

SRASA BOARD OF DIRECTORS MEETING

MEETING: Board Meeting Monday 19 January 2015

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

1 ATTENDANCE

1.1 Present:

S. Abishara (SA) B. Cochrane (BC) G. DeVizio (GD) K. Murray (KM)
D. Whan (DW)

Ex Officio: P. Sinnott (PS) - General Manager

1.2 Apologies:

L. Franzi (LF)
H. Martin (HM)
P. Stevens (PSt)
K. Tessari (KT)

2. CONFIRMATION OF THE MINUTES

Minutes of the Board Meeting held on 24 November 2014 and were confirmed as a true and accurate record by the Board (via email).

Moved: George DeVizio

Seconded: Kim Murray

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

3.1 Board Champions Projects Update

PS presented the new Samsung Galaxy tablets for the Boards igovernance system. PS distributed tablets to the board and talked through dropbox and the tablets features.

Smart Phone App

Sam spoke on his research of apps. 85% of people now own smart phones, and there is a higher success of people reading app alerts as opposed to emails. Apps generate alerts based on GPS location – eg users of the app can be notified of the Southern meal specials for that day, squash venues with tournaments etc. Sam showed the Squash and Racquetball Victoria app. Apps can connect with fit wrist bands, and can show ladders of who has played most squash/racquetball per week. Incentives/benefits for social players to download app, 'find a player' app or on fan chat page. Need a link on the app so we can receive the player data – subscribe to newsletter, enter competition or to sign up for 'special deals'. Another incentive could be a social tournament for apps users.

Apps Together cost is \$2,200 upfront, \$35/month. Board suggested to check who has ownership of the app. The Apps Together offer support, make changes as required – we can upload information for the app. If this goes ahead, Squash SA would need a good marketing campaign sent out to the Clubs – posters/flyers, and invite people via sms to download the app.

Squash SA app has been produced on a smaller scale for coach communication.

Recommendation to proceed with Apps Together. Subject to review of contract, see if squash clubs also sign up/join if they can receive a reduced rate or can we onsell the app via our app.

Moved: Bill Cochrane

Seconded: Dave Whan

Marketing Plan

Patrick Stevens is working on a Marketing Plan to present to the Board.

Southern Business Plan

PS/SBA are working on a draft of the Southern Business Plan. Business Plan to be forwarded to Helen for input, then Southern Committee to work through at the first meeting.

Alfresco Bar

Bill Cochrane/SBA – a traffic consultant has been engaged to assist with the application for the Bar/Alfresco area. A civil engineer is drawing up plans, with the application to be lodged early February. BC/SBA met with Mitcham Council and discussed the proposed changes, receiving feedback from council to look into ventilation and air flow for the area. This project is still budgeted, and aiming for completion by 20 June 2015 for the 20 year Gala Celebration. Kids play area not listed as a priority project.

Campbelltown Leisure Centre

George DeVizio/PS to meet with Campbelltown Council next week. Federal, State and Council are funding this \$21m facility.

Facilities Position Paper

Lynton Franzi is currently writing a facilities paper summarising current and future facilities. Squash SA (uni student) is undertaking an audit on facility standards and customer satisfaction at current venues. Data from this will underpin LF's paper.

Board (BC) spoke on 12 sporting hubs planned for South Australia, and suggested Squash SA tap into this to ensure squash courts are featured in the plans. Promote cross challenges between venues, in all sports. PS meeting with Pt Pirie later in the month to discuss squash courts at this precinct. Current squash facility is on hospital land to be demolished in June. Bill spoke of his interest to meet with PS and Pt Pirie (Geoff Brock MP).

Whyalla Sporting Precinct adopted their master plan, new local government shelved the sporting hub. New group bringing all clubs together and adding on to existing leisure centre. Suggesting Whyalla Squash Club to sell current land and join in the new hub.

PS is meeting with Onkaparinga Council in 2 weeks time to discuss Seaford Rec Centre, a great future venue for squash with potential for schools to use during the day. Council are also looking at upgrading the Aberfoyle Park Hub facility. This venue is also in close proximity of the shopping centre and schools.

Fleurieu Aquatic Facility is in the planning phase with 2 squash courts with moveable walls.

PS meeting with Turrumurra and Campbelltown to discuss the future of squash with Turrumurra Recreation Centre.

Squash Business Plan

PS advised it is in the Business Plan to develop a glossy brochure/presentation promoting squash in multi sport hubs to encourage them to include squash. Squash courts with moveable walls are a low cost option for Councils.

Women's Development

Kim Murray – Currently researching women in sport, and how other associations are keeping women involved. Women's only tournaments seem to attract a lot of participants, but do they continue to play. KM to progress on findings.

3.2 Reports

3.2.1 Finance Manager

Budget reforecasts have been completed. \$160k over budget for next 6 months with Revenue SA costs factored in. \$100k of savings have been made. Reforecast budget to go to Finance Meeting this week (normally this would be a week prior to Board meeting, but postponed due to Christmas). Reforecast budgets will be available via dropbox once tabled.

3.2.2 The Southern

SBA spoke that from 12 December external renovations are complete. Trade was affected for 12 weeks, but the Southern is now currently trading above last year for the same period. Regular patrons have started noticing 'new faces' around. Marketing of the venue to be implemented shortly.

SBA to meet with a nearby football club this week to discuss arranging take away meals for them twice a week.

100 covers for dinner for Trawler Tuesday, cheaper seafood meal with a beer. This strategy is to encourage more people in to the Bistro, in hope they spend money in other areas of venue. The bistro is running to budget, with the number of covers a positive.

New tables with no tablecloths is still a priority. This will cost save with a reduction in laundry and reduced labour for setting tables.

3.2.3 Facilities Development

As 3.1 above.

4. GENERAL BUSINESS

4.1 Somerton Squash Club

PS to meet with Mark Parker to assist him in applying to Holdfast Bay for facilities grant for an upgrade of premises – March/April.

Squash Australia Presidents Meeting – December

SA attended the Squash Australia Presidents Meeting in December, where the Constitution was discussed. Potential changes were not approved.



Squash Australia gave a presentation on a new registration system, PlaySquash website. Squash/Racquetball Victoria have adopted this. Squash SA to monitor how other states go with the system, as we tried something similar with IMG and had issues with Clubs/Players accepting this system.

5. **POLICY**

5.1 Junior Ranking Policy – via Squash and Racquetball Committee.

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

Revenue SA Land Tax Dispute

7. **BOARD DIARY**

Next Meeting: 5.30pm, 23 March 2015 at The Southern, 1303 South Road St Marys

8. **CLOSE MEETING**

Meeting closed at 7.40pm.