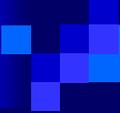




MOVING FORWARD IN TOURNAMENT WATER SKIING

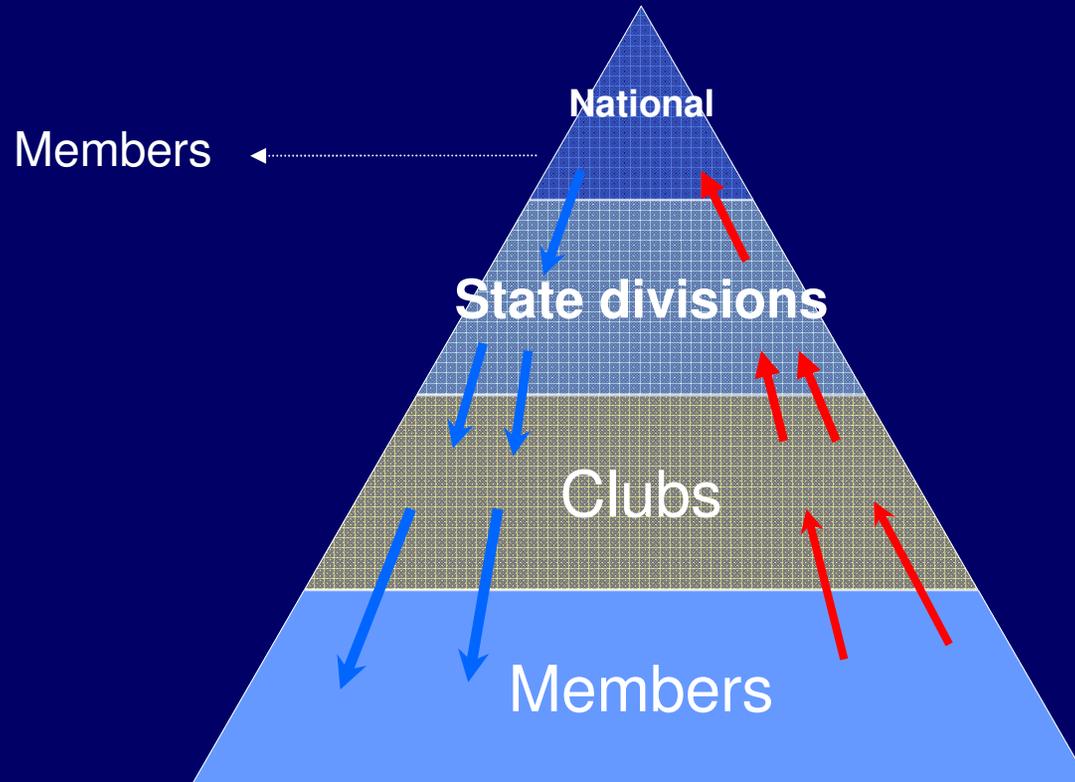
24-26th July

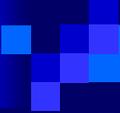


Board Positions

- **TWSA Director**
- TWSA Vice Director
- Marketing and Media Director
- Funding and Government Grants Director
- Club and Sites Development Director (New)
- Junior Development Director
- Coaching Director
- Judging Director
- Technical Director
- Secretary (non voting)
- Treasurer

Communication model





Marketing and Media Director

To have a person nominate to sit on the Board, the position being Marketing and Media Director

Marketing and Media director

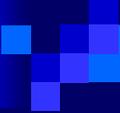
Tasks recommended to be undertaken;

1. Maintain contact details for communication purposes (in conjunction with AWWF) of every Waterski club or site which has an affiliation with the AWWF
2. Through the states, contact all clubs Australia wide for a list of all tournaments to be held, some clubs will have tournaments not on the TD calendar
3. Through the states liaise with the clubs to obtain all media sources relevant to their local area, city and country.
4. Support states and clubs to make contact with radio, newspapers and television with regard to upcoming tournament events to be held in each area.
5. Through the states liaise with the local clubs for information regarding the event and also any stories of interest e.g. club skiers, state, national, or world champions competing, or any local interest topic to be forwarded to the relevant media with photo's or live footage
6. Obtain and keep on file footage e.g. Moomba (with permission) etc, to be used as generic media releases. Develop and distribute a promotion package. Identify similar opportunities with other relevant major events.

7. Help liaise with states and clubs to have a logo A frame and or banner made (as a standard issue) that can be used for advertising on roadways leading to tournament sites.
8. Assist the states/clubs with generic media releases that can be used and forwarded to the media to promote upcoming tournaments in regional and city areas and submit results of that tournament.
9. Liaise with state water ski bodies to engage with boat show organisers to hold exhibition ski events in slalom (floating course) and trick using the countries elite skiers where possible. Set up displays promoting TD water skiing.
10. Organise an Off-season Tournament in conjunction with Darwin club or Townsville for example.
 - E.g. Offer some prize money for Juniors U14, U17, U21 say \$200 1st \$100 2nd \$50 3rd and say \$25 4th& 5th and U10 \$100 1st \$50 2nd \$25 3rd & 4th
 - The TWSA sponsoring prize money and promote our open skiers in each event to attend as a promotional tool to help lift the profile of our sport with possible funding of airfares through local sponsorship.

11. Liaise with AWWF to contact ski retail outlets and relevant waterways with a generic AWWF logo advertisement promoting all ski clubs within that state with the contact being the AWWF website
 - Following from the above, AWWF to have listed on the website a specific section with all the updated contacts for each club eg; state presidents and secretaries. Also have listed a section listing all permanent ski schools and those that clubs hold annually.
12. Explore the classification and inclusion of short-board/trick and Jump as an “extreme sport”.
 - investigate the marketing strategies of wakeboarding
 - Hold short board events in conjunction with wakeboarding (long board) tournaments
13. Set up a National Come & Try Day/weekend (tournament) across the country.
 - Every club affiliated with the AWWF has a coordinated come and try day with advertising in retail outlets to local radio, television and newspaper.
 - A weekend in November could be set aside in the AWWF calendar.
14. Target the spectators at Moomba by having a team of skiers (possibly juniors) handing out pamphlets advertising TD waterskiing for ski schools, coaching, ski-clubs in Australia, come and try days, tournaments etc. These pamphlets should be directed at the young, so they should look exciting and trendy for the readers.
15. Liaise with radio stations (ABC grandstand or JJJ) to obtain air time to cover Nationals and Moomba. (with say Gary Humphrey)

16. Liaise with AWWF to organise highlights of Nationals and Moomba and promote them on You Tube.
17. Identify State run festivals based around waterways eg: Riverfire (Brisbane) The Harbor Festival (Gladstone), or major ski racing events like the Bridge to bridge or the Southern 80, to grandstand an exhibition of our country's elite skiers.
18. Investigate the cost to produce a 30 minute program based on tournament waterskiing with the intention of having it aired on a sports channel, also a 30 second high intensity footage to be used in a promotion.
19. Develop and Maintain a list of all sports editors in Australian media.
20. Issue Media releases to all Australian sports editors on our international results or achievements.
21. Liaise with large National sporting organisations with the view of sharing marketing ideas



Funding and Government Grants Director

To have a person nominate to sit on the board, the position being Funding and Government Grants Director.

FUNDING / GOVERNMENT GRANTS

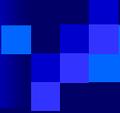
Director

Tasks recommended to be undertaken:

1. Investigate and research thoroughly in consultation with the AWWF (e.g. the internet and government websites) all grant funding available through all State, National Government Agencies and local councils.
2. Investigate other funding opportunities
 - e.g. Organise with a business to have a trailer donated and fill it with products, predominately waterski and boating equipment also beer, wine, tools etc.
 - Have the trailer on display at Moomba (with permission) inside the entry gate selling tickets for \$10.00 each.
 - Also at the Nationals have a \$10 levy placed on all the Presentation Night Dinner tickets which entitles each person to a ticket in the draw for the trailer. To be drawn each year at Presentation Night at Nationals.
3. Liaise with boat companies to have boats supplied for Nationals with the intention of on selling the boats the same as Moomba

4. Review all existing and past fund raisers and explore new funding innovations.
 4. Organise the Junior World squad and team in conjunction with the Aussie/Kiwi team from the Nationals of that year to formulate a fund raising drive and implement initiatives to raise money for the Junior teams
 4. for example; Team of Juniors dressed in Australian green and gold T-shirts collecting a gold coin donation on Sunday and Monday during Moomba:
 5. Hold a raffle at Nationals to be donated: Organise a function on the Saturday night of the Nationals say a quiz night with a DJ and auction off donated items . Fundraising for this event would go towards the Junior team, U/21 team and Senior team.
5. Liaise with large National sporting organisations with the view of sharing funding ideas.
 4. such as the AFL, All Australian Netball and Soccer Australia with the view to gaining ideas such as improving the marketing and development of our sport. Idea sharing within these organisations is certainly not new. (links to marketing)
6. Set in place a program whereby retail shops preferably from each state, sponsors a junior team member to the Junior Worlds.
 - This can be done by way of merchandise or a financial contribution. To become a sponsor a minimum of say \$1000 in retail merchandise or \$500 cash is to be donated to the team member. In return a framed team photo with the heading Junior World Sponsor, is to be presented to each retail outlet with further acknowledgement on the AWWF website and also in the Australian Waterski Magazine.

7. Lobby corporate sponsors with a National approach to sponsorship
 - such as Insurance companies, Malibu, Nautique, Waterski equipment suppliers, Fuel Companies, Airline and Rental car companies, Hotel chains etc.. Use the sponsorship profile package which can be delivered to potential sponsors including DVD.
8. Work closely with club and sites development officer on issues of city sites being the main source of sponsorship funding.
9. Encourage and assist every Australian Team member to conduct their individual fund raising..



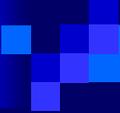
Club and Sites Development Director

To have a person nominate to sit on the Board. The position being as a Club and Sites Development Director.

CLUB & SITES DEVELOPMENT DIRECTOR

1. Liaise with each state for a list of existing sites and possible future sites.
2. Research all waterways and form a register of all rivers, lagoons, lakes and dams within a 3 hour radius to major cities and a 1 hour radius to major populated towns. (In conjunction with the state organisations)
 - Communicate with an email to all AWWF members for knowledge of any potential sites that may be known in their local area with follow up from the sites officer to approach local government authorities and or private land owners for possible access to such sites.
3. Obtain an understanding of each states water board or other related authorities regulations.

4. In liaison with AWWF the Club & Sites Development Director to implement a program on how to start a club from the legal requirements and affiliations with the AWWF. To include advice in the purchasing and installation of slalom courses and to running come and try days, coaching clinics etc.
5. To assist state and clubs to lobby local, state, and federal government for permission to utilise permanent waterways for onsite training facilities and or permanent facilities.
6. In liaison with the Technical Director, simplify and summarise and assist the clubs in implementing the technical requirements, including advice on the purchase and setup of the technical infrastructure.
7. Produce a generic guide to running tournaments.
8. Develop a manual on “Learning the basic rules of Tournament Skiing”.
 - This is aimed at the person or family just starting and the format needs to be simple. This can also include a simple explanation of slalom judging with diagrams.
 - The manual would also include where and how to download the complete rulebook and also where to obtain a copy of the Cory Picko’s trick tape, and all other relevant information such as ski clubs in Australia, permanent ski school locations and accredited coaches and the AWWF website.
9. Through states liaise and support club communications forums.
10. Encourage clubs to run some tournaments to adopt a more fun based and less rules based events. E.g. head to head slalom, trick slalom etc.



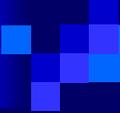
Junior Development Director

To have a person nominate to sit on the Board. The position being as a Junior Development Director

Junior Development Director

1. Access a list of all 3-event capable ski clubs in Australia.
2. Each year update a list of all ski schools to be held in Australia with location, dates and contact details.
3. Create and maintain an email list of all juniors who are members of the TWSA from U/10 – U/17.
4. Source the list (from the coaching director) of accredited coaches in Australia.
5. Coordinate the Australian Ski School.
6. Liaise with the States/Clubs in conducting junior ski schools.
7. Organise a simple and fun off season fitness program suited to juniors.
 - Liaise with the AIS and other suitable professionals for advice on physical development including advice on a suitable diet.
 - Communications updated via email.

9. Develop a library of instructional material and make it available for the distribution to skiers for coaching purposes.
 - For example a copy of DVD of Cory Pickos or other suitable material. The benefit here is that parents would have a better understanding of trick judging and the potential for more trick judges but also by improving the juniors trick techniques at a very low cost. These trick DVD's can also be introduced at all the ski schools across Australia.
10. In consultation with the Coaching Director investigate how the other countries conduct their athlete and coaching program and in particular their junior development program.
11. Encourage and assist states/clubs to organise and co-ordinate 2 and 3 day junior coaching clinics.
 - To be held at various clubs and locations throughout Australia utilising accredited coaches.
 - This will give juniors who are unable to make the Australian school the exposure to quality coaching. These ski schools are to allow more opportunities at minimal cost to the grass root skiers at the various clubs. The clubs would be responsible for the boats, drivers, and accommodation of coaches etc. and coordinated with the Junior Development director.

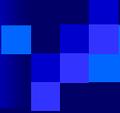


Coaching Director

- Have a person nominate to sit on the Board as the Coaching Director

Coaching Director

1. Create a list of all coaches in Australia. Include:
 - Contact details and
 - a summary of each coaches achievements on a national and international level
 - Accreditation status.
 - Their fee structure
2. Ensure all coaches are accredited to (at least) level 1 (ASC)
3. Develop and maintain a level 2 (ASC) course
4. Develop a coaches grading system
5. Support state/club training camps in obtaining suitable coaches
6. Maintain a relationship with non junior squad members.
7. Set up a data base of International ski schools with their contacts and details.
 - if they supply live in accommodation and meals,
 - their weekly fees and their specialty in coaching.
 - This data base is to be made available to all TD members but specifically aimed at team squads from juniors through to senior members.
8. Review and adapt (for Australia) the Waterskiing component of the AWWF learn to water ski manual.

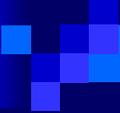


Judging Director

- Have a person nominate to sit on the Board as the Judging Director

Judging Director

1. Develop a Judges accreditation system
2. Establish and maintain a process of training for Judges
3. Develop and maintain a database of judging extension material.
4. Develop and Maintain a boat driving extension and accreditation program.
5. Develop technical clinics
 - At the Nationals each year formulate two one hour technical skills clinics to be held each day at say 10.00am and 3.00pm over say 3 days.
 - These clinics can be slalom judging, trick judging, homologation, measuring and scoring formats etc. They should be advertised several times via email well in advance of the Nationals with the aim of encouraging new people to develop skills in these areas.
 - States to be encouraged to run state based clinics
 - Skiers to be encouraged to participate in judging activities.



Technical Director

- Have a person nominate to sit on the Board as the Technical Director

Technical Director

1. Develop a Homologator accreditation system
2. Establish and maintain a process of training Homologators
3. Develop and maintain a database of Homologator extension material.
4. Liaise with marketing director to conduct a Boat accreditation program.
5. Develop and maintain the National titles action plan.
6. Formulate a standard for technical equipment.
 - Categorise all electronic equipment and where it can be purchased etc, required to operate an L or RC Tournament.
 - The standard can also explain where to purchase slalom courses floating and fixed and how they are set up. Also details on how to set up for a trick and Jump course.
 - . The technical director is to formulate a manual guide to setting up a waterski site to L or RC capabilities. (Similar but in more detail to the Tournament Waterski Australia Nationals Action Plan). Homologation details should also become part of this manual.
7. Note: Current tasks to be added Noel Dix to contact Sharyn Shaw.