



HEALTH CHECK THE DRAGON STRATEGIC FORUM 2011

September 17-18 :: Melbourne VIC

A Formula for the Future of
the Australian Dragon Boat Federation

DAY ONE :: HARMONIOUS DRAGON		
10.00am	Opening Remarks	DBV + AusDBF
10.20am	Introductions	AusDBF President Kel Watt
10.30am	What's the Story AusDBF?	Robert Barnes
11.15am	Morning Tea	
11.30am	The Strategy Tree	Robert Barnes
12.30pm	LUNCH BREAK	
1.30pm	Brain Storming	Robert Barnes
3.30pm	Afternoon Tea	
3.45pm	Priorities	
5.30pm	Close	
5.45pm	View Championship Site	DBV + AusDBF
7.30pm	Dinner @ Docklands	James Squire Hotel

DAY TWO :: HAPPY DRAGON		
9.00am	Total Recall	Robert Barnes
9.30am	Action Stations :: Power of 3 Planning	Robert Barnes
11.00am	Morning Tea	
11.15am	Action Stations :: Power of 3 Planning	Robert Barnes
12.15pm	LUNCH BREAK	
1.00pm	Bring It Together People	Robert Barnes

3.00pm	What's Next?	Kel Watt
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STRATEGIC FORUM 2011

10.00am Saturday 17 September 2011

Kel Watt opened the meeting - all introduced themselves.

Strategic Forum will allow AusDBF to move forward.

Biggest achievements - Nationally selected team, improved AusDBF functionality etc

Introduced Rob Barnes BA Grad Dip MBA Facilitator. History of the Facilitator - Sports Education Consultancy est. 2005 - background in Surf Lifesaving - CEO Australian Canoeing.

Working with ASC - Service Skills Australia - AusDBF Coach Education Framework - DBNSW - Hybrid Coach / steerer course.

Harmonious Dragon

It's not team building. Outlined the program. Packaged how we progress.

New process - a framework -involving traditional State associations as well as DAA. Creating a meaningful future for AusDBF. Some documentation will be required - the spirit lives within, but need to tick certain boxes etc Meaningful effort by stakeholders to achieve output. Plan of action - what can we do together to make things happen?

What we don't know and can't do will ALWAYS be more than what we do know and can do.

accept - learn - listen - co-operate - collaborate

WHAT'S THE STORY?

Some background provided by Board - basics. When one Googles Dragonboat - majority of website relates to the Members - linked back to the "family". All Logos involve Dragons - Points gleaned - the various Members make up the organisation - not individual clubs. Logos - It is quite "fractured" seeing so many different versions - when the sport has such a deep cultural interest. The individual logos have meaning for each member. Would be preferable to have a common link.

What is the purpose of AusDBF? Shared purpose - integrity - trust - some risks?

KW - What would be the recommendation? Refresh branding / logos?

Surf lifesaving - same brand throughout Australia. The peak body has one national logo - swimming has 9 separate logos - different colourways - completely separate decision making etc. *Fitness Australia* - 9 separate bodies. *Cycling Aust.* Single entities being created - then received government funding for the first time ever. Presenting a united front. Organisationally needs consideration. Members to contribute. Take a look at Netball Australia - NSW & Vic apart.

Power of symbolism.

National team selection model - in past was awarded to the winning State. AusDBF logo has been modernized / green & gold - logo for Auroras - move towards a national brand? Co-branding?

Marketing point of view? An exercise in change - for a purpose. Presenting a better story visually for people - imagine State colours applied to the national logo. All have to be comfortable with uniquely identifying as one.

Look at other national sports that compete State by State - how do they set up their logos? Nationalise a component? **Change the language - change the world.** Couple of options - needs to be further discussed - come up with third option? Come back to purpose - the purpose of AusDBF. Would we be more successful if we change the look????

Break

Brainstorm

Opportunities - moving AusDBF forward. Can happen without an Association. Recreational paddlers will go out on the water regardless - we seek the purpose of having a National body. Workable. Manageable

Money - Awareness - Growth

Opportunity - access to a National team - participate - Increase public awareness - attract a younger demographic - rep the interest of members - States & DAA. Have one voice nationally.

Australian Championships

cultural connections / social / direction - standardization. Promoting sport on an international level. Set of common values. Nationally

market & advertise sport of dragon boat. Support less developed States & provide guidance re governance.

SERVICES - insurance / developing the sport? Beginner to Aurora - pathways? / purchase boats?

CONSISTENCY - common rules & regulations - sharing resources / sweeping / gender ratios coaching / guard Members privacy. Strategies - guidelines for instances such as drug use? Code of conduct?

Protection / privacy / brand & reputation / purpose / accountability

Media relations - profile building - crisis management / disciplinary processes

Networking opportunities

Facilitating financial security at the national level.

OUTCOME - OUR PRIORITIES

- 1 **Public Awareness - marketing & media - 27 votes**
- 2 **Development /pathways - athletes - officials - coaches / Auroras - 32 votes**
- 3+7 **National Standardisation of Governance - risk management principles/ mitigation / set standards**
Standard setting - code of conduct - 25 votes
- 10 **Events - Aus Championships - Auroras - 31 votes**

- 4 **Cultural connection** - enshrine & protect the value of the historical origins of the sport -17 votes
- 5 *Services - AusDBF to deliver - group purchasing - **insurance** (capitation fee) - list of preferred boat - paddle suppliers/distributors Presents potential conflict of interest.*
- 6 *Financial security - all members to ensure AusDBF is financially secure.*
- 8 *Support developing members*
- 9 *Leadership / direction setting - AusDBF is a member of IDBF therefore notes the direction taken.*

Discussion re funding -

THE STRATEGY TREE - a shared agenda - presents an opportunity

Why do you exist / what is your purpose

- Initially AusDBF was formed to allow recognition by IDBF
- Show people how to make success and everyday activity and that you can always up your game no matter what level you are at

What is your value proposition

1. High Value Low cost online 24/7
2. Combined Knowledge from Olympic Gold Medal Coaching and executive coaching
3. Tips tools and tactics that will help you grow your business

Who are you aiming to serve

- SME's, self-employed consultants, and small teams in big companies

How will you know you are winning -

- Increasing the number of people subscribing every week, month and quarter

DEVELOPMENT - Member Participation - not 5 year plan - too long - share the responsibility of this work.

DBNSW - developed an early coaching course - all States benefited. Set up a Resources library on Website - all each Member is prepared to share. Include photo bank / video clips There is currently no sharing of resources with the National team when asked.

- **Purpose** - growth in all aspects(sweeps, coaches, officials) - growth in skill sets - volunteer workforce. A National home base Talent base Prospering as a sport Create opportunities
- **Value** - consistency of best practice. Recognition with ASC & IDBF Skills sets can also be transferred to other sports
- **Stakeholders** - volunteer leaders (us) - coaches - officials - sweeps -
- **Winning** - we will have succession. We have others to step up - there are no gaps
of active volunteers -
Progression - L1-L2-L3
Aus Team Performance? Aus Officials @ IDBF events

EVENTS

- **Purpose** - \$ revenue - nationally recognised competition - run regattas

- **Value** - determine Aus Champions
- **Stakeholders** - host state as event partner and also as participants. They also have the opportunity to build long term infrastructure Clubs - Sponsors
- **Winning** - improved financial return on investment - participation increase of number of paddlers - media coverage - improved standards of competition.

PUBLIC AWARENESS - produce TV Ad, (Qld - use as a template) - Elite; community; fun; competitive; across divisions; sport; (men/juniors)

- **Purpose** - create a consistent message over a long period (**Media Kit**) - promote branding
- **Club** - community awareness for participation / **State** - more competitive / **AusDBF**
- **Value** - Use AusDBF events work to create Content
- **Stakeholders** - Community / Clubs / Aus Team State Assoc.
- **Winning** - a measurable recall of Dragon boating; building club membership

<u>CLUB</u>	<u>STATE</u>	<u>AusDBF</u>
Participation		Elite
Grassroots		Performance

STANDARDS

- **Purpose** - alignment to government requirements - benchmarking - consistency - best practice - fair & equitable Create a platform for good practice in the delivery
- **Value**
- **Stakeholders** Member Associations
- **Winning** Compliance? Implementation? Adoption?

CULTURE

- **Purpose** - to set the national standard - to be the custodian of the history and the traditions of dragon boating - using drummers & dressing the boats
- **Value** - nationally consistent story - link btn tradition & sport Creates a unique experience for presenting politicians etc
- **Stakeholders** - paddlers - sponsors - public (Chinese community) - media
- **Winning** - increased awareness - more clubs mirroring these ceremonies and practicing traditional blessing

Culture is to be seen as a common overarching thread throughout - in the next 12 months is it expected that AusDBF will deliver by embedding culture into coaching courses - traditional values into the sport - not just an add on. Dotting of the Eyes - suggested method is on the AusDBF website.. Tradition to become the nationally standard. Internationally recognised.

Viewing of QDBF TV Ad closing

SUNDAY 18 September

09:00am

Opening remarks - continue program until after lunch, then presentations on Juniors, Auroras, Sweep training etc.

RB brought to the meetings attention that Members need to support the National body - not doing so will cause AusDBF to fail.

Group Review:

Ongoing Challenges

1. Funding

- resource for monitoring standards. Common ground - share information,
- process for continuous improvement

2. Compliance

States communicating to Clubs & Members

3. AusChamps Sponsor

4. Balance of "10's" and "20's"

5. Sponsorship of AusDBF Properties - mandatory for all Members / Clubs to add the AusDBF logo to their uniforms - agreed to by all in attendance

6. eLearning opportunity

Media Kit

Level 1 / 2 Coaching courses - presenters to be State based - presenters to be current, or lapse.

Responsible for Recourses Library - how to run a Corporate regatta.

Sweep coordinators - communicate - teleconferences

KW A sense of wanting to move / feel as a National body (imagery, language)- all 8 need to have buy in.

AusDBF logo to be on all jerseys - within 2 seasons. Needs to be laid out clearly in order for agreement to be reached by all Members.

imprimatur = accord permission

Aus Team

Asian Champs - Sept - Bussan in Korea / Club Crew now separate events - Hong Kong 4 - 8 July 2012

2 weeks Head Coach / Manager

Trials - camp format to be issued asap

States to commit to dates

Presentation by Serghei Cusca - AusDBF Head Coach - Sports Science degree

True Australian team - designed approach / campaign based on camps. Looking for more support from all State members. Bench mark fitness - previously State selected. No longer by invitation - earn places via testing.

First camp - 50 m 50 f - assessed on technique - advised of changes required. Why & how. At 2nd camp coaches looked for changes - team players. Those who tried to change - not necessarily the fittest strongest. Need also to be a paddler, not just strong. Best team - fit / technique / ability to adapt & be a team player. One bad person can destroy a team. 6 single craft - sponsor. Best to use a single craft test.

Second camp - followed Aus Champs - Sydney - looking for improvements - coaches/ paddlers had no united understanding of bio mechanics - coaches have to understand and believe and pass on this knowledge. Final selection - no uniform - booking of flights - not a good time line.

Third - Tullebudgera - facilities good & cheap - Qld rent? The boats.

Tampa - 5 or 6 days prior - jetlag - heat may have affected performance on last day of competition.

Head Coach - Manager

G Masters 50 paddlers 3 sweeps 2 drummers team coach manager

Masters 38 paddlers 2 sweeps 1 drummer assistant coach 2 managers

Premiers - 47 paddlers 1 sweep 2 drummer team coach assistant coach 2 managers

Masseuse.

Unfortunate in that Head coach had to focus on Masters - and to the detriment of overseeing all team. Team coach should not also be sweep. Water depth - tidal - Lane 1 - Lane 6 difference was 2.4m 3.1m

Next 2 Weeks

2011 Survey / thank you / report

Advice on Facebook / web / via State Members

Fitness Tests(5 exercises) in States -over a 2 week period November 2011 - any Regattas scheduled - on 19 - 20 or 26- 27 - results submitted by December 2011 - kettle bells / bench press / States to provide equipment and do testing. Can be done over 2 days if preferred.

Camp 1 - December / January - Canberra

Australian Season / Aust Champs 1 - 5 April

Camp 2 -

Club Crews July 4 - 7 Hong Kong

Any opportunity - people not going to a world comp, go to an Asian invitational trip.

Camp 3 -

Korea - September 2012

Juniors - 2 or 3 months' notice - same fitness tests - 4 days in camp - 50 from across Australia - venue to be confirmed.

Presentation by QDBF - new approach to Juniors - 8 - 12. These children are aware they will not qualify to race at Aust Championships - it is all for fun.

Query - how does db training affect the underdeveloped body of children? Sam Williams suggested there had been a university study undertaken on this topic - to be investigated.

Closing Message;

Meeting closed at 15:00