



THE UNIVERSITY OF  
MELBOURNE

# Club Presidents' Forum #2

Wednesday 16 October 2013

*Welcome*

**Chair**

**Dr. Lynne Williams**

**MU Sport Board Member**



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# *Agenda*

1. Welcome and Apologies (Lynne Williams)
2. Action from previous Forum (Rod Warnecke)
3. Club Support Report (Rod Warnecke)
4. Club Member Survey Report (Joy Villalino/David McLeod)
5. East – West Link (Tim Lee)
6. Forum dates 2014 (Rod Warnecke)
7. Refreshments & Networking



# *Previous Forum Items and Actions*

1. Sports Centre & Oval Pavilion Update
2. Sport Capital Infrastructure Project (SCIP)
  - Clubs invited to provide feedback
  - Project ongoing
3. Sport Foundation & University Appeal
4. Club Member Survey
5. Forum Notes at [www.sport.unimelb.edu.au/clubs](http://www.sport.unimelb.edu.au/clubs)



# *Club Support* Rod Warnecke, Sport Development Manager

- Annual support (financial and in-kind) in attachment
- Document has been approved by MU Sport Board but is subject to review each year.
- Board believes that support needs to be transparent, aligned with the strategic plan, equitable and sustainable.



# *Club Support*

- Five areas of MU Sport support:
  1. Operational Support (financial)
  2. Capital Support (co-contribution to major items of equipment > \$10k)
  3. Club Project Fund (financial and generally co-contribution)
  4. Club Project Fund
  5. Organisational Support
    - Alumni Engagement, Equipment Hire, etc



# *Club Support*

- Club Support allocation is guided by:
  - Club Facility Access Guideline
  - Club Operational Funding Guideline
  - Club Project Fund Guideline
  
- Club Support and supporting guidelines are reviewed on an ongoing basis
- SSAF not guaranteed beyond 2014 due to change in Federal Government
- Future support will be considered in accordance with club objectives and plans and their alignment with the University's Sport Strategic Plan 2010 – 2015
- Feedback welcome → Sport & Clubs Working Party via Rod





# MU Sport Clubs 2013 Annual Member Survey Results Presentation

Joy Villalino – Marketing Manager

David McLeod – Marketing Consultant



WILSON/UTS/13

- MU Sport Marketing worked with external marketing consultant David McLeod to develop and analyse Club Survey
  - Follows professional standards and behaviour set out by the Australian Market & Social Research Society (AMSRS)
- Workshopped draft questions with various, current club members and MU Staff
- Clubs provided feedback on the survey project prior to commencement

WILSON GROUP

- 1,189 club members and 668 non-club member completed the survey
- Tai Chi & Wushu had the highest % of club member participants at 80% (\$500)
  - \$300 – Ultimate
  - \$200 - Softball
- Hockey had the largest number of club members completing the survey at 93 members (\$500)
- Sport Development awarded cash prizes to all four clubs and the winner of the mini iPad is...



STUART ALEXANDER  
Melbourne University  
Boat Club



MU Sport to help Sporting Clubs  
build an understanding on how to enhance  
members and student experiences at the  
University of Melbourne.

## SURVEY ANALYSIS



1. MU Sport to provide each club with a copy of the aggregate results and individual club results
2. Sport Development to organise meetings with clubs to further discuss priority areas for building members' satisfaction
3. MU Sport to present findings to the MU Sport Board in November and to develop an action plan
4. Future club member surveys
  - Delivered bi-yearly (next held in 2015)



- For specific details regarding the club survey,  
please contact:

Joy Villalino

Marketing Manager

Melbourne University Sport

[joy.villalino@unimelb.edu.au](mailto:joy.villalino@unimelb.edu.au)

# *East – West Link Update* Tim Lee, Director

- [East West Link Project Design Map](#)
- [Elliott Avenue Interchange](#)
- [Royal Park Impacts](#)
  
- For further information visit:

## **Linking Melbourne Authority**

<http://www.linkingmelbourne.vic.gov.au/pages/east-west-link.asp>

## **Melbourne City Council**

<http://www.melbourne.vic.gov.au/BuildingandPlanning/FutureGrowth/ExternalProjects/Pages/EastWestLink.aspx>



# *Next Forum*

- Future forums will be held in 2014 in:
  - Mid-May
  - Mid-October
- Details to follow in early 2014 once MU Sport Board dates have been established







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Thanks for  
attending  
Please stay for some  
refreshments