

Blue Gum Squash Club (Inc)



Monthly Committee Meeting

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When 16-11-2020 at 03:00

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

Chairperson Steven JONES

Minute
taker Steven JONES

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

Apologies Tom Bernardi , Rob BLACKETT , Elliott SAWYER

Minutes

1. 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
3. Hold a Blue Gum Squash golf day - Mike keen to organise
4. Host a Double tournament at the centre - WA Squash event??

2. Grants

Successful

Sept 2020 - DLGS&C - submitted an application for \$5000 to fund a Girls only program for two terms in 2021 under the Targeted Participation funding. Closed.

Oct 2020 - Kidsport - \$500 grant to support children to re-engage back into sport. Closed 4th November.

Decision Pending

Sept 2020 - Australian Sports Foundation - submitted an application for \$3200 for sporting equipment to support new juniors to play squash. Equipment requested - beginner racquets, eyewear, balls - Closed, currently being finalised.

Unsuccessful

Sept 2020 - Volunteers WA - submitted an application for \$2500 to support the current club volunteers to attend a Club Management course via TD Solutions to upskill the committee, and support the club develop skills for the future. Closed - UNSUCCESSFUL

Oct 2020 - Heart Foundation - submitted an application for \$10000 to fund a Girls only program for one year in 2021 under the Innovative Physical activity program. Closed - UNSUCCESSFUL

3. Bills Received / To Pay

Accounts Paid since last meeting.

- \$38.00 - Reimburse Brian Searles - Sandwich Makers
- \$55.60 - Reimburse Steven Jones - Kitchen items
- \$120.00 - WA Squash - Junior fees
- \$2000.00 - Kane Fasolo - Front Court Repairs - Inv 3158
- \$468.00 - Steven Jones - TidyHQ Renewal

Expenses expected

- Nil

Income received

- Containers for Change - \$106.50 (\$129.50 since 1/10/2020)

Current balance - \$12,829.34 @ 15th November 2020

4. Calendar of Events

Events planned:

Xmas Function - agreed that a function would be held at the club on Saturday 28th November from 3.00pm. Event will be a family day, kids invited, have a hit of squash, then stay for food and drinks.

Doubles - Brian will start take responsibility to set up a Double competition on Monday evening, commencing 30th November.

To be explored further:

Challenge - Last year Kane suggested a Squashworld challenge between two clubs, or all four clubs. This was supported by the club. This hasn't progressed and will require further discussion.

Quiz Night 2021 date to be finalised - committe member to drive this event.

Golf day 2021 date to be finalised - Mike Hipkins to drive this event.

Club Champs date to be finalised - committe memeber to drive this event.

Blue Gum GOAT 2021 - date to be finalised - Mike Hipkins to drive this event.

5. Centre Improvement / Club Development Plans

Locked cabinets - committee agreed to i nstall some locked cabinets under the noticeboard for storage of club merchandise and other items - Rob to source the same style of cupboards as the kitchen and install. This will provide a lockable storage area for the club to use.

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.

- Expansion of the centre to the vacant land to the West, could this add two more courts? This is unlikely but is there any possibility of expansion?

- Air conditioning

- Men's toilet smelly urinal and extractor fans for steam.

6. Membership

We have 130 members as at 16th Nov.

Membership fees for 2021 will remain the same. We will target new members with an offer to join in 2020 and get an extra month free, as an incentive.

Life Membership - criteria finalised, will be distributed to members via email.

Possible options to increase membership

Marketing - still to do:

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

7. Juniors

Junior programme recommenced for Term 4 on 12th Oct, now 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.

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.

8. Sponsorship / Shirts

Sponsors - Discussed that sponsorship is currently a donation, and that we need to look at what we can offer to potential sponsors for their funds. One suggestion is the development of a business directory, which we 'sell' space to local businesses to advertise in, make offers to members, based on what we can offer to them as a 'market'. The market is based on our membership size, and then who is 'attached' to this membership, which then provides a larger audience to 'sell' to the business.

This model was highlighted as part of a webinar via TD Solutions, Steven will find out more information and it will be an agenda item for the next meeting.

If anyone has ideas for new sponsors, please let the committee know.

9. 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.

10. Newsletter

The September newsletter has been sent out, next one will be done around December.

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.

11. Pennant Teams

Spring Pennants - Finals are about to commence. Two teams (out of 10) have qualified for finals - Div 1 & Div 2 Tuesday - Grand Final is Tuesday 24th November at Blue Gum.

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

12. 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

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.

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

13. 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. No feedback received at this time. Steven to contact WA Squash to obtain feedback.

End of minutes.