

## Board Meeting Minutes

**Date:** Tuesday 20<sup>th</sup> April 2021

**Time:** 7.30pm

**Format:** Zoom

### 1. Welcome

PL opened the meeting by stating that this was a meeting to ensure we resolved the issues around the PA proposed affiliation fee model and we would defer discussion on the other topics until a later date.

### 2. Present:

Paul Loughran (PL)

Lawrie Chenoweth (LC)

Mike Flavel (MF)

Vic Langley (VL)

Sandra Reaburn (SR)

Roz Manester (RM)

Mark Heggie (MH)

Brigit Doyle (BD)

Georgina Wakim (GW)

Will Silcox (WS)

Sharon Swoboda (SS)

### 3. No Apologies:

**4. Acceptance of Previous Minutes.** Paul made note of a small grammar change in previous minutes  
Accepted: (MF) Seconded: (LC)

**5. Conflict of Interest** – None

**6. Child Protection - \* Nothing to report**

**7. Matters Arising from Previous Meeting – To be deferred to a later date**

### 8. UPM Update

#### PA Affiliation fee discussion

See EO's report by Mark Heggie

MH remarked that initial talks with PA of compensation over 3 years appears to have been taken off the table by PA.

All agreed that the current affiliation model based on the historically population of Victoria is not a reasonable a model. Under the current affiliation fee model, PV would continue to pay an additional \$3000 / year compounding, however next year (2021/22) there would not be an increase due to the impact COVID limiting the movement of people into Victoria.

MH commented that on looking back over historical figures, as they are the only data we have, the biggest drops in membership have occurred when membership registration systems have failed or they were perceived as being too difficult for clubs and members to navigate – as was the case with the previous SDNA Membership system.

It was also noted that:

- if we do not have our clubs supportive of the change and happy with the outcomes, this will result in decreased commitment, enthusiasm and membership numbers; and
- increasing membership fees in this current climate is definitely not an attractive option.

PA has proposed a new affiliation model that is inflexible, will be rushed through before careful consideration by the SPAs and their respective members and is proposed with annual CPI increases.

We will need to challenge all 3 of the above points as we do not believe they will offer a workable solution.

PL does not feel it is our responsibility to offer an alternative model, however, it's important that we offer constructive feedback with some tangible areas of improvement.

It was also noted that Tasmania has voiced their concern about PA's proposal.

Board members reiterated that neither the current model nor the proposed model will work for PV.

The current model shows no flexibility to offer new membership categories and the proposed \$40 fee is too high.

There has been no stakeholder buy in from the members and limited consultation, especially with recreational paddlers who are a growing marketing and who already feel like they are not offered anything, so increasing fees will be a hard sell.

VL commented that the time frame is concerning and that membership growth and decline have been shown to be as a result of external factors beyond PV's control.

The Board believed that the flat \$40senior/\$20 junior split prevents the opportunity to create new membership categories to meet the specific needs of those paddlers.

Sharon (SS) joined the meeting to discuss her alternative proposal.

We all understand the PA needs a confirmed income that they can budget on. As their costs have increased, PV recognizes that they would like an increased affiliation fee from Paddle Victoria as well as the other States.

They want a Point of Sale (POS) split of the fees however this \$40 is hard to justify to our members. A percentage fee will be an easier option to justify.

#### **PV's proposal**

Paddle Vic proposes to pay an agreed sum to PA for affiliation and a 30% of membership fees which will be taken out at checkout on GoMembership. If the amount required by PA is not achieved, PV will agree to pay the difference out of our equity to PA.

The Board agreed that the proposal to substitute the flat \$40/\$20 split with a 'percentage' was a more equitable approach.

It was noted that Paddle Vic relies on the clubs for its growth so we would need to support the clubs to do this. However, many clubs are limited in their capacity to grow because of lack of resources as club facilities/infra-structure; coaches, members to form committee and/or volunteers.

It was also agreed that the proposed date to implement the new model on 1 July didn't provide SPA and clubs sufficient time to discuss the issue with their members.

All Board members agreed to this proposal.

**ACTION:** PV staff to articulate the proposal into dot points to send to the Board.

PL to take it to Phil Jones and Andrea McQuitty

MH to take the proposal to the State EO's

#### **9. Membership fee discount proposal for the remaining of the financial year**

MH spoke to the topic of the Discount fee proposal that was borne out of Clubs approaching Paddle Victoria for cheaper, more flexible membership categories. For example:

- MCC and Essendon – Asking for cheaper memberships
- Ballarat – Asking for Student membership category
- Warrnambool asking for a 15 months membership to capture surfers.

Paddle Victoria proposes a 25% discount on all new memberships until the end of the financial year 2020/21. As we are unsure of what Paddle Australia will do with affiliation fees, we cannot commit to discounted membership post 30<sup>th</sup> June 2021.

For Clubs that work on a July – June Membership year, we will offer a 50% pro rata fee for new members as usual, plus a further 25% discount for all new members signing up between now and the end of June. Their membership amount would **revert** to normal come the 1<sup>st</sup> July 2021.

Clubs that work on a July – June Membership year

Adult = \$95 – 50% = \$47.50 – 25% = **\$35.62**

Junior = \$45 – 50% = \$22.50 – 25% = **\$16.87**

For Clubs that work on a Rolling year Membership (1 year from date of purchase), we will offer a 25% discount on their full membership fee for all new members up until 30<sup>th</sup> June 2021. These members would benefit from this discount for the entire 12 months.

Rolling Membership year Clubs

Adult = \$95 – 25% = **\$71.25**

Junior = \$45 – 25% = **\$33.75**

All board members agreed that this was a good proposal showing support for our clubs and hopefully encouraging new members who would be committed after their first year of membership.

The messaging and marketing of benefits of Club Membership needs to be well articulated to potential members.

**ACTION:** RM to work with PA to set up the discounts in the system

#### **10. Conduct, Compliance and Risk Management – deferred until next meeting**

#### **11. Other Business:**

PL going on long service leave.

PL left the meeting for discussions about who will step in as acting chair which will potentially be for 12 months and will include the AGM in October.

Main tasks amongst many. Signatory for Comm banking – once a week when pays are processed  
MH relies on the Chair for communication between meetings and for communication to PA.

Will Silcox accepted the position and was unanimously accepted by all present

PL joined the meeting

PL thanked Will for stepping up to the role and thanked all Board Members and PV Staff for their attendance and work done on this proposal

**12. Next Meeting**

Tuesday 18<sup>th</sup> May @ 7.30pm via zoom

Meeting closed at 9:10pm