

W.A. Kitesurfing Association Inc.

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WAKSA AGM REPORT 2016

FY 2016



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WAKSA ANNUAL REPORT 2015/2016

To Our Members

FOREWORD

This is the third formal annual report produced for the Western Australian Kite Surfing Association (WAKSA). The purpose of the report is to formally document the year and provide information for our members who can't attend the Annual General Meeting (AGM). This document is symbol of the development of our organisation from its humble beginnings in 2002.

The Western Australian Kite Surfing Association (WAKSA) is a volunteer organisation and as such each committee has a limited amount of resources in the form of time and funds to carry out the day to day operation of the association and progress the long term strategy of maintaining beach access and promoting the sport of kite surfing with safety as a fore thought.

Every committee is different and has made different choices based on the information and resources available to them at the time. While in hindsight there may be a different view, the point is those individuals were there, ready and able to take on those challenges and do their best. The current committee would like to personally thank all past WAKSA committee members for their efforts. ***If you are interested in joining the committee please e-mail president@waksa.org.au***

THE COMMITTEE

- President Drew Norton
- Vice President Steve Claudio
- Secretary Aaron White
- Treasurer Geoff Ham
- Committee Members
 - Waves Russell Curtin
 - General Wayne Hyslop
 - General Chrissy Gaudieri
 - General Shane Garcia
 - General Tim Sargent
 - General Jaselyn O'Sullivan
 - General Darren Ellis
 - General Simon Wichtermann

I would like to formally thank the outgoing 2016 committee for their wisdom, time, effort and commitment to WAKSA.

Futher thanks to Rick Pryce of AdrenalineBoardSports and Paul Smyth of Hotdiggitydog Photography for covering all WAKSA events this year. Amazing footage is available from all events. Thanks to Gordon of True Spirit Photography for covering events also!

Presidents Report

SUMMARY

The Kiting season of 2015/2016 certainly kept the WAKSA Committee busy with more events and Kite related issues in WA then ever before. Highlights included holding the State Freestyle Title at Woodman Point for the first time. Also having Kites in a dual start with Windsurfers at the iconic Lancelin Ocean Classic was another indication of how far the sport has come in West Australia.

With this in mind WAKSA has continued to develop the criteria needed to become the official State Sporting Association. This criteria is a reflection of the sports continual growth in this state in particular WAKSAs history of providing a voice to help keep access to beaches while focussing on Kites and the Publics safety.

For the first summer in 10 years the committee decided not to run the Kitestock Event as it was decided that too much risk was being put on membership funds and external funding should be sought. A number of funding possibilities have been investigated and hopefully we will see Kitestock back on the WA Kiting Calendar in the not too distant future.

I'd like to thank all the committee for their efforts this summer. For those committee members moving on in particular Steve Claudio, Darren Ellis and Tim Sargent on behalf of WAKSA and its members I'd like thank them for their efforts and commitment to kiting in WA.

Wishing them many happy safe kiting days ahead !

STRATEGIC HIGHLIGHTS

Our main strategic highlights for WAKSA during the 2014/15 year are best summarised as below.

- Significant work towards lodgement for State Sporting Organisation Status with the Department of Sport and Recreation
- Organisational Development funding from DSR to support the formulation of the new WAKSA Strategic Plan document
- Invitation to be a sitting board member on the Town of Cambridge Beach User Forum
- Creation of new website
- Working closer with local government authorities (LGA) and government agencies (DOT, DEPAW) to help finalise Land Manager Guidelines.
- Running State Titles for all disciplines with the help of many on and off the committee.

Drew Norton
President

Vice Presidents Report

It has certainly been a challenging season for WAKSA. The event calendar has been the largest to date and arguably one of the most successful. Participation by women, juniors and amateurs has increased on previous years. This is a great outcome and one that I hope will continue to grow next season.

As with last year State Titles were held for all disciplines. The larger marquee events were successfully held as well as a couple of new format events aimed at participation and team focus. The summary of the events is below:

- WAKSA Season Opener – (Woodman Point)
- State Wave Riding Titles (Leighton)
- Red Kite Charity Down Winder
- Freestyle Kiteboarding Team Event (The Pond)
- Lighthouse to Leighton
- National Kiteboarding League (inaugural)
- Lancelin Ocean Classic
- State Freestyle Titles (Woodman Point)
- Course Racing State Titles – Hosted by Perth Kite Racing Club

The Committee made the decision to postpone Kitestock for this past season. Although disappointing at the time, I believe the committee would have been too far stretched to put on a good showing for the membership. I hope this event can be revitalised in coming years as it is a fantastic event and a great reward for WAKSA members.

The WAKSA Profile continues to strengthen and the Association is now recognised by all Local Authorities, Government Organisations, other sporting Associations and the media. WAKSA is now the first point of call for any kite related incidents or concerns.

WAKSA have taken a seat at the Town of Cambridge Beach User Advisory Committee. This seat was hard fought and considered to be vital given the increasing popularity of kitesurfing from City Beach. I strongly suggest WAKSA stays on this Committee and further cements their ties with all stakeholders involved.

WAKSA has a new website and has stepped up its social media presence. There is still much to be learned and implemented by upcoming committees. The new website has been constructed in a wordpres template and is easily updateable.

2015/2016 was an interesting year weather wise with the occurrence of too many unfortunate injuries. I wish all those effected by injury this year a fast recovery and I urge all members to consider their safety and the safety of those kiting with them when next year kicks off.

SC – Signing off.....

Treasurer's Report

This year we had some large expenditure items that were essential to the Association. These are broken down below and are found in the cash flow statements at the end of this AGM report.

Strategic Plan - \$7,810 (\$5000 funded by DSR)

The Strategic Plan was partially funded by the Department of Sport and Recreation. This is essential not only for planning the future of WAKSA but also forms part of the recognition criteria to gaining State Sporting Association designation.

Website Update \$3,500

After many years of running on an outdated platform, it was decided that the website needed to be updated. There was a tender process and quotes were obtained from several companies. We now have a new website which is much more capable, as well as being more user friendly for the committee to use.

National Kite League \$2,000

It was agreed by the committee that we would support this initiative to have a national kitesurfing competition. Although the conditions weren't exactly all-time, we are happy with the outcome of the investment and look forward to this competition growing in size and stature.

Other Events \$2,585

Although we did not run Kitestock this year, we did run a few extra events, specifically those for the freestyle orientation of the sport. As we had several new committee members who were interested in freestyle, several new events ran including the team freestyle event to open the season. We also contributed both effort and funds to both the State Wave Titles and the State Race Titles.

Insurance \$3,740

This relates to Third Party insurance to cover the WAKSA committee. This policy was recommended in previous years by the DSR and has been continued this year.

Storage \$2,387

Fort Knox storage unit lease was continued in FY 16.

Postage and Communication \$759

These fees relate to the use of Campaign Monitor for the distribution of WAKSA membership emails.

Website \$512

Internet website hosting costs and upgrades.

Strategic Plan

A key goal for the 2016 WAKSA Committee was to work towards the full application for recognition as the State Sporting Organisation for Kite Boarding in Western Australia. WAKSA commenced this task early in season and formed a good working relationship with the Department of Sport and Recreation who provided guidance and advice on the task ahead.

WAKSA met with DSR on numerous occasions to determine which Policy's / Documents were required in order to meet the criteria. Liaising with Kiteboarding Australia, WAKSA were able to obtain some of the key policy documents which would be required and in doing so are able to ensure all of the interests of WAKSA and KA are aligned.

The DSR identified the requirement for an updated Strategic Planning Document be constructed and adopted. In doing so DSR approved a Grant of \$5,000 and tendered the appointment to an approved planning consultant, Gary Collins – JGC Group.

Over a period of three sessions, the WAKSA Committee work shopped the key strategy points for the next three years. The Strategic Plan focusses on the following points of importance and sets actions and measures of success:

- Improve the visibility and profile of Kiteboarding
- Promote safety, education and training
- Increase the WAKSA membership
- Formalise policies and procedures
- Improve volunteer attraction, retention and coordination
- Strengthen stakeholder engagement
- Build revenue in support of financial sustainability

The final plan has been reviewed by the DSR and is agreed to be an excellent tool for the next three years. The Strategic Plan will be located on the WAKSA website and the new plan will be provided to all new Committee members at handover.

Please see the Plan in **Attachment 1**

WAKSA still endeavours to lodge for State Sporting Organisation status but understands that additional work is needed a national level, both in kiting and within government. It is the opinion of the committee that the work done to date be lodged with DSR and the efforts recognised.

WAKSA Season Opener 2015/2016

Big thanks to Simon W and Chrissy for organising the season opener for 2015/2016.

The event took place at Woodman Point and showcased the beginning of what was a hot season for Freestyle in WA.

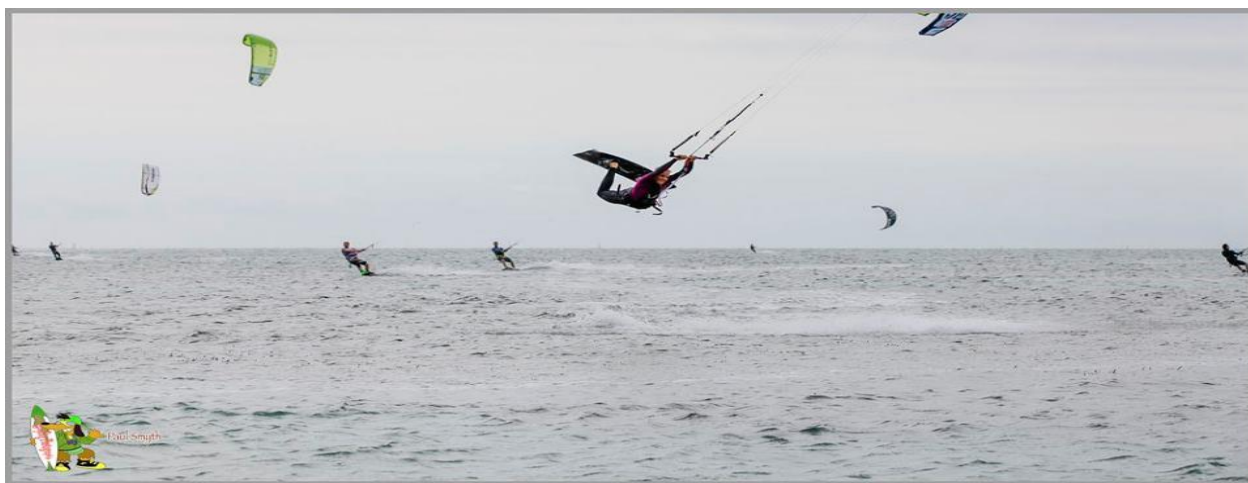
It was great to have an event back at Woodman Point as it simply is one of the best flat water kiting locations on the planet.

Highlights of the day were Aaron White's rescue boat floating off into Cockburn Sound and needing itself to be rescued! SAFETY FIRST!

Big thanks to the Sponsors of the event: Bravo Pump, Airborne and Zian Kites!



Thanks to Hot Diggity Dog for photos





The annual RedKite charity downwinder was successfully held on Sunday November 23rd 2014 from Leighton Beach to Brighton Beach. RedKite is an Australian cancer charity which provides essential support to children and young people (0-24 years) with cancer, and their families and their support networks. WAKSA is pleased to once again put this annual event on and provide the bus and water safety for those who have raised money for RedKite.

Participants made their way to Brighton Beach by lunch for registration and the event briefing. Where by the bus departed and escorted all participants to Leighton Beach.

The wind certainly came to the party again this year and fortunately we only had one early withdrawal. Most importantly, no injuries just a red face and an invite to learn how to successfully down wind – courtesy of a long standing WAKSA member.

Redkite funds raised were down on previous years. Everyone on the day put this down to an overstretched wallet and tight times. None the less, good funds were raised. The prizes for the people who raised the most were as follows;

1. Aaron White – Raised the most funds and also had the honour of being rescue boat driver! – Airborne Voucher
2. Dylan Grobler – Action Sports Voucher

Big thanks to Airborne and Action Sports for the donations of vouchers. Hopefully the vouchers were the incentive Aaron and Dylan needed to spend up!

Big thanks to all volunteers, committee and ex committee members who helped out on the day.

A new subcommittee has been formed for the 2016 Redkite and it promises to “put kiting map”. Watch the space..

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State Wave Titles 2015/16 (Proudly Sponsored by Kite Addiction)

State Waves 2015 was a massive event successfully run over Saturday and Sunday the 22nd and 23rd of November at South Brighton.

Congratulations to all those who competed in the event. We had a great turn out this year and strong competition across all divisions.

Big thanks to Russell Curtin for organising and all of the judges for slogging out a long weekend! State Waves continues to be a great event each year and is building from strength to strength. The waves community should be credited for getting behind Russell and chipping in to keep everything flowing like clock work.

2015 WAKSA KITE ADDICTION STATE WAVE TITLES RESULTS



Masters Shane Danaher Fabian Stiles Matt Holmes	Legends 1 Clive Neeson 2 Mark Hampton 3 Geoff Golder	Amateurs 1 Ben Post 2 Ben Swart
Juniors Billy Hampton	Open 1 Ryland Blakeney 2 Dave Murphy 3 Jake Gordon	
Women Theresa McKirdy Shannon Ducker Isabelle Dionne		
Best Wipeout Luca De Prato Best Move Ryland Blakeney		

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Thanks to Rick Pryce for Photo – Adrenaline Board Sports



Cheers to Russ's iphone...

Freestyle Teams Event

Held on Saturday 18th December at the Pond, the Freestyle teams' event was a first of its kind for WAKSA and for Kiting in Australia. A great concept thought up by this year's committee and one that, with some refinement will be exciting to see in coming years. The teams event brought together kitesurfers from within the WAKSA community who used facebook and other social media to organise teams together.

The format of the Freestyle Teams event 4 mixed teams of 3 kitesurfers, competing against each other in teamed heats. Each kiter nominated a chosen discipline and scores were tallied accordingly. Teams event started the tradition of extremely windy freestyle events for 2015/2016 which lead to some interesting competition..

Massive support from North Kiteboarding and Ion. Teams were all kitted out in matching rashies.



State Freestyle 2015/2016 – Supported by Airborne and Airush

This years State Titles were held at Woodman Point. Newly rediscovered contacts within the City of Cockburn and the Department of Parks and Wildlife enabled vehicular access to the area for the first time in years. Much to the joy of all organisers involved.

The State Titles 2015/2016 included a record number of entrants. With most excitingly the highest number of juniors entering a WAKSA event.

The wind certainly came through on this day with wind levels maxing out the approved Safety Management Plans and causing a reshuffle of events.

Big thanks to the organisers, sponsors and competitors on the day.

The State Titles once again confirmed the awesomeness of Woodman Point as a kiting location. It should also be noted that despite the 30knot plus wind on the day, a large excited crowd made their way down to Beach 3 to watch all the action!



Winners are grinners – Shannon Ducker, Simon Witchtermann and Emerson Johnson

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Thanks to Paul Smyth and Hotdiggitydog Photography

The last stand of WAKSA's trusty old shade tent...

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State Titles – Course Racing

Second annual State Course Racing Titles held by Perth Kite Racing at Coogee Beach.

The members of PKR are constantly improving and pushing the boundaries of their racing. The two day event was well received by all racers who put in the effort over the weekend.

Big mention to the State Champion for 2016, Alty Frisby, the State Title being the culmination of a super consistent year in the racing scene

The results in all fields is shown below

Foil Open:	Female:	Foil First Season Div
1st Alty Frisby	1st Gina Hewson	1st Mani Bisschops
2nd Andy hansen		2nd Ryan Crawford
3rd Mani Bisschops		3rd Drew Malcom
Foil Masters	Formula	Formula Junior
1st Phillip Rowlands	1st Damian Gough	1st rex Edwards
2nd Pete Morgan	2nd Nathan Boyes	
3rd Andrew Chillcott	3rd Anthony Pilliger	



Mens Foil Open Champion, Alty Frisby receiving his trophy from WAKSA VP . With Anthony Pilliger and Andy Hansen, event hosts and vice president/ president of PKR

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Foil Fleet pre race on Saturday



2016 Trophies!

Perth Kite Racing Club

The Perth Kite Racing Club was founded and given form by Andrew Hansen in August 2014. While the relationship with WAKSA was bumpy to begin with calmer heads prevailed and the club became the first aligned club under the nation, state structure of KA/WAKSA. All club details are online as below if you want more information

Club Website

www.pkr.club

Club Facebook Page

<http://fb.pkr.club>

Club Facebook Group

<http://group.pkr.club>

The persistence and competitive drive of the PKR members was clearly on display in 2016. Massive mentions need to go to:

- Pete McKewen and Andy Cooksey for taking out 1st and 2nd respectively in the 2015 Red Bull Lighthouse to Leighton.
- Torvar Mirsky, Andrew Cooksey and Alty Frisby for taking out 2nd, 3rd and 4th in the Lancelin Ocean Classic. All racers beating the first windsurfers in.

PKR have run a massive program this year. Introducing a new Club Champion series, participating in the Cockburn Sound Regatta, Jervois Bay Sailing Club's Around the Sound, and organising King of Carnac (poor wind). Not to mention having several of their racers competing in national and international events. PKR continue to reset the bar with the skills and work of their members.

Finally a special word of thank you to Andrew for running the state tiles through PKR and delivering a professional level event and also for all of the dedication and time sacrificed by Andy and Ant in the running of the club.

Good Luck next year!



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Financial Summary

Interim financials presented at the AGM can be found below. At the time of the AGM, KA had yet to provide membership payments for the 2015/2016 season. As such income is much lower than should be. The final financials will be provided as Attachment 2 following 30 June 2016.

STATEMENT OF INCOME

Income				Last Year	Variance	% Var
Membership Fees			4,620	18,570	- 13,950	-75.12%
Events						
Kitestock	-			34,601	- 34,601	-100.00%
Wave Comp	620			1,698	- 1,078	-63.49%
Lighthouse to Leighton	3,550			4,205	- 655	-15.58%
RedKite	-			-	-	
Freestyle Teams	116					
State Freestyle	326			-	326	
Other Events	-			3,000	- 3,000	-100.00%
		4,612		62,074	- 57,462	-92.57%
Sponsorship and Grants						
General Sponsorship	-			-		
Reimbursements	-			-		
Government Grants	5,000					
		5,000		-		
Financial and Other Income						
Bank Interest	13			43	- 30	-69.28%
Other Income	-			-		
		13				
Total Income			14,245	62,117	- 47,872	-77.07%

Kitestock was not held in 2015/2016, as a result the comparable income was much lower.

Payment has yet to be received from KA for membership. Membership payment reflected in report relates to a missed payment by KA for a previous years fees.

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Financial Statements

STATEMENT OF EXPENSES

Expenses				Last Year	Variance	% Var
Operations						
Accounting	-			-		
Advertising	-			-		
Bank Fees	-			8	- 8	-100.00%
Honourarium	30			-	30	
Insurance	3,740			3,720	20	0.54%
Meeting	298			258	40	15.50%
Postage and Communication	1,029			437	592	135.71%
Repairs and Maintenance	-			-	-	
Storage	2,612			2,310	302	13.06%
Travel Costs	-			-	-	
Web Site - Operating	546			1,383	- 837	-60.52%
Other Expenses	196			99	97	97.98%
		8,451		8,215	236	2.87%
Event Expenses						
Kitestock				27,092	- 27,092	-100.00%
Wave Comp	949			200	749	374.33%
Lighthouse to Leighton	-			126	- 126	-100.00%
Red Kite	624			580	44	7.66%
PKRC	1,000			1,500	- 500	-33.33%
State Freestyle Titles	12			815	- 803	-98.49%
National Kiteboarding League	2,000					
L.O.C	-			3,000	- 3,000	-100.00%
Freestyle Teams	472			-	472	
		5,058		33,313	- 28,255	-84.82%
WAKSA Brand Development						
Brand Development	-			-	-	
Constitution	-			4,950		
Media Production	-			-	-	
Travel and Promotion	-			560	- 560	-100.00%
Shop Flyers	140			507	- 367	-72.39%
Strategic Plan	7,810			-	7,810	
Surverys	-			-	-	
New Website Development	3,250			-	3,250	
WASF & Other Memberships	165					
Other Promotion and Brand Dev.	-			-	-	
		11,365		6,017	- 6,017	-100.00%
TOTAL Expenses			24,873	47,545	- 22,671	-47.68%
Net Operating Surplus(Deficit)			- 10,629	14,572	- 25,201	

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STATEMENT OF COMPREHENSIVE INCOME (PROFITS AND LOSSES)

• Income	\$14,245
• Expenses	\$24,873
• Surplus	(\$10,629)

Please see pending transactions for forecast position at 30 June 2016.

PENDING TRANSACTIONS

Transactions Pending	
Reported Cash Surplus (Deficit)	- 10,629
<i>Membership Fees</i>	13,500
<i>Project 3 LOC Fee</i>	1,500
<i>GST Credit</i>	750
	15,750
Less Expenses Not Paid	
AGM Expenses	500
Bank Charges	2
Estimated Website, Domain, Storage	535
	1,037
Projected Surplus/(Deficit)	4,084
Projected Bank Balance June 30	28,009.90

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BALANCE SHEET

Balance Sheet	As at 9 May 16					\$ Vari.	% Var
Current Assets							
Cash at Bank	13,297				23,047	- 9,750	-42.30%
Debit Card	183				1,062		
Debtors					-		
Prepayments and Deposits	-				-		
G.S.T. Paid					-		
		13,480			24,109	- 10,629	-44.09%
Current Liabilities							
Creditors	-				-		
G.S.T. Collected					-		
		-			-		
Working capital			13,480		24,109	- 10,629	-44.09%
Non Current Assets							
At Cost							
Less Accum Depreciation							
		-					
Non Current Liabilities							
Bank Loans							
Long Term Creditors							
TOTAL NET ASSETS			13,480		24,109	- 10,629	-44.09%
Membership Equity							
Retained Funds	24,109				9,534		
Current Year Suplus(Deficit)	- 10,629				14,572		
Rounding	- 0				3		
			13,480		24,109	- 10,629	-44.09%

Independent Auditor's Report

Previous AGM reports mentioned the requirement for audit reports of financial records. WAKSA was of the opinion at the time that an audit was required prior to lodgement for State Sporting Organisation Status. This appears to not be the case.

WAKSA accounts have not been audited since the association was incorporated. It is noted that there is no legal requirement to conduct financial audits on the Association. The Department of Sport and Recreation and Western Australian Sporting Federation have provided advice supporting this position. As such, an audit was not undertaken in 2015/2016.

Any potential future audits are to be at the sole discretion of the WAKSA committee of the day and should be conducted with consideration to cost.

The estimated cost of such audit has been quoted to cost from \$1,800 upwards to \$3,000. However should an audit of all historic financial statements be required, the costs are expected to be much higher.

Regards,

WAKSA Committee

Glossary of Abbreviations

DEPAW	Department of Parks and Wildlife http://www.dpaw.wa.gov.au/
DOT	Department of Transport http://www.transport.wa.gov.au/
DSR	Department of Sport and Recreation http://www.dsr.wa.gov.au/
KA	Kite Boarding Australia Limited formerly AKSA or also known as KAL http://www.aksa.com.au/

Contact Information

There are three official channels for contacting WAKSA

- Web Site using the following link under About, Contact
<http://www.waksa.org.au/about-western-australia-kite-surfing-association/contact>
- Direct by e-mailing waksa@waksa.org.au
- FaceBook by sending a message via the FaceBook page.

While we do have a SeaBreeze account this is used for making announcements only.

COMMUNICATION POLICY AND TIMEFRAMES

While we will endeavour to respond to all members as soon as practically possible. Some answers may take longer, in particular those involving external government bodies or our national sporting association KA.

If you have not had a response inside a week then please e-mail president@waksa.org.au with a brief detail of your initial communication.

Organisation Information

W.A. Kitesurfing Association Inc.
PO Box 1274 West Perth WA 6872
Email waksa@waksa.org.au

www.waksa.org.au



Appendix 1 –Strategic Planning Document



WA Kitesurfing Association

Strategic Plan 2016-2018

Our Foundation

From the 1970s onwards, various individuals across the world were experimenting with different approaches and techniques to propel boards on open water using wind-powered kites. The approach and technique that is now known as kite-surfing or more commonly kite-boarding, was finalised and formally established in the late 1990s.

The West Australian Kitesurfing Association (WAKSA) was established in 2002 and since that time dedicated volunteer members of the association have worked hard to develop the sport in the state.

Because of its geography and weather conditions Western Australia is one of the best locations in the world for kite-boarding. There are thousands of individuals participating in the sport each week throughout the state.

Kite-boarding is an individual sport. Although there are competitive events, for most kite-boarders the sport offers a recreational activity that can be practiced and enjoyed on the ocean, rivers or other open areas of water.

There are different styles of kite-boarding, including free-style, free-ride, waves, speed and course racing. Course racing is closely associated with sailing. The latest estimates suggest that well over 1.5 million people participate regularly in the various kite-boarding activities and events worldwide.

A key focus of the work undertaken by WAKSA is to ensure that safety, education and training are regarded as essential elements of the sport by all participants. The safety of participants and onlookers is a primary consideration and as such WAKSA places an emphasis on formal training and skills development, use of proper equipment, the careful development of good practice, good judgement and the recognition and respect for other kite-boarders and other water users.

Although a relatively young sport, kite-boarding is growing in popularity and is continuing to attract many new participants. In Western Australia, the sport goes from strength to strength.

The strong popularity and increased participation provides the foundation for the operation, development and growth of the sport today.

This strategic plan recognises and builds upon the important work of WAKSA volunteers during the past decade and sets a strong direction for the future. The plan sets out the main priorities that WAKSA will pursue during the next three years to ensure the sport of kite-boarding continues to develop and grow throughout Western Australia in a safe and responsible way.

Our Vision

WAKSA shall be recognised by all kite-boarders in Western Australia as the state representative body for the sport and known for its promotion and management of safe, accessible and sustainable kiting practice.

Our Mission

WAKSA is the state representative body for kite-boarding in Western Australia.

We promote safe participation and provide for the recreational and competitive needs of our members through the organisation of events, activities and competitions.

We encourage best kiting practice, safety and respect for other kite-boarders and water users.

We work with local government and other stakeholders to ensure ongoing access to open water for kite-boarding activity.

Strategic Direction

The most effective strategic plans contain just a small number of objectives supported by more detailed and defined targets, actions and measures. A good way of determining the breadth and scale of a plan's overall objectives is by using the SMART approach. The content of a plan should be:

Specific

Measurable

Achievable

Realistic

Timely

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The content of a plan should define and support the strategic direction and intention of an organisation and should stretch the organisation's capacity and capability, but not to the extent that the objectives in the plan cannot be achieved.

In the development of this plan, WAKSA has used the SMART approach to undertake a sensible assessment of the organisation's capability, capacity, expertise and resources to develop and achieve a set of realistic strategic objectives.

The assessment has been undertaken not to lower expectations but to ensure that WAKSA, its members and the sport of kite-boarding is able to get the best results from the efforts expended. The plan presented sets out the strategic direction of WAKSA for a three year horizon.

The WAKSA plan focuses on seven key strategic objectives. These are:

- Improve the visibility and profile of kite-boarding.
- Promote safety, education and training.
- Increase the WAKSA membership ratio of participants in the sport.
- Formalise policies and procedures.
- Improve volunteer attraction, retention and coordination.
- Strengthen stakeholder engagement.
- Build revenue in support of financial sustainability.

Strategic Plan 2015-2018

Strategic Objectives	Targets/Actions	Measures
Improve the visibility and profile of kite-boarding.	Develop and implement a formal communications and marketing plan. Expand the use of social media platforms for informing and advising existing and potential members.	The communications and marketing plan will be completed and implemented during 2016. A range of social media platforms will be used.

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	<p>Utilise all available media to highlight positive stories on kite-boarding.</p> <p>Improve and expand the annual calendar of competitions and events.</p>	<p>The number of positive reports on local television and print media stories on kite-boarding will increase.</p> <p>New competitions and events will be added as required to satisfy member demand.</p> <p>WAKSA will work with Kiteboarding Australia to develop and deliver international events in Western Australia.</p>
<p>Promote safety, education and training.</p>	<p>A formal safety policy is developed and distributed.</p> <p>Encourage the adoption of a standard curriculum by kite-boarding schools.</p>	<p>The safety policy is made available to members, participants in the sport and other stakeholders.</p> <p>WAKSA will work with Kiteboarding Australia to define and develop standard curriculum for best practice, safe kiting.</p>
<p>Strategic Objectives</p>	<p>Targets/Actions</p>	<p>Measures</p>
	<p>Develop and implement a formal youth pathways strategy.</p>	<p>The standard curriculum will be adopted by kite-boarding schools throughout the life of this plan.</p> <p>Youth development strategy in place including a school sports program.</p>
<p>Increase the WAKSA membership ratio of participants in the sport.</p>	<p>Increase the membership of WAKSA.</p>	<p>The ratio of WAKSA members when measured against total participation in the sport will improve during the period covered by this plan.</p>

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	<p>Conduct a feasibility study into the establishment of new clubs.</p>	<p>Annual membership growth targets will be established each year of the plan by the Executive Committee.</p> <p>Research and analysis will be undertaken to determine the level of member support for the establishment of new clubs.</p> <p>If required, club framework procedures will be developed to support the establishment of new clubs.</p>
<p>Formalise policies and procedures.</p>	<p>Establish a Committee of Management induction program.</p>	<p>Induction program for new Committee of Management members established and implemented during 2016.</p>
<p>Strategic Objectives</p>	<p>Targets/Actions</p>	<p>Measures</p>
	<p>Review and re-define Executive Committee roles and responsibilities and where required, draft new position descriptions.</p> <p>Define and develop policies.</p> <p>Define and develop specific procedures.</p>	<p>Executive Committee roles, responsibilities and descriptions documented.</p> <p>If required, roles and positions re-allocated to Executive Committee members during 2016.</p> <p>A suite of policies relevant to WAKSA operations are established during 2016.</p> <p>As required, specific procedures aligned to WAKSA operations, competitions, events and activities are established during 2016.</p>

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<p>Improve volunteer attraction, retention and coordination.</p>	<p>Develop and implement a volunteer strategy aligned to Executive Committee roles and responsibilities and WAKSA policies and procedures.</p> <p>Establish a task-based volunteer process where volunteer skills are matched to relevant activities.</p>	<p>The volunteer strategy is implemented during 2016.</p> <p>The range of tasks required for the efficient operation of WAKSA is identified and documented.</p> <p>A web-based system to match volunteers to tasks based on skills and experience and for the management of volunteer activity is established.</p>
<p>Strategic Objectives</p>	<p>Targets/Actions</p>	<p>Measures</p>
<p>Strengthen stakeholder engagement.</p>	<p>Develop and implement a stakeholder engagement strategy.</p> <p>Identify the requirements for establishing and formalising criteria for the regulation of kite-boarding schools.</p>	<p>A register of key stakeholder contacts is established.</p> <p>Key stakeholders are identified and appropriate working relationships established.</p> <p>WAKSA will work with Kiteboarding Australia to define and establish criteria and regulations as required.</p>
<p>Build revenue in support of financial sustainability.</p>	<p>Identify alternative revenue sources and develop a strategy designed to generate income from these sources.</p> <p>Transform events and competitions into revenue generating activity.</p>	<p>Develop a strategy for generating alternative and additional income during the life of this plan.</p> <p>All WAKSA events and competitions from 2016 onwards will be properly costed and will deliver an appropriate return.</p>

	Secure recurrent and grant funding from the Department of Sport and Recreation (DSR) from the commencement of the 2016/2017 financial year and ongoing.	DSR funding secured and maintained.
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What success will look like in 2018/2019



Appendix 2 –End of Financial Year Statements

Have not been included in this place but will be updated in the final report of 30 June 2016.

Attachment 3 FY14/FY15 Financial Breakdown



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17 June 2015

Dear Membership

WAKSA would like to take the opportunity to provide an interim update on the breakdown of operational expenses relating to FY14 and FY15. The expenses queried have been sourced directly from the annual reports which were accepted unopposed at each respective AGM.

WAKSA acknowledge that there may have been some ambiguity regarding the breakdown of these financials and wish to dispel any concerns of the broader membership base and potential WAKSA members.

It is important to note that the format of the financials presented at the AGM are identical to those presented and accepted by Kitesurfing Australia (KA), the national body. The provision of yearly financials is a condition imposed by KA and a requirement for the release of membership fees to WAKSA.

The financial reports provided by WAKSA have evolved and will continue to evolve throughout the years to become as comprehensive and transparent as possible. The final version of the annual report will become available following the 30th June 2015 where by all accounts and expenditure can be officially closed off.

Please see the breakdown below.

2013/2014:

Insurance \$4,011

The insurance item covers a separate insurance policy which specifically covers the WAKSA Committee/Board and any non-member volunteers for any risks associated with injury, damage or loss potentially incurred in the running of WAKSA. All volunteer organisations have such policies in place and under advice from the WASF (W.A. Sports Federation) and DSR (Department of Sport and Recreation) it was prudent to seek this cover through a nominated broker as recommended by WASF.

The Policy was enacted in December 2013.

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Brand Development \$13,108

This item recognises costs as described below:

ITEM	SOURCE OF FUNDS	COST
DSR Org. Development Consultant	DSR Grant	\$1,500.00
WAKSA Location Guides (2 years worth)	Member funds	\$3,947.90
Kiteboarding - Be Safe	DSR Grant	\$7,660.40
Total		\$13,108.30

These initiatives were able to be paid for as a result of Grant funding secured by Darren Ellis from the Department of Sport and Recreation. The Grant funding is broken down below:

GRANT	AMOUNT	FINANCIAL YEAR EXPENDITURE
Kitesurfing Be Safe	\$9,000.00	FY14
DSR Org Development	\$6,000.00	FY14/FY15/FY16
Total	\$15,000.00	

Kitesurfing - Be Safe (KBS) - The WA Department of Sport and Recreation in conjunction with Surf Life Saving WA and the WA Kite Surfing Association (WAKSA) has developed the Kite Boarding – Be Safe program to ensure safe participation, management and organisation of recreational kite boarding in WA.

The framework was developed to assist kite boarders to think about what approach they should take to ensure safe participation. This initiative has raised the profile of Kite Surfing throughout local council and other government bodies. The Town of Cambridge recently commended WAKSA on this work and recognised the partnerships with other State Government authorities.

A requirement of the Grant is that marketing material was produced and distributed as well as a portal established on the WAKSA website. Materials have been provided at WAKSA events in FY14/15 as well as to various governmental stakeholders.

\$7,660.40 of the \$9,000 Grant was directly spent on Kitesurfing – Be Safe and its associated materials and marketing. The remaining \$1,339.60 were agreed to be retained by WAKSA as payment for the website development which was completed by Darren Ellis at no cost to the Association.

DSR Org Development – \$1,500 in Grant funds were allocated to cover costs of a Development Consultant who advised WAKSA throughout the merger with the new KA and began works on the new WAKSA constitution and strategic documentation for the future application for State Sporting Association Status.

Further funds (\$3,947.90) were used for the publication of WAKSA location guides which have been distributed throughout kitesurfing shops and by committee members on the beach. This is an important educational role of WAKSA and considered to be one of the primary activities that WAKSA undertakes.

Other Events \$1,349

Costs associated with the running of the Lancelin Ocean Classic including prizes and other materials.

Storage \$1,764

WAKSA has historically leased a 20m3 storage unit at Fort Knox to hold all of the property owned by the association. The FY2013 Committee agreed to cancel the lease and store all property at a personal residence therefore saving a years' worth of rental costs. This arrangement became unfavourable when the secretary of the day resigned and requested the gear be relocated.

The WAKSA committee investigated numerous other storage options including competing storage facilities and the leasing of storage space at Fremantle Yacht club. It was agreed that Fort Knox was the most suitable location and best price, given the size of the unit.

FY 2014/2015:

Insurance \$3,720

The insurance item covers a separate insurance policy which specifically covers the WAKSA Committee/Board and any non-member volunteers for any risks associated with injury, damage or loss potentially incurred in the running of WAKSA. All volunteer organisations have such policies in place and under advice from the WASF (W.A. Sports Federation) and DSR (Department of Sport and Recreation) it was prudent to seek this cover through a nominated broker as recommended by WASF.

The Policy was reduced in FY15 and as such a lower premium was required to be paid.

Storage \$2,310

WAKSA has historically leased a 20m3 storage unit at Fort Knox to hold all of the property owned by the association. The FY2013 Committee agreed to cancel the lease and store all property at a personal residence therefore saving a years' worth of rental costs. This arrangement became unfavourable when the secretary of the day resigned and requested the gear be relocated.

The WAKSA committee investigated numerous other storage options including competing storage facilities and the leasing of storage space at Fremantle Yacht club. It was agreed that Fort Knox was the most suitable location and price given the size of the leased unit.

Due to redevelopment of the Fort Knox building by Match Group, Fort Knox Self Storage was forced to relocate to new facilities in O'Connor. The cost of all existing storage unit leases within Fort Knox were subsequently increased. As conducted previously, prices from competing storage facilities were compared. However given the location and size, Fort Knox was still considered to represent the best value for money.

Other Events \$3,200

Please see a breakdown of the two items which constitute "Other Events". The final financial report will be amended to list these events specifically.

\$3,000 were provided to WAKSA for assistance in running the kiting events at the Lancelin Ocean Classic. Given the non-running of the Race event the allocated funds were required to be fully refunded.

\$200 has been incorrectly apportioned and will be shifted to "State Wave Title". This expense related to the application to the City of Stirling to run the event on the beachfront at Brighton Beach.

Other Promotions & Brand Development. \$5,672

Darren Ellis secured Grant funding to the value of \$6,000 from the Department of Sport and Recreation in FY14. \$4,950 was required to be spent on the development of a new constitution and strategic planning documents associated with the transition to State Sporting Association.

The work on the constitution will be added to its own expense column in the final version of the financial report.

The Additional \$722.40 was allocated to costs associated with running the WAKSA website and email accounts.

It must be recognised that WAKSA does not take the expenditure of member funds lightly. All expenses are approved by the executive committee and the banking systems require all transfers to be signed by two authorised executive committee members.

For avoidance of doubt, WAKSA only receives \$35 per member from the KA and relies on Grant funding to facilitate numerous strategic activities.

Thankyou for taking the time to read this update. The final FY15 AGM report and financial report will be released shortly.

Yours Sincerely

WAKSA COMMITTEE

Attachment 4 Kiteboarding Australia Wrap Up

ATTACHMENT 5 – SECRETARY REPORT

This will be placed in the correct location post AGM meeting.

This season saw WAKSA, as the state representative body continue to not only run an action packed events calendar for its membership but also focused and communicated many of the background undertakings of the Association. A key focus area this season was Governance and Strategy within the Association and setting the future direction over the medium term.

To strengthen these areas a Governance Sub Committee was established to ensure effort from interested parties was combined to continue work in areas including:

- WAKSA Strategic Plan 2016 – 2018
- State Sporting Association (SSA) Application
- Policy Development
- Risk Management

Throughout this process WAKSA worked closely with key stakeholders including the Department of Sport and Recreation (DSR), Kiteboarding Australia (KA) and engaged external consultancy expertise to assist with the processes involved with running and setting the future direction of WAKSA.

WAKSA now has a Strategic Plan to provide a framework for development of the Association and Kiteboarding as a sport and is now in a position to seek further formal recognition. There is much work still to be done to uphold the WAKSA vision and mission and meet its strategic objectives.