



**NORTH SHORE COUNTRY CLUB & RESIDENTS' ASSOCIATION
Annual General Meeting – Monday, 8 November 2023**

COMMITTEE MEMBERS IN ATTENDANCE:

Larry Hirsch - President
Jeff Danylyk – A/ Secretary
Simon Fellowes
Steve Armson
James Wild

COMMITTEE MEMBERS APOLOGIES

Philip Vinciullo

MEMBERS ATTENDANCE

Scott	Aitchison
Steve	Armson
Wendy	Campbell
Leigh	Collins
Jack	Comerford
Jeff	Danylyk
Tara	Davison
Paul	Debenham
Cassie	England
Simon	Fellowes
Greg	Frederick
Gill	Greathead
Adam	Grech
Larry	Hirsch
Sam	Keatley
James	Kennedy
Harald	Lyche
Lindsay	McMillan
Harry	Rampant
Norma	Rampant
Ralph	Smith
Ricky	Smith
Julian	Spada
Andy	Stewart
Kirby	Thorpe

Steve	Tufnell
Mechele	Tufnell
James	Wild
Kate	Young

OPEN

Meeting opened at 7.00pm

Minutes – James Wild

WELCOME

Jeff Danylyk as A/ Secretary opened the meeting and introduce Larry Hirsch as President

MINUTES

Noted: Ordinary members present the club had a quorum to proceed with the meeting and decisions. Jeff requested of the members the endorsement of the previous AGM minutes of 2022 (copies circulated) as accurate.

The meeting agreed the minutes of the meeting held on 8 November 2022 with no actions required or matters outstanding.

PRESIDENT'S REPORT/ KEY ACHIEVEMENTS

Infrastructure

- ❖ Update the kitchen
 - ❖ Engage a new tenant
 - ❖ Ensure compliance
- ❖ Lighting on the upper courts
- ❖ Court resurfacing on the upper courts

Membership

- ❖ Growth
- ❖ New structure
- ❖ New operating system

Major Events

- ❖ Markets By The Sea
- ❖ Australia Day
- ❖ Carols By Candlelight with Joondalup Symphony Orchestra

Partners

- ❖ Grounded
- ❖ OpenAir Fitness
- ❖ FitSports WA
- ❖ Markets By The Sea

Sponsors

- ❖ 2 new sponsors processed + 2 new enquiries in progress

REPORTS

Membership (Simon Fellowes)

- ❖ **Membership Growth:** 33% growth year on year, reaching 405 memberships and over 1,000 total members.
- ❖ **Historical High:** Largest membership in the club's 40+ year history.
- ❖ **Growth across categories:** Stability in tennis, surge in Pickleball and Social members.
- ❖ **Key Contributors:** Cassie's team, marketing, FitSportsWA's Friday events, collaboration with Richard and OpenAir, and exposure from "Markets by the Sea"..
- ❖ **Community Engagement:** Increased social events in 2023, with plans to further develop in 2024.
- ❖ **Hello Clubs:** New membership platform to improve data management/ member support.

- ❖ **Outlook for 2024:**
- ❖ Focus shift to stability, sustainability, and organic growth over marketing for new members.
- ❖ Introduced flexible, usage-based fees for fairness and transparency.

The committee provided notice to members of the fees set for the financial year 2024 / 2025

- ❖ **SPORTS MEMBERSHIP | FAMILY \$375 | SINGLE \$250**
- ❖ For both tennis & pickleball members, including all benefits of social membership + preferred inclusion in member only sports activities + \$5 discount for each 'pay-to-play' organised sports activities.
- ❖ **SOCIAL MEMBERSHIP | FAMILY \$125 | SINGLE \$100**
- ❖ This membership includes early access to all events held at the club + discounts at the bar
- ❖ **JUNIOR MEMBERSHIP | \$80**
- ❖ For under 18 members looking to take part in tennis or pickleball – Inc \$5 discount for each pay-to-play event
- ❖ **Pay 2 Play Fees**
- ❖ Participation fees vary depending on activity but are representative of participants paying for use of facilities

The membership was asked to approve the schedule of fees. The proposal was accepted by unanimous vote.

Recommendation: approve member fees for the forthcoming financial year

Approved: unanimous decision

Operations (Jeff Danylyk / Cassie England)

- ❖ **Maintenance**
- ❖ Plumbing - Trees have partially crushed the sewer line. A section (from court one to court 4) will need to be excavated/ replaced. The playground will be out of service for a period of time and the feature tree beside playground will be removed. We plan to keep a portion of the stump as a climbing apparatus still.
- ❖ Gardens and grounds - Lawn mowing contract has been expanded to include weeding of gardens. The grounds are always looking neat and tidy now.

- ❖ Waste Disposal - New rubbish contract is in place. Now using wheelie bins for general rubbish, much easier to manage
- ❖
- ❖ **Events**
- ❖ 78 events at the club from Jan – Dec 2023, including: market days, sporting events, club events, private venue hire, deck reservations and workshops.
- ❖
- ❖ **Team**
- ❖ Functions / Bar manager ongoing search. Require someone to help support our growing number of functions.
- ❖ Marketing engaged Evolution Marketing to support Cassie & Shelley in managing social media channels and managing the website.
- ❖ Volunteers we are looking for more volunteers to help out with odd jobs around the club. The committee hope to have a coordinator to help mobilise our greatest asset - you the members!
- ❖ Thanks to all who step up and lend a hand with bar, organising/ setting up functions, collecting glasses, meeting and greeting new faces etc. A huge shout out to Shane Rayfield who does more behind the scenes duties than most members know. Shane keeps the place moving along ! Also thanks to Scotty and Sam for their ongoing support.

- ❖ **Club Manager** – Cassie England gave thanks to the wider team of employees, committee members and volunteers who provide invaluable support.

Pickleball (Steve Armson)

Growth of player participation with 50% increase year on year.

- ❖ Due to :-
- ❖ Increased court capacity from 6 to 18 as a result of the additional 12 pickleball courts on the lower courts painted in January 2023.
- ❖ Adopting the Team Reach app. We now have over 300 players registered on the North Shore Pickleball platform.
- ❖ Adopting the Match up and clubhouse TV for doubles player court allocation at social sessions.
- ❖ Offering 4 levels of activity on a Tuesday evening (Play & Learn, Beginner Social, Intermediate Social and Advanced Social).
- ❖ Improved court facility on the top courts with the resurfacing and new LED lights.

New pay to play fee structure

- ❖ Non-Members social pay to play fee increased from \$7 to \$10 per player from 1st July 2023
- ❖ Members social pay to play fee increased from \$0 to \$5.

Running of all organised club pickleball activity has been taken over by FitSportsWA.

Members of NS have obtained **National and State pickleball titles and medals.**

North Shore has been selected as the venue to host the pickleball event at the **March 2027 World Police & Fire Games in Perth.**

Tennis (Simon Fellowes)

Social Tennis: stronger than ever with tennis on every day of the week

- ❖ Sessions for all skill levels: Mondays and Wednesdays (midweek daytime), Wednesday evenings (intermediate), Thursdays (intermediate/advanced), and Sundays (mixed)
- ❖ Regular informal matches, especially popular on Saturdays.

Competitive Tennis:

- ❖ New doubles competition on Mondays + Participation in NDTA: 2 men's teams (Wednesdays) and 2 mixed teams (Saturdays).

Membership Growth: Constant influx of regulars and newcomers.

Coaching: Enhanced offering led by Troy and FitSportsWA since last year.

- ❖ Junior programs and 1:1 ranging from beginner to high performance.
- ❖ School holiday clinics.
- ❖ Adult coaching: beginner to advanced, cardio sessions, and 1:1 lessons.
- ❖ Friday kids' night with 50+ kids attending with activities and a sausage sizzle.

Challenges:

- ❖ Limited court capacity, especially during evenings.
- ❖ Balancing pricing for sustainability and member value.

Feedback & Improvement:

- ❖ Sports sub-committee is always open to suggestions to enhance the club's offerings, so please reach out

Finance Report (Simon Fellowes)

2022-23 Update

- ❖ Tony O'Brien: stepped down as Treasurer. His contributions will be missed and his assistance in the transition process is appreciated.
- ❖ Change from MYOB to Xero to simplify/ support operations
- ❖ New Treasurer: Gary Diable is the proposed Treasurer for 2024, with a new Finance sub-committee to assist.
- ❖ Financial Highlights to 30 June 2023:
 - ❖ Major turnover growth reflecting the club's transformation.
 - ❖ Focus shifting from growth to profitability and sustainability.
 - ❖ Profitability improved: From a loss of (\$8,942) to a positive \$23,244 (excluding depreciation).

2022-23 Results Highlights

- ❖ CAPEX Expenses for FY23:
 - ❖ Total outflow of ~\$85k for club improvements and investment in the future. Included: \$35k (new lights), \$16k (network infrastructure), \$28k (court resurfacing), and \$30k (kitchen upgrades).
 - ❖ Further large-scale investments are not expected in the near future.
 - ❖ Committee's Future Focus: Stabilise growth, prioritise profitability, ensure club's long-term sustainability.
 - ❖ Funding Discussions: Ongoing talks about securing funds for previously discussed developments, aiming for in-house execution to save costs.
- ❖

Recommendation: Approve the finance report 2022-23

Approved : Unanimous decision

Strategic Direction (James Wild)

Short term Goals (from 2022 AGM)

- ❖ **Evidence need** - Demonstrate the need to all stakeholders (maximum use for members/ community)
 - ❖ Events
 - ❖ Membership
 - ❖ Usage (Club/ Courts/ Grounds)
 - ❖ Tenants
- ❖ **Prove financial sustainability + Deliver for our members and the community**
 - ❖ Membership
 - ❖ Bar
 - ❖ Sponsorships
 - ❖ Private Hire events
 - ❖ Maximum tenant occupancy
- ❖ **Work with Local/ State/ Federal Government** (with a view to 2025 / Community Hub)
 - ❖ Hon Peter Dutton MP / Hon Michaelia Cash/ Hon Sussan Ley MP/ Ian Goodenough MP
 - ❖ Minister Templeman - Minister for Culture and the Arts; Sport and Recreation; International Education; Heritage / Ms Caitlin Collins MLA
 - ❖ Mayor Jacob / Cllr Christopher May / Cllr Phil Vinciullo
 - ❖ **Funding applications/ discussions** to deliver on the vision/ aims
 - ❖ landscape the community lawn (amphitheatre steps)
 - ❖ extend the decking towards the playground
 - ❖ provide better/ universal access to the courts.
 - ❖ storage
 - ❖ flagpole/ remembrance

Goals 2023

- ❖ **Continue to work with Local/ State/ Federal Government**
- ❖ **Continue external support** from Clubs WA / HHG (Lawyers) / Otium Consulting to:
 - ❖ Update the organisation's name/ rules (objects) to:
 - ❖ reflect the current position and work of the organisation
 - ❖ provide opportunities to develop the facility
 - ❖ meet requirements for future funding
 - ❖ Explore requirements for future funding (e.g. caveat)
 - ❖ Business case / viability for the Community Hub
- ❖ **Submit funding applications** to deliver on the vision/ aims
- ❖ **Deliver on members' / community expectations**

Committee Nominations (Jeff Danylyk)

Nominated Office holders

Larry Hirsch	President
James Wild	Vice President
Jeff Danylyk	A/Secretary
Gary Diable	Treasurer

Nominated Committee Members

Steve Armson Pickleball Coordinator
Simon Fellowes Tennis Coordinator
Scott Aitchison
James Kennedy
Kirby Thorpe
Phillip Vinciullo

Recommendation: The above nomination are accepted onto the Committee

Approved: Unanimous Decision.

Other Business (Jeff Danylyk)

Member requested that the committee consider a North Shore community newsletter – Jeff responded that this is in development with the new marketing coordinator.

Member requested that we consider grant/ external funding for the repair of the sewer line – Jeff responded that insurance would not cover the issue and that we have funds to cover the works.

Close

Meeting closed at 8.05pm