

Sport and Recreation Conference
plan, prepare, perform



Is Your Club Games Ready?

Presented by Leisa Donlan

Getting Games Ready

- Marketing Your Club
 - Before, during & after the games
- Legacy
 - Events, fun & information to retain members
- Governing
 - Being the best you can be before they arrive
- Planning
 - Volunteers, succession & capacity

Building Active Communities Workshop Program

WELCOME

- This Industry service is proudly funded and supported by the Queensland Government's Sport and Recreation Services.

GAMES READY MARKETING

- Good material to help participants find you
- Media ready club
- Strong relationships with sponsors
- Understanding of your club's real capacity

Marketing Your Club

- Marketing should change depending on which group you approach.
- Remember your club's reputation is going to affect marketing success ... get it right!
- Include [demographic](#) information about and for your members!

Good Marketing Material



Tennis Team Parent Handbook

The GSSC Tennis team offers a great youth experience. If you and your family are able to help support our efforts to give our children what we hope is "the best" tennis education, we encourage you to help us in any way you can. We are grateful for your support and we are sure your child will be a great tennis player.

Why should my children be in tennis team?

The GSSC Tennis team is a fun and competitive summer program in association with the Gympie State Soccer Club. The program offers a chance for your child to learn the game of tennis, to play with other children of a similar age, to learn the rules of the game, to learn the proper technique for hitting the ball, and to learn the proper etiquette of the game.

What makes GSSC Tennis team so special?

Our tennis program is a fun and competitive summer program in association with the Gympie State Soccer Club. The program offers a chance for your child to learn the game of tennis, to play with other children of a similar age, to learn the rules of the game, to learn the proper technique for hitting the ball, and to learn the proper etiquette of the game.

Our Philosophy:

• GSSC Tennis is based on the belief that our program provides a fun and competitive summer program in association with the Gympie State Soccer Club. The program offers a chance for your child to learn the game of tennis, to play with other children of a similar age, to learn the rules of the game, to learn the proper technique for hitting the ball, and to learn the proper etiquette of the game.

• It is a team effort that we are all proud to be a part of. We are grateful for your support and we are sure your child will be a great tennis player.

• GSSC Tennis is a fun and competitive summer program in association with the Gympie State Soccer Club. The program offers a chance for your child to learn the game of tennis, to play with other children of a similar age, to learn the rules of the game, to learn the proper technique for hitting the ball, and to learn the proper etiquette of the game.

Marketing Tools

- Internal
 - Newsletter
 - Buildings / Fields
 - Website
 - Members
- External
 - Newspapers, radio & television
 - Other Venues
 - Linked Sites

Websites are still important – not everyone is on social media





Social media rules change constantly .. Find someone who is up to date!

Use Media Services (google “get my press release out”)

Media Contacts

- Keep a list of sport related journalists in your local, state and national media including their phone & email addresses (these can change often).
 - Radio
 - Newspaper
 - Television
 - Magazines

The Press Release

FOR IMMEDIATE RELEASE:

CONTACT:
Contact Person / Club Name / Voice Phone Number / Email Address & Website or Social Media URL

<HEADLINE> MAKE SURE YOU INCLUDE A SNAPPY OR TOPICAL HEADLINE TO KEEP THE READER'S INTEREST. IF THEY DON'T LIKE THIS FIRST CONTACT, THEY WON'T READ ANY OF IT.

<City>, <State>, <Date> - The first paragraph. Begin your press release with a two-sentence paragraph that provides a quick overview of the news why it is important. It should read easily and make your news sound exciting to a general audience.

Next, provide some background information on the product or service. Make sure to write your release in terms that readers consumers, your target audience, and the public will understand. Do not use industry terminology, and provide definitions that readers might not know about or understand.

Your text should explain the purpose, target market, and benefits of your product or service, and intrigue the reader to find out more, visit your website, contact you for more information, recommend your product to a friend, or sell your product to management.

ABOUT <COMPANY>
The final paragraph should be a brief description of your club and the products and services it provides. Include a summary of the club's history and interesting background information. Any photos should be high quality print versions and you should own the copyright!

Also
include "For more information, contact: " as the last sentence. Make sure that person will be available for comment.

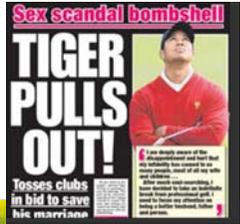
- END -

Who Is Your Club's Public Face?

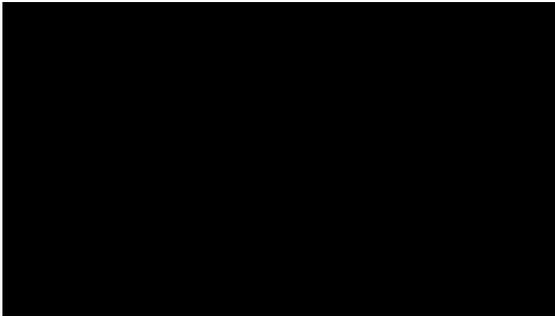
- Decide at the beginning of your term, who will be the club's representative.
- Consider both positive & negative media responses
 - Positive (we won the final)
 - Negative (someone was attached at our club)
- Make sure that person has some media training (even if it's only Youtube)
- Be clear about who can say what in response to any situation
- If ever in doubt, decline to comment
- Ensure social media stays under control in all situations

On the average, five times as many people read the headlines as read the body copy.

- Your headline should be unique.
- Your headline should be ultra-specific.
- Your headline should convey a sense of urgency.
- Your headline should be useful.



Cracking Viral Marketing – Getting Harder!



Games Ready & Sponsor Ready?

- Marketing : Building a public image for your club, it's culture & it's members.
- Sponsorship: Using your marketing to build financial support relationships with business.

Remember Your Image

- Everything in the pitch tells a sponsor about you!
 - Check spelling & grammar
 - Highlight the key people within the club
 - Include contact details for them to ask more questions
 - Add photos of members enjoying participating in your club
 - Don't be afraid to be yourself!

Develop Your Club Marketing

- **How highly regarded your organisation is:** You need to sell your image, so the business knows they will be connected with a group that's held in high regard. Include some corroboration of your public profile - news stories, awards, testimonials, etc.
- **How well your image fits their image:** Find out where your interests and images intersect and make the connection well-known.
- **How reliable you are:** These days it's almost as important to prove that your organisation is efficient as it is to prove that your cause is worthy and your work is good. Many organisations are good, but few are professional.

Sponsorship Development

- **Be Flexible and Receptive**
 - Listen to potential sponsors suggestions for your club.
- **Think outside the square**
 - Offer sponsor a stand at an event
 - Distribute sponsors promotional material during games
 - Options for sponsor to give in-kind
 - In-kind sponsorship is payment made in the form of goods and services not cash.
- **Any sponsorship over \$500 should have a signed agreement.**

Using Specialist Sports Agents

- Consultants will usually take a substantial proportion of the money (Eg 20-30%)
- For that, they should prepare the submission & make the meetings
- Will usually only want to pursue \$100,000 plus packages
- Sometimes great for naming rights agreements for long term

Your Proposal

- Proposal must show value for money.
- Proposal must give consideration to the target company's [philosophies](#) and objectives.
- Proposal must be detailed, accurate and comprehensive.
- [Proposal](#) should look as good as possible without going overboard.
- Amount of money required must be within realistic guidelines.

Do Your Homework

- 320,000 adults play outdoor football each year
- 265,000 boys under 10 play soccer each week in Australia (almost twice the amount of swimmers or any other code of football)
- **Find the key contact within the sponsor's business**
- Work out many play for your club?
- How does that equate to families, friends etc?
- What is the average amount of money those people may spend with the sponsor?
- What can you say about the non-financial benefits (happier staff, a better standing in the community, greater community links, etc.) that will eventually translate into more earnings?

YES! We Have A New Sponsor

- Sponsorship [Agreement](#)
 - Must be in writing & include:
 - Sponsorship dates
 - What the sponsor will do (Eg amount)
 - What the club will do (Eg Offer)
 - Force Majeur (Disaster Clause)
 - Details of renewal or renegotiation
 - Conditions for termination
 - Indemnification for both parties

Maintaining Contact Is Vital

- Easier to upgrade an existing sponsor than find a new one.
- Easier to keep a good sponsor than find a new one.
- Send regular updates to sponsor during season.
- Don't forget them in the off season!
- Make sure you achieve more than what you have promised.
- Add something new every year.

GAMES READY LEGACY

- Reaching prospective new members
- Planning to handle an influx
- Understanding how to retain participants
- Reconsider your club's offering for modern trends

Appreciation & Follow Up

- Send emails and include sponsors activities & logos on website.
- Take lots of photos of sponsored activities and send them on to sponsor.
- Consider putting together a book of photos and comments from members about sponsorship activity.
- Send cards & letters of thanks.
- Invite the sponsors to attend any activity you are planning, even if they don't come, they will appreciate the invitation.

Increasing Participation Off The Games

- Media around sports is a great chance to increase your club membership
- Plan for new members early
 - Remember you will need volunteers to run more teams or comps ... can you access them & train them in time?
 - Think about legacy .. Eg juniors need development to stay involved.
 - Consider being flexible .. Not everyone wants competition
- Calendar activities well ahead and get marketing out in the community ... it's going to be a busy year
 - Check out major activities and avoid busy times for Come & Try days
 - Plan your funding applications now for activities around the games.

ASC Megatrends Give You Answers

Membership stagnating

More choices & demands on time

Individual participation increase / team sports decreasing

- Competition / Social
 - Give options for both
- Participants moving from sport to sport
 - Plan for short term involvement at higher cost?
- Inflexible schedules
 - Does everyone need to attend training to play?
- Clicky clubs
 - Watch the politics!
- Cost
 - Access funding to assist, provide equipment for newbies
- Limited opportunities for beginners
 - Provide fun entry programs

Club Governance & Goals

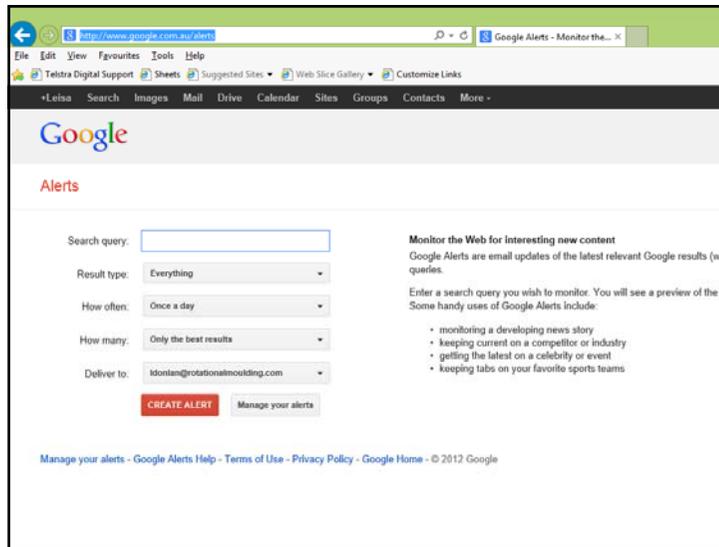
- Set up the club for the position not the person (not based on good or bad volunteers)
 - Rules shouldn't change because people change
 - Position descriptions are vital for all volunteers
 - Manage by policy NOT by Ad Hoc decisions
- Establish clear & common goals for everyone
 - Agree on your "church"

GAMES READY GOVERNING

- Committed group of volunteers with a good understanding of what they are supposed to be doing
- An acknowledgement that laws exist that the club has to follow
- Culture of working together and supporting each other
- Recognition any club is a business and you need good business skills to survive
- Focus on risk & behaviour management

Develop An Inclusive Culture

- Consider how your club speaks to:
 - Sexes (Eg. Attracting women & girls)
 - Cultures (Eg African or ME immigrants)
 - Socio Economics (Eg Affordability)
- Be open about how your club is perceived in the community .. It may not align with your own beliefs!



Which Laws Apply To Your Club?

- Corporations Law
- Associations Incorporations Act
- Trade Practices Act
- Civil Liability Act
 - Liquor & Alcohol Service
 - Food Service
 - Australian Consumer Law
 - Gambling or Gaming
 - Employees / Volunteers (PAYE, Superannuation, Discrimination, WH&S)
 - Taxation
 - Children
 - Products & Imports
 - May be others depending on services offered

METHODS OF INCORPORATION

- Incorporated Association
- Unincorporated Association**
- Company Limited by Guarantee or With Shares (ASIC)
- Charitable Trust***
- Others

Queensland Government
Department of National Parks, Sport and Racing

Home Topics Fees and services About us Right to Information

Better business practices

- Checklist for clubs
- Business planning
- Fundraising
- GST
- Marketing
- Risk management

Home > Topics > Sport Industry information > Clubs > Better business practices

Club Health Check

How healthy is your club?

The difference between a good club and a great club may be in the organisation's management, capacity, and governance processes.

If this is on your agenda and you would like a simple way to evaluate these aspects then Check can be completed online at no cost to your organisation.

- [Club Health Check](#)

Clubs of all sizes from a small group of parents to a large organisation dealing with multi activities are catered for in the evaluation with resources designed for your clubs outcome.

The tool helps to identify areas of club administration where it is performing well and why that can be improved to increase your capacity.

The Club Health Check provides a quick diagnosis for clubs with a series of questions the areas and access to relevant resources.

Involving some or all of your board or management committee it takes around 30 minutes provides you with:

Queensland Government For Queenslanders Business and Industry Contact us Search website

Queensland Government home > For Queenslanders > Recreation, sport and arts > Sport > Support and development for clubs

> Rules, regulations and rights

Support and development for clubs

- > Rules, regulations and rights
- > Running and promoting a club
- > Funding and grants

Rules, regulations and rights

Sport rules and regulations

To find out what rules and regulations govern your sport:

- contact the [state sport organisation](#) for your sport
- read about the [international and national rules](#) of specific sports on the Australian Sports Commission's website.

Behaviour in sport

- [Play by the rules](#) helps sport clubs, players and parents deal with unlawful or inappropriate behaviour like abuse, harassment, unfair treatment, child protection issues, inappropriate touching of athletes and discrimination.
 - [Got an issue?](#) Find out how to get help.
 - If you run a club, a [club toolkit](#) can help you put basic policies and guidelines in place such as a Member Protection Policy for your members.
- The [Ausli sport codes of behaviour](#) helps those involved in junior sport understand fair play and appropriate behaviour.

Are you a victim of abuse or bullying?

- Read information about [abuse and bullying](#) for players, coaches, parents and administrators.

Sport statistics

View [statistics](#) on sport participation and equipment from the Australian Sports Commission.

Australian Government | Australian Charities and Not-for-profits Commission

Home Register my charity Manage my charity Find a charity Publications About ACNC

2014 Annual Information Statement
▶ Due 30 June if you use a calendar year reporting period.

REGISTERED CHARITIES
54375

Find a charity
Find registered location or who

Publications
Factsheets, guides, resources

Submit
Manage details Annual Information Statement

Duties of Responsible Persons

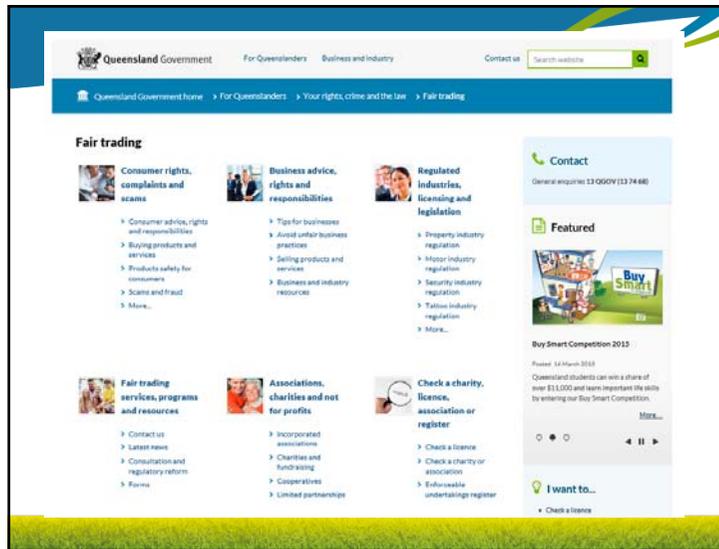
- Act with reasonable care and diligence
- Ensure that financial affairs are managed responsibly
- Act honestly in the best interests of the charity and for its purposes
- Not misuse their position or information
- Disclose any actual or perceived conflict of interest
- Not allow a charity to operate while insolvent

ACNC Governance Standards

- **Standard 1: Purposes and not-for-profit nature**
- **Standard 2: Accountability to members**
- **Standard 3: Compliance with Australian laws**
- **Standard 4: Suitability of responsible persons**
- **Standard 5: Duties of responsible persons**

Sport or Charity?

- Sometimes it's both (charity runs etc)
- Primarily community sport is run like a charity with a focus on low cost
- Contract supposed to include the use of volunteer labour to keep costs low
- Most clubs don't insist on members honouring the contract
 - Find out more this afternoon!



Incorporated Association Levels

<p>Level 1 Turnover or Assets Over \$100,000 per annum</p>	<p>Full Audit To The AIA</p>	<p>Must have public liability insurance Must advertise level of insurance</p>
<p>Level 2 Turnover or Assets Between \$20,000 and \$100,000 per annum</p>	<p>Accountant to confirm accounts (not full audit)</p>	<p>May choose not to have public liability Must advertise level of insurance</p>
<p>Level 3 Turnover or Assets Under \$20,000 per annum</p>	<p>Treasurer's Statement only (check with their organisation first)</p>	<p>May choose not to have public liability Must advertise level of insurance</p>

Office of Fair Trading

- Essentially a document storage facility
- Does not “check” every constitution it receives
- All responsibility within legislation is on the club
- Limited advice but usually from call centre screens (not specialist)
- Won't offer dispute resolution
- Rarely takes action against associations
- Has recently begun winding up clubs behind in their paperwork

AIA1981 – Reporting

- Members can request annual financial statement. (28 Days) \$300 Fine.
- New model rules, update constitutions
- Act takes precedent over their rules.
- Membership list restrictions (no advertising).
- Minutes must be supplied on request (28 Days)
- Registration can be cancelled for failure to lodge annual report.
- Incorporation can be refused.
- English only for names & rules
- Using new technology for meetings.
- Casual vacancies, secretaries status & functions all clarified.
- OFT can request documents – failure to provide \$1,500 penalty.
- Quorum minimum changed.
- Six months to hold AGM after end of financial year.

Committees & The AIAQ

Incorporated Associations Act - Incorporated Association

Committees

Require a minimum of three positions
President cannot be Treasurer

Committee Members Must Be

Members

Living

18 years or older

Reside in Queensland if Secretary *(65kms of border)*

Not be insolvent or a bankrupt

Not be convicted of an indictable offence *(In last ten years)*

6 Vitals of AGM

- Attendance Register
- Reports (May be President, Committee or other)
- Financial Reports or Audit
- Level of Insurance
- Appoint or endorse auditor
- Election

Membership Definition

Member Type	Definition	Vote	Fee
Players	Adult players registered each year to participate in the sport	Yes	\$10.00
Juniors	Players under 18 who are registered each year to participate in the sport	No	\$10.00
Caregivers	Nominated representative of each family who has registered junior players. One only per family.	Yes	\$0.00
Community	Those who are not directly involved in the sport who support the club	Yes	\$0.00
Life	Approved by the members at General Meeting according to Clause 5.3	No	<u>\$0.00</u>

When The "Rules" Aren't Clear

- Not every situation is covered in a constitution
- Some constitutions have been amended through the years and no longer makes sense or contradict themselves
- Poor governance habits may have been used in the club which contravene the rules
- Legislation specifically gives powers to management committee to make a decision when there is doubt

Special General Meetings (The Coup)

- Schisms within the club are very difficult to resolve
- Complaints policies & systems often ignored
- Most conflict around “One” vs “Group” leadership issues
- Increasing need for mediation with clubs but few people working in that area (qualified mediators are expensive)
- No legal aid available for members for civil matters
- Option for members to call a SGM with enough support
- Don't recommend “vote of no confidence” .. Better to move that management committee be instantly dismissed and interim positions be elected
- Still mess to clear up with banking

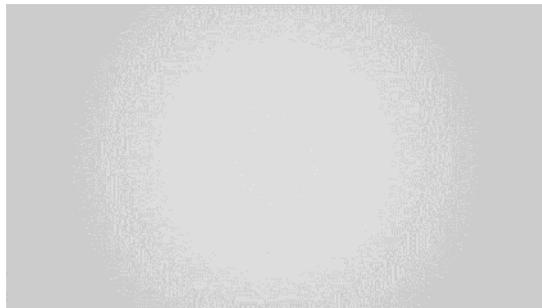


Blatter's Resignation Raises Concerns About Qatar's World Cup Prospects

This week's resignation of FIFA President Sepp Blatter has turned a spotlight on Qatar, which is spending \$200 billion to prepare to host the 2022 World Cup and...

WSJ.COM | BY RORY JONES AND NICOLAS PARASIE

Why Law Is Vital in Sport



Manage Risk of Behaviour



Fair Work Act & Bullying

- Changed last year to include volunteers and non profit organisations
- Volunteer is considered an employee under the Act
- If a volunteer feels they have/are being bullied they can ask for assistance
- Non profit must have appropriate policies & procedures
- If volunteer is found to have case they can receive a judgement in their favour

Member Protection Is Club Protection

- Most clubs have access to protection policies but often don't use or understand them
- Proof of policies are not enough in defence, clubs must prove they are utilised & advertised
- Complaints systems should always be used and reviewed (discrimination, bullying etc)

What Is Bullying

- Behaving aggressively
- Teasing or practical jokes
- Pressure to behave inappropriately
- Exclusion from work related events
- Unreasonable work demands

- Must be a pattern of behaviour

Microsoft Word interface showing a document titled "PPT8 - Communication Technology.docx [Read-Only] [Compatibility Mode]". The document content includes a logo for "Play by the Rules" (featuring a blue sneaker), a placeholder for a club logo, and a title "COMMUNICATION AND USE OF NEW TECHNOLOGY POLICY". The document is divided into sections: "Our Commitment", "What We Will Do", and "SMS and emails".

Our Commitment

Using the internet and electronic communication is essential for communicating with club members. We are committed to communication being appropriate and related to club business.

What We Will Do

When using technology we will ensure that members' privacy is protected, clear boundaries

SMS and emails

- Club committee members, coaches and team managers may use SMS and email to communicate club business and club-sanctioned social events, however:
 - > text communication should be short and about club/team matters
 - > email communication will be used when more information is required

WH&S Definitions

- **Volunteers:** Under WHS law a volunteer is a person who works for an organisation without payment or financial reward (but they may receive out of pocket expenses). The law also recognises volunteers as workers. This means that their organisation must provide the same protections to its volunteers as it does to its paid workers.
- **Workers:** As a worker, a volunteer has duties under the WHS Act (see [Officer Duties](#)). A volunteer may also be an officer of a business or undertaking with due diligence duties under the WHS Act (see [Officer Duties](#)).

The screenshot shows the Safe Work Australia website. At the top, there is a navigation menu with links for Home, About Safe Work Australia, Industry information, Model WHS legislation, Safety in your workplace, and Workers. Below the menu is a banner image of a diverse group of people holding a sign that says "VOLUNTEER RESOURCE KIT". Underneath the banner, there is a breadcrumb trail: "Back to: Safe Work Australia > Model WHS legislation > Volunteers and the new work health and safety laws". The main content area is titled "Volunteers and the new work health and safety laws" and features a large green button labeled "WORK HEALTH AND SAFETY LAWS". To the left of this button is a sidebar menu with the following items: Model WHS legislation, Model Work Health and Safety Act, Model Work Health and Safety Regulations, Model Codes of Practice, and National Compliance and Enforcement Policy. Below the main button, there are two smaller buttons labeled "INFORMATION FOR" with arrows pointing right.

WH&S For Everyone

- Secure the safety of all
- Venue check is vital for every day of participation
- Record keeping is the only way to prove an attempt
- Act contains criminal consequences

Managing Legal Risk

- Risk Management Policies & Procedures
 - Treatments (Eg)
- Insurance
 - Players
 - Volunteers
 - Association
 - Assets
- Technology
 - Cloud services

Participation Insurance

- Many members believe they will receive whatever support / health services they need (most only provide very limited income replacement & no medical)
- Sport doesn't communicate what is covered or encourage private health insurance (major issue for senior players)
- Many have different definitions of volunteers and clubs themselves clear on who is covered

Get On The Cloud!



Keep records on “back end” of site or use group sites for storage www.google.groups.com.au or windows live for free!

Liability Insurance

- Usually included for sport as part of their “affiliation” payment
- Each sport is basically the same, however specific conditions may vary
- Usually covers cost of lawyers to defend and some cover judgement or fines
- Always a relatively high excess (between \$1000 and \$5000)
- Clubs MUST notify insurance company as soon as they become aware of an issue

Blue Cards

- Every committee member must have one
 - [Children & Young People & Child Guardian Act](#)
S109(2) If the person is a corporation, each **executive officer** of the corporation whose principal place of residence is in Australia must have a current positive notice.
Maximum penalty—500 penalty units or 5 years imprisonment.
 - Executive Officer, of a corporation, means any person, by whatever name called and whether or not the person is:
 - A director of the corporation, who is concerned or takes part in
the management of the corporation.



Blue Card Exemptions

- [Other parents are exempt](#)
– (unless they are committee members)
- Volunteers can apply once they start
- [Police & Teachers may not have to have an exemption card now](#)
- Club must have written policy for child protection
– (not just blue cards)
- Penalties are up to \$50,000
- Ensure a committee members is aware of their club's responsibilities & makes sure you meet them
- Get more info on www.ccypcg.qld.gov.au

Queensland Government
Blue Card Services

Home The blue card system Forms Information sheets Validate card Update details online Right to Information Contact Us

Information for...
Paid employees
Volunteers & students
Business operators
Employers, volunteer coordinators & education providers
Foster & kinship carers
Education and care services & similar employment
Child care services & similar employment
Family day care
Parents & communities
Children & young people
Interstate visitors
Risk management
Update contact details

Home > [Volunteers & students](#) > [Do I need a blue card?](#) > Sport and active recreation

Sport and active recreation

Who needs a blue card?

Volunteers and trainee students need a blue card if their work or practical placement in **sport** and **active recreation** includes, or is likely to include, providing services that are directed mainly towards children, or conducting activities that mainly involve children, unless an exemption applies.

Note - Volunteers and trainee students who work with a church, club or association may need a blue card but must apply under the **Churches, clubs and associations involving children** category of regulated employment.

Police officers and registered teachers do not apply for a blue card and should instead apply for an exemption card under this category if they are providing child-related services which are outside of their professional duties. Read more about [applying for an exemption card](#) (PDF, 231KB).

Find out more about the [application process for disability service providers](#) (PDF, 287KB)

If you are a state government employee there are specific application forms which can be obtained from your Department's HR or Screening area.

Examples of people who need a blue card...

- Volunteers conducting sporting or recreational activities for children (outside of a church, club or association setting - see above)
- Entertainers running games and activities with children at birthday parties
- Trainee students doing placements at sporting clinics as part of their studies with an education provider,
- Volunteer photographers taking photographs of children at a sporting event.

Who doesn't need a blue card?

A blue card is not required if the person is a:

- volunteer guest of a school or recognised body and are:
 - observing or supplying information or entertainment to ten or more people, and
 - the activity is for ten days or less on no more than two occasions per year, and
 - the person is unlikely to be alone with a child without another adult present.
- volunteer at a national or state event organised by a school or recognised body:
 - for a sporting, cultural or skill based activity, and
 - the event is attended by more than 100 people, and
 - the work is for ten days or less on no more than ten occasions per year, and

Child & Youth Risk Management Strategy

To comply with the requirements that are set out in the Commission's legislation, a child and youth risk management strategy must include:

- A statement of commitment
- A code of conduct
- Policies for recruiting, selecting, training and managing employees (including volunteers)
- Procedures for handling disclosures and suspicions of harm
- A plan for managing breaches of their child and youth risk management strategy
- Policies and procedures for compliance with Chapter 8 (screening requirements)
- A risk management plan for high risk activities and special events
- Strategies for communication and support

Australian Consumer Law

Avoiding unfair business practices

- covers misleading or deceptive conduct, unconscionable conduct, false or misleading representations and related offences, information standards and country of origin representations.

Consumer guarantees

- covers what consumer guarantees apply to goods and services, who is responsible for these guarantees and when a remedy, such as a refund, repair or replacement, may be available.

Product safety

- covers the new national product safety regime.

Sales practices

- covers unsolicited supplies, unsolicited consumer agreements, pyramid schemes, multiple pricing, lay-by agreements, referral selling and harassment and coercion.

Unfair contract terms

- unfair contract terms provisions of the ACL applied in all jurisdictions.



GAMES READY PLANNING

- Two year terms with experienced committees
- Volunteer management in place and working
- Strategic goals clearly outlined & manageable workload



The Fairies Do It Don't They?

Does It Have A Pulse?

- Most clubs take anyone on the committee who steps forward (by attending the AGM)
- Questionable results
- A pulse shouldn't be our only requirement
- Like it or not ... life changes and some things are getting harder

Successful Succession

- Being open to suggestions for the "c" word
 - Change is a good thing!
- Getting your club ready for new blood by good operations & governance
 - Ask for a commitment to longer terms to be games ready (no big changeovers between now and June 2018)
- Understand who you need and when
 - Look for great skills, not just a pulse
- Make changes to volunteer recruitment
 - Work harder to find help or get other solutions
- Keep volunteers happy and valued
 - Modern volunteers walk away from drama
- Remember it's a cycle you can't stop

Volunteering & Succession

- Remains a "dirty secret" in most clubs
- Has no value in member's minds
- There is little understanding (or marketing) of how fees are split
- Clubs like to focus on genuine 1973 pricing and fear increasing fees
- Usually succession is only thought of at the last moment

Trends In Your Club

Busy lifestyles, changing family structures & changing word patterns affect club	Shorter volunteer commitments, job sharing & flexible hours are more appealing. Set start and end dates.
Sense of community has diminished as has the concept of giving back. People don't volunteer for the sake of volunteering	Find creative ways to recruit volunteers. Promote your club as a fantastic product. Consider rewarding volunteers.
Baby Boomers are approaching retirement and will be looking for ways to put back into the community.	Baby Boomers have great skills to offer as retired professionals. Make volunteer jobs interesting to them and useful to club.
Steady decrease in number of young people volunteering. Don't understand benefits or considered too young to help.	Look at strengths of young people. Identify special positions. Promote benefits of participation on their resumes.

Strategic Planning

1. Decide On Your Club's Vision
2. Make Some Assumptions About The Future
3. Assess The Issues (External & Internal)
Economy, Statistics & Demographics, Culture, Technology, Environment
4. Set Goals & Give People Responsibility!
5. Implementation
6. Review

Questions



Integrate The Plan!

- Don't put the plan in a drawer
- Add key goals to your normal meeting agenda
- Set actions for each goal each month
- Try to focus on a maximum of five goals at a time (one or two are better)
- Don't think it's not working if you are running late

THANK YOU FOR ATTENDING

Building Active Communities
Workshop Program

This Industry service is proudly funded and supported by the Queensland Government's Sport and Recreation Services.