

Minutes of the meeting of the ISCH Marketing and Events committee held at the Illawarra Hockey Stadium on Tuesday 23 June, 2015 at 6.30 pm.

Present: Craig Nealon (chair), Graham Body, Rob Davis, Garry Bull, John Pemberton.

Apologies: Emily Ward

In attendance: Ray Tolhurst for the Australian Country championships item.

Craig welcomed Ray to the meeting and the Australian Country championship matter was discussed.

ISCH are hosting the **Australian Country Men's and Women's championships** from 8 to 15 August. Hockey Australia have realised their Championships Work Plan which outlines HA responsibilities from those of the hosts (HNSW and ISCH). HNSW's David Thompson and Nathan Walker will meet with Craig and Garry next Tuesday at the Illawarra Hockey Centre to discuss ISCH tasks.

Action: Craig & Garry

Once our hosting responsibilities are known, the committee will draft an ISCH Task Schedule for the championships organisation.

Action: Garry & John

Actions so far:

- Appointment of Tournament Director Bruce Cook.
- EOI's for the Officiating Panel close on Monday
- Initial Championships Newsletter distributed to states and territories – asking for team entries and umpire nominations by Monday.

Rob will complete the Events Digital Communications template ASAP to include images of our local players at last year's championships.

Action: Rob

The final draw (published on 10 July) will depend on team nominations i.e. whether both fields are required for competition matches and warm up for all days over the 8 days. Usually the country titles play three days (Saturday, Sunday & Monday) followed by a rest Tuesday and further round matches on Wednesday and Thursday, semi-finals on Friday and finals on Saturday.

It is hoped that ISCH competition matches can be played at IHC during the championships. In addition a championships dinner could be arranged at the Master Builders Club on the Monday night.

Action: Craig to talk to Bruce Cook about the competition format

Previous minutes: The minutes of the meeting of 26 May, 2015 were accepted as a true and accurate record.

The meeting would like other interested people (hopefully more younger and female members) to join the committee and also confirmed they would co-opt other people for specific activities when required. Emily has several fellow UOW students who may be interested in assisting with activities especially regarding the upcoming Australian Country championships in August.

Business arising from the last meeting

Sponsorship:

Illawarra Master Builders Club – The IMBC Board are considering the 2015 Junior Hockey sponsorship proposal at their June meeting.

Action: Garry

Physical Therapy– discussions are continuing regarding the 2015 Game Development sponsorship proposal.

Action: Garry & John

FHE – the merged FHE/Just Hockey company will sponsor ISCH from the 1st July, 2015.

Action: Garry to send a formal sponsorship proposal to Rob ASAP.

Each of the sponsorship agreements records a number of ISCH commitments. As such the meeting felt it was important that ISCH should produce the following:

- Letterhead
- 2015 Annual Report
- Promotional banners

In addition the MEC would promote the sponsors on hosting championships programs, the ISCH web site and Facebook and at all ISCH events.

Web presence and social media:

The meeting will investigate production of a new ISCH web site which would link to the current IMG HockeyNet site for basic operational functions such as player registration, competition draws and results etc. The new site will be a generic work in progress until the new logo/colours project is completed. Graham will produce a draft site for the next meeting using wordpress to upload data to the site.

Action: Graham

There had been many posts on the new ISCH Facebook page – from Emily, Rob, Garry and Craig. The site will benefit greatly with the new logo and colours. It was suggested that the ISCH sponsors be included on the page and Garry will ask Peoplecare if they have any activities to promote periodically.

Action: Garry & Emily

Garry will contact all players by email to promote use of the new social media communication methods.

Action: Garry

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

Action: Emily

Events:

ISCH are hosting the **O40s Men's Masters** this coming weekend from 26 to 28 June. John O'Donnell reported that championships organisation is well under control

HNSW Masters will support a Call To Arms Men's Cancer Awareness campaign in conjunction with the O40s weekend and Dave Sharpe and Graham Body are co-ordinating the player donations.

Action: Graham

Craig noted that our Australian players will be in Wollongong after the current World Hockey League and would provide a great opportunities for junior clinics and promotional activities.

Action: Craig

Golf Day:

After consultation with the men's clubs (who all agreed to support the day), PKGC regarding costs and several senior past IDHI officials, it was decided not to organise a 2015 Golf Day. In the past the Golf Day acted as an IDHI fundraiser as well as a fun day for those golfers who could take time off work to play. Circumstances have changed and organisation of such a day is not an ISCH core activity. Organisation is time consuming and without a specific purpose to champion, John decided not to organise the day.

Cancer Awareness Days:

The local Men's teams Call to Arms Cancer Awareness day will be Sunday 10 July. Dave Sharpe will contact all clubs with CTA information and asking that all players make a gold coin donation before their 10 July match. John will contact IHI and URAC asking if the field providers will donate their field hire fee for 10 July to donate to the NSW Cancer Council. The letter will suggest IHI donate their hire fee for a Pink Sports Breast Cancer day (Saturday) and a Call to Arms day (Sunday) each season.

Action: John

Destination Wollongong decided not to tender for the 2016 U15 boys Australian championships.

Presentation Nights:

The meeting felt that the status quo should continue for competition presentation nights and that each competition committee should decide if they wished to hold a separate 2015 presentation event or distribute trophies on grand final day.

The Men's Field Competition presentation night has been booked for Friday 28 August at the Master Builders club. The Builders have supplied a menu and drink prices. Craig will MC the evening and John will organize the night.

Action: John to present details to the MFC.

The meeting confirmed its suggestion that ISCH organise a special dinner before the start of the 2016 season to launch the new ISCH Logo & Colours.

Action: Emily to produce a description for the SCH Board

Logo and Colours Development

Kelli Ritchie from Waples Marketing Group presented two creative services proposals to develop a new logo and visual identity for ISCH at last Monday's Board meeting. The Board asked MEC to produce a draft basic project brief and list of key stakeholders and to gain two further quotes from local companies for this project. It asked for MEC's recommendations before their 20 July meeting.

Craig will draft a basic brief and draft list of stakeholders. Garry will contact other local companies to gain quotes for creative services proposals.

Action: Craig & Garry

Next meeting: Tuesday 14 July at 6.30 pm at the Illawarra Hockey Stadium

Craig Nealon
Chairperson