (with a dropdown), "EVENT REVENUE" (with a dollar sign icon), "TOTAL ATTENDEES" (with a group of people icon), and "YOUR CLUB'S ATTENDEES" (with a person icon). The bottom screenshot shows the "Events" section of the website. It features a "Locate an Event" button and a "Browse Calendar" button. A filter section allows users to search by "Meet, Venue, Club...", "Starting Calendar Month" (set to "Aug 2023"), "Course Type" (set to "All Course Types"), "State" (set to "All States"), "Nomination Status" (set to "All Upcoming Events"), and "Event Type" (set to "Official & Unofficial Events"). Below the filters is a table of events for August 2023, with columns for "Event Name", "Timing Type", and "Full Events Calendar" (with a download icon).

Event Name	Timing Type	Full Events Calendar
AUG 15 MFSC Winter 23 Week 14 Macquarie Fields Leisure Centre, NSW	Semi-Electronic	Short Course >
AUG 15 Club Night 15th August 2023 Gunnedah Memorial Swimming Pool Complex, NSW	Manual	Short Course >
AUG 15 Sladem Club 15 August 2023 Week 9 Roselands Aquatic Centre, NSW	Manual	Short Course Official >
AUG Cannonvale 2023 CN3	Manual	Short Course >



Helpful Tips

- **Refunds**
- When a refund is approved at club level you must email SNSW so to notify that it has been approved email admin@nsw.swimming.org.au
- Refunds are automatically declined after 6 months if no request is sent to us
- **Transfers**
- Transfers and upgrades can be completed automatically in swim central
- No approval required and the refund will be processed automatically
- Transfers the refund is the for the duplicate components not the club component
- If an Active Kids Voucher has been used to purchase the original membership you will need to contact SNSW as the refund needs to be processed manually and not through swim central.



Helpful Tips

- **Parent Memberships**
- Parent memberships are not currently mandated by SNSW
- Clubs can require their compulsory membership if they like and this can be done so in your Terms & Conditions
- Swimming Australia is currently developing an option for mandatory parent membership and this may be available in the future

Thankyou everyone for attending this evening if you have any questions after tonight please email them through to us at admin@nsw.swimming.org.au and we will be happy to answer them.