



Natcom & Coordinators Meeting
The Ulysses Club of New Zealand Inc.
Friday 23rd March 2018
Weavers, 26 Factory Rd, Mosgiel
Mosgiel, Otago

In Attendance:

National Committee:

President - Mike Dew
Vice President Tim Stewart
Treasurer - Stuart Burns
Secretary - Pete Graham
Committee - Jim Furneaux, Wayne Painter, Jane Laing

Australian Ulysses Vice President - Peter Baulch

Coordinators and/or Representatives:

Auckland	Craig Moodie (rep)	Rotorua	Gordon White
Buller	Rex Collins	Southland	Ross Lawry
Canterbury	Steve Orpwood	Taranaki	-
Far North	Nick Grbin	Taumarunui	apology
Gisborne	Christine Cameron	Taupo	apology
Hawkes Bay	Mike Shaw	Tauranga	Paul Sellads (rep)
Kapiti Coast	Cheryl Roberts	Turangi	-
King Country	-	Waihi Thames Valley	apology
Manawatu	Jens Jorgensen (rep)	Waikato	apology
Marlborough	Kelvin Watson	Wairarapa	apology
Nelson	Lorraine Lindsay	Wanganui	Piet Meijer
North Harbour	John Heebink (rep)	Wellington	Maggie Bath (rep)
North Otago	apology	Westland	apology (injured rep)
Otago	Terry Clapham	Whakatane	apology

Observers: June Lawry

The meeting opened at: 1.02 pm

Welcome: President Mike Dew welcomed all present

Apologies: Bruce Thacker (North Otago) Gary "Grub" Sinclair (Westland), Marlene Johnson (Waihi-Thames Valley), Jim Galt (Waikato), Karen Wilson (Wairarapa), Bob

Kendrick (Taumarunui), Clive Thomas (Auckland), Peter Unstead (North Harbour), Marius Swanepoel (Tauranga), Ian Pilbrow (Taupo)

Motion: that apologies be accepted.

Moved: Mike Dew #2415, seconded: Steve Orpwood #2119: carried

Minutes of Previous Meeting Lower Hutt, 30 Sept 2017:

Previous meeting minutes accepted.

Moved: Pete Graham #8196, seconded: Wayne Painter #1796: carried

Matters Arising: Nil

Inwards Correspondence: Nil

Outwards Correspondence: Nil

Treasurer's Report: Stuart Burns #3703

There was a deficit of \$21K for past financial year, previous year's was \$25K. Database will be one-off cost, will improve our administrative position around membership.

Overall position of club not as satisfactory as would like - steps continuing to be taken to manage losses - aiming for a nil result, balance expenses and income.

Mike Shaw #9061 question about rider training funding - potential increase as ACC move to full funding of training.

Stuart - we are looking at other uses of the Bike raffle funding - all has to be approved by Internal Affairs.

Jim - 'Spring 17' campaign - free WoF check and Rider Training - can still claim refund for branch funds.

Wayne - if we accumulate too much in fund, Internal Affairs may decline raffle application. Need to use funds. Vests have been a good use of this money.

Motion - That meeting accepts Treasurer's Report:

Moved: Stuart Burns #3703, seconded: Tim Stuart #8959: carried

Quartermaster - Jane Laing #6361 ([link](#))

Vests have been popular.

Looking at introducing a new neck warmer, will be black with Old man logo - will retail for about \$15.

New rings, earrings etc. available from Tony Partridge (Gary's son) - usual process ordered through Debby.

Cannot find a supplier of good quality, reasonably priced, denim shirts. Asked if anyone had any contacts.

Branches need to get permission to use the old man logo on their merchandise. If you come up with some good ideas please let Jane know as she is always on the lookout for new items.

Special Business

Odyssey medal presentations

*Motion - that Odyssey medal voting papers be destroyed - moved Mike, seconded Wayne
- Carried*

General Business

National Rally/AGM - timing in the year, falling attendance etc.

Mike Dew #2415 - 206 registrations for this AGM; there were 300 at Wairarapa last year - numbers decreasing; there are many theories out there as to why this is, such as the impact of the new Burt Munro date. We're keen to hear from Coordinators their thoughts on this issue. E.g. - maybe we just hold an AGM meeting, gather like we do for the Remembrance Services..?

David Coy #4412 - what are numbers like attending Remembrance Services? Steve Orpwood #2119 - numbers have been declining at Sth Island, 68 last year. Did have almost 200 people when the venue was in Murchison.

David - North Island, numbers seem to be holding up well - at least 300 attending. Worth considering using this format.

Mike Shaw #9061 - will be interesting if we have numbers less than Otago at next year's AGM in Hastings - we are planning on 250.

Wayne Painter #1756 - wonder how many people would travel across strait for just a 3 hour meeting - would seem rather pointless.

Peter Baulch - as a visitor from Australia, there are lots of parallels with Australian attendance numbers - we usually get about 12% of membership attending National Rally/AGM. Had no hard data as to what our situation was. Queensland member Prof Ian Kirkwood subsequently undertook research with his MBA students. Recommendations include: introduce a 1 year membership fee (Ulysses NZ already has this); areas of concern - declining membership/AGM attendance; politics within and between branches - request that Natcom jump on these more quickly and more forcefully. Why do people join - for the enjoyment. Questions about Natcom's communication with the membership - some members not aware what was going on so distribution was not effective. Preferred communication method has changed in last 5 years from 'Riding On' (Australian quarterly magazine) to direct email. Magazine cost has also been a massive problem in Australian Ulysses; when approached advertisers say they prefer to advertise on website or FB page. Established a Natcom portfolio for 'membership and community engagement' - e.g. had evening street party in town where AGM was held, manufacturers showed bikes.

Terry Clapham #8258 - as member of Motor Caravan Assoc - because of population distribution they have 2 North and one South Island AGM in a regular cycle.

Lorraine Lindsay #1117 - have had the same thought.

Stuart Burns - had quick look at those figures, we have 13% of members turning up to rallies, and that also applies to this year. There is some anecdotal feedback that several members did not come to this as they had attended Burt Munro and didn't want 'another long trip'.

Maggie Bath #2700 - We need to have a point of difference. Warbirds over Wanaka has an impact on the South Island event's appeal.

Mike Shaw #9061 - what if we asked members how likely they were to attend, and also ask 'What would make you attend?' Mike - there was a survey in the past and return was very low. We are hoping the new database will assist in making these surveys more efficient with better returns and data.

Steve Orpwood #2119 - the issue is making members *want* to attend. Not a lot that can be done if members aren't interested enough in a club to bother attending.

Wayne Painter #1756 - think the 2 North Is to 1 South Is idea has some merit.

Natcom will discuss this more in depth; were are aware there is a long lead time for these events as venues etc. are booked for the next 5 years.

Natcom

Members need to know what Natcom does. We email minutes of meetings to members using Mailchimp. The preferred communication method used to be the magazine but is now direct email which most members now have. The biggest annual cost to the club is the magazine. Advertising is down. Retailers want to advertise on the website or Facebook.

Ulyssian size limits - for rally posters / entry forms / obituaries

These are supposed to be only a quarter page in size - just include basics and refer interested parties to a link for further information, entry forms etc. Anything submitted to Ulyssian editor will be reduced to A6 - keep this in mind for design. If docs won't work at that scale they will be rejected.

Stuart - one reason for this is to free up space for more interesting articles, which are great promotional material for the club.

Obituaries - we are going to limit size of these notices to a small mugshot and 50 words. If more info wanted that will be put in Remembrance Book which in turn will be linked via website. David Coy - suggest limit to quarter page in size, which may allow more than 50 words.

Branch coordinator reports in the Ulyssian - there has been some comment from people - are these still required? Are they still relevant.? Overall feeling from the meeting was yes.

Steve Orpwood - believe national reports are part of what keeps this club together. When he joined we were unaware what was happening around the country.

Paul Sellars #504 Tauranga - Branch reports are a great part of the Ulyssian.

Gordon White #1272 - can also be used to promote branch events etc.

Maggie Bath #2700 - personally I know coordinators reports are important to some of you, but I go straight to ride articles.

Jim Furneaux #2098 - would this be better on FB page - Tim Stewart #8959 - thinks it is a better fit for Ulyssian.

Mike Dew #2415 - general impression that we should keep them. Should a limit be imposed? Suggest single column. Prospective members can go to the website and see the Ulyssian magazine, albeit 3 months old, and see what clubs are doing and join if they feel it is what they want in a club.

Cheryl Roberts #8538 – looked at old magazines to see what other Ulyssians had done on rides when travelling to the South Island and found them extremely helpful in what cafes to go to and accommodation and attractions.

Lorraine felt the members do not read the Ulyssian.

Club website - No one sending in photos.

Mike Shaw - suggest we open up channel between Ulyssian and webmaster so photos are shared. Mike Dew - webmaster usually works on our stuff on Weds nights.

Branch AGM reports - Reports (minutes & financial reports) are to be sent to the Club secretary - ensure that committee member numbers are included. Stuart - this is a legal requirement and also allows us to see that branches are having AGMs etc and complying with club rules.

Lorraine - question about what branch should do with older hand-written records in storage. Mike Shaw - suggest you digitise them and bin originals.

Club Facebook page - overview from Tim Stewart #8959

Branch affiliation - Steve Orpwood #2119 I understood that if you were living within the bounds of a branch you were a member of that branch.

Jim Furneaux - this is not a requirement, it is up to the member to decide which branch they want to associate with.

Mike Dew - comes into play at branch AGMs or expressing opinions at branch meetings - they should not have input except in their nominated branch.

Steve - a member threw hissy fit and moved allegiance to another branch. Mike Dew - this is within club rules.

National Administrator - do we need one? Steve Orpwood - Debby's position. Original feeling was that when membership approached 2500 we should employ an admin. This

costs \$24K/year. Now membership is falling down below this number again, are we still justified spending this money?

David Coy - I feel we couldn't function without her, if she was not there the work she does would fall on Natcom.

Stuart Burns - if someone is prepared to take on what Debby is doing for no pay, see me.. We do need continuity over at least 3 years. We review on a monthly basis, check reasons for spikes in time spent on Club business. Admin has taken on increasing number of tasks.

Wayne Painter - as Coordinator and in my Bike Raffle role, when Stuart was away it was vital that I could get hold of Nat Admin in a timely manner.

Mike Dew - if we didn't have an Administrator to do all tasks it would be very difficult to sustain club services.

Gordon White - used to take care of gear sales and it took him about 2 hours a night.

Mike Dew - we do need someone to do that work as a contractor.

Lorraine Lindsay - in the past systems were quite disjointed.

Rex Collins #5262 - workload is not directly related to membership numbers. Mike Dew - that's right, there is more development work on the new database for example.

Stuart - the 2500 figure was arbitrary and just arose as at that stage we could afford to consider employing an administrator.

David Coy - membership numbers going down doesn't mean work reducing. New member numbers are increasing. Don't forget Debby has been in the job for about 12 years and she has a lot of institutional knowledge.

Break at 3.10pm - Meeting re-started 3.40pm

Odyssey medal presentations - change to more efficient process - Piet Meijer

Suggest email presentations to all Coordinators, avoid need of special presenter coming to venue. Speed up the process.

Mike Dew - one issue is confidentiality. Speakers are limited to 4-5 minutes now; It is important to open opportunity for endorsements from others. I believe it is an important award and deserves proper ceremony.

Jim Furneaux - need to stick to rules that we set down - written information, photo.

Lorraine Lindsay - likes to hear the passion from people who present.

Everyone at the meeting was happy to continue with status quo.

Discussion on Remit - membership age. Jim Furneaux - most of you should have discussed this in branches and will have an idea.

Paul Sellars - Tauranga branch were into it in a big way. Members wanted it to remain the same, but were happy to have younger members come along on rides.

David Coy - would be opposed, unless all Ulysses branches worldwide went for it. I don't think we should go out on a limb.

Jim Furneaux - this was suggested at Coordinators meeting last year as a way to reinvigorate our club.

Nick Grbin #1688 - Far North were opposed to lowering the age. Did not think it would attract members - maybe we should be doing something different to attract members.

Steve Orpwood - had discussion over several club meetings, general opinion was pretty neutral. Most vocal opposition was from new recently turned 40-year-old members. A lot of 40 yr age group are now just starting their families these days.

Lorraine Lindsay - most members are fence-sitters; most young riders are riding off-road, can't afford to register road bikes.

Craig Moodie #8602 - don't want younger members to shift the core of our culture.

Electronic voting - from North Harbour - what will members do as publications go more online, and members don't own printers. Natcom will consider and report in minutes.

Updates:

Mentoring/Training - looking at getting IAM accreditation. Looking at ways of using Rider Safety fund to support this.

Also trying to source Specific Motorcycle First Aid kits suitable for crash trauma - a work in progress. These will be provided at a subsidised rate.

Discounts - Ultimate Seats - will ship from US for free. Details on the Club website Interislander code - it DOES work, but you need to ensure you put it in the right place.

Raffle - all tickets sold. Some branches did really well, some struggled. Had a few issues with unmarked deposits.

Once winner is announced - a short decision on pick of bike is desired as Wayne is away for a month from 17 April.

Use of Mailchimp and Facebook encouraged requests for tickets.

Administrative Matters - use of GMail accounts, Natsec can now change logins if there are new officers in branches.

Stuart Burns - database will streamline club administration. We are in the process of giving the database the ability to change membership payment date to the member's joining date

rather than December. Pro rata payments as adjustments will be made for a while until caught up.

Lorraine Lindsay - find it a bit annoying dealing with local events distributed via 'all officeholders'.

2019 National Rally - Club Hastings, 29 - 31 March - theme is 'Last of the Summer Whine'. Top10 bookings encouraged, there are 215 beds there and members are urged to ask for multiple night discounts - owners said they will treat these requests on a case-by-case basis. Shuttle provided for \$2 in Hastings area.

2020 National Rally - venue booked already: Waterlea Racecourse Hall. Date has been set, 13-15 March 2020.

In closing Mike appreciate effort you have made to get here; remember you are here to represent the views of your branch members. Please report back to them what the event was like and what went down here.

Meeting Closed at: 4.20 pm

Signed		Date
President		10 April 2018
Secretary		10 April 2018