

Enhanced Casey Seals OWS Calendar listings

The Casey Seals Open Water Swimming Calendar started in 2001 as a service to our club members. It was then published on our website and has grown in popularity to be the top-ranked site for open water swims in Victoria. The Calendar is viewed 30,000 times each year!

We provide the calendar and associated information as a FREE information service to the open water swimming community – we do not charge events to have an entry in it.

However, we are now offering exciting new options: enhanced listings and calendar sponsorship!

For a small fee, you will be able to enhance your event's listing to make it stand out from the rest of the events (there were 45 events listed in the calendar for the last summer season).

To maximise the number of entries attracted to your event, it's important to capture the attention of swimmers looking at the calendar to plan their swims.

Paying a small fee for an enhanced listing in the calendar is a great way to promote your event.

The options we offer are listed below.

1 Background colour highlighting

The background of your entry can be set to whatever colour you request. The colour should be specified as a CSS hexadecimal or RGB value, but we can determine the value if you provide an example for us to base it on. Note however that you should choose the colour so that the details are still able to be read, especially on the small screens of mobile devices.

Cost: \$100

Some samples:

Sat 29 Nov 2014	Mt Martha Mile Part of the Mornington Triathlon weekend events	1 mile (1600 m) & 400 m	Mt Martha beach, The Esplanade, Melways 144-J11	Website: www.morningtontriathlon.com Facebook: https://www.facebook.com/morningtontriathlon Contact: Scott, XOSIZE 0458 151 306 Email: info@xosize.com.au Registration: Register Now Results: Event website
Sun 30 Nov 2014	Masters Swimming Victoria OWS training, session #1 MSV are putting on two great clinics to get you ready for Open Water Season!!! Learn drafting, sighting, finishes and starts from our coaches Anna Carruthers and Mitchell Kibby. Open to all swimmers.		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
Sat 6 Dec 2014	Splash Dash Bash	.5km, 2.5km, 1.2km & 400m	Kerferd Rd pier, Albert Park	Website: www.splashdashbash.com.au Contact: Anthony Marchesani, Big Dog Events 0401 363 543 Email: splashdashbash@bigdodgevents.com.au Registration: Register Now Results: Event website

Sat 29 Nov 2014	Mt Martha Mile Part of the Mornington Triathlon weekend events	1 mile (1600m) & 400m	Mt Martha beach, The Esplanade. Melways 144-J11	Website: www.morningtontriathlon.com Facebook: https://www.facebook.com/morningtontriathlon Contact: Scott, XOSIZE 0458 151 306 Email: info@xosize.com.au Registration: Register Now Results: Event website
Sun 30 Nov 2014	Masters Swimming Victoria OWS training, session #1 MSV are putting on two great clinics to get you ready for Open Water Season!!! Learn drafting, sighting, finishes and starts from our coaches Anna Carruthers and Mitchell Kibby. Open to all swimmers.		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
Sat 6 Dec 2014	Splash Dash Bash	5km, 2.5km, 1.2km & 400m	Kerferd Rd pier, Albert Park	Website: www.splashdashbash.com.au Contact: Anthony Marchesani, Big Dog Events 0401 363 543 Email: splashdashbash@bigdogevents.com.au Registration: Register Now Results: Event website

Red may be too dark to read the details:

Sun 30 Nov 2014	Masters Swimming Victoria OWS training, session #1 MSV are putting on two great clinics to get you ready for Open Water Season!!! Learn drafting, sighting, finishes and starts from our coaches Anna Carruthers and Mitchell Kibby. Open to all swimmers.		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
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Dark blue is too dark to read the details

Sun 30 Nov 2014	Masters Swimming Victoria OWS training, session #1 MSV are putting on two great clinics to get you ready for Open Water Season!!! Learn drafting, sighting, finishes and starts from our coaches Anna Carruthers and Mitchell Kibby. Open to all swimmers.		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
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2 Embedded image(s)

You can add one or more images into your entry, in the Event Name column. Each one can be hyperlinked to a URL that you nominate. The images must fit inside the column, so they must be a maximum of 225px wide.

Note that having an image on a coloured background may reduce the effect of the image, so you should choose the colour and image(s) carefully.

Cost: \$150 per image

Sun 30 Nov 2014	Masters Swimming Victoria OWS training, session #1 MSV are putting on two great clinics to get you ready for Open Water Season!!! Learn drafting, sighting, finishes and starts from our coaches Anna Carruthers and Mitchell Kibby. Open to all swimmers.		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
Sat 28 Feb 2015	Melbourne Swim Classic Fund-raising for over 550 Vic charities through the Everyday Hero network. See website for more info. 3rd swim in the Top Of The Bay series.		5km, 2.5km, 1.2km, 400m, 4x400 club relay St Kilda Beach	Website: www.melbourneswimclassic.com.au Contact: Floyd Taylor 0406 612 657 Email: see website Registration: Event website Results: Event website

3 Link to event poster/flyer

If you've got an event flyer or poster that you'd like to include in your listing, we can add a link to it. The file can be on our website or it can be linked to the file on another site. The file should be in either PDF format or an image format such as JPEG/JPG or PNG and preferably under 1mb.

Cost: \$100 per file

Sat 20 Sep 2014	Hazelwood 100 Rocket Science Sports Swim Part of the Hazelwood 100 multisport festival including Olympic-distance tri. Swim is in Hazelwood Pondage, heated by the power station.	1.5km	Hazelwood Pondage, Latrobe Valley Melways 628-D7	Flyer: Click here Website: www.lvtriclub.com.au Contact: Noel Fenn 0417 116 530 Email: lvtriatlon@live.com.au Registration: Event website Results: my race result
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4 Larger entry

This provides for extra blank space at the top and bottom of your entry.

Cost: \$100

Sun 7 Dec 2014	Masters Swimming Victoria - OWS training, session #2 (see details for previous session on Sun 30th Nov) Coaches: Frank Haas and Brenton Ford		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
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5 Combining enhancements

Your entry can combine any of the above enhancements for extra effect if desired.

For example, a background colour plus larger entry (\$100 + \$100 = \$200):

Sun 7 Dec 2014	Masters Swimming Victoria - OWS training, session #2 (see details for previous session on Sun 30th Nov) Coaches: Frank Haas and Brenton Ford		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
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Or an embedded image with a background colour and larger entry (\$150 + \$100 + \$100 = \$350):

Sun 30 Nov 2014	Masters Swimming Victoria OWS training, session #1 MSV are putting on two great clinics to get you ready for Open Water Season!!! Learn drafting, sighting, finishes and starts from our coaches Anna Carruthers and Mitchell Kibby. Open to all swimmers.		Elwood Lifesaving Club	Website: www.mastersswimmingvic.org.au Contact: Sal Cuming Email: salcumo@bigpond.com
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6 Custom enhancements

If you want to enhance your event listing in a way that is not covered here, please contact us to discuss your requirements and pricing.

These would have to be manually edited into the page each time the calendar is updated, so the cost would be based on how many weeks you want the enhancements to be used. There would also be an initial setup cost.

Indicative cost for a simple customisation is around \$200 for the initial setup plus \$30 per week that the custom enhancements are applied.

7 Calendar sponsorship - website

We will place the words “Presented by” and your event name &/or logo or image at the top of the OWS Calendar webpage and at the top of the actual events list – see screenshots below. The image or logo, if used in the top of the events list, would have to be small enough to fit in the header.

Obviously there can be only one sponsorship at a time, so first-in, best-dressed!

Cost: \$800

At the top of the Calendar page:

The screenshot shows the website header for Casey Seals Masters Swimming Club. Below the header, the breadcrumb trail is 'Home > Open water swimming > OWS calendar'. The main heading is 'Victorian Open Water Swim Calendar'. Below this, it says 'Presented by **Your event name &/or logo**'. To the right is a photo of a woman holding a trophy. The main content area contains a welcome message and details about the calendar for the 2014-15 season.

At the top of the actual events list:

Victorian Open Water Swim Calendar presented by Your event name &/or logo				
Date	Race/Event name & info	Distance	Location	Website / Contact / Results
Sat 20 Sep 2014	Hazelwood 100 Rocket Science Sports Swim Part of the Hazelwood 100 multisport festival including Olympic-distance tri. Swim is in Hazelwood Pondage, heated by the power station.	1.5km	Hazelwood Pondage, Latrobe Valley Melways 628-D7	Flyer: Click here Website: www.lvtriclub.com.au Contact: Noel Fenn 0417 116 530 Email: lvtriathlon@live.com.au Registration: Event website Results: my race result
Sat 11 Oct 2014	Hazelwood Sauna Swim Swimmers wearing wetsuits will be ineligible for prizes. Swim is in Hazelwood Pondage, heated by the power station.	1km, 2.5km, Team Pursuit	Hazelwood Pondage, Latrobe Valley Melways 628-D7	Website: www.traralgonswimming.org.au Contact: Jane Mitchell 0419 107 366 Email: janem@netspace.net.au Registration: Register Now Results: my race result
Sat 11 Oct 2014	Victorian Open Water Championships	10km	Hazelwood Pondage, Latrobe Valley Melways 628-D7	Website: www.swimmingvictoria.org.au Registration: Register Now Results: my race result

8 Calendar sponsorship - PDF

We will place the words “Presented by” and your event name &/or logo or image at the top of the PDF calendar which is available for download from the OWS Calendar page.

The image or logo, if used, would have to be small enough to fit in the box.

Cost: \$600



Casey Seals Masters Swimming Club – www.caseyseals.com.au
2014/15 Open Water Swim Calendar
Updated 8 Oct 2014

Date	Event name	Start Time	Distance	Location	Entry Fee	Organisers/ Contact
Sat 20 Sep 2014	Hazelwood 100 Rocket Science Sports Swim Part of the Hazelwood 100 multisport festival including Olympic-distance tri. Swim is in Hazelwood Pondage, heated by the power station.	2:00pm	1.5km	Hazelwood Pondage, Latrobe Valley Melways 628-D7	\$20	Noel Fern 0417 116 530 lvtration@live.com.au http://www.lvtriclub.com.au
Sat 11 Oct 2014	Hazelwood Sauna Swim Swimmers wearing wetsuits will be ineligible for prizes. Swim is in Hazelwood Pondage, heated by the power station.	1:15pm	1km, 2.5km, Team Pursuit	Hazelwood Pondage, Latrobe Valley Melways 628-D7	\$35 On day: \$45	Jane Mitchell 0419 107 366 janem@netspace.net.au http://www.traraigonswimming.org.au
Sat 11 Oct 2014	Victorian Open Water Championships	9:15am	10km	Hazelwood Pondage, Latrobe Valley Melways 628-D7	\$35	http://www.swimmingvictoria.org.au

9 Calendar naming rights

This includes:

- Any or all the above event listing enhancements,
- Adding your name to the calendar throughout the website (eg. changed from “Casey Seals OWS Calendar” to “Great Otway Swim Casey Seals OWS Calendar”),
- Placement of your name/logo at the top of the club’s Major Sponsors list on every page on our website.

Note that this option is not restricted to OWS events and is available to other organisations connected to open water swimming, such as:

- wetsuit companies,
- sports shops,
- swimming merchandise companies,
- etc.

Cost: Contact us.

Statistics from recent years

OWS Calendar page views

The OWS Calendar page views are increasing by around 10% per year. The figures for the rest of the 2016-17 year are estimated based on this expected increase.

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	Oct-Mar
2009 / 10	307	402	530	756	927	1,302	1,919	1,223	606	242	243	272	8,729	6,733
2010 / 11	346	599	814	1,143	1,605	1,598	3,076	1,740	843	455	331	386	12,936	10,005
2011 / 12	484	855	959	1,389	2,096	2,387	4,381	2,376	1,044	421	472	430	17,294	13,673
2012 / 13	565	1,020	1,095	1,575	1,940	2,545	4,201	2,430	1,681	625	576	690	18,943	14,372
2013 / 14	900	1,020	1,361	1,877	2,538	3,335	5,161	2,777	1,785	701	626	661	22,742	17,473
2014 / 15	1,006	1,281	1,378	1,911	2,597	4,782	6,468	3,724	2,117	890	741	842	27,737	21,599
2015 / 16	1,151	1,362	1,554	2,487	2,671	4,353	6,705	3,557	2,503	1,053	846	880	29,122	22,276
2016 / 17	<i>1,258</i>	<i>1,489</i>	<i>1,699</i>	<i>2,719</i>	<i>2,920</i>	<i>4,759</i>	<i>7,330</i>	<i>3,889</i>	<i>2,736</i>	<i>1,151</i>	<i>925</i>	<i>962</i>	<i>31,837</i>	<i>24,353</i>

(estimated figures are shown in italics)

OWS Calendar PDF downloads

The OWS Calendar PDF downloads decreased significantly by around 50% in 2013, but increased again later in 2014. This makes it difficult to estimate future statistics, but the figures shown below for rest of the 2016-17 year are estimated based on the figures from the last 2 years.

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	Oct-Mar
2009 / 10	113	183	289	417	610	782	1,094	648	267	85	85	76	4,649	3,818
2010 / 11	129	287	419	591	932	898	1,743	922	373	160	117	151	6,722	5,459
2011 / 12	247	480	532	820	1,341	1,286	2,133	1,219	599	298	353	336	9,644	7,398
2012 / 13	289	740	788	1,068	1,355	1,452	1,696	1,136	478	251	226	427	9,906	7,185
2013 / 14	339	408	430	555	689	834	981	440	257	103	124	124	5,284	3,756
2014 / 15	267	410	485	616	769	1,208	1,485	743	410	176	130	152	6,851	5,231
2015 / 16	289	369	426	617	717	1,008	1,296	554	392	186	143	157	6,154	4,584
2016 / 17	<i>274</i>	<i>350</i>	<i>404</i>	<i>586</i>	<i>681</i>	<i>957</i>	<i>1,230</i>	<i>526</i>	<i>372</i>	<i>177</i>	<i>136</i>	<i>149</i>	<i>5,842</i>	<i>4,352</i>

(estimated figures are shown in italics)