

## COVID-19 Forum – TAG Sport & Fitness 11.00, 23/04/20

Paul Clayton **(PC)** – QUT Guild

Tony Wrightson **(TW)** – UOW Pulse

Cat Thomas **(CT)** – Southern Cross university

Holly Ruhle **(HR)** – Griffith University Campus Life

Christian Renford **(CR)** – Macquarie University Campus Life

Terri Lamoree **(TL)** – Adelaide University Sport

Amelia Matthews **(AM)** – Swinburne Student Life

### General

**TW** Looking at their membership offering and how to remain exciting in preparation for a return to normal operations.

**CR** As a profit-generating area of Macquarie Campus Life, they do not receive SSAF. It is a fine line between being profitable through engaging the wider community while still providing services and support to students and staff.

The current situation provides a special and unique opportunity to have a re-shaped conversation with the university on the social, physiological, mental, and wellbeing benefits of exercise.

**PC** Using the time to catch-up on governance, policy, and compliance. Offering governance training support to clubs and committees.

**AM** As things settle, moving to more structured month-long planning, rather than the ad-hoc nature of the past few weeks. Working closely with their marketing and comms team in delivery of services.

**TL** Independent sports association that is dependent of SSAF from the university for 90% of its funding.

Using the time to catch-up on governance, policy, and compliance.

COVID19 has highlighted the Association's importance in the provision of physical activity, social connection, and mental health.

UniSport's "UniMoves" program is an opportunity to engage the wider campus community in physical activity, thus enhancing the Association's pitch for SSAF funding.

There is crossover between Adelaide University Sport and Adelaide University Union offer in relation to clubs and activities, e.g. yoga, and dancing, is offered by both. E-sport is another area of contention.

**TAG** The current situation is helping define the value that our members add to the campus experience. Many members are reporting vastly improved relationships and collaboration with their universities.

Will there be an initial resistance to gathering in crowded places?

### **JobKeeper and Staff**

**TW** All pool, gym and court staff stood down in March, but JobKeeper eligibility has meant that they can now called back to work, in a phased approach: managers, then other permanent staff, then casuals as required.

**PC** As sports casual staff are generally transitional, none qualify for JobKeeper and all have been stood down.

**CR** Staff have been stood down, but JobKeeper eligibility has meant that they can now being called back to work.

**TL** University has not announced a decision of SSAF, so the Association. has not yet been able to apply for JobKeeper. Like other members, many casual staff have worked less than 12 months so would be ineligible regardless.

Permanent staff have had a couple of weeks off, and all have now returned on reduced hours (80%). If the situation doesn't change soon. This is likely to be reduced again.

**TAG** Staff being paid through JobKeeper are being used to do odd-jobs and projects but at some point, those projects and odd-jobs are surely going to dry up before September, when JobKeeper ends.

### **Online Engagement**

**PC** Nil delivery of physical activity on campus, but some fitness sessions are being offered online.

**TW** As one the dominant gyms in Wollongong, it was important to taking fitness online as quickly as possible to service their 3,000 active gym members.

Using free 60-day trials of programs such as Les Mills on Demand, Zoom classes, and daily workouts with instructional videos to attract users.

Local gym/fitness market in the Illawarra is competitive, so engagement is critical to ensure that their regular customers don't drift to competitors.

**CR** Taking fitness online as quickly as possible, well-received.

- AM** Live Instagrams of yoga and fitness sessions.
- HR** Taking their fun run online, with participants submitting their times, and “medals” being sent out
- Two fitness sessions per day on Zoom. (Pilates, Stretch, Workouts, and Pilates.)
- Cardio Tennis workout videos, and challenges.
- Active Kids at Home videos, with ideas on how to engage kids at home from school.
- Social media ambassadors that are partnered with Facilities Dept, to create authentic and engaging content.
- Investigating online one-on-one personal training.
- Looking to roll out health and nutrition information, culminating in an online Wellness Fair.
- CT** FIFA 20 eSport comp held two nights/week, on both X Box and PS. Introducing League of Legends.
- Using the UniMoves pilot app.
- Participating in National Push-up Challenge in May, to raise awareness of mental Health.
- Looking to migrate their 10km run event online, with running comps as a lead in, to get students up and active again.

## **Operational**

- TW** Lots of operational maintenance can be done, and the downtime is an opportunity to undertake lots of planning such as a remodeling of their swim school.
- TL** The Association only took over the gym immediately prior to the shutdown, so this provides the opportunity to review practices and layout.
- HR** All operations have been shut down, but there is still work to be done as they implement new operating system off-line.
- CT** All physical campus events and activities have been cancelled.
- Gyms are refurbishing during the downtime.
- TAG** There is a lot of conjecture that as we come out of lockdown, that gyms and fitness centres will be some of the last to open.
- CR** Feels that reopening will first occur with distancing restrictions being applied, as they were leading into the shutdown.
- There will be a requirement for a deep clean before reopening, with continuing intensive cleaning going forward.

- TW** Expects outdoor activities to commence first, which will require a review of equipment requirements, and sanitation controls.
- Monetisation of initiatives is secondary to member/student engagement and support in the first instance.
- TAG** TAG is partnering with Australian Institute of Personal Trainers to facilitate placement of their students for their prac hours in member fitness centres and gyms. Currently parked for the duration of the shutdown, but details will be released as we have some idea of when restrictions will be eased.

## **Clubs**

- AM** Encouraging engagement of their clubs through online inter-club challenges such as pass-the-ball.
- Using the time to help clubs catch-up on governance, policy, and compliance.
- TL** Has a traditionally strong clubs focus, but less than 5% of the student population participate in their 36 clubs. This detracts from their SSAF funding argument, resulting in a strategy of more social clubs focus and on-campus activities.
- Have created a “home” program for clubs, who receive regular communications.
- Looking to doing some training with Sport SA, child safe environment training, and providing governance training for the downtime.
- PC** QUT Sport has been trying to take control of clubs on campus, which have historically fallen under the Guild.
- HR** eSport club competing in inter-varsity events.
- Sport-specific workouts are being created by clubs, e.g. badminton.
- TAG** TAG has launched the Clubs Resources Toolkit to provide governance support for members to share with clubs. <https://www.tertiaryaccessgroup.com.au/student-outcomes/clubs-societies-governance-toolkit/>
- TAG is partnering with Dell/Alienware to support and grow eSport on campuses.

## **TAG Mentor Program:**

Want to share your expertise to assist your colleagues and strengthen the sector, or want to benefit from the experience of colleagues who have been in the sector for many years?

<https://www.tertiaryaccessgroup.com.au/for-members/tag-mentor-program/>

Don't forget that there are GST exemptions for registered charities.

<https://www.facebook.com/groups/TAGcommercial>

**Stay Connected:**

Join the TAG Sport & Fitness Facebook Group to keep up to date and in touch:

<https://www.facebook.com/groups/TAGsportfitness>