

MINUTES

Agenda Item	Discussion Points/Attachments	Action
1 Attendance & Apologies	<p>The meeting commenced at 5:05 pm.</p> <p>Present: Panel: AJ Hedge (AH), Dylan Woods (DW), Connor McNab (CM), Jasmine Serra (JS), Katherine Manderson (KM), Kiriill Butler (KB) Lexie Barnetson (LB), Victoria Wells (VW) & David Smith (DS) VWA Board Representative: Mitch Collins (MC)</p> <p>Apology: Matthew Murphy</p>	
2 Business Arising	<p>2.1 Welcome DS opened the meeting and welcomed MC to the meeting. DS provided a brief update on VWA's operations as a result of the COVID-19 pandemic.</p> <p>2.2 Membership Benefits DS briefed the group on VWA's current membership benefits, with MC updating the group that VWA would like its membership offering to better cater to the community, especially during the COVID-19 pandemic. KB provided a scoping document (Appendix A) to help start the conversation with the following recommendations put forward:</p> <ul style="list-style-type: none"> • The aim of the benefits should be to strengthen previous/current members relationship with the sport; • Benefits that interested the group include strength and conditioning sessions that help the develop members ability to play volleyball; • Access to court and equipment was a popular benefit, with CM providing information around potential equipment and membership packages for the COVID-19 period; • Access to exclusive content and an online community area; KM suggested developing a model similar to Patreon (patreon.com). <p>DS then provide the panel with an overview of VWA's membership drive. The panel provided positive feedback, with several members recommending the introduction of an equipment and membership package to help drive Platinum membership sales.</p> <p>MC left the meeting at 5:33pm.</p>	<p>VWA to investigate potential Strength & Conditioning partners.</p> <p>DS to forward information and CM's package suggestions to VWA's operation section to develop cost structures.</p> <p>DS to investigate online community sites including Patreon and provide overview at next meeting.</p>

		<p>2.3 Social Media & COVID-19</p> <p>DS provided the panel with an overview of VWA’s current engagement strategy (Support Sport. Stay Home). The panel highlighted the enhanced ability to engage with National and International players as a highlight and recommend VWA look into more opportunities like this. The panel developed ideas including the potential development of new highlight videos and approaching more international volleyball stakeholders to participate.</p> <p>The panel agreed to take part in a promotional video for the Weekly Challenge, with DS to provide instructions for the videos alongside the delivery of the meeting minutes.</p>	<p>DS to email panel a video request document with instructions for recording.</p>
3	General Business	<p>3.1 Lead Volley Camp</p> <p>DS updated the panel that as of the meeting, the 2020 Lead Volley camp presented by Think Again was still booked and being planned.</p> <p>With no additional business, the panel concluded at 6:19pm.</p>	
4	Next Meeting Date	<p>Wednesday 5th August 2020</p>	

APPENDIX A

Potential Volleyball WA Benefits
Lead Volley Panel 29th of April 2020

What benefits could VWA provide to its members in the near future?

U19 Demographic	Volunteers	Other Groups
Food <ul style="list-style-type: none"> Subway Groceries Boost Nutrient shops 	Events <ul style="list-style-type: none"> Meeting athletes/other VIPs Free entry/VIP seating at state championships/AVL games 	Club Leaders
Fitness <ul style="list-style-type: none"> Gym memberships Fitness apps and devices 	Social Volleyball <ul style="list-style-type: none"> Discounted entry to social competitions 	Coaches
Equipment <ul style="list-style-type: none"> Rebel sport Jim Kidd Footlocker Mizuno 	Apparel <ul style="list-style-type: none"> Volleyball WA merchandise 	
Other <ul style="list-style-type: none"> Physiotherapy Cinemas JB HiFi 	Training <ul style="list-style-type: none"> Volleyball coaching and referee courses 	

Example benefit criteria:

- Usage:** used by at least 10% of members
- Cost:** no more than \$10 per member in total expenses
- Reputation and applicability:** matches both the aims of VWA and members
- Online value:** can the benefit be used online (in general and/or during social distancing measures)?

Example benefit implementation:

- Negotiations with partners**
- Budgeting**
- Time of commencement:** when indoor season begins in 2020/2021
- Marketing to current and prospective members:** VWA newsletter, VWA social media pages, social volleyball pages, university bulletins
- Benefit access format:** list of discount codes on VWA portal, membership card, newsletter

