

## **SRASA BOARD OF DIRECTORS MEETING**

**MEETING:** Board Meeting Monday 23 May 2016

**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)	T. Melingakos (TM)
M. Naisby (MN)	M. Schmidt (MS)	P. Sinnott (PS)	P. Stevens (PSt)
D. Whan (DW)			

SA introduced Ross Wait, who spoke of his accomplishments and looking forward to joining Board. Ross Wait has worked for the Port Adelaide Football Club's community development arm, Power Community Ltd since 2013. His role with the club is to develop engaging youth programs that encourage secondary school students to take responsibility for themselves, and others, by making positive decisions in relation to their health, lifestyle, finances and career path. Ross's role facilitates the strong connection the community has with the Port Adelaide Football Club. His areas of expertise in sports development, community program management and youth mentoring enables him to contribute to the community in spades. He forms part of a state wide youth engagement steering committee; keeping abreast of youth and community issues, and in turn tailoring programs to suit.

#### **1.2 Apologies:**

B. Cochrane (BC)  
E. Chrisakis (EC)  
K. Murray (KM)

#### **Guests:**

Kate Potter, Hughes PR  
Kate has a background in traditional public relations, and now specialises in digital and social media.

#### **Staff Key (for actions):**

Nyssa Bushby (NB)	Grant Norman (GN)	James Rogers (JR)	Michelle Sterry (MS)
Tanya Virgens (TV)			

### **2. CONFIRMATION OF THE MINUTES**

Minutes of the Board Meeting held on 4 April 2016 were confirmed as a true and accurate record by the Board.

**Moved: Dave Whan    Seconded: Tom Melingakos**

### **3. BOARD DISCUSSION ITEM**

#### **3.1 Social Digital Media Discussions, Kate Potter PR**

Kate gave the Board an overview of what Social Media is, explaining that digital media is the umbrella for social media – digital media including websites, apps, forums, discussion boards, software and social media. Social media is the use of Facebook, blogs, twitter (micro blog), photo sharing (Instagram) and video sharing (youtube). This has changed how people consume media, with a downturn in magazines, newspaper, tv and radio. Social media usage is via mobiles (computer and tv secondary). The Millennial generations' new normal is ease of communication,

they don't like to ring and talk to people. The most important thing is to offer easy to access information on mobile friendly websites, with all information only a couple of taps away.

Kate gave the Board an overview of Facebook, explaining how it works and that it now has a bigger 'population'/user base than the largest country in the world. Facebook curates news feed of top stories that it believes you would like – depending on what other pages you click and like. This personalises your feed and what you see.

In summary, Squash SA's priorities should be the website and Facebook. We need to solidly achieve our objectives with these, then expand into other forums (Apps, twitter, instagram).

#### **4. ITEMS ON AGENDA (Reports Circulated Electronically Prior to Meeting)**

##### **4.1 Strategic Direction, Strategy and Planning**

##### **4.4.1/4.4.2 The Southern Membership Catchment/Darlington Upgrade**

PS had shared with the Board a map plotting the existing Southern Membership. Using this, a strategy can be devised to inform members on future roadworks, how this will affect them and new access routes to the venue. Older patrons prefer direct communication. The majority of members are offering email addresses for communication, utilise this with a target message via email/newsletter to members specific to their area/location.

Department of Planning, Transport and Infrastructure have not yet advised dates of roadworks or traffic diversions.

**Board advised to run food specials Member incentives and discounts during roadworks (Action: NB).**

##### **4.4.3 Squash SA Social Media**

The Board suggested using Kate from Hughes PR to assist Squash SA and The Southern with our social media. See if Kate is available for an afternoon to help Squash SA improve current Facebook pages, and talk us through creating paid campaigns and 'look a like' audiences.

Check with Squash Australia to see if they will be making changes to the current format of their website (too busy). Do Squash SA need to create their own instead of following the National format (Squash Vic have their own layout)?

##### **4.4.4 1303 South Road Property Development – lobbying strategy**

PS spoke of the SRASA lobbying strategy, transfer of license to new site without social effects, or compensation or assistance during roadworks upgrade. To date letters have been sent to the appropriate State and local Ministers. Follow up on meeting request with Minister Rau, and look at a strategy from the outcome of this meeting. Lobby Shadow Ministers for support.

Reiterate the detrimental impact to squash and racquetball statewide, local economy, and what the Club provides to the Community. Board agreed to pressure Rau (or meet with Senior Advisors), and contact Shadow Ministers. Media approach if all else fails (Chris Dittmar?). Keep Hamilton-Smith office up to date. Board suggested Corey Wingard as another local contact.

Convey positive 'business as usual' to patrons and staff. Place a copy of the Darlington Upgrade master plan on Bistro wall, and indicate that we are lobbying Ministers. Squash SA to draft public message for all.

**Action:**

- 1. Request meeting with Commissioner of Gambling and Business Affairs**
- 2. Request meeting with Minister Rau and Minister Hamilton-Smith**
- 3. Write to Shadow Ministers seeking letter of support**
- 4. Draft a Communication Strategy to Southern Members and Squash SA Membership**

**5. GENERAL BUSINESS**

**5.1 The Southern Committee (HM)**

Need to make use of target market demographics the new marketing plan is currently aimed at younger people, when the current demographic of the Southern is an older market. COM to work on an active plan for day to day, and overall marketing strategy to be worked in-house or with external advice.

Outsource Marketing Plan Strategy, callout to squash players/intern (facebook page).

**Moved: Dave Whan**

**Second: Helen Martin**

**5.2 Squash and Racquetball Committee (PSt)**

PSt reported on the Squash and Racquetball Committee meeting held 25 February 2016.

- Recruit female Committee Members, advertise via e-newsletter to all
- Online court booking (booking and data collection) – mobile phone friendly
- Resurrect dormant city courts – 23 King William Street.
- DW Racquetball Corporate Cup, think tank in June and August
- Service Awards – currently calling for nominations. Criteria to be refined.

**Board to adopt the minutes and outcomes of Squash and Racquetball Committee meeting held on 25 February 2016.**

**Moved: Patrick Stevens**

**Second: Matt Naisby**

**5.3 Finance and Risk Committee (SA)**

SRASA are meeting targets. 2016/17 draft budget to be tabled at the June Finance Meeting, and to be considered by the Board in July.

**Board to adopt March Financial Reports and the minutes of the Finance and Risk Committee Meeting held on 29 April 2016.**

**Moved: Dave Whan**

**Seconded: Helen Martin**

#### **5.4 The Southern Spillage and Wastage (PS/BC)**

The Board agreed that spillage/wastage is a concern. Board approved the Briefing Paper recommendations;

1. Outsource quarterly maintenance and beer line cleaning to a specialist contractor. Obtain quotes from three providers.
2. ACOM to undergo keg and line training with specialist contractor by 30 June 2016.
3. All staff to undertake training with ACOM and complete product online training by 30 June 2016.
4. An independent report be prepared with solutions and equipment replacement by 30 June 2016.
5. Continue to monitor and report.

Investigate beer taps, POS and cameras to be integrated. PS to obtain a quote.

#### **6. POLICY**

##### **6.1 Governance appointments:**

PS talked to the Governance Briefing Paper distributed to the Board. To include Ross Wait as a Board Appointment, Matt Schmidt to be nominated by Karadinga and Eleni Chrisakis to be nominated by Our Club.

Lizzy Birmingham to succession Kim Murray position due to lack of board attendance.

This will be discussed at the Presidents Lunch with Life Members.

**Move: George DeVizio**

**Second: Tom Melingakos**

#### **7. CONFIDENTIAL BUSINESS (HELD IN CAMERA)**

##### **7.1 The Southern**

#### **8. BOARD DIARY**

Next Meeting: 4pm, 15 July 2016 at Campbelltown Leisure Centre, followed by SA Open Finals and Player of the Year Presentation – resend calendar invite.

ORS Guest.

#### **9. CLOSE MEETING**

Meeting closed at 8.25pm.

Helen Martin apology for next meeting.