



## MINUTES OF COMMITTEE MEETING

1730 hrs Monday 6 July 2020

Venue: Practical Teaching Complex, Massey University

**Present:** Andy Martin, Catriona Pirie, Shane Reed, Mark Evans

**Apologies:** Claire Scott, Sam Phillips, Dana Purdy, Ethan Gillespie, Jess Pettersen, Richard Coxon (for lateness)

- 1 **Minutes of Previous Meeting:** it was moved that the Minutes of the last meeting held on 7 June 2020 be taken as read and are a true and correct record. Catriona/Andy CARRIED
- 2 **Financial Report:** Mark tabled the Treasurer's Report in Jess' absence. She is still awaiting the invoice from TriNZ. Jess needs to check with Tammy that she is happy for MTA athletes to be charged extra for next term, either \$50 or \$100, before chasing them up. The main cost issue is finding affordable lane space for swim training. Enquiries have been made to Kiwi West and need to be followed up. Andy reported that the profit from the I Tried the Tri series is estimated to be approximately \$11,000, in line with previous years. Mark will ask Jess about swim coaching fees to be followed up. Club membership and MTA fees for next year need to be discussed prior to the AGM. Catriona suggested that we have a separate meeting specifically to discuss fees. The MTA budget needs to be put on our website. MTC fees to be discussed at our next meeting. Richard reported by phone that there was some complication admitting non-members into the Kiwi West Pool. It was agreed that Jo and Tammy liaise with Kiwi West.  
It was moved that the Financial Report be accepted. Mark/Shane CARRIED
- 3 **Correspondence:** Catriona tabled the inwards and outwards correspondence.  
It was moved Catriona/Mark that the inwards correspondence be received and the outwards endorsed.  
CARRIED
- 4 **Matters Arising**
  - 4.1 **On-Line Payment:** Mark advised that Jess reported that Jack will have the online payment ready by 10 July.
  - 4.2 **Website:** nothing to report in absence of Ethan/Jess.
  - 4.3 **Equipment:** Mark went to photograph the trailer at Linton it but was unable to find it, nor our new trailer. Mark tried to phone Reijo but was unable to contact him and will try again.
  - 4.4 **Trailer Sale:** Mark will re-list it, so Ethan does not need to.
  - 4.5 **Manawatu Triathlon Academy:** Mark said there was nothing much to report, as everything is just ticking along. Mark and Shane reported that the carnival went well. Another couple of kids have signed up.
  - 4.6 **Safety:** nothing to report
  - 4.7 **Services Competition:** Nothing to report in Reijo's absence.
  - 4.8 **Committee Positions:** photographs to be uploaded to website – Mark said Jo will do this.
  - 4.9 **Forthcoming Events:** lengthy discussion took place about declining numbers at events taking into account Andy's table of event attendance which shows that attendance used to be over 100 per event in summer but is now around 60, which is lower than 20 years ago. Numbers were at their highest around 2005 when Hamish Carter was doing well internationally but have since fallen. The decline was not related to the introduction of a compulsory all-inclusive membership fee. This decline exists at all levels as shown by TriNZ which no longer provides funding to events but looks to events to generate income and hosts only one elite event per year compared to a series of events in the past. In our club, the short course traditionally attracted the most participants but now appears to have declined, perhaps

stifled by focus on elite athletes. Andy said he could further break down attendance numbers over the last 4 years to assess the number of juniors. There was some discussion about the level of focus on events/social which Mark estimated to be 70% events/30% social, while Andy thought the level of focus on events was higher. In the past we have offered other events including mountain biking, Dash'n'Splash but these have attracted only low numbers, so our focus should be on triathlon. To create interest and attract more participants, we need to market our events rather than just advertise dates. As done by the organisers of the I Tried the Tri Series, this needs to utilise both hard copy – posters displayed in prominent public locations – and social media – Facebook (which Mark has found to be the most effective method for Moa without paying extra to boost their posts), Instagram. We need to target the people who are thinking of doing a half ironman and encourage them to start their triathlon journey at our events. Mark believes that Hayden Wilde's current success may attract more juniors into the sport. We need to tell the story of our athletes' performances to inspire people. Cancellation of an event is a no-no, but the courses need to be safe. The only place safer than Linton is Manfeild, but historically attendance at events there has been low, while the cost is high. The Surf Life Saving event which we used to do in conjunction with the Surf Club was popular with members of all ages and finished with a shared lunch. Peak times at Off the Loop are from lunchtime onwards November to February, so Sunday morning is ideal for us. We will continue with events at Linton and increase marketing. Off the Loop is not suitable for triathlon because the surrounding roads are not safe for cycling. However, it may be suitable for an Ice Breaker swim in late October/early November. Swim distances of 1500 m/1 km/500 m/200 m were suggested.

Richard suggested that we hold our first duathlon on 26 July at Linton – duathlon only confirmed as we have not received confirmation of the availability of the pool. Our plan is that the following 3 events over winter will be reverse triathlons (bike/run/swim) and we will continue to pursue Linton as our primary venue, but we are also investigating other options. Mark will advise course distances to Jo. Confirmation of venue for rest of the series is awaited. We have had a disrupted year so we will continue to offer triathlons until October.

- 4.10 **Calendar:** Duathlon at Linton 26 July; 30 August; 20 September – club duathlon champs; 11 October including AGM; ice breaker swim at Off the Loop, Foxton 1 November. Venues, courses and distances to be confirmed.
- 4.11 **Funding:** Mark reported that the Kiwi Sport Application been declined.
- 4.12 **Manfeild Duathlon 26 July:** Mark has updated website to advise that it has been cancelled.
- 4.13 **Race Rules:** not discussed.
- 4.14 **Membership List:** not discussed in Claire's absence.
- 4.15 **Publicity:** Mark will write a marketing plan template to create a Facebook event. It was noted that Jo is very efficient at marketing. Richard advised that Jo wo manage Instagram, Facebook and website communications. It was moved that Jo Coxon be appointed Marketing Coordinator Mark/Shane  
CARRIED
- 4.16 **The Lido – potential clubrooms:** Richard and Mark attended a meeting at Sport Manawatu and feel that there is a good chance that we can work with Moa, Bike Manawatu to the extent that we could participate in Bike Manawatu races and Moa races. It is considered a good idea to sit down with them to discuss coordination of events. It is outside Sport Manawatu's scope.
- 4.17 **Social Event:** Mark reported that it was attended by 20-25 people: 4 committee members plus 3 families. There event clashed with swim training/MTA training/carnival, but we will try it again.
- 4.18 **Makino:** possible aquathon event was not discussed.
- 4.19 **Event Reports Posted on Facebook:** not discussed.

## 5 General Business

There was no general business.

**Next meeting:** 1200 hrs Sunday 26 July Linton following tri. Invite Jo for briefing regarding publicity and new timing system.

There being no further business, the meeting closed at 1949 hrs.

Signed \_\_\_\_\_

President: Richard Coxon

\_\_\_\_\_ Date