

SRASA BOARD OF DIRECTORS MEETING

MEETING: Board Meeting Monday 23 March 2015

LOCATION: 5.30pm, The Southern Bar Gaming Bistro, 1303 South Road, St Marys

1 ATTENDANCE

1.1 Present:

S. Abishara (SA) (Chair)	G. DeVizio (GD)	H. Martin (HM)	P. Stevens (PSt)
K. Tessari (KT)	D. Whan (DW)		

1.2 Apologies:

B. Cochrane (BC) is on a temporary leave of absence from the Board whilst appointed as the Interim Venue Manager of The Southern.

L. Franzi (LF)
K. Murray (KM)
P. Sinnott (PS)

2. CONFIRMATION OF THE MINUTES

Minutes of the Board Meeting held on 19 January 2015 were confirmed as a true and accurate record by the Board.

Moved: Dave Whan

Seconded: George DeVizio

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

3.1 The Southern Committee (HM)

HM spoke on the first Southern meeting, where discussions centred on the Venue Manager role after the recent resignation of Shane Barton-Ancliffe. The Committee agreed with the Board recommendation to appoint Bill Cochrane as Interim Venue Manager for a 3 month term.

HM confirmed that Bill was not part of any Board discussions around his appointment as a Contractor/Consultant.

Since taking on the Interim Venue Manager role, BC has held regular staff meetings and interviewed all staff. He will report on his findings and give recommendations at The Southern Committee meeting to be held on 27 April. PS, SA, HM to review resumes and commence the recruitment of a new Venue Manager.

3.2 Squash and Racquetball Committee (PSt)

PSt spoke on the first Squash and Racquetball meeting, which was a general discussion on the priorities of the committee and a chance for everyone to get to know each other. They looked at formalising the structure of future meetings, club involvement and promotion of the sports. The Committee also discussed the opportunity to house the glass court and Squash SA office at Tonsley.

The Committee were in favour of this if it proved cost effective. PS and SA to explore options with Renewal SA.

3.3 Strategic Plan

3.3.1 Marketing Plan (PSt)

PSt presented a draft marketing plan to the Board (distributed to the board earlier via dropbox). The plan offered over 20 suggestions on how to get new players, or returning players to play squash and racquetball. PSt spoke that the majority were low cost marketing ideas. Feedback from players showed that Issues with the sport tied in with the megatrends paper (as below). Positive attitudes about squash from players will help attract more players – word of mouth.

Other key suggestions included:

- Squash SA to partner with schools, health funds, community organisations, Dept of Social Services, personal trainers, physios, grocery chains. Tie into ASC key areas – fitness, lower crime rate, sense of purpose.
- Promote summer sports use squash/racquetball as cross training during the off season.
- Youtube channel for Squash SA – show tournaments, challenges, pennant matches
- Inflatable court hire

PS to note on the draft marketing plan what has already been tried by Squash SA and feedback on the feasibility. Squash and Racquetball Committee to discuss this further. Board suggested short term, medium term and long term goals – to shortlist and prioritise initiatives.

The Marketing Plan will be submitted to the Squash and Racquetball Committee scheduled for 16 April 2015.

3.3.2 Sporting Megatrends (SA)

SA presented to the Board the youtube clip from the CSIRO on sport megatrends, which highlights key areas of sport into the future. The Australian Sports Commission and CSIRO recently conducted research into the future of Australian Sport, which highlighted 6 “megatrends” that will redefine the sport sector over the next 30 years:

- Individualised sport and fitness activities are on the rise at the expense of organised sports
- Extreme and alternative sports are becoming more popular
- The broader benefits of sport (ie physical health, crime prevention, social development) are being increasingly recognised by the community.
- The aging population will change the types of sports we play and how we play them
- Population and income growth throughout Asia will create tougher competition and new opportunities for Australia
- Sports with higher salaries may draw athletes away from sports with lower salaries

SA played a ‘squash challenge’ clip from Squash SA’s facebook page, showing the positive responses Squash SA have received from the challenges and how it has been shared around the world. This also helps reflect the change in sport using digital media for increased exposure, as mentioned in the CSIRO/ASC ‘The Future of Australian Sport Summary’ distributed to the Board prior to the meeting.

3.4 Revenue SA/Land Tax (DW)

In Camera

3.5 Australian Racquetball Open Championships (SA)

SA spoke on the 2015 Australian Racquetball Open Championships held at the Rex over the March long weekend. The event was a great success attracting players from all over Australia. Initial feedback from players was very good, especially in regards to the facility and the awards dinner at The Vine Inn. Cameron White and Sarah Fitz-Gerald were again successful in the Open events.

Also mentioned was the media exposure of this event with interviews with Sam Abishara, Stephanie Wighton, Justin Beard, Andrew Edwards and a short promotion for racquetball by Sarah Fitz-Gereald on <http://www.whowon.net.au/>. The local Barossa paper also featured a write up on the Event.

SA thanked the major sponsors Squash SA, Maggie Beer and Murray Street Vineyards for their support over the last two years.

At this stage South Australia are not looking at hosting this event in 2016 and will revert to our State Championship next year.

The Board congratulated Sam Abishara and the Racquetball Committee on well organised and well run event.

3.6 Squash Australia Workshop and AGM (SA)

SA spoke on the National Workshop held at Brisbane on Saturday and the Squash Australia AGM on Sunday. Gary O'Donnell gave his update on the key result areas from the past year:

1. Participation – play squash website, national competitions – best junior participation in over 15 years Australia wide
2. Sport development – improved quality of coaches and referees
3. Performance pathway – doubles focus, medal wins at Commonwealth games were from doubles. \$60,000 to various states over the last year to contribute to the squash tour, and underpin state teams
4. Lift profile of the sport – Digital media – increased posts on facebook and twitter
5. Leadership and management – failed to implement Constitution, board rejected proposed changes. High performance review ongoing, to be complete by end of May.

The Australian Sports Commission program “Sporting Schools” was discussed. Out of the \$110m for the Sporting Schools project, Squash Australia have been funded \$80,000. Each state will receive an initial \$4,500 for the development of squash in schools. (PS and Development Officers to work on how best to use this money). PS to negotiate Squash SA servicing the NT (Alice Springs and Darwin) to attract additional funding.

Two Board positions were vacant going in to the Annual General Meeting. In the first ballot Michael Jaroszewicz was voted in, with Sue Shearer voted in after the second ballot. David Mandel was voted in as the new President. John Lee resigned from Board. Due to Gary O'Donnell's recent resignation, Squash Australia are also currently looking to replace their CEO.

3.7 Somerton Squash Club (KM)

Deferred.

3.8 2015 Squash SA Gala Celebrations (TV)

TV spoke to the report distributed to the Board prior to the meeting. A duo has been booked for entertainment, along with a photobooth. All past and present players on the matrix have been sent information and an electronic flyer on the event, and the event will be promoted in the March e-newsletter. A facebook event has also been generated for the Gala Celebrations, with a direct link to online ticket purchase.

The Board suggested to confirm the liquor licensing agreement for maximum patrons in the designated dining area.

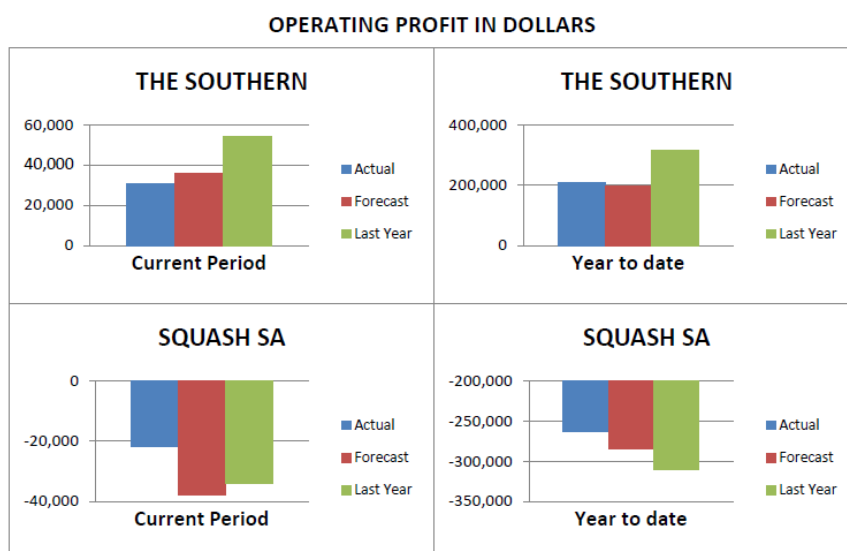
3.9 Financial Report (GN)

Grant Norman, Finance Manager spoke about the changes that have occurred in the Finance Department including:

- New Finance Officer (working 2 days per week from Ingle Farm office)
- Swapping of accounting systems to Xero
- Tidy up of authorisations/signatories – 2 signatories required per transaction
- Consolidated loans
- Greater use of internet banking, no cheques
- Restyled financial reporting

GN is looking to review insurance policies, getting some new quotes, and offering recommendations to the Finance Committee. He also spoke of setting up an asset register to help with depreciation claims.

GN presented the February Income Statements to the Board, summary of the Operating Profit below. A positive is the kitchen is tracking ahead of the reforecast budget, and there was a budget variance with pennant invoices being raised in February instead of March.



GN spoke that feedback from the Board is welcomed, particularly if they would like any additional information/details generated for the financial report.

The Financial Reports as presented were accepted by the Board.

4. **GENERAL BUSINESS**

4.1 Squash SA App

The first draft of the Squash SA app has been received from Apps Together. Squash SA to review and offer suggestions and additions to be implemented. The revised app will be presented at the next Board Meeting.

4.2 Campbelltown Leisure Centre

GD spoke that works have commenced on the Campbelltown Leisure Centre Redevelopment. The centre will be closed for a 12 month construction program.

5. **POLICY**

5.1 Temporary Leave of Absence from Board Directorship

6. **CONFIDENTIAL BUSINESS (HELD IN CAMERA)**

7. **BOARD DIARY**

Next Meeting: 5.30pm, 25 May 2015 at The Southern, 1303 South Road St Marys.
Helen Martin will be an apology for this meeting.

8. **CLOSE MEETING**

Meeting closed at 7.30pm.