

11TH MARCH, 2014



## IMPORTANT SPASA JOINT ANNOUNCEMENT



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### SPASA STATE BODIES RECOMMEND FORMATION OF AN ALL INCLUSIVE SINGLE ENTITY NATIONAL ASSOCIATION

On February 10<sup>th</sup> & 11<sup>th</sup> SPASA Australia's Board Members met for a Strategic Development Workshop to determine the best association structure for the industry representative bodies. The outcome of the meeting was a set of unanimous motions that satisfied each states requirements to transition into an all-inclusive single entity national association. These motions have been adopted by the Boards of SPASA South Australia, SPASA Western Australia, SPASA Queensland and SPASA Victoria.

#### BACKGROUND

The discussion started some six months earlier on how to better deliver benefits to the members. A review of current services performed was conducted and it was recognised that there was duplication with service delivery and potential economies of scale opportunities.

It is important to note that over the last twelve months, the SPASA Australia Board has operated harmoniously and is focused on the increased sharing of information between the states, and a centralisation of services.

Over the coming weeks, information will be disseminated in relation to what exactly a single entity will look like. SPASA South Australia, SPASA Queensland, SPASA Victoria and SPASA Western Australia will be communicating to their members and seeking support for the transition into a single entity national association.

#### INDUSTRY ENGAGEMENT

For too long this industry has been fragmented, whether that is by state/geographical boundaries or by sector boundaries. You will receive an invitation to participate in a National Sector Group, and the three initial sectors have been identified as:

1. After Market/Retail
2. Pool/Spa Builders
3. Manufacturer/Supplier

Each of these sectors will meet to identify the key areas of concern and establish a set of objectives and key deliverables to recommend to SPASA Australia. These recommendations will form the framework for the strategic direction over the next 12 months. It is proposed that an initial member meeting will take place at SPLASH! 2014 in the Gold Coast in July. Each sector will meet thereafter via teleconference to progress sector needs. This is a 'grass roots' approach to keep the focus on sectors rather than states.

The Swimming Pool & Spa Association of NSW Ltd has been invited to participate in this process.

**A significant milestone in our industry was achieved when all four state Boards aligned and agreed on the set of motions following. We look forward to your support in being able to establish a truly unified all inclusive single entity national association.**

#### For Further Information:

Lynley Papineau, President M:0412 987 567 or Brendan Watkins, CEO P: 03 9501 2040

SPASA Australia Ltd

# SPASA Australia Background

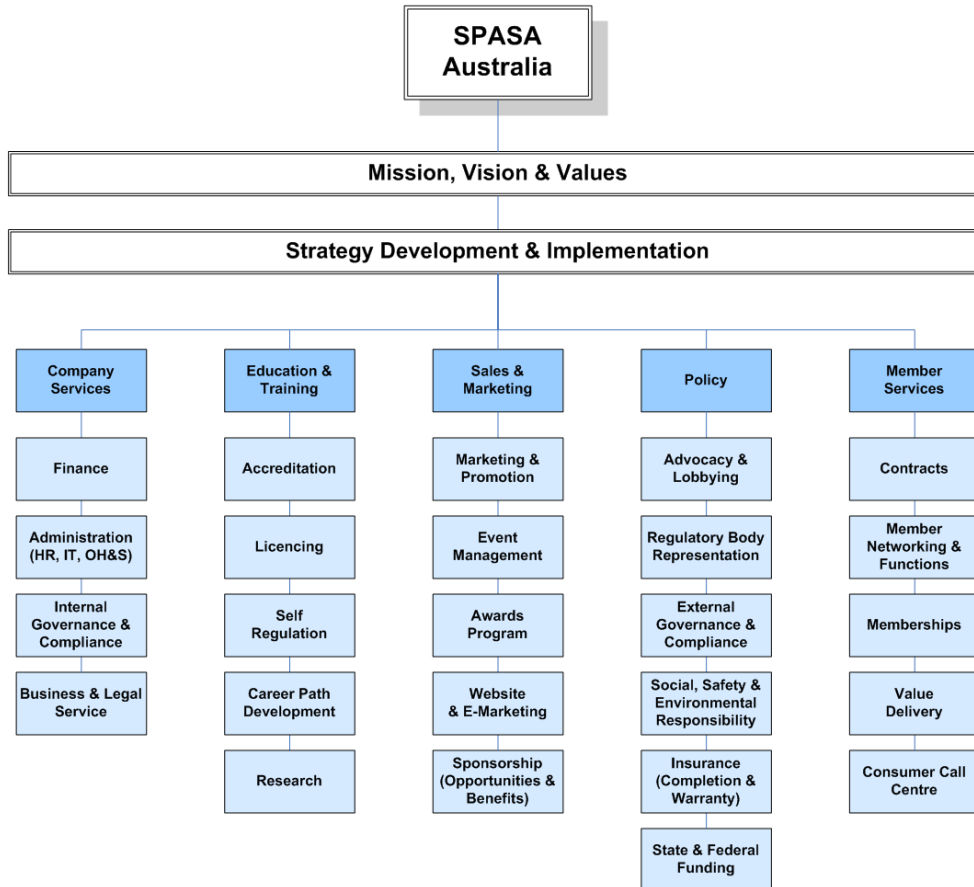
- The following pages provide an overview of the work being carried out by SPASA Australia and the state members.
- The Motions have been adopted by the boards of SPASA Australia, SPASA South Australia, SPASA Queensland, SPASA Western Australia and SPASA Victoria.
- The members of SPASA South Australia, SPASA Queensland, SPASA Western Australia and SPASA Victoria will be provided with a set of motions to consider outlining an ‘in principle’ agreement to support the formation of a single entity national association.

# Current Industry Bodies



# What does the ideal association look like?

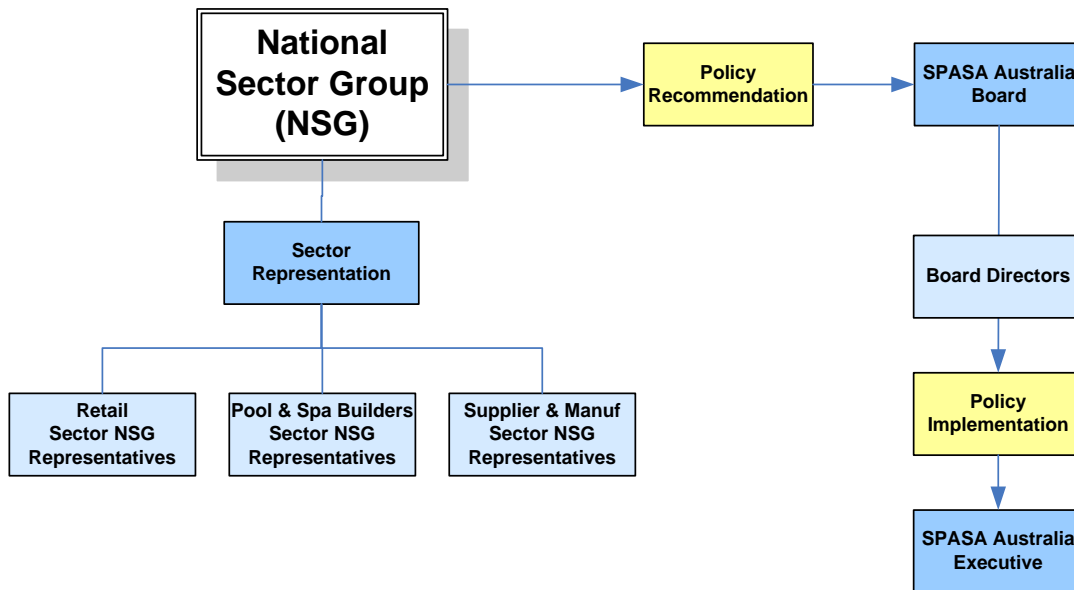
## Swimming Pool & Spa Industry National Association Pillars



This is the wish list.  
An all encompassing  
association driven by  
strategic goals and  
objectives.

# National Sector Group (Engaging the Industry)

## Policy & Strategic Development for Sectors



Define the Objectives and Core Issues for each sector on an annual basis. SPASA A Board Agenda to include review of sector objectives.

This model will have more time and focus on the Sectors than Board structure. Sector Representatives invited to attend SPASA A Board Meetings.

# Adopted Motions

SPASA Australia Board recommends:

- the members agree to transition their operations into SPASA Australia from the 1st July, 2014.
- that SPASA WA, SPASA VIC, SPASA QLD, SPASA SA de-incorporate and finalise the transition by the 1<sup>st</sup> of January 2017, or earlier.
- that each member contributes \$10,000 by 28<sup>th</sup> February, 2014 to enable the appointment of a specialist Consultant by SPASA Australia to provide a Business Case inclusive of legal, financial and operational requirements for the achievement of the single entity model.
- the Consultant is to determine the required financial contribution from each member during the transitional phase.
- the SPASA Australia Constitution be amended to allow for direct membership, if there is no current state association member, and reflect the changes outlined above.
- Board Composition to be state based with provision for review during the transition phase.
- A local presence to remain in each State to ensure no diminishing of member services and benefits.

Moved: Andrew Jakovac

Seconded: Trent Moran

Carried: Unanimous

# Adopted Motions

## SPASA Australia Board:

- supports the establishment of a National Sector Group to represent the following categories – After Market, Pool/Spa Builder & Supplier/Manufacturer.
- supports all current industry associations that are not members of SPASA Australia participate in this transitional arrangement.

Moved: Rob Kruber

Seconded: Lynley Papineau

Carried: Unanimous