



# Athletics Victoria Membership Fees & Packages

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**On behalf of the Committee of Athletics Victoria I extend our thanks to all Clubs for their continued support of athletics in Victoria this season.**

Over the past months, the Committee has been focused on the budget process for the 2018/2019 season, which included a more detailed discussion on the long-term strategy for the Association. Part of this process included a comprehensive review of the cost of delivery of the products and services AV offers and a future strategy discussion around what Athletics Victoria should look and indeed offer in the future.

I am pleased to launch the Athletics Victoria Future Consultation Process which will include an opportunity for all Clubs and Members to have direct input into the shaping of the organisation. This process will commence at the end of March with the aim to issue the final report to Clubs and Members at the 2018 Annual General Meeting at the end of July 2018. A more detailed paper setting out the objectives and timelines will be provided to all Clubs and Members shortly.

The Committee continues to be committed to open communication and the purpose of this briefing paper is to outline components of the budget review process that have led to the Committee's decision around fees for the upcoming season. There is considerable detail provided in this paper which I encourage Clubs to read. In the coming days, members will be provided with an email and video presentation setting out a summary of the key changes that will come into effect on 1st April 2018 and it will contain an invitation to members to consult with Clubs as needed if there are any questions around the fee changes. Clubs are also invited to refer any questions to the Committee or the team at Athletics Victoria.

In closing I would like to reaffirm our commitment to the support and growth of affiliated Clubs. The Committee, and AV Management is aware of some commentary within Clubs to the contrary which is simply not accurate nor true. I encourage Clubs to focus on working together and look forward to doing so in the coming season.

Warm regards,

A handwritten signature in blue ink, appearing to read 'Heather Ridley'.

**Heather Ridley**

President Athletics Victoria.

# Athletics Victoria Membership Fees & Packages



**To understand where the organisation is currently placed, it is beneficial to review the previous years' membership.**

<b>Year</b>	<b>Athletes</b>	<b>Difference</b>
2012 - 2013	4690	
2013 - 2014	4614	-76
2014 - 2015	4515	-99
2015 - 2016	4669	154
2016 - 2017	4463	-206
2017 - 2018 (05/03/18)	4369	-94

**Athletics Victoria membership has been relatively static over the past six years but as management continues to run the business as efficiently as possible, any change in competing members has a significant impact on meeting budget outcomes.**

With the introduction of the new membership and package structure in 16/17 the Committee decided not to increase membership or package fees in 17/18 but did approve an increase to some event entry fees for Schools Competition and Country/Masters' Championships which are now all aligned.

The Committee has been conscious of several factors; external costs continuing to increase year to year, previously available government grants no longer being offered, and the pressure any negative change in membership has on delivering a balanced budget. As a result, membership fees and package costs cannot remain at the current level. As an integral part of the budget process, reference to the previous two years of membership and package data (which is outlined below) assisted the Committee when it came to balancing membership fees and package costs. Refer to AV Membership – Competing Members Analysis in this paper

The budget process continues to focus on maintaining cost effective products and services for members but has rarely included significant investment in promotion of the business and our sport through our club network. For the past five years, the Committee has supported investment in improving the operation of the business, IT system and support and human resources. This strategy and the investment is in a strong position. Management continues to monitor and maintain costs against external factors, while the team invests in improving the delivery of all products and services for a competitive membership fee.

Members have more options than in previous years which is reflected in the number of packages purchased against number of members. In 2017/2018 there were 4373 competing members (120 less than in 16/17) of which

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3776 members purchased packages. 593 members purchased individual entries to XCR events and/or entered State Championships without participating in Shield Competition. With a decrease of 120 in membership (2.67%) and 593 not purchasing either an XCR or T&F Package, the impact to AV's budget is approximately \$67,500.

These effects on the budget and performance of Athletics Victoria has, and continues to be, a priority for the Committee as it continues to manage and guide the evolution of the association. At the 2017 Annual General Meeting, the Committee outlined its plan to engage members and clubs in a survey and consultation process on what members and clubs would like to see from the association. Over the past years the operation of Athletics Victoria has continued to move from a volunteer run organisation to a business within the not for profit sector. Every dollar gained is returned to the sport while the income opportunities from the corporate and government sectors diminish, putting pressure on membership and event fees.

The upcoming review paper and survey to be released at the end of March, will ask members for direct input, from which consultation sessions will be conducted throughout the State, before a final strategy is delivered at the 2018 Athletics Victoria Annual General Meeting. While the Committee could have approved a single percentage increase in fees resulting in another budget deficit, reducing reserves, it took the view to increase fees across a number of areas and commence the consultation and engagement strategy.

For the 18/19 season, the Committee has approved increases across several fees and packages, as opposed to a single increase to membership fees. These increases, based on predicted membership numbers, are aimed to deliver a surplus for 18/19. In addition, there are several supporting pricing models and incentive schemes available to clubs and members:

## **Increase in family discount**

*The Athletics Victoria Membership Family discount will increase from \$15 per person to \$35 per person where three or more Open/Junior members reside at the same address and register at the same time.*

## **Dual Members compete for free**

*Dual Membership with AV will remain at \$50 and dual athletes will be offered free entry into all XCR individual rounds and all rounds of Shield competition. The aim is to remove some of the financial barriers for Dual athletes so that clubs can recruit and align more closely with LAVic centres;*

## **Individual round entry for Shield**

*Open/Junior Members will be able to purchase individual event entry to every round of Shield competition (excluding Shield Final). The Max Package and T&F Package will remain. Alternatively, members can 'pay as you go' with payment to be made when completing the pre-entry process.*

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## **New club incentive program**

*Like the current Summer AV Club Helper Program, the Summer AV Club Officials Incentive Program will provide clubs an opportunity to be rewarded for nominating two (2) new Officials who, over a consecutive two-year period, complete online Officials training and officiate at summer competition (Shield and Championships Events). Clubs will receive AV dollars that can be used towards affiliation and/or club relay entries. The aim of this program is to recruit new Officials. With 56 current affiliated clubs there is the potential to recruit 112 new officials, which would provide the additional resources required to continue to offer our current competition program AND any additional programs. It is also a great opportunity for our current Victorian Officials to share, educate and mentor new Officials into the program.*

## **New partnership with SportsPass**

*All AV Members in 2018/2019 will have free membership to SportsPass which offers AV members discounts and exclusive offers on a range of products and services.*



## 2018 / 2019 Membership and Package Fees

- Open and Junior membership fees will increase by \$50, and packages by \$20,
- XCR individual round entry will increase by \$5 for AV Members and Non-AV Members;
- AV will charge an online transaction fee of 2% per transaction to cover bank charges and online management fees;

***and***

- All Club Affiliation fees will now be one category and increase to \$500 per Club.

***All other fees will remain the same.***

**A list of the membership fees and packages are listed in the next table.**

***\*\*\* All amounts are inclusive of GST***

## 2018 / 2019 Club Fees

Please submit all club fees to [kirby@athsvic.org.au](mailto:kirby@athsvic.org.au) no later than close of business Wednesday, March 28, 2018.

It is the responsibility of the club to notify Athletics Victoria of any fee changes for the 2018/19 season, if AV do not receive updated information, fee structures will remain the same as the 2017/18 season.

Clubs will be responsible for discrepancies in fees paid by members if Athletics Victoria have not been notified of updated fee structures.

Please include fees for the following membership types:

- Athlete (open)
- Athlete (junior)
- Dual
- Social
- Coach
- Official
- Recreational Runner
- Family discount (either per athlete or a flat rate membership fee)
- Alternate first claim

# Athletics Victoria Membership Fees & Packages



## Athletics Victoria Membership Fees for 2018 / 2019 Season

\*\*All prices include GST

AV Membership	From 1st April 2018
Open	\$150
Junior	\$130
Dual	\$50
Coach	\$0
Official	\$0
Social	\$40
Recreational Runner	\$10
Alternate First Claim	\$40
Transfer Fee	\$50
Replacement Timing Bib	\$15
Temporary Timing Bib	\$10
Full Replacement Bib Set	\$20
Paper Membership Application	\$10

## AV Packages and Individual Event Entry

\*\*All prices include GST

Packages	From 1st April 2018
Max Package Open	\$220
Max Package Junior	\$170
Max Package Dual	\$0
XCR Package Open	\$145
XCR Package Junior	\$120
XCR Package Dual	\$0
T&F Package Open	\$145
T&F Package Junior	\$120
T&F Package Dual	\$0

Individual Event Entry - XCR	Entry
Open	\$35
Junior	\$30
Dual	\$0

Individual Event Entry – Shield	Entry
Open	\$20
Junior	\$20
Dual	\$0

## Membership Family Discount From 1st April 2018

On AV Membership Only – \$35 per person where three (3) or more Open or Junior Athletes reside at the same address and register at the same time.

\*\*\* Note that this will not include any DUAL athletes as membership has already been discounted. Family members MUST be connected online prior to submitting registration.

Club Affiliation Fees	From 1st April 2018
AV Affiliated Club (Metro and Country)	\$500

XCR 18	From 1st April 2018
Individual Event Entry – AV Member	
Open	\$35
Junior	\$30
Dual	FOC

Individual Event Entry – Non AV Member	
Open	\$45
Junior	\$35

# Athletics Victoria Membership Fees & Packages



## **XCR 18** **From 1st April 2018**

### **XCR Relays per team**

Open 6	\$90
Open 5	\$75
Open 4	\$60
Open/Masters 3	\$45
U20 U18 (3)	\$45
U16 U14 (3)	\$45

## **Schools XCR** **From 1st April 2018**

XC Relay per Team	\$40
Road Relay per Team	\$40
Individual Event Entry	\$20

## **Schools Track & Field** **From 1st April 2018**

Schools Challenge	\$125 per team
Schools Relay Championships	\$40
Individual Event Entry	\$20

## **Track & Field Championships – Open, Junior, Country, Masters and 5km**

**From 1st April 2018**

### **Individual Event Entry**

Open	\$20
Junior	\$20
Dual	\$20

### **State Relay Championships**

Per Team	\$40
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### **Multi Championships**

Open U20 U18	\$50
U17 U16 U14	\$25



# Athletics Victoria Membership Fees & Packages



## AV Membership – Competing Members Analysis

AV Competing Members	17/18	16/17	Diff	%
Open	2153	2223	-70	-3.14%
Junior	1764	1896	-132	-6.96%
Dual	452	370	82	22.16%
	<b>4369</b>	<b>4489</b>	<b>-120</b>	<b>-2.67%</b>

XCR Package	17/18	16/17	Diff	%
Open	462	444	18	4.05
Junior	63	58	5	8.62
Dual	7	18	-11	-61.11
	<b>532</b>	<b>520</b>	<b>12</b>	<b>2.31</b>

Max Package	17/18	16/17	Diff	%
Open	392	372	20	5.38
Junior	260	214	46	21.50
Dual	53	74	-21	-28.38
	<b>705</b>	<b>660</b>	<b>45</b>	<b>6.82</b>

T & F Package	17/18	16/17	Diff	%
Open	901	1075	-174	-16%
Junior	1193	1272	-79	-6%
Dual	313	349	-36	-10%
	<b>2407</b>	<b>2696</b>	<b>-289</b>	<b>10.71%</b>

Six Week Package	17/18	16/17	Diff	%
Open	57	57	0	0.0%
Junior	56	60	-4	-2.4%
Dual	19	16	3	-25%
	<b>132</b>	<b>133</b>	<b>-1</b>	

<b>Members with a package</b>	<b>3776</b>	<b>4009</b>
<b>Members without a package</b>	<b>593</b>	<b>480</b>

**Membership fees and package prices have remained the same for two years. This was a deliberate strategy of the Committee who made the decision to maintain the price points over two years for clubs and members to adjust to the new membership offering.**

In the past two years, there has been continued investment within the AV business without increasing levy on members which has delivered the following:

### **Outcomes**

- Competitions delivery improved
- Club Connect supporting clubs and specialist groups
- Officials in Schools Program continues to grow providing rewards for AV Officials and recruitment opportunities
- Improved coaching delivery framework and educational opportunities to support clubs and members
- Online member and club portal improvements to support AV's business activity; and
- Continued cost analysis and monitoring to maintain and/or reduce costs of delivery of events, products and services

### **Member Benefits**

#### **What are the Member Benefits?**

- Access to a range of events, products and services
- Online member registration and event entry portal
- Individual member profile with access to events products and services, relevant information, government initiatives, individual grants and personal results and performances
- Public Liability Insurance cover including personal accident insurance
- Exclusive member offers and discounts
- Expert coaching and support through club network
- Summer and Winter Season AV Handbooks (online)
- AthsVicTV coverage of winter and summer championships events

# Athletics Victoria

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### **Athletics Victoria manages the following programs and deliverables**

- Education, support and promotion of Victorian Officials to provide sanctioned competition
- Athlete pathway for all levels of experience
- Coaching framework for all abilities and experience
- Athlete and coach development opportunities
- Integrated Schools program catering for individuals and teams across winter and summer
- State Representative teams to National Championships
- AV Club Helper Incentive program encouraging and incentivising clubs to help with State Championship events with costs absorbed by AV
- New AV Officials Club Incentive program to recruit Officials while providing incentives to clubs who nominate up to two (2) officials per season

### **New and continuing Athletics Victoria Projects**

- Joint School Sport Victoria, Athletics Australia and Athletics Victoria project to support and upskill Victorian Primary school teachers in IAAF Kids program which has been modified to be curriculum aligned focusing on fundamental movements skills to encourage children to participate in a healthy active lifestyle
- Nitro Schools Challenge to replace School Knockout - a team-based competition focusing on participation and fun
- Country Regional Development and Indigenous Program supported by Victorian Government in Warrnambool and Shepparton in conjunction with local Little Athletics Victoria Centres in both jurisdictions to promote physical activity and participating in athletics.
- Participating in National Junior Sport Policy framework discussions to support government initiatives
- Adaptation of Nitro Athletics for community and clubs with a framework for regional, club and state-based team competition; and
- Victorian Running Network supporting Victorian recreational running clubs and groups with offers to a new membership category to access AV products and services and be part of an extended running community



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