

Minutes of the meeting of the ISCH Marketing and Events committee held at the Illawarra Hockey Stadium on Tuesday 28 April, 2015 at 7.00 pm.

Present: Craig Nealon, Emily Ward, Rob Davis, Garry Bull, John Pemberton.

Garry thanked Craig, Emily, Rob and John for submitting their successful expressions of interest to join the new Marketing and Events committee.

The meeting agreed to co-opt other interested people to join the committee for specific activities when required. Emily has several fellow UOW students who may be interested in assisting with activities.

Committee roles:

Chairperson	Craig
Secretary	John
Web site and social media	Emily
Events	Rob
Board member	Garry

Sponsorship:

The **Illawarra Credit Union** are the current sponsors of Illawarra Hockey Inc. and part of the sponsorship allocated monies to the previous IDHI and IWHA. The current arrangements with the ICU expires end of June, 2015. Garry has had informal discussions with ICU staff regarding future arrangements.

Previous sponsorships with IDHI included:

Illawarra Master Builders Club (juniors sponsor) – Garry and John plan to meet IMBC general manager Richard Bone ASAP to discuss 2015 opportunities.

Action: Garry & John

PeopleCare Eyes & Teeth (umpires sponsor) – Garry will contact CEO Michael Bassingthwaite ASAP to discuss 2015 opportunities.

Action: Garry

FHE (rep team sponsor) – Rob announced that FHE will merge with Just Hockey from the 1st July, 2015. Both companies will continue to operate in their current regions in NSW i.e. FHE will continue in the Illawarra and will sell products of both companies from the stadium shop. Rob will be the local agent for both companies.

Rob has approached the new entity which have agreed to sponsor ISCH to a similar amount to the previous IDHI with the sponsorship to commence from 1st July, 2015.

Action: Rob

Physical Therapy – discussions with Physical Therapy were initiated in 2014 with a view to formal future arrangements. Garry and John plan to meet David Beconsall ASAP to discuss 2015 opportunities.

Action: Garry & John

The MEC plan to investigate sponsorship opportunities for 2015 events e.g. Australian Country Championships and O40s Men's Masters State Championships.

Action: Committee members

Web presence and social media:

Emily is a final year student of a Bachelor of Communication and Media degree at the University of Wollongong and plays hockey for Jamberoo. She has experience in a many aspects of the media. Emily will be administrator for the web site and other social media activities. Craig and Rob will assist Emily with their hockey and social media expertise.

The initial aim is to update and revamp the current ihockey web site. Garry will contact the current web site administrator Wes Johnston to provide access for Emily and to discuss use of the upgraded IMG-STG technology.

Action: Garry & Emily

Craig maintained the original ISCH Facebook page which Tony Dellapina updated until the end of 2014. Craig will contact Tony to gain access to the ISCH Inc. page so that Emily can take over as Facebook administrator. He will ask Tony if he would like to join the MEC or assist with Facebook etc. activities.

Action: Craig & Emily

Emily will also investigate the creation of ISCH Twitter and Instagram sites.

Action: Emily

Craig populated the very popular iHockey TV site on YouTube prior to 2015. He, Emily and Rob will investigate continuation of the iHockey TV site,

Action: Craig, Emily & Rob

Garry had purchased "Social Media and Communication Tactics for Sports Clubs" ebook prepared by the Sports Community www.sportscommunity.com.au. Sports Community is a place for grassroots sports clubs and their volunteers to get the latest news, grants, fundraising ideas and online training. He felt the committee could benefit from some of the strategies mentioned in the ebook.

Traditional Media:

Currently men's competition hockey results and stories appear in the Illawarra Mercury (results Monday morning and story Thursday), Advertiser (story courtesy of Tony de Souza), WIN TV (Monday or Tuesday evenings), WAVE FM (Monday morning) as well as the Highland News. John (as men's registrar) sends a media release on Sunday evenings.

The MEC will contact all competition committees to encourage utilising the traditional and new social media communication methods.

Craig will contact his WIN TV contacts and John his Mercury contacts to ask how, when and what information they require to expand the hockey exposure and perhaps become ISCH media partners.

Action: Craig & John

Events:

ISCH are hosting the **O40s Men's Masters** from 26 to 28 June. Rob will contact John O'Donnell as Men's Masters co-ordinator about organising and promoting the O40s championships.

Action: Rob

ISCH are hosting the Australian Country Men's and Women's Opens and U21 championships from 6 to 15 August. ISCH Life Member Ray Tolhurst is very keen to assist and Garry will talk to Ray about his involvement with the MEC and specifically the Australian titles.

Action: Garry

IDHI have traditionally organised a **Golf Day** (The Daryll Elliott Memorial Day) in August as a fundraiser for both the association and the clubs. John is happy to organise another golf day if the men's clubs are interested in the normal day arrangements.

Action: John to discuss with the MFC & clubs

Cancer Awareness Days:

HNSW Pink Sports Day - Hockey NSW will participate in Pink Sports Day in aid of breast cancer at the Under 18s Women's State Championships in Newcastle on 8 – 10 May. They strongly encourage clubs to get involved with their own pink sports day.

Emily noted Jamberoo HC were organizing their pink sports day this Saturday. Dapto HC are also organizing their day for this Saturday.

IDHI have traditionally organised a donation to the Call To Arms Men's Cancer Awareness campaign – usually in conjunction with the HNSW Men's Masters committee at the state championships hosted in the Illawarra as well as organising a clubs day involving a gold coin donation.

Rob & John will talk to John O'Donnell about HNSW Masters involvement as well as a local donation day.

Action: Rob & John

Upcoming events:

- Five Illawarra South Coast players are in the squad representing Australia in the Men's Tests in Hobart next week. (www.hockey.org.au/News/australian-squad-for-hobart-tests)

- Ten Illawarra South Coast players are representing Australia in the upcoming Trans Tasman Masters Tests. (www.hockey.org.au/Events-Comps/Trans-Tasman-Challenge)

Presentation Nights:

The meeting will ask the ISCH Board for direction on the concept of end of season presentation nights and the involvement of the MEC.

Action: Garry

In the past Illawarra District Hockey have held a presentation dinner, sometimes in conjunction with Illawarra Women's HA, to acknowledge team and individual award winners. Wes Johnston has indicated that \$110 per men's team has been allocated in the ISCH Budget for presentation night as well as monies for leading goal scorer and player of the year awards for all senior competitions.

Logo and Colours Development:

Craig contacted Waples Marketing to provide a Creative Services proposal to develop a professional approach to ISCH branding. The meeting felt a full package of professional branding was essential to launch the new association and recommended the Board ask Waples Marketing to discuss their proposal at the next ISCH Board meeting on 18 May.

Action: Craig

The meeting suggested that the launch of the rebranding, revamped web site and various social media activities could co-incide with an ISCH presentation function possibly on Friday 28 August.

Next meeting: Tuesday 26 May at 7.00 pm at the Illawarra Hockey Stadium

Craig Nealon
Chairperson