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## AAI BOARD OF DIRECTORS MEETING

**Thursday 27 February, 2020 7.00pm Athletics Auckland Office**

**Present:** Murray McKinnon, (President), David Sim, By Phone (Chairman), Dianne Craddock, Jim Hogg, Bryce Hall, Alex Radley, Daniel Lewis, Peter Booker, Raewyn Rodger (Secretary).

**Apologies:** Glen Millen

David welcomed Peter Pfitzinger CEO ANZ who has come along to AAI Board Meeting for a question and answer session

Peter introduced himself to those on the Board that he had not yet met. He has been in the role with ANZ for 12 months, but involved with Athletics for 48 years, previously with High Performance Sport for the last 15/20 years. While a born American he has lived in NZ since 1997 and is married to past NZ athlete Chrissie. He is visiting all the NZ Centers to get to know the needs across the Country and wants to understand the different environments around athletics now and years gone by to get ready for changes coming.

Jim Hogg asked about Directional Strategies – lack of clarity around sport for enjoyment and traditionalism. Peter said World Athletics is pushing for shorter sharper meets around 2 and half hours to adapt to TV/Media without losing the traditional aspect. ANZ is currently trying to read what is coming out of World Athletics and following suit with events like the PV event in the City. There is a need to adapt and change to make things fresh but still growing, taking grass roots athletics with shorter faster events but also keeping the traditional events as well. New ideas such as relay only. Further discussion included getting coaches to have their athletes race against continually training and the social connections which are now missing for our athletes. Building a social environment especially for girls is paramount. Potential to do a lot better with group training.

DC advised that Cross Country season includes a non-registered (XRun) option for first 4 GP races) but Championship races are Registered club members only. How do we cater for Non-registered and continue to grow our membership numbers? Peter answered that the how do we let people try before they buy before they need to become members is a tricky one and that coming up with new models to help increase new trends is an initiative they are currently working on. Most of the big running events in NZ are run by commercial ventures or free Park Runs.

PB advised that T&F survives prior to Xmas with School athletes attending prior to having to become registered after NZSS Champs. Peter advised that ANZ is building a good working relationship with NZSSAA. Live streaming now for T&F and XC Champs.



Herb Towers Track, Mount Smart Stadium  
51 O'Rorke Road, Penrose, Auckland, New Zealand

He also spoke about the launching of the Big 5 Team sports (keep up with the play avoiding serious competition early) through Sport NZ. Sport NZ is making an investment to kids 12 – 18 years in sports organisations to retain athletes, they are also looking at low decile school areas and para athletes across High School years. DC asked if it could also be focused through to athletes in their young 20s which is when they leave school through University years. Statistically the slide starts at age 12 up to the last couple of years of High School. ANZ is also concerned around the competition structure around the U16 age group. This is statistically similar in most sports.

PB commented on the age cross over dates and athletes not progressing through to Seniors athletics early enough. AAI runs Development programmes in the form of Aspire Academy which is open to School and club athletes.

Also getting athletes from the past engaged with ANZ so current and up and coming athletes have someone to look up to. Keeping archives updated and modern (Online) so we do not lose touch with our athletes of the 50/60/70s.

### **Athlete Incident at Auckland Championships:**

As a letter of complaint was laid with ANZ this was discussed with Peter in attendance. Relating to an incident on the first day of the Auckland Championships with a parent and administrator. DS is currently reviewing this with an employment Lawyer and will await due process in this regard. Constitution of AAI relates to Constitution of ANZ around NZ Officials Association who have a Memorandum of Understanding with ANZ.

### **Major Projects:**

#### **Marketing:**

- AR advised the Christmas break was used to work on the rebrand project. Updating of Facebook presentation and targeting 6 different pillars, One of these is showcasing athletes who have been doing well with profiles of their journeys over the past 5 years with highs and lows. All of the facebook metrics have had a double-digit increase averaging 23% for January and a 30% digital increase retention. Marketing January Report outlines Project Outcome/KPI and update as at the end of January. He commented on Health and Wellness coming on board with healthy promotions and encouraging some of our female athletes to push this. As most of our Sport Administrators are Volunteers and free time is precious, would like to move towards showing what each athletics discipline involves online. Other initiatives include making coaching available to winter sports athletes with a view to encouraging them into to Summer membership (DC commented on the necessity to be able to provide enough coaches), Councils have \$2,000 funding grants for the regions which could be used to upskill coaches.

#### **Six Monthly Evaluation:**

- Six monthly review discussed in December now summarised and tabled.
- Self Review: DS asked if those Board Members who have not yet completed the Self Review please do so.

#### **Risk:**

- Novel Coronavirus Olympics Peter Pfitzner gave update regarding qualifying events at overseas venues for the upcoming Olympic Games in Japan. At present the fate of the Games will be updated over the upcoming 12 weeks.

- Ministry of Health website link for updates <https://www.health.govt.nz/our-work/diseases-and-conditions/covid-19-novel-coronavirus>

### **ANZ Updates:**

- Website Update: Joanna Clark from ANZ advised that Cube Media who are to design and develop the new site will be in touch during the following week to discuss layout and get our feedback. To visualise how the new website will look, they have forwarded a mocked-up pdf of what the homepage will look like. MM has volunteered his time to go through our current website pages to ascertain which information needs to be taken over to new site.
- Community Outcome Plan - Nil update

### **Mt Smart:**

- Nil update no tenant meeting. RR attended farewell for Sione whom AAI has had a close association with during his time at Mt Smart.

### **Confirmation of Previous Minutes:**

- The minutes of 12/12/19 were accepted.

**Moved JH Seconded BH, Carried.**

### **Matters Arising:** Nil

### **Correspondence:**

#### **In:**

- General Admin Correspondence
- Emails Mt Smart - Concerts
- Emails ANZ – New Website updates

#### **Out:**

- Club Information
- T&F Information out to Clubs regarding Auckland T&F Champs
- School Athletics Accounts
- Grant Application NZCT Wages Competitions/Coaching \$58,306.56

### **Financial Management:**

**Monthly Financials:** 1/12/19 – 31/1/20 Financial Statements passed.

Moved JH, Seconded MM, Carried

Junior Motion to Board for Inter Provincial 12/13 Age Grade Competition.

The Board of Athletics Auckland Incorporated hereby resolves to apply for funding to Four Winds Foundation for the specific purpose of assisting with funding towards Accommodation for two Athletics Auckland Selected Teams, Counties Manukau and Auckland to compete at the Inter Provincial 12/13 age group athletic competition at Kings College, Otahuhu Friday 10/4/20 to Monday 13/4/20. The total amount requested is \$7,500(Seven Thousand Five Hundred Dollars).

Fees for 2020-21 year. Proposal by DS to increase fees. Board discussed options around how to fund staff positions and if these should be aligned with increased fees.

Jim moved \$3 increase for U7 grade and \$5 across other grades with Social Grade remaining the same.

**Moved BH Seconded JH, Carried.**

To be included in 2020/21 document to be forwarded to clubs.

There will be a small and general fee increase due to operating costs. The following fees were approved at the Athletics Auckland Inc. Board Meeting of Thursday 27 February 2020.

This is an increase of \$3 for the Grades 6 and under and an increase of \$5 for the Grades 7 and above and is required for AAI to continue to provide our event, competition and coaching services to athletes and clubs.

**Reporting: Office/Development/Sections:**

**Coaching Report:** Tabled.

**Competition Coordinator Report:** Tabled.

**Section Minutes:** Tabled.

**T&F**

- DS put forward a proposal to change current Senior and Children's Sections . After discussion Board decided on Status quo

**General Business:**

- MM commented on some decisions he found a little officious during the Auckland Champs T&F have emailed out to all athletes on the database asking for a review of the Championships.
- BH commented on the Sir Graeme Douglas Permit Meet with the Mens 100m running under protest. Those Officials on the Board advised this is usually unlikely to happen in an event.
- DC commented that the 2020 Mizuno Waterfront Half Marathon which includes AAI Half Marathon Champs has received advice from Council advising that a portion of the road way (used as part of the course) will be ripped up during the event. Awaiting further advice from Race Organiser.

**Meeting closed 9.40pm**

**Next Meeting: 12/3/2020**

**Signed As True and Correct**