

ATHLETICS AUSTRALIA

Minutes of the Special General Meeting of Athletics Australia held at the Novotel Hotel, Homebush Bay, on Thursday, 24 February, 2000 commencing at 8.30am.

The Meeting was a continuation of the Special General Meeting postponed from 30 November, 1999.

1) Attendance:

John Brady	Queensland Athletics
Kerry Johnson	Queensland Athletics
Terry Dwyer	Athletics Tasmania
Mary Bell	Athletics Tasmania
Amanda Whittaker	Northern Territory Athletics
Bernie Trinne	Northern Territory Athletics
Don Blyth	Athletics Victoria
John Higham	Athletics Victoria
Sophie Kiel	Athletics South Australia
Tony Keynes	Athletics South Australia
Peter Bacich	AthleticA (WA)
Chilla Porter	AthleticA (WA)
Ralph Doubell	Athletics New South Wales
John Patchett	Athletics New South Wales
Owen Heness	ACT Athletics
Paul Kennedy	Athletics Australia
Ken Roche	Athletics Australia
Andrew Forrest	Athletics Australia (Chair)
Simon Allatson	Athletics Australia

Observers:

Margaret Mahony	Life Member of Athletics Australia
Lawrie Woodman	Athletics Australia
Jason Hellwig	Athletics Australia
Peter Sharp	Australian Sports Commission
Andrew Fagan	Australian Sports Commission

2) Welcome and apologies:

Andrew Forrest welcomed all attendees and observers.
John Brady apologised that Kerry Johnson would be late.

3) Draft Renewal Plan Number 3:

Document was distributed as a confidential paper.

Background to the proposed document provided by Andrew Forrest, particularly highlighting;

1. Need for progress from today's meeting.
2. Reluctance of himself and the Board to continue to lead the sport if agreement on the future direction for the sport cannot be achieved quickly.

3. The importance of a “one voice” public image of the sport, irrespective of any internal differences. Leaking of information from previous discussions and documents extremely disappointing and would not be tolerated.

Simon Allatson provided detail on some of the key performance indicators outlined in the proposal:

Financial –

1. To bring the sponsorship marketing function in-house and operate non-exclusive agency arrangement.
2. To generate \$25m revenue from all sources between 2001-2004.

Marketing -

1. Marketing Plan for Optus Grand Prix Series to be developed in consultation with Member Associations and Grand Prix Organisers.
2. AthleticsA congratulated Athletics Australia on marketing activities for the current series.

Development –

1. Capture the previously ignored “armies” or participation.
2. Year by year KPI’s to be developed subsequent to agreement and discussions with private providers.
3. Development of infrastructure to properly service customers and players.
4. Progress will be both revenue and membership related.
5. Focus on recruitment of new volunteers.
6. Importance of strong interclub events as the basis for performance track and field.

Internal Staffing Structure -

1. Improvements have already been made and will continue.

(John Brady, John Patchett and Bernie Trinne left the meeting after indicating their support for the draft as presented.)

4) General Discussion:

Information Technology –

John Higham expressed Athletics Victoria’s desire for their system to be considered as the IT platform for Athletics in Australia.

AGREED THAT ARTHUR ANDERSON WILL BE CONTRACTED BY ATHLETICS AUSTRALIA TO PROVIDE AN INDEPENDENT REVIEW OF BOTH SPORTNET AND THE ATHLETICS VICTORIA SYSTEMS.

* John Higham's agreement to this conditional upon him receiving independent advice as to the appropriateness of Arthur Anderson to conduct the review.

John Higham questioned the purpose and value of a national database. Noted by Paul Kennedy, Chilla Porter, Peter Bacich and John Brady that such a resource is necessary for modern business.

AGREED THAT A NATIONAL DATABASE BE ESTABLISHED AS PART OF THE INFORMATION TECHNOLOGY STRATEGY FOR THE SPORT.

5) Process to establish contractual agreements:

Simon Allatson re-stated the need for a legally binding agreement to be developed between Athletics Australia and Member Associations reflecting the full detail and intentions of Renewal Plan Draft 3.

BY CONSENSUS, RENEWAL PLAN DRAFT 3 WAS ACCEPTED

1. Athletics Australia to establish contract.
2. Simon Allatson to discuss contract with each Member Association President and Executive Director. (Athletics Victoria agreed to support outcome of Information Technology review.)

6) Public Announcement and Communication of Renewal Plan:

Terry Dwyer noted importance of communicating the outcome of the meeting.

Press Statement to be released by Athletics Australia at the conclusion of the meeting.

7) Additional Business:

Ralph Doubell noted the lack of detail in Renewal Plan Draft 3 in relation to the recruitment and development of volunteers. The importance of these points reinforced by Andrew Forrest that any issues need to be resolved today as the outcome of this meeting will be reflected in the contracts.

Suggested by Kerry Johnson that a roles and responsibilities document be prepared to sit alongside the contract.

After discussion it was agreed that an additional point be added to Renewal Plan Draft 3;

NEW POINT 11 TO BE ADDED TO RENEWAL PLAN DRAFT 3:

THE DEVELOPMENT OF ATHLETICS VOLUNTEER BASE AND EACH MEMBER ASSOCIATIONS REGIONAL COMPETITION PLANS.

AGREED BY ALL.

8) Conclusion:

Andrew Forrest thanked the forum for their commitment to the plan.

Owen Heness indicated that he would have information on proposed amendments to operations of Athletics Australia Commissions by that evening (22 February).

Meeting Closed.