



Hi Everyone

June brings stocktake sales for all retailers, and we at YMCA E-Store are of course reducing the price on many lines this month to clear the way for new lines. With so much on sale, now is the time to buy! Check out the news page on our website for details.....

Many new products are on the drawing board, with plans for kids swimwear, goggles and womens active wear to be released in Spring. We also have a new range of Moshi earphones and iPod accessories available (see the Gymnasium page online and take a look!). These would be great for members in the gym as they work out, and also for gifts and giveaways.

Enjoy the read,

The YMCA E-Store Team.

Stock update

New shipments of uniform have arrived in our warehouse recently, which has boosted our stock availability back up to 100% for all uniform polos, trackpants and shorts. Some slight aesthetic changes have been made to the trackpants and shorts, with white piping down the leg in lieu of the previous red and white. The cut on the female pant has also been improved, being modelled off the best selling trackpant in the retail marketplace. We trust that these upgrades will not adversely affect your staff in any way.

Replacement stocks of all jackets and jumpers are due in early-mid July. It is important to note that no uniform styles have been deleted, though we will continue to investigate new options as we work toward improving the range for YMCA's across Australia and New Zealand.

Website update



We are constantly planning and looking for ways to maximise the abilities of our website, and provide you with a user-friendly and informative online store.

This month we have:

- streamlined the navigation of our print, stationery and marketing categories to include a specific online print page;
- updated our links page to include our partner brands 2XU, Speedo and Running Bare;
- added a range of FAQ's for your reference.

You will soon also notice:

- the addition of customised information pages;
- templates to select from for name badge layouts;
- an upgrade of sizing guides and other downloads;
- the ability to view all product and place items on backorder, even if they are out of stock;
- estimated delivery dates for out of stock items;
- the ability to save your shopping cart for next visit.

We are confident that the above proposed upgrades will improve your shopping experience and help to communicate the latest news surrounding the YMCA brand.

Uniform review



Plans are in place to conduct a national review of the YMCA uniform, in conjunction with a panel of representatives from our major shareholders around the country. This process will take into account current styles, and consider the upgrades required to ensure we develop a clear visual identity for the YMCA as an organisation.

The first consultation stage will begin in the new financial year, via way of a survey.

For any information regarding this upcoming review, please contact Mark Sargent or Kylie Bire on 03 9890 8863.

Aquatic Education Packs



The YMCA Aquatic Education pack has seen some changes in the past months. We were requested to make some alterations to the contents of the packs, and investigate new options to replace the pencil case and splash bomber by YMCA Aquatic specialists. During this time, stocks of the pencil case were depleted, and that particular item was temporarily replaced with a growth chart.

The decision has now been made by the YMCA to continue with the pencil case, and they are now in production. We expect these to become available again around mid-September.

Customised products



YMCA E-Store have a customised promotional items service for all your special event and marketing needs. Whether you need tees for a fun run, hats or drink bottles, even keyrings or compendiums for conferences, we are here to help. Jump online and visit our "Customised merchandise and apparel" page for more information.....

Massive

on now!

June Stocktake Sale

Aquatic Uniform*
up to 40% off

Corporate Uniform*
Up to 30% off

Aquatic Hardgoods*
Up to 50% off

Boxing products*
Up to 30% off

All YMCA Gear
up to 30% off

Print & Stationery*
up to 30% off

* selected lines only

See website for details

www.ymcaestore.com.au

New Products



Clip on headphone
\$9.08 each ex GST



Sports headphone
\$24.23 each ex GST



Alloy noise isolating earbuds
\$24.23 each ex GST



Noise Isolating earbuds
\$18.15 each ex GST



Bassburger portable boom box
\$27.60 each ex GST