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***ATHLETIC ASSOCIATION OF IRELAND LTD.***

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***AGM 25 April 2015***  
***MINUTES***

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**Athletic Association of Ireland Ltd  
Annual General Meeting  
Crowne Plaza Hotel, Santry  
25<sup>th</sup> April 2015**

**PRESIDENT'S ADDRESS**

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One of the privileges of being president of Athletics Ireland is the opportunity to engage with people from all corners of the country. From Athlone to Santry, Cork to Belfast, in lycra or in tracksuits, people love talking about our sport. Not being particularly shy myself, I relish these encounters. It's amazing the conversations you can have about some new upcoming youngster, or comparing injuries or even speculating as to how Ireland will do at the next international championships.

It's a real pleasure to share this passion with people. What I nearly enjoy more, however, is getting someone who was previously indifferent to athletics interested in it. You know how it is, that steep learning curve from recognising Usain Bolt through to knowing the PBs of the national team.

Parallel to this growing interest in and knowledge of the sport is a massive increase in participation. The success of our organisation at a grassroots level is quite extraordinary. When we talk about 50,000 members, what's not immediately apparent from that figure is the sheer breadth of the membership; young and not so young, rural and urban, people from every kind of background. Put simply, Ireland is on the move and it's great to see.

It's said of the ancient god, Janus, that in possessing two faces he was able to see everything. Athletics Ireland doesn't need to be omniscient, but we do serve a number of distinct constituencies, each of which has its own, quite different needs.

From the outset of my presidency, I have spoken about how best we can serve the casual sportsperson, as well as our elite athletes. As the national governing body for the sport of athletics, we are mentor, advocate and steward. These are roles that we take very seriously.

What makes this multifaceted remit work is a singular commitment to the sport, and to ensuring that in all we do we are wholly professional in our approach. With the World Outdoors later this year and the Brazil Olympics looming large on the horizon, anything less would be a disservice to our elite athletes. Scarcely a week passes now without news breaking of another Irish athlete who has qualified for 2016. Following on from the success of the

European Indoors in Prague, we can be confident of some truly outstanding performances from Team Ireland

I like how the writer Richard Ford describes this commitment to performance. He wrote: 'Athletes, by and large, are people who are happy to let their actions speak for themselves, happy to be what they do... In fact, athletes at the height of their powers make literalness into a mystery all its own simply by becoming absorbed in what their doing.'

That absorption with achieving the ultimate goal is what drives us on. It certainly is what spurs on our elite stars. For how else do the relentless hours of training and sacrifice make sense? Our role as the national association is to support this group of highly talented sportsmen and women in every single way we can.

Our new sponsors GloHealth put it well in their advertising: 'Athletes are amazing'. It's not just worthy of a retweet or a favourite, it's a mantra that we should all hold dear in our hearts.

One group who I know definitely regard that slogan as an article of faith is our volunteers. The countless administrators, officials and coaches are in many ways the lifeblood of this organisation. Though they may be volunteer in name, I know that they too are wholly professional in orientation.

Finally, it just remains for me to thank CEO John Foley, the entire staff team and committee members of AAI for all of their work. Thank you also to the board members for their support over the past year.

I'd like to conclude by quoting former US president, Theodore Roosevelt, who spoke about the man or woman in the arena 'who at the best knows in the end the triumphs of high achievements and who at the worst, if he or she fails, at least fails while daring greatly.'

Let us dare greatly and achieve mightily. Our members and athletes deserve and need nothing less.

*Go raibh míle maith agaibh.*

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## ROLL CALL

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County	Present 2015	Voting Entitlement 2015	Members 2014
Antrim	0	2	304
Carlow	0	3	496
Cavan	1	4	798
Clare	5	8	1534
Cork	12	34	6602
Derry	0	1	48
Donegal	1	12	2332
Dublin	21	39	7772
Galway	2	18	3558
Kerry	1	9	1739
Kildare	0	13	2465
Kilkenny	1	11	2058
Laois	1	7	1260
Leitrim	2	4	689
Limerick	4	9	1673
Longford	0	2	333
Louth	6	12	2264
Mayo	4	11	2071
Meath	3	21	4116
Monaghan	2	6	1057
Offaly	3	4	718
Roscommon	1	4	742
Sligo	4	6	1172
Tipperary	3	13	2531
Tyrone	0	1	68
Waterford	3	8	1592
Westmeath	0	4	625
Wexford	5	9	1796
Wicklow	0	10	1914
Connacht	1	4	
Leinster	3	4	
Munster	1	4	
Ulster	0	4	
Board	14	16	
<b>Total</b>	<b>104</b>	<b>317</b>	<b>54327</b>

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## AUDITORS REPORT

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Joe Fitzgerald FFCA, on behalf of Mulcahy O'Neill Fitzgerald & Co. read the audit report and stated that the accounts of Athletics Ireland Ltd. 2014 were a true and accurate reflection of the company.

Proposed: Peter Hanlon, Seconded: Ciarán Ó Catháin

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## FINANCIAL REPORT

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Peter Hanlon Chair of Finance & Risk presented the 2014 Financial Statement outlining the following:

### INCOME & EXPENDITURE

€000	2014	2013	2012
Income	4,041	4,389	3,854.5
Expenditure	4,044	4,396	3,859.3
Surplus	(3.0)	(6.6)	(4.7)

### RISKS occurring under

- Membership Growth
- Governance Review
- Health & Safety
- Succession Management
- Reputation
- Recreation

He thanked the Finance Committee and all of the other committees who have worked together to ensure the correct supports are in place for the activities undertaken by the Association and that this avoids exposure to any unnecessary risks.

He also stated he was very grateful to the committee for their support and expressed his appreciation for the guidance and support of John Foley in his role as CEO and also to John Holian and Roisin Horgan on the day to day management of our affairs.

2014 Directors Report and Financial Statement for Athletic Association of Ireland Ltd. attached.

As there were no questions from the floor the President asked that the report be accepted and agreed.

Proposed by Mary Meagher: Seconded by George Maybury.

## CEO UPDATE

My presentation will be relatively short today. I will give you a short summary of 2014 and an update on 2015.

Before I start I would like to thank the President, the Chairs of Committees, the Members of Committees and all the staff for their continuing support. Also I would like to thank the Irish Sports Council and the Department of Sport for their continued partnership.

A special thank you to all of you in the room and the many other volunteers around the country.

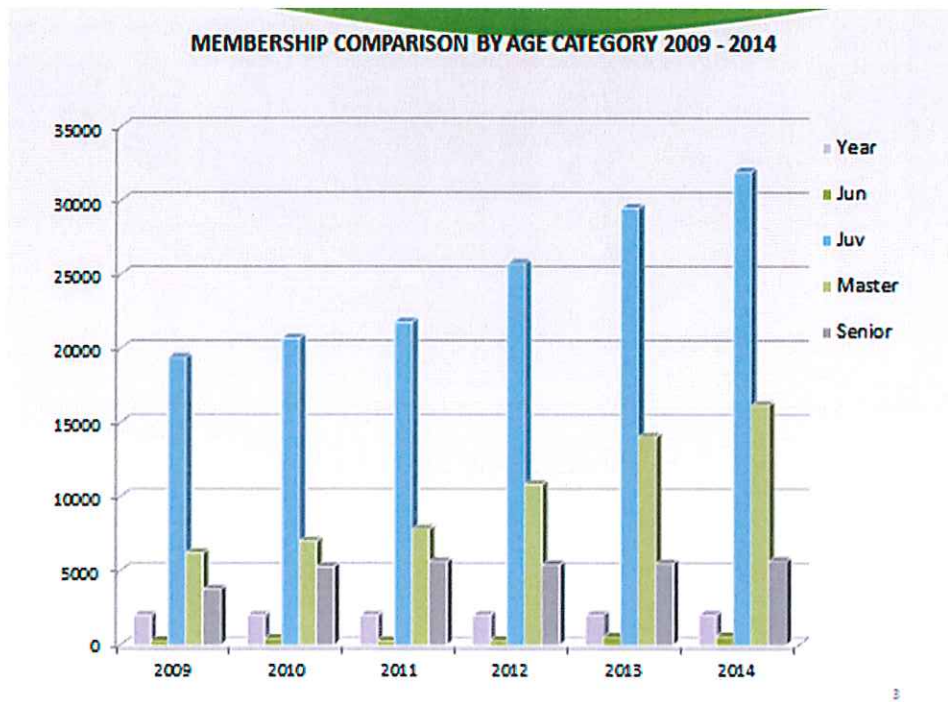
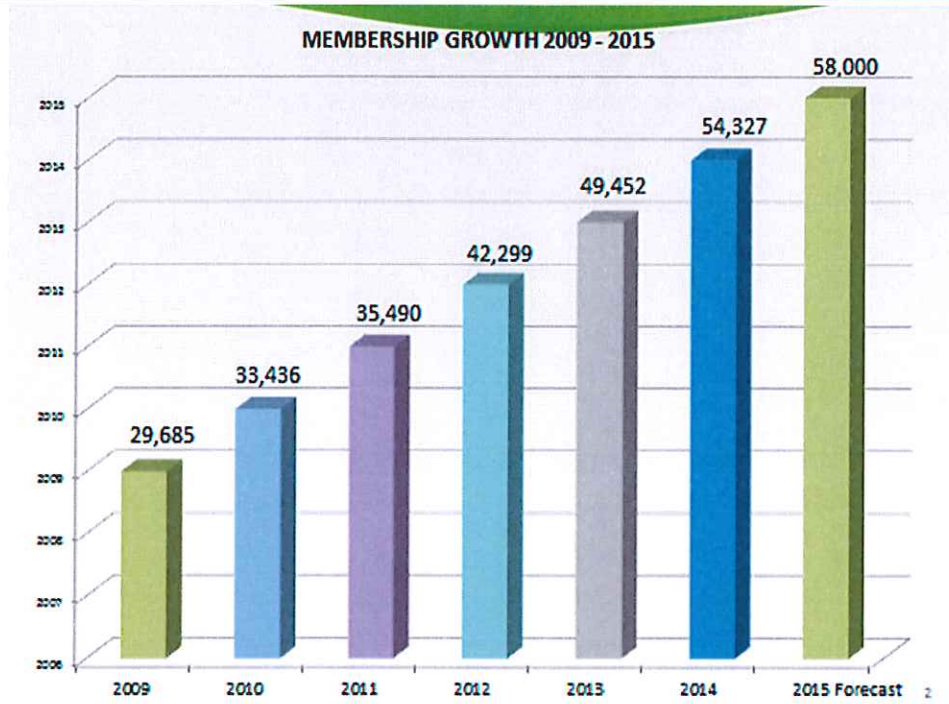
Presentation slides as follow:



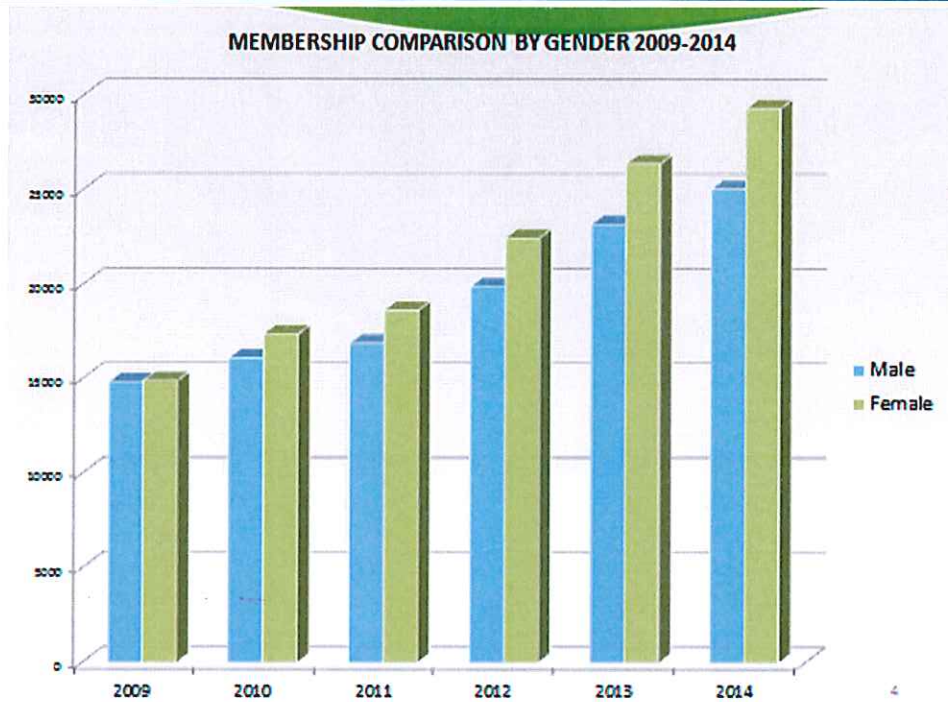
**Membership**

GROWTH IN MEMBERSHIP 2009 - 2014

2009	2010	2011	2012	2013	2014	2015 Forecast
29,685	33,436	35,490	42,299	49,452	54,327	58,000







**Funding**

	2010		2011		2012		2013		2014		2015	
<b>Irish Sports Council</b>	1,944	60%	1,911	56%	1,883	48%	1,750	45%	1,732	45%	1,812	42%
<b>Athletics Ireland</b>	1,314	40%	1,497	44%	2,005	52%	2,104	55%	2,119	55%	2,488	58%
<b>Total</b>	<b>3,258</b>		<b>3,408</b>		<b>3,888</b>		<b>3,854*</b>		<b>3,851</b>		<b>4,300</b>	

\* Excludes European Team Championships

## Competition

- 37+ competition days per year
- 22,000 Entries per year
- New results system for Cross Country
- Increased use of Meet Manager
  - Live Results
- Collaboration Provinces/Counties
- Programme Quality – 15k Programmes – 20 Events

## Marketing Key Achievements

### Sponsorship

- **Acquisition:** GloHealth/Forest Feast / Euromedic/ Europcar
- **Retention & Expansion:** New Balance & Grant Thornton
- **Management:** Providing full sponsorship support servicing with activation for clients

### Website

- Re-launched Athletics Ireland site in June 2014. Increased traffic by 12%
- Finalist in the sports website of the year category in the Irish Web Awards and Spider Awards

### Social Media

- Continuing to grow social media community an average growth of 32%

## Marketing Key Achievements

### Communications

- **Campaigns:** Campaigns for key elite athletes/ competitions, recreational events.
  - National Championships delivered media coverage of €5.9m (KANTAR).
  - €97,308 (KANTAR) for Forest Feast on Little Athletics, Fit4Youth.
- **Media Training:** Rolled out media training for Ireland's elite athletes (Junior and Senior)
- **Broadcasting:**
  - RTE
  - Live Streaming

### Event Management:

- National Athletics Awards moved to lunch format in November 2013 - successful

## Development Regional Development Team

### 2014

- 54,000+ members
- 21 New Clubs
- 140 Fit4Life groups
- 10 Fit4Youth groups
  
- Athletics Leader - 30 courses with 511 attendees
- Assistant Coach – 28 courses with 499 attendees
- Level 1 - 15 Courses with 309 attendees
- Level 2 – 68 attendees

## Development

### 2014

- Club Development Manual published
- 59 Event Specific Workshops
- 15 Fit4Life workshops
- 21 Regional Squad days
- 15 Counties at Sportshall finals
- Club/School 3,000+ students at introductory schools events
- Club Support Scheme – 65 packs distributed

## Development

### 2015

- Coach Education ongoing – 15 courses to date
- Endurance Coaching course launch imminent
- Regional squad spring session completed
- Workshops ongoing – 27 in Q1
- 16 Counties at 2015 Sportshall finals
- County Development workshops initiated

## High Performance

- 2013-2016 H.P. Plan Identified 24 medal opportunities
  - 12 won to date
  - Projection is that 24 will be achieved
- Performance in 2014:
  - Mark English: Euro Outdoors - Bronze
  - At Euro Outdoors: 4 finalists, 5 top 10's, 2 Irish Records, 3 P.R.'s
  - Womens Cross Country Team: Bronze in Euro c.c.
- National Records: 25 National Records in 2014 (senior, u23, junior, youth)

## High Performance 2015

### Carding Support (Managed by H.P.)

- Senior (€188K):
  - 1 Podium (R. Heffernan)
  - 5 World Class (F. Britton C. O'Lionaird M. English P. Robinson T. Barr)
  - 4 International (B. Gregan L. Reynolds B. Boyce A. Wright)
- Youth/Junior/Development (€260K)
  - 116 athletes receiving support
- Competition/Training Camps/Medical Services (€458K)
- Coaching: Endurance coach in place (C. Jones) – Plan to expand

## High Performance

### 2015 Programme:

- Euro Indoors – Mark English – Silver Medal
- World University Games – 10+ athletes
- European U23s – 20+ athletes
- World Champs – 20+ athletes
- European Juniors – 40+ athletes
- EYOF – 16 athletes
- World Youths

## Anti-Doping 2014

- Athletics Ireland works closely with the Irish Sports Council to ensure the membership has up-to-date, relevant information regarding the various aspects of Anti-Doping via our websites, entry forms and registration forms.
- There were 22 athletes on the registered testing pool in 2014.

### Testing - National Programme

National Governing Body	In Competition Tests	Out of Competition - Urine	Out of Competition - Blood	Total
Athletics Ireland	20	100	23	213

### Testing – User Pays

National Governing Body	In Competition Tests	Out of Competition - Urine	Out of Competition - Blood	Total
Athletics Ireland	10	0	0	10

## Junior & Youth HP

- 48 Junior & Youth athletes carded in 2014
- Information/Education Day for athletes & Coach/Parent held Feb 19th
- Jnr HP Educational & Training Camp Portugal April 20<sup>th</sup> - 25th 2014
- Working closely with athletes and coaches

## Junior & Youth HP

### **Major Junior & Youth Competitions 2014:**

- EYOT Baku May 30<sup>th</sup> – June 1<sup>st</sup> 2014
  - 15 athletes – 5 Top 8, 7 Top 16 placings, 5 qualified for WYOG
- World Juniors Oregon July 22<sup>nd</sup> – 27<sup>th</sup> 2014
  - 9 athletes – 3 Top 18 placings
- World Youth Olympic Games Nanjing August 20<sup>th</sup> - 26<sup>th</sup> 2014
  - 5 athletes – 3 Top 8, 2 Top 16 placings
  - European Junior Cross Country
  - Both Jnr Boys & Jnr Girls Teams competed

## Junior & Youth HP 2015

- 58 Junior & Youth athletes (Born 1996 – 1998) carded for 2015, + EYOF age athletes (1999 & 2000) receiving support.
- Information/Education Day for athletes & Coach/Parent held March 30<sup>th</sup>
- Jnr HP Educational & Training Camps 2015:
  - Athlone March 30<sup>th</sup> to April 2<sup>nd</sup>
  - Endurance Camp Portugal March 29<sup>th</sup> – April 9<sup>th</sup>
- Prep meets, support services etc to help athletes achieve performances

## Coaching 2014

- 65 Coaches completed their AAI Level 2 course in 2014.
- 55 Coaches have now completed new AAI Level 3 /IAAF Level IV
- Number of Registered Coaches continues to grow
- Clear Coach Education Pathway aligned to IAAF developed
- Bursaries to assist Coaches of athletes seeking competitions abroad
- Bursaries to registered Coaches who wish to attend international courses.



## Coaching 2014

- National Event Co-ordinators in all events:
  - Held National Event Development Days for identified athletes
  - Held Event Development Workshops
  - Worked with athletes and coaches seeking qualification performances for international meets
- Workshops exist at Local, Regional and National Level to assist Coaches
- Full-time Lead Coach in Endurance

## Irish Schools

**Affiliation:** 2014: 689 schools

2015: (Target) 700 schools

**Competition:** 2014: 12,000 competitors in c.c. and 18,000 in T&F

2015: (Target) 12,000+ competitors in c.c and 18,000+ in T&F

**Sponsor:** GloHealth on board

**International:** 2014: 2 Individual Gold, one Silver, one Bronze – 2<sup>nd</sup> to England in team events

2015: SIAB Cross Country - Individual Gold in Junior boys

- 2<sup>nd</sup> to England in team events

**Participation:**

- School Mile Challenge
- "New Breed" – David Gillick/New Balance (Pilot)
- "Cycle Against Suicide" – Fun running events



## IRISH Runner MAGAZINE

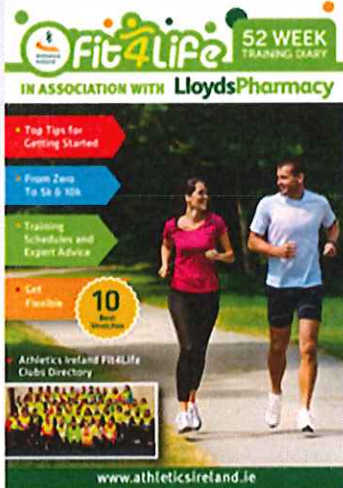
6 Issues of Irish Runner Magazine produced in 2014.

Improvement in retail sales culminating in 10% increase in sales of Irish Runner Yearbook.

Two issues already produced in 2015.

Advertising revenue holding steady.

Postal subscriptions are currently at 1,175 – an increase of 281 since July 2014.



## IRISH Runner MAGAZINE

- Produced 100+ page Fit4Life Training Diary in 2014, in association with sponsor LloydsPharmacy – also advertising sold within diary to cover costs.

Diary was distributed to all Fit4Life groups as well as to wider recreational runner audience.

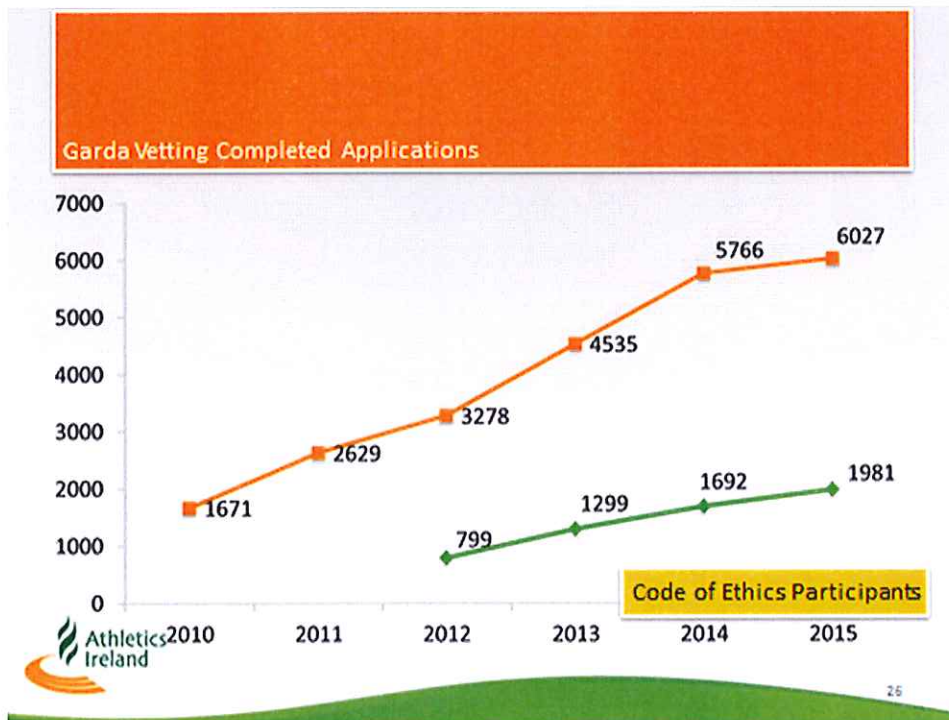


# IRISH Runner MAGAZINE

- Irish Runner Facebook page grew doubled to almost 20,000 likes in 2014 (13,000 in July 2014, currently 19,750 'likes').

Average weekly reach of Facebook page currently stands at 45-50,000.

Website- IrishRunner.com due for launch.

## Child Safeguarding 2014

- Social Media channels for Club Children's Officers created
- Sports Against Racism Ireland (SARI) strategy planned
- Safeguarding Young Elite Athletes module completed
- Social Media dangers & cyber bullying workshop developed
- Club Children's Officer course launched
- Mental Health & Wellbeing policy & signposting webpage created
- Club mark - 26 clubs registered

## Child Safeguarding 2015 (YTD)

- Safeguarding Young Athletes workshop for HP team
- Social Media & Well-Being workshop for youth & junior athletes
- Child welfare poster distributed to all clubs
- Partnership with Aware for access to training & support for clubs
- ISPCB Bullying Reporting button live on our website
- Planning for the introduction of E-Vetting
- Preparing for changes in safeguarding legislation



## Technical

### Irish Officials appointed to International Events

- Level 6 Officials have received various international appointments for the upcoming seasons – some very high profile appointments

### Sports Capital Equipment Budget

- Work on sports capital budget completed. List of equipment required has been identified and is currently in the quotation process for purchase in 2015

### 2015 Electronic requirements agreed

- Requirements for electronic equipment for 2015 season has been agreed with relevant committees to ensure smooth running of events

### Summary.

When I look at 2015 I am optimistic in a number of fronts such as our revenue growth in Registrations, Recreation Running and Sports Council. However I have concern that our cost base is too high and we are going through a comprehensive exercise on where we can find savings. We will continue to support the major programmes including the International Competition programme which is in need of significant support in 2015 however we cannot do everything and we will focus on where savings can be made while at the same time run the organisation efficiently and effectively.

So, if I say No every now and again do not be surprised.

Overall I think we have made great progress together and I look forward to progressing even further over the next couple of years.

Thanks again to Ciaran and the Board, the Staff and all of you for your continued support.

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## STANDING ORDERS

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1. Voting for all Motions and Amendments shall be by a show of hands.
2. The Proposer of a Motion may speak for 3 minutes, but no longer than 3 minutes.
3. The Proposer of an Amendment may speak for 2 minutes, but no longer than 2 minutes.
4. A Delegate speaking to a Motion or an Amendment thereto must not exceed 2 minutes.
5. The Proposer of a Motion may speak for the second time for 2 minutes before a vote is taken, but no other delegate can speak a second time to the same Motion.
6. A Delegate may with the consent of the Chairman move "That the question be now put" after which, when the Proposer has spoken a vote must be taken.
7. Standing Orders shall not be suspended for considering any matter not on the Agenda, except by the consent of a majority equal to two thirds of those present and entitled to vote.
8. Only members of the Board, registered Delegates of County Boards and Provincial Councils may move Motions or Amendments.

Proposed: Jude Feehan. Seconded: Stephen Holt

The President then requested nominations for Scrutineers, George Maybury, John Holian, Stephen Holt and Anne McHugh were appointed.

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## CROSS COUNTRY

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### RECOMMENDATIONS

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1. That: the National Cross Country season be completed by mid- February.

Proposed: Georgina Drumm: Seconded by: Neil Martin

**CARRIED**

2. That: the National "B" Cross Country Championships be continued with the scheduling of this event brought forward.

Proposed: Georgina Drumm: Seconded by: Brendan McDaid

**CARRIED**

### MOTIONS

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1. That: the National Cross Country Championships start at the under 12 age group, with the under 11 athletes being allowed to move up an age group.

Proposed: Georgina Drumm: Seconded: Jude Feehan

*A number of people spoke against this Motion including Peter Hynes (Mayo): Evelyn O'Reilly (Cavan): Tim Fitzpatrick (Cork): Colette Kelly (Cork) and Sean O'Connell (Mayo): Ciaran Doyle (Louth). The main theme of the objections were;*

- *Detrimental to athletes if not allowed compete in National Championships.*
- *Largest numbers competing where in this age category.*
- *The motion allowed under 11 athletes to move up to under 12 so why not compete in own age group.*

*Liam Fleming spoke in favour of the Motion.*

**LOST**

2. That: the juvenile age groups for National Cross Country Championships be completed at the under 18 age group.

Proposed: Georgina Drumm: Seconded: Mary Meagher

**CARRIED**

3. That: the National Inter Club Cross Country Championships for Junior and Senior be held pre- Christmas.

Proposed: Georgina Drumm: Seconded: Neil Martin

*Charlie O'Neill on behalf of the Dublin Athletic Board proposed the following Amendment:  
"That: the National Inter Club and Inter County Cross Country Championships for Junior and Senior be held in 1<sup>st</sup> week of February."*

The President did not allow the amendment on grounds that it was substantially different from original motion. The Motion was then put to the floor and carried.

**CARRIED**

4. That: the distance for Senior Men National Inter Club Cross Country Championship be 10,000m.

Proposed: Georgina Drumm: Seconded: Paddy Marley

**CARRIED**

5. That: the National Inter County Cross Country Championship for Junior and Senior be held post-Christmas.

Proposed: Georgina Drumm: Seconded: Brendan McDaid

*Number of objections from the floor including Noel Guiden (Dublin) Nick Davis (Dublin)  
Liam Fleming (Cork).  
The motion was then put to the floor and carried by a substantial number.*

**CARRIED**

6. That: a National Short Course Cross Country 4K Championships be reintroduced.

Proposed: Georgina Drumm: Seconded: Neil Martin

**CARRIED**

7. That: a new National Cross Country Club League competition be introduced using already existing events;

Senior Club, Novice Club, Intermediate Club and Master Club.

Proposed: Georgina Drumm: Seconded: Charlie O'Neill

*Clarification was requested from the Chair of Competition, Georgina Drumm and she reiterated that no new events would be introduced and the existing events (as outlined in the Motion) would count for points - the Motion was carried.*

**CARRIED**



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**CONGRESS 2016**

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The President confirmed that Congress 2016 will be held in the Leinster area on 23<sup>rd</sup> April 2016.

Conclusion of A.G.M.