

SRASA BOARD OF DIRECTORS MEETING

MEETING: Board Meeting Monday 21 March 2011

LOCATION: 6pm for a 6.15pm start
Squash SA, 440 Goodwood Road at Cumberland Park

1 ATTENDANCE

1.1 Present:

S. Abishara (SAb) S. Allan (SA) M. Goldstone (MG) C. Johnstone (CJ)
A. Ryan (AR)

Ex Officio:

P. Sinnott (PS) - General Manager

1.2 Apologies:

G. DeVizio (GD) A. Proctor (AP) P. Teale (PT)

1.3 Guests:

Kate Gray, Consultant at CBRE
Jane Intini, Marketing Manager

2. CONFIRMATION OF THE MINUTES

2.1 Confirmation of the Minutes of the Board of Directors Meeting held on 21 February 2011 (and workshop minutes). CJ requested more information in the Minutes.

Moved: Sam Abishara

Seconded: Stewart Allan

Carried.

3. ITEMS ON AGENDA (Reports Circulated Electronically Prior to Meeting)

3.1 Key Findings – Future Growth Strategies for Squash SA

Kate spoke on CBRE's findings of the metropolitan facility audit and future growth strategy recommendations. The report excluded Next Generation and RAAF base courts.

Kate provided an overview of the 22 page report, which included consulting with key stakeholders and identified the following key issues:

- Public v private centres
- number of affiliated centres
- standard of Courts in Adelaide metro area
- only 76% of centres offer EFTPOS
- only 66% of centres offer pennant or internal competition
- only 48% cater to juniors
- Limited centres in high population growth areas
- No public centres in Adelaide CBD

CBRE to include the possible Campbelltown development, if in competition with Norwood – Kate spoke that 'routes' to centres make a difference. Not overly concerning if 2 squash venues in a 5km radius.

Feedback provided by the Board is to supply further information on:

- Prioritise development plan in line with population growth
- Population density on report, instead of growth? How many people live in the area, as opposed to growth areas %. Demographics are also important – older people v families.
- Partner with public sector to pursue courts in key growth areas. Private sector – standard of facilities, facility improvement plan

3.2 Measureable Outcomes and Future Direction – Squash Marketing

Jane Intini spoke on her Marketing briefing paper.

Jane advised the Board of her decision to resign from the position of Marketing Manager, due to personal reasons. Jane offered to continue on with the marketing advisory committee on voluntary basis.

AR suggested tying in Squash Week with a medical issue/charity, to help cross promote.

Squash Week – speak to venue operators, discount them having a week of discounts.

Current Squash Week Events - Rundle Mall, A-mart, Millicent Tournament, SA Open, Gala Event.
Communication Plan required.

3.3 Private Coaching by Squash SA Development Staff

PS spoke on briefing paper.

SA concerned off drifting into old model. Coach recruitment – had coaching level 1 workshop, 17 people attended who we hope to Club Coach initially, then mentor to higher level coaching. Some of these want to be Club Coaches at Turramurra, Ingle Farm/Karadinga. The other attendees may have attended coaching sessions for personal gain for their own game. Monitor to make sure club coaches do get opportunity to private coach, instead of using DO coaching resources.

SAb – regarding athletes negotiating a rate of pay direct with private coach, suggested Squash SA should approve rates, so as not to undercut other coaches.

CJ – requested detailed guidelines for the DO's in regard to private coaching.

Recommendations

3.3.1 Squash SA Board adopt the 'Secondary Coaching by Squash SA Staff Policy'

Define period, 3 months of private coaching – subject to review. Pathways Manager to track progress of new Level 1 Coaches and to provide further updated to Board. PS to establish a private coaching rate so as not to undercut current coaches.

Moved: Stewart Allan

Seconded: Sam Abishara

Carried.

3.4 Racquets SA Carpark Development and Street Frontage Design

Signed carpark contract fixed price \$302,000 (excluding soil contamination), extended commercial bill account over 18 month period. Start date 10 April, 10 week process to complete. Trees not included in price, but will feature in the carpark and medium strip.

Scott Salisbury quoted \$100,000 to update frontage of Racquets SA. \$60,000 for the side street. \$1.2m for previous design. Next stage would be to get architectural drawings to show changes, as opposed to rough sketch we have.

Board agreed frontage is important, progress drawings and cost estimates.

3.5 Communications – Performance Standards

PS spoke on KPI's from staff meeting.

SA suggested to add – “Pennant information out to players 2 weeks prior to pennant”

Recommendations

3.5.1 Squash SA Board adopt the '10 Communication Performance Standards'.

Moved: Cheryl Johnstone

Seconded: Alex Ryan

Carried.

4. GENERAL MANAGER'S REPORT

4.1 General Overview Report

4.1.1 Grant Norman appointed 1 day/week (Tuesdays) in Country Coordinator Position (not including Barossa Valley or Gawler). Creating a business plan for Barossa, Pathways Manager and Des to implement. Suggested to have a Barossa Advisory Group.

4.1.2 Northern DO

PS spoke of the need to have a Northern Development Officer as Des Panizza will be at Barossa Valley, and to not further overwork existing DO's. PS to email Board budget ideas on funding Northern DO.

4.1.3 SA Open – Revive Fitness

PS circulated proposal from Revive. Revive have affiliated with Squash SA. Good viewing for the SA Open. Working with sponsors to cover hire fees. Squash SA to put together sponsorship packages, to show what potential sponsors will receive for various \$ amounts.

Board support the allocation of the SA Open to Revive Fitness, due to the spectatorship advantages.

One day of qualifier round to be held at a different venue, to be advised.

Move: Alex Ryan

Second: Cheryl Johnstone

Carried.

5. **FINANCE** (Reports Circulated Electronically)

5.1 Income Statement Racquets SA / Squash SA

Racquets SA - Net gaming profit healthy.

Squash – AJS/NJS prepayments made early, will even out in line with budget as year progresses. Tracking according to budget.

Moved : Cheryl Johnstone

Seconded: Alex Ryan

Carried.

5.2 Bank Statement

PS Spoke on bank statement.

5.3 Financial Summary Report

As above.

6. **GENERAL BUSINESS**

Casual Board Vacancy

The Board supported inviting Lynton Franzi to fill the vacant casual Board position. Lynton has a wealth of experience, especially with facilities and a broad industry network. He is honoured to be considered for the casual vacancy. PS to invite Lynton to the April Board meeting.

LF to be appointed casual board vacancy.

Move: Stewart Allan

Seconded: Cheryl Johnstone

Carried.

NJS Team Coach

James Rogers will be the Team Coach in first week of NJS, but would like support as 17 junior players will be attending.

Geoff Davenport has offered his services, as he will be at the event.

Following lengthy discussions, the Board resolved to defer the matter to email discussion (including the full Board) and further advice from the Junior Coordination Committee and Pathway Manager.

Discuss further via email this week, and make decision asap as event is at the end of April.

Squash Week

Marketing Committee – Gala Dinner, and discussing ideas for Squash Week. Squash SA staff to organise Squash Week activities. Gala Dinner will be held at Grand Chancellor. 4 hour drink package, 3 course dinner, and dj. \$72/head overall for Squash SA. Nat to prepare slideshow montage. \$145 for room during Squash Week. A room will also be raffled off on the night.

CJ to circulate Marketing Committee minutes.

State Racquetball Championships

SAb provided an update on the State Racquetball Championship which was recently held at Karadinga. A total of 54 entrants played in the event which was up from 44 in 2010 and 29 in 2009. Sam noted that 10 players were from interstate and 14 were pennant squash players. Feedback from players stated that Karadinga did a great job sponsoring and hosting the event. Target for next year's tournament is to grow it to 60 entrants, increasing to 70 in 2013 and up to 100 competitors for the 2014 Australian Open event to be held at the new Barossa courts in 2014

7. POLICY

7.1 Private Coaching by Squash SA Development Staff. Approved.

8. CORRESPONDENCE

In
Glass Court Valuation Fee

\$500 for valuation of glass court. Proceeding.

Out
1303 South Road – Car park fixed price building contract.

9. SQUASH AUSTRALIA

9.1 2011 Squash Australia AGM (Mark Goldstone)

MG and PS attended the National Conference/Workshop and AGM on 19 and 20 March 2011. MG and PS presented to the Conference the key changes that have occurred at Squash SA resulting from the efficiency and economy audit undertaken. The membership were of the view it would be timely for Squash Australia to undertake a similar audit review.

AGM Vice President, Ollie Lind (NSW)
Director, Steve Bowen (WA)

MG tabled a motion that Squash Australia undertake an audit review, this motion was carried.

Squash SA nominated two candidates for Squash Australia National Awards. Kay Reeves was nominated, and received award for Services to AJC. Unfortunately Jack Wass was not awarded the Volunteer of the Year award.

10. NEW BUSINESS

The Board approved the appointment of the cleaning position.

Senior Coordination Committee up and running, and currently approaching some other players to join Committee (as currently 2 board members and one staff member).

11. CONFIDENTIAL ITEMS

None to note.

12. **BOARD DIARY**

Monday 18 April 2011 at 440 Goodwood Road, Cumberland Park.

13. **CLOSE MEETING**

Meeting closed 9.30pm.