



Committee Meeting 9-2015

Date: 9th February 2016

Time Start: 18:30

Location: DSR

Attendees:

- Louise Wallace (LW)
- Jodie Stembridge (JS)
- Bryan Stephenson (BS)
- Margaret McIlroy (MM)
- Alex Wade (AW)
- Vilma Fitzgerald (VF)
- Peta Demidenko – WestCycle (PD)
- Richard Coker - WestCycle (RC)

WAMBA's Vision:

Mountain biking is recognised as a mainstream, positive and family-friendly activity, where everyone is or knows a mountain biker.

And for Western Australia to embrace sustainable mountain biking as a leading recreational and tourism experience by delivering opportunities, maximising participation and sharing the benefits.

Agenda:

1. Apologies.....	2
2. Minutes from Previous Meeting & Issues from Action Item List.....	2
3. Treasurer's Report/ Financial Update.....	2
4. President's Report.....	3
5. WestCycle Report.....	3
6. Trails Projects Update	4
7. Committee Reports.....	4
8. Agenda Items	6
9. AOB	9

1. Apologies

The following apologies were received by email:

- Ben Pruden
- Tony Tucknott
- Graeme Adams

2. Minutes from Previous Meeting & Issues from Action Item List

The minutes from 22nd December were accepted as accurate and all actions have been completed or carried over to current **Action Items List**.

3. Treasurer's Report/ Financial Update

Balance at 21 st December 2015:	\$36,682.86
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Balance at 9th February 2016:	\$40,491.36
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<i>Total in</i>	<i>\$9,275.00</i>
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<i>Total out</i>	<i>\$5,466.50</i>
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Received cash from:

▪ MTBA memberships	\$90.00
▪ Lotterywest – Kalamunda Green Trail Progress Payment	\$4,235.00
▪ Alcoa – Community Grant (2015 D100)	\$4,950.00

Spent cash on:

▪ Trievents (Alcoa Community Grant - 2015 D100)	\$4,950.00
▪ Junior State Team Shirts (50% deposit)	\$416.50
▪ PMBC – Pemberton Junior Fundraiser	\$100.00

Awaiting Cash From:

<i>Details</i>	<i>Comments</i>	<i>Amount</i>
Junior State Team Members	To be invoiced for shirts next period	TBC

Grants not acquitted or claimed to date:

<i>Details</i>	<i>Comments</i>	<i>Amount</i>
Lotterywest - Green Trails Project	See note below - \$4,235.00 progress payment claimed from Lotterywest on 20/12/15	\$6,855.00
Lotterywest – Murray Valley Project	All grant money received by WAMBA upfront 1/4/2014	\$0

Future Withdrawals/ Payments Outstanding:

<i>Details</i>	<i>Comments</i>	<i>Amount</i>
Project 17 – Langford Park Maintenance	To be invoiced when complete	\$5,500.00
Murray Valley Project	Concept design not yet complete, variation pending. Detailed design to be tendered.	\$8,965.00
KMBC Green Trail Works	Progress claims 3 & 4 to be invoiced when complete; \$2.660 overpayment credited to claim #3	\$17,483.00
Amts collected for Dwellingup & Jarrahdale		\$TBC
Awesome Foundation Grant 2014	Unallocated as yet	\$1,000.00

Actions:

- Approval for expense claim – Louise Wallace to be reimbursed \$275 for purchase of WAMBA Banner
- Treasurer to review and confirm amount allocated to Dwellingup & Jarrahdale maintenance remaining from fundraising
- Treasurer to review and update budget to confirm total unallocated amount
- Treasurer to request BAS from Accountant for GST prior to AGM 2016

4. President's Report

See the report attached to the end of the minutes.

Action: Advertise an Expression of Interest for the role of WAMBA President with clubs first, and then to the MTB community via Facebook and website (LW).

5. WestCycle Report

RC and PD gave an update on the work they've been doing recently in the following areas:

- Communication & Marketing Plan
- Trail Development
- Club Engagement & Support
- Participation
- MTB Qualifications & Standards
- Race Development & Support

See the report attached to the end of the minutes.

Action: Present a half year progress report on the implementation of the WA MTB Strategy at the next committee meeting (RC/ PD).

6. Trails Projects Update

Report from BP and WestCycle:

- **South West Master Plan (SWMP) – Implementation**

Presentations to the Shire of Manjimup and the City of Busselton about benefits of cycling tourism. Still working with the South West Development Commission on getting approval to produce a business case for Royalties for Regions funding.

- **Perth & Peel Master Plan (PPMP)**

WC and CGT agreed with extension. Draft consultation document ready by June.

- **Mountain Bike Management Guidelines**

No update from Parks and Wildlife.

- **Murray Valley Trail Plan (Lane Poole Reserve)**

No update given.

7. Committee Reports

Racing Subcommittee Report from National Round at Pemberton – Tony Tucknott

Summary of feedback from Tony Tucknott (given via email):

On the whole, it was a great event and very successful with generally very good feedback.

Recognition of the following people:

- *Mark Hudson and Dean Wright* recognised - the volunteers were awesome and a special thanks to Hudo as the food for the volunteers was excellent.
- *Bob Morris* was an excellent addition to the event. Great for MTBA, great help setting up, and great to have someone on the ground from MTBA who understands exactly what was going on.
- *Russ Baker* made an excellent contribution to the event with his photography and as MTBA representative.

- *Mark Wardle* also did an excellent job - Rock and Roll MTB running the Under 13 races was a massive hit. It was pleasing that MTBA listened to my suggestion on the entry fees for the U13's, thanks.
- *Greg Meyland* and *Evan James* – it was a really great initiative to bring the juniors over.
- *Volunteers* - Amanda and Nat (at Registration) did a brilliant job of greeting the riders with a smile and sorting out their numbers.

Some room for improvement:

- *Licences* –riders were asked to present their MTBA licence, which potentially causes an issue for people if they are not prepared. Need to review this requirement and process.
- *Pasta Meal Saturday Night* - while the food was really good, perhaps it wasn't really value for money at \$25 per head.
- *Marketing by MTBA* could be vastly improved, promoting the national rounds. Marketing efforts appear to be left to the local club and host town, who are not necessarily prepared or resourced for this. More discussion needed with MTBA in the lead up next time to agree on roles.
- *Promotion* – thanks to WAMBA (Jodie) for some FB promotion. Westcycle are interested in promoting the event more next time.
- *Schedule* - the schedule was correct on the Register Now page, but was incorrect on the MTBA website. At least 1 competitor missed their race because of the error, and a lot more would have missed their start time had I not been telling people. Competitors being told of the issue on the day would have helped to ensure no one missed their race.
- *Entry system* – there was some confusion caused at having to enter and pay separately for 2 days. Some people thought they had entered for both days after only entering for 1 day. Additional, New Zealanders couldn't enter with their UCI licences and had to pay for Day Licences.
- *Timing* – Chris Park is better able to comment on the timing, but I do believe there were a lot of mistakes from the entries that Ashley and Chris had to fix.

Secretary Report – Jodie Stembridge

- **WAMBA Event Calendar:** A full PDF version of this year's race calendar was produced by Hot Cotton and published on our website last month. The online Event Calendar has just over 70 events submitted, with MTBA still to release dates for many of the disciplines and Rock and Roll skills clinic dates have just been released. Will work with the event organisers this year to produce a communications plan to improving the promotion of events.
- **MTBA State Representative:** in December, I was appointed as WA's representative on MTBA's State/ Territory Council. MTBA haven't yet let me know what is expected and what they hope to achieve through my appointment. Waiting on Terms of Reference. There is supposed to be a meeting of all the state representatives in Canberra in March – awaiting confirmation of this. It will be good to strengthen the relationship between WAMBA, WestCycle and MTBA, for the benefit of the clubs and riders.
- **WA Junior State Team:** this has been a busier job than I had anticipated. Less than 6 weeks to go until the National Championships start.
 - *Team Support Staff* - Graeme Adams was appointed as Team Coach to travel with the state team to the Nationals in Bright next month. He only has XC expertise, so DH riders

wanted someone experienced to do a track walkthrough at the event. Dean Davies has been volunteering at SWMTBC's Junior Program, and has been endorsed by the State Selection Panel to travel with team to Bright as a parent helper. His role will be to mentor the DH riders at the Nationals, if they wish to accept offer. Some of fundraising money by parents will go to help Dean pay for bike hire and accommodation. We had someone nominate for the role of Team Manager, but due to personal reasons, they chose to withdraw their application. I'm currently doing the tasks of Team Manager. One of the mothers has put her hand up to take on the Team Manager duties during the event, which is a great help for both the Coach and team.

- *Team Shirts & Race Jerseys* - Team shirts will be ready early next week. Scody will let me know tomorrow whether they can complete our order for race jerseys by expected date of 26th Feb (leaves just over a week to organise delivery/ pickup to individuals). They're super busy, our order is small and there's every chance they may decline the order if they don't have time. They were an added extra, as they weren't done last year. It would be a shame if we can't get them made, but the team shirts are more important. I will organise invoicing of the individual riders this week, so they have a chance to pay for shirts before receiving them.
- *Newsletter/ Communications* – Sent out a second newsletter on Monday. I'll be getting a list of flight and accommodation information from the parents this week.
- **Marketing & Communication Plan:** Funded by DSR, WAMBA was offered 80 hours of services from a consultant company, SportXchange, which runs out at the end of March. I have been working intermittently with them, looking into our social media audience and membership for sponsorship purposes. They will shortly provide the committee with recommendations about sponsorship (combined with WestCycle and individual), rebranding, website and a communications strategy.

8. Agenda Items

No.	Item/ Status/Decision / Action	Who is Responsible
1	Nomination of Interim Treasurer	Louise
	<p>The role of Treasurer was advertised on Facebook and Bryan Stevenson applied. He works for Synergy in budgeting and forecasting, has experience in other sporting clubs as Treasurer, and currently looks after the WA Cyclocross finances. If his nomination is successful, he will be in the position until the upcoming AGM in April.</p> <p>Decision: The Committee endorsed the nomination of Bryan Stevenson for the interim position of Treasurer (Motion: JS / Seconded: MM).</p> <p>Action: Sent Bryan the details of the Treasurer's email account and a link to WAMBA's previous meeting minutes (JS).</p>	
2	Resignation of Committee Member	Louise
	Mike Young has tendered his resignation from the WAMBA Committee. The position of Government Engagement Coordinator is now vacant. Pending other	

	discussions taking place at the moment, suitable action on this vacancy will be determined in due time.	
3	<p>Organisational Restructure Options for WAMBA</p> <p>Background: In recent months, significant work has been done to ensure that WestCycle's MTB staff members have knowledge/ background/ relationships/ contacts, etc to undertake operations on behalf of WAMBA. In my opinion, this has been working very well, and there are some exciting plans on the horizon for MTB. There are also many actions that have taken place, and great relationships formed already. There is a very positive energy around MTB with our stakeholders as a result.</p> <p>I will discuss in more detail at the meeting what issues WAMBA is currently experiencing. Long story short - WAMBA, as an organisation, needs to change. This change needs to occur prior to the next AGM (we have only 3 more committee meetings before that). As I said in my President's report, I will be stepping down from the position. To my knowledge, there is nobody who is interested in taking on this role. This is a very big concern for WAMBA and for WestCycle, and means action needs to happen now.</p> <p>We are currently working with WestCycle CEO, Matt Fulton, to identify suitable options for an effective operational vs strategic structure for both organisations to operate under. We will propose a recommended option to the WestCycle and WAMBA boards separately for endorsement. We plan to make a recommendation to WAMBA's board at the 1st March meeting.</p> <p>Discussion: Had a very brief discussion on the future direction of WAMBA and how its structure should be changed in relation to its objectives and future changes to WestCycle's structure. It was felt that, as it was a really important issue, we needed a separate meeting to focus solely on this discussion.</p> <p>Action: Set a date as soon as possible for a SGM to discuss the future direction of WAMBA in depth – potentially 23rd February (LW).</p> <p>Action: Speak with Colin Brown to see if he will agree to facilitate the meeting (LW).</p> <p>Action: Book a meeting room and organise pizza for dinner (JS).</p>	Louise
4	<p>Funding - State Sporting Association (SSA) Annual Grants Scheme</p> <p>Background: The Department of Sport and Recreation (DSR)'s Annual Grants Scheme supports SSAs to implement new project initiatives that enhance the organisation's capacity to deliver strategic outcomes.</p> <p>SSAs are eligible to receive one grant per financial year of up to \$20,000.</p> <p>Projects must commence between 1 July and 31 December 2016 and align with the SSAs Strategic Plan and DSR's Strategic Directions 5 or Future Success 2 documents.</p> <p>Eligible items considered for funding (but not limited to):</p> <ul style="list-style-type: none"> ▪ Consultant and/ or contractor fees ▪ Travel and accommodation costs ▪ Purchase of items key to the delivery of the project outcomes 	Louise

	<ul style="list-style-type: none"> ▪ Hire of venues/ equipment (e.g. PA systems, video analysis, etc) <p>In 2015, WestCycle (without input from members) applied for one \$20,000 grant on behalf of all the cycling disciplines, and allocated it to high performance. At the time, WAMBA queried WestCycle and DSR as to why cycling was only able to apply for a single \$20,000 grant, when each of the cycling organisations is a SSAs in their own right and therefore could technically apply individually for a grant. Matt Fulton said he would query this with DSR, but we received no response.</p> <p>Discussion: Need more information from WestCycle about this grant before we can discuss ideas/ get direction from the committee on what projects WAMBA could use this SSA grant for.</p> <p>Actions:</p> <ul style="list-style-type: none"> ▪ Ask WestCycle for an update on what the money has been used for, what the outcomes were/ planned outcomes are, and how MTB will benefit (LW). ▪ Ask WestCycle whether each of the cycling disciplines will be able to apply for a grant this year, or if WestCycle are going to apply for one \$20,000 grant to be spent on a shared project – as per last year (LW). ▪ If there is going to be only one grant given to WestCycle for all the cycling disciplines, what is the process by which WAMBA has input into how it will be spent for the benefit of MTBing? (LW). 	
5	Bold Park Management Plan Review	Louise
	<p>Background: The Bold Park Management Plan is currently out for public comment (until 18th March). WAMBA has been encouraged by Parks and Wildlife to make a submission, and to distribute to the MTB Community for their submissions. This will demonstrate to the Bold Park Authority that there is demand for MTB trails in Bold Park.</p> <p>Link to plan document - http://www.bgpa.wa.gov.au/about-us/information/management/plans-and-policies/1193-public-review</p> <p>Discussion: Need a concise overview of the plan to enable the committee to discuss WAMBA's approach to this plan and agree on some key actions to progress with.</p> <p>Action: Read the management plan and provide the Committee with a concise summary (VF).</p>	
6	WA Adventure Activity Standards	Peta
	<p>Background: Related to the Participation objective, one of the recommendations of the MTB State Strategy is to increase the availability of qualified mountain bike guides. WestCycle have recently done a review of the current status of a MTB outdoor guiding award, which has identified that there is no WA Adventure Activity Standard for Mountain Biking.</p> <p>Discussion: Review the recommendations WestCycle has put forward in the <i>Proposal for WAMBA to endorse the WA Adventure Activity Standards</i> document:</p> <ol style="list-style-type: none"> 1. The WAMBA Committee to endorse the WA Adventure Activity Standard for Mountain Biking. This will be the first step in working towards a coaching/ pathway that will include the competencies developed within the Standard. The idea is for WAMBA to adopt the standard and then roll it out as a quality tool for clubs to aspire to. 	

<p>2. WAMBA becomes a member of Outdoors WA. This strategic partnership will provide WAMBA with support and representation at state and federal government forums, as well as national bodies such as the Outdoors Council of Australia. It will also ensure that mountain biking (WAMBA & MTBA) are represented in the Australian Adventure Activity Standards project, which aims at developing a national set of guidelines.</p> <p>The cost of membership is approx. \$181.50 per annum.</p> <p>The Committee hasn't yet read the standard, so needs to be very clear about what we're adopting.</p> <p>Action: The Committee to review the Standards and email any queries to Peta at WestCycle (all).</p> <p>Action: The Committee to vote via email on the two discussion points above (JS).</p>	
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9. AOB

No.	Item/ Status/ Decision / Action	Who is Responsible
1	<p>Changing WAMBA's Constitution</p> <p>Can do a Special General Meeting (SGM) to change sections of the constitution at a time, rather than do a full revision of the whole document.</p> <p>Action: Review the constitution and suggest some minor, but important changes, and organise a date for a SGM (AW).</p> <p>Action: Put existing working docs onto Google Drive for AW and MM (JS).</p>	Alex / Jodie

Meeting Closed: 20:35pm

Next Meeting: 1st March 2016 (DSR) – Q3 Operational Plan Review



WAMBA President's Report January 2016

Since December there has been a lot of progress between WAMBA & WestCycle. The gradual shift of operational matters to WestCycle staff has been noticeable. WestCycle have been the central contact point for many people in the mountain biking community regarding a range of matters, from junior development, event funding requests, trail advocacy in local governments and general club support. In addition, a timeline has been set for the South West Master Plan business case, which is our only opportunity for major funding for this project. A more detailed report will be provided by WestCycle to the WAMBA committee.

I would like to take this opportunity to make my intentions clear regarding the next 12 months. Our AGM is soon approaching, and at that time, I will be stepping down from the President role. While I would love to continue in the role, as it has been rewarding and interesting, I have personal and work commitments that will take priority this year. If anybody is interested in stepping into the role, please talk to me. I am happy to support the right person in the role in any way I can. If you're interested but not sure what it's all about, all I can say is that there are LOTS of meetings to attend. Without a dedicated CEO in WAMBA, a lot of responsibility falls onto the President, as the central point of contact and relationship manager.

Summary of meetings attended:

Mountain Biking State Strategy Implementation Reference Group:

Meeting 1 for MIRG was held 2 December 2015. The purpose of the meeting was to

- introduce all group members
- WestCycle to present the draft implementation plan
- Discuss and agree terms of reference and general processes going forward

WAMBA & WestCycle catch up:

Regular catch up between WAMBA President & WestCycle CEO (Matt Fulton).

The purpose of the meeting was to generally discuss performance, communications, priorities and key projects, as well as future direction of WAMBA.

We discussed progress against WAMBA's objectives for 2015/16, and I raised the issue that progress has been slow, largely due to uncertainty around the governance structure for MTB. We have previously made clear our desire to move to a strategic Board with CEO, supported by an updated constitution



document. It has been difficult to progress with this action, due to lack of resources.

The outcome of this meeting is that Matt and I will review the WAMBA Strategy Governance Recommendations document prepared by Colin Brown in 2014. Matt will propose some ideas for alternative governance models for the WAMBA committee to consider.

WAMBA & WestCycle – club engagement:

Initial meeting between WAMBA President, Club engagement coordinator (Vilma Fitzgerald), Secretary (Jodie Stenbridge) and WestCycle development manager (Peta Demidenko) to discuss support required from WestCycle to progress WAMBA's strategy regarding club engagement.

The outcome is that some of the more operational duties can be undertaken by WestCycle resources, allowing Vilma to monitor and report back to WAMBA on progress against this key focus area of our 2015/16 operational plan and 3 year strategy.

Meeting with Project3 regarding Albany Urban Downhill Event:

The Albany Urban Downhill event will be run by a commercial entity, Project3, for the next 3 years. An agreement has been signed with the Albany MTB Club. I met with Project3 to discuss opportunities to support the event and the objectives more broadly, and how the event fits with the state strategy for MTB. Richard Coker (WestCycle) attended this meeting, and will liaise with Project3 on any future operational matters to progress ideas and further meetings regarding the event.

National Mountain Bike Standards and Professional Certification Framework – Project Initiation Working Group

When I attend the Mt Buller Mountain Bike Summit, I attended a facilitated workshop to discuss a topic that was initiated at the 2014 conference. Most of the Australian trail building companies, many land managers and grass roots organisations were represented at the workshop.

At the workshop, everyone discussed the pros and cons of having standards for trail development and certification for trail builders. It was agreed that it was something that is needed.

I put my hand up for a role on the working group of 5 people, who will establish the requirements for, and the methodology to be used, to develop and implement national mountain bike trail standards and associated professional certification framework.



Happy to discuss the project with anyone who's interested. Below is a bit of an update on the project.

Since the conference, progress has been made on the project. A draft terms of reference for the working group has been agreed. MTBA support for the project has been confirmed.

The objectives of the project initiation working group are broadly, to:

- Identify, confirm and consult with relevant stakeholders and gain support for project
- Establish governance structure and administration arrangements for standards and professional certification
- Establish scope of work to be delivered, budget cost, schedule and communication framework for delivery
- Establish a project delivery working group

Members of the working group, as nominated at the Mt Buller conference are:

- Denise Cox (Operations Manager, MTBA)
- Louise Wallace (President, Western Australian Mountain Bike Association)
- Craig Stonestreet (Director, Natural Trails)
- Simon French (Director, Dirt Art)
- Craig Meinicke (Director, TouchPoint One).

The outputs that will be delivered by this group by **30 June 2016**, will be:

- A high level briefing document outlining what is required and the importance of the work (this document will be used when discussing the project with potential funding sources, etc.)
- A Project Brief / Business Case outlining the scope of work, delivery methodology, budget and programme
- Funding sources to deliver the project identified
- Confirmed membership and terms of reference for the project delivery working group

At the conclusion of this work, the "project delivery working group" will take responsibility for delivery of the project.

I will continue to keep WA informed of progress on this project via WAMBA, whether I hold the President's position or not in future.



Perth Peel
Mountain
Bike

Master Plan



 ROYALTIES
FOR REGIONS

South West
Mountain
bike hub

Business
Case



Communication
& Marketing Plan

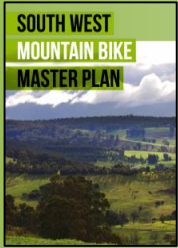
Participation

Trail &
Infrastructure
Development

Club Engagement
& Support

Coaching &
Quality
Standards

Race
Support &
Development

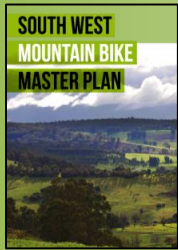


Communications & Marketing



South West
Mountain
bike hub
Business
Case

- Stakeholder Mapping
- Create – Governance model
 - South West Management Body
 - Project management system
- South West ‘Key Shires tour’
 - seek funding for Business Case
- Marketing & Tourism engagement
 - Link with key District & Tourism Agencies
- Local Business Development
- Heath & Economic research
 - employ consultants to quantify the benefits

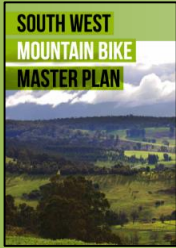


Club Engagement & Support



South West
Mountain
bike hub
Business
Case

- Club Mapping
- Support Clubs to build capacity - tangible assistance with Admin & Advocacy functions
- Support clubs to Increase membership - DSR –funding requires a 10% increase
- Volunteer recognition, support & Development - create 'how to ; guides for celebration events, Volunteer recruitment etc
- Business case requires Clubs to be the key to provide efficient low cost maintenance of trails to prove sustainability.



Trail& Infrastructure Development



South West
Mountain
bike hub
Business
Case

- Develop & sustain 3 National trail Hubs with over 80K of trails in each
Margaret River **Collie** **Pemberton**
- Liaise with Clubs, Land managers and DPaW to agree concept plans & details plans of tracks and supporting infrastructure – as listed in the SWMP
- Build capacity of volunteers to support ongoing trail maintenance
- Create maintenance events and workshops leading to the development of a trail maintenance qualification



Participation



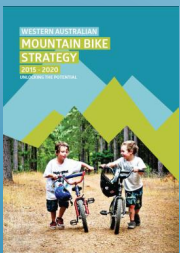
- Develop a Universal & Targeted Participation Strategy
- Universal initiatives to increase Club Membership
 - 10 new beginner programs (DSR grant target)
 - How to guides to increase membership
- Targeted initiatives to increase participation for females & Young people
 - Explore the barriers
 - Create 'how to guides' for activities and events
 - promote Dirt schools courses



Coaching & Quality Standards



- WAMBA to become a member of Outdoors WA
- WAMBA to adopt 'Outdoors WA' MTB Adventure Standards merging in National standard in the future.
- Support MTB Guide Award
- Administer and promote MBTA Coaching Awards
 - new level O program



Race Support & Development

Strategic objectives

- *Increase participation at all levels*
- *Develop venues to host UCI & MTBA sanctioned events.*
- *Establish pathways to support high performance*



Develop a State Race committee to oversee and promote MTB racing

Wamba, working closely with MTBA to provide resources to assist with -

1. Race Administration

- Manage race calendar
- Event planning
 - local gov. liaison
 - Risk Management
 - LG Event guides
- MTBA event registration
- Update & manage race standards and guidance
- Develop volunteer support network

2. Race Promotion

- Use local and state resources to promote race events
- Race branding support
- Sponsorship development

3. High Performance

- Oversee the junior state team
- Lobby DSR, MTBA, CA for funding
- Provide pathways to high Performance