

## **Merger of GCSAQ & STAQ proposal**

**On behalf of the 2022/23 GCSAQ committee**

For some time, there has been talk of merging various turf industry associations. The two largest associations, GCSAQ and STAQ, have a lot in common. In some cases, practicing turf managers are a member of both associations, trade members are generally a member of both, and everyone has a common interest in learning more about turf industry practices from within their own sector and outside of that.

At the moment, there are several turf associations representing different sectors of the industry:

GCSAQ – representing golf course management

STAQ – representing mainly sports, schools, parks and facilities management

Queensland Turf Producers Association – representing turf growers.

Racecourse managers – representing horse racing and training on turf surfaces.

Qld Bowling Greenkeepers Association, Qld Turf Technicians Association and others – smaller, less formal associations, whose members may benefit from being a part of a larger turf management association group in Qld.

Queensland Turf Producers Association is affiliated with Turf Australia, made up of members who are mostly turf producers, and as such, pay a constitutional levy. It is unlikely QTPA could or would merge with a turf management association. They have not been included in this proposal, but will continue to be a valued partner. It is worth noting some turf producers are members of both GCSAQ and STAQ.

With regards to Qld racecourse managers, there is not a state association, but the ARMA national association board has members representing each state. As such, it is unlikely Qld racecourse managers would want to move away from ARMA, but individuals may benefit from being a part of a larger turf management association group in Qld as well as ARMA.

***It is proposed that GCSAQ and STAQ merge to become Queensland Sports Turf Managers Association, and to keep the other association bodies updated on progress and aware of future opportunity to merge further.***

### **What are the benefits to our members & state of merging GCSAQ and STAQ?**

- Opportunities to improve efficiency for state associations and to deliver more benefits to members and Trade Sponsors
- Significant cost savings for State Associations that eliminate duplication
- Ability to invest in greater administration support further reducing workload for Committee members
- Eliminate similar education events being held on same or concurrent days

- A single calendar of events that removes duplication and creates efficiencies and improves information sharing
- Significant increase in Trade Partner support, opportunities and funding
- Ability to increase volume and frequency of education days and events –to a larger audience
- Ability to host both industry-wide and specialised education days
- Single body representing the entire industry in the State, with support and backing from a National Association
- A stronger Association delivering a united approach to administration, memberships, communication, reducing administration requirements from Committee members, website and social media management, event management planning and delivery
- Improved recognition of the sports turf management profession within the state, and enhanced government/industry relationships

### **What are the benefits to our Trade Partners & Sponsors?**

- Developing an Association to attain industry mass (membership numbers, communication, volume, attendance, reach) within each State
- Improving the ability to deliver value to State events, communications and sponsorships
- Increasing the value delivered to localised sponsorships and Trade Partners
- Increase the ability to attract higher volume of sponsorships
- Ensuring consistent brand promotion and marketing efforts are delivering a greater impact for sponsors

### **What happens if we do not merge?**

Nothing – GCSAQ (and STAQ) will continue as before, however, present challenges will also continue, such as:

- Ongoing confusion for trade partners and members, including event attendance, high volume and cost of multiple memberships (to all associations)
- Duplication of effort for events, training, information and support opportunities
- Multiple events within States repeating education content and placing increased demands on Trade Partners for support funding and attendance
- A significant time requirement for Committee members to invest in administration, communication, sponsorship co-ordination and event planning
- Continued challenges for associations to attract volunteer Committee members (both practicing turf managers and trade or education), due to time and input requirements

### **How would the management of a merged Association run?**

- The merged association will be an Incorporated Association, looking after their members and sponsors, events and activities for Qld.
- All activities, events, finances, operations and committee activities will be managed and looked after by the new Committee of the merged Associations.
- Associations combine assets, financials, membership, trade partnerships – to create a larger, stronger and more efficient Association representing Turf Management across Qld

- Committee of the merged association (in at the least year 1 of operation), would be made up of 50% GCSAQ committee members and 50% STAQ committee members, with the president being the current president of either GCSAQ or STAQ and the Vice-President being the current president of the other association
- Ongoing committee membership will be by regular nomination and voting practices, as dictated by the merged association constitution

### **What is the process for a merger?**

- GCSAQ and STAQ committees put to their members a proposal to merge
- GCSAQ and STAQ committees elect a working group to develop the new Constitution of the new merged Association to include:
  - Association name
  - Association objectives
  - Association's financial year
  - Membership Classes
  - Make up of the Association Committee
- Finalise the new Constitution covering all of the above, and gain agreement from Committees of both Associations to present to Members
- Arrange a General Meeting and notify members of Resolutions to be voted on
- Hold Meeting and pass Resolutions
- Notify Fair Trading Qld - fill out applicable forms, pay relevant fees