



Newmarket Stingrays Swim Club – Annual General Meeting Communications Report

I am pleased to present to you the Communications report. It has been a year of collaboration and building on the gains from previous years.

We began this season by reviewing the results of the club survey. Thanks to all who participated and provided very candid and helpful feedback which help guide most of the decisions made this year. We will send out another survey towards the end of the season to help with the next season plans.

The ongoing maintenance of the club website and social media pages including schedule updates, banners for upcoming events, sharing the achievements and photos of swimmers after every meet is a well-oiled machine that keeps happening in the background. Special thanks to coach Sam, coach Edit and Lani for all your efforts behind the scenes and we look forward to continuing the work next season to ensure our club is always shown on the right footing both on the website and on social media.

Club wide communication is primarily done by weekly email which ensures all members are kept abreast of all the happenings in the club. These efforts have helped foster a sense of belonging within the club and ensuring families get all the information they need. Thanks to Lani for the consistent work in making this happen.

This season, the 4 parent club photographers - Angie Lee, Karen Kramer, Vivian Wang and Queenvie Tan did an amazing job of capturing action-packed photos of our swimmers during all club hosted swim meets. The team photos are posted on the members only section of the club website once completed. Thanks Team!

Photo day coordinator role Carolyn Fuller did an incredible job of organizing professional photos of all swimmers with the kind support of Lani. You Rock!

This year, our Splash Newsletter Coordinator - Nicole MacLeod with support from the Edit, Alice, Lani and the splash coaches revamped the splash report, a personalised newsletter for each of our swimmers in the splash program. The report was very well received by our splash families.

The club handbook continues to be updated to ensure the membership have access to UpToDate information on club governance. The last update was done in February 2025. Please see the club website for the most current version of the club handbook.

Overall, our efforts have resulted in increased membership awareness, and a more engaged and motivated membership. We look forward to exploring more opportunities to connect and stay engaged within our community in the coming season.

Thank you for your continued support.

Sincerely,
Irene Okeke
Communications Director

Prepared by: ??

Meeting Date:

Irene Okeke	May 2025
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