

Welcome to our March 2010 newsletter! Things have been very busy in the E-Store warehouse, with an increase in our mail order and international sales starting to become apparent.

We have also said farewell to our Sales Representative, Brad White, and wish him well in his new endeavours. We welcome two new staff to our team, Matt Foulds comes on board as our Victorian Sales Merchandiser/Representative, and Susan Tadros will be starting as our New South Wales Sales Merchandiser in the coming weeks.

This may just be an indication of a very busy year ahead, let's hope so!

The YMCA E-Store Team.

March Sale

Rookie Basketballs

Box of 5
were \$41.40

Now \$33.12 each



New Products

Short sleeve corporate shirts

White, Cherry and Black
Male and Female styles

\$39.30 ex GST



Sling Back Packs

New style
with YMCA embroidery

\$75 ex GST
Pack of 5



USB's

1GB & 2GB
with YMCA logo

1GB \$11.30 ex GST
2GB \$15.00 ex GST



Lifeguard Bibs

Cool Dri Polyester
with YMCA logo

\$17.90 ex GST



The bib is back!!

Coming Soon

Executive Business Shirts

Mouse pads

Aquatic Education Polos

New Diana Swimwear

New Shelly Swimwear

New YMCA Gear

Uniform update

Our womens Aquatic Education Rash vests have now become a deleted line, and will be replaced with a unisex version (available online now). If you need assistance converting the womens sizes across to unisex, please either call our office to speak to one of our Sales staff, or view the "More Details" section of the unisex rash vest item online. These vests are being made by Rival, a leading swimwear brand in Australia, and we are confident with the quality now being provided.

Plans are also in place to provide the YMCA in Australia and New Zealand with a specific uniform for both Group Fitness and PT staff. This program is only in the design and development stages, so if you have any feedback or suggestions, now is the time to let us know. Please email our Business Manager - kylie.bire@ymca.org.au, with your comments and ideas.

Upgrades to our polarfleece jackets, tracksuit, shorts and pants are also planned for later this year, and we are sure you will love the results!



New Brand partner - 2XU

We are pleased to announce another quality, well known Australian brand has come on board as a partner in our YMCA stable. 2XU, the provider of high-performance run, cycle, tri and swim gear, have just been confirmed as an approved supplier to the YMCA organisation.

We will be sending out information packs to all those sites that are interested in stocking 2XU, with a follow up in Victoria by the 2XU's sales representative.

Interstaters will be able to gather information and pricing from the team at E-Store, we are just a phone call or email away!



Name Badges

There has been some clarification of late over the supply of staff name badges. A supplier within Victoria had been manufacturing YMCA branded items without license, and all sites are now requested to purchase name badges from YMCA E-Store.

Our prices are very competitive, and all badges are able to be customised as required.

Name badges can be ordered online at www.ymcaestore.com.au, or via email to estore@ymca.org.au.



BodyMindSpirit stores

As we work our way around Victoria and as we visit interstate, we are noticing a real increase in the interest of YMCA products, and a certain pride being taken in the merchandising of BodyMindSpirit stores. Many centres are now realising the importance of the additional income stream merchandise sales can produce, and are also working hard in establishing the brand in the marketplace.

With upgrades planned to various sites around the country (including Dandenong and Bendigo in Victoria, at the request of individual management), we are working hard to set these sites up, to achieve great results.

Ashburton in Victoria continue to kick goals with merchandising, and they should be commended for the success they are experiencing. Well done guys!

If you would like some advice or assistance in how you can make the most of merchandising, please contact us. We are more than happy to help!



Aquatic Education Packs

The YMCA Aquasafe Education Packs have had a recent overhaul, with some of the components being updated at the request of the Aquatic Education Taskforce.

The pencil case was temporarily replaced by a water-based game, but we have another pencil case on order now which will be available in approximately 12 weeks.

Further information in regards to the packs will be advised as we work through the update process.

Please also be aware that another reprint of the "Shelly the Shrimp" book was not commissioned, and this product is now out of stock.

Any queries in regards to Aquatic Education products can be directed to estore@ymca.org.au, or via phone 03 9890 8863.

