

**MELBOURNE UNIVERSITY SPORT BOARD
MEETING 1/2015 – 19 FEBRUARY 2015**

The minutes of meeting 1/2015 of the Melbourne University Sport Board was held on Thursday 19 February 2015 at 6.00pm in the Boardroom at MU Sport.

PRESENT:

Mr Geoff Rees (Chair)
Professor Margaret Abernethy
Dr Lynne Williams
Mr James Sutherland
Mr Andrew Gillies
Professor Richard James
Dr Mitchell Anderson

APOLOGIES:

None

IN ATTENDANCE:

Mr Tim Lee (Director)
Mr Adrian Collette
Mr Grant Williams
Ms Kate Roffey
Mr Jean-Luc Garlick (Secretary)

Mr Rod Warnecke
Mr Alex Affleck
Ms Joy Villalino
Ms Elizabeth Tregoning (note taker)

1. WELCOME, APOLOGIES AND INTRODUCTION

1.1 Welcome

The Chair welcomed members and observers to the meeting and noted the presence of incoming Board members Ms Roffey and Mr Williams who had been invited to attend to contribute to the discussion on the *Strategic Plan Review*.

1.2 Apologies

There were no apologies.

1.3 Minutes from previous meeting

The minutes were passed as a true and accurate record.

1.4 Confirmation of Circular Resolutions

There were no circular resolutions to confirm.

1.5 Business Arising/Action Item Updates

1.5.1 Strategic Plan Review

The Strategic Plan Review had been included in the agenda for discussion.

1.5.2 Sporting Club Funding Review

The Sport Club Funding Review Discussion Paper was not ready for presentation at the meeting.

2. MATTERS FOR DECISION

There were no matters for decision

3. MATTERS FOR DISCUSSION

3.1 Sport Strategic Plan Review

The Director presented the *Strategic Plan Review Discussion Paper* and *Draft Strategic Plan 2016 - 2020*.

The Director reported that the Sport Strategic Plan Review commenced in July last year with workshops and meetings conducted by the consultant with the management, staff and stakeholders. A progress report was presented to the Club Forum and the Board late in 2014 and the feedback incorporated into the discussion paper. The purpose of the discussion paper was to seek additional feedback from stakeholders prior to the preparation and adoption of an updated *Strategic Plan* later in the year.

The discussion paper noted that the Board and staff had made significant progress in raising the profile of Sport within the University over the last five years as a result of the focus provided by the current *Plan* in guiding actions and strategies. Most of the 40 objectives outlined in the *Plan* had been achieved or significant progress made and those that remain were still relevant for the future plan.

The major highlights included a significant growth in participation in sport, fitness or recreational activities and an increase in visitor numbers to sporting facilities. The University was recognised as the leading Group of Eight (Go8) university for student participation in 2013 and future strategies needed to focus on continuing to improve the number of students engaging in regular physical activity by removing the remaining obstacles to participation.

Performance had remained relatively steady at Australian University Games (AUG) and Championships and the Australian Boat Race had been a successful initiative with the competition format an emerging opportunity. The number of elite student athletes had doubled since 2010 however local and international universities were becoming more aggressive in identifying and recruiting student athletes and an increasing number were moving interstate and overseas. An improved range of policy and support mechanisms needed to be put in place to attempt to reverse this trend and to maintain the level of sporting performance.

The performance of competitive sporting clubs had continued to be steady but few were competing at the highest level, or were doing so with a great deal of success, and the level of student participation did not appear to have increased. The review suggested that the University was attracting enough talented student athletes for the clubs to be able to compete at a higher level and/or be more successful whilst also improving the number of students participating at the highest level.

There had been a steady improvement in the financial performance of the organisation and the level of financial support from the University with a recent

\$14M building program completed. The establishment of the Sport Foundation and the increase in fund raising activity had been a significant achievement.

A stable and strategic Board and effective management and staff team had been critical to the success of Sport over the last 6 years and the numerous references to sport in *The Green Paper*, which was the first time that sport has appeared in a University Strategic paper, highlights the increased profile of sport within the University.

The Director outlined current and possible future trends in student activity utilising Australian Bureau of Statistics (ABS) data that highlighted the differences between genders, age groups and the type of activity. The data suggested that activity levels were increasing in the key demographic (15 – 24 years) with a clear distinction between organised activities and those activities that were unstructured.

It is more likely that females engaged in unstructured activities which were increasing and that males engaged in organised activity which had remained static. Sport had been able to respond to the recent rise in the level of unstructured activity and needed to continue to work with stakeholders to increase the opportunities for students to participate more regularly in both unstructured and structured activities.

The emergence of the *Australian Boat Race* which provided an opportunity to don the colours, cheer the University and develop an *Esprit de corps* had emphasized the role that sport plays in the USA in improving the campus experience and providing a vital connection to the alumni that drives benefaction. The increasing need for Australian institutions to explore benefaction may provide an impetus for additional national university head to head or league sporting competitions to stimulate interest from the alumni. University and corporate support would be required to conduct these competitions and the ability to recruit and support student athletes would also be critical.

The report highlighted that over 400 student volunteers lead, manage and coach over 100 competitive club and representative teams and provided a diverse range of recreational and instructional activities during the year. Many of the student athletes had also been involved in programs that raised aspiration amongst underrepresented groups in the community. Sport provided a unique platform to showcase exceptional leadership and the deeds and achievements of the students and alumni actively engaged in their community and representing their country enhanced the reputation of the University. Sport needed to continue to support student aspiration and the development of tomorrow's leaders.

The Director outlined some of key messages from the report underlining the importance of sport to the University. The sport facilities and programs create a sense of belonging and reduce student isolation, encouraged community service and raised aspiration from underrepresented groups. International, exchange and increasingly local students expected that sport facilities and programs were important elements of a quality campus experience. In an expanding global market place sporting facilities and programs could be a significant point of difference and created a competitive advantage.

The review concluded that the focus and major elements of the current *Plan* were still relevant and it was recommended that the framework be updated and that the

MU Sport Board and Management team determine the detailed elements reflecting the new and emerging opportunities. The Board and management would need to ensure that they continued to be effective in championing Sport so that sufficient financial and in kind support was provided for facility development and programs.

The Director outlined that the discussion paper would be made available to the University community and other stakeholders with a deadline of 4 weeks after the date of distribution for comments to be received.

The Board discussed the paper and acknowledged the achievements over the last six years. It was agreed that the Executive Summary needed to be more aspirational and to more adequately reflect the achievements and progress captured in the body of the report. The report format also needed to engage the stakeholders by asking specific questions about the proposed strategies. The Director undertook to review the Summary with the consultant prior to distribution.

Action: That the Strategic Plan Discussion Paper Executive Summary be revised

The Director presented the *Draft Sport Strategic Plan 2016-2020*. The Director outlined that the draft *Plan* would normally be prepared and presented after the discussion paper had been circulated for feedback but as many of the current Board would not be continuing it was determined that an early version be prepared for consideration at this meeting.

The consultant had recommended that the structure be retained with Participation and Performance as the *Engagement Pillars* including key *outcomes* that the plan would be measured against. The *enablers* would contain the specific strategies that support the *pillars* to provide a clear link between both. The *enablers* would include the remaining relevant strategies from the previous plan but also include additional spectator opportunities, leadership and student engagement opportunities identified in the discussion paper.

The Board discussed the structure and detail of the plan and recommended a range of additions. The Director undertook to include the suggestions in the next draft which would be brought back to the Board once the discussion paper had been distributed.

4. MATTERS FOR NOTING

4.1 2014 End of Year Finance Report

The Board noted the 2014 End of Year Finance Report.

At this point several Board members indicated that they needed to leave the meeting so it was agreed to carry all business over to the next meeting so that presentations could be made to the departing Board members.

4.2 Annual Review Presentation

The Annual Review Presentation was not presented.

4.3 Director's Report

The Director's report was noted.

5. MEETING FINALISATION

4.1 Meeting Close

The Director thanked the outgoing Board members for their efforts in setting and guiding the vision for Sport at the University. The departing Board Members (The Chair, Mr. Sutherland, Dr Williams and Dr Anderson) were each presented with a plaque in appreciation of their efforts.

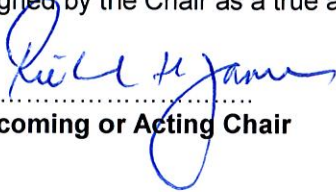
The Chair thanked the Director for his support and leadership of the organization during his term as well as the Managers and fellow Board members for their contribution to Sport at the University.

The meeting closed at 8.00pm

4.2 Next Meeting

The next meeting would be on held Thursday 7 May at 9.00am.

Signed by the Chair as a true and accurate record:


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Incoming or Acting Chair

7/5/2015
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Date