



Jetstar 



YEAR IN REVIEW

2015 / 2016



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Our Mission

“Through the enjoyment of athletics, develop positive attitudes and a health lifestyle for our children, families and community.”

LITTLE ATHLETICS VICTORIA

Membership Statistics Season 2015/2016

Eastern Metro Region		Gippsland Country Region		Northern Metro Region	
Box Hill	363	Bairnsdale	130	Coburg	285
Camberwell / Malvern	309	Casey	329	Craigieburn	84
Cockatoo	76	Corner Inlet	32	Diamond Valley	618
Collingwood	274	Cranbourne	276	Essendon	413
Croydon	286	Leongatha	182	Hume	60
Doncaster	426	Moe	112	Keilor	440
Kew	359	Orbost	45	Kilmore & Districts	75
Knox	552	Pakenham	142	Lancefield / Romsey	109
Nunawading	357	Sale	149	Present / Reservoir	166
Ringwood	250	Taralgon & District	176	Sunbury	193
Sherbrooke	138	Warragul	80	Whittlesea City	456
Yarra Ranges	180	Wonthaggi	128		
TOTAL	3,570	TOTAL	1,781	TOTAL	2,899



Northern Country Region		Southern Metro Region		Western Country Region	
Albury	167	Brighton	224	Apollo Bay	0
Barooga	72	Caulfield	287	Ararat	67
Benalla	120	Chelsea	245	Ballarat	226
Bendigo	345	Dandenong	107	Bar-rook	26
Corowa	37	Frankston	465	Camperdown	105
Echuca / Moama	143	Mentone	330	Casterton	66
Howlong	54	Moorabbin	229	Charlton	0
Kyabram	58	Mornington	284	Cohuna	80
Kyneton & District	124	Oakleigh	71	Colac	50
Lavington / Jindera	71	Sandringham	400	Dimboola	25
Mansfield	114	Seaford	160	Edenhope	26
Mt Beauty	52	Southern Peninsula	144	Hamilton	61
Murrindindi	69	Springvale	214	Horsham	109
Nathalia	107	Waverley	223	Kerang	47
Rochester	76	Westernport	107	Maryborough	100
Rutherglen	60	TOTAL	3,490	Portland	72
Seymour	208			Stawell	47
Shepparton	162			Swan Hill	100
Wangaratta	272			Warrnambool	162
Wodonga	234			TOTAL	1,369
Yarrawonga / Mulwala	88				
TOTAL	2,633			Western Metro Region	
				Altona	118
				Bacchus Marsh	233
				Brimbank	163
				Corio	256
				Geelong	753
				Gisborne	155
				Melton South	139
				South Melbourne & District	273
				Werribee	394
				Williamstown	373
				Woodend	73
				TOTAL	2,930

Association Staff

Chief Executive Officer	Dean Paulin
Interim CEO	Shane Bertrand
Finance, Governance & Risk	Julie Green
Education & Development	Shane Bertrand
Business Assurance & Special Projects	Graham Lucas
E Commerce & Technology	Kim John
Competition & Events	Michael Masseni
Communications & Marketing	Chris Lonergan (to Feb 16) Lachlan Rayner (from Feb 16)
Centre Development	Debbie Baskin
Membership Development & Liaison	Alana Durham
Joint Officials Training / Accreditation	Andrea Hallet
Joint Receptionists	Sian Mezzatesta Josy Caon

Board of Management

President	Steve Ryan
Finance Director	James van Beek
Education Director	Paul Bray
Competition Director	Colin Segota
Director (Membership)	Sherrie Boulter
Director (ICT)	Michael Wallace
Director (Business Assurance)	Steve Waugh

LIFE GOVERNORS

1974	Trevor Billingham (dec)	1983	Margaret Caldecoat (dec)	1992	Keith O'Donohue (dec)	2002	Noel Rasti
1975	Alan Triscot	1983	Bill Field	1992	John Ellem	2002	Merle McBean
1977	Max McLennan (dec)	1983	Peter Taylor (dec)	1992	Ian Fisher	2002	Sylvia Cook
1977	George Nevitt (dec)	1984	Maureen O'Callaghan	1992	Wes Heywood	2003	Dave DaFonte
1979	Alan Brumley (dec)	1984	Randall Robinson	1992	Margaret Robertson	2003	Beth Girdwood
1979	Jim Jamieson (dec)	1984	John Treanor (dec)	1993	Irene Harris	2004	Jeff Hawkins
1979	Jim Mason (dec)	1985	Peter Bailey	1994	Ray Canning	2005	Gwen Timmins
1979	Bruce Seeley	1985	Don Blyth	1994	Gordon Major	2005	Peter Frenken
1979	Norm Walsh	1985	Norm Esh	1995	John Doherty (dec)	2007	Christine Doubleday
1980	Pat Harris	1985	Alan Johnson	1995	Meggsie Harvey	2007	Robert Zuber
1980	Mal Hastie	1985	Andrew Osborne	1995	Peter Jones (dec)	2009	Neville Harris
1980	Keith Maughan	1985	Bruce Reynolds	1995	Ian Sparkes	2009	Fred Wilmschurst
1980	Mary McLennan (dec)	1985	Bill Toohey	1996	Judy Jones	2009	Judy Wilmschurst
1980	John Spicer	1985	Ken Wyles (dec)	1997	Campbell Cain	2010	Ian Brown
1980	Bill Vincent (dec)	1986	Charles Gorman	1997	Golda Cain	2010	Graham Lucas
1981	Ron Brown (dec)	1986	Eric Wenckowski	1997	Malcolm Francis	2011	Marion Sparkes
1981	Noel Deller	1988	Bernadette Barnett (dec)	1998	Ian Thompson	2012	Steve Cowburn
1981	Gordon Murphy (dec)	1988	Peter Hendy	1999	Allen Carey	2013	Carol Timmins
1982	Bert Edwards (dec)	1991	Lawrie Barnett	1999	Tammy Fry	2014	Margaret Carty
1982	Wes Osborne (dec)	1991	Tim Berriman (dec)	1999	Pam Mulholland	2014	Andrew Stirling
1982	Lockie Purton	1991	John Guerra	1999	Shirley Scherger (dec)	2014	Rosalie Wilson
1982	Jim Stewart	1991	David Tracy	2000	Don Baker	2015	Debbie Baskin
1983	Les Armstrong	1992	Lois Daffy (dec)	2000	Robyn Van Lieshout	2015	Shaz Cairns

PRESIDENT'S REPORT

The biggest challenge faced by Little Athletics nationally is a declining membership. With the sporting environment becoming extremely competitive in terms of choices, it is becoming increasingly challenging for Little Athletics to hold its ground in terms of membership numbers. As our population grows it would be fair to expect some level of growth within our Association. I know our Centres are extremely active within their communities and are doing their best to retain and grow membership. Unfortunately there is no single solution to the challenges we face and unless we change our current offering it is difficult to imagine our continual decline will reverse in the near future. Yes, this is an Olympic Year and traditionally our numbers do improve, but we should not be complacent and rely on historical trends.

Our strategic plan addresses a number of key areas in terms of Participation, Programs, Support and Development. In order to achieve change, it is important the Office and the Board receives the support of our Regions, Centres and key resources and individuals across the state. Without that support initiatives become harder to implement and the Association will struggle to meet the expectations of modern families who are becoming increasingly time poor, wanting shorter and faster programs and services. Our strategic plan will continue to evolve in order to reflect the needs and aspirations of the Association.

As we look at our Governance and Internal capability, our Board needs to be structured and equipped to assist the Office in achieving their strategic goals. A motion is being put to the AGM to increase our Board composition from Seven to Nine members, with skills based positions being created which will help us align with VicSport Good Governance Framework. I look forward to your support in helping us achieve our objectives.

Athletics Australia, the Member States, Little Athletics Australia and State Associations continue to work closely together towards the notion of One Sport. This is a long term strategic initiative which will better align athletics from junior to senior participation. Resources from all levels of athletics have been involved in a series of workshops throughout the previous twelve months to assist with the formulation of a plan to take athletics into the future. It is

not an expectation that One Sport is one body. Little Athletics will continue as its own entity throughout this process.

Our focus on the future will continue to see our sport evolve. The contribution at all levels – from our Board, Staff, Committees, Regions, Centres and their Committees, Coaches, Officials and the countless Volunteers each week will be pivotal if we are to achieve successful change.

Included in the Annual Accounts for the first time is a note that includes a summary of the Association incorporating the financial results and position of the seven Regions. A consolidated position as at the Association balance date cannot be presented due to inconsistent balance dates and accounting policies across the seven Regions.

It is important we acknowledge and thank our generous sponsors and partners. They provide far more than just revenue opportunities. Their involvement demonstrates the strength of our Brand and many of these partnerships share the same core values relating to Family, Fun and a sense of Community. Our National naming rights partner, Jetstar recently extended their support of Little Athletics into a third year.

I'd like to thank all the staff for their contribution in the past 12 months. It has certainly been a busy year for them all. The recent appointment of Shane Bertrand to the position of Interim CEO has provided an opportunity for us to review a number of operational aspects of the business. I especially congratulate Shane and Julie Green for the efforts they have gone to winding up our 2015/16 Year and preparing us for the upcoming season.

As the President of this great Association I am truly proud of how we work together for the betterment of the sport and to make Little Athletics so much fun for our most important assets – our athletes and their families. On behalf of the Board and Staff, I wish you all success for the upcoming season.

Steve Ryan
President



INTERIM CEO'S REPORT

The last 12 months has been an extremely busy time for both the Association and the Office. While many changes have taken place since the last AGM, there has been a resolve to improve the delivery, communication and overall perception of the Association to all members. Although our registration numbers again this year have decreased, we believe we are working towards an Athlete centred approach which will ultimately deliver positive results for both the Association and our athletes.

We are embarking on exciting times with a move towards a closer alignment with the Little Athletics Australia Standard events, which will create a streamlined approach to our competition model. This model doesn't just exist at the State and National level, but also at the development stage. LAA are looking at the benefits of utilizing a fundamental motor skills program as the model for the U6-U8 age groups. Earlier this year, LAVic was asked to present to LAA and all Development Officers of the other State Associations, the On Track program. This took place in the LAA boardroom and the practical session followed outside.

The feedback we have received has been promising, so again the approach Victoria has taken appears to be leading the way for other States to follow. However, the shift towards standard and approved events will have a greater impact on our structure and programs over the next few years.

Prior to the AGM we will be coming together at Minifest and celebrating the outstanding achievements of our Centre's and volunteers at the RACV Gala Dinner to be held at the RACV Country Club in Healesville. We are extremely grateful for the generous support that RACV has afforded us in both the equipment grants over the last 2 seasons and supporting the membership awards at the Gala Dinner.

The funds provided through the equipment grants have provided Centre's with an opportunity to purchase equipment that might have been too cost prohibitive otherwise. In meeting with the RACV team, they were excited to hear how the funds were assisting our Centre's in improving the delivery of our programs. RACV will be selecting some Cen-

tre's to visit and take photos of our athletes over the coming months, which will appear in the RACV Auto Club magazine.

RACV has also supplied accommodation packages for our Relaython and Letterbox competition winners at the RACV Royal Pines Resort on the Gold Coast.

Jetstar has continued to be the naming rights sponsor of Little Athletics, however from a state perspective; the assistance that Jetstar has provided with flight packages for our award winners is invaluable. We could not offer such amazing programs without the assistance of Jetstar, we are very grateful for their generous support and assistance. In the coming season, Jetstar will also be providing Centres with drink coolers and marquees, so this partnership continues to grow strongly.

Overall, we thank our support partners and sponsors for their overwhelming vote of confidence in assisting us to deliver our programs to all of our Centres, volunteers and athletes.

The Office has faced several challenges over the last few months, it would be very remiss of me not to thank everyone for their support and guidance. The Staff members have been required to take on extra responsibilities, they have carried out these duties with the professionalism and dedication that you would expect of them.

When you look back at the number of people involved who dedicate their time and effort to provide the wonderful experience that is Little Athletics, it is quite overwhelming. From Clubs, Centres, Regions and State Volunteers, Officials, Coaches, Committee Members at all levels, Administrators, Staff and Board members; your time, effort, dedication and enthusiasm is greatly appreciated. Please continue to assist our Association in any way you can

Shane Bertrand
Interim Chief Executive Officer







BUSINESS ASSURANCE REPORT

One of the highlights moving into this year was the SWOT analysis undertaken at the Association Planning event last April. Region representatives, the BoM and the Office team all contributed their thoughts on the strengths and weaknesses of the Association, as well as identifying the threats and opportunities that exist in the wider environment which may impact on us over coming years.

Strong community awareness of the 'Little Athletics' name was a highlight and there were a range of other positive aspects such as community focus, accessibility, flexibility and affordability that were listed. However, there was also a broad range of challenges that need to be addressed to ensure that the sport attracts and retains members & volunteers.

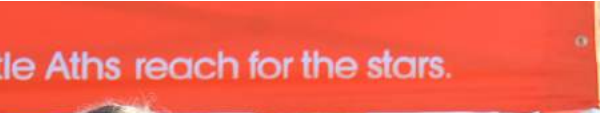
From my perspective, the major theme that stood out from the analysis was the need for simplification. Less (or less confusing) regulations, better communication, longer time-lines for changes, and greater support for Centres. At many Centres it was reported that committees feel confused; parents don't know how to engage; and athletes have an inconsistent experience. Addressing these issues will be a major focus for the coming year and for future Strategic Plans as it represents a huge risk for the Association.

One milestone that will assist Centres has been achieved this year. The Incorporation of Centres has finally been completed across the State. All Centres now have a sound framework to build on in coming years. Each Centre's Constitution clearly sets out key processes such as dispute resolution and decision-making. While this is a milestone to celebrate, naturally there will also be a period of adjustment while committees and members gain a deeper understanding of the reporting requirements that incorporation brings. A good constitution is a living document; it should reflect the particular needs of each Centre and be a useful tool for the executive and members. There is still plenty of work ahead in this area.

I would like to thank the Board and Office staff for their assistance, insights and patience over the past year. As a new member of the Little Athletics family, I learn new things about the sport constantly and I feel privileged to be part of such a great organisation.

Steve Waugh
Director (Business Assurance)





INFORMATION, COMMUNICATION AND TECHNOLOGY REPORT

ICT Committee

There have been several changes to the structure on the ICT Committee. Due to work and Centre commitments, Henk Westerveld & Mark Cosham have left the committee. Both Henk and Mark provided many ideas to the ICT portfolio and their input will be missed. Lachlan Rayner has taken on the position of Communications & Marketing Coordinator at LAVic, taking on this role after Chris Lonergan left earlier in the year.

Thank you to all of the Committee members and the Office staff for their assistance throughout the season.

Members of the ICT Committee are now attending the other portfolios meetings. This initiative is allowing us to gain a better understanding of what technology requirements they may have.

Social Media

Chris and Lachlan have invested a lot of time into Social Media solutions as we see that this is an extremely important platform for the Association to keep our members, parents and athletes updated on upcoming events.

Timing Solutions

Timing Solutions are the exclusive timing software partner of LAVic. All Centres are now using Timing Solutions to capture and publish their results. The Association now has a state wide performance database within results HQ.

Analytics

Analysis of the web traffic has begun, which will allow us to better understand how effective the Association website is and where we may need to improve the layout and content.

STG (formerly IMG)

STG is an integral part of the LAVic online registration and event management system, which is used for all events including Region / State Championships, Clinics / Courses, Social events and much more. Centres and Regions that are using the system to their full potential are now creating online Duty Rosters, Training Days & Open Days etc.

Training

LAVic will continue to make available training sessions to Centres though-out the season and beyond in an effort to assist in a smooth registration process, the setting up of events, member e-communication and eradicating the paper registration processes previously conducted at Centres.

Achievements

- State wide results database
- State wide online registration payments
- Major communication strategies through social media platforms
- Live Streaming of the Relaython

In Progress/the year ahead

- Updating the website to more user friendly for tablets and phones.
- entre Achievement booklet (online)
- Integration & seamless communication via social media platforms
- Online merchandise shop
- Social Media Policy, in conjunction with Business Assurance for the Association and Centres.

Michael Wallace

Information, Communication and Technology Director

EDUCATION REPORT

Athlete Education

The primary aim of our athlete education programs is to assist our athletes in developing motor skills within the track and field environment. Our events and programs range from those targeting the most basic skills for our youngest athletes up to those targeting more complex skills for our older athletes as they transition into senior athletics.

On Track Program

The On Track program is a resource for Centres in providing a fundamental motor skills development program, coaching resource and flexible competition model for our younger athletes.

In 2014-2015, the program was re-developed, leading to the production of an interactive PDF targeted to meet the needs of Centre On Track Co-ordinators and teachers, accessible on PCs, laptops and tablets. The new format proved very successful during 2015-2016. Every Centre was provided with the PDF, as was every participant in the On Track workshop and the Introduction to Coaching Courses (ITCC). Many school PE teachers have also purchased the PDF.

Considerable thought is now being given within LAVic and Little Athletics Australia (LAA) as to how the On Track program could be used more extensively within Centres as the basis for motor skills development for our U6 to U8 athletes, in a similar way to how the Auskick program is used by the AFL. Such a development is likely to require extensive planning over a medium-term time frame of about 5 years.

Jetstar U6-U8 State Carnival

This initiative, commenced in December 2014, combines skill development and modified competition for our youngest athletes. Nearly 250 athletes attended the Carnival at Doncaster in October 2015. The Carnival is due to be held later in the 2016-2017 season on 27 November 2016.

Skills Clinics

Two half-day clinics for U9-U10 athletes were conducted in September 2015 at Doncaster (109 registrations) and Collingwood (106 registrations). These clinics focus on athletic skills development in the basics of Run, Jump and Throw, as the fundamentals of all events conducted in Little Athletics.

A two-day clinic was also conducted in September 2015 at Nunawading and Collingwood for 130 - U11 athletes. Athletes are shown correct technique in all ten U11 events, and parents have the rare opportunity to listen into the coaching to gain further insights into the events. Participants are also given details on further athlete pathways for U12-U15s, and provided with guidance by a podiatrist on athlete running shoes and spikes.

Finally, a Race Walking Coaching clinic was conducted at Doncaster this season involving 36 athletes (U9-U16) and 3 coaches, several with international experience.

Junior Development Squad - (JDS)

The JDS is the flagship education program for our older athletes (U12 and above). It involves seven half-day training sessions from October to August each season, with optional involvement in the JDS Camp and the Athletics Victoria (AV) Junior Track & Field Championships. During the 2015-2016 season, JDS had 319 members who met the qualifying standards.

Nearly 160 JDS athletes competed at the AV Junior Championships in February 2016. Of those, 35 athletes were registered only with LAVic, with the rest being dual AV/JDS members. JDS athletes attained many medals, and achieved several AV State team qualifiers for the National Championships.

The JDS Camp was conducted in January 2016 over 4 days, with 74 members attending. In addition to normal track and field training, sessions were also conducted in strength and conditioning, stretching, pool recovery and Pilates, as well as the popular social program.

Australian Little Athletics Championships (ALAC)

The ALAC was conducted in Adelaide in April 2016. The Victorian team won the Life Members Trophy for the U15 Multi-Event Teams Championship and was 2nd in the Trevor Billingham Trophy for the U13 Teams Championship. Victorian athletes, Jessica Welford and Aaron Leferink, won the individual gold medals in the U15 Multi-Event Championships. In the U13's, Victorian athletes combined for a total of 20 medals. These medals along with all athlete performances, contribute to the overall Team points score which is the basis for ALAC. A major achievement was the Gold medal performance of all 3 relay teams, with the Girls winning in an ABP.



LAA National U15 Camp

This camp was conducted at the AIS in Canberra for the 4th year. The focus of the camp is at the high performance level for U15 athletes who are looking at the next steps in their athlete pathway into Athletics Australia (AA) Development squads and National teams. Each State Association can send up to 20 athletes, including Multi-Events, who meet the national qualifying standards set by LAA (Victoria sent 22 athletes to the 2015 camp). The athletes spent 4 days training and participating in workshops conducted by leading Australian coaches and current international athletes.

Coaching Education

The primary aim of our coaching education programs is to enable parents, teachers and other volunteers to assist children to perform basic track and field skills.

Introduction to Coaching Course - (ITCC)

Though not an accredited coach training course, the ITCC was developed by the Australian Track & Field Coaches Association (AT&FCA), in conjunction with LAA, to provide practical guidance in the delivery of the basic models of track and field events for primary school age athletes. The ITCC is vital to the ongoing success of coaching in Centres, introducing volunteers to the basic ideas of coaching. 149 participants attended the 10 ITCC conducted during the 2015-2016 season at both Metro and Regional venues.

After trials in Victoria during the 2014-2015 season, a revised standard curriculum for the ITCC was finalised in May 2015 to ensure that a consistent National course was presented throughout Australia. The new format was released Nationally in July 2015 and successfully used in Victoria in the courses presented in September to November 2015.

On Track Workshops

An important part of this program is the training of new presenters. John McCall, the LAVic On Track Co-ordinator, continues to provide outstanding training sessions, combining his knowledge of the program with his skills as a primary school PE teacher. The ability to effectively deliver the content of the program is as important as the content itself.

The workshops conducted in the 2015-2016 season attracted 69 attendees, including many former LAVic athletes.

Race Walking Judging Clinic

In conjunction with the Race Walking Coaching clinic, an opportunity was given to parents to be trained as Race Walking judges. There were 18 parents who attended a Judging seminar, who then participated as judges of a modified competition during the Coaching clinic. This combination of theory and practice assists parents in becoming better judges.

Coach of the Year

To help recognise the efforts that coaches play in developing our athletes, LAVic has two annual coaching awards. The Coach of the Year award recognises effort displayed at all levels of the coaching operations of LAVic, while the Bryan Neighbour Centre Coach award recognises the efforts of coaches who mainly concentrate on Centre coaching.

The winner of the Coach of the Year for 2014-2015 was Lindley Cowell (Diamond Valley), and the winner of the Bryan Neighbour Centre Coach for 2014-2015 was Alan Poynton (Brighton).

The Bryan Neighbour Memorial Coaching Development Fund

This scholarship fund was established to assist in developing young coaches involved in the operations of LAVic with their education costs, coaching membership costs, travel and equipment costs, and to provide mentoring opportunities. The fund recognises the invaluable work that Bryan Neighbour undertook across his life to develop coaches at all levels. During the 2015-2016 season, initial grants were made to Lachlan Freestone and Tanya Higgs.

School Sport Victoria (SSV) Athletics Sub-Committee

SSV has formed various sub-committees that include representatives from school Regions and State Sporting Associations. The Athletics sub-committee includes representatives from SSV, LAVic, AV, AA and the Australian Sports Commission. In providing opportunities for student athletes, the sub-committee reviews: the athletics calendar to try to avoid event clashes; and the competition rules to ensure consistency where possible. It also provides education opportunities for the training and development of PE teachers in athletics, with particular emphasis on officiating and coaching.

Thanks

The programs and events summarised above do not happen without the dedication and commitment of a group of hard working coaches and other volunteers. I thank them for their contribution.

I would particularly like to thank Shane Bertrand, Our Education and Development Manager, and his family (Sam, Carly and Georgia), Shane's drive, determination and professionalism make him one of the leaders in the development of Little Athletics in Australia. In addition, as Shane often notes, what he does is done not only with the blessing of his family, but also with their enthusiastic involvement.

My final thanks go to the members of the Coaching & Education Committee – Wayne Dyball (Associate Director), Bernie Curtin, Andrew Stirling, John McCall, Gordon Loughnan, Duane Girton and Heather Lamb. They are not only integral to the operations of the committee, but play active roles in many activities of LAVic.

Paul Bray
Education Director





COMPETITION REPORT

To start with I'd like to thank Andrew Duncan for his tremendous leadership & vision whilst he was the LAVic Competition Director. Andrew, with the support of the Competition Committee, Technical Panel, the Office Team & of course the LAVic Board, was instrumental in lifting our State Competitions to the forefront of State Little Athletic Events across Australia. With these changes came a significant amount of work and for the past ten months, we have not undertaken major changes but rather fine-tuned and tweaked what was in place to deliver smaller incremental changes to the Association.

During the 2015 / 2016 Season, our State Events were held at a number of different venues:

Event	Month	Venues
Region Relays	Nov 2015	Various venue's across Victoria
State Relays	Dec 2015	Lakeside Stadium - Albert Park
State Multi-Events*	Jan 2016	La Trobe University Bendigo Athletics Complex
State Multi-Events U15s	Feb 2016	Knox Little Athletics Centre
Region Track & Field Championships	Feb 2016	Various venue's across Victoria
State Multi-Events - U12 to U14s	Mar 2016	Yarra Ranges Little Athletics Centre
State Track & Field Championships	Mar 2016	Casey Fields - Cranbourne

You will note in the above table that the State Multi-Events were split over 3 days. For the first time in many years it became necessary to abandon Day 2 due to extreme weather conditions. As a result of this decision the balance of the State Multi-Event Competition was split over 2 additional days and venues. Furthermore, it necessitated the cancellation of the 2015 / 2016 Region Challenge event.

On the competition front our numbers were similar to the events held in the 2014/2015 season and I am expecting the numbers to increase as we enter this Olympic Year. We can't however be complacent and rely solely on the Olympics to attract members to our Region & State events and we need to continue to work hard to offer high quality events that athletes want to compete at.

What has become abundantly clear however is that there are a number of significant challenges that the Association as a whole needs to face into over the coming years as we have not adapted to the changes that have evolved over the past 2 to 3 decades. On the Competition front, I believe the most significant challenge is the structure and location of Region & State events – In particular we need to address the significant challenge that Country Regions & athletes face when hosting / attending Region events. We also need to address the ongoing challenge that the Melbourne F1 Grand Prix has in terms of our ongoing use of Lakeside Stadium.

It would be remiss of me to not thank the following:

- LAVic Competition Committee members (Michael Maseni, Stan Stoop, Debbie Baskin, Caroline Peachey, Michael Brazel, Shaz Cairns, Phil Atkins, Andrew Duncan, Wally Horsman, Peter Robinson & Sherrie Boulter) for their ongoing support and for making the job of organ-

ising events easier and as a collective, making informed decisions on Competition matters.

- All Region Organising Committees, thank you for hosting and running the various qualifying rounds of State Championships.
- The members of the Victorian Officials Committee, the Technical Committee, the Starter's and Referee's Panels and of course the Appeals Panel - thank you for all efforts throughout the year in committing yourselves to these panels and committees to ensure these areas of competition are well organised.
- The LAVic Office Team – this team undertakes a significant amount of work behind the scenes to keep the Association going on a day to day basis.
- The LAVic Board for their ongoing support and guidance on competition related issues.

Last, but by no means least, I want to thank my family, Tania, Bronte & Ella, for supporting me in my Little Athletics endeavours. As many of us know, it can be quite time consuming at times and I would not be able to do what I do, without their support.

I wish everyone all the best for the forthcoming 2016 / 2017 season.

Colin Segota
Competition Director

MEMBERSHIP DEVELOPMENT REPORT

This is my first season as Membership Development Director having been appointed to the Board of Management in January of 2016. The committee had been without a Director for most of the season and I commend them on their efforts and support given to Alana Durham on many of the areas detailed below.

New Centres

Kerang returned this season after being in recess in the 2014 / 2015 season. There were no other new Centres in 2015 / 2016.

Top Centre Award

The Top Centre Award is the major award for Centres each year, with the Top 13 recognised at the Gala Awards Dinner. The process for Top Centre Awards remained unchanged this year after receiving a review in 2014/2015. The criteria on which Centres were assessed varied from membership growth, support of LAVic programs and sponsors, meeting LAVic administration requirements and the results of a Centre visit, which measures Centres against a range of requirements including chest patch use, signage, Working with Children Check, athlete and volunteer safety. A special thank you to all our Volunteers/Officials for taking the time to visit and assess Centres.

Centre visits proved difficult this season with a total of 18 Centres not visited. From the Centres that were visited it was evident there needs to be a greater focus on education when visiting Centres.

In the 2016 / 2017 season Membership Development are looking to revamp the Top Centre award. We are seeking to implement a simple, clear and achievable awards program that recognizes the Top Centres in our State on criteria that demonstrate running a Centre competition focused on our brand of 'Family, Fun and Fitness'.

Royal Children's Hospital

The Royal Children's Hospital remains our major focus of fundraising activities and as well as being a worthy cause it is consistent with our focus on children's health and wellbeing. Little Athletics Victoria has provided ongoing funding to the Royal Children's Hospital for over 40 years. This season was our 1 million dollar year! We raised \$100,000 this year which is our biggest year ever and almost doubling our previous largest amount of \$55,161.70. This brought the total raised since commencement to \$1,046,826.56

Relaython

To assist in fundraising for the Royal Children's Hospital, this season we relaunched the Relaython. The Relaython has historically been a fundraising event partnership between Little Athletics Victoria and the Royal Children's Hospital with the proceeds from all activities including this event being presented as part of the annual Good Friday Appeal cheque.

Despite the late notice, 50 Centres participated in the Relaython on the day, and over 60 Centres donated money to the cause.

We stuck with the traditional aspects of the Relaython i.e. a relay baton carried around the inside lane for a 3 hour period with the goal to cover as much distance as you can within the allocated period.

We also decided to introduce Everyday Hero to the donation aspect of the Relaython. This meant that all Centres and individuals had the opportunity to raise funds online in a competition to see who could raise the most money. Kew Little Athletics Centre raised the most money overall, a total of \$14,613.97. Dominic Moylan raised the most money as an individual, a total of \$12,915.30. Dominic and his family won a well-deserved holiday to QLD for their efforts. The online donation system proved to be a major success this year for the Relaython and we will continue to use it for future events.

We also introduced a livestream of the day where Dean Paulin and Alana did live crosses to Centres to see how many laps they had completed. This created more excitement around the day as athletes and Centres were streamed live on our website. With LAVic TV currently being improved we expect next year's stream will run much smoother and be more efficient.

Once again we also took part in the Good Friday Appeal Kids Day Out, Thanks to those who volunteered on the day with such enthusiasm. On presenting our cheque at the Good Friday Appeal we received 3 minutes' television coverage.

RACV Australia Day

For the second time, in conjunction with our sponsor RACV we were a part of the RACV Australia Day Picnic & Federation Vehicle Display. This event was held at Kings Domain and recorded over 100,000 visitors.

We conducted a number of activities at our interactive site – Mini Sprint, Mini Hurdles, Bean bag Shot Put. These types of events allow us to showcase our product to prospective members in a fun and interactive way. Thanks again to Timing Solutions for their contribution to this event in providing live sprint results to kids

Membership Survey

With declining State enrolments and retention rates at just over 50%, the focus of the membership development committee since I commenced in January has been on the retention and recruitment of athletes and in particular understand the drivers in these areas. In February 2016 we conducted a membership survey seeking to better understand what attracts members to our Centres, why members continue to stay at our Centres and feedback on areas of Centre competition. We received 3,800 responses representing over 20% of our membership with responses from all but 1 Centre.

Key results from the survey included wide support for our PB focus and our family friendly atmosphere and raised concerns over the length of down time in our programs, lack of induction for new members and our lack of coaching during Centre competitions.

Survey results have now been presented to Centres through Region forums and individual Centre results sent to all Centres. It is hoped that this information will generate discussion at Centre level on ways that we can all work towards improving our retention rates.

Awards and Rewards

Our volunteers continue to be the core of the community events we take part in as well as weekly competition. Without our volunteers we would simply fail to operate. To recognise their hard work and dedication the Volunteer of the Year Award will once again be presented at the Gala Awards Dinner to someone who has worked beyond their expected duties and assisted in the growth of Little Athletics.

This season also saw many athletes across the State achieve 7 & 10 years membership at their Little Athletics Centre and receive a certificate as a result. Congratulations to these athletes.

Programs in Development for 2016 / 2017

Membership Development committee is responsible for coordinating and motivating the efforts of Clubs, Centres and Association personnel to enhance acquisition and retention of members.

In line with this our focus in 2016 / 2017 will be to work with Centres in providing assistance and advice on improvements to our product offering through the development of best practice guides specifically focusing on our PB incentive programs, the quality of our regular Centre based programs, and the provision of marketing tools to assist Centres in the attraction of new members.

Acknowledgements

As a new Director I am extremely grateful for the support of my fellow Directors, the LAVic staff and the members of my committee: Gary Creek, Ray Mills, Scott Tempany, Ann Rossi and in particular Alana Durham and Andrew Duncan who have both been a wealth of knowledge and support to me.

Sherrie Boulter
Director (Membership Development)





FINANCE REPORT

With another exciting year ahead for our Association, It is with pleasure that the budget for 2016/2017 is presented.

As naming rights partner Jetstar continued to bring us much needed funding in 2015/2016 and provided our competitive members with merchandise and prizes. In the 2016/2017 season Jetstar will provide each Centre with equipment via a branded marquee and a drink cooler. Of course the current condition remains that the Jetstar logo, be positioned above the LAVic insignia on all athletes' uniforms as well as on the website, stationery and other items that carry our LAVic insignia.

Sponsorship remains an integral part of the LAVic revenue profile and obviously reduces costs to all our members who choose to register and participate, and this is particularly meaningful during a period of falling registrations.

In September Little Athletics Victoria welcomed Subway as a Gold Partner, after farewelling McDonalds after a partnership of eight years. Subway sponsored the 2015/2016 Season Chest Patch as well the 2016 Region and State Cross Country Championships, provided Calendars with discount coupons for members and have assisted us in promoting healthy programs and initiatives throughout our organisation.

Our other Gold Partner, RACV has provided each Centre with an equipment grant of either \$1,500 or \$2,000, having provided each centre with an RACV branded marquee in the previous season. Little Athletics Victoria was extremely fortunate to be granted a two year partnership agreement with the RACV, and this will come to an end on September 30th.

Registration numbers were 18,672 this financial year thus we failed to meet the budgeted number of registrations again

There was a great deal of travel again this financial year with State Cross Country Championships at Templestowe, Centrefest at Bendigo, the Jetstar U6-U8 State Carnival at Doncaster, the RACV State Relay Championships at Lakeside Stadium, State Multis held across three different weekends at Bendigo, Knox and Lilydale, and

then State Track and Field Championships at Casey Fields. We will soon be heading off to Langwarrin for the upcoming 2016 State Cross Country Championships.

The Budget for 2016/2017 and estimate for 2015/2016 as presented do not include Region Financials as at the time of writing this report, not all Regions had submitted their Financial Reports to the Office. Further information on our financial performance for our 2015/2016 financial year will be provided at the AGM, with the presentation of the audited financial accounts.

Budget 2016-2017 Comments and Notes:

The budget presented in the following pages has been endorsed by the Board of Management.

The following graphs show 2016-17 Revenue and Expense projections compared to the interim 2015-16 result.

Registration Fees

With 18,672 members registering in the 2015-16 financial year, the BOM has budgeted for 20,000 members for the coming season. We anticipate that the 2016 Olympic Games will again raise the profile of Athletics and will encourage an increase in registrations across the state in season 2016/2017.

As previously advised both Summer and Winter Registration Fees will increase by \$5.00 of which \$2.00 has been imposed by Little Athletics Australia's levy increase per registration.

Competition

After a successful and well received implementation of removal of the gate fee at State Track and Field Championships, only State Relay Championships will attract a gate fee in 2016/2017. Cross Country entry fees have risen from \$15 to \$20 (early bird) and \$30 to \$40 (standard) but for the first time the fee includes participation at Region Cross Country.



Sponsorship

We have adopted the same conservative approach as last year and will endeavour to drive revenue growth in this area that will provide stability and financial support for our athletic community in future years, however have only budgeted for sponsorship that is known at this time.

Merchandise

We anticipate modest revenue growth from Merchandise sales in 2016-17 that will result from some popular items and clearance items being available for purchase online.

Membership

Due to a substantial reduction in Little Athletics Australia's subsidy provided for the Little Athletics Program in Schools, there will be a reduction in this area of income.

Education

JDS Fee remains unchanged as do all other course fees with the exception of the Introduction to Coaching Course Fee, which will actually be reduced from \$110 (plus processing fee) to \$100 (plus processing fee).

Expenditure

From an overall expenditure perspective costs will increase only marginally next year compared to 2015-16. With the anticipated growth in revenue there will be an automatic increase in some costs to service that revenue.

Summary

The Budget as laid out above forecasts a small profit for season 2016-17.

Interim figures quoted for 2015-16 will vary slightly from those presented in the audited reports, as at the time of writing this report the financials were still to be finalised and the auditors were yet to commence their review. Further information on our financial performance during the past 12 months will be provided at the AGM, with the presentation of the audited financial statements.

The current Board of Management are aware of a number of challenges and opportunities that will be encountered during the 2016-17 season and going forward the members can be assured that the Board will seek to grow registrations, strengthen partnerships, develop a financially strong framework, and develop new strategies in order to support and grow the sport of Little Athletics in Victoria.

Once again a thank you to the LAVic staff, Region and Centre volunteers, our athletes and their families and coaches for what they have contributed to yet another successful season.

THANKING OUR PARTNERS IN SEASON 2015/16

NAMING RIGHTS PARTNER



GOLD PARTNERS



OFFICIAL SUPPLIERS



SUPPORT PARTNERS



AWARDS & ASSOCIATE PARTNERS



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