



Minutes of Council Meeting – 14th February 2012

held at Victorian Croquet Centre, 65 Nobel Banks Drive, Cairnlea 3023

1. Attendance

1.1. Present:

- **Committee of Management:** Mike Cohn (President), Kenn Boal (Vice president), Jim Clement (Secretary); David Ross (Treasurer); Graeme Gallus, Gwen Hamilton & Jim Saunders (Members).
- **Regional Directors:** Brian Reither (Ballarat); Brian Foley (Bayside); John Miles (EMCA); Sue Colvin (Geelong); Graham Howie (Gippsland); Ken Richardson (GVCA); Janet Richardson (MVCA); Tricia Devlin (NDCA); Anne Quinn (NEDCA); Fay O'Toole (SEMCA); Barb McKean (SWDCA) Shirley Hallinan (WMCMA); Neville Pope (Wimmera)
- **Observers:** Lowen Clark (Williamstown CC)

1.2. **Apologies:** Val Brown (IPP); Snow Evans (CoM); Jean Chapple (Alternate, SWDCA)

2. **Opening:** The President opened the meeting at 11:00am

3. Minutes of Previous Meeting

3.1. **Confirmation of Minutes of the Council Meeting held 11th October 2011:**
Resolved that the minutes of the Council Meeting held 11th October 2011 be accepted.

3.2. **Business Arising from Minutes of Previous Meeting:** Nil

4. Correspondence

4.1. **In –** 11 Dec 11 from John Blackler re risk review
19 Dec 11 from JB Were Pty Ltd re investment account
4 Jan 12 from Judy Wembridge (email) re intention to appeal
9 Jan 12 from Judy Wembridge – appeal documentation
10 Jan 12 from John Blackler re risk review

4.2 **Out –** 19 Dec 11 to JB Were Pty Ltd re investment account
20 Dec 11 to John Blackler re risk review
31 Dec 11 to Heather Broad re closure of Kerang/Barham CC
31 Dec 11 to Olive Nuske re closure of Sea Lake CC
17 Jan 12 to E Fleming & S Sands re Appeal Panel
25 Jan 25 to John Blackler re Risk Review
31 Jan 12 to E Fleming & S Sands re Appeal Panel
3 Feb 12 to Regional Secretaries re 2012 AGM

It was resolved that the correspondence be accepted.

4.3 **Business Arising from Correspondence:** Nil

5. Reports

5.1. **Financial Report:** The Treasurer presented his report, attached at Annex A. It was resolved that the Treasurer's report be accepted.

5.2. **CoM Report:** The minutes of the 10th January 2012 CoM Meeting were distributed to all Council members on 17th January 2012.

5.3. State Coordinator of GC Report: Jim Saunders, State Coordinator of GC presented an oral report. He advised that:

- the Australia Day Cup tournament had been played on Australia Day as a level play tournament in 3 Divisions with 36 entrants.
- notices concerning the 2012 VCA GC Regional Championships have been sent to all Regional Secretaries, and he requested that Directors make a concerted effort to ensure that all regions contested all divisions, this request being supported by the President. The championships are to be played in accordance with draft regulations, which were drafted after last year's event. Resolved that Council approve the regulations. Secretary to advise Regions.
- he would not be standing for the position in 2012-13.

5.4. T & F Committee: Brian Reither, Chairman of T&F Committee, reported that:

- The committee had met on 7th February 2012
- Country week, which was held in Swan Hill, attracted 31 entrants, none of them metro members. It has been determined that Country Week will be played in regional centres rather than at VCC in the future.
- Additional GC events will be added to the T&F calendar, to ensure equity between AC & GC.
- He will not manage future VCA GC events at VCC.
- He will not be standing for the position of State Coordinator of AC in 2012-13.

5.5. Marketing Committee Report: Brian Foley spoke to the Marketing Committee report (attached at Annex B).

5.6. VCC Committee Report: The President advised that the VCC Committee had met that morning. The main item of interest was progress on Courts 8, 9 & 10 and the Secretary reported on his meeting of 13th February 2012 with Dave Gudgeon from Pitchcraft.

5.7. Business arising from the Reports: It was agreed that all events held at VCC should be advertised as "lunch available for purchase" either from VCC catering or bought in from Cairnlea shops.

6. General Business

6.1. VCA Items.

6.1.1 Financial & Administrative Risk Review: John Blackler's report (previously circulated) was discussed. It was agreed that there was a need for a fully independent review, but this cannot be in this Financial Year. In response to a comment concerning risks to physical assets and to members, the Secretary reported on an inspection carried out by an Insurance Risk Assessor on behalf of our insurers on 25th January 2012. Although the formal report has not yet been received, the assessor expressed himself as being very satisfied.

6.1.2 SRV Future Directions Grant: The Treasure spoke on the Future Directions Grant and the Secretary advised that Geelong CA had agreed to a one-day presentation of the program in May 2012.

6.1.3 SDO Position: The President advised that, due to changes in SRV funding, the grant for employment of the SDO has not been extended/renewed and the Executive has agreed to retain his services to

the end of March at VCA expense, which will allow him to continue with the development of the Cairnlea club.

6.1.4 Selection Appeal Panel: The President yielded the chair to the Vice-President for this and the following item, advising of a conflict of interest as he is a member of the Selection Committee. The Secretary reported on the CoM appointment of an Appeal Panel following notice of intention to appeal against non-selection for the AC State Team lodges by Judy Wembridge.

6.1.5 Selection Policy: The meeting considered papers from Tricia Devlin and Anne Quinn which were circulated with the agenda.

6.1.5.1 It was resolved that a group consisting of three (3) representatives of the [AC] Selection Committee, three (3) representatives of the GC Selection Committee, three (3) players representing AC, three (3) players representing GC and an independent chairman meet to review the selection policies and provide a report to the Secretary prior to the April Council meeting.

6.1.5.2 It was further resolved that the Vice-President and the Secretary appoint the panel members.

6.1.5.3 It was resolved that the Selection Policy be amended by the addition to Clause 3.8 of the sentence "Names of both players and reserves will be announced at this time." Secretary is to request Chairman of Selectors to announce reserves for 2012 State Team.

6.1.6 VCA AGM: The Secretary drew Directors attention to relevant dates leading up to the AGM. He advised that the timetable had been sent to Regional Secretaries and to clubs.

6.2 ACA Items

6.2.1 Strategic Plan 2012-14: The President reported that the ad-hoc committee appointed to action this item has sent its input to ACA.

6.2.2 ACA AGM 2012: It was resolved to accept CoM recommendations and appoint Mike Cohn and Jim Clement as VCA delegates to the ACA AGM.

6.2.3 ACA Officers and Appointees: The Secretary advised that Nerida Taylor has resigned as ACA Honorary Secretary and Executive Director, effective 10th February 2012. ACA has employed Tony Whelan as the Administrative Officer, but he has no previous knowledge of croquet. The Secretary also advised that John Riches is no longer the National Director of Coaching.

6.3 WCF Items

6.3.1 1st WCF Women's Association Croquet World Championship: The Vice-President, who is Chairman of the Management Committee for the 1WWACWC, reported on progress.

6.3.2 2nd WCF Golf Croquet World Team Championship - 2016: The Secretary reported that CoM had advised ACA that this event could be held at VCC if an ACA bid was successful.

6.3.3 GC Rules: The Secretary reported on VCA input to the ACA reply to a Croquet Association (UK) proposal that amendments to GC Rules should be distributed for consultation/comment for a two month period prior to acceptance by WCF Council, such acceptance to be by a two thirds majority. VCA has advised that it has no objections to the proposal.

6.3.4 WCF Monthly Newsletter: The Secretary asked if Directors were interested in having the WCF Monthly Newsletter distributed with the minutes of meetings. There was general agreement, and the January 2012 edition will be circulated with these minutes.

7. Next Meetings –

7.1. COM – Tuesday, 13th March 2012 at 11 am

7.2. Council – Tuesday, 10th April 2012 at 11 am

8. Closure – The President closed the meeting at 2:45 pm.

VCA Council Meeting 14 February 2012 FINANCE REPORT

1. VCA Accounts:

The 'Balance Sheet' and 'Profit and Loss' statements for VCA Accounts to 31 January have been circulated.

Banks Accounts show balances as at 31 January:

| | |
|---------------------------------------|---------------------|
| Bank Account No.1 (Operating Account) | \$17,223.49 |
| Bank Account No.3 (Investments) | <u>\$190,296.36</u> |
| Total Bank Accounts | \$207,519.85 |

2. The Australian Charities and Not-for-profits Commission Taskforce (ACNCT):

A series of public meetings throughout Australia began on 30 January with the Melbourne series held on Tuesday 7 February. The ACNC Taskforce is consulting on aspects of the new reporting framework for charities that will be implemented by the ACNC when it is established on 1 July 2012, including details of the new general reporting framework for charities, compliance approach, and education and guidance materials. The full discussion paper is available on the ACNC Taskforce website <http://acnctaskforce.treasury.gov.au>

The Not-for-profits will follow, probably from 1 July 2013 and we will be very interested in the DGR classification – Deductible Gift Recipient and what is the relevance for VCA.

3. State Sporting Association Grants (SSAG's):

A most important part of VCA's funding over the past decade has been the support from the State Government. These grants have previously had a number of components – 'Business Improvement Plan' and 'Organisational Support Grant' which assisted with the administration of VCA and also 'Sport's Development Officer' (SDO) and currently 'Future Directions Project'. In 2010/11 we received grants for: SDO \$10,000; Organisational Support Grant \$20,000 and Future Directions Project \$10,000. Grants were extended by the present government until 30 June 2012 to align funding with the financial year.

Briefings were held last Wednesday 8 February indicating the funding policy for the period July 2012 - 2015. Sport and Recreation Victoria outlined the government's "More People, More Active, More Often" policy. There has been a shift from a project based funding program to one that supports SSA's and their strategic objectives.

There are four Key Benchmarks:

1. Participation;
2. Membership;
3. Coaches and Officials; &
4. Club Capacity.

The three year period will be used to establish 'benchmark' data to enable comparative figures by 2015.

Key documents required of SSA's are: The Strategic Plan; The Operational Plan; A Certificate of Currency for Public Liability; The Annual Report and audited Financial Statement and Data Collection Templates (SRV).

CA with <4000 members is in Category 2 with up to \$25,000 pa as the grant.

4. The GSJBW \$3,508,951 Investment (\$3m indexed by CPI to 30 June 2011):

The portfolio valuation as at 31 January, 2012 totalled \$3,210,610.92.

The Portfolio Valuation Summary is attached giving the breakdown of Domestic Cash and Fixed Interest; Equities – domestic and international and Alternative Investments.

David Ross

Treasurer

14 February 2012

**Annex A to:
Minutes of VCA Council Meeting 14th February 2012**

| Victorian Croquet Association Inc. <i>65 Nobel Banks Drive CAIRNLEA VIC 3023</i> | | |
|--|----------------------------|-----------------------------|
| Profit & Loss Statement April 2011 through January 2012 | | BUDGET 2011/12 |
| INCOME | | INCOME |
| AFFILIATIONS | \$109,356.21 | \$119,618.00 |
| MERCHANDISING | \$1,881.79 | \$4,000.00 |
| TOURNAMENTS | \$7,982.73 | \$ 6,500.00 |
| PENNANT/COACHING/SCHOOLS | \$739.05 | \$ 750.00 |
| MSV | \$4,954.52 | \$ 5,000.00 |
| VCC INCOME | | |
| Catering | \$18,786.86 | |
| Courts | \$6,351.83 | |
| Premises | <u>\$10,103.30</u> | |
| Total VCC Income | \$35,241.99 | \$ 52,500.00 |
| GRANTS/INTEREST | \$32,050.75 | \$ 40,000.00 |
| PLAYERS INSURANCE | \$12,343.62 | \$ 10,000.00 |
| Total INCOME | \$204,550.66 | \$ 238,368.00 |
| | | - |
| | | - |
| EXPENSES | | EXPENSES |
| AFFILIATIONS ACA | \$45,436.36 | \$ 49,980.00 |
| PLAYERS INSURANCE | \$8,504.75 | \$ 10,000.00 |
| ADMINISTRATION VCA | \$47,325.81 | \$ 63,000.00 |
| MSV | \$3,031.15 | \$ 5,000.00 |
| COUNCIL/COM | \$4,541.87 | \$ 5,000.00 |
| COMMITTEES | \$1,926.25 | \$ 3,000.00 |
| TOURNAMENTS | \$9,508.71 | \$ 11,500.00 |
| PENNANT | \$138.18 | \$ 500.00 |
| MERCHANDISE | \$863.05 | \$ 7,000.00 |
| COACHING/PROMOTIONS | \$12,142.50 | \$ 17,000.00 |
| VCC | \$68,809.22 | \$ 76,000.00 |
| CATERING | \$9,213.33 | \$ 17,000.00 |
| COURTS | \$34,871.63 | \$ 45,000.00 |
| COURTS 8,9 & 10 (SANTA ANA) | \$31,425.00 | \$ 42,000.00 |
| Total EXPENSES | <u>\$277,737.81</u> | <u>\$ 351,980.00</u> |
| Net Profit/(Loss) | (\$73,187.15) | \$ (113,612.00) |

**Annex A to:
Minutes of VCA Council Meeting 14th February 2012**

| Victorian Croquet Association Inc. <i>65 Nobel Banks Drive CAIRNLEA VIC 3023</i> | | | |
|--|-----------------------|----------------------------------|-----------------------|
| Balance Sheet As of January 2012 | | | |
| Assets | | Liabilities | |
| Current Assets | | Current Liabilities | |
| Bank Accounts | | Accounts Payable | \$17,416.89 |
| BA 1 - Operating | \$17,223.49 | Total Current Liabilities | \$17,416.89 |
| BA 3 - Investments | \$190,296.36 | Other Current Liabilities | |
| Total Bank Accounts | \$207,519.85 | Tax Payable | |
| Accounts Receivable | \$1,879.30 | GST Collected | \$224.76 |
| Total Withholding Credits | \$1,879.30 | GST Paid | (\$4,292.57) |
| Other Current Assets | | Payroll Liabilities | \$1,890.00 |
| GSJBW - Investment A/c | \$3,210,610.92 | Superannuation Liabilities | \$1,021.44 |
| Petty Cash Float | \$200.00 | Total Tax Payable | (\$1,156.37) |
| Total Other Current Assets | \$3,210,810.92 | Total Liabilities | \$16,260.52 |
| Fixed Assets | | Net Assets | \$8,765,903.41 |
| Cairnlea - Buildings | \$4,058,985.67 | Equity | |
| Cairnlea - Land | \$1,231,368.55 | Reserves | |
| Water Tank | \$46,691.24 | General Reserve | \$7,703,572.44 |
| Equipment | | Retained Earnings | \$1,015,132.97 |
| Accumulated Depreciation | (\$62,185.48) | Current Earnings | \$47,198.00 |
| Total Equipment | \$24,908.40 | | |
| Total Fixed Assets | \$5,361,953.86 | Total Equity | \$8,765,903.41 |
| Total Assets | \$8,782,163.93 | | |

Annex B to Minutes of VCA Council Meeting 14th February 2012

Participation and Marketing Committee Progress Report to VCA Council February 2012

At the VCA Council meeting on 9 August 2011 it was resolved (Item 6.2.2) that:

- 6.2.2.1. A marketing plan be prepared with the aim of increasing participation and, on acceptance of a suitable plan, the plan be funded; and*
- 6.2.2.2. The existing ad-hoc Participation Committee initiate the preparation of the marketing plan and be authorised to co-opt appropriate additional people as required.*

The original ad hoc committee comprised Graeme Gallus, Trish Devlin and Patrick Moore and subsequently John Miles, Brian Foley, Sue Colvin and David Juffkins (ex-Frankston) were invited to participate and Adrian Masterman-Smith has also contributed to discussions.

A draft marketing plan was presented to the October 2011 Council meeting and it was agreed that this document be forwarded to all clubs seeking comment by 1 December last with the aim of finalising the report early in 2012.

Only a small number of clubs commented verbally or in writing to the October draft plan and their responses varied both positive and or negative. However, there seems to be a general awareness in the croquet community that the sport needs publicity to create a public image and that VCA should provide guidance and resources in overall marketing.

Some important conclusions to date are:

- Our primary market for members is the 55 plus age demographic. This of course competes with the Bowls/Golf market.
- All prospective new members be introduced to croquet through Golf Croquet as it can be played both socially and competitively immediately.
- There are mixed views on school promotions based on mixed results in the past and it is felt that a less fragmented approach was needed in conjunction with the Education Department.
- Further discussion is needed to improve both participation and retention rates. Suggestions include emphasis on exercise and as a no contact sport
- Details of successful club membership promotions should be reported to Croquet Victoria for circulation to all regions and clubs. This could assist other clubs with their own promotions.
- The task of marketing croquet needed to be handled professionally and might require additional outside resources. A tentative budget of \$20,000 has been suggested. The possibility of seeking additional funds through either government grant or through partnership with a university needs to be explored further.
- Continuation of “come and try” days on a coordinated basis has been suggested by some clubs with state – wide publicity in the media including the Victorian Seniors annual booklet.

As a first step, the Committee of Management agreed at its January 2012 meeting to seek a CV member with skills in marketing/media to lead the venture. That person should seek to develop relationships with the various city and regional media with a view to publishing of results of important croquet events. The person should also be able to advise on suitable applicants when we reach the stage of employing a marketing professional.

Our target date to begin implementing the marketing plan is Sept/Oct 2012 and we will endeavour to present a comprehensive plan to the April 2012 Council meeting

Graeme Gallus
5 February 2012