

MELBOURNE UNIVERSITY SPORT ADVISORY BOARD
MEETING 4/2020 – 12 November 2020

The minutes of meeting 4/2020 of the Melbourne University Sport Advisory Board held on Thursday 12 November at 11:30am via Zoom.

PRESENT:

Professor James Angus (Chair)
Professor Kerri-Lee Krause
Professor Sarah Biddulph
Professor Richard James
Ms Lara McKay
Mr James Marburg
Ms Alex Lawlor
Ms Joanna Weston
Mr Shawn Ingle
Ms Anna Traill

APOLOGIES:

IN ATTENDANCE:

Mr Tim Lee (Director)
Mr Jean-Luc Garlick
Ms Julie Caundle
Mr Eugene Toh (minute taker)
Mr Matthew Keen for item 1.3
Mr Aaron McNaughton for item 2.2
Ms Bridgid Junot for item 2.3 and 2.4

1. WELCOME, APOLOGIES AND INTRODUCTION

1.1 Welcome

The Chair welcomed all present and provided an acknowledgement of country.

1.2 Apologies

No apologies were listed.

1.3 Club Presentation – Water Polo Club

The Chair welcomed Mr Matthew Keen, President of the Water Polo Club. Mr Keen described the Water Polo's focus on creating a welcoming and inclusive sporting environment over the last five years which has increased the club's participation and performance. Demographically, the club now has a 50:50 male to female gender split.

Led by their Vice-President and in conjunction with the previous MU Sport Pride and Diversity Coordinator, the club made significant achievements in the Pride space in 2020. This included a partnership formed with the Melbourne Surge and the merging of their two women's programs to facilitate more participation opportunities for members. Water Polo also hosted their first Pride Round and participated in the signing of the MU Sport Pride Pledge. In recognition of these initiatives and more, the club was nominated as a finalist for the Community Sport Award at the 2020 Pride in Sport Awards in September.

Mr Keen provided an overview of Water Polo's performance achievements including the women's team winning the State League 2 Winter competition four years straight since 2016. The team has since been promoted to the State League 1 competition and finished 5th in 2020. Despite this success, attracting high performance interstate players to the University has been challenging as there is no National League Water Polo club in Victoria at present. The club is working with Water Polo Victoria to ensure this is an opportunity in the future.

Professor Krause highlighted the Colleges appetite for engaging more students through sporting activity and offered support for the club to pursue this strategy. This could be a conversation between MU Sport, Student Life and Water Polo in the future. Ms McKay also offered to discuss this with a member of the club who is currently an Ormond College student.

Ms Lawlor asked whether there are closer facilities which meet their club training requirements noting the travel required to Melbourne High School. This was confirmed however the challenge is competing with other water polo clubs in Victoria for these spaces. The club currently has an ongoing arrangement with the school affording them the convenience of weekly training.

The Chair thanked Mr Keen for his presentation.

1.4 Minutes from the previous meeting

The minutes were accepted as a true record.

1.5 Business Arising/Action Item Updates

Action items from the previous meeting were included in the November Director's Report and the Charter Review was circulated after the last meeting.

2. MATTERS FOR DISCUSSION

2.1 Return to Campus Update

The Director welcomed all present and provided an overview of the organisation's continued return to campus. Outdoor non-contact club training and exercise classes began a fortnight ago with the gym and pool reopening shortly after. To date, 11 sessions had been held since the gym and pool's reopening with 84% and 75% of visits being made by students respectively. Including training sessions conducted on campus by the clubs, all participants and patrons are required to have completed the University's Health Declaration via the QR code system.

The headcount on campus dropped from 34,000 per day in March to 1,300 in early October. There are also approximately 2,500 students in colleges and local residential providers however this number will drop as exams finish. University staff will likely continue to work from home until at least the early part of 2021. Consequently, the sport facilities will operate under reduced hours and the organisation will turn its attention to planning for 2021.

Students are also expected to have reduced contact hours which will impact the headcount on campus at any one time. Despite these challenges, 2020 has elevated the role of physical activity and sport. Students and staff have regularly been encouraged to stay active and the University will be looking to sport and other extracurricular activities to attract students back onto campus when permitted.

Based on recent student interviews and focus groups, students have indicated that they will return to campus, but only if safe to do so. Looking interstate, colleagues from the Go8 sport departments have reported that attendance numbers have been encouraging, and in many cases, returned to normal levels despite their campus still being closed. Along with

benchmarking results across the University Sport sector in 2018, this provides confidence that the number of students returning will bounce back strongly next year. These results also ranked MU Sport 3rd in Australia for total student visits and 1st for total student members of clubs.

Planning for 2021 will involve considering the many innovations that took place this year in the provision of online services and modifying activities per any ongoing COVID restrictions. Participation targets will also be set against 2019 numbers and in some cases, will be reduced if activities are scaled back in 2021.

Ms Lawlor asked whether the organisation is considering the reduction in student load against its financial forecasts. The Director noted the organisation's commitment to continuing their support for clubs and confirmed that detailed monitoring will take place in the fitness area, where a significant proportion of income and expenses come from.

Resolution

The Advisory Board noted the Return to Campus Update.

2.2 Sponsorship Opportunities

Mr McNaughton provided an overview of the Sponsorship Opportunities strategic task which aims to provide structure, guidance and resourcing to the organisation's affiliated sporting clubs to seek and retain sponsorship. It is evident from the few clubs who have been successful with sponsorship that the combination of their resources and strong member engagement have been key to their success. Examples include partnerships developed by the Uni Blacks Football club with close industry contacts, sponsorship funds generated by the Cricket club through events and their foundation and the Rugby club's major partner BuildCorp providing significant sponsorship over 2019 and 2020.

The organisation currently has access to an extensive range of resources offered by the University through the sponsorship team in Strategy and Culture. This includes services which can assist in providing support to clubs through negotiation and management advice, facilitating leverage planning sessions, developing measurement planning strategies and reviewing University-wide and multi-department/faculty sponsorships. These resources will be critical to clubs seeking sponsorship and additional support can be provided by MU Sport to coordinate approaches to large organisations on behalf of multiple clubs.

Further discussions will take place with the University's Advancement team to ensure philanthropy targets and campaigns are considered when identifying any sponsorship opportunities. Clubs and office bearers will also be consulted regularly throughout the project to identify opportunities specific to their sport. After the project, the organisation will be able to deliver a detailed Sponsorship Plan, identifying current and future opportunities for the University's affiliated sporting clubs.

Professor Biddulph asked whether risk reviews would be conducted to evaluate potential sponsors. This was confirmed and an additional element of the project involves developing guidelines which clubs can use to target specific sponsors as well as assess the risk associated with different partnerships. Further advice will be sought from the University's sponsorship team regarding this matter. Ms Lawlor highlighted the success of BuildCorp and the Aon Uni 7's team and suggested streamlining of the available resources to ensure clubs can confidently target sponsorship opportunities. Ms McKay encouraged further consideration of the in-kind and non-financial support element of sponsorship which will likely be valuable in the sporting club landscape.

Resolution

The Advisory Board noted the Sponsorship Opportunities project.

2.3 Accessibility Review

Ms Junot provided an overview of the Leadership portfolio and highlighted disability access as MU Sport's next area of focus. The Accessibility Review project will enable the organisation to audit the current services and accessibility accommodations provided by the University for students with disabilities. The review will also enable the organisation to develop a policy framework that will ensure fair and equitable outcomes for students with disabilities to participate in sport.

Three guiding principles will be used to guide the review. Firstly, a social model of disability will be applied suggesting that disability is caused by the way society is organised, rather than by an individual's impairment. The review will also 'reverse the onus of responsibility' and is premised on the idea that it is the responsibility of the organisation to identify what can be done to improve accessibility in a proactive manner. Lastly, a universal design principle will guide the project ensuring that programs and services can be adapted to meet the needs of the maximum number of students across a range of disabilities.

Existing data from the 2019 Wellbeing Survey will be used to analyse the experiences of students with disabilities and collaboration will take place with Campus Services to better understand what modifications are required to current facilities to accommodate the target cohort. This will then be embedded in the organisation's capital planning. Finally, engaging students with disabilities themselves will be vital and play a central role in the development of a policy framework.

Professor Biddulph suggested engaging with the target cohort earlier in the project allowing them to help generate focus group questions rather than just answer questions. Professor James highlighted the importance of the Accessibility Review and noted the alignment with the University's Diversity and Inclusion Strategy. Professor James also suggested connecting with the Project Director leading the strategy. This was confirmed by Ms Junot as the next stage in the review.

Resolution

The Advisory Board noted the Accessibility Review.

2.4 Moondani Yalingwa Indigenous Development Plan

Ms Junot provided an overview of the background to the Moondani Yalingwa Indigenous Development Plan (MYIDP). This includes the introduction of the Indigenous Sport Program, delivery of the Raise the Bar Academy and participation on the University's Goulburn Valley Working Group. With the University's goal of having at least 1,000 indigenous students enrolled at the University by 2029, a targeted approach to recruitment is required by the organisation.

Through the MYIDP, MU Sport will contribute to the University's long-term vision for national Reconciliation. This is achieved through the Plan's focus on five key outcomes which include Physical Space and Visibility, Participation, Leadership, Performance and Workforce Outcomes. In developing the MYIDP, consultation was undertaken with Chancellery's Indigenous Strategy team who supported the Plan's scale and ambition.

Professor James commended Ms Junot for her work in the inclusion space and suggested further consultation with the staff and students of the University. This includes the Indigenous Strategy Reference Group which he chairs and would like to show the document to. Professor James also highlighted the ambition of the plan and asked about the capacity

of the organisation to achieve these goals in 2021. The Director noted that the Leadership team has engaged extensively with the staff group to develop these targets and is confident that they are achievable with the available resources, however that these goals will be reviewed at the end of the year. Ms Traill asked whether indigenous engagement could be supported through voluntary positions like those that sit on the MU Sport Advisory Board. This was confirmed by Ms Junot who agreed that it was important to consider indigenous representation at all levels of leadership within the organisation.

Resolution

The Advisory Board noted the Moondani Yalingwa Indigenous Development Plan.

3. MATTERS FOR NOTING

3.1 Director's Report

The Director presented the Director's Report. Mr Garlick responded to a query from Professor Biddulph regarding the role of the COVID-Safe Marshall. The position is required to ensure COVID-Safe requirements are followed and all patron's check-in via the QR code mechanism. All staff who take on this role are required to undertake an infection control module through the Department of Health. If compliance issues arise, the Marshall is required to escalate these through to the Facilities Manager and the University as necessary.

Resolution

The Advisory Board noted the Director's Report.

3.2 Financial Report at 30 September 2020

Mr Garlick presented the Financial Report at 30 September.

Resolution

The Advisory Board noted the Financial Report at 30 September 2020.

3.3 University Sport Benchmark

The Director noted that the national benchmarking exercise is a result of collaboration with Monash going back to 2014. The results for 2019 should be released shortly.

Resolution

The Advisory Board noted the University Sport Benchmark results.

3.4 Advisory Board Meeting Dates for 2021

Mr Garlick provided an overview of the Advisory Board meeting dates for 2021.

Resolution

The Advisory Board noted the Advisory Board Meeting Dates for 2021.

4. OTHER BUSINESS

5. MEETING FINALISATION

5.1 Meeting Close

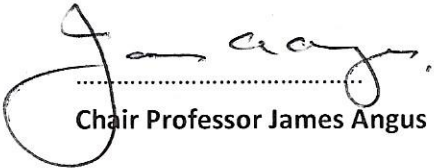
The Director noted Ms Lawlor's and Mr Ingle's commitment for an additional term as Advisory Board Members. The Director also thanked the Advisory Board for their efforts in 2020 despite the difficulties of the year noting that members should have received their gift from the organisation. The Chair thanked Professor Krause in her role as Deputy Chair of the Board and Professor James for staying on in a consultative role. Finally, the Chair thanked Ms Traill for her service as a student member and wished her the best of luck in the future.

Commercial in Confidence
Agenda item no. 1.4

5.2 Next Meeting

Next meeting on Thursday 18 March 2021 at 9:30am – 11:00am.

Signed by the Chair as a true and accurate record:


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Chair Professor James Angus

6/5/21
Date