



Athletics Canterbury Board – Minutes

23 January 2025 at 5:45 p.m.

Nga Puna Wai

Present:

Andrew Stark – Board Chair (**AS**), Ian Thomas – GM (**IT**), Victor Gamperle (**VG**), Averil Davies (**AD**), Tim Jones via Zoom (**TJ**), Tony Fallon (**TF**), Paul Nicholls via Zoom (**PN**), Katherine Ewer (**KE**), Jo O’Sullivan (**JOS**)

Apologies: Michael Henstock (**MH**)

Minutes of Previous Meeting:

- Not available at the time of meeting

Presentation from Clive Antony of Antony & Mates

- 2024 year in review was presented to the board and of note:
 - Social templates have been developed and branding has moved from AC to event level branding
 - Growth in online channels and social media engagement
 - Brand & identity has evolved for AC and this is a focus ongoing – Digital presence could be stronger in ideally staffed organisation
 - Market signals for voluntary organisations and particularly sports are showing a decline and participation and overall engagement.
 - Clive encouraged the board to think about lifetime value of the brand and the future of athletics.
- Board thanked him for the presentation, members expressed the need to set time aside this year to talk about the future of athletics and the role of Athletics NZ in developing this regional strategy.

Fundraising Report

- Papers and report taken as read. Eddie highlighted the 2024 had been a good year but this was no promise of future success.
- In general, he seen a move towards tightening of funds available or strict criteria being introduced.
- A focus for the coming year is to continue developing strategic relationships with corporate suppliers, expand on the previous golf fundraiser, and progress the work on bequests and regular giving.
- The board thanked him for his presentation and look forward to working with him in the coming year.

General Manager’s Report - Taken as read. The following points were highlighted:

- Coalgate while being busy was a great success and final tallies should show a positive result.
- Positive comments were received from participants, parents and officials to see senior athletes who have competed overseas and won medals present among the event.
- IT reported that again this year blankets and T-shirts sold out quickly, this will be added to the post event review for consideration.
- IT raised the potential of AC looking at a development officer role similar to the ANZ roles dispersed nationally.
- The development of young people’s participation in the sport and their retention past 14 years of age is a key focus for the future of the sport.
- The board asked IT to develop the idea further and consider how other priorities such as Sport Canterbury and Athletics New Zealand could contribute.

Financial Report: - previously circulated. **VG** highlighted the following points.

- **VG** noted the reduction in registrations taking effect on the accounts. Particularly, the knock-on effects of a reduction in race registration revenue as a result.
- No national road relays and a reduction in track hire and subsequent payments are having an effect this year.
- Balance Sheet was noted as being strong
- Appears we are on track to break even by year end, we shall review this as the year progresses.
- The Board thanked **VG** for his detailed reports.

Correspondence:

- Athletics NZ Centre Leaders - General updates given, no substantive updates

General Business:

- **TF** Raised that he would like to discuss trail running and the potential role or not of AC in expanding this in a future meeting.
- Next Board Meeting – TBC - Teams

Meeting Closed: 8.00 pm

Points for Action:

- **IT** – Development officer role
- **TF** – Trail Running