



Minutes of Croquet Victoria Council Meeting
held at Victorian Croquet Centre, 65 Nobel Banks Drive Cairnlea 3023
13 February 2017

1 Attendance

1.1 Present:

1.1.1 Committee of Management:

Jim Clement (President), Kate Patrick (Vice-President), Mike Cohn (Immediate Past President), Sarina Ceva-al-Hewitt (Secretary), Brian Rowe (Treasurer), Lorraine Gutcher James Lynch, Ruth Duffy (Members).

1.1.2 Regional Directors:

Brian Reither (Ballarat & District), Brian Foley (Bayside), Wayne Worlidge (EMCA) joined the meeting at 10:56 am, Jim Saunders (Geelong), Lorraine Gutcher (Gippsland), Kenn Boal (Goulburn Valley), Ian Potter (Murray Valley Alternate), Sarina Ceva-al-Hewitt (North Eastern), Lyn Goodall (Northern), Janet Leckie-Brunton (South East Metro), Barb McKean (South Western), Kate Patrick (Western Metro Croquet & Malletsports), Denise McMillan (Wimmera).

1.1.3 Alternate Regional Directors (non-voting)

Heather Strano (Northern), Maurice Ceva-al-Hewitt (North Eastern), Margaret Kelson (South Western), Ken Amooore (Western Croquet & Malletsports).

1.1.4 Administrator:

Sandra Kastanaras

1.2 Apologies:

Trish Watts (CoM Member), Patrick Hartley (Eastern Metro Director), Janet Richardson (Murray Valley Director).

2 Opening

The President opened the Meeting at 10.35 am, welcoming Ian Potter (Murray Valley Alternate Director) to his first VCA Council Meeting.

3 Minutes of Previous Meeting

Resolved on the motion of Brian Rowe and Mike Cohn 'that the Minutes of 12 December 2016 VCA Council Meeting, distributed 16 December 2016, were accepted as a true record'.

3.1 Business Arising from Minutes of Previous Meeting:

Nil

4 Financial Report

Attached as Annex A

Resolved on the motion of Brian Rowe and Janet Leckie-Brunton 'that the Treasurer's Report be accepted.

4.1 Business Arising from Financial Report:

Nil

5 Consent Items

5.1 Correspondence:

Attached as Annex B

5.2 Reports:

5.2.1 Secretary's Report:

Attached as Annex C

5.2.2 CoM Report:

The amended Minutes of Committee of Management Meeting 17 January 2017 were distributed 8 February 2017

5.2.3 M & P Report:

Attached as Annex D

5.2.4 Sub Committee Minutes Received:

The following M & P Sub-Committee Meeting Minutes were received by the Secretary and available for viewing by Directors upon request.

M & P: Minutes Meeting 7 December 2016

The following World Events Working Group Meeting Minutes were received by the Secretary and available for viewing by Directors upon request.

World Events Working Group: 5 & 19 January 2017, 2 February 2017

The following Association Croquet Selection Sub-Committee Meeting Minutes were received by the Secretary and remain in confidence.

Association Croquet Selection Sub-Committee: 13 November 2016, 11 December 2016

Resolved on the motion of Brian Rowe and Lorraine Gutcher 'that Consent Items be accepted'.

6 Business Arising from Consent Items

6.1 Correspondence:

Nil

6.2 Reports:

6.2.1 Secretary's Report:

Brian Reither queried the item 'Tournament & Fixtures on VCA website', the Secretary noted that this would be deleted at the request of EMCA.

The Secretary noted the addition of item 'Affiliation of Echuca Moama Croquet Club with Goulburn Valley Croquet Association Inc since the report was distributed.

Janet Leckie-Brunton noted that further to the above club affiliating with VCA the Mornington Shire were providing assistance to establish a club at 'The Briars' in Mornington. It was expected to affiliate with SEMCA in the future and play only Association Croquet.

Kate Patrick reported on the status of efforts to establish a croquet club at the Maribyrnong Park Bowling Club. With lawns ready about 20 February 2017, it is expected that this club would affiliate with WMCMA, playing golf croquet initially.

6.2.2 CoM Minutes:

Nil

6.2.3 M & P Report:

Kate Patrick spoke to the M & P Report, outlining the large amount of publicity generated throughout the metropolitan areas by the PR Agency SquareOne, engaged by VCA to update the image of croquet. Also outlined the competition prizes offered in promotion deal with Herald Sun.

Jim Clement noted that upcoming edition of the RACV Magazine would include an article on croquet.

6.2.4 Sub-Committee Reports:

World Events Working Group: Verbal report from Mike Cohn, encouraging members to use the online ticketing system and patronise the in-house catering.

Jim Saunders reported that signage would be erected, requesting spectators to remain behind the mesh fencing for their own safety.

6.2.5 Wimmera Regional Report:

A Verbal Report from Denise McMillan outlining the issues faced by each of the five clubs in the region, and the measures taken to address declining membership.

10.56 am Wayne Worladge (EMCA Alternate Director) joined the Meeting.

7 VCC

The Meeting agreed to address Agenda Item 7.2 prior to Agenda Item 7.1.

7.2 Venue Management Services:

Brian Rowe spoke to the tabled VMS Proposal, the Services Agreement, Referrals and

Briefing Paper.

Kate Patrick queried who would provide croquet support for VMS croquet themed events as mentioned in the VMS Proposal.

Brian Rowe's reply: no event can proceed without VCA approval.

Brian Reither queried whether additional work would be required to meet VMS requirements and Brian Foley queried whether the facility would be suitable as a training venue.

Kate Patrick and Wayne Worlidge wished their objection to the lack of tendering process and risk management assessment undertaken to date to be recorded.

Mike Cohn stated that risk assessment is addressed by the sunset clause in the Agreement and offered to delete the word 'unanimously' from the second last paragraph of the VMS proposal authored by himself and Brian Rowe.

Action Immediate Past-President

Resolved on the motion of Brian Rowe and Mike Cohn 'that an Agreement be prepared with Venue Management Services with a view to commencement of probationary period on 1 July 2017, with a marketing budget of \$5,000.00 in the preceding quarter.

Action Treasurer and Immediate Past President

7.1 VCC Working Group:

Kate Patrick spoke to the Draft Terms of Reference for the proposed VCC Development Working Group, asking the meeting to consider the future of the VCC, considering both the implication of engaging VMS, maintenance of the centre and that it would be useful to have a small group focussed on the usage of the VCC.

Mike Cohn informed the meeting that a lot of what was anticipated that this working party would focus on was already overseen by members of the Committee of Management and our Administrator, that the Licensee and Treasurer must liaise with the group and if formed members are preferably from metropolitan or western metropolitan areas.

The President considered that part of the final report to Council may include the recommendation that a VCC Sub-Committee be formed.

Resolved on the motion of Kenn Boal and Kate Patrick 'that the VCC Development Working Group Terms of Reference be accepted'.

Nominations for membership of the above Working Group to be called for.

Action Secretary

7.3 VCC Roof Repairs/Cracks in wall:

The President wished these Minutes to record a vote of thanks to the Secretary for her efforts to seek a interim waterproofing solution, prior to the commencement of major works anticipated in the Wallbridge & Gilbert Scope of Works to address roof leaks and cracks in western wall.

Resolved on the motion of Kate Patrick and Brian Rowe 'that an interim procedure be drafted to address potential issues caused by any roof leaks, to be in place prior to the 2017 Golf Croquet World Championships'.

7.4 VCA Tournament Winners:

Attached as Annex E

This consolidated list of Tournament & Championship winners was tabled. Secretary requested to include where a listed event was held, if not at VCC. **Action Secretary**

7.5 Optus Communications Tower Lease:

The President spoke to an email received from Daly International (on behalf of Optus) on 9 February 2017, offering an increase in yearly rental from the previously offered \$15,000.00 to \$20,000.00 and indicating that the parties to the lease would be on an equal footing in terms of right to terminate.

Resolved on the motion of Kenn Boal and James Lynch 'that VCA reopen negotiations with Optus re the installation of a communications tower on VCA property'.

Action President

8 VCA

8.1 Draft Budget:

Resolved on the motion of Brian Rowe and Mike Cohn 'that the draft 2017/2018 Financial Budget be adopted with the following amendment - \$5,000.00 VMS marketing expense be included'.

8.2 Club Facilities Survey:

Kate Patrick spoke to this analysis of the survey results and requested Directors to check and come forward with any updates or corrections.

8.3 Ricochet:

Kate Patrick spoke to the briefing paper tabled and requested the Secretary to circulate paper to relevant clubs for feedback.

Action Secretary

Barb McKean reported that SWCA were considering a Ricochet Tournament tentatively scheduled for 16 & 17 September 2017.

8.4 VCA Directors Position Description:

Resolved on the motion of Kenn Boal and Lyn Goodall 'that the VCA Directors Position Description be adopted with the amendment - replace 2015 -2020 (reference to Strategic Plan) with current'.

Secretary to upload this Position Description to website.

Action Secretary

8.5 Strategic Plan Implementation:

Deferred to last item of Meeting.

Kate Patrick requested VCA Regional Directors to discuss with their clubs the topics they would find helpful to have included in the upcoming strategic planning workshops.

Action Kate Patrick/Secretary

8.6 President's Service Award:

Resolved on the motion of Mike Cohn and Brian Reither 'that the President's Service Award By-Law be presented to the next General Meeting of the VCA'.

Action Secretary

The President reported that the first recipient of this Award was Stephen Forster of Belmont Croquet Club as previously approved by Council at its 12 December 2016 meeting.

8.7 VCA Skills Audit:

Resolved on the motion of Kate Patrick and Brian Reither 'that the recommendations from the VCA Skills Audit be adopted with the amendment - 'that the mid-term members of Council' now state' that the mid-term and returning members of Council'.

Action Secretary

8.8 Victorian Child Safety Policy:

After discussion on how clubs could implement this policy, Kate Patrick suggested a few clubs and a region could implement the policy in a 'practical trial mode', bringing feedback to the August VCA Council meeting.

Secretary to communicate with suggested clubs and region to seek feedback.

Action Secretary

8.9 SVSR Annual Report:

The President reported on the meeting between VCA and Supporting Victoria Sport and Recreation representatives on Thursday 15 December 2016, noting that approval was granted to carry over unexpended 2016 allocated funding to 2017.

8.10 VCA Junior Membership Affiliation Fee:

Resolved on the motion of Sarina Ceva-al-Hewitt and Kate Patrick 'that VCA adopts a Junior Membership affiliation fee of \$20.00 per annum, inclusive of insurance levy'.

A Junior Member is defined as under eighteen years of age.

8.11 Association Croquet Selection Sub-Committee Election:

A late nomination was tabled in addition to those forwarded to Directors with the Agenda for this meeting.

The Meeting agreed not to accept this nomination.

The election for the five member Sub-Committee was conducted by secret ballot with Maurice Ceva-al-Hewitt and Val Saunders appointed as scrutineers.

The following members were elected to this Selection Sub-Committee to take office at the conclusion of the 2017 Eire Cup:

Mike Cohn, Brian Foley, John Grieve, Anna Miller and Ruth Duffy.

8.12 Action Items List:

8.12.1 Croquet Facilities Guide

Kate Patrick spoke to the status of this Guide, which when amended will be placed on the Growing Croquet section of the VCA website. Sport & Recreation Victoria have indicated that they will provide a link to the document on the section of the SRV website which provides resources supporting the development of community sporting facilities by local government.

The finalised document will also be printed. It is intended to seek a meeting with relevant members of the Municipal Associations of Victoria to discuss it.

8.12.2 Pro Bono Investment Advisor:

The President reported to the lack of success in the search for someone to take on this position.

9 ACA

9.1 Advice to Council of ACA AGM:

Mike Cohn advised that there were two Notices of Motion to the upcoming ACA AGM:

9.2 New Golf Croquet Handicapping System:

Jim Clement (State Handicapper of Golf Croquet) delivered a powerpoint slideshow to prepare us for the changeover to the New Golf Croquet Handicapping System.

This presentation to be circulated to Directors.

Action Secretary

- 10 Tribunal Outcome:** The President reported that the ruling of the recently convened Disciplinary Tribunal will be communicated via Malletsports.

Action President

The President recommended that Council establish a pool of up to six members, from which three could be chosen when a Disciplinary Tribunal is convened. There was support for this recommendation. To be included on the agenda of the April meeting of Council.

Action Secretary

- 11 Close:** 2.48 pm

- 12 Next Meetings:** CoM 10.30 am, Tuesday, 21 March 2017
Council 10.30 am, Monday, 24 April 2017

Attachments

Annex A	Financial Report
Annex B	Correspondence
Annex C	Secretary's Report
Annex D	M & P Sub-Committee Report
Annex E	VCA Tournament Winners

FINANCE REPORT

1 VCA Financial Performance

- a. The Balance Sheet and Profit and Loss Statement as at 31 January 2017 are attached.
- b. The Budgeted VCC trading loss for the year to 1 March 2017 is \$160,085.
- c. The accumulated loss to the end of January is only \$8,458 which is significantly less than budgeted, mainly due to building repairs not having been started.

2 VCA Bank Accounts

- a. The bank account balances at month end are as per the Balance Sheet.
- b. The monthly change in cash held:
 - i. Total Banks accounts 31 Dec \$217,118
 - ii. Total Banks accounts 31 Jan \$202,100
- c. This represents a decrease in cash held \$ 15,018
- d. The JBWere portfolio holds in:
 - i. Cash \$204,120 (last month \$125,078)
 - ii. Fixed Interest (Dom.&Int.) \$810,568 (last month \$808,661)
- e. There are no immediate overall cash concerns.
- f. DRAW DOWN from JB Were Investment Portfolio. The projected deficit in the current draft of the budget is \$182,365. This will require an additional draw down from the JB Were Investment portfolio. As there is sufficient funds in the VCA bank accounts for the medium term, the actual amount of the draw down can be calculated after the actual operational costs for February and March are known, and approved at the April Council meeting.

3 JBWere Investment Portfolio

- a. JBWere reports show the portfolio has a market value of \$3,764,125 (last month \$3,783,952) as at 31 January 2017.
- b. The change from last month's report is a decrease in portfolio market value of \$19,827 (last month increase \$114,728).
- c. This is not a concern and represents the usual fluctuations in share values.



Brian Rowe,
Honorary Treasurer
7th February 2017

Victorian Croquet Association Inc.

65 Nobel Banks Drive
CAIRNLEA VIC 3023

Appendix 1 to
Annex A to
Croquet Victoria Council
Meeting Minutes
13 February 2017

Profit & Loss [With Last Year]

April 2016 through January 2017

2/02/2017

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	This Year	Last Year
INCOME		
VCA AFFILIATIONS	\$89,633.07	\$81,541.20
ACA AFFILIATIONS/INSURANCE	\$72,514.68	\$66,711.90
MERCHANDISE/PENNANT	\$2,764.50	\$3,028.24
TOURNAMENTS	\$18,510.92	\$6,350.07
MSV	\$4,459.98	\$4,587.31
CATERING/BAR	\$13,538.16	\$11,731.78
PREMISES/COURTS/RENT	\$31,194.12	\$27,575.90
SRV DEP GRANTS	\$18,000.00	\$0.00
World champs Florida Grant	\$0.00	\$2,000.00
DEPARTMENT OF AGING	\$5,300.00	\$12,100.00
INTEREST BANK/JB WERE	\$132,017.44	\$247.85
Total INCOME	\$387,932.87	\$215,874.25
EXPENSES		
ACA AFFILIATIONS/INSURANCE	\$71,426.60	\$67,324.05
ADMINISTRATION VCA	\$43,663.10	\$32,839.14
COMMITTEES	\$7,686.00	\$2,083.45
MSV	\$3,528.95	\$3,069.18
COUNCIL/COM travel	\$2,523.28	\$2,315.53
SRV DEP GRANTS	\$7,421.91	\$1,042.64
DEPARTMENT OF AGING	\$5,795.64	\$9,909.14
TOURNAMENTS	\$18,525.30	\$6,176.76
MERCHANDISE/PENNANT	\$1,768.99	\$353.23
WAGES	\$92,930.96	\$85,848.40
VCC BUILDING	\$74,140.43	\$88,386.20
CATERING/BAR	\$5,066.60	\$4,405.62
VCC COURTS	\$53,134.38	\$47,875.03
STATE TEAMS G & A	\$6,781.82	\$4,144.72
CROQUET EQUIPMENT	\$1,997.29	\$1,635.97
Total EXPENSES	\$396,391.25	\$357,409.06
Operating Profit	-\$8,458.38	-\$141,534.81
OTHER		
Net Profit/(Loss)	-\$8,458.38	-\$141,534.81

Victorian Croquet Association Inc.

65 Nobel Banks Drive
CAIRNLEA VIC 3023

Appendix 2 to Annex A to Croquet Victoria Council Meeting Minutes 13 February 2017

Balance Sheet As of January 2017

Assets

Current Assets		
Bank Accounts		
Bendigo	\$10,001.42	
CBA	\$16,812.51	
CBA Online Saver	\$175,286.17	
Total Bank Accounts	<u>\$202,100.10</u>	
Total Current Assets		\$202,100.10
Withholding Credits		
Accounts Receivable	\$1,404.20	
Total Withholding Credits	<u>\$1,404.20</u>	\$1,404.20
Other Current Assets		
JBWERE - Investment A/c		\$3,764,125.15
Fixed Assets		
Cairnlea - Land/Building	\$5,290,354.22	
Plant & Equipment		
Plant and Equipment	\$189,308.22	
Accumulated Depreciation	<u>-\$96,059.48</u>	
Total Plant & Equipment	<u>\$93,248.74</u>	
Total Fixed Assets		\$5,383,602.96
Total Assets		<u>\$9,351,232.41</u>

Liabilities

Current Liabilities		
Accounts Payable	\$1,678.01	
Total Current Liabilities	<u>\$1,678.01</u>	\$1,678.01
Player Insurance		-\$305.45
Tax Payable		
GST Collected	\$32,987.15	
GST Paid	-\$31,704.04	
Payroll Liabilities	\$4,957.00	
Superannuation Liabilities	<u>\$1,115.12</u>	
Total Tax Payable		\$7,355.23
Total Liabilities		<u>\$8,727.79</u>

Net Assets		<u>\$9,342,504.62</u>
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Equity

Reserves		
General Reserve	\$7,703,572.44	
Asset Revaluation Reserve	\$523,318.94	
Retained Earnings	\$1,124,071.62	
Current Earnings	<u>-\$8,458.38</u>	
Total Equity		<u>\$9,342,504.62</u>

**Annex B to
Croquet Victoria Council Meeting Minutes
13 February 2017**

Correspondence List

5.1	In:	
	Email:	
	6 Dec 16	EMCA request for VCC membership duty statement
		Eucha Moama Croquet Club re sponsorship logo query
	19 Dec 16	ACA-acknowledgment of request to amend AC Handicap procedures Range 18-20
	28 Dec 16	Holiday program invite at Wilson botanic Park Berwick (21/01/17) - taster session
	29 Dec 16	Copy of Tribunal Minutes/Copy of Letter of Reprimand for Correspondence file
	30 Dec 16	ACA - notification of Australian Association Croquet Singles in Tasmania
	5 Jan 17	Judy Stewart - Tournament Referee 2017 Presidents Golf Croquet Eights
	6 Jan 17	Survey Monkey e Bulleting
	13 Jan 17	Request for loan of VCA Court Equipment
	15 Jan 17	SEMCA -Child Safety Policy feedback
	23 Jan 17	Hon John Eren MP -unable to attend the Golf Croquet Championships
	24 Jan 17	VicSport- Tom Dixon - answering query regarding Child Safe Policy
	25 Jan 17	ACA - response to request for Ricochet Rules
	26 Jan 17	ACA - Notice of AGM
	31 Jan 17	Invitation to Government House Tasmania Reception for Eire Cup contingent
	Various	Requests for information about the 2017 World Golf Croquet Championships, venue hire enquiries, Eire Cup team member acceptances, late Seniors Festival feedback, e-Bulletins, Regional Director Position Description feedback, queries about Child Safety Policy, Association Croquet Selection Sub-Committee Nominations
	Hardcopy:	
	Out:	
	Email:	
	4 Dec 16	Grant funding providers distributed to Regional & Club Secretaries
	8 Dec 16	Buildcorp - Tom Craig- follow up on request for VCC builders details
	13 Dec 16	Draft Child Safety Standards to Regional Secretaries
		EMCA - confirmation of croquet court equipment lent
	16 Dec 16	Nomination form for Association Croquet Sub-Committee to all clubs
		Schedule of Regional Reports to Council distributed to Regional Directors
	17 Dec 16	Eire-Cup Player Agreements forwarded
	18 Dec 16	ACA -Consideration by ACA to amend Association Handicap procedure for Range 18-20
	29 Dec 16	Notification of Formal Letter of Reprimand forwarded
		Barker & Barker - quote to print A5 VCA History version- 250 copies
		Various onforwarding of ACA emails to VCA Club Secretaries
	6 Jan 17	VCA Clubs - request for referees for President's Golf Croquet 8's
	15 Jan 17	VCA Clubs re ticketing system
	18 Jan 17	VCA Clubs-request for volunteers to assist at Golf Croquet Championships.
		ACA - request for Ricochet Rules
	21 Jan 17	VCA Clubs - AGM Timetable
	22 Jan 17	ACA - Request for ACA Child Safety Policy

		VCA Clubs - seeking expressions of interest for VCA/Dept of Ageing Liaison Officer
		VCA Clubs located in NSW- CNSW Child Protection Policy
		VCA Selection Sub-Committees - Junior Scholarship nominees
	23 Jan 17	VicSport-seeking definition of 'contact' as relates to Child Safety Policy
	26 Jan 17	VCA Clubs - Notice of ACA AGM
	27 Jan 17	VCA Regional Secretaries and Regional Directors - appointment Schedule
		VCA Clubs - requesting Junior Scholarship Nominations be forwarded to relevant Selection Committee
	2 Feb 17	Buildcorp Commercial Pty Ltd - request for contractors names for VCC construction
		Wallbridge & Gilbert - request for date of finalisation of scope of works
		Hardcopy:

Secretary's Report

VCA History: The addition of the Joyce Ridley's 'A History of Croquet in Victoria 1866 - 1980' to the previously completed 'A History of Croquet in Victoria 1980-2014' is progressing well and clubs will soon be requested to place an order to purchase copies with the Secretary.

Buildcorp Commercial Pty Ltd: Five phone calls and three emails forwarded whilst attempting to secure a report from Tom Craig. As Tom Craig holds the most Senior Position in the Buildcorp Department that handles request such as ours (Builder's/Contractors names for VCC construction) we need to continue to negotiate with him until a satisfactory outcome is achieved.

VCC: Email forwarded to Wallbridge & Gilbert (Consultant Engineers who are preparing the scope of works to address VCC building defects) on 2 February 2017 to request date for delivery of quote for scope of works.

Council Induction Manual: Once the VCA Directors Position Description (item below) has been finalised, this Welcome Pack for new Directors will be amended to included the Position Description and a slight rewrite to address doubling up of information.

VCA Directors Position Description: Formerly the Regional Directors Position this has been redrafted as a Position Description applicable to all VCA Directors, draft attached at Agenda Item 8.4.

As we have had two new members elected to VCA Committee of Management during the past twelve months, who have not have previous Regional Director experience, the redrafting of this Position Description to address the duties of all VCA Directors is appropriate.

Regional Director Appointment Schedule: Distributed to Regional Secretaries and Regional Directors 27 January 2017. Agenda Item 8.6.

Victorian Seniors Festival 2017: Seniors Festival Liaison - Expressions of Interest for this position sought 22 January 2017. No replies received as yet.

Club Facility Survey: Now completed, all clubs have supplied requested information. A analysis of the results is attached as Agenda Item 8.2.

Timetable to AGM: Distributed to Club Secretaries 21 January 2017 and available on VCA website.

VCA Skills Analysis: Fourteen Directors completed this survey. The Vice-President has provided an analysis of the collated results, Agenda Item 8.7.

Victorian Child Safety Policy - The Secretary requested ACA to provide a copy of ACA Child Safety Policy (as required by WCF) on 22 January 2017. Feedback from clubs to the drafts distributed on 13 December 2016 is attached as Agenda Item 8.9.

Croquet NSW Child Safety Policy - CroquetNSW Child Protection Policy distributed to those VCA affiliated clubs located in New South Wales on 22 January 2017.

AC & GC Selection Sub-Committee Junior Scholarships Nomination: Request forwarded to Selections Committees on 22 January 2017 and to VCA Clubs 27 January 2017. Agenda Item 8.12

Sub-Committee Minutes: As per the Committee of Management Minutes 17 January 2017, Sub-Committee Minutes other than Selection Sub-Committee Minutes are available for viewing by VCA Directors, either at the Council Meeting or prior if requested.

Affiliation of Echuca Moama Croquet Club with Goulburn Valley Croquet Association Inc:

The Echuca Moama Croquet Club applied for affiliation with Goulburn Valley Croquet Association, this was approved on 9 January 2017.

A handwritten signature in black ink, reading "Jana Ceresa Hewitt". The signature is written in a cursive style with a horizontal line underlining the name.

**Annex D to
Croquet Victoria Council Meeting Minutes
13 February 2017**

Marketing & Publicity Report

BACKGROUND

The Marketing and Publicity sub-committee's role is to promote the sport of croquet across Victoria. This report summarises our current activities.

CURRENT ACTIVITIES

1. 2017 plans and budget

Budgeted expenditure items for 2017/18 are:

Visit NE Region and provide <i>Growing Croquet</i> materials	460
Publish <i>Croquet Facilities Guide</i>	1500
Pilot training for clubs in social media	3750
Additional trifold leaflets	1050
Attend public events, eg Govt House Open Day [travel costs]	300
Employ casual to publish Vic tournament results to AAP	1700
Video competition	2900
Meet twice face to face during year	200
TOTAL	\$11860

Details are provided in the attachment, which reviews our 2016 activity and proposes a plan for 2017.

2. Government House Open Day, 26 January 2017

Format This year's format was similar to 2016. Participants were introduced to swing and stance using the croquet bobs hoops, then they played a doubles game of Golf Croquet with advice from one of our volunteer coaches. At lunchtime David Wren (Essendon) and Bill Hadden (Brunswick) provided a brief demo of AC.

Members of the public who participated were asked to sign a visitors book with comments and their postcode. It may now be possible to see if any of them later joins a club.

Assistance Regions were invited to nominate two members to assist at the Open Day. A copy of the invitation also went to clubs before Christmas. In the outcome twenty two people assisted, from EMCA (twelve from MCC), Western Metro (four from Brunswick, one from Essendon), SEMCA (two from West Rosebud), Geelong (one from Queenscliff), and Northern District (Macedon Ranges and Beaufort). Thanks to all of them.

We borrowed balls from Sarsfield; a marquee, chairs, tables, hoops, mallets and more balls from Brunswick; mallets from Essendon and MCC; junior mallets from Ivanhoe Park; croquet bobs hoops from Owen Edwards; and a marquee from Monash. Many thanks to these clubs.

Publicity materials Our new flyer and the bookmarks were given to interested participants, and a poster for the Worlds was displayed. Next time it would be useful to have maps showing country and metro clubs.

Feedback 115 people left comments in the visitors book. All were positive; two thirds of them mentioned how much fun they had.

For example:

Very fun. Thank you
It was very entertaining fun
Great game. Thanks for your time
Many thanks! Fabulous fun!!!
Fantastic (I learnt how to do a jump shot)
Magnificent fun. Thx for putting the event on

Source Visitors were mainly from the Melbourne metro area. Just over 40% were from the Eastern suburbs, 23% were from Bayside suburbs, and 20% were from the Western Metro region. A few came from the country (Gippsland, Ballarat, Goulburn Valley) and a couple were overseas visitors.

3. Publicity Officer (GCWC)

This position was advertised via SEEK, Sportspeople, DVSR, the ASC Clearing House, and mumsonline. Fourteen applications were received. Five applicants were considered for shortlisting and three were interviewed by the selection panel (Jim Clement, Helen Worlidge and myself). Sarah O'Brien, of Square One PR, was appointed. She and Jim signed a contract incorporating the standard Square One PR terms with special reference to the Croquet Victoria position description.

Sarah undertook to work a week before Christmas and to start again on 9 January. She is now implementing her plan for the publicity campaign. Highlights to date include:

- stories in local newspapers (Ballarat, Williamstown, Geelong, Brimbank, Essendon)
- a promotion deal with the Herald Sun involving a prize pack and promotion over the week prior to the Worlds
- a pop-up event as part of Melbourne University O-Week
- an event for bloggers with the involvement of several leading younger players, led by Lester Hughes
- Whats On listings in several journals and websites

4. Croquet Facilities Guide

SRV has finally provided input on the draft *Guide*. When it's finalised SRV will publish a link to it on the resources site associated with their sporting development grants. We are proposing to spend some of our next year's budget on producing a glossy illustrated version which will be comparable to similar manuals for other sports.

5. Application for Facilities Planning Grant

SRV has not yet announced the results of this funding round – a decision was expected in January but nothing has come through yet.

6. Video competition

We propose to run this competition again in 2017. We are currently in discussion with the digital teachers association Digital Learning and Teaching Victoria Association about a possible collaboration and competition for Year 9 students in state high schools. If this does not come off we may approach TAFE and University multimedia departments.

7. Growing Croquet

The online resource has been revised and updated. Thanks to Gareth for enabling us to access the web and edit the text directly. Updated PDFs for download will be added to it shortly.

8. Trifold flyer

This was produced before Christmas, meeting the deadline for the SVSR funding. 2000 copies were printed. We are proposing to print a further 4000 in 2017 so that clubs can have up to 3 per member. Thanks to the players who agreed to have their photographs included.

9. Online activity

Sarina has been actively maintaining the Croquet Victoria Facebook page. Likes and followers are currently verging on 100. Stories getting the most purchase have been those about younger players.

Kate has maintained a flow of tournament news on the front page of the Croquet Vic website.

We have been unable to find anyone to harvest results from Croquetscores for AAP.

10. Social media strategy

We are working on a social media strategy for Croquet Victoria. The designer who prepared the new trifold leaflet has provided us with graphics and page designs tying in with themes from the leaflet.

11. Club survey re SVSR funding / 2017 workshops

Croquet Vic has revived its subscription to SurveyMonkey. We have drafted a survey for clubs to gather benchmark information and to find out what clubs would like to tackle at the 2017 workshops. This is currently being circulated for feedback.

12. Subcommittee meetings

The subcommittee has been meeting monthly by Skype. On 28 December 2016 we had a face to face planning meeting in Euroa (a central meeting point). We are planning to schedule two face to face meetings a year.

FOR INFORMATION

Kate Patrick
Convenor, Marketing and Publicity sub-committee

1 February 2017

Attachment A

2016 achievements and 2017 plans against Strategic Plan

Objective	Activity 2016	Plans for 2017
MEMBERSHIP and CAPABILITY	<i>Growing Croquet</i> resource has been maintained and extended. Leaflet for physios and other allied health workers added. Also published in Malletsports and sent to the Australian Physios Association.	Continue to update and extend using material from clubs. Incorporate new section on social media. Add suggestions for monitoring success.
	All regions but North Eastern and Ballarat have now been visited.	Visit North Eastern Regional Association. <i>Cost</i> Accommodation & travel \$400 Hard copy resource \$60
	Resources provided to proponents of potential clubs (Mernda, Wyndham, Maribyrnong Park Bowling Club).	New section of <i>Growing Croquet</i> resource on establishing a croquet club.
	Croquet Facilities Guide drafted, endorsed by Council, submitted to SRV for feedback.	Publish <i>Croquet Facilities Guide</i> taking account of SRV feedback. <i>Cost</i> Design and print \$1500
	Contributed to planning for 2017 club workshops. In process of developing preliminary club survey.	Support workshops. If clubs express interest, pilot training in social media. <i>Cost (for 3 regions)</i> Travel and accomm for 2 \$3750
IMAGE	New croquet recruitment leaflet prepared and printed (2000 copies).	Print and distribute 4000 more leaflets. <i>Cost</i> Production \$1050
	Club publicity leaflets being collected for sharing.	Publish club leaflets online when enough have been submitted.
	Launched video competition. One video was submitted; published on Facebook and via Growing Croquet. Rules, consent form, plans for technical briefing developed.	Run another video competition. <i>Costs</i> Technical training \$2000 Prizes \$900

Objective	Activity 2016	Plans for 2017
	Coordinated Croquet Vic presence at Government House Open Day. 150 people tried out croquet. Demo by two young players.	Run another session on Australia Day 2017. Collect names and postcodes of participants. <i>Cost</i> Travel allowances \$200
	Developed concept and implemented recruitment of a publicity officer to publicise croquet in Victoria on the back of the Worlds. Involved developing a position description, advertising, selection, appointment, contract and management of the appointee.	Work with publicity officer. Monitor and evaluate outcomes using position description as reference point. Consider follow through.
	Maintained news items on Web and Facebook. Increasing audience for Facebook. Strategy drafted for use of social media.	Continue with Web and Facebook activity. Finalise social media strategy and submit for approval. Update Facebook with new images. Hire a casual on an hourly basis to harvest results of Victoria events from Croquetscores and send to AAP for publication. <i>Cost</i> Wages \$1700

Kate Patrick
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Tournaments at VCC

Completed:

- **Croquet NSW Junior Championships; 13 & 14 July 16**
 Winner: Jack Williams (Traralgon)
- **Victorian GC Women's Championships; 13 & 14 August 16**
 Winner: Gail Hopkins (Essendon)
 Runner - up: Patricia Watts (Kew)
- **Victorian GC Men's Championships; 13 & 14 August 16**
 Winner: John van der Touw (MCC)
 Runner - up: Jim Saunders (Belmont)
- **ACA GC Women's Championships; 3 - 6 Sep 16**
 Winner: Alison Sharpe (NSW)
 Runner - up: Gail Hopkins (Vic)
- **ACA GC Men's Championships; 3- 6 Sep 16**
 Winner: John van der Touw (Vic)
 Runner - up: Martin Clarke (WA)
- **Australian Interstate Shield; 7 - 11 September 16 Perth Western Australia**
 Winner: Victoria
 Runner - up: Western Australia
- **Victorian AC Handicap Championships; 17 & 18 Sep 16**
 - **Range 0 - 6**
 Winner: Ian Petersen (Belmont)
 Runner - up: David Johnston (Ballarat Alexander)
 - **Range 7 - 11**
 Winner: Greg Hill (Brunswick)
 Runner - up: Roger Lee (Brighton)
 - **Range 12 - 16**
 Winner: Paul Lund (Williamstown)
 Runner - up: Reen Hancorne (Monash)
 - **Range 18 - 20**
 Winner: Mark Wilson (Brunswick)
 Runner - up: Cheryl O'Dwyer (Yarrawonga)
- **Victorian AC Women's Invitation; 17 & 18 Sep 16**
 - **Winner:** Patricia Devlin (Castlemaine)
 - **Runner - up:** Kerri-Ann Organ (Belmont)
- **ACA GC Under 21 Championships; 23 - 25 Sep 16**
 Winner: Jack Williams (Traralgon)
 Runner - up: Charlie Sharpe (NSW)
- **ACA AC President's Eights; 7 -10 Oct 16**
 - **First Eight**
 Winner: Robert Fletcher (Lismore)
 Runner - up: Malcolm Fletcher (Lismore)
 - **Second Eight**
 Winner: Kevin Beard (Essendon)
 Runner - up: Claire Basset (NSW)
 - **Third Eight**
 Winner: Kenn Boal (Rich River)
 Runner - up: Janine Hawker (WA)
 - **Women's Eight**
 Winner: Virginia Amey (Norwood)
 Runner - up: Gail Hopkins (Essendon)

- **Victorian GC Seniors Championships; 11 & 12 Oct 16**
 Winners: Terry Brown & Jaime Veiga (Brimbank)
 Runner - up: Lilian Jury and Joyce Woods (Brimbank)
- **Victorian AC Seniors Championships; 11 & 12 Oct 16**
 - **Event 1**
 Winner: Bob Roycroft (Eastern Park)
 Runner - up: Eric Miller (Belmont)
 - **Event 2**
 Winner: Helen Fewtrell (Queenscliff)
 Runner - up: Marie Calthorpe (Williamstown)
 - **Event 3**
 Winner: Gwenda White (Eastern Park)
 Runner - up: Reen Hancorne (Monash)
- **Victorian AC Divisional Championships; 22 Oct 16**
 - **Range 0 - 6**
 Winner: Ian Petersen (Belmont)
 Runner - up: David Johnston (Ballarat)
 - **Range 7 - 11**
 Winner: Greg Hill (Brunswick)
 - **Range 12 - 20**
 Winner: Paul Lund (Williamstown)
 Runner - up: Eileen Gough (Belmont)
- **ACA GC Handicap Championships; 24 -30 Oct 16**
 Winners: Peter Moffat (Albury) & Doug Leabeater (NSW)
- **Victorian AC State Squad Doubles; 29 & 30 Oct 16**
 Winner: Unknown
 Runner - up: Unknown
- **Victorian AC Men's Championships; 11 - 13 Nov 16**
 Winner: Stephen Forster (Belmont)
 Runner - up: Rod Kirk (Golden Square)
- **Victorian AC Women's Championships; 11 - 13 Nov 16**
 Winner: Anne Quinn (Yarrawonga)
 Runner - up: Lois Kirk (Quarry Hill)
- **ACA AC Open Doubles Championships 19 - 21 Nov 16**
 Winners: Robert Fletcher & Malcolm Fletcher
 Runners - up: Ian Dumergue & Stephen Forster
- **ACA AC Open Singles Championships 22 - 27 Nov 16**
 Winner: Robert Fletcher (Lismore)
 Runner - up: Malcolm Fletcher (Lismore)
- **Victorian GC Handicap Doubles Championships; 2 Dec 16**
 Winner: Jim & Val Saunders (Belmont)
 Runner - up: Ian Petersen & Eileen Gough (Belmont)
- **Victorian GC Handicap Singles Championships; 3 & 4 Dec 16**
 Winner: Anthony Dask (Elsternwick)
 Runner - up: Ian Petersen (Belmont)
- **Victorian AC Selectors Invitation; 10 & 11 Dec 16**
 Winner: Terry Hopkins (Essendon)
 Runner - up: Anna Miller (Belmont)
- **ACA AC Bronze Medal; 10 & 11 Dec 16**
 Winner: Stephen Forster (Belmont)
 Runner - up: Simon Watkins (Brighton)

- **Victorian AC Open Doubles Championships; 28 & 29 Dec 16**
 Winner: Robert Fletcher (Lismore) & Malcolm Fletcher (Lismore)
 Runner - up: Claire Bassett (NSW) & Dwayne McCormick (SA)
- **Victorian AC Open Singles Championships; 30 Dec 16 - 2 Jan 17**
 Winner: Robert Fletcher (Lismore)
 Runner - up: Simon Hockey (Jamestown)
- **Victorian AC Silver Medal; 14 & 15 Jan 2017**
 Winner: Bill Hadden (Brunswick)
 Runner - up: Terry Hopkins (Essendon)
- **Victorian AC Bronze Medal; 14 & 15 Jan 2017**
 Winner: Anthony Dask (Elsternwick)
 Runner - up: Kevin Maloney (Bright)
- **VCA Australia Day Challenge; 26 Jan 2017**
 - **Section 1**
 Winner: Ian Petersen (Belmont)
 Runner - up: Darren McLoughlin (Deniliquin)
 - **Section 2**
 Winner: Robert Bennie(Frankston)
 Runner - up: Chris Eiffert (Golden Square)
 - **Section 3**
 Winner: Claire Keating (Williamstown)
 Runner - up: Ruth Duffy (Corowa Civic)
- **Victorian GC Open Doubles; 27 - 29 January 2017**
 Winner: Kevin Beard (Essendon) and Darren McLoughlin (Deniliquin)
 Runner - up: Ian Petersen and Michael McKenzie (Belmont)
- **Victorian GC Open Singles; 27 - 29 January 2017**
 Winner: Kevin Beard (Essendon)
 Runner - up: Chas Quinn (Yarrawonga)
- **Victorian GC Plate; 27 - 29 January 2017**
 Winner: Patricia Watts (Kew)
 Runner - up: Eric Miller (Belmont)

Upcoming:

- **ACA Golf Croquet President's 8s; 3 - 5 Feb 2017**
- **Victorian AC Country Week @ Swan Hill; 7 - 9 Feb 2017**
- **WCF GC World Championships U21; 18 - 23 Feb 2017**
- **WCF GC World Championship Qualifiers; 20 - 22 Feb 2017**
- **WCF GC World Championships; 25 Feb - 5 Mar 2017**
- **Victorian AC Victoria v Victoria A; 11 - 12 Mar 2017**
- **ACA AC Gold & Silver Medals; 18 - 21 Mar 2017**
- **ACA AC Men's & Women's Singles; 18 - 21 Mar 2017**
- **ACA AC Eire Cup; 22 - 26 Mar 2017**
- **ACA GC Bronze Medal; 31 Mar - 3 Apr 2017**
- **ACA GC Selectors Invitation; 31 Mar - 3 Apr 2017**