



*WestVic Academy of
Sport Inc.*

*Annual Report
2009 - 2010*

www.westvicsport.org.au

Certificate of Incorporation Number: A0044529G

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Broad ACE Program



Program Sponsors



Sport Program Funding Bodies



Contributing Sponsors



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WestVic Academy of Sport Inc. Sponsors

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Program Sponsors / Funding Agencies



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FOOTBALL FEDERATION VICTORIA

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Host Venue

Badminton Program



Host Venue

Tennis Program



Funding Body



Host Venue

Golf Program



Host Venue

Basketball Program



Program Sponsor



Host Venue

Soccer Program



WestVic Academy of Sport Inc. Board of Directors

- Mr. John Abraham (Chairman)
- Prof. Warren Payne (Deputy Chairman)
- Mr. Dan McGlade (Director: Legal)
- Mr. Ewen Fletcher (Director: Finance)
- Mr. Ian Rossiter
- Mr. Garry Gullock
- Mr Tavis Baker
- Mr Ray Woods

Resignations



WestVic Academy of Sport Inc. Mission

The UB WestVic Academy of Sport will provide talented Western Victorian regional athletes with access to coaching and education programs of excellence, assisting them to reach their full sporting and personal potential and enhance their access to pathways to state and national representation.

WestVic Academy of Sport Inc. Objectives

- Provide opportunities for sports people within the region to develop their talent through the provision of specialist services and developmental programs to enhance the performance of athletes in team and individual sports.
- Promote and provide athletes with specialised coaching.
- Provide pathway opportunities for developing athletes and coaches to progress to state and national representative levels through links with State Sporting Associations, the Victorian Institute of Sport and the Australian Institute of Sport.
- Provide sport science and medicine services to athletes and coaches.
- Improve the education of athletes and coaches through the delivery of specialist services.
- Provide personal development opportunities for athletes and coaches.
- Support research designed to benefit athlete performance.
- Promote the western region of Victoria as a region of sports excellence.



- Golf Program -

The 2010 Integra Golf Program Athletes (from Left: Joel Berry, Cody Gersch, Nick Hanel, Rob Ward (EO), Nick Thomson, Josh Robins, Jordy Briggs) with the "Alec Calvert Trophy" after winning the 2010 VRAS Challenge at Moonah Links



- Badminton Program –

Cason Sports Badminton Program Athletes: Alice Lorincz, Rachael Rais-Colvin and Mitch Gervasoni representing Victoria in the National Under 15 Championships



Chairman's Report

In life, nothing is surer than change. A complete change of our executive staff has happened this year. I need to go on record and thank Kris for his years as our Executive Officer over the last few years. He did an excellent job through some difficult issues, with great consistency and maturity.

Rob and Kelly have taken over and all of our members would have now had contact with one or both of them. Rob has a very thorough and well thought out approach to all of his duties, and they both have built an excellent rapport with our members.

I believe that all of our sports have progressed well over the last year. Several of our sports are up for renewal at the end of 2010, and it is rewarding to the Board and Management that all of these sports are likely to apply for a continuing membership in the Academy.

My thanks to the Board of the Academy for their help and guidance. The Board meets regularly and puts in considerable time in their deliberations.

To all of our member athletes and families, I want to congratulate you on your continuing efforts to achieve excellence and personal goals.

We look forward with great anticipation to further efforts and achievements.

Mr. John Abraham
Chairman
UB WestVic Academy of Sport



Executive Officer's Report

It is hard to believe that I have been in the Executive Officer's role for seven months now. I remember the day vividly when I walked back into the Academy office just 17 months after I finished my work placement as a student in the School of Human Movement and Sport Sciences at the University of Ballarat. Not one to usually look back too often, I am excited when I do look back and see what we have been able to accomplish over my time so far in all of our key strategic areas. So, let's look back.

The best place to start is our strategic plan itself. This was due for revision and renewal earlier this year. It was a great opportunity for me to develop the new plan for the next three years within my first three months. I chose to continue building on the work done by Kris Payne and keep our same five key strategic areas: Administration, Marketing, Sponsorship, Finance and Sport Programs.

In terms of Administration, our biggest achievement has been to get the strategic and operational plans in place. These set the agenda for our day to day work and give us something to work towards. This has really energised the entire organisation and has already delivered some terrific gains in all areas.

For Marketing, we have developed a new marketing and public relations plan. It started with a group of UB – Sport Management students studying the organisation's marketing and then reporting to make recommendations for how we can improve our marketing and public relations efforts to achieve our strategic objectives in those areas. Quite a number of the ideas and recommendations from that report now have a home in our marketing plan. The Marketing plan is something that has continued to grow and grow the more work we put into it. We now have a defined strategy and value proposition to build relationships with all of our Local Councils in order to help us build and promote our brand and secure funding from those Shires through running events to help promote sport participation and promoting our programs. So far, our plan has gone to plan. A long way to go is still in front of us, but we have a map to get there. The plan has also paid huge dividends in public relations, with our media exposures increasing over recent times substantially. This is a major avenue for building brand, and it forms a cornerstone to the map for achieving our marketing plans. My thanks to local media: *ABC Ballarat*, *The Courier* and *Wimmera Mail Times*.

For Sponsorship, we have continued the theme on building on what was in place. We have revised our previous sponsorship packages to further break them down into smaller packages, so to broaden the range and number of businesses we can approach and also reduce the impact of a sponsor leaving us. So far, we have welcomed McDonalds and Sportz Biz on board as new sponsors, while retaining all other sponsors aside from the University of Ballarat Head Office. I am also glad to say that we have delivered most of the benefits our sponsors should receive. Sponsorship servicing is an area where I plan to continue to grow in 2011 with some new ideas and initiatives.

It would be remiss of me to not take this chance to thank all of our cash and in-kind sponsors, all of which are terrific supporters and help us achieve what we work towards. I plan to continue to explore new frontiers in terms of sourcing sponsorships through different and creative value propositions so to expand our sponsor family. In the same vein as marketing, we still have work to do, but we are unafraid to take roads less travelled to get to our goals.



Executive Officer's Report

In terms of Finance, the Financial Report later in this report will tell the story. However, I must take the opportunity to offer extra thanks to our Treasurer Ewen Fletcher, for his very patient and skilled counsel thus far in my tenure. For someone who has never done any financial management previous to this role, I lean heavily on Ewen and he has been of great assistance.

Under finance comes funding, and we have this financial year been able to achieve our strategic objective of maintaining all of our current funding, save for the University of Ballarat Head Office and the City of Ballarat (although we are confident of getting some funding from the City). This has been particularly pleasing, and gives us a base to work to source more varied streams of funding (such as the LGAs as discussed above) and lobby to strengthen our current streams, rather than work to simply maintain and retain current funding. Again, this is a key to reaching our goals.

For Sports, we are in the process of renewing four of our five sports for the next three years. All of these sports were due for renewal, and it is exciting to maintain stability in our sports, so we can build stronger relationships and better programs. We have also revised the models for delivering our Athlete Career Education, Strength and Conditioning, and Athlete Diaries for 2011. We aim to make these more efficient and effective than ever before. Further, our athletes across all of our sports continue to achieve great things and scale great heights. This is without doubt due to the coaching and off-court benefits our programs deliver. You only have to ask Golf, Tennis, Badminton and Soccer's state sporting bodies, who regard our programs as at or near the top of their preferred model of programs. This is a real achievement for all of us, and should motivate us to keep building and improving as the pinnacle.

Finally, my thanks to the following people and parties:

- The WestVic Academy of Sport Board, for all of their skilled counsel for, and support of, our new initiatives and ideas. I must also thank Kris Payne for his guidance early in my tenure. He has left a great platform to build upon.
- Our Manager of Sport Programs, Kelly Dunn, for her dedication to our cause.
- All of our Sport Coordinators and Coaches, who turn the dream of high quality programs into a reality for our athletes. Also, thanks to them for their contributions to the discussions of new initiatives in the sport area. There is no doubt these initiatives would not be coming online and would have no chance of being effective without the contribution of our sports people.
- Our sponsors, for their support and contributions.
- Grant Cosgriff at SRV, for his guidance on a range of government, marketing and other matters. Grant is a terrific guy to work with at the VRAS level, and has certainly helped me refine our new initiatives in a range of areas.
- Anne Marie Harrison, Paul Kately and the rest of the VIS staff, who have again been integral to the development of many of our new initiatives.
- The VRAS group, in particular Cameron Loftus of Barwon Sports Academy, for being such a great group to discuss ideas, methods, programs, and anything else related to improving the regional academies. We have learnt so much from each other in such a short time, I can not wait to see the next couple of years unfold.
- Our athletes, for their hard work, professionalism, and achievements.

In closing, our 2011 work plans are nearing completion in all areas. By Christmas, we should have a very clear idea of what 2011 will bring us in all areas. Roll on 2011!

Mr. Rob Ward
Executive Officer - UB WestVic Academy of Sport



Manager of Sports Program's Report

Looking back on 2010:

Since starting in June of 2010, I have built good working relationships with several of the sport coaches and co-ordinators. This has helped with how I work in the office, as I feel that I am able to go to them regarding areas of their specific sports.

Right from the start I was given the responsibility of all components of the Athlete Career and Education (ACE) sessions, and this is something I am quite confident has run well. There have of course been some issues with the weather and parents and athletes not being able to attend sessions due to their locations. Leniency is given to those with circumstances out of their control, and those that have not attended ACE sessions, have been spoken to by their coaches.

These sessions have been run well by both myself, and the presenters, and have been well received by all attendees.

Work is continuing on the development of "Super ACE" days for 2011, as this will limit the amount of travel days for the parents and athletes. These will be held three times, once in each of the April, July and September/October school holidays periods.

There were some issues with the uniforms being delivered for some programs. These problems occurred both at my end, and also at the suppliers end. These problems were dealt with as quickly and efficiently as possible, however in some circumstances uniforms were delivered to athletes which were just the wrong size.

Looking forward to 2011:

As mentioned above the "Super ACE" days will be held during the school holidays, with these sessions holding Nutrition, Sports Psychology, Time Management and various other topics. A list of all available topics has been put to the athletes and they have chosen their top 10 topics they would most like to be involved in. Some of these topics will be sport specific, however most will be generic sessions and able to be attended by all athletes.

It will be good for me to see the programs right from the start, as I came in mid way through the Basketball, Football and Golf programs. I had some input into the Tennis and Badminton programs, however majority of these programs were already planned and running at the time of my starting in this position.

I am looking forward to 2011, and seeing several sporting programs through from start to finish for the year.

Ms Kelly Dunn
Manager of Sports Programs
UB WestVic Academy of Sport



Academy Consultants

The UB WestVic Academy of Sport wishes to thank the following consultants for their work during 2009 / 2010.

Nutrition

- Ms. Kerri Gordon (Ballarat Community Health)
- Ms. Jemima Hill (Core Nutrition and Dietetics)

Sports Psychology

- Dr. Christopher Mesagno (University of Ballarat)
- Ms. Emma Hall (Vashti Performance)

Musculo-Skeletal Assessment

- Dr. Natalie Saunders (University of Ballarat)

Physical Preparation

- Gerard Searle (University of Ballarat - Post Graduate Student)

Biomechanics

- Dr. Natalie Saunders (University of Ballarat)
- Gerard Searle (University of Ballarat - Undergraduate Student)

Physiology

- Mr. Alastair Gault (University of Ballarat - Post Graduate Student)

Professional Placement Students (University of Ballarat)

- | | |
|-------------------|-----------------------------------|
| • Todd Cooper | Marketing & Public Relations |
| • Rhiannon Fisher | Physical Preparation (Badminton) |
| • Zoe Wathen | Physical Preparation (Badminton) |
| • Aaron Dixon | Physical Preparation (Basketball) |
| • Cat McNab | Physical Preparation (Basketball) |
| • Megan Saunter | Physical Preparation (Soccer) |
| • Michael Davies | Physical Preparation (Tennis) |
| • Dale Missen | Physical Preparation (Tennis) |
| • Hannah Mead | Physical Preparation (Tennis) |



Badminton Program Report



Once again this year has seen some high level achievements by athletes from the Badminton Program.

The year began with the Academy Under 15 Team finishing 3rd in the Val Nesbitt Regional Trophy at the Australian Under 15 National Championships held in Brisbane in September. Natasha David represented Victoria at the same event and won her first National Title after taking out the Under 15 Australian Girls Doubles.

Tara Pilven cemented her spot in the inaugural Youth Olympic Games by claiming the Under 19 Oceania Girls Singles Title in Invercargill in February. Lucas Rais-Colvin was selected for Victoria to compete at the June Bevan Trophy and Australian Under 17 Championship in Perth over Easter, with the team winning the event for the first time in recent years.

As an Academy Sport we continue to develop our athletes through on court sessions with the best coaches in the country, as well as strength and conditioning sessions with University of Ballarat students who develop not only the athletes but their own skills. Zoe Wathen and Rhiannon Fisher have been a great asset to our program in 2010, following on from Simon Feros and Dan Haywood in 2008/2009. The ACE sessions continue to enhance our program to make it one of the best badminton programs in Australia.

With the standard of players increasing every year, our on court sessions are producing a greater standard. The athletes continue to train on court 2 – 3 times a week, providing a perfect pathway towards State and National selection. Stuart Brehaut and Andrew Perks continue to impart their vast knowledge onto the entire group. The program is very fortunate to have Australia's highest quality coaches involved.

Our naming rights sponsor, Cason Sports Pty Ltd has been with us for 6 years, and continues to provide not only financial support, but quality equipment. Finally a big thank you to former staff members Melinda Beasant-Commerford and Kris Payne for their efforts and welcome Rob Ward and Kelly Dunn to their new roles. New staff always brings new ideas, opinions and concepts, and I am confident that our program is in great hands.

Ms. Rhonda Cator
Cason Badminton Program Co-ordinator and Head Coach
UB WestVic Academy of Sport



Basketball Program Report



As basketball approaches the end of its three year agreement with the UB WestVic Academy of Sport, it would be fair to say that the proposed program of 2008 and the delivered program of 2010 are quite different.

The reasons for this have been outlined previously and through clear communications with the Academy's Executive Officers, basketball has remained a committed member of the organisation, while the changes occurred.

The group that had been selected in 2009 were offered the opportunity to continue in 2010 and five athletes took up the offer. Their sport skills program was modified to 5 x 3 hr sessions held at the WIN Minerdome monthly, under the direction of former Miner's player and current VJBL Championship winning coach DJ Sutton.

His influence with the athletes and the fact that these players have had the benefit of two years in the program has brought success for one girl in particular, Ryleigh Haire, who has been selected for a Vic Country team for the first time and will participate in the Pacific Coast Slam in Port Macquarie in January.

The program proposed for the future represents a radical departure from the norm both for basketball and for the Academy, however we know already that we have the backing of the parent body which gives us confidence for the future development of young basketballers.

Mr. Glenn White
Basketball Program Co-ordinator
UB WestVic Academy of Sport



Golf Program Report



The UB WestVic Academy of Sport: Integra Golf Program has undergone significant change in 2010 and those changes will continue to make greater impact in 2011.

Early 2010 saw the management and personnel structures totally change. Previously, there was the traditional Academy model of a Sport Coordinator and Head Coach who ran the program. We now have an advisory committee comprising of the Academy, the Victorian Golf Association, the Ballarat District Golf Association and the Wimmera District Golf Association. This committee essentially plays the role the Academy sees a Sport Coordinator playing: helping to set the program outline, structure and selection criteria; helping to develop the program calendar, selecting tournaments for athletes to participate in, and working with the state sporting association to develop on-course coaching and training content.

In terms of the new coaching structure, there is now a position called the "Coaching Coordinator". This role will oversee the appointment of all coaches to the program, ensuring they have the relevant credentials, are kept up to date with the latest coaching information, etc. It is designed to ensure that all professional golf coaches in our region can participate in the program if an athlete selects them to be their coach for their Academy coaching sessions.

In terms of on-course changes for 2011, there will not be much different from 2010, in that athletes will still receive fortnightly coaching sessions, three camps, uniform, biomechanics, athlete career education sessions, athlete diaries and strength and conditioning.

In terms of 2010, we have had a very successful year with our six athletes from the Wimmera. We have had athletes place high in the Wimmera District Junior Titles and Boys and Girls Championships, make the final eight of the Horsham Mens Championships, Win their Club Championships, just to name a few of their achievements. As a group, they also won the "VRAS Challenge – the Alec Calvert Trophy", during their first camp of the program, a weekend at Moonah Links with the VIS and VGA coaches.

Thanks must go to the program's coach Richard Alsop, whose coaching ability is clearly displayed by the above achievements, and his advice and guidance has been valuable for the development of the program. My thanks also to the advisory committee in Ivan Cato, Allan Mayer from the districts, and to Ben Sweeney and Brian Hill from the VGA. These men have provided plenty of invaluable advice over the year. The result is a bright future for 2011 and beyond for the program.

Mr. Rob Ward

UB WestVic Academy of Sport Executive Officer

On Behalf of the Golf Program Advisory Committee



Soccer Program Report



The 2010 UB WestVic Academy of Sport: McDonalds Soccer Program has been able to achieve what previous attempts to make the Soccer program work have not: deliver the program in full and give it some life and a future.

In April, The Academy, Football Federation Victoria and Football Federation South West Victoria met and agreed to the structure of the program and what each party would be responsible for delivering. It is pleasing to now look back and be satisfied that each party delivered. The result was a program that is now a platform to build on.

The program commenced in June and ran for 12 sessions, with the objective of preparing each player for their state selection camps, and also for the 2010/2011 Victorian Champions League campaign. The on-field sessions were coached by Dale Harris and Alex Georgiou, and delivered Football Federation Australia's National Curriculum. Thanks must go to FFV's Les Bee for his assistance here.

We also delivered on-field strength and conditioning as part of training, which was delivered by Megan Saunder, a student at the University of Ballarat. These sessions were based on the FIFA 11+ program, which was again provided by Les Bee.

The Academy drove the Athlete Career Education sessions, which covered: Overtraining, Time Management, Imagery and Concentration (Sport Psychology), and Shopping for Healthy Diets (Nutrition). These were of excellent quality and were regarded as a cornerstone to the program's value.

In terms of our 15 athletes, it was very exciting to see Jye Cartledge make the Victorian Country Under 15s team, and play in the National Championships in Coffs Harbour in September just gone. Congratulations to all of our other athletes for their dedication to the program. We wish them well in their future endeavors, be they with us or elsewhere in soccer.

In closing, my thanks to FFV's Les Bee and Anthony Grima for their support and guidance throughout the year, and to Football Federation South West Victoria's Andrew Burgess for his assistance and support throughout the program.

Mr. Rob Ward
UB WestVic Academy of Sport Executive Officer
On Behalf of the Soccer Program



Tennis Program Report



The past year 2009-2010 has been proven very successful in several areas.

Thank you to Tennis Victoria for their support and endorsement of the structure of our program. All athletes were selected after a selection process that involved Tennis Victoria's Matt Gregory and the Academy's Head Coach Peter Joyce. Overall, 12 athletes were selected to partake in the program. Five athletes were selected in the Tier 1 program and seven athletes were selected in the Tier 2 program.

Our athletes have achieved some outstanding results and received several awards this year both locally and throughout Australia, (individual performances listed below) The UB WestVic Academy of Sport: Tennis Program Team was the winner of the inaugural Tennis Victoria: Victorian Regional Academies of Sport (VRAS) Challenge which was played at Melbourne Park in October. The UB WestVic Team members were Lachlan King, Ben Robinson, Baden Stevens, Zoe Hives, Ashleigh Jolliffe and Rachel McRae.

The changes that were made for the 2009/10 program, being the implementation of the 32 weekly sessions and the changes to the camps schedule provided a more consistent environment to develop each athlete. The increase in hands on time allowed the Head Coach and other staff to conduct a more comprehensive testing program and set measurable goals for the athletes. Specific individual training programs were designed and monitored. The "Dartfish" Biomechanics Stroke Analysis' were more thorough and detailed. A special thank you to Simon Feros, Ryan Bradshaw, Gerard Searle, Michael Davies and Ashley Girl for their expertise and assistance throughout the year.

The longer duration for each camp allowed for more intensive on and off court sessions and more time for match play challenges. Sports science experts presented at each of the camps. The Academy invited private coaches to all these sessions.

Tier 1 athletes Zoe Hives and Ben Robinson received additional support with ten individual training and coaching sessions with Head Coach, Peter Joyce during his preparation for the National Championships



The performance highlights of the year. Tier 1 athletes:

- Zoe Hives from Kingston:
 - o Received the Judy Dalton medal for outstanding performances and sportsmanship at the Foundation Cup 13's state team event in Sydney.
 - o She was the winner of 4 tournaments and played 2 Optus Junior Nationals:
 - K.Swiss Victorian Schoolboys & Schoolgirls Championships
 - Hudson Bond 14th Annual Manningham Tennis Championships
 - Victorian Junior Clay Court Championships
 - 76th Glen Iris Underage Championships

- Ben Robinson was:
 - o Runner up in the Geelong Junior Grasscourt Championships
 - o Finished 21-36 in the Optus 14s National Grasscourt Championships - Mildura

- Lachlan King from Horsham:
 - o Improved his AR and won a tournament in Adelaide.

- Sophie Torcello continues to improve and ranking jump of 400 to 774

Finally, a special thank you to Kris Payne who was very dedicated to the success of this program and I look forward to working with the new CEO Rob Ward in expanding and building the tennis program.

Mr. Peter Joyce
Tennis Program Head Coach and Co-ordinator
UB WestVic Academy of Sport



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