



AUSTRALIAN CROQUET ASSOCIATION

SPECIAL GENERAL MEETING - DISCUSSION FORUM

MINUTES

Monday 17 September, 2018

Newcastle National Park Croquet Club, 9.15am

Present:

Delegates

NSW – Brenda Wild
VIC – Jim Clement
QLD – Apology
SA – Barry Haydon
WA - Alan Sands (left the forum at 10.55am)
TAS – Peter Tacey

2018 Board

Megan Fardon, Chair
Mike Cohn, Deputy Chair
Don Close, Treasurer
Graeme Thomas, Secretary
Tony McArthur
Jim Nicholls

Apologies

Mary Marsland
Doug Williams

Attendees

Murray Tinker (guest speaker – left the forum after item 1)
Jacky McDonald
Alix Verge (joined the forum at 9.40am)

AGENDA ITEM 1 – University Ambassador program

Guest speaker - Murray Tinker

Murray presented a summary. ASC does not have funding. Form a relationship with universities. Build up a youth base for any chance of funding. Murray approached UniQld. Project created with students. Age was a barrier for youth attending local clubs. Needs a different approach. Concept of Uni ambassador proposed. There would be a cost. Ambassador would create a club or group playing a competition of some sort possibly against another Uni. Aim is to get into “Uni games”. Focus on social aspect.

Uni promotion has been attempted in various forms in other States but no followup interest.

Don Close suggested an initial budget of around \$15,000 from ACA to promote the program. This funding focus would be more cost-effective than a mass marketing program.

There was support for a trial in Qld. The ACA Board will advance the concept in liaison with Murray.

AGENDA ITEM 2 – Player behaviour at National and International events

This issue follows June item on website. Concern exists about some behaviours. Need to apply more formal process in player protection policy. Rob Murray to be Complaints Officer. Code of Conduct needs a disciplinary process.

AGENDA ITEM 3 – ACA Member database

ASC wants a member list held by ACA for aggregating purposes. Issues with confidentiality. ACA needs to define fields to be held. ACA to identify fields and look at confidentiality aspects.

AGENDA ITEM 4 – ACA marketing training for digital platforms and social media.

Victoria is looking at training. ACA needs a media person. New website will feed into other media. Currency of material is important.

AGENDA ITEM 5 – Business or Strategic Plan update

Our primary issue is the website.

Update – new strategic plan will be released on the new website.

Youth program – need to decide who should go to NZ to understand their program.

Database of members – in progress.

Coaching and development – on-going.

Merchandising – looking at one supplier.

Policy review – utilising Parbery Consulting who are working on the process.

AGENDA ITEM 6 – Update to timeline for finalising higher levels of coaching beyond foundation level.

Greg Whymark is trying to get a meeting together – likely for November.

AGENDA ITEM 7 – Sport Australia – National Sport Plan

ASC has rebranded itself. Five key priorities. Olympic sports is down the agenda now. There is a focus on the older demographic. Victoria is using a state grant to develop video promotions for medical professionals to view and use.

Croquet due for review with ASC in December.

AGENDA ITEM 8 – Including double results on handicap cards for AC and Ricochet.

GC already records doubles and NSW now using handicap cards for Ricochet doubles. Not necessarily the need for AC because of less interaction and limited doubles play.

ACA to review NSW system for Ricochet.

AGENDA ITEM 9 – Other Business

- Ethnic diversity – need to work with ethnic groups such as Muslim community. Their women cannot play contact sports so croquet is ideal. Gateball also fits the model. Some parents are also avoiding contact sports for their children. Need a targeted marketing package. Alix Verge is willing to work on the project.
- New rule book for Ricochet. Request made to Qld and Don Close will follow up.
- New logo – part of strategic plan for ACA to review our logo. Seek States view on adoption of NSW style logo. Some issues with look of NSW styling. ACA to circulate for comment.
- Sporting Schools Australia – (sportingschools.com). ACA to discuss and circulate information.
- New GC rule books - need 5,000 printed now.

AGENDA ITEM 10 – Meeting Closed 11.55am