

Dear ISA President, ISA Board, and Members,

Apologies for my absence at the AGM.

Thank you for the opportunity to explore Business Development opportunities this past year. I am pleased to submit this summary of 2017/18 season activities.

HIGHLIGHTS

- Sourced \$4000 funding and additional \$450 for skater's "goodie bag items" for ISU JGP Brisbane.
- Wrote proposal for Athlete Development Committee and achieved funding of \$65,275 (CHF 47,945) from ISU Development Program.
- Worked in conjunction with ISQ to trial partnership with Bloomex at AFSC and provided podium holders with teddy bears and flowers.
- Worked with some wonderful volunteers, skaters, and others along the way who have generously donated their time and support to try to get some commercial sponsorship happening.

LOWLIGHTS

- In an effort to gain an understanding of the Skater's Life Cycle and get some hard data, sent out an online survey to all Clubs via State Associations, but only received one response (Thank you, Boondall).
- Commercial sponsorship success greatly hindered by our inability to provide sponsors access to *all* of our top skaters, since many are contractually bound to the OWIA.
- Approached Qantas, Virgin Australia, Audi, BMW, Maserati/Ferrari, Mercedes Benz, Officeworks, Telstra, Vodafone, Woolworths, IGA, Coles, Campbells/Arnotts, Priceline, Mecca Cosmetics, Sephora, Aesop, ANZ, Commonwealth Bank/Colonial First, NAB, David Jones, Myers, Lend Lease, PTPFit, The Upside, Dimeo Cleaning, and Hermes Capital Finance; however, without access to *all* of our top skaters, success was limited.

OUTLOOK

Unfortunately, I believe the feasibility for a successful national commercial sponsorship program is low at this time due to current key skater's contractual commitments to OWI, and the lack of national commercial benefit available to offer major sponsors at this point. For now, I think the best way forward is to allow a rink by rink, or club by club approach that would engage the local skating community and business owners.

Thank you again for the support and opportunity to explore business development opportunities this season and I look forward to supporting ISA in future endeavours.

Kind Regards,

Leah Bates

NSW