



AAI BOARD OF DIRECTORS MEETING

Thursday 8 February 2024 7.08pm, at AAI Office, Mt Smart

Present: Murray McKinnon (President), Bryce Hall (Chairman), Jim Hogg, Judy Revell, David Sim, Dianne Craddock, Paul Craddock, Chris Day, Raewyn Rodger (Secretary),

Apologies: Julia Ratcliffe

Board went into committee at 7.08pm. Board came out of committee at 7.37pm,

Potential 2024/25 Marketing Plan:

- BH presented outline of potential 2024/25 AAI marketing plan to convey how great Athletics is to take part in.

Under a "Athletics for All" tag line, initially social media around and after the Olympics with the intention to drive visits to the AAI Website. On the AAI website under the "Athletics for All" banner, create a series of short video stories. The video stories could include:

- Parents of children involved in athletics and the benefits they receive from being involved.
- Athlete/s that attend McKinnon meets and takes part in the seeded races so they are competing against people at a similar level of performance.
- XCR athletes and the enjoyment they get from their involvement in the sport.
- A group of officials describing how they got involved and why it is an enjoyable thing to volunteer your time for.
- Board discussed what other sports codes are doing and the need to engage with not just our elite athletes but those that also come along and set their own goals and what motivates them.
- CD advised he thought the Board should look at what Athletics NZ is doing in this space as they have the skill set and build on this with an AAI view.
- Board agreed that interviewing should start over the next month to engage with people prior to the end of the Track & Field season at the end of March.
- Board agreed on "**Find Your Tribe**" as the campaign title.

Strategic Plan and Business Plan Review:

- Survey/Questionnaire distributed to clubs and individual stakeholders
- JR gave an overview of responses received to date, with a good cross section of people engaging in the survey.
- BH asked RR to send out a reminder email on Friday 16/2/24 to advise the Survey/Questionnaire will be closing on 29/2/24.

Mt Smart Update:

- PC and BH have met with Mt Smart personnel around submitting a bid to hold the 2026/27 NZ Track & Field Championships at Mt Smart during the month of March. Initial discussions are that they are supportive for this to go ahead and would work with AAI around other events.

Financial Management:

Monthly Financials: 1/01/24 – 31/01/24 Financial Statements passed.

Moved JH, Seconded MM, Carried

- Actuals to Budget 1/5/23 – 1/2/24 tabled. JH talked to the Actuals to Budget and advised that with the help of the latest wage funding grant the Board figures are better than expected at the beginning of the financial year. This will hopefully mean an even income/expenditure outcome at the end of April.
- Board also discussed the annual Gym Membership fee which had not increased during the time the Gym has been functioning. With R&M expenses increasing including new lights and repairs to external door the Board agreed to increase the annual fee to \$100 per season starting at the beginning of the new financial year 1/5/24.

Moved JR, Seconded BH, Carried

Reports: XCR and Children's Minutes tabled. T&F Delegates meeting Monday 12/2/24.

Confirmation of Previous Minutes:

- General Business: Masters Athletics have approached Auckland T&F around hosting upcoming 2024 NZ Masters Championships. PC asked for more details around dates. Year to be updated to "2025" from 2024.
- The minutes of 11/01/24 were then accepted.

Moved DS, Seconded MM, Carried

General Business:

- RR advised that the Honours Board in the Mt Smart #2 Arena Officials Lounge is at capacity for listing Merit awards. A quote has been received for an extra board to sit above the doors of the Announcers/Results Rooms (next to the existing board). Board approved the quote of \$1,450.

Moved JR, Seconded JH, Carried

- JR has attended all Athletics NZ Classics to date and advised the competition has been at a very good level. Regional Secondary School athletics is also about to start, and she will lead AAI T&F Management at the NZ T&F Championships in Wellington which will round out a busy T&F season.
- CD again brought up and asked about the origins of the AAI Centennial Trust which he brought up at the 2023 AAI AGM. Board discussed the Trust (references referred to in the 2023 AAI AGM Minutes). The Board has no authority to make any changes to the trust. Any funding asked for by the two sections who put funds into the trust – XCR and T&F are passed by the Board but total authority lies with the Trustees. CD asked that it be minuted that his preference is that the Trust be dissolved and all funds be directed back to the accounts they came out of.

Meeting closed 9.04pm

Next Meeting: 21/03/24 Online