

**CANOEING VICTORIA BOARD MEETING**  
**MINUTES**  
**Tuesday 20<sup>th</sup> October 2009**  
**Gary's House**

**1. MEETING OPENED**

The meeting opened at 7.40pm

Gary Flanigan – President (GF)  
Tom Hirschoff – Chair (TH)  
Richard Howard – Independent Director (RH)  
Andrew Coutts – Independent Director (ARC)  
Sharon Swoboda – Executive Officer – Co (SS)  
Andrea Boothroyd – Executive Officer – Co (AB)

**2. APOLOGIES**

Tony Coventry.

**3. MINUTES OF THE PREVIOUS MEETING**

Motion: "That the minutes of the previous meeting 18<sup>th</sup> August 2009 be accepted"  
Moved: ARC Seconded GF

**4. ACTION ITEMS FROM PREVIOUS MEETING**

NTID update. Interviews are happening on Tuesday 27<sup>th</sup> October. Interview panel consists of Elissa Morley, an existing NTID Coach and Andrea Boothroyd (to protect the interests of the State).

Rumors regarding ASC funding being redirected to a QLD NTID program have been squashed directly by the Sports Commission. KPI's will be adjusted to account for the delay in the start of the program and see the program as a development program.

ARC to spearhead the dispelling of the rumour via media outlets such as facebook etc.

AB tabled an email from Elissa Morley reiterating the ASC commitment to the program.

**5. PRESIDENT'S REPORT**

No Report

**6. EXECUTIVE OFFICERS REPORT**

**AC AGM / Forum**

GF will not be attending the AGM / Forum.

Affiliation fees have been set for 2010/2011. Same as 2009/2010 less 18% (approx \$55,000 – exl gst). The Board have agreed to the reduced fee however would like to see it even less so their addition membership fees can be reinvested into the state.

Questions and discussion regarding the continued value of AC. Point of issue was the coverage of the Marathon Worlds which was non-existent. CV and the Board continues to support AC but expect greater value for money moving into the future with a lower affiliation investment.

The Board would also like to see a minimum contribution of at least \$1000 per annum to overseas representation at nominated ICF events by AC for all the members of the National Teams to both promote the best athletes to nominate for the teams, promote Australia on the World stage and support the state programs.

### **Change in Board Structure**

Discussion regarding new structure and how the board will work.

### **New Board Member.**

**Motion:** Tony Coventry has been accepted to the Board as a new Independent Board Member.

Moved: GF Seconded RH.

**Action:** SS to co-ordinate the appropriate paperwork, liaise with Tony and develop and provide the induction pack.

## **7. Training, Education and Safety**

Refer to the State Office Report.

CTC certification is going ahead strongly with at least 6 clubs working on their risk management and other procedures to get signed off.

SS is in discussion with YMCA and Vicsuper about the possibilities of sponsoring the Paddle power achievement awards for the marathon component.

## **8. High Performance and Competition**

Refer to the State office report.

AB highlighted the new VIS Scholarships for emerging athletes. Much discussion around the selection process and how to identify future athletes and how to advance them in or out of a formal NTID program.

### **Discipline Updates**

**Sprint:** Discussion regarding the club hosting of Sprint events. AB to discuss further with ARC and GF.

**Polo:** MSV Grant for Canoe Polo Access ramp. New quote has come in about \$15,000 more than originally quoted. This now needs to be revisited. RH has volunteered to investigate taking over the project management from Parks Victoria

MYOB file and financial management will be managed by the State Office after procedures of how to manage with the discipline have been determined.

**Slalom:** SS reported that SS has taken on the chair of the Slalom Technical committee in lieu of no candidate interested.

NTID program (see action items for update).

## **9. Membership Services**

Membership review project was tabled and discussed briefly. Board has requested a review of the member survey before it is sent out.

No Report

**10. Club Development**

No Report

**11. Community Development**

No Report

**12. Non Competitive Active Paddling**

See State Office Report

Eildon Challenge. Fantastic news to have Cannondale coming on board to sponsor the event and provide a great bike to spot prize at the event.

Discussion around the distribution of any surplus.

**13. Corporate Governance**

Treasurers report was tabled. Issues arising: Budget has not been adjusted for account for lower interest income and increase depreciation.

Action: SS to followup with SR to update the budget.

Future meetings – SS to propose yearly calendar and report back via email for confirmation. Meetings to include open meetings and strategic forum

TH and SS to work on induction packs and board polices.

**14. NEXT MEETING**

Meeting Closed: 10.25pm ,

Next Meeting: 17<sup>th</sup> November.

## **Membership Category - Supplier, Industry Partner, Retailer**

The purpose of this category is to

- a) develop relationships with the retail, supplier sector
- b) provide membership benefits to members
- c) increase attractiveness of membership to potential new members
- d) provide income stream to support the Paddle Victoria website and other Canoeing Victoria activities
- e) improve the attractiveness of Canoeing Victoria as a sponsored product
- f) raise the profile of Canoeing Victoria and Paddle Victoria brands

Currently Canoeing Victoria has a number of avenues for providing benefits to the retail sector that no other organisation can offer.

- a) direct contact with members
- b) naming rights to events and activities
- c) web presence on two portals for canoeing
- d) branding and positioning
- e) link by association with Government bodies such as VIC Health, Sport & Recreation Victoria, AIS.

In the future through the development of this membership category we should be able to have a regular income from the suppliers, increase the levels of membership and provide

### **Levels of Membership & Benefits**

#### **Tier 1**

- a) a direct link on Paddle Victoria website or Canoe Vic Website
- b) promotion of offer of discount to attract members to products (min offer 10%)

#### **Tier 2**

- a) a direct link both Canoeing Victoria & Paddle Victoria website
- b) Advertorial on Paddle Victoria Website
- c) Front Page position for one month per annum on Paddle Victoria or Canoe Vic website

#### **Tier 3**

- a) Front page position for one month on both Canoe Victoria and Paddle Victoria
- b) a direct link both Canoeing Victoria & Paddle Victoria website
- c) Advertorial on Paddle Victoria Website
- d) Nominated as a sponsorship on one Discipline and/or Canoeing Victoria event

#### **Tier 4**

- a) Front page position for one month on both Canoe Victoria and Paddle Victoria
- b) a direct link both Canoeing Victoria & Paddle Victoria website
- c) Advertorial on Paddle Victoria Website
- d) Naming rights sponsorship to one Discipline event and/or Canoeing Victoria event

### **Proposal**

For Tiers 3 & 4 a % of the money will need to go directly to the Discipline to support their event and in return the disciplines would be relinquishing the rights to go out and seek sponsorship for their events OR any sponsors they go out and get must fall into the categories we are putting forward.

It is expected that it will take a few years for the sponsorship and tiering to work and in the first year we would have the discretion to provide privileges to companies that are currently supporting the disciplines.

