

Minutes of the meeting of the ISCH Marketing and Events committee held at the Illawarra Hockey Stadium on Tuesday 26 October, 2015 at 6.30 pm.

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

Previous minutes: The minutes of the meeting of 14 July, 2015 were accepted.

John advised that he was not continuing as M&E secretary due to need to reduce his workload with additional family responsibilities. The meeting thanked John for his tireless contributions.

Garry will send an EOI to ISCH members asking for interest from persons with modern technological skills in media & communications, marketing and/or event management to join the Marketing and Events committee.

Action: Garry

Business arising from the last meeting

Sponsorship:

Physical Therapy– Physical Therapy's David Beconsall is keen to establish sponsorship arrangements for 2016 and is in discussions with Garry regarding an agreement.

Action: Garry

FHE – the merged FHE/Just Hockey Company (Select Sports) are continuing discussions regarding ongoing sponsorship with IHI and ISCH.

Action: Garry

New major sponsorship – Garry will contact Peoplecare to start discussions and gauge interest regarding major sponsorship of Illawarra Hockey Inc. and Illawarra South Coast Hockey

Action: Garry

Web presence and social media:

Graham has finalised a draft **new ISCH Web Site** template (using Wordpress software from which posts can be easily uploaded and which would link to the current IMG HockeyNet site for basic operational functions such as player registration, competition draws and results etc). He will send the link to the committee for review and comment.

Action: Graham

ISCH currently owns the web address "ihockey.com.au". It was agreed to also raise with the Board the purchase "ischockey.com.au" and "illawarrasouthcoasthockey.com.au". Garry will discuss the purchase and web site hosting with the Board.

Action: Garry

There had been sporadic posts on the new **ISCH Facebook** site.

Action: Emily & Rob

A new ISCH Twitter site is linked to the Facebook page.

Action: Emily & Rob

Logo and Colours Development

Wisdom Graphics presented six new ISCH logo options with five colour variations for each logo option.

The meeting chose four of the logo options as their preferred versions. Craig will produce a sheet of these four logo options with four differing colour variations (interchangeable colour schemes) and send to the committee for comments.

Action: Craig

Once the eight logos are finalized, Emily will send via SurveyMonkey to all ISCH members for their comments. This may require approval for upgrade from the free version.

Action: Emily

The meeting confirmed its suggestion that ISCH organise a special event (possibly in conjunction with the planned ISCH SGM in February) to launch the new ISCH Logo & Colours branding.

Action: Garry

Events:

Illawarra Hockey Inc will host the Hockey Australia Indoor Hockey Festival at the Unanderra stadium from 4 to 26 January. IHI plan to form a working group to assist HA with the Festival organisation. Volunteers for the Group include Rob Davis, Peter Huk, David Johnston with Garry in an advisory capacity. A further two members will be targeted for the Working Group, preferably female.

Action: Garry

Following meeting with Hockey Australia with regards the Indoor Hockey Festival, some actions include IHI operational budget, potential sponsorship, possible outside bar area, Wi-Fi upgrade, championships videographer, on site radio broadcast.

Action: Garry to progress this with IHI and the Working Group

ISCH will host the **2016 NSW O45s Men's Masters** championships from 17 to 19 June. Also, announced by HA last week was that NSW will host the **Australian U15 boys and girls championships** at Illawarra Hockey Centre from 9 – 17 April, 2016.

Next meeting: Tuesday 2nd December at 6.30 pm at the Illawarra Hockey Stadium.

Craig Nealon
Chairperson