

Blue Gum Squash Club (Inc)



Monthly Committee Meeting

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When 14-12-2020 at 02:30

Location: Squashworld Brentwood, 33 Moolyeen Rd, Brentwood WA 6153, Australia

Chairperson Steven JONES

Minute taker Mike HIPKINS

Present Tom Bernardi , Rob BLACKETT , Jeremy CLAUDIUS , Mike HIPKINS , Steven JONES (President), Audrey LAZAROO (Ladies Club Captain), Frank LUPIS , Brian SEARLES

Apologies Elliott SAWYER

Minutes

1. Grants

Sept 2020 - DLGS&C - Successful - Girls Only Clinic & \$500 from Kidsport towards the junior programme.

Just need to ensure that DLGS&C are promoted within the Club and as a sponsor.

2. Bills Received / To Pay

Current balance - \$15,358.69 @ 13th December 2020

3. Calendar of Events

Events planned:

Organise a Family Day to kick off the New Year. This has been further postponed to later in 2021. SJ.

Golf Day - April/May date to be finalised. MH.

Quiz Night June/July BS.

Club Champs 30th August. 7th September SJ

AGM 7th September

Awards / Honours Night - TBC November. ???

4. Centre Improvement / Club Development Plans

Storage cupboard has been installed below the noticeboard. Just waiting for locks to be fitted. Thanks Rob!

New items for discussion

- Mens toilets and Water Cooler . MH to follow up with Kane.

Possible long term goals for the centre (note current fundraising will not fund these projects):

- Upgrade the front walls - discussed that this needs around \$20,000 per court to convert to glass front walls, we don't really have any ideas on how to raise that much money. Steven suggested that this should be our long term goal for the club / centre.

- Air conditioning

5. Membership

We finished 2020 with 136 members.

Membership fees for 2021 will remain the same. We have a few new members who have joined under our Xmas special.

Life Membership - criteria finalised, and has been distributed to members via email.

Possible options to increase membership:

- Juniors - all juniors who are part of the Monday program will be encouraged to become members of the club.
- Flyers to Murdoch Uni - discussed whether this could be a useful place to advertise squash, felt it was worth a shot. We will contact the university and see what options there are to advertise squash internally.
- Recontact the schools targeted last year to promote junior programme, flyer to promote what is happening at the club,
- Capture names and contact details of regular casuals and contact them about the benefits of membership etc - maybe offer some 'learn how to play squash' sessions to try and encourage adults to improve their squash
- Past players - actively follow up members who don't renew their membership, or past players, and encourage them to rejoin the club

6. Juniors

Will commence again in Term 1 2021. Runs from 4.00pm to 4.45pm (coaching), then through to 5.30pm for games, but may extend to 6.00pm if numbers increase again. Current numbers are around 30-40.

Funding allocated to Junior Program for equipment etc, estimated that we need to allocate \$1500 per year. This is currently being funded by \$500 from Kidsport, and all funds raised from the Containers for Change, around \$40 per month. Initial costs will be buying appropriate balls for each court for coaching.

Junior Open Day - may run an open day again towards the end of January to encourage any new juniors.

If you know of any juniors who may be interested please point them in this direction.

7. Sponsorship / Shirts

Shirts - we have placed an order for a further 20 shirts, 16 of which have been purchased, the remaining 4 as stock.

Sponsors - Renewal letters have been sent out to all current sponsors, we currently have 10 sponsors.

Hadden Donald is our latest corporate sponsor.

\$ 200 per year for Sponsor.

\$ 400 per year for Shirt named Sponsor (initial year only, then \$200 pa)

8. Online Presence - Web / Facebook

Website - www.bluegumsquash.org - We all need to be sending content to Steve Tapley to post in order to keep our website current and relevant. If you have any ideas, suggestions or content, please forward them to Steve.

The website has been useful for new players locating our club, with several enquiries being generated since it has been up and running. Aim to have one article posted onto the webpage each month, just to keep it active.

Website has been updated with current prices, recent photos, new sponsors and fundraising.

Articles - Need to get this up and running on an ongoing basis.

Hosting has been extended until 2022.

Facebook - this is our main space for sharing information. Posts need to be more regular and targeted. Strategies for this to be discussed further.

9. Newsletter

If anyone has any articles or suggestions for future newsletters, please let Steven know.

If anyone would like to take on the creation of the newsletter, again let Steven know.

10. Pennant Teams

Teams for 2021 to be finalised. Ladies teams have been sent in, Men's teams almost finalised.

Fees for WA Squash 2021 - Seniors \$70, Juniors \$30

11. Committee Members

The following committee members were elected for 2020-21:

Steven Jones - President,

Mike Hipkins - Secretary

Audrey Lazaroo - Ladies Club Capt, Jeremy Claudius - Mens Club Capt

Committee - Rob Blackett, Frank Lupis, Tom Bernardi, Brian Searles, Elliott Sawyer

Vacant - Vice President, Treasurer

Theodore D'Souza has expressed an interest in being on the committee. Steven will discuss with Theo.

We discussed that each member of the committee should have a role, these could include - publicity, events, sponsorship, fundraising, social media, grants, or any of the vacant positions. Committee members to have a think about what role they could take on for the next 12 months.

Mike Hipkins - Membership

Brian Searles - Doubles development

Clare Slyth - will continue to manage the juniors

Steve Tapley - will resign from the committee, but continue to manage the website / entertainment books

Louis Meyer - has offered to assist with our Facebook page

12. WA Squash

WA Squash - Leigh-Ann Kaye, and Raelene (?) attended our committee meeting in June, and asked our opinions on a range of topics currently being considered by the WA Squash committee. They are developing a strategic plan and further information will be made available at a later date.

Topics of discussion included - what can WA Squash offer clubs, marketing of squash, attracting and developing new players, how clubs, centres and WA Squash work together, coaching, refereeing, junior development, fees, how to spread the cost of squash over affiliated players and the many casual players in the system.

WA Squash are hoping to visit most clubs by the end of July, so we would expect to hear some feedback after that.

Feedback from WA Squash is being collated and we have been advised that further announcements will be made early in 2021.

13. Goals for 2020-21

Possible goals:

1. Increase our membership to 150 members - currently 130
2. Create a business directory to market to our sponsors

End of minutes.