



MINUTES

Team Sydney Inc Sports Council Meeting 14 March, 2006 7:30pm
 Second Floor Lounge, Taxi Club, 40 Flinders Street, Darlinghurst

1 Attendance	
GJ Lee, Geoffrey Radford, Danny Caretti, Dave Randall, Roger Paterson, Simon Thompson, Dayna McGeeney, Evelyn Chong, Wally Salinger	
2 Apologies	
Virginia Binning - Dance, Kate Rowe, John Grivas - Netball, Greg Antcliffe – Team Table Tennis, Andy Lamb - Rams, Megan MacLachlan – Wett Ones, Steven Shaw – Springboard Diving, Geoff Lyne, Jeffrey So.	
3 Minutes of previous meeting held Wednesday 1 February 2006	
3.1 Agreed minutes to be accepted	
3.2 Matters arising from the minutes	
No matters arising.	
4 Sports Festival 2006 – Guide and advertising	DR
4.1 Advertising costs and appropriate use of funds	
<p>GR: expensive to produce. GJL: was it worth it. WS: not getting out to market place. GR: need to start earlier. WS: TS statement in sports directories of papers. Next year: form relationship with media and build towards festival. Needs to be consistent. GR: Clubs and those producing documents should be more attentive and avoid errors. DR: very difficult to get some clubs to review information on time which means unacceptable effort for one person to get the information in. GR: needs better and more targeted distribution including personal deliveries. GJL/WS: people don't know what is going on in sport, Qantas is an example. We may need to target our publicity to reach people outside our clubs rather than existing participants. Frontrunners: would prefer web based information perhaps with flyers directing people to web site, generally had a very poor opinion of Sports Festival Guide, wrong dates, expensive, we should not do it again. Virginia Binning: very happy with support from TS and NMG, excellent spectator turn out for Dance Spectacular, some attendees reported learning of event from Guide. DR: have received other suggestions – full ad pages in SSO and SX, articles in magazines in January may be beneficial. WS: people work on line and need to get their information from the Internet. GJL: put on website and flood venues with cheap flyer. GR: need to start planning six months ahead. GJL: task force can be set up early but all is to no avail if clubs cannot meet deadlines, keep detail off printed items. DR: should we revive the sports directory? A5 size and update every two or three months, replace with guide just in January and February. Sport is not a word often used to search for our website. WS: TS website is working for our clubs. DC: get editorial to tie in with press advertising in lead up to festival. WS: Improve relationships with SSO and SX and maybe sponsor sports information column. ST: can we improve on the rate of one sports article every four weeks? WS: we know when the MG party is because of its consistency. Sports Festival must be identifiable by date, not necessarily all events at MG time, e.g. volleyball at Easter. GJL: Could be at different time of year. DR: maybe</p>	

	we do SDO at MG and tag other events with TS. WS: Fair Day should be our MG push and SDO perhaps at different time of year. DC: NMG umbrella gives their sport and event very good coverage. ST: Convicts has shown we could get coverage outside the gay press. Easter has pros and cons, difficult to get flights, locals away and interstate people visiting. TS: might be good to promote an event each month. SDO needs to be better supported by clubs, flyers etc.	
4.2	Success of TS activities as viewed by clubs	
	EC: find someone experienced in media to advise us. Consider advertisers and banner exchange on website; should do something around Sleaze. LOTL is effective for girls, develop posters for cafes and clubs. Resurrect Australian Gaymes. GJL: postcards (DR: too expensive). EC: no-one she knows or she ever visits the TS website. Supports consistency of single dates, thinks magazines are best vehicle for publicity. Posters should be directed to different audiences by image content. Interstate games, could be resurrected (will GLISA assist?). GJL: other states city teams are currently not as strong as TS. EC: One festival concentrates resources. GJL: can we use postcards (DR: have been costed at \$4k). EC: target niche markets with mini games.	
5	Sport Festival 2006 – Sports Day Out	WS
5.1	Evaluation forms report. GR big thank you to Wally.	
	WS: about 200 attended. Small task force had a lot of work to do. Sponsors made it financially viable. Sport and Recreation keen to be involved in our niche market. Generally feedback was positive. GR: vote of thanks and confidence to Wally. Electronic version of the form's result report to be distributed (WS), good base for future development, showed variety and was appealing to attendees. WS: signing up needs to be better controlled (total numbers and numbers by sport difficult to assess).	
5.2	What did we learn?	
	Suggestions: control parking (was a mess) – consolidate space – different time of year – cooler – better marketing. ST: mistakes were well adapted to, very friendly, changes made for extra numbers, people had a go. DR: challenge is to get people outside our clubs to attend. WS: what can clubs contribute and what time of year do they want SDO? Should be a big picnic with lots of activities, better village/family atmosphere to give event wider appeal. SBHS venue is ideal.	
5.3	Should we continue this event next year?	
	When should it be run next? Needs a social, family, village atmosphere to attract more non sporting people. Sport and Rec very interested in our niche market. Meet with Katrina from sport and rec. to plan future. Set up permanent task force. Check deadline for S&R funding requests. Need more people in each participating club to make commitment to their club's involvement. DM: try October? GL: Spring could be opportune time, Labour day weekend?	
6	Mardi Gras Fair Day	GL
6.1	Letter of thanks from Ji Wallace read out.	
	Agreed JW was a major drawcard. Need to repeat this strength of attraction next year. Village needs own PA. Tug of war was poorly planned but success on the	

	day because of efforts by Terri Duarte.	
6.2	Evaluation forms report	
	WS: overall response was positive. Issues from member clubs. Identification for next year must be as good. Budget important. GR: should send report to every club. Electronic version of form's result report to be distributed (WS).	
6.3	What did we learn?	
	TS stall suffered from lack of flyers from some clubs, also did not have a good system for recording enquiries, should have athletic people on TS stall if we can. Volleyball and Martial Arts demonstrations very well received. DC complained Bentstix stall could not be seen behind the stage, other people thought large stage a small price for number of people attracted to area. TS did not have as much control over stage as we would have liked, it was a good vehicle for signage. DR: we need to have at least the same size signs and small local PA system (should be able to pick up relevant announcements from main stage PA). Generally thought best effort TS has ever made, position near shaded areas thought to be good.	
6.4	Should we continue this event next year?	
	Yes, start Task Force earlier. Feed ideas to TS throughout the year. NMG impressed by improved strength of publicity from TS and clubs. TS stall could be bigger and better themed, very important for clubs who cannot staff their own stalls. TS photo exhibition was popular in previous years. Task Force should involve clubs to develop a single theme. DC: Could we amalgamate raffles etc and give better prizes. Key to next year's success is better task force set up earlier. (Getting volunteers is an increasing problem for NMG, can we work with them for mutual benefit). GR: TS board is looking at improving the way task forces operate.	
7	Uniform Task Force report	GJL
	Sample range can be brought to clubs. People sometimes feel more confident about buying if they can try on first. Clubs to contact DR or GJL to arrange viewing times. 6 weeks to deadline (30 April). Use Commonwealth Games as an example of what marching in will look like. Education of participants is necessary so they know what the traditions are. Only shirts are being provided, black or navy suggested for shorts, skirts and pants. GJL and DR recently heard from a participant that every state was a different colour and if you came from Brisbane you had to wear purple! Please make sure misinformation is not being bandied about. Pins are now available, \$12 for three and \$18 for five, very popular for swapping.	
8	Event and functions ideas required to promote clubs and Team Sydney	DR
8.1	Ideas required to promote clubs and Team Sydney	
	WS: Calendar concepts. Should we look more seriously at how we plan our year? Can we get a sponsor to support good photographs? Should this be web based	

	<p>to start with and perhaps a print copy later? We need first to develop a TS annual plan, based on club seasonal plans. This could be another vehicle for promotion, especially if there is a G&L sporting event each month. Calendar could be based on good bodies, healthy life styles; sponsors like Aussie Bum would be suitable. Idea is to promote to people outside of our existing clubs. Wayne Morgan has put up several objections to the project but council generally thought it should be considered.</p> <p>DR: several commitments. 1) a calendar in abstract terms requires commitment from clubs to plan, advise and execute events at given times in the year. 2) should start on the website (only way we could cope). 3) Repeating events have to be formalised and may have to be aligned with mainstream sporting seasons. 4) a printed calendar would require sponsorship, professional involvement, needs to be sold through newsagents (French rugby and Pirelli are good examples) DM: could we have multiple sponsors? 5) WS suggests sponsor could handle the copy and photographs, DR supported this – we would never be able to muster the resources required. WS: calendar might also encourage a more social approach to sport and more spectator activity. 6) Hard copy for 2007 would need to be finalised by July this year. DR: LOTL have a calendar which can be updated by users – can we find out how it is done. GJL: needs to be planned a year in advance, do not include events on hard copy, direct to website instead. DR: we could start with a “picture of the month” on our website. When we are good at this we could progress to a calendar. DC: would be good to have changing pictures on the opening page of the TS website. Ask around to see if there is anyone who could write the code for the website. Support the pictures with “events this month”. To be discussed by the TS board.</p>	
8.2	Fundraising ideas for Team Sydney	
	<p>Team Sydney desperately needs to replenish its coffers. Bingay? Trivia night? Difficulties exist because members of club who are active in fundraising will work for their own clubs but do not have energy to repeat the effort for TS. Ideas and volunteers to run events welcomed. Council delegates requested to talk about helping TS finances at their own meetings.</p>	
9	Any other business	
	Badminton has new venue. EC to send out details by email about new venue at Tempe. Comp in April.	
10	Next meeting	
	Next Sports Council meeting Wednesday 12 April (week before Easter).	