



## **AAI BOARD OF DIRECTORS MEETING**

**Thursday 12 October 2023 7.00pm, Online**

**Present:** Murray McKinnon (President), Bryce Hall (Chairman), David Sim, Jim Hogg, Judy Revell, Chris Day, Julia Ratcliffe Raewyn Rodger (Secretary)

**Apologies:** Dianne Craddock, Paul Craddock

BH asked all Board Members to introduce themselves to Julia and Julia introduced herself to the Board

### **Marketing:**

Board discussed Marketing options. AAI Website "Find A Club" to also be linked to one of the main pictures for the next month. Target audience Children/Teens. Social Media also needs to be used to engage with both returning athletes and athletes who have not tried athletics before.

\$8,500 was included in the 2023/24 Board Budget for Advertising/Marketing/Development. \$1,000 has been spent to date on promotional materials and advertising through GO Media for the Quadrathlon held 7<sup>th</sup> and 8<sup>th</sup> October.

BH advised that Athletics NZ has the following promotional activities planned for the 2023/24 Summer Season with NZME (radio stations Coast FM, Radio Hauraki, The Hits, ZM, Newstalk ZB and Gold FM)

1. Time Saver Traffic (Auckland only) 1 week
2. Radio Advertising (excluding Auckland).
3. Podcast Advertising (excluding Auckland).

BH also tabled NZME Proposal for Athletics Auckland promotional campaign including five options and pricing for each option. Following Board discussion 2 options were confirmed for the 2023/24 season.

1. Time Saver Traffic for one week at \$1,995 +GST
2. Radio Advertising for two weeks (The Hits and ZM) at \$5,002 +GST

**Moved BH, Seconded JR, Abstain JH, Carried**

### **Ground Bookings:**

Children's Delegate comment from Children's October minutes around Field Bookings with Council. From her conversation with the Council future field allocation will be based on the size of the organisation not individual clubs. At present other codes using this method of booking fields are being prioritised over local clubs. The board discussed the office time element of doing this for every eligible club in Auckland. Is this intervening in club administration or endorsing club use of grounds. Board decision for MM/BH to engage with Council around correct procedures, then have clubs do the initial administration work and send to the office by a certain date so AAI can then advocate to the Council on Athletics behalf as a whole.

### **SDO Social Media Competition:**

Tabled. Board view was it does not link enough with athletics content. Maybe more relevant with use of NZ terms. Forward plan discussed to attend club nights, make connections with clubs to obtain photos for video content. Board committed to further online training for Social Media expectations.

### **Strategic Plan and Business Plan Review:**

JR tabled draft proposal around Strategic Plan and draft of initial 5 questions. This Plan will be more consultative with the athletics community. Once the second set of 5 questions completed and confirmed by the Board JR will get Daniel to set up questions on a Google form. Development process and time frame discussed and will be determined once Board have given feed back by November Board meeting.

### **Anti-Bullying Policy and Integrity & Ethical Conduct Policy:**

Special Board Meeting online held 26/9/23. Majority of Anti-bullying policy finalised at this meeting with remainder of this and Integrity & Ethical Conduct policy to be continued at Special Board Meeting Online Tuesday 17/10/23 at 7.30pm.

### **Staff Reviews:**

MM/BH carried out Staff reviews online over the past two weeks.

Board went into Committee at 8.27pm

Board came out of Committee at 8.35pm

### **2023 NI Colgate Games:**

- LOC have sent out an email to clubs for volunteers. Online entries have now opened.
- Athletics Auckland Inc. Motion to apply to Four Winds Foundation to partially cover the operational costs of the opening ceremony \$6,000 and for assistance with Accommodation for Athletics appointed Officials \$15,000 to officiate at the North Island Colgate Games hosted by Athletics Auckland at Mt Smart #2 Arena 5<sup>th</sup>/7<sup>th</sup> January 2024. The total amount requested is \$21,000 (Twenty One Thousand Dollars).

**Moved Bryce Hall, Seconded Chris Day, Carried**

### **Mt Smart Updates:**

- Polytan currently onsite finishing off markings and retouching a few areas. Have also fixed a couple of stays on the Hammer Cage that were damaged due to the wind.
- #2 Field has now been turned back into an athletics field.
- First school 12/10/23
- Concerts at #1 Arena first two weekends of October: Listen In and Eden Festive.

### **Financial Management:**

**Monthly Financials:** 1/09/23 – 30/09/23 Financial Statements passed.

**Moved JH, Seconded MM, Carried**

- CD asked about Cash Flow/Expenditure reports.
- Actuals to Budget to be tabled at November Board Meeting.
- MM put a motion forward to include Raewyn Rodger as a Bank Signatory.

**Moved BH, Seconded CD, Carried**

RR will use this when having to visit the Bank to alter or change Term Deposits. There are always two signatures required.

**Confirmation of Previous Minutes:**

- The minutes of 14/9/23 were accepted.

**Moved MM, Seconded DS, Carried**

**Reports:**

**Children's October Minutes Tabled:**

**XCR Minutes:** No meeting in September

**T&F October Minutes Tabled**

**General Business:**

- MM enquired why Previous Minutes are at the bottom of the Agenda when previous minutes matters may need to be discussed. BH responded that it was done to get the bigger items out of the way first. If required it can be changed back.
- Board Meeting 9/11/23 in person at AAI Office with CEO ANZ Cam Mitchell in attendance.

**Meeting closed 9.00pm**

**Next Meeting: 09/11/23 Online**