

CLUB ADVISORY GROUP

22 October 2020

The minutes of meeting 2/2020 of the Club Advisory Group held on 22 October 2020 at 6.00pm via Zoom.

PRESENT:

Mr Tim Lee (Director of Sport)
Ms Rosemary Bissett (Volleyball)
Mr Bob Girdwood (Football)
Ms Olivia Honore (Boat)
Mr Maciej Necki (Underwater)
Mr Michael Owen (Soccer)

APOLOGIES:

Ms Jodi Kelly (Touch Football)

IN ATTENDANCE:

Mr. Rod Warnecke (Sport Development Manager)
Mr Tom Mullumby (Club Coordinator, Secretary)

1. WELCOME, APOLOGIES AND INTRODUCTION

1.1 Welcome

Mr. Lee welcomed all present and thanked those who volunteered their time with the Club Advisory Group.

1.2 Apologies

Ms. Kelly was listed as apologies

1.3 Minutes from previous meeting

Mr. Warnecke advised a minor amendment from the previous minutes, that Ms. Bissett was an apology instead of as listed Ms. Kelly.

1.4 Business arising/action items from previous meeting

Mr. Warnecke noted that previous action items have been completed. International Sporting Opportunities Guideline has been updated to incorporate language for international groups wanting to travel to Australia. The Club Trip Register was updated to incorporate Club Advisory Group Feedback and was communicated in the October Club Operations Memo.

2. MATTERS FOR DECISION

3. MATTERS FOR DISCUSSION

3.1 Club Performance Strategy and Club Feedback.

Mr. Warnecke introduced the Club Performance Strategy Discussion Paper, as well as feedback received from Mr James Stewart (Hockey) and Mr Bob Girdwood (Football). Pathway development program's were highlighted at aiding new students transitioning into clubs. Mr Warnecke suggested the aim is to see these students progress and hopefully make in into club's first teams. Mr Warnecke gave an example of having a student focused team and looking at duplicating examples that work in other clubs. Ms Honore highlighted the importance of coaches and other athletes promoting the benefit of studying at the University. Mr Warnecke suggested pathways and academies will go hand in hand with one another. Mr Lee highlighted the important element is elevating a student focused team in a club structure which is of near equal significance as the club's top team and look to give it similar resources. Ms Bissett like the concepts but highlighted the level of variability that can occur in teams year to year. Some schools already channel student-volleyballers to the University. Ms Bissett added that pathways and academies can only work hand in hand with other suggested actions. Ms Bissett said without top-performance teams will continue to lose students to National pathways and international universities. Mr Owen suggested that what pathways look like will be very sport dependent. Mr Owen gave examples of competitions timing starting during O Week and having a focus of trying to place students at the most level suitable for them and then look to progress. Soccer had 47% of top team players current students with this strategy. Mr Owen added the need for flexibility for students good enough to progress above pathway teams, and students may not get the most out of sessions if placed with other students who are not of similar skill levels to one another. Ms Bissett added the difficulty of transporting students around and having alumni or community members they often play this role. Mr Girwood added despite commitment to compete for the full season, many students will disappear during the semester break. Football have had their under 19's teams as their primary source of recruitment, however over the last 10 years have found it more difficult to recruit as the level of professionalism (noting still an amateur competition) continuing to increase requiring further focus on external first team supplementation. Ms Bissett highlighted the important linkage with off shore recruitment and overseas Universities. Mr Girwood added the same importance with country Victoria regions. Mr Owen suggested variability in sports to achieve success, where younger faster Soccer players may be ready to play in the first teams where Rugby players may need years of bulking up.

Mr. Warnecke introduced the concept of academies looking to align with getting talented year 10-12 secondary school student-athletes aspiring to study at the university. Mr Warnecke suggested this as an alternative to setting up bona fide junior programs and reducing the associated compliance issues. Mr. Lee suggested academies would be a way of getting a taste of what our sports clubs offer, particularly with parents so that there will be aspiration to study. Mr Girwood suggested the Cricket Club case study was pretty generous for what would actually be required to set up a proper academy. Mr Girwood added an academy would need to be carefully run to not create angst for people thinking they are signing up for a product which is different to what is delivered. Ms Bissett was supportive of academies and Volleyball have done similar with St. Bernard's and seen many players come through and into the University. School support for

programs are an integral part for their success. Mr Girwood suggested linking with local country towns to run clinics to create connectivity. Mr Girwood asked if MU Sport would play a marketing and awareness role distributing information to schools. Mr Warnecke agreed that MU Sport could play an important role in improving commentary, such as working with Global Mobility for offshore recruitment. Mr Necki said the missing piece in the strategy is in regard to the marketing element. Mr Necki suggested that the University culture can be a bit sterile and need to build more of a legend, that there should be more marketing on the great things that clubs do and create a larger hunger for people to be a part of them.

Mr Warnecke introduced the scholarship strategies, where there is hope capacity to provide could be developed through club alumni. Mr Warnecke explained the case study where Hockey used their foundation to provide free club membership and fitness center access. Mr Girwood suggested the strategy should incorporate elements that are already provided. Ms Bissett agreed that scholarships are very important and why Volleyball have been working hard around their chapter. Ms Bissett added the importance of facility access. Mr Girwood added that the Football club play in an amateur competition so providing support to the areas that are possible such as pool and gym access, suggesting anecdotal feedback is that it is too expensive at the moment. Mr Girwood suggested could look at more 50/50 arrangements where there are co-contributions. Mr Warnecke added packaging these support elements up and calling a scholarship is important. Mr Owen added the importance for club connectivity for scholarships.

Mr Warnecke introduced the focus on administrators and coaches with the desire to invest recruit and retain high quality people in these programs. Ms Bissett agreed the importance to invest in coaches with the difficult element hanging on to them. Ms Bissett suggested encouraging commitment or co-contributions (i.e for upskilling courses) from individuals when we are investing in them. Ms Bissett added we shouldn't think too narrowly and should add elements such as members who want to go on a professional pathway for referees. Ms Bissett added other elements where can look to leverage and co-invest in clubs, giving the example for technology to film sessions in the stadium. Ms Bissett added the University club culture attracted interest from coaches who want to work in such a positive environment.

Mr Warnecke suggested the student quota discussion was an important conversation starter hoping to ensure sporting clubs remain for students first and foremost. Mr Warnecke acknowledged alumni certainly contribute expertise knowledge and dollars. Mr Owen added being City of Melbourne tenants meant clubs needed to also be meeting their requirements, such as community focus and junior participation. Mr Girwood suggested the figures in the discussion paper were unworkable and would be detrimental to successful clubs. Ms Bissett agreed that without non-student high performance athletes we often wouldn't be getting a seat at the table for performance levels, and such a quota would be turning ourselves into social focused clubs. Ms Bissett highlighted the variability year to year. Ms Honore suggested such quotas would be

detrimental to the boat club, suggested starting low and building up. Ms Honore said community members seeing first hand additional support for students can be an incentive for people to consider further study at the University, and if we were to shut people out we would risk shooting ourselves in the foot. Mr Lee said that there is a fine balance between a performance strategy and ensuring clubs are for students and achieving both over time. Mr Lee suggested such numbers could be targets rather than quotas. Mr Lee acknowledges the points and would look to set targets based off what is achievable. Mr Lee added the paper is not looking to exclude current members, rather focused on what we do to engage future students.

The Club Advisory Group reviewed the feedback that was received from the Hockey Club. There was an acknowledgment of the role non-students can play. Mr Girwood suggested having targets that are one size fits all may be detrimental, suggesting one key volunteer can provide more to the club than three paid administrators. Mr Lee suggested the principle around administrators is to help clubs have good IP, if this is kept through volunteers in certain cases this would achieve this goal. Mr Lee wanted to ensure MU Sport played an important role supporting clubs around compliance and administration.

Mr Girwood asked what the next steps with the strategy were. Mr Warnecke said will take on feedback and reshape into a Club Performance Strategy and share with Board, with the aim to share with clubs in the first Operations memo next year. Mr Girwood asked if this final version could be shared with the Club Advisory Group. Mr Lee was not uncomfortable with the idea.

Action

Incorporate feedback on the Discussion paper to develop a Club Performance Strategy to go to Board and once finalised shared in the February Club Operations Memo 2021.

3.2 Club Office Bearer's Survey

Mr Warnecke introduced the updated version of the Office Bearer survey, suggesting it has grown this year with the aim of wanting to test more ideas with clubs, including some questions that are introspective and self-reflective. Mr Warnecke added that MU Sport is looking to further asses how our services are helping and impacting clubs, but not wanting the survey to be a burden and still should be completable within 10-15 minutes.

Mr Necki noticed that risk appears twice in both self-reflection and service sections and may want to consider condensing into one section. Ms Necki suggested to add a self-reflection on how inclusive the club felt it was or how well a part of the University Community the club feels it is. Mr Owen said the survey is fine and it is not prohibitively long. Ms Bissett suggested asking around initiatives such as indigenous sport or testing new ideas such as environmental sustainability. Mr Owen added there is always club annual strategic meetings to go into more club specific detail to

get more feedback.

Action

Incorporate feedback to update survey and distribute to Club Office Bearers.

3.3 Cheerleading Club Name Change Request

Mr Warnecke outlined the steps that have been taken in how the Cheerleading Club have come to the desire to change their name and the investigation and consultation with Dancesport Club that has occurred to date. The Cheerleading Club have desired the change as the sport has grown in activity types, adding looking for clubs to align with the name of the national sporting organisation, with a principle to try and align club names with their national bodies. Mr Warnecke suggested that through this process will look to incorporate some language on the MU Sport webpage to help alleviate any concerns and understanding for prospective members. Ms Bissett thought the request was reasonable. Mr Necki and Mr Owen seconded.

Resolution

Club Advisory Group supports the Cheerleading Club request to rename and rebrand as the Cheer and Dance Club

Action

Confirm name change with Executive Managers. Communicate the support of the name change to the Cheerleading Club and assist as appropriate with rebranding and logistics.

4. MATTERS FOR NOTING

4.1 Sport Development Report

Mr Warnecke presented the Sport Development Report as an item that will look to make as part of Club Advisory papers going forward. Mr Bissett asked for if there were any updates in terms of system support. Mr Warnecke explained have progressed providing financial system support to Rugby club and keen to widen pilot with more clubs being involved, having discussions with a few at the moment. Mr Warnecke suggested membership system support has been more complicated with a scoping project for what is required and the current membership software usage. Mr Warnecke added the University has flagged future plans of the University to roll out a wider system.

5. MEETING FINALISATION

5.1 Next Meeting

Next meeting to occur date TBC

Action Sheet 2/2020

Minute no.	Item Title	Action	Person/s Responsible	Current Status
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3.1	Club Performance Strategy and Club Feedback.	Incorporate feedback on the Discussion paper to develop a Club Performance Strategy to go to Board and once finalised shared in the February Club Operations Memo 2021.	Rod Warnecke	Completed
3.2	Club Office Bearer's Survey	Incorporate feedback to update survey and distribute to Club Office Bearers.	Tom Mullumby and Rod Warnecke	Completed (2020 survey not distributed due to COVID-19)
3.3	Cheerleading Club Name Change Request	Confirm name change with Executive Managers. Communicate the support of the name change to the Cheerleading Club and assist as appropriate with rebranding and logistics.	Tom Mullumby	Completed