

To: The Victorian Calisthenics Community
From: Matthew Brown
Date: Friday, 15 December 2017
Subject: A message from the CEO

Dear Victoria,

I hope this email finds you well and enjoying the lead up to the Christmas and the New Year.

In my report in the December edition of Clublink I talked of this time of year providing a great opportunity to reflect, relax and rejuvenate. I would like to take a moment now to reflect on the past almost 4 and half years that I have been Chief Executive Officer of Calisthenics Victoria.

In this time, and together with the Board, committees, volunteers and staff of Calisthenics Victoria we have achieved a great deal in growing, developing and improving the sport. Together, we have:

- Developed a comprehensive Strategic Plan to guide the activities of the organisation
- Improved the governance structures of the sport through the Good Governance Review
- Formalised effective budget management through finance reform
- Managed a merge with the VCCA to bring the entire organisation together
- Identified who we are, what we stand for and how we share our story through a complete organisational rebrand
- Reviewed and rebuilt the State Team program to ensure we deliver a professional experience for all participants and their families
- Established a number of programs including State Champs in Bendigo, Ambassador Program, Emerging Leaders, Divisional Coaching Groups, redevelopment of Star Club and Cali-Fit
- Created and maintained strong financial partnerships with many organisations including Sport & Recreation Victoria, VicHealth, VicSport, City of Bendigo, La Porchetta, Nova Caravans, Fly-High Sports, WinkiPop Media, Trybooking, Garrleigh Trophies, Alphington Sports and Medicine and many others
- Conducted a strategic review of competitions to lay the foundations and map a more satisfying competition experience for all
- Harnessed the use of technology to better deliver many aspects of the sport, improving user experience and efficiencies
- Delivered an International program, providing an alternative opportunity for performers
- Worked towards a more transparent and beneficial use of membership investment in the National body

Other activities also include improvements around member insurance, grading processes, age groups and much more. There really is a great deal to be proud of.

I believe that together, we have laid a strong foundation for calisthenics to power forward and achieve more broad recognition, and I sincerely want to see the changes we have affected continue

to be supported to ensure a healthy, successful sport that more and more people want to get involved with in the years to come.

The future of calisthenics is an exciting one, and whilst I have enjoyed my time with Calisthenics Victoria immensely, it is now time for someone else to lead the sport into the next phase of growth and development.

I recently tendered my resignation to the Calisthenics Victoria Board and will be finishing up at CV in early January, in preparation for my move onto the next adventure in my life. In the interim, and to ensure a smooth transition and the continuity of Calisthenics Victoria's operations, Lisa Glassborow has been appointed as acting CEO. Lisa has a background in both the corporate and not-for-profit sectors across a variety of industries including clothing and footwear manufacturing, children's toys, disability and indigenous health and has run her own business for the past six years. Lisa also has a background in calisthenics having been a performer for 20+ years, a coach, assistant principal of Yarra Valley Calisthenics College, Victorian State Team Coach and NT Development Officer for the past 10 years. Lisa has worked with Calisthenics Victoria for the past five years as communications consultant and am sure will be a terrific caretaker for the organisation.

In closing and on reflection, whilst the above list of our achievements over the time is an impressive one, I think that the greatest change I would like to think my time at Calisthenics Victoria has impacted, would be that more voices are heard and are part of the conversation across the sport. From country clubs, to all clubs throughout metro Melbourne, and from members and coaches to club administrators and volunteers, we have ensured an equal platform for consultation, collaboration, and contribution. I think this is the most powerful tool that Calisthenics Victoria has to continue the momentum of delivering a great sport.

I wish you and your families a safe and Merry Christmas and a fantastic 2018.

Kind Regards



Matthew Brown