

Artistic swimming FAQs sheet

Information for clubs

17 February 2020

Why change the sport name now?

Following the change of name by FINA and the adoption by the Tokyo 2020 Olympics, Swim England and the Synchro Leadership Group have agreed to use the new discipline name of artistic swimming from February 2020.

Adopting the new name now will allow us to capitalise on the growth of interest around the sport generated by the Olympics. It will help to channel new swimmers directly to sport/club information without the confusion of using both synchronised swimming and artistic swimming names.

How will Swim England manage the change of name?

The artistic swimming name will be used in full on all communications, along with a new logo. We will not use any hybrid naming such as 'artistic (synchronised) swimming'. The only exception to the naming convention will be the pre- April national events, which were organised before the change of name was agreed.

The Swim England company regulations already say that synchronised and artistic can be used interchangeably. So this means we are able to change the name of the sport and the brand to artistic swimming.

Transition year

We will begin a transition from the name and term synchronised swimming to artistic swimming from February 2020.

Our web site and digital communications will change quite quickly, but stocks of printed collateral will be used up before we create new stocks of collateral with the new name. We will complete the changeover of all collateral by Jan 2021.

As with the rebrand from ASA to Swim England, there will still be historic references to synchro on our web site and in the archives.

What should clubs do?

To provide clarity for participants, workforce and newcomers to the sport, we recommend that synchro clubs change all references from 'synchro' or 'synchronised' to 'artistic swimming' in their marketing, communications and branding.

What if my club has 'synchro' in the name?

If your club name includes the word 'synchro' or 'synchronised', then you may wish to consider changing the name of the club to avoid confusion.

For example:

'Aqua Dancers Synchro Club' could change to
'Aqua Dancers Artistic Swimming Club'

or 'Aqua Dancers' [new club name]
 Artistic Swimming Club [club description – not part of the name]

Will I need to make changes to the club constitution?

- If your club changes its name, then you will need to update your club constitution to reflect the new name.
- You will need to update your club constitution to reflect the sport name 'artistic swimming' instead of 'synchro' or 'synchronised'.

Will I need to change the club's promotional material?

Yes. The sport should be referred to as artistic swimming in all marketing and communications. This will mean updates to your club web site, digital and printed assets (e.g. stationery, club signage) and club kit.

We suggest completion of all changes by January 2021. This will allow everyone almost a year to use up current stocks of material before revising and replenishing. The same timeline will be used by Swim England.

Is any financial support available to clubs to help with change of name and brand?

No. But to minimize impacts on budgets, we recommend planning ahead and running down existing printed or non-digital stocks before updating and replenishing.