

Chairman's Blog – North Shore Squash Club

This is first blog (web log) from the Board to the members. It is our intent to blog every few months to keep all members up to date.

The board was formed after a SGM passed a motion to establish a board structure to set the club on a new path. The board has 5 members, David Linstrom (Chair), Greg Martin, Hayden Burr, Kieren Mallon and as your President, Gary Samuels.

Since being elected we have had four meetings and discussed/agreed the following;

1. Role of the Board

- Responsible for the Long Term Health and Prosperity of the Club, not the day to day matters of the club.
- **Govern** with Emphasis on;
 - The Future
 - Diversity of opinion (Respect)
 - Strategic Leadership
 - Being Pro Active
 - Modelling behaviour (Values)

2. Current Situation

- Challenging Times
 - Cash Surplus down 55% on last year
 - Net profit down 20% (excl depr)
 - Bar Surplus down 30%
 - Membership down 25% past 2 years
 - But overall cash and balance sheet position of the club is still strong
- Changing Times

- Time to get to Work
- Working Longer Hours
- More Weekend Work

Thus, the average New Zealander, has less social and sporting time

- **Board Actions** since inception
 - Reappointed current employees –currently **no change** policy in place
 - **Set Goals**
 - Increase Membership
 - Financial Prosperity
 - Vibrant & Positive Culture
 - Positively Promote the Club
 - Drive Operational Excellence
 - Set new mission, “**a member driven club providing its members with a high standard of sports and leisure facilities in a people friendly environment that provides fun and relaxation with family and friends...**” our mission statement describes the overall purpose of our club.
 - **Agreed Club Values** , the values of the club reflect the members, the way we want and should be;
 - **Honesty & Integrity**– We will act with honesty and integrity in everything we do, we do not just act, we act with honesty and integrity
 - **Respect** – we act with respect for and toward each other and our guests.
 - **Fairness** – we play and socialise with a ‘play hard but fair attitude’, what happens on the court stays there.
 - **Positive Interaction** – we are open and welcoming of new members and sponsors.
We encourage our members to buy from and work with fellow members and sponsors
 - **Openly** discussed our Challenges – this is critical for honest and informed decision-making
 - **Discussed a Guest Policy**, (yet to be ratified by the board, important to our Bar License)
 - Members may introduce guests who are entitled to remain on the club premises only while the introducing member is also on the premises. Members are to enter the names and addresses of their guests in the Visitors’ Book on arrival.

- **Number of Guests**
A member may not introduce more than 10 guests at any time without prior arrangement with the President. Members may not introduce the same guest more than twice in any calendar month, without prior arrangement with the President.
 - **Responsibility and Liability for Guests**
Members are responsible for ensuring that their guests comply with our 'Values' and are personally liable for all expenses incurred by their guests at the club.
 - **Disqualified Guests**
Without the prior permission of the President no member may introduce anyone as a guest whose presence, in the opinion of the President, or the Board, is undesirable, or who has been rejected as a member or suspended or expelled from membership of the club
- Investigated new operating structure
 - **No decisions**, just discussion based on new challenges, but the board keen to investigate a General Manager, a fulltime paid role, looking after all salary roles.
 - President becomes members interface to the board, looking after voluntary roles
 - Confirmed new **Car Parking Deal**
 - Implemented Liability Insurance
- Setting new **Strategy for Growth** (to be completed early 2010), it will contain'
 - **Growth** (focused on new and existing members)
 - We must ask what do people want from a club ?
 - Need to develop a marketing strategy
 - Branding
 - Pricing
 - Promotions
 - Types of Membership
 - Activities
 - Bar/Catering

- Online booking systems
 - As per the motion passed at the 2008 AGM, the board is keen to investigate how courts 6 & 7, could become commercialised. The board will be investigating all options but will 'float ideas' via the blog, prior to any decisions.
- **Retention** (via)
- Membership fees – priced right
 - Operational factors - 'sell' what we have
 - Positive Attitude – on and off the court
- **Holistic Approach**
- Working with NZ and Auckland Squash
 - Investigate Changing Lifestyles
 - Talk with all North Shore Clubs – what are 'global or shore based' challenges
 - New Business Park offers great opportunities – how do we leverage 1000's of people just 500 metres away.

The board are open to and welcome feedback from members. Communication is a two way process and we encourage all members to have a say, or contribute to ideas, this can be done, via the president, the patron or directly to any of the board members. We feel an email, via the Club Secretary, admin@northshoresquash.co.nz, is the easiest and best option. The board, wish you all a happy and safe Christmas and New Year!