



AAI BOARD OF DIRECTORS MEETING

Thursday 11 September 2025 7.00pm, Online

Meeting Opened 7.04 pm

Present: Rodger Brickland (President), Bryce Hall (Chairman), Dan Brady, Sarah Fruen, Paul Craddock, Chris Day, Dianne Craddock, Rajal Middleton (Co-Opted), Murray McKinnon (Patron).

Apologies: Judy Revell, Jim Hogg (Treasurer).

Board Went into Committee at 7.09 pm

Board Came out of Committee at 7.53 pm

AAI Funding Group:

- CD covered the items in paper presented.
- Need to diversify from grants.
- Sponsors who have a passion for athletics,
 - A portfolio of funders
 - Event property
 - Sponsors at Mt Smart gain exposure to schools, casual users plus AAI associated events.
- Unique selling proposition for the sponsor's alignment
 - What do we offer
 - What does AAI do for athletes?
 - Social media – what value do we bring?
 - Identify some connection.
 - Aligning of value & people working together.
 - Groundwork happens with Board and bundling it up.
 - Interview Board & officials.
 - Cash cow signage.
- Rajal to put thoughts into a document for Board.
- Previous Qantas sponsorship – BH to talk to MMcK.
- Find out from Mt Smart what/where we can have advertising – BH/PC.

Social Media - Athletes for All.

- BH advised social media campaign has commenced.
- Initial part of campaign is about awareness raising and latter part a call to action to “Join a Club”.
- 1.1 million views and 540,000 accounts reached in first 2 weeks, 800 link clicks to the landing page.
- Improved landing page and events focused for this campaign.

HR.

BH and JR to conduct staff reviews.

AAI Website:

- BH reminded Board Members to send any photos and or bio's through to the office for uploading to website.

- Website update when Raewyn returns.

ANZ Updates.

- Report from Maxine tabled. Cooperation between Neal, BH and Maxine. Particularly in regards to new Club search and current Club support.
- Indication that Te Atatu not affiliating in 2026.
- Errors in ANZ AGM report – AAI did not get asked for any input!

Club Engagement Day:

- BH advised that this occurred on 7/9/25 in the JWJL
- A range of different speakers including Sport Auckland and the Ahei app.
- 8 junior clubs were represented
- More work to be done on engaging more widely with all clubs and the benefits of attending.

Mt Smart Updates.

- New hot water cylinder installed in Athletes' Lounge.
- New sound system in #2 arena.
- Mt Smart meetings are bi-monthly – non this month.

Monitoring.

- SAS AAI gear available – get your orders in.

Board Went into Committee at 8.37 pm

Board Came out of Committee at 8.42 pm

Monthly Financials: no financials available.

Confirmation of Previous Minutes:

- The minutes of 11/07/25 were accepted.

Moved CD, Seconded RB, Carried

General Business:

- SF: many meetings; age patches received.
- DB: Updated Takapuna Club activity.
- RB: Eastern at Crossfield Rd for 2026 due to Glover Rd upgrade; possible D at Glover Rd; apologies for October meeting.
- PC: Starting stock take of gear/equipment for T&*F Nationals; no Colgate clashes with Colgates now.
- DC: Road Relay Championships this Sunday; 2026 to include a “Give it a Go Day” at the Clubs; need to raise awareness of XC & road.
- RM: highlight of week coming to the Board meeting.
- CD: Track at Pakuranga scheduled for refurbishment in 26/27; PC advised Certificate for track has expired; CD suggested a social media promotion for new or changed events for the coming summer be carried out.
- MMcK: passing of Fred Smith & Graeme Douglas; Arch Jelly 103rd birthday bash and dance.
- BH – congratulated CD on being nominated for volunteer of the year in Howick.

Next Meeting:

Thursday 9 October at 7pm in the AAI office.

Meeting Closed 9.03 pm