

PROPOSAL FOR APPOINTMENT OF AN EXECUTIVE DIRECTOR OF THE V.A.V.A.

The V.A.V.A., some 6 - 7 years ago, was a body which had a charter of controlling Volleyball in the State of Victoria, but was very heavily absorbed in running a weekly competition for the 'top' Melbourne teams, and, with very little income from registration fees and Government sources, paid only scant attention to the overall development within the State.

Country Associations in particular, were becoming increasingly concerned with the effort required to manage the Melbourne competition, and felt they were not receiving sufficient attention in return for the fees being charged for affiliation. The annual registration fees were \$2 p.a. for seniors and \$1 p.a. for juniors. Only four or five Associations within the State were actual financial members of the V.A.V.A.

In 1974, the country Associations came together and formed the V.C.V.C. in order that the apparent growth in country areas could be fostered and developed for their own benefits and for the benefit of the sport as a whole. This body enabled membership of the V.A.V.A. to grow steadily, and as a result, the income to the V.A.V.A. via registrations also grew. The V.A.V.A. began to take notice of this growth, and it is also fair to say, began to direct some attention into the country areas. It soon became obvious that additional funds were needed to manage the larger body of Associations and the registration fees were raised to \$3 p.a. for seniors and \$2 p.a. for juniors.

As time went on, the V.A.V.A. saw the need for a professional coach, and following the successful Asian Volleyball Championships in 1975, plans were formulated to achieve this aim. Many turbulent months followed at Executive level, as the ways and means of achieving such an appointment were examined and resolved. In the latter half of 1977, the appointment was realized. This injection of expertise acted as a catalyst for the growth of Volleyball, and the demands on the Executive grew to much more than just running a weekly competition.

1978 was a torrid year for the V.A.V.A. in many ways, the major problems arising from managing the growth of the sport and raising finance. In the latter part of 1978, the Executive decided that it was necessary to consolidate itself and create a structure which would serve Volleyball throughout Victoria, increase the awareness of the sport within the community, and particularly the media, and prepare ourselves for a more 'professional' approach to the 80's and beyond. Two years were set for the achievement of this aim.

As we approach the end of this two year period, one task remains to complete the 'professional approach' plan - the appointment of an administrator. Before we consider the need for an administrator, let us review the action of the past two years.

COMMUNICATION

The communication gap which existed between Associations and the V.A.V.A. has as far as was possible, been broken down. All Associations receive full copies of Executive minutes and financial reports, latest rule interpretations and a host of other material considered essential to keep Associations fully informed. A major problem which cannot be solved by the V.A.V.A. at present is having the information passed on to the rank and file players. This problem arises with local Executives, being either unable or unwilling, to have the information distributed to the basic levels of the sport. Irrespective of this, the V.A.V.A. has at least made the information available.

PROMOTION

A large amount of attention has been given to this area, in the best amateur way possible.

- * Volleyball posters have been produced and distributed free.
- * Volleyball stickers have been produced and distributed just above cost.
- * V.A.V.A. badges and banners have been produced and made available to Associations for resale, as well as providing them to State teams.
- * The Volleyball Journal has been provided to each Association to keep them informed of the latest Australian and International news.
- * A Sports Administration newsletter has been provided to all Associations, and contains ideas and promotional ideas for

better display each year.

- * The Japanese Womens Olympic team were hosted in two presentations, one in Melbourne and one in Shepparton.
- * Fund raising opportunities have been provided in the form of N.M.F.C. special efforts, which some Associations have done very well out of.
- * The Volleypak Insurance scheme was launched which had, and still has, one of the best means of financing Volleyball in Victoria, but unfortunately, has not been promoted by some Associations.
- * A very successful Beach Volleyball series was conducted by the 'Renegades' Volleyball club, with V.A.V.A. encouragement and backing.
- * The film 'This is Volleyball' has been obtained along with several video tapes for coaching purposes.
- * A series of press scrap books was compiled to assist with a major sponsorship approach, which is in progress at the time of writing.

COACHING

In conjunction with the V.A.V.A. Coaches Commission, more work has been done for coaches, than was provided for probably the last 10 years.

- * Vic. senior squads have been assisted to conduct training sessions in various centres, whilst preparing for the National Championships.
- * V.A.V.A.C.C. have run several courses and are providing a level 1 course which is Nationally recognized, later next month.
- * Sports Coach magazine has been provided to all State Coaches.
- * State Coaches have been encouraged to regularly visit all Associations for talent identification.
- * Assisted representative of V.A.V.A.C.C. to attend a Sports Medicine conference.
- * Assisted several coaches to attend the International Coaches course in Adelaide.
- * Provide In-service courses for coaches in the Education Department.
- * Through the S.D.C., ran a specialized Volleyball unit for trainee P.E. teachers.

REFEREEING

- * Set up an interim V.A.V.A.R.C.
- * Assisted that body to run referees courses.
- * Commenced grading of referees within Melbourne and at Country Champs.
- * Assisted referees to attend National Championships for upgrading.

STATE TEAMS

As an initial step, support for State teams was reduced to nil, except for the entry fee to each Championship. Current level of support is as follows:

- * Subsidy of \$100 per team for each National Championship.
- * Airfare of team managers met by V.A.V.A. on receipt of written report.
- * Up to \$100 subsidy for Official referee accompanying each squad.
- * Provided 15 Volleyballs per State coach for training.
- * Paid entry fees for each National Championship.
- * Arranged all flight bookings for each team, enabling V.A.V.A. negotiated discounts.
- * Made S.D.C. available for trainings and attendance at each National Championship where possible.
- * Provided up to \$50 per team for compulsory selection trials.
- * Provided tracksuit badges to every team member.
- * Provided V.A.V.A. banners for goodwill exchange between captains and coaches.

OTHER

- * Supported the V.H.S.S.A. Volleyball Championships.
- * Provided input into the Olympic Pool Sports Centre planning.
- * Via the Warrnambool, hosted the 1979 Australian U17 Champs.
- * Assisted Metropolitan and Country Executives to attend two administration conferences.
- * Restructured registration fees to \$3 p.a. for seniors, \$2 p.a. for U20, \$1 p.a. for U17 and 50c p.a. for U15.
- * Gained a 74% increase in General grants from Youth, Sport & Recreation (increase was 26%)

- * Taken an active role in A.V.F. affairs, ensuring the interests of Victoria are maintained, as well as the good of the sport Nationally.
- * Formed the Greater Melbourne Volleyball Council to foster and develop new Metropolitan Associations.
- * Supplied information for various detailed questionnaires on the future growth of Volleyball in Victoria, to the State Government and other organizations.
- * Assisted the growth of the sport resulting in several new Associations. Current numbers are Melbourne - 4 with one committed for 1981, Country - 11.

The Executive, therefore, feel that the majority of the aims of two years ago, have been realized, and that Associations should feel much better served by the current structure and achievements of the State body.

REASONS FOR AN EXECUTIVE DIRECTOR

Very briefly, the main reasons seen for the appointment of an administrator are as follows:

- * Continue the progress already made and handle the growth generated as a result. The work load of executive members at local level, at council level and at State level has increased dramatically. As is often the case, too few are doing too much. For the future of the sport, these people must be able to concentrate on more productive and specialized tasks, whilst ensuring that the general administration continues and in the knowledge that professional staff are available to backup their work and assist them.
- * Assist the development of new Associations, especially in the Metropolitan area. There currently exists an imbalance of growth of about 2:1 between Country and City, whereas it should be the other way around.
- * Assist existing Associations with administrative problems and assist them with promotion of major events and the seeking of sponsorship.
- * Develop a Club structure in Victoria in line with the objectives of the A.V.F.
- * Initiate and organize a true State League competition.
- * Seek sponsorship and support of existing and future programs.
- * Produce and distribute a regular Victorian Volleyball magazine to every player at every level, free of charge.
- * Co-ordinate and promote various Championships and tours of visiting teams.

ADMINISTRATIVE LOAD:

It is proposed that the appointment would take over the workload of the VAVA Secretariat. Currently, this runs at about 12 - 15 hours per week. This would certainly be reduced for an administrator located in the Metropolitan area, as letters are presently written in place of phone calls, solely due to the high cost of STD charges.

The position of Secretary could remain, primarily for minutes of meetings, but to have correspondence being received at two locations (possibly remote), would be most in-efficient and un-workable.

The position of Treasurer should remain, as independant control of finances is advantageous.

COST OF APPOINTMENT:

Preliminary investigation taking into account a salary of \$15000 - \$16000 p.a., 4 weeks annual leave, workers compensation, superannuation, insurance, administrative allowance (phone & typing services), car expenses and entertainment allowance, shows the need for a figure of approx. \$22000 p.a. is required.

SOURCES OF FUNDING: 1/1/81.

The VAVA Executive Council have taken the decision to raise registration fees to \$6 per Open player, \$5 per U20, \$4 per U17 and \$2 per U15 player per year. Based on current registration figures, this will raise an additional \$13000 over and above

which would save current expenditure on the VAVA. Any appointee who could not start generating income in the first year is not worth retaining.

The VAVA is currently seeking major sponsorship for State teams in 1981. Any success in this area will have two benefits - first it will reduce the current commitment to State teams, amounting to around \$2500 in 1980, and secondly, it will have an inbuilt administrative component, to further add to available funds.

In summary therefore, it is our opinion that the VAVA can afford such an appointment.

COMPARISON OF FEES:

The following will serve to compare fees in other States of Australia:-

N.S.W. - Currently employing 3 full time staff, with substantial State support for all. Various category's of fees exist, but the major ones are:

Within 250 km of Sydney	\$5.50 per senior p.a. \$2.75 per junior p.a.
Outside 250 km radius	\$4.50 per senior per annum \$2.25 per junior p.a.
All Associations pay \$50 p.a. affiliation.	

Q.L.D. - Just appointed a full time administrator.

Fees are:	\$10 per senior p.a. \$5 per junior p.a.
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S. - No staff employed. Fees are:

\$2 per senior p.a. \$1 per junior p.a.
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All Associations pay \$300 p.a. affiliation.

S.A. - Employ an S.D.C. with assistance of State and 'Rothmans' funds. Applications just called for administrator, with State support. Fees advised to be:

\$10 per senior p.a. \$5 per junior p.a.

All Associations pay \$25 p.a. affiliation

ACT - No staff employed. One competition only run in State. Each team is charged \$80 per team for the current year, which includes playing fees. Taking their hall hire costs away from this figure with 6 players per team, leaves an equivalent affiliation fee of \$6 per player per year on average. ie Seniors and juniors combined.

V.A. - No details are available.

These figures compare favourably with the revised Victorian rates.

MATERIAL BENEFIT PROVIDED:

In addition to the duties of such an appointment as listed earlier, all of which benefit our sport immensely, the average 'X' grade player will still ask 'what do I get for it?'

The VAVA believe that if better communication is developed with club players, they will be better informed and more appreciative of the work being done. The problem is how to keep them informed of happenings, new rules and interpretations, performance of their State and Association teams, referee and coaching clinics, results of major Vic. tournaments and Championships - yes Championships - how many of your players know that your Association competed in the Country Champs, let alone how they performed, or that Wallabies won the MVA Championships or SISU were runners-up in the National Club Championships?, etc, etc, etc.

The VAVA considers that a Victorian Magazine, produced regularly and posted to every club secretary, with sufficient copies for every player, at NO additional cost to players, will fill this void.

Players can then see some material benefit for belonging to the VAVA.

Volleyball in the State... weekly competition for the 'top' Melbourne teams, and, with very little income from registration fees and Government sources, paid only scant attention to the overall development within the State.

Country Associations in particular, were becoming increasingly concerned with the effort required to manage the Melbourne competition, and felt they were not receiving sufficient attention in return for the fees being charged for affiliation. The annual registration fees were \$2 p.a. for seniors and \$1 p.a. for juniors. Only four or five Associations within the State were actual financial members of the V.A.V.A.

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As time went on, the V.A.V.A. saw the need for a professional coach, and following the successful Asian Volleyball Championships in 1975, plans were formulated to achieve this aim. Many turbulent months followed at Executive level, as the ways and means of achieving such an appointment were examined and resolved. In the latter half of 1977, the appointment was realized. This injection of expertise acted as a catalyst for the growth of Volleyball, and the demands on the Executive grew to much more than just running a weekly competition.

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- * A Sports Administration newsletter has been provided to all Associations, which provides assistance in fund raising ideas and promotional ideas for sport.
- * Resource packages have been produced, and sold to trainer teachers for cost price.
- * The V.A.V.A. has participated in World Sports Expo with an increasingly

- * has not been promoted by some Associations.
- * A very successful Beach Volleyball series was conducted by the Renegades Volleyball club, with V.A.V.A. encouragement and backing.
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- * Gained a 74% increase in General grants from Youth, Sport & Recreation between 78/79 and 79/80. (including S.D.C. grant, increase was 24%)
- * Gained a 6% increase in general grants between 79/80 and 80/81 when most sports had allocations cut back.
- * Re-vamped the V.A.V.A. constitution in line with the current structure providing balance between city and country.

organizations.

- * Assisted the growth of the sport resulting in several new Associations. Current numbers are Melbourne - 4 with one committed for 1981; Country - 11.

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On current estimates, the VAVA will conclude this year with a surplus of approx. \$10000. Add this to the additional registration income, gives a figure of \$23000 available to cover the appointment in the first year. To this should be added any income generated by such an appointment through tour promotion, sponsorship, etc,

In summary therefore, it is our opinion that the VAVA can afford such an appointment.

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The VAVA considers that a Victorian Magazine, produced regularly and posted to every club secretary, with sufficient copies for every player, at NO additional cost to players, will fill this void.

Joe Bloggs can then see some material benefit for belonging to the VAVA.

Further, such an administrator could collate the contents of each issue and arrange sufficient advertising to totally cover the cost of such a production, without

card for every player in the State. This would serve as proof of membership, age, etc., and once again, with advertising, such a provision would be self supporting.

It is proposed to plug into the existing computerized registration system to produce registration cards and address labels for magazine distribution.

CONCLUSION:

It is high time that all volleyballers realized that without a more professional approach to our sport, we will stagnate and head backwards. It is now impossible for volunteer office bearers to do the work necessary to further develop Volleyball in Victoria - where do we get the people if it was possible???

The VAVA sees this step as imperative to our future, if Victoria is to stay in the forefront of Australian Volleyball, and enable more expertise to be placed into the long neglected technical areas of refereeing and coaching, knowing that the administrative back-up is there to assist at all times.

Your support of this proposal is therefore sought.

Murray Mansfield

VAVA Secretary

20/10/80