



# 41<sup>st</sup> ANNUAL REPORT 2010/2011



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## BOARD OF MANAGEMENT

President:	Mr Dereck Fineberg
Championships/Competition:	Mrs Heather Mitchell
Business Assurance:	Mr Neil Sandall
Membership/Development:	Mr Trevor Hinwood
Officials:	Mr Peter Barnes
Business Development:	Mr Tony Kish
Resources:	Mr Greg Dickson

## STAFF

Chief Executive Officer:	Mrs Kerry O'Keefe
Administration Manager:	Mrs Diane Levy
Receptionist:	Miss Chantelle Grills
Special Projects:	Mr Darren Wensor
Programs & Member Services:	Mr Alvin Umadhay
Programs Administrator:	Miss Hayley McBurney
Accounting Services ( <i>part time</i> ):	Mr Greg Skinner
Web & Graphic Services ( <i>part time</i> ):	Mrs Amy Harris
Data Processor ( <i>casual</i> ):	Mrs Trish Bright

## MEDICAL OFFICER

Prof Marcus Vowels

## LEGAL ADVISOR

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## AUDITOR

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It is my pleasure to contribute to our Annual Report. It is always interesting to reflect on the past 12 months and to acknowledge the efforts and achievements of many in our Association.

This past year has certainly been challenging as we tackled a number of quite significant 'projects', any one of which could consume a lot of resource. I refer to the new constitution, Zone-Region review, staffing restructure and hosting of the 2011 ASICS Australian Little Athletics Championships (ALAC) in Sydney. The drivers for these were varied but nonetheless all extremely important.

The ALAC's was a great success and earned LANSW great praise from our national body and other states. I want to thank everyone involved for contributing to that success. It was exciting to see our NSW team win two of the point score trophies on offer. Congratulations to the team and the ever professional team management.

The other three items have resulted in a lot of work and I wish to acknowledge the Board, LANSW office staff and the various working parties for their contribution to each. I believe the implementation of these initiatives will deliver great benefits to our organisation over the foreseeable future.

Other achievements that occurred during 2010/11 are the: -

- Regional conferences attended by Board members in Griffith, Narrabri, Nowra & Parkes;
- Induction of NSW nominees Jane Saville, Peter Wickes & Janine Shepherd into LAA's Roll of Excellence;
- Roll out of Meet Manager to all Regions;
- Introduction of the Country Athlete Assistance Scheme;
- Staging of our State Championships in conjunction with the Sydney Track Classic;
- Issue of a membership satisfaction survey;
- Trial of a Centre self-assurance program;

Annual review of the strategic and operational action plans by the Board and the continuing commitment to our focus areas which include – athlete retention, skill development, adoption of technology, sharing of Centre best practices and the improvement of access and support for remote athletes, coaches and officials.

Every year many people willingly make significant contributions to our organisation and I once again wish to congratulate you for all you have done. I refer to my colleagues on the Board of Management, the LANSW office staff, Zone Co-ordinators, members of the various advisory committees and working parties, as well as our Association officials and the many Centre volunteers. Without you we could not of course deliver our sport of Little Athletics to the many children and families of NSW.

# PRESIDENT

It is also always appropriate to thank all our sponsors for their continued support. As well as any financial contribution their ongoing involvement is much appreciated. They include - McDonalds, IGA, The Athletes Foot, Hart Sport and Coca Cola.

We again worked closely and successfully with our counterparts in LAA, ANSW and Athletics Australia and I'm sure this will continue into the future.

I acknowledge there has been a considerable increase in the pace of change occurring in our organisation in recent times and I hope the associated benefits are recognised. Every one of these initiatives is undertaken with the one thought of trying to improve the overall product which we collectively have the responsibility to deliver.

I hope that everybody involved with LANSW has enjoyed the past year and like me you are looking forward to next season with enthusiasm – after a well earned break of course!

**Dereck Fineberg (OAM)**  
PRESIDENT

I am pleased to be able to report on the progress and continuing advancement of the Little Athletics Association of New South Wales throughout the 2010/2011 season.

Throughout this past year we undertook a number of sizeable initiatives, which at times proved challenging, and on occasion meant staff resources were extremely stretched. Special thanks are extended to the office staff for their efforts in accommodating any request made of them, and to the volunteers who made up the advisory committees and working parties associated with each of the initiatives.

From an office perspective, the most significant of these initiatives has been the review of the office staff structure. The review was initiated in an attempt to assess the requirements of the current membership and provide a structure that can better service that membership. It was determined that two areas needed greater focus, those being Centre support, and Championships. As a result, the entire structure and the various roles were amended and the following positions have now been confirmed: Chief Executive Officer; Executive Assistant; Administration Assistant; Centre Liaison Officer; Competition & Volunteer Co-ordinator; Coaching & Development Officers x 2; Coaching & Development Administrator; Online & Graphics Co-ordinator (part time); and Finance Co-ordinator (part time). The revised structure sees the appointment of a new employee into the position of Executive Assistant and the reshuffling of several others. We hope that this structure serves its purpose and is able to provide a better service to our key stakeholders, the members.

Another of these major initiatives, the development of a new Constitution and supporting Regulations, will also play a significant part in the administration of our Association. These documents will assist in the effective operation of the organisation into the future, as well as provide the administrative staff with more clearly defined objects and more widely documented operational regulations under which to operate.

On the Championships front, three special projects were undertaken. They were the Zone/Region review; the conduct of the ASICS Australian Little Athletics Championships (ALAC) in Sydney; and the staging of the Sydney Track Classic in conjunction with the LANSW State Track & Field Championships.

The ALAC was held at Sydney Olympic Park on April 30 and featured twenty-two U13 athletes and four U15 athletes from each State/Territory. The LANSW Team achieved more than twenty-five personal best performances and won a total of thirty-three medals in the thirty events on offer. This was an exceptional performance that resulted in NSW taking out both the U13 and U15 overall pointscores – congratulations to all of the NSW Team Members.

From an organisational perspective, we were particularly pleased that the enormous amount of behind the scenes work that goes into hosting the event, paid off, and the Championships and all associated activities were extremely successful. The comments received from around Australia were highly praising and everyone involved should be congratulated. Particular thanks must be extended to the ALAC Convenor, John McFadden, and the team of wonderful Centre volunteers who, along with staff member Chantelle Grills, combined to form the Support Committee – Sally Richardson, Craig Lonard, Lisa Sayers, Tom Murphy and Darren Tait.

The staging of the Sydney Track Classic in conjunction with the LANSW State Track & Field Championships also received much praise and positive comment. The day was a celebration of athletics at all levels, with the LANSW State Championships taking part during the day; the LANSW U14 boy's and girl's 400m finals included in the Sydney Track Classic program that night; and some exceptional national and international talent on show for all to witness. Although there was much logistical organisation required to ensure a smooth handover of the venue, the end result was a fantastic collaborative effort between the various athletic organisations involved.

The past season also saw an increase in the number of financial assistance programs offered to our members with the introduction of the Country Athletes Support Program. This program was introduced to assist talented young athletes from country areas of NSW to access competitions held in the Sydney Metropolitan area. In its first season of operation, approximately \$5,000 in assistance was offered to 21 athletes for attendance at the State Track & Field Championships. Our existing support programs, being the Centre Grant Scheme and the Athlete Assistance Program, saw the distribution of a further \$45,000. Nineteen (19) Centres shared in \$39,000 through the Centre Grant Scheme for equipment and facility upgrade, and 65 athletes shared in \$6,200 towards registration expenses through the Athlete Assistance Program.

To continue to better reach the Centres in regional New South Wales, the Board again hosted Regional Conferences throughout late 2010. These Conferences took place at Griffith, Narrabri, Parkes and Nowra, and once again proved to be a great opportunity for country based Centres to discuss areas of concern or raise any questions with the members of the Board and staff in attendance.

The one disappointing aspect of the season was the fact that final registrations stood at approximately 36,000 athletes. This is a 5% decrease on the previous season and the lowest figure since 2004. This is a worrying trend, with registrations dropping by almost 10% over the past 2 seasons. Collectively we must work on turning this trend around.

The LANSW Strategic Plan for 2011-2014 and the Operational Action Plan for 2011-2012 have been reviewed and updated, and largely reflect our need to seriously consider and address the decline in registrations as a result of poor retention rates. Our focus will remain on such areas as improved retention strategies; increased skill development programs; use of available technology; facilitation of best practice sharing amongst Centres and improved access and support for remote athletes, coaches and officials.

I take this opportunity to thank our wonderful partners McDonald's, IGA, Coca-Cola, Hart Sport and The Athletes Foot.

Our partnership with McDonald's continues to be strong, with McDonald's and their Public Relations company, PPR, continually looking for ways to further assist the Association and our Centres in gaining media attention and promoting our sport. We appreciate the support offered by McDonald's on so many levels.

IGA continues to offer support to both the Association and to Centres through the IGA docket promotion. Once again, cheques (totalling \$15,000 between NSW and ACT) will be presented to Centres at the LANSW Conference in July.

Coca-Cola remains our longest standing corporate partner after 20+ years and Hart Sport is entering their fourteenth year of partnership with the LANSW.

Our relationship with The Athletes Foot also continues to be strong. Support at Championships has been great and The Athletes Foot is always happy to provide additional support for our initiatives.

Following the second year of inductions into the Little Athletics Australia Roll of Excellence, congratulations are extended to new NSW inductees, Jane Saville (track & field), Janine Shepherd (achiever) and Peter Wickes (volunteer).

My thanks, as always, go to the Board of Management for their support, and as stated earlier, special thanks are extended to the office staff for their efforts in accommodating all requests made of them during a year that involved so many significant projects.

I look forward to working alongside everyone again in the year ahead - a year that will involve consolidation in regards to the many new initiatives and advancement as they begin to deliver.

**Kerry O'Keefe**  
CHIEF EXECUTIVE OFFICER

## **RISK MANAGEMENT**

During the past season our risk management focus has been on tidying up the Hot Weather Guidelines to facilitate effective postponements of carnivals in extreme heat and/or humidity. Judging by the outcomes of several Zone/Regional carnivals, which required temporary postponements until cooler evening hours, the changes have led to effective decision-making by key carnival officials, when confronted with abnormal weather this past season.

We have also finalised and released, with Board approval, a new policy guideline on the safe handling of food in Centre canteens/barbeques to ensure officials and helpers are aware of and operating according to NSW Food Authority requirements. This guideline is accessible on the Association's website from the Centre login section. The expectation is that these guidelines, when followed, will assure canteen and barbecue helpers that they are operating according to the acknowledged safe and sensible food handling practices and will reduce any prospect of any cross-contamination etc.

The Risk Management Advisory Committee has continued to meet regularly throughout the year on a quarterly basis and one of the key tasks is the review of safety reports provided by the Association's Safety Co-ordinators at the conclusion of any of our carnivals. I am genuinely pleased with the efforts of the Risk Management Committee and the Safety Co-ordinators in continuing to reduce our risk exposure at major events.

## **GOVERNANCE**

Obviously the major governance focus has been the development of a new Constitution and Regulations to govern our operations in the immediate future years. The requirement to review and update our existing Constitution was a necessary response to the Associations Incorporation Act 2009 and I foreshadowed this at last year's Annual Conference.

Opportunities have been provided for membership input into this important task and as a consequence of that input changes to the original draft Constitution and the Regulations have been made wherever possible.

Some of these suggestions have not been acted upon simply because to have done so would be inconsistent with the aims/objectives of the new Association's Incorporations Act, which amongst other things, significantly strengthens the governance obligations placed upon directors running not for profit sporting and other community organisations.

# BUSINESS ASSURANCE

The amended Constitution/Regulations nevertheless represent a good compromise in balancing the expectations of the Act for change and the aspirations of our membership.

The next step in this process will be the finalisation of an appropriate model Constitution template for consideration by individual Centres. This template is currently being finalised for release to Centres once the new Constitution and Regulations for the Association have been considered and voted upon at this year's Conference.

**Neil Sandall**  
BUSINESS ASSURANCE DIRECTOR

At last year's Annual Conference, I provided an overview on the results we received from our online Marketing Survey. The survey audience was both athletes and parents with the results highlighting a number of key areas where we either did not do enough, or in some cases did too much. One such example is advertising in local newspapers. We had over a number of years, spent a large amount of money placing ads in such newspapers across the metropolitan region in the lead up to registration for the season. The survey brought to our attention that only a very small percentage (less than 5%) read or saw these advertisements; hence we were wasting Association money in this activity.

As a consequence, we ceased such forms of advertising and started looking at better ways to promote the sport. The survey highlighted one such area we need to tap into is the better utilisation of the internet, because this is the region where children and adults are starting to get more and more involved in the social media and communities on offer. How to achieve this was our next challenge.

In order to achieve something, you need a plan and this is where the joint Business Development / Membership Development Advisory Committee recognised we had a shortfall. To bridge this gap, it was decided to document a How to Develop a Marketing Plan as the first step. This laid out the foundation for determining our marketing segments and strategies based upon our strengths, weaknesses, opportunities and threats (SWOT). Once this had been achieved, the next step was to develop the actual Marketing Plan to guide the Association into its forthcoming marketing and promotional activities. At the time of writing this report, this plan was being finalised for presentation to the Board of Management.

In addition to formulation of the Marketing Plan, the regular activities of television and radio advertising and publicity have taken place. I would like to take this opportunity in thanking Association Life Member, Ian Adams, for his continued support and contributions in this regard. Ian's expertise and involvement have once again helped get these activities off the ground.

Amy Harris has continued her good work in producing the bi-monthly Run for Fun ENews and I thank her for her good work for which she can always be relied upon.

I must make special mention of our sponsors McDonalds, IGA, Hart Sport, Coca Cola Amatil and The Athletes Foot. Their continued backing of our sport helps both financially and with the promotion of Little Athletics to the broader community.

Working with members of the joint Business Development / Membership Development Advisory Committee has been a pleasure. Their enthusiasm helps to see new ideas flourish as does their and commitment to get the job done. Much has been discussed and achieved over the last twelve months and there is a lot more to be done in the forthcoming years. To Astrid Lepelaar, Marian Bennett, Hank Huston, Peter Mylonas, Glen Taylor and Lisa Tuineau, Trevor Hinwood and Kerry O'Keefe, thank you for all the work you have done on this Committee.

As this is my last report as Business Development Director, I must thank all the staff in the Association Office for all their help, not only over the last twelve months, but also during my tenure as a Director. Nothing was too much trouble and this was much appreciated. Thank you.

And finally, to my fellow Directors and our CEO, Kerry O'Keefe, thank you for the team effort. There were times when some tough decisions had to be made and not everyone saw eye to eye, but at the end of the day, democracy reigned supreme when the final decision was accepted by all, without qualms. This was one of the most enjoyable aspects working with you people and I trust you will continue the good work into the future.

**Tony Kish**

BUSINESS DEVELOPMENT DIRECTOR

Firstly I would like to thank the Championships Advisory Committee for all their assistance and hard work during the past season. Peter Barnes, Paul Byron, Aino Matwisyk, Maria McConville, Gordon Prevett and Glen Richardson all contributed in the various areas of their expertise.

Our State Team Selectors - Jim Arkins, Marian Bennett, Maria McConville and Greg Skinner and Trans Tasman Selectors - Jim Arkins, Kirsten Crocker, Aino Matwisyk and Maria McConville all did a great job in selecting the best NSW teams possible.

Also thank you to all the State officials and parent helpers, as without your help we would not be able to conduct our State events so efficiently.

This was another season of “firsts” for our Association, starting with the cross country runners and roadwalkers no longer being timed, as each course is different in its terrain and places only have ever been used to determine team medals. More Regions used photofinish thereby creating Electronic Track Records and even some Zone Championships had photofinish. The Association bought a photofinish system, which was used for the first time at Trans Tasman Trials, then Trans Tasman Challenge and also State Multi-Event. Manual records will still be maintained for Championships where photofinish is not used. Wind gauges were also bought and used at State Track & Field Championships at long and triple jumps and all straight track events for our senior athletes, so that if they needed a time/performance for senior competition it would be recognised by both Athletics New South Wales and Athletics Australia. At the State Track & Field Championships we had 18 competitors in each event instead of 16. Also “Late Entries” were introduced for Trans Tasman Trials (home tours), State Multi-Event and State Cross Country and Road Walks. After close of entries for these events another week is given with a higher entry fee, but after that date no further entries are accepted. The State Relays entry system as previously established was continued.

## **STATE CROSS COUNTRY & ROAD WALKS – TUNCURRY**

There were 451 entries for these championships and there were no entries taken on the day as entries closed the week before the Championships. Entries were taken online or manually by parents and when entries had closed Centres were advised of their entered runners/walkers so they could organise a Team Manager. The colour coded courses were very well marked out and again there was no ‘walk the course’, with marshals covering the whole course. The 4th July was a warm winter’s day which made it a very enjoyable championship. Thank you to Forster/Tuncurry Little Athletics for your great assistance.

## **TRANS TASMAN TRIALS – BLACKTOWN OLYMPIC PARK**

West Metropolitan Zone hosted the Trans Tasman Trials at Blacktown Olympic Park on Sunday 7<sup>th</sup> November. Being a home tour, 364 athletes from Under 11 and Under 12 age groups trialed hoping to be selected in the New South Wales team to compete against the Auckland New Zealand team from 6 – 18<sup>th</sup> January 2011 in Sydney. The State officials conducted the events with their usual expertise and the State selectors selected a very competitive team. Thank you to all involved.

## **STATE RELAYS – SOPAC (SYDNEY OLYMPIC PARK)**

Relays were at Sydney Olympic Park this season, with 1220 teams from 60 Centres entered with the Juniors Under 8 – 11 years competing on Saturday 26<sup>th</sup> November and Seniors Under 12 – 17 on Sunday 27<sup>th</sup> November.

As photofinish was used again many of last season's first time electronic records were broken.

## **TRANS TASMAN CHALLENGE – SYDNEY**

On Sunday 16<sup>th</sup> January 2011 the Challenge was conducted against the Auckland Team at Blacktown Olympic Park. Our team of 120 Under 11 and Under 12 athletes competed well, achieving many PB's and were successful in winning the Challenge Cup.

## **ZONE/REGION CHAMPIONSHIPS – VARIOUS VENUES**

Fifteen Zones were conducted prior to Christmas and the remaining nine Zones were conducted end of January or early February. All Zones had different track and weather conditions but all the qualifiers enjoyed their competition and looked forward to the Regions which were held over the weekend of 19<sup>th</sup> and 20<sup>th</sup> February. This was the first time that we had 18 qualifiers to State Championships with 3 from each Region plus an additional one from Regions 1, 2 and 4. Special thanks to our 24 Zone Co-ordinators who organised their Zone Championships and also the 5 Region Co-ordinators who organised the Region Championships. Also thanks to the many host Centres as there is a lot of work needed to prepare their ground and equipment to Zone and Region Championship level, plus provide a well stocked canteen and BBQ. Regions were conducted at: Parramatta Region 1; Blacktown Region 2; Barden Ridge Region 3; Glendale Region 4; and Forbes Region 5.

Thanks also to the 5 LANSW Directors who were Technical Advisors at the 5 Regions.

## **STATE MULTI EVENT – WAGGA WAGGA**

Many hours were spent in the organisation of this seasons Multi-Event by Wagga Wagga Little Athletics Centre and all their efforts showed greatly when everyone arrived for the weekend of 5<sup>th</sup> and 6<sup>th</sup> March to see the very well presented track and field areas. The number of athletes entered was 568 via the online system and manually. New State Records were established as the Association's photo finish was used. A great relaxed championships was held, with everything going well, plus it was a very colourful sight with many Centres tents and cabanas around the track. Thank you also to our State officials for traveling to Wagga Wagga and also, thanks to the parent helpers who had been rostered to assist by their Centre.

## **STATE TRACK & FIELD CHAMPIONSHIPS – SOPAC (SYDNEY OLYMPIC PARK)**

The Championships started on Friday evening 18<sup>th</sup> March at 6pm for 3 hours and continued over the weekend of 19<sup>th</sup> and 20<sup>th</sup> March. Again photofinish was used for all track events and thanks must be given to ANSW for their assistance in this area. Many PB's were set by our young athletes and State Records. Our State selectors had a great challenge in selecting the NSW team of 22 Under 13 athletes to compete in Sydney in April. The 4 Under 15 Multi-Event athletes were selected by their results at the State Multi-Event at Wagga Wagga earlier in the month. Congratulations to everyone involved. The team was announced on 21st March. Medal presentations were faster and it was pleasing to see our group of AWD athletes competing in their 3 invitation events of 100 metres, shot put and long jump. The weather over the weekend was terrible, especially on the Saturday when we had to complete our program by 5pm so that Athletics Australia's Sydney Track Classic could commence. It was hoped that many of our Little Athletics families would stay for the night of great athletics and enjoy the event, but many went home because they were so wet from the day of torrential rain. Our State officials and Centre helpers were amazing and worked throughout the pouring rain to achieve the 5pm finish, which they did. Congratulations!

## **AUSTRALIAN LITTLE ATHLETICS CHAMPIONSHIPS – SOPAC (SYDNEY OLYMPIC PARK)**

The New South Wales team spirit created by our team management is something to see and this is reflected in their team motto of "we not me". The competition on 30th April was strong as one would expect at a National Championship and in front of a home crowd, so much so, that we won both the Under 13 and the Under 15 point scores. Unfortunately again we had pouring rain but it did not deter either our athletes or officials. Congratulations to our athletes, thank you parents for the support you have given and special congratulations to our team management.

## **CHAMPIONSHIPS ADVISORY COMMITTEE**

This past season the committee has met on 11 occasions in addition to visiting the Multi-Event grounds at Wagga Wagga and Cessnock, Cross Country venues at Scheyville and West Dapto and the Trans Tasman Trials venues at Blacktown and Flinders (Shellharbour). Also all throwing implements were weighed prior to all championships and help provided to do the ground set up for State Cross Country & Road Walks at Tuncurry, State Relays and State Track and Field Championships at Sydney Olympic Park and the Australian Little Athletics Championships, also at Sydney Olympic Park. We are now all experts at putting up tents and cabanas in the rain! Thanks go to Holroyd Centre for allowing us to conduct our meetings in their club house. The Rules of Competition were totally updated and were put on our website in October 2010. It was once again confirmed that our AWD Little Athletes be invited to compete at our State Track & Field Championships in the 100 metres, shot put and long jump in the same age groupings U9/U10, U/11/U12, U/13/U14 and U15/U17. The stocktake of all our equipment stored at Sydney Olympic Park was another activity of the Championships Advisory Committee for this season plus getting it all ready for transporting it to Trans Tasman Trials, Regions and State Multi-Event.

**Heather Mitchell**

CHAMPIONSHIPS/COMPETITION DIRECTOR

## **REGISTRATIONS - 2010/2011 SEASON**

Our registrations will finish at around 36,000 athletes. This is a concern considering the registration number last season was around 38,000 athletes. The only consolation is that other states and sports have also suffered registration drops during the past year; Little Athletics Victoria a significant drop. During this season our Membership Development Advisory Committee has commenced working on athlete retention initiatives to reverse this downward trend.

## **NEW CENTRES**

A number of Country Centres reformed (Lower Clarence, Sussex Inlet and Trangie) and formed (Evans Head, Tea Gardens/Hawks Nest), during this season. Thank you to the Zone Co-ordinators who have assisted in making this happen.

While there has been no metropolitan Centres formed this season, we are continuing to investigate possibilities in growth areas.

## **ONLINE REGISTRATIONS**

This system is increasingly playing an important part in registrations. This season we had over 6,500 athletes (18%) register and pay online. This is a 1% increase on last season. There are many advantages in registering this way.

## **MEMBERSHIP DEVELOPMENT ADVISORY COMMITTEE**

Our main focus for this last season has been investigating athlete retention rates. Although this has been looked into in the past, it needs a fresh review in the current climate to see what factors are influencing the decline in registrations and our low retention rate.

From information prepared over several meetings, a survey to parents was prepared and emailed to them in April. We have received over 2,000 responses including a lot of comments and detailed information. Our committee is currently reviewing this information with plans to provide information relating to some of the recommendations for the coming season. A presentation by two of our committee members will be made during this years Conference.

We regard this review as a critical component of this portfolio over the next few years to stem the decline we are currently experiencing in athlete registration numbers. Growth is more easily achieved by keeping athletes in our sport rather than finding new athletes.

During the year we had six joint meetings with the Business Development Advisory Committee. Apart from athlete retention, the focus of the Membership Development Advisory Committee was our Operational Action Plan. The items we are working on are:

## **Operational Action Plan**

- Item 1.5      Develop a guide/checklist/fact sheet for Centres to use when inducting new committee members. Work in progress.
- Item 2.3      Review athletic facilities in NSW in conjunction with ANSW and develop a facility plan. Work in progress.
- Item 3.9      Undertake a membership satisfaction survey to identify potential retention strategies. Completed.
- Item 2.5      Investigate what strategies are used by Centres that experience success in registration increases and high retention. Work in progress.
- Item 2.6      Produce a guide for new Centres. Document under review.
- Item. 2.7      Develop a manual on the requirements for a new athletic facility. Work in progress.
- Item 2.8.      Investigate initiatives to better support and assist both new Centres and those facing operational difficulties. Work in progress.

## **Strategic Plan**

- 2.9.              Investigate opportunities for working with other sports for the betterment of Little Athletics. Work in progress.
- 2.10.             Develop a process for the identification of potential new Centres in both metropolitan and country areas. Work in progress.

## **REVIEW OF ATHLETIC FACILITIES**

As part of our Operational Action Plan (Item 2.3), LANSW and ANSW are in the process of categorising athletic facilities with the aim of seeing how we can make improvements. We need to strengthen our position between the two organisations as a major user. This potentially involves funding from Councils, and State and Federal Governments.

For our sport to grow we will need improved facilities.

**Trevor Hinwood**  
MEMBERSHIP DEVELOPMENT DIRECTOR

# REGISTRATIONS 2010/2011

REGION 1		REGION 3		REGION 4		REGION 5	
NTH MET		MID WEST MET		MID NTH COAST		STH COAST H'LANDS	
Cherrybrook	447	*Bankstown Sports	482	*Camden Haven	56	*Bowral	180
Hornsby	345	Cabra-Vale Fairfield	66	Forster/Tuncurry	89	Dapto	111
*Nth Suburbs	856	*Everley Park	140	Gloucester	61	Nth Illawarra	124
*Nth Rocks/C'ford	354	Girraween	534	Kempsey	106	*Wollondilly	85
Parramatta	479	*Greystanes	311	Kendall	9	Wollongong	233
Ryde	462	Holroyd	329	Old Bar	24	<b>EASTERN RIVERINA</b>	
<b>NTH EAST MET</b>		Smithfield	259	Port Macquarie	196	Billabong	26
*Ku-Ring-Gai	651	*Tiger Wests	164	Sth West Rocks	29	*Cootamundra	84
Manly/Warringah	709	<b>STH MET</b>		Stuarts Point	85	Junee	18
Mosman	498	Helensburgh	195	*Taree	121	Koorngal-Wagga	154
Nth Districts	293	Illawong	230	Wauchope	79	*Lake Cargelligo	77
<b>NTH WEST MET</b>		*Port Hacking	410	<b>PORT HUNTER</b>		*Lockhart	31
Hawkesbury	127	*Revesby/Workers	274	*Adamstown/N L	289	*Temora	101
*Hills District	443	St George	398	Medowie	102	Tumut	80
Kings Langley	410	Sutherland	444	Newcastle City	102	*Wagga Wagga	217
*Quakers Hill	448	<b>STH WEST MET</b>		*Port Stephens	97	*West Wyalong	179
Riverstone	149	Ambarvale	208	Raymond Terrace	100	<b>WESTERN RIVERINA</b>	
Rouse Hill Rams	364	*Camden	529	*Stockton	105	Deniliquin	95
*Winston Hills	463	Campbelltown UWS	438	#TeaGardens/Hawks	126	Finley	74
<b>CENTRAL COAST</b>		Douglas Park	156	Thornton	146	Griffith	115
Gosford	300	Eschol Park	161	*Tilligerry	43	*Hay	68
Terrigal/Wamberal	149	Ingleburn RSL	197	*Wallsend	272	*Leeton	142
Toukley	83	<b>INNER CITY</b>		Woodberry	68	Moulamein	23
*Tuggerah Lakes	419	Balmain	381	<b>LAKE MACQUARIE</b>		Narrandera	22
*Woy Woy	185	Canterbury	463	*Cardiff	179	<b>WESTERN PLAINS</b>	
*Wyong	279	Eastern Suburbs	520	Charlestown	107	Ballimore	26
<b>REGION 2</b>		*Randwick/Botany	648	*East Lakes	120	Cobar	89
<b>WEST MET ZONE</b>		South Eastern	247	Edgeworth	191	*Coonamble	157
Blacktown	416	*Western Suburbs	366	Kotara South	7	Dubbo	120
Doonside	324	<b>REGION 4</b>		Macquarie Hunter	319	Dubbo RSL	52
Lethbridge Park	72	<b>NTH RIVERS</b>		*Southlakes	204	Gilgandra	18
Minchinbury	198	Ballina	125	*Westlakes	184	*Narromine	120
Mt Druitt	96	Bellinger Valley	21	Windale	42	Nyngan	36
Prospect	179	#Evans Head	73	<b>HUNTER</b>		^Trangie	12
*Tallawong Park	169	Glenreagh	40	Aberdeen	100	Walgett	81
<b>OUTER WEST MET</b>		Grafton	94	*Branxton/Greta	60	Warren	12
Colyton/St Clair	250	Lismore	133	Cessnock	194	*Wellington	128
Cranebrook	199	^Lower Clarence	98	*Denman	141	<b>CENTRAL T'LANDS</b>	
*Jamison	376	Nambucca	92	East Maitland	144	*Bathurst	245
*Nepean	382	*Richmond Valley	81	Kurri Kurri	199	*Canowindra	26
*Penrith Valley	205	*Sawtell-Toormina	263	Maitland	170	*Cowra	135
Werrington	148	*Urunga	67	*Merriwa	55	Cumnock	28
<b>CENTRAL WEST</b>		Woolgoolga	43	*Muswellbrook	107	*Forbes	117
Green Valley	75	<b>NEW ENGLAND</b>		Rutherford	164	Grenfell	37
*Liverpool	469	*Armidale	114	Singleton	190	Kandos/Rylstone	19
Mt Pritchard	152	*Curlewis	21	<b>REGION 5</b>		*Mudgee	117
Prestons Robins	185	*Glen Innes	110	<b>MID SOUTH COAST</b>		Orange	309
Warradale	133	Gunnedah	155	Albion Park	226	Parkes	101
Western Blues	161	Inverell	55	Kiama	224	*Peak Hill	16
<b>BLUE MOUNTAINS</b>		Manilla	46	*Lake Illawarra	280	Young	161
Emu Plains	375	Moree	93	Milton/Ulladulla	71		
Glenbrook	274	Narrabri	28	Shoalhaven	250		
Katoomba	113	Quirindi	31	St Georges Basin	80		
Kurrajong/Bilpin	284	*Tamworth	205	^Sussex Inlet	129		
Lithgow	107	Walcha	28				
*Springwood	254						
<b>TOTAL</b>						<b>35918</b>	

\* Higher regos than last season # New Centre ^ Reformed Centre

## OFFICIALS ADVISORY COMMITTEE

I would like to thank the following members of the Officials Advisory Committee for their help and support during this season: Rosie Barnes; Heather Mitchell; Marilyn Pearson; Lynne Whatman; Michael Gray and Les Kirkland. These officials have given up their time to review a number of aspects of the officials program this year.

## APPOINTMENTS PANEL

Thank you to the Appointments Panel - Heather Mitchell, Kim Burton, and Neil Sandall, for your assistance with the appointments for State Carnivals this season. The panel took into account the officials capabilities, grading and preferences.

## ACCREDITATION

To obtain accreditation an applicant needs to pass both a theory section and a practical assessment. Theory exams can be held in conjunction with the Officials Instruction Seminars (but it is not necessary to attend a seminar to do an exam). In the past year there have been 231 new accreditation cards issued.

D GRADE	84	C GRADE	144	B GRADE	3
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## WEBSITE

The officials' section of the website was reviewed and updated his season including adding forms to nominate to be an Association Official or Carnival Official.

## OFFICIALS

Volunteers are the backbone of Little Athletics; they fulfil a whole range of duties from the athletic officials on the field to the equipment officers, recorders etc. Thank you to all the people who have given up their time and volunteered to officiate this season. Without your assistance none of the Little Athletics carnivals can happen.

## ASSOCIATION OFFICIALS

Changes to carnivals this season often meant that these officials were working longer hours or more days at most carnivals this season. I therefore wish to give a special thank you to the dedicated band of Association Officials who officiated at Association Carnivals this season.

The following is a table of the number of positions filled by Association Officials at Association Carnivals.

<b>Carnival</b>	<b>Association Officials</b>
2010 Cross Country	44
Trans Tasman Trials	76
State Relays	106
Trans Tasman Challenge	90
State Multi-Event	77
State Track and Field	125
ALAC	95

#### **ONLINE EXAMS**

Although we had hoped to have the online exam system operational during 2010/2011 problems in obtaining a developer of the system has delayed the introduction of it.

**Peter Barnes**  
OFFICIALS DIRECTOR

The two main areas of focus for the 2010/11 season, as outlined in last years Conference Book was to increase **Centre Support** and **Improve the Product**.

There were a couple of factors that affected the ability to reach our intended goals to the level that we were happy with, being: -

- There was only one Programs & Member Services staff member, where previously there had been two.
- Staff changes and limited availability of administration staff, due to the maternity leave of the Programs Administrator.

Unfortunately, due to the above, it seemed as though this year we were “just treading water”. We therefore made sure that if we were not able to fully achieve our intended aims, what we were able to do, we would do right!

## PROGRAM SUMMARIES

### Little Athletics Programs for Schools (LAPS)

The 2010 Little Athletics Program for Schools ran from February to October and saw a very successful seventh year of implementation of the program. A total of 37,239 (35,467 in 2009) students participated in the program.

- 2010 saw a total of fifty three (53) schools (*50 in 2009*) directly book the Little Athletics Program for Schools. There were twelve (12) new schools participating this year.
- An extra fourteen (14) schools participated in LAPS through the LANSW School Visit Program and other various country tours Therefore, the total number of schools that participated in LAPS was sixty seven (67).

### School Visits

The 2010 School Visit Program was very successful. A total of 35,191 students from 164 schools were contacted by LANSW. From all reports, the School Visit Program assisted in increasing the number of children interested in becoming a Little Athlete. Following are just a few pleasing statistics from Centres regarding School Visits: -

- New Centre, Sussex Inlet, had 40 expressions of interest before the visit and 90+ expressions of interest after the visit. Their total registrations for 2010/11 were 129.
- Glen Innes Centre registration numbers increased dramatically. They had 110 members in 2010/11 compared to 35 in 2009/10. This is the first time in many years that this Centre has participated in School Visits.
- Denman’s registrations increased from 67 in 2009/10 to 110 in 2010/11.

The popularity of the LAPS coaching program as another promotional option, still attracts schools to participate in the program (especially if they have constantly had presentations in the past).

The use of elite athletes (Melinda Gainsford-Taylor and Scott Westcott), again proved very popular. The aim for this year was to ensure that these athletes represented Centres that have never before had an elite athlete visit their local schools. Melinda represented Nepean LAC, Winston Hills LAC, Sutherland LAC and Greystanes LAC.

From the above results, it is evident that the 2010 School Visit Program was successful in meeting its aims and still proves to be an effective program for pre-season mass promotion.

### **Camps & Clinics**

The camps and clinics program in 2010/11 was a great success. In total, over seven hundred and fifty (750) young athletes participated in a LANSW camp or clinic.

#### Christmas Camp

The 2010 Christmas Camp was held at Blue Gum Lodge, Springwood and was open to LANSW registered athletes in the U9-U15 age groups. A total of 86 athletes attended the camp. For the first time in many years, the maximum number of registrations was reached prior to the State Relays. A waiting list was formed and athletes that withdrew prior to the camp were replaced. Urban Dance Zone provided a new and fun recreation “hip-hop” afternoon.

#### School Holiday Coaching Clinics

During 2010/11 school holidays, a total of 13 coaching clinics were held throughout New South Wales. These clinics are open to registered and non-registered athletes. Centres who hosted a clinic were: Nepean, Girraween, Kings Langley, Prospect, Singleton, Westlakes, Doonside, Hornsby, Lake Illawarra, Riverstone, Raymond Terrace, Blacktown and Southlakes. A total of 657 athletes participated in a School Holiday Coaching Clinic (this figure does not include athletes participating in JETS Clinics, the Hunter Track Classic Clinic, the Hunter Festival of Sport Clinic or the Pirtek Allstars Clinic).

#### Speed for Sport Clinic

In 2010 the “Speed for Sport Clinic” was held in Port Macquarie, on the day preceding the LANSW AGM/Conference. A total of 73 athletes registered for the clinic. It is expected approximately 90 athletes will attend this years clinic to be held in Orange. Due to its popularity, this clinic will continue as a lead up event to Conference.

## Multi Event Super Clinic

The Multi-Event Super Clinic was held in the 2010 October School Holidays and was hosted by the Wagga Wagga LAC. Fifty-seven (34 in 2009) athletes attended the clinic. This clinic features all events contested at the LANSW State Multi-Event Championships and also includes high jump.

## Tamworth Super Clinic

This clinic was again conducted as a partnership between LANSW and the NSW Department of Sport and Recreation (DSR). The North West Athletics Super clinic is in its seventh year and the relationship/partnership between the two Associations continues to be strong. The clinic was again open to both registered and non-registered athletes. A total of 47 athletes attended the clinic.

## SOPAC Super Clinic

This clinic was held on Monday, January 18 and Tuesday, January 19, 2011. A total of eighty (80) athletes attended the clinic (67 in 2009). There were a number of participants from regional areas in attendance from areas such as Narromine, Forbes, Trangie and Sawtell, however the majority of participants were from the Sydney metropolitan area. As a benefit of being a JETS member, an “early bird” discounted price was offered. World Champion and ex-Little Athlete Dani Samuels was a guest coach and workshop presenter.

## **Introduction to Coaching Courses (ITC)**

In 2010, four (4) ITC’s were requested, with three (3) courses being completed for a total of 67 participants. Centres hosting an ITC were Gunnedah, Manly and Nepean, with the Campbelltown course being cancelled.

This number is disappointing as the ITC has proven in the past to be a fantastic beginner coaching course for age managers, parents and volunteers involved in Little Athletics.

## **Other Initiatives involving Programs & Member Services**

### Panthers on the Prowl Sports Expo

Panthers on the Prowl, organised through the Panthers Rugby League Club, is a community sports expo that has operated over the past few years. LANSW has been involved in the expo since its inception. The one day sports expo aims to expose school children to a variety of sports and encourages them to lead a healthy lifestyle. LANSW staff, Alvin and Darren, together with Nepean LAC President John Galea, conducted highly active games based coaching activities. In total we were able to contact approx 500 children and promote the various local Centres in western Sydney and the Blue Mountains.

### Hunter Festival of Sport Super Clinic

This clinic, organised by Scott Westcott (LANSW & ANSW Regional Development Officer), coincided with the Hunter Festival of Sport and was held in the 2010 July school holidays at Glendale. The clinic included six specialised coaching sessions and two athlete development workshops with all Little Athletics and some specific senior events offered. Both Darren and Alvin coached at this clinic that had a total of 95 athletes in attendance.

### Pirtek Allstars Coaching Clinics

This was a series of coaching clinics held during the LANSW State Relays featuring ex-Little Athletes and now elite athletes Dani Samuels and Fabrice Lappiere. This was a partnership effort between LANSW and Hayden Knowles (Pirtek Allstars) to boost the profile of athletics and the elite athletes, piggy back on success of the Athletics Allstars Meet with Usain Bolt, held earlier in the season and provide a unique experience for participants.

### Northern Territory Tour

Earlier this season, Alvin Umadhay and Darren Wensor, together with Little Athletics Australia CEO Adam Wallish, were invited by a charitable organisation, to travel to the Northern Territory and reignite the Little Athletics movement. The three were presented with the unique opportunity to visit two remote mining areas - Gove & Groote Eylandt and promote the sport to a mixture of indigenous and non-indigenous school kids.

### **THANK YOU**

Many thanks to the following who have supported the development staff over the last twelve months and without whom, many of the programs and services would be impossible to conduct: Melinda Gainsford-Taylor, Scott Westcott, John Sharpe, Richard Berrell, Glen Howell, Rosalie & Nathan Hulands, Jennie Duffield, Mandy Robertson, Kerry Smith, Belinda Lavarack, Warren Metcalf, Yvonne Puller, Tanya Penfold, Joe Ebejer, Ernie Sluiter, Robbi Sain, Judith Peel, Ken Gardiner, Christie Chamberlain, Nicole Gibson, Ron Rawlings, Lindsay Watson, Matthew Harris, Trudy Thompson, James Van Netten, Liam Wanless, Ben Abbott, Francis Perry, Narelle Plunkett, Kate Morley and Richard Webb.

Special thank you to Dani Samuels, Fabrice Lappierre and Hayden Knowles, for involving themselves in our various initiatives.

Thank you to all the Centres, Centre representatives/volunteers and Zone Coordinators who have assisted or involved themselves with various development initiatives.

Finally, a big thank you to the LANSW Board of Management and fellow staff Kerry, Diane, Hayley, Chantelle, Greg, Trish and Amy for all of their assistance during the last year.

The 2010/2011 financial year continued to be a successful year for the Association in a time where the economy provided some uncertainty for the country. The following explains the significant changes during the year as well as variations against budget.

## **INCOME AND EXPENDITURE**

Income was \$92247 or 4.7% below budget. The major reason for this was that registration numbers were below budget which reflected in Centre numbers where most were below the previous year.

Championship income was down as we outsourced the supply of t-shirts, which reflects in lower income, but also reflects in lower championship costs.

Projects, Programs and Services were up on budget due to additional income related to the 2009/2010 year coming into this years accounts.

Expenditure was \$177125 or 9.2% below budget for the year.

Championships expenditure was below budget. This was mainly due to the outsourcing of t-shirts as well as some additional costs relating to the previous year being paid in this financial year.

Advertising was below budget as we research the most effective means to access our potential customers. We had budgeted to incur expenditure on additional Centre programs but this proved to be not possible within that level of expenditure. Expenditure was incurred in developing the new Constitution and this will continue until the Association Constitution is completed and a new template for Centres is developed.

Fringe Benefits Tax was paid for the first time and for the prior 2 financial years as the Tax Department has ruled that we are liable for this tax and we will be in future years.

Membership Development costs included dual registration costs as well as the various athlete support programs that were introduced during the year. Motor vehicle costs increased due to the increased costs of servicing costs as the vehicles age. Salaries were under budget due a long term vacancy and the staff restructure was implemented later than planned.

## **BALANCE SHEET**

The most significant item on the Balance Sheet was the strengthening of the asset base and the utilisation of an Investment Strategy which has improved the returns to the Association. The purchase of a Photofinish system and supporting equipment as well as the replacement of the Association's IT server accounted for the increases in fixed assets for the year.

**Greg Dickson**  
RESOURCES

During 2010/2011, the main areas of focus particular to the role of Special Projects were:

## **JUNIOR ENCOURAGEMENT & TALENT SQUAD (JETS)**

The JETS program moved into its second season of operation during the 2010/2011 season. The program aims to recognise, reward and foster emerging talent in the sport. The program gave athletes in the Under 13-17 age groups the opportunity to develop their skills, knowledge and performances to a higher level in a fun social environment. Some of the highlights of the 2010/2011 program so far include:

- Approximately 100 Little Athletes in the JETS program
- Five JETS Coaching Clinics attracting a total of 163 registrations
- Regular “JETS News” emails to squad members
- A JETS member component to the Hunter Track Classic Coaching Clinic
- JETS member competitions and prizes
- Expansion of the JETS section on the website
- A series of JETS coaching session summaries published on the website
- A number of athletes from country Centres taking part in JETS Coaching Clinics
- The introduction of some new coaches to Little Athletics clinics through the JETS program

## **RISK MANAGEMENT PROJECTS**

Special Projects was involved in completing risk-management-related work in the following areas:

- Updating the LANSW “Guidelines for Taking & Using Images of Children”
- Finalising the new LANSW “Hot Weather Guidelines”
- Creating “Handy Tips for Supervising children” guidelines
- Creating the document “Managing Athlete Behaviour – Tips for Age Managers & Officials”

## **2011 STATE TEAM**

Congratulations to the 2011 NSW State Team which won both the Trevor Billingham trophy for the Under 13 point score and the Life Members trophy for Under 15 point score at the ASICS Australian Little Athletics Championships on Saturday April 30 at Sydney Olympic Park.

It was a wonderful performance by a fantastic NSW team. Some stand-out team statistics include:

- The day saw the NSW team members achieve more than twenty-five personal best performances.
- In the thirty events on offer, the NSW team achieved thirty-three medals.
- The team achieved fifty Top 8 performances.
- Five NSW team members bettered existing electronic Australian Best Performances. (To be ratified).

The changes that LANSW made to the team selection and preparation process were extremely successful and met their objectives. Many thanks to Brigitte Bannister and Samantha Peck who joined staff members Darren Wensor, Alvin Umadhay and Scott Westcott to prepare and manage the team.

## **COACH OF THE YEAR**

To promote, encourage and reward quality Little Athletics coaching, LANSW and the ATFCA NSW Branch cooperated for the thirteenth successive year to organise the Little Athletics Coach of the Year Award. Six eligible nominations were received. Congratulations to David Bruce who was presented with the award at the State Track & Field Championships in March.

**Darren Wensor**  
Special Projects