



Surf Coast Mountain Bike Club Committee Meeting Agenda

Venue: Virtual

7.30pm Monday 4th July 2022

Committee members in attendance: Luke Farrar, Tony Smales, Tara Findlay, Marlene Gojanovic, Josh West.

Committee member apologies: Kyln Heath, Angelo Krizmanic, Richard South, Brett Coleman, Nick Galloway, Andrew Gooday, Shane O'Brien, Daniel Alexander

Welcome & Open from President

Previous Meeting's Minutes

Motion for acceptance : Tony, Seconded : Josh.

SUBCOMMITTEE UPDATES

CLUB MEMBERSHIP (Nick)

Membership status at 18th June 2022.

SCMTB Current Membership Over Time				
	Date	Current Members	Expired Memberships	
			Month	YTD
2021	8-Nov-21	254		
	6-Dec-21	262		
	31-Dec-21	277		
2022	27-Jan-22	280	22	
	27-Feb-22	269	14	
	20-Mar-22	272	4	
	29-Apr-22	280	12	
	18-Jun-22	289	8	58

Platform	June 2022	July 2022
Membership	TBC - System Issues	289 (as 18 June)
Facebook Followers	3772	3797 (3-7-22)
Instagram Followers	1573	1572 (3-7-22)
Strava Club Members	270	274 (3-7-22)

FINANCE (Tara)

Account	31 May 2022	33 June 2022
Bendigo Main	\$11,604.31	\$22,927.71
Philanthropic/Junior Development Fund	\$2,498.50	\$2,458.78

Main transactions since last report:

- Main Acct Incoming: Event Proceeds \$11,081, Merchandise Sales \$137
- Main Acct Outgoing: Generator upgrade \$850, Event Expenses \$135, Postage Envelopes (for Merch) \$93, Trails (diesel, snacks) \$75
- Junior Dev Incoming: NA
- Junior Dev Outgoing: Masaka CC \$40

Committed funds in main account:

- Trail Kitty General (\$4Dirt & Donations) \$1985.00

Kitty Fund Planning - Would like to discuss in the meeting how we envisage spending kitty funds. Do we feel maintenance of trails should come out of the trail kitty, or just from general bank funds (membership fees and event proceeds)? Should the kitty be preserved for bigger, building projects like Grass Trees and the Addis/Hurst Road link? We hadn't had many expenses until recently for me to consider which way we wanted to go on this: Tony's questions on ASF kitty made me consider the latter option.

- **ACTION:** Follow up to confirm if we have received funds from the ASF. If not confirm if we need to boost marketing on this. **Brett.**
- **ACTION :** Do we need to maintain a separate trail kitty - **TO BE ADDRESSED IN NEXT MEETING**

22FY Financial Statement - attached for committee perusal. Value of Merchandise in stock is still to be added after stocktake but gives everyone visibility and the opportunity to ask any questions if desired.

Bank statements - The most recent bank statements have been attached so there's transparency of funds for the committee.

TRAIL ADVOCACY / LAND MANAGER LIAISON (Tony, Brett, Luke)

Trails concept plan (PV and DELWP)

The following is still relevant as no decision has been made by the SCS of how they will approach the funding into the future.

The Shire's application for 300k for assessments and planning for the concept plan was unsuccessful. They are now thinking of how they will pursue funding. One option is to apply for the whole 3 million to do all work and building. This may work if it ties in with the state election later this year. Will need a lot more lobbying to get that over the line.

There is also a possibility of spending the 60k that the shire put forward to do some of the assessments to get things moving. It will be about a month before we know what the Shire thinks is the best way to go.

Shire are meeting with DELWP, PV, and GORCAPA to discuss the possibility of more info about the concept plan being able to be shared to stakeholders and to the riding community. Currently it is a closed document which means that even at forums such as G21 there is not much chance of detailed discussion and lobbying.

New MTB trails group

We now have almost everyone onboard including Enviro groups, GORCAPA, the Shire, PV, Scouts. A couple more organisations to contact and hopefully we can start these meetings in late July. Will need to have a developed scope/charter which will align stakeholders - possibly to be workshopped in the first meeting if needed..

Hurst Rd to Pt Addis link track - Planned for early Spring. We are still collecting pipe if anyone knows a friendly plumber.. SCS have offered a small amount of funding for materials or contract work which is great. Ky, Fav and Tony will do a reccie walk soon to work out a more detailed costing to get back to the Shire and the club. All welcome to come along.

Scout camp

Still waiting for PV confirmation of them being the new land manager for scout camp.

PV

PV have been asked to put gravel on the area in front of new signage at Hurst Rd.

Jumps parks

Bob Pettitt reserve jumps park – The revamp has been put on hold until the spring due to wet works area.

Spring Valley bike park – Still holding up well and youth starting to do work where needed.

Anglesea Bike Park - Busy over the holidays. We posted for ABP in regard to a working bee. Was a good success with 15 teenagers and a few adults at the working bee.

Eden project

Alcoa still working towards this but slowly. Lots going on behind the scenes both for and against this project.

WORKING BEES (Kylhn)

Subcommittee meeting was held at 4 Pines on **Tuesday 14th June**.

Time has finally come that we now cannot use unregistered or vollies without WWCC. Lots of follow up going to be needed. Tara working on this. We have 8 currently registered with Park connect and have WWCC.

Working Bee

Working Bee held on 26th June. Worked on Letterbox. 5 people in attendance plus Ky.



Adopt – a – trail

An idea for regular and experienced working bee volunteers and c'tee members to adopt a trail between 1-3 people and keep an eye on that trail. May include minor works but mainly about knowing what condition each trail is in. So far we have Luke and Kev on one, Sam and Brett on one and Tony on one. Anyone else keen?

Merch for Workers - Committee agreed to offer a free pair of club socks to each working bee volunteer.

GRANTS (Angelo/Andrew)

TCE acquittal obligations to be concluded in regard to bike stand. This includes a plaque on the bike stand. Angelo is underway on this.

Bike stand pump still needs to be repaired. Angelo has taken photos of the broken pump and is in communication with the supplier to see if its under warranty. It may be we need to buy a new part to get it working again. Will advise once known.

Acquittal needed for small grant - women's clinic. Underway.

RACE / EVENTS (looking for a committee member to take this up)

Still need to catch up to discuss future of gravel event.

POLICY & PROCEDURE (Tony)

Most of our policies are due to renewal soon . Tony will oversee this but will need some input from others.

Sponsorship policy discussion. Quick read of section in italics and vote of newly worded policy which now includes alcohol vendors as possible sponsors.

WWCC - New information from Auscycling. Josh advised that Child -Safe education program has been identified (sportintegrity.gov.au) and an assessment online quiz is available (via VicSport.com.au). Both can be done at home in your own time. Policy under development by Josh, but may require various committee members to undergo training. Likely first priority for child skills rides leaders, possibly ex[panding out to a broader committee or helper group (eg working bee group).

2 year plan – See attached. Feedback about a less detailed version with more detail to be in the background. Discussion needed.

SOCIAL RIDES (Tony), DIRT GROMS (Kate, Chris), SKILLS CLINIC/COACHING

Skills Clinics - Cazz Clarke has said yes to some clinics over the next few months. Quoted rate is \$600 per day.

Jess, Uli and Angelo ran some kids clinics over the past weekend.

Ongoing discussion needed in regard to clinics for the 11- 16 year olds who may not be that skilled or are new to the sport. Mainly the kids who wouldn't fit into the teens gravity rides. Jess and Uli happy to support this.

ACTION : Subcommittee to be drawn together to help organise Skills clinic program, inhouse coach training, teen clinics, kids skills clinics. Need to get a group together to share workload to ensure future clinic program is sustainable.

Social Rides

Open lower intermediate ride on July 3rd. We had five along with a couple of last minute withdrawals. Fun 2 hour ride. Had a tag along from Red Hill who loved the trails.

Upcoming:

- 2/7/22 - Kids skills clinics (5-8yo & 8-11yo)
- 3/7/22 - Lower intermediate open social ride
- 24/7/22 - SCMTB & GMBC Women's Social

In past month:

- 26/6/22 - SCMTB & GMBC Women's Social

PHILANTHROPY

Nothing to report.

MARKETING/COMMUNICATIONS (Brett)

Website - Nothing New this month.

MERCHANDISE (Josh)

Winter bundle Sale Socks/Beanie sent on socials (\$65) - 8 bundles sold so far.

The attached merchandise stocktake numbers for End Financial year, including stock at Bike Matters and Hendry's:

- Total Hoodie = 37
- Total Staple T = 51
- Total Maple T = 49
- Total Kids T = 18
- Total Trucker cap = 11
- Total cap = 5
- Total Beanie = 20
- Total socks = 70
- Total SS Enduro Jersey = 7
- Total LS Enduro Jersey = 0
- Total SS Enduro Jersey (seconds) = 1
- Total LS Enduro Jersey (seconds) = 0

Inventory carried amounts to \$6k+

Josh is reworking the club payment system (Square) to ensure that the club accounts are directly referenced by the payment system.

ACTION : Vote at next meeting on procuring new order of Jersey's. Josh to propose.

ACTION : Josh to develop new Merch pricing proposal.

FIRST AID OFFICER (Kit and Quals) (Karen): Nothing to report this month.

ENVIRONMENTAL (Kylie/Emily): No report this month.

OTHER BUSINESS

Club Social turn / BBQ/ Family day - Maybe a mid-winter event or just hold over to our Xmas event and make that a regular event each year

Rescue trolley - Was there follow up with any local orgs around this? **ACTION:** Josh to chat to SES Harcourt and also SES Anglesea.

Trials skills clinic - Bob has offered to take a trials skills clinic. Tony to ask Brian if he would like to assist as we need a qualified coach.

AGM - More discussion around Tara's suggestion of a different way of doing it.

VOTE NEXT MEETING: To Decide if AGM will be Online or Face-to-face (eg. BBQ, drinks, rides, etc).

Club bikes - Brett/Ruth/Tara all have 1 bike each. Brett to email club members to see if anyone interested in borrowing one for 1-2 months.

Bike Matters - Jake is looking to do some mechanical workshops at the shop and would like our support to promote it. I said we would be more than happy to assist.

Race - Would be good to have a discussion about the Gravel Race and whether it is a positive, could be dropped or modified to a gravel social ride or changed to a separate time of year.

New volunteers for following roles – Jumps Parks / Social events

NEXT MEETING: Monday 1st August, 7:30pm. Online.

Action List

ACTION / TASK	RESPONSIBLE	DUE DATE
Update contact list with first aid and quals provided, trail building quals	Tara / Tony/ Josh	In progress
Discuss idea of a 2 /5 year strategy plan	Whole c'tee	July
Plan and advertise trail building course	Tony	July
Investigate road signage for Hurst Road	Brett	July
Social ride procedures/ insurance revamp	Nick , Josh, Tony	In progress
Investigate the idea of "Trail talk" social nights	Tony	July
Start work on new trail stakeholders group meetings	Tony	In progress
Work needed on skills clinics / social rides for 11- 16 yo	Whole c'tee	July
Complete youth ride procedure	Tony	July
Photo Competition - consider if we run this again.	Brett to review and consider from a Marketing perspective.	July/Aug.
Shared Folder (eg. Google Drive) - to be investigated if this is needed.	Whole C'tee	Aug

Appendix A - Financial Statements Sans Merch



SCMTB - INCOME STATEMENT

Bendigo Bank - Main Account

1 July 2021 - 30 June 2022

Profit and Loss	Category	Sum of Incoming	Sum of Outgoing
INCOME	Affiliation Reimbursement (from '21)	\$ 243.84	
	Bank Interest	\$ 1.60	
	Event Proceeds	\$ 17,095.00	
	Grants and Donations rec'd	\$ 6,804.00	
	Membership Fee rec'd	\$ 3,841.75	
	Sale of Merchandise	\$ 3,704.32	
INCOME Total		\$ 31,690.51	
EXPENSES	Advertising and Marketing		\$ (1,166.11)
	Affiliation Fees		\$ (295.00)
	Bike Repair Stand (Grant)		\$ (2,000.00)
	CAV Fees		\$ (60.10)
	Equipment - Generator (\$1500 grant)		\$ (2,349.00)
	Event Expenses		\$ (2,792.54)
	Event Prizes (donated '21 FY)		\$ (500.00)
	Merchandise Purchase		\$ (5,259.66)
	Merchandise Storage Tubs		\$ (75.96)
	PO Box		\$ (144.00)
	Printing, stationery & supplies		\$ (332.75)
	Repairs & Maintenance		\$ (156.25)
	Trail Building		\$ (2,687.63)
	Vehicle Expenses - Insurance		\$ (240.00)
	Volunteer training		\$ (2,258.00)
	Women's Skills Clinics ('21 Grant)		\$ (2,000.00)
EXPENSES Total			\$ (22,317.00)
ACCOUNT TRANSFER	Transfer to Jnr Dev Acct		\$ (1,321.64)
ACCOUNT TRANSFER Total			\$ (1,321.64)
Grand Total		\$ 31,690.51	\$ (23,638.64)
SURPLUS (DEFICIT) FOR THE YEAR		\$ 8,051.87	

Appendix B - Bank Account Breakdown

Bendigo Bank - Main Account - Breakdown

1 July 2021 - 30 June 2022

Profit and Loss	Category	Sub Category	Sum of Incoming	Sum of Outgoing
ACCOUNT TRANSFER	Transfer to Jnr Dev Acct	Account transfer	\$	(1,321.64)
	Transfer to Jnr Dev Acct Total		\$	(1,321.64)
ACCOUNT TRANSFER Total			\$	(1,321.64)
EXPENSES	Advertising and Marketing	Annual Exp - Web	\$	(135.00)
		Stickers	\$	(1,031.11)
	Advertising and Marketing Total		\$	(1,166.11)
	Affiliation Fees	Annual Exp - Affiliation	\$	(295.00)
	Affiliation Fees Total		\$	(295.00)
	CAV Fees	Annual Exp - CAV fees	\$	(60.10)
	CAV Fees Total		\$	(60.10)
	Event Expenses	Event Expenses 21	\$	(932.46)
		Event Expenses 22	\$	(1,589.88)
		Event Permit 22	\$	(270.20)
	Event Expenses Total		\$	(2,792.54)
	Merchandise Purchase	Merchandise	\$	(5,259.66)
	Merchandise Purchase Total		\$	(5,259.66)
	PO Box	Annual Exp - PO Box	\$	(144.00)
	PO Box Total		\$	(144.00)
	Printing, stationery & supplies	Stationery/postage	\$	(332.75)
	Printing, stationery & supplies Total		\$	(332.75)
	Trail Building	Trailhead signage	\$	(1,158.32)
		Trails	\$	(1,179.73)
		Trail Tools	\$	(349.58)
	Trail Building Total		\$	(2,687.63)
	Volunteer training	Coaching courses (Grant Spend)	\$	(1,920.00)
		Training	\$	(338.00)
	Volunteer training Total		\$	(2,258.00)
	Merchandise Storage Tubs	Storage Tubs	\$	(75.96)
	Merchandise Storage Tubs Total		\$	(75.96)
	Event Prizes (donated '21 FY)	Event Prize 21	\$	(500.00)
	Event Prizes (donated '21 FY) Total		\$	(500.00)
	Repairs & Maintenance	Machinery maintenance	\$	(156.25)
	Repairs & Maintenance Total		\$	(156.25)
	Equipment - Generator (\$1500 grant)	Generator (Grant spend)	\$	(1,499.00)
		Generator upgrade	\$	(850.00)
	Equipment - Generator (\$1500 grant) Total		\$	(2,349.00)
	Bike Repair Stand (Grant)	Bike Repair Stand (Grant Spend)	\$	(2,000.00)
	Bike Repair Stand (Grant) Total		\$	(2,000.00)
	Vehicle Expenses - Insurance	Annual Exp - Trailer Ins	\$	(240.00)
	Vehicle Expenses - Insurance Total		\$	(240.00)
	Women's Skills Clinics ('21 Grant)	Women's skills clinics (Grant spend)	\$	(2,000.00)
	Women's Skills Clinics ('21 Grant) Total		\$	(2,000.00)
EXPENSES Total			\$	(22,317.00)
INCOME	Event Proceeds	Event Proceeds 21	\$	6,014.00
		Event Proceeds 22	\$	11,081.00
	Event Proceeds Total		\$	17,095.00
	Grants and Donations rec'd	Bike Repair Stand - Grant	\$	2,000.00
		Event - Grant 22	\$	2,500.00
		Generator - Grant	\$	1,500.00
		Trail Kitty - D4Dirt	\$	804.00
	Grants and Donations rec'd Total		\$	6,804.00
	Membership Fee rec'd	Membership	\$	3,841.75
	Membership Fee rec'd Total		\$	3,841.75
	Bank Interest	Interest	\$	1.60
	Bank Interest Total		\$	1.60
	Sale of Merchandise	Merchandise	\$	3,704.32
	Sale of Merchandise Total		\$	3,704.32
	Affiliation Reimbursement (from '21)	Affiliation refund from '21 FY	\$	243.84
	Affiliation Reimbursement (from '21) Total		\$	243.84
INCOME Total			\$	31,690.51
Grand Total			\$	31,690.51
			\$	(23,638.64)
SURPLUS (DEFICIT) FOR THE YEAR			\$	8,051.87

Appendix C - Bank Statements (refer PDF files attached)

Appendix D - Updated 2 Year Plan

(CHANGES IN ITALICS)

SCMTB Two Year Plan

General overview of main goals??

This may not be needed at all. If we do keep it, it can be added to or could also be short spiel about our priorities

1/Promote all disciplines within MTB including XC, DH, Enduro, Gravel/ bike packing, Jumps, Trials, E biking,

2/ Education of riders who use the local trails should also be a priority over the next 2 years.

Some education points could be : Who looks after the trails, How you can be involved, How you can assist to keep trail in good condition (when to ride and when not to ride), Information about donations. This education could be through social media platforms but also through periodical face to face communication at Trail Heads

3/Endeavour to have a broader range of riders across all demographics involved with the committee.

4/ Look for opportunities to better support riders who are most interested in gravity style of riding.

The club acknowledges that a large majority of newer riders are more interested in gravity style riding and as such we should endeavour to include that knowledge in many of the decisions we make. This could include marketing to this type of rider, advocating for more of these types of trails, skills clinics and social rides.

Trail Advocacy-

1/ Continue advocating for the implementation of the Anglesea MTB Trails Concept Plan. Within this goal we should also advocate for changes to the plan during its planning phase. These changes will be in regard to the use of trails in more areas and the formalisation of more of the informal trails that currently exist.

2/ Work with the SCS to deliver some small wins before the Concept Plan is implemented. These could include the Hurst Rd to Pt Addis Rd link, Coogoorah Park trails and the roadside trail between Bells Beach and Southside car parks

3/ Continue to discuss the possibility of the Anglesea tip becoming a large bike park and major trailhead once it is closed and rehabilitated

3/ Continue to develop new relationships and foster current ones with all stakeholders.

4/ Complete signage at Hurst Rd. This will also include seating and bike repair stand

5/ Advocate to PV for more interesting features on the current formal trail (Hurst Rd) eg. Jumps on 4 wd tracks

6/Reinstate the regular multi stakeholder trail meetings that were previously facilitated by PV. SCMTB to facilitate

Working Bees

1/ Focus on degraded areas as our priority.

- 2/ Continue to add interesting and fun features in appropriate areas
- 3/ Endeavour to do some work on informal trails where possible
- 4/ Expand our volunteer work force
- 5/ Once monthly working bees are well re-established, we should look to add some small scale work bees more often.
- 6/ Explore and implement an Adopt- a -Trail concept where small groups of up to 3 riders care for a particular trail with small scale informal working bees

Social rides

- 1/ Continue with monthly “open” social rides
- 2/ Endeavour to have a social ride of some sort at least every two weeks.
- 3/ Expand the number of alternative types of social rides. Jumps, Gravity, Adventure, E-bike, Gravel , Race training etc.
- 4/ Start social trips away (day or overnight) if legal requirements allow
- 5/ Reinstate dirt groms social rides. Hopefully one per term at least

Governance

Child safety-

- 1/ Ensure all club documents are inline with current government legislation / regulations
- 2/ All club volunteer files to be kept up to date

Policies and Procedures –

Ensure all policies, procedures and other documents are reviewed every two years. Next date for most club documents is mid 2022

- 3/ Finalise social ride and skills clinics procedures

Auscycle

- 1/ Build a better relationship and a better understanding of Ausccyle and how they can help our club and sport especially in the area of Trail advocacy
- 2/ Investigate the possibility of not being affiliated with Auscycle and whether it could lead to better outcomes for the club and its members

Membership

- 1/ Review our membership data to understand our demographics. Market to any areas where we feel we could have more members or are not supporting as we could/ should
- 2/ Complete a member survey on an annual basis (or bi annual?)

3/ Continue to ensure all members , especially new ones, are informed of the clubs goals and aspirations. Also ensure all members are welcomed and their membership is (acknowledged / show we are grateful ???)

Grants

1/ Continue to apply for grants in applicable areas with a focus on under represented demographics where possible

Environment

1/ Endeavour to work more closely with local environmental groups

2/ Educate riders about the local environment. This could be done through social media and by some social rides that have an environmental focus

First Aid

1/ Continue to ensure all volunteers have relevant qualifications

2/ Ensure club files reflect point 1

Jumps parks

1/ Advertise for 1 -3 people to form a more formal jumps parks subcommittee

2/ Continue to foster the relationship with the Anglesea Bike Park Committee of Management. (ABPCOM) Support the ABPCOM in their quest to retain the ABP at its current location

3/ Continue to advocate for more and better jumps parks within the Surf Cast Shire

4 Continue to advocate for a large scale jumps park in the Torquay area

Finance

1/ Try to have 10k+ in accessible funds at all times

Merchandise

1/ Continue with current merchandise

2/ Continue to Investigate other merch options

3/ Set up an easier sales system with advertising via website

Marketing and Communications

1/ Research better use of our social media platforms especially Instagram

Skills clinics

- 1/ Endeavour to have a wider range of skills clinics covering all demographics and disciplines
- 2/ Ensure we have adequate numbers of coaches within club ranks to achieve point 1
- 3/ Expand coaches skills and experience. Endeavour to have at least 3 or 4 coaches with higher than Level 0 qualifications

Events

Races

- 1/ Continue to run at least one MTB and one gravel race/ major social ride per year
- 2/ Explore the level of support within the club for occasional club level races

Other events

- 1/ Annual Xmas party
- 2/ Annual social event. Eg, A dinner night, movie night, using AGM as social night
- 3/ instigate "Trail Talks" nights as a casual social night with guest speakers , nibbles and drinks
- 4/ Bike maintenance workshops

Appendix E - Sponsorship Policy
(CHANGES IN ITALICS)

SPONSORSHIP POLICY

Date – July 2022
Review date- August 2024

PURPOSE

To ensure that any decisions about the type of sponsors and sponsorship arrangements that the SCMTBC is involved with are well documented and that this policy is adhered to when approaching or being approached by sponsors.

To provide the Committee with a guide to safeguard against inappropriate commercial interests becoming associated with the club and to ensure the club's values and vision are reflected by its business dealings.

SCOPE

This policy applies to all members of the SCMTBC including office bearers, general committee members and subcommittee members.

DEFINITIONS

For the purpose of this policy...

A sponsor will be determined to be a person or entity who gives a benefit to the club and receives a benefit to themselves in return. This definition also covers grantors (entities that grant funds to the club).

A sponsorship will be determined to be any goods, services, grants or monies given to the club in return for a level of advertising or marketing of the sponsors.

POLICY

The SCMTBC is open to the involvement of appropriate community and corporate sponsors in the provision of programs, facilities, and events. Any sponsorship arrangements entered into must be in line with the policy statements below.

- Sponsorship participants must be from reputable organisations whose public image, products and services are consistent with our values and goals. All offers of sponsorship will be addressed on their individual merit. Some but not all examples of sponsors that may not pass the values test are listed below. Tobacco related companies, food outlets selling what would be generally classified by the community as junk food, online dating services, businesses' promoting products of a sexual nature.
- *Alcohol products or businesses serving alcohol can be sponsors of the club but only when it can be identified as a direct positive to the club or one of its activities. This could include use of alcohol vendors at events or use of businesses that serve alcohol as venues for events (club meetings, trail talks, AGM's, social nights etc). The club will not enter into long term ongoing sponsorships from alcohol related businesses. Advertising will generally be through the process outlined below in " Club support of sponsors through small scale advertising / marketing ". Where children are in attendance at events, alcohol consumption and promotion should be kept to a minimum.*
- Sponsorship programs and/or activities should contribute, either directly or indirectly, to the quality or quantity of participation in the sport.
- All sponsorships should be reported on in accordance with normal financial reporting procedures.

- We will ensure that any sponsorship arrangement does not conflict with club policies or impose conditions that would impact on the club's ability to carry out its functions
- We will develop and maintain a positive relationship with our sponsors through regular communication
- We reserve the right to accept products for distribution on merit, not because they are free
- We will not enter into a new sponsorship arrangement where that conflicts with an existing sponsorship agreement
- We will ensure that the club's obligations under any sponsorship arrangement are met. If we do not believe we have the resources to meet the proposed obligations, we will not enter into such an arrangement
- We will ensure that any sponsorship allocated to the club is spent in the manner for which it was provided
- We will ensure that no office bearer or member receives any personal benefit as a result of a sponsorship arrangement
- We do not explicitly endorse the sponsor or its product through its association with the club
- In the case of any future Gold, Silver, Bronze type sponsorship arrangements all sponsorships must be formalised through written agreements that clearly outline the benefits to all parties, the duration of the sponsorship and termination conditions.

GOLD, SILVER , BRONZE (GSB) SPONSORSHIP PLAN

The GSB sponsorship plan involving different levels of sponsorship from businesses will be discussed on a yearly basis as soon as practicable after each AGM. This plan is separate to any grants, trail kitty donations or any other forms of sponsorship listed below.

The current sponsorship policy does not allow for any more sponsorships of money or goods directly related to a gold, silver or bronze sponsor's arrangement.

OTHER FORMS OF SPONSORSHIP NOT INCLUDED IN THE GSB PLAN

Discounts for members

We will discuss and vote on the merits of any types of deals involving discounts on goods or services for members. If agreed upon we will offer to give a one off advertising of the discount via one or more of our media channels. If the discount is ongoing we will re-advertise on a six monthly basis.

Trail Kitty

The Club's main sponsorship focus for the foreseeable future beginning in October 2020 will be a trail kitty fund. Donations for this kitty will only be used on trail building or maintenance projects. Funds can be used to purchase tools, equipment and materials or to pay for independent contractors. This money will be kept in a separate account to the club's general funds. No advertising or marketing will be offered for any donations to this fund.

Club support of sponsors through small scale advertising / marketing

In most scenarios the type of marketing for this type of sponsorship will be a one off FB post and/or a one off message in an email to members. This type of advertising may be utilised in situations such as:

- Anyone who assists ongoing with events. E.g use of meeting rooms, halls or bike parks

- Anyone who donates or offers significant discounts on gifts or prizes for events or other projects. E.g- Bike shops for the club bikes , suppliers for giveaways or prizes for events or promotions
- Anyone who raises funds specifically for the clubs benefit. E.g - Fundraising tins, non club events designed to raise money to benefit the club
- Suppliers who give the club a good deal on goods. E.g - Sign writers, website designers, merchandise suppliers, foods suppliers
- Business that advertise or sell club merchandise on our behalf
- Organisations who show ongoing support. E.g - Government bodies, other community organisations or sporting clubs

Advertising on club equipment.

There will be no marketing of businesses' or outside organisations on our equipment*. This includes marquees, trailers, machinery, bikes etc.

* An arrangement had already been entered into with the Bendigo Community Bank prior to this policy being formulated. This involves advertising on the club trailer. This arrangement will be reviewed and discussed yearly.

Grants

All grant applications will not be submitted until the grants officer is of the understanding that if successful, our obligations under the grant's rules can be met and that acceptance of the grant will not involve a conflict with any points within this policy.