

Minutes of the meeting of the ISCH Marketing and Events committee held at the Illawarra Hockey Stadium on Tuesday 14 July, 2015 at 6.30 pm.

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

Apologies: Graham Body, Ray Tolhurst.

Previous minutes: The minutes of the meeting of 23 June, 2015 were accepted as a true and accurate record.

Emily noted she had a number of fellow UOW Journalism students interested in writing articles during the upcoming Australian Country championships. They plan to post the daily match stories on ISCH Facebook.

Business arising from the last meeting

Sponsorship:

Illawarra Master Builders Club – confirmed as 2015 Junior Hockey sponsor.

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

Action: Garry & John

FHE – the merged FHE/Just Hockey Company (Select Sports) confirmed as 2015 Representative Team sponsor.

Action: John to send an updated sponsorship proposal to Rob ASAP.

Web presence and social media:

Graham is progressing with 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). He plans to distribute his draft site by the August meeting.

Action: Graham

There had been many posts on the new **ISCH Facebook** page – from Emily, Rob, Garry and Craig. They plan to provide daily posts for the Australian Country championships – with production of an event hash tag to promote the Facebook site.

Action: Emily

Emily will develop a new ISCH Twitter site which will be linked to the Facebook page.

Action: Emily

Emily will write a message to all clubs outlining the new Facebook and Twitter sites and promoting the use of the new social media communication methods.

Action: Emily to send to John to distribute

Events:

ISCH are hosting the **Australian Country Men's and Women's championships** from 8 to 15 August. Rob discussed the championship Work Plan in detail. He will update the plan and send to HA & HNSW for final confirmation and then produce an ISCH task schedule for the championships.

Action: Rob

ISCH's **four current Kookaburras** Kieran & Blake Govers, Tristan White and Flynn Ogilvie are currently playing in local club matches. Local media have been informed of their schedule for hockey promotion. In addition, Tristan is a guest at the Shoalhaven Hookin2Hockey day this Saturday at Shoalhaven HC. Rob is attending and will post photographs on Facebook.

Action: Rob

ISCH will host the **2016 NSW O45s Men's Masters** championships from 17 to 19 June.

Cancer Awareness Days:

Call To Arms Men's Cancer Awareness – Dave Sharpe advised that teams at the NSW O40s championships donated \$1232 to the campaign. John noted that URAC had donated the Uni Field ground hire fees (\$650) for 12 July matches and the players at Uni Field had donated \$200 on the day. Dave will

advise of the IHC and CR donations and enquire if a cheque hand over presentation can be organised. Emily will organise a thank you message on Facebook once final donations are known.

Action: John, Dave Sharpe & Emily

Pink Socks Day – the Illawarra Hockey Centre informed all women's clubs that they would be selling pink striped socks for the McGrath Foundation this coming Saturday 18 July for their Pink Socks day. They are aiming to donate \$1000 to the McGrath Foundation.

Presentation Nights:

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 if possible (clash with Women's South Coast semi-finals) and John will organize the night. Wes has outlined monies available for trophies and guest invites.

Action: John, Craig & Wes

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. Emily had produced an event pitch for the ISCH Board.

Action: John to distribute

Logo and Colours Development

Basic Project Scope for the Logo concept:

- Logo and tagline concepts
- Refinement (two rounds of amendments with ISCH)
- Style guide (for use on letterhead, web site, promotions etc)
- Process for stakeholder engagement

Four additional local companies were asked to supply a quote for the project: Verb Syndicate, e-motion Design, ViVo Digital and Wisdom Graphic Design. Quotes deadline is Friday 17 July. Waples Marketing had supplied their quote in June.

Action: Craig to make recommendations based on the quotes received

Publication of Photographs:

Graham noted his concerns about publishing information about children to the internet without adequate safeguards in place. He had prepared a draft permission to publish form and distributed to the Representative Teams committee for feedback. The meeting felt the matter should be sent to ISCH Member Protection Officer Nichole Harris.

Action: John

Next meeting: Tuesday 11 August at 6.30 pm at the Illawarra Hockey Stadium

Craig Nealon
Chairperson