

# AusDBF update

## 4 April 2019

The purpose of this AusDBF update is to provide Member States, clubs and individual paddlers an overview of what the AusDBF Board has been working on since the Annual General Meeting (AGM) of 11 November 2018.

### Strategic Plan

Although there is currently a Strategic Plan for 2016 through 2020, a new strategic plan has been drafted as part of a framework for moving the sport forward under the direction of the current AusDBF Board. The plan addresses the key operational areas that AusDBF oversees, namely governance, development, Australian Dragon Boat Championships (AusChamps) and high performance.

The Strategic Plan was distributed to Member States and comment sought. The plan is expected to be finalised and distributed in May.

### Operational Plan

The AusDBF Board will be drafting an Operational Plan to build on the objectives of the Strategic Plan in greater detail. This is expected to be one of the major AusDBF projects during late autumn and winter.

### Business Services Coordinator

As most will be aware by now, in March AusDBF employed Melanie Cantwell in the position of Business Services Coordinator. Melanie resigned from her position of Director on the AusDBF Board in order to accept her new role.

Melanie brings a wealth of knowledge and experience to the role, with a strong sports administration background and experience in the direction, management and operation of multiple sports.

### AusChamps

The AusChamps requires significant resources, both from the Host State and AusDBF each year. This year has been very busy for AusDBF as progress has been made in areas that have not been previously targeted or fully explored.

The AusDBF Board has worked with the relevant suppliers to develop the capacity to deliver live streaming of the races, including drone footage, as well as live results updates. To fully capitalise on actual data, AusDBF has implemented the use of the Event Module and Regatta Module in revSPORT, which has included its own challenges, however we are hoping the end result will mean more automated approach to the Championships.



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Hon Shane Stone  
AC, PGDK, QC

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Australian Government  
Australian Sports Commission



Member for Australia of  
International, Asian and Oceania  
Dragon Boat Federations

This will be the first time the live streaming and live updates services will be available at an AusChamps, so it is very exciting. It is hoped that it will all work well without any glitches!

AusDBF put out a Request for Tender (RFT) for the AusChamps 2019/2020 volunteers' uniforms and merchandise. Tenders were assessed and ultimately a contract was awarded to Team Elite. During this process a new contract template was developed which AusDBF can use for future product and service contracts. This was a significant achievement, as AusDBF did not previously have such a template available.

AusDBF is also developing a full suite of Request for Tender resources including policies, guidelines and templates to enable consistency during future RFT processes.

## **Sponsorship Strategy**

AusDBF is developing an overarching Sponsorship Strategy to enable the engagement of sponsorship support for all tiers of AusDBF activity, including AusChamps, Auroras and AusDBF's general responsibilities as National Sporting Organisation (NSO) for dragon boating in Australia.

An AusChamps Sponsorship Framework including various Sponsorship Package categories, e.g. Gold, Silver etc., has been developed. Each Sponsorship level has a set monetary contribution value, ranging from conservative packages potentially suitable for smaller, local businesses to more generous packages that will appeal to government, corporate and nationally-focused organisations. Sponsors will receive defined benefits and promotional opportunities related to their contribution level (e.g. banners or flags with sponsor logo, announcements on website or Facebook, advertising within live streaming etc.).

The AusChamps Sponsorship Framework will be finalised by the end of May and is expected to assist Host States seeking sponsorship for future AusChamps events.

## **MOU with New Zealand Dragon Boat Association (NZDBA)**

AusDBF and NZDBA have signed a Memorandum of Understanding (MOU) which will allow Australian clubs to compete at the NZ Dragon Boat Championships and the NZ clubs to compete at the AusChamps.

As many will recall, New Zealand Crews have been participating at the AusChamps for a number of years in an ad hoc way which has often created angst from the Australian Crews and New Zealand Crews. Over the last 12 months following numerous debates with various groups, an agreed framework has been structured which will allow International crews (predominantly New Zealand crews) to participate in AusChamps, and will allow AusDBF as the leader in the Oceania Region for IDBF to develop opportunities for other countries in this region.

## **High Performance**

In 2017, AusDBF engaged an external consultant to prepare the necessary Coaching Framework and Athletes Pathway documentation and registration to meet Australian Sports Commission (ASC) requirements.

Unfortunately, this process was hampered as the consultant was required to undergo some medical procedures which caused some unexpected delays. However, the delays did not mean an end to the process, and the Coaching Framework and the Athletes Pathway documents have been completed and registered with ASC. ASC will provide any necessary feedback to enhance the documents.

The documents have been forwarded to the to the National Athlete Pathway Committee (NAPC), coach presenters assessors and all Member States for circulation to all clubs. All these groups have been asked to provide feedback regarding these documents.

The NAPC will be tasked with maintaining the relevance of the documents and recommending any revisions as may be required.

## **Coaching**

A National Coaches Database is operational and is used to monitor the accreditation status of coaches. Reaccreditation due dates can be viewed and coaches alerted so they can take action to keep their accreditation current. This helps minimise the chance of a club suddenly being without a coach due to an expired accreditation.

The database can also be used to determine how many coaches are accredited at certain levels, and within which states they reside. This can provide important data which can be used for planning coaching courses and developing pathways to help coaches gain the necessary skills to coach beginners through to competitive athletes.

## **Policies and Procedures**

Another goal of AusDBF will be to conduct a gap analysis on its policies to determine what documents require review and updating, and which documents are missing and need to be prepared.

Work procedures will be drafted, as there are minimal AusDBF instructions available to inform future boards how to conduct various tasks. The lack of procedures resulted in a loss of intellectual knowledge when multiple board members move on and off the AusDBF Board. Having written procedures will assist new board members and will facilitate transitions from one board to the next.

It is expected this project will be able to commence during the winter.

## **Finance**

A considerable amount of time and effort has been dedicated to correcting various banking issues, including amalgamating accounts, fixing credit card issues, closing the Dragons Down Under account (this was set up several years ago for a specific reason, but was no longer required), and having a professional accountant manage the AusDBF books.

A reasonably significant amount of money was also outstanding to AusDBF due to a large number of small accounts (e.g. less than \$100) not being paid by people who owed money for various reasons. The long term debt at 1 July was just over \$107,000. These accounts have been followed up and the debt has now reduced to \$12,760, which includes \$10,041 owed by two people and is subject to legal action.

## **Member Protection Policy (MPP)**

The Member Protection Policy requires review and revision inline with recommendations from Sports Australia. This will be completed by 1 July 2019.

## **Social Media**

AusDBF has been using Facebook to reach out to the greater dragon boat community as a means of keeping people informed. It has been working well, and information appears to be shared amongst Facebook users too, which helps spread the word. However, the 'source of

truth' is still the AusDBF website; all efforts are made to ensure that important information is posted on the website for all to see, regardless of whether a person has a Facebook account or not.

Over the next 6-12 months, the AusDBF website will be updated and information and documents on the pages will be reviewed.

## Sub-committees

There are now six sub-committees operating under AusDBF. The committees are made up of individual (e.g. club paddlers) from all across Australia. Collectively they have a wealth of experience which is applied to address various issues that arise and require review. The sub-committees typically make recommendations to the AusDBF Board in relation to the various issues or subjects of discussion.

The sub-committees are as follows:

- Competition & Technical
- AusChamps review
- Sweeps/Steerers
- Race Officials Mentor Program
- National Athlete Pathway
- Historical

## Copyright AusDBF logo & Aurora logo

An application has been lodged to copyright the AusDBF logo and the Auroras logo (Figures 1 and 2). This will help protect our brand and will help control the use of the logo for sponsorship and other approved opportunities.



Figure 1: AusDBF logo



Figure 2: Aurora logo