

Club Development Northern NSW 2023



Contents

- What is Club Development & How it relates to your club
- What is Clarity of Roles (Barriers to Clarity)
- Volunteer Coordinator Role
- Volunteer Recruitment
- Development Resources
- Club Development Grant



Professional Background

- Over 10 years of work in a State Sporting Organisation and Project Delivery
 - Club Development
 - Participation, Education and Growth

Volunteering Background

- Over 8 years supporting Community Sport competitions
 - Operational
 - Board Member
 - On-Ground role

Community Sport Background

- Experience as a participant for over a decade
- Experience as an accredited representative coach for over 5 years

What is Club Development?



- Working across off-field club streams such as:
 - GOVERNANCE
 - CLUB CULTURE
 - SUCCESSION PLANNING
 - INVESTMENT & FACILITIES
 - EDUCATION
 - VOLUNTEER RETENTION & RECRUITMENT

In other words

Improving Clubs through
targeted and focused
support

Fit for your Club



On the Field



- Pathways
- Performance
- Umpiring
- Coaching
- Competitions
- Policies

- Governance
- Succession
- Volunteering
- Business & Strategic Planning
- Positions and Structures



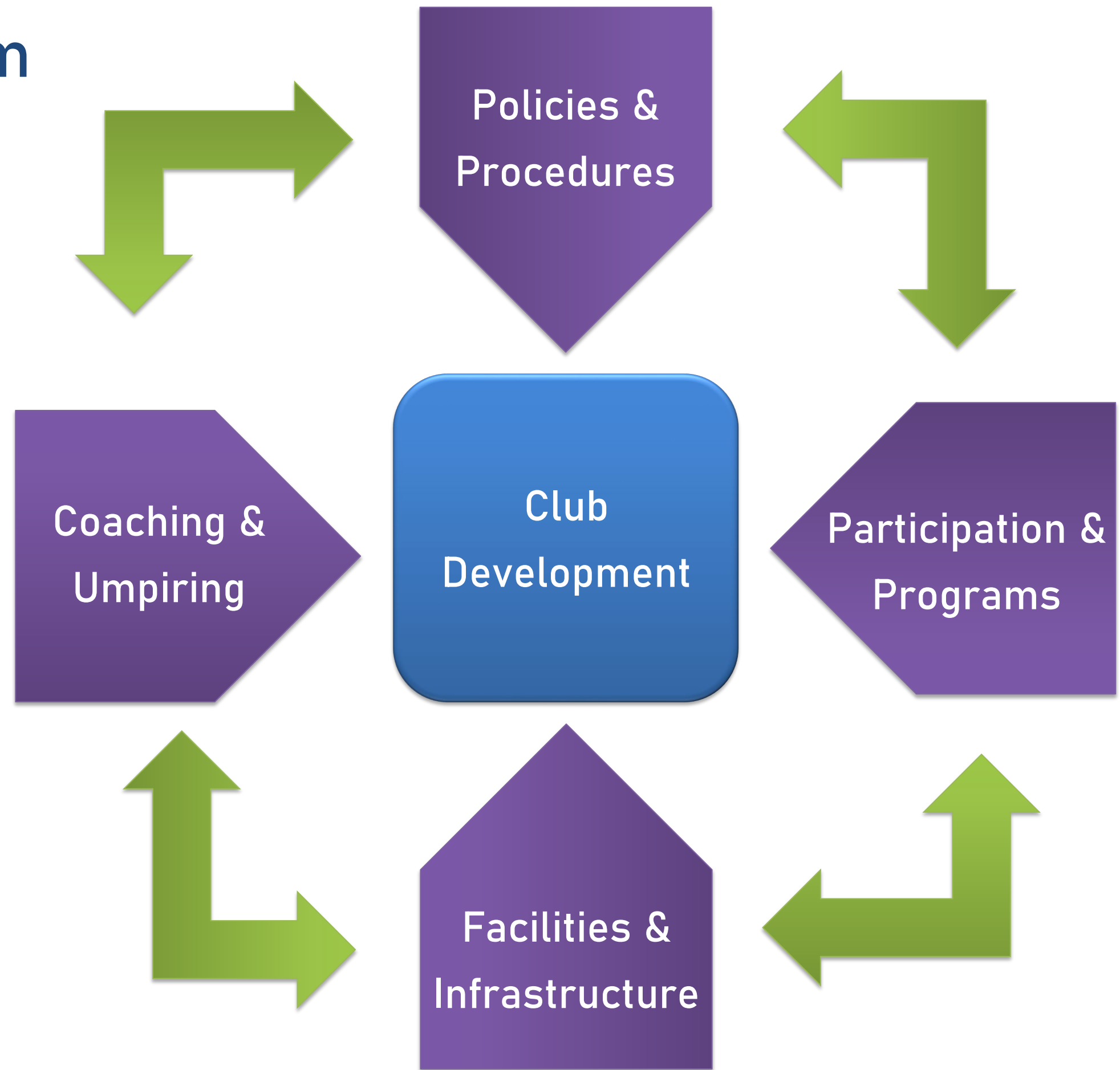
Off the Field

The Field



- Local & Statement Government
- Facilities
- Infrastructure
- Grants

Support Ecosystem





P
L
A
N
N
I
N
G

Club Pillars

Trending Up

Vision

Clear, Communicated and Promoted.

Values

Strong, Fair, Consistent & Communicated.

Governance

Well structured – focused on Vision

Leadership

Mentor, supportive, positive, trusting, transitional

Inclusivity

Inclusive for all standards and background.

Volunteers

Connected, recognised and trusted.

Coaches

Club focused – champions club values

Social

Socially Connected –planned events

Community

Community connection – not just a footy focused

ONGOING FOCUS and WORKING

Trending Down

No Vision or inconsistent use of Vision

Weak or no Values

Focused mainly on operational activity/issues

Controlling or inconsistent – not transitional

Inconsistent Biases

Disconnected, intimidated, unmotivated, forgotten

Individual or team focused, selfish, disruptive

Too busy to worry about it

All effort consumed running club

SPASMATIC, NO FOCUS, BROKEN

Is our club **Volunteer Fit**? How do we rate ourselves?



Sample of rating ourselves.

Rating out of 10

	Club Volunteer Metrics	Club Rating
1	Volunteer Co-Ordinator Role	4.8
2	Program	5.6
3	Numbers	6.5
4	Effectiveness	7.4
5	Education & Training	4.8
6	Recognition	7.3
7	Retention	5.6
8	Funding	3.7
9	Succession Planning	3.3
10	Recruitment/Onboarding	4.7
	Overall Average	5.4

Clarity of Roles

- Workloads
- Role Descriptions
- Task list

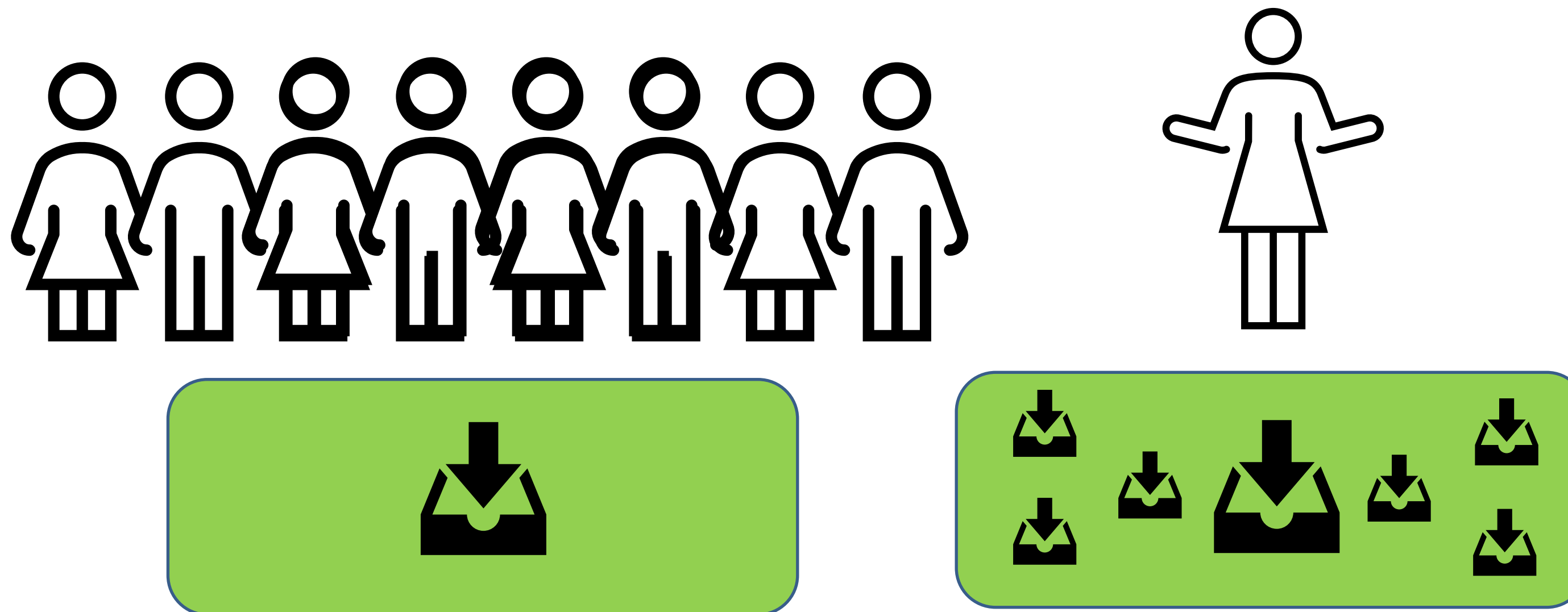
Must Have

Should Have

Nice to Have



Workloads



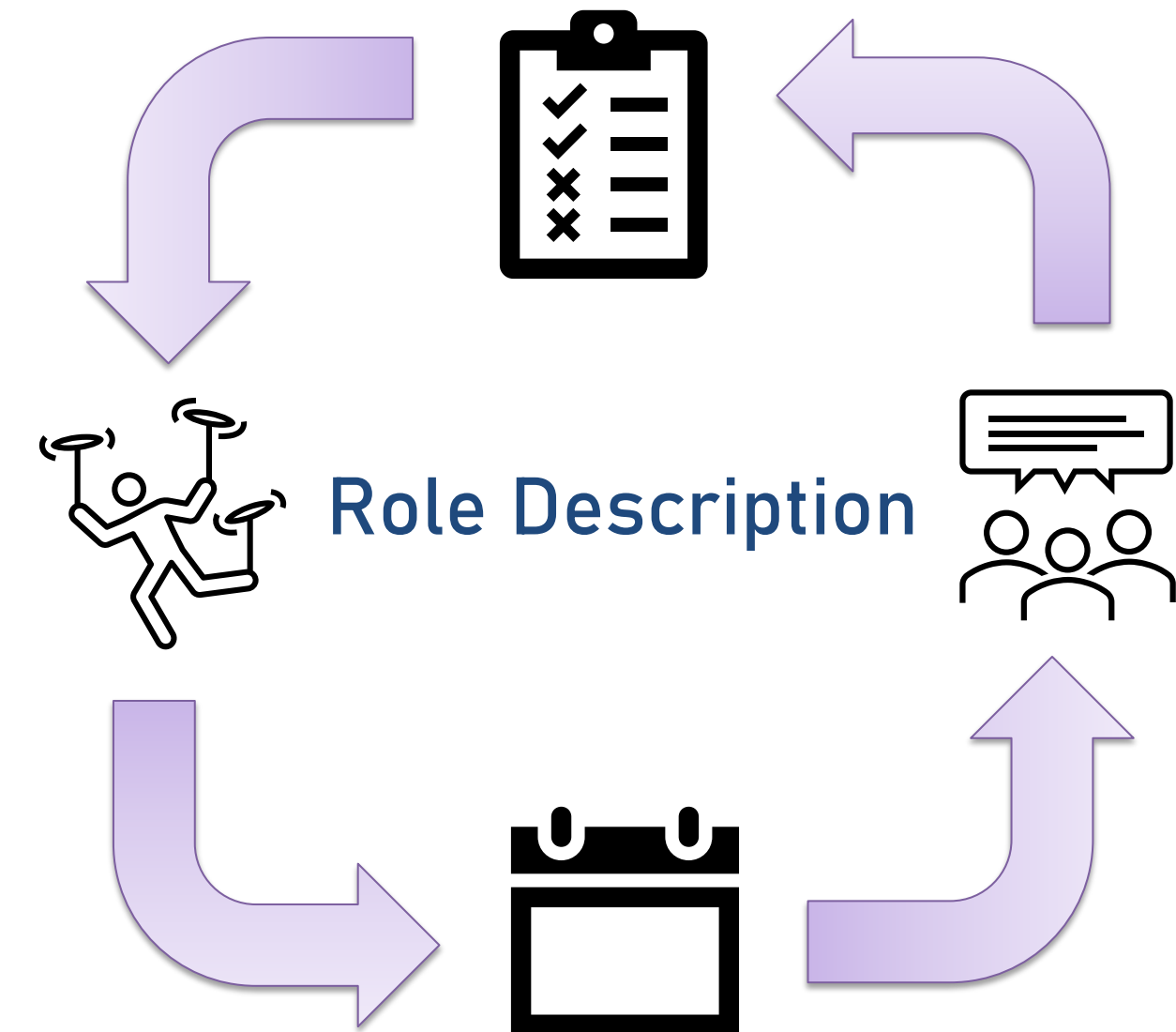
Fit for purpose?

Role Descriptions



Considerations...

- Do the positions at your club have descriptions?
- Are you able to conduct “check-in’s”?
- Are they reviewed on an annual basis?
- Do you gather insights for positions?
- Do you update your descriptions?



Your Clubs "Task list"



WHAT ARE THE TASKS THAT YOUR CLUB CANNOT FUNCTION WITHOUT?



WHAT ARE THE TASKS THAT DISTINGUISHES YOUR CLUB FROM OTHERS



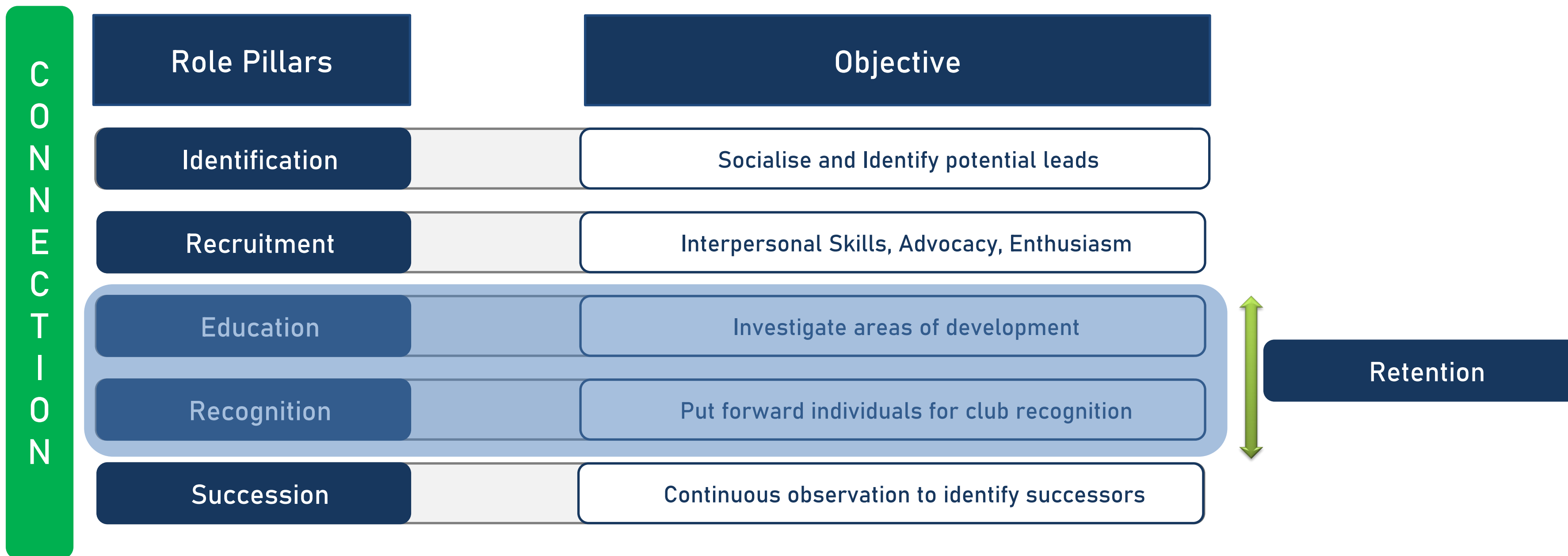
WHAT ARE THE TASKS THAT WILL BEST POSITION YOUR CLUB FOR FUTURE SUCCESS

Volunteer Coordinator Workshop



25th & 26th March 2023

Volunteer Coordinator Pillars



Activity



- Task? In your committee of 3 or 4, your task is to formulate a job advertisement for the role of a Volunteer Coordinator at your club

Time 10 mins per group, 5 mins to present

- Group 1
 - Role Description & Time Commitment
 - Group 2
 - Role Responsibilities (Pre-During-Post season)
 - Group 3
 - Skills Required & Handover
- Each group will present their segment

Example – Volunteer Coordinator PD



Volunteer Coordinator

Role Description

The key function of the role is to co-ordinate all elements of volunteering within their club. Volunteer coordinators liaise with all areas of the club to determine their volunteer needs and then recruit volunteers to each of the roles.

Another important function of a volunteer co-ordinator is to ensure that all volunteers have the knowledge, training and support required to undertake their nominated roles.

Time Commitment

The estimated time commitment required as the Volunteer coordinator is **XX** hours per week.

Responsibilities

Prior to the season

- Assess the volunteer needs of each area of the club in both general club operations and Club events.
- Consider the knowledge, skills and time required for each role
- Recruit volunteers to roles that suit them and
- Organise the orientation, training, and the induction of volunteers
- Work with the Secretary organising volunteer rosters and maintaining records

During the season

- Ensure the club has adequate numbers of volunteers in each area of the club (e.g., coaching, social function organisers, canteen staff etc)
- Continually check with volunteers to identify any issues or if additional training or support is required.
- Identify and organise the training and education opportunities for volunteers
- Ensure that volunteers are reimbursed for their approved out-of-pocket expenses
- Continually promote the efforts of volunteers throughout the year (not just at the end of the season)
- Submit regular reports to the club/group committee as required

After the season

- Ensure that each volunteer is recognised and thanked for their contribution throughout the year
- Identify ways to improve the volunteering experience, either through training or support.

Essential Skills & Requirements

- Can communicate effectively and has good interpersonal skills
- Is positive and enthusiastic
- Is well organised

End of year handover

Updating Key Documents

At the end of each year a key activity of the Volunteer Coordinator will review and revise their position description to ensure it continues to reflect the requirements of the role.

The volunteer coordinator should also facilitate the updating of policies, procedures, rosters, and other information used to train, support, and empower volunteers.

The updated Position Description and supporting documentation should be provided to the club secretary prior to the Annual General Meeting each year.

Induction of Incoming Volunteering Coordinator

An important responsibility of outgoing Volunteer Coordinator is to train, mentor and support the incoming Volunteer Coordinator.

Volunteer Recruitment

- What are volunteers looking for?
- Where do we find our volunteers?



What are volunteers looking for?



Resource: Sports Australia



Make me feel like I belong

Include **me**, consider **my** views, trust **me**, connect with **me**



Make it easier to get involved:

Welcome **me**, connect with **me**, provide **me** with clear instructions and expectations



Tailor roles to suit my needs and availability

Allow **me** to watch **my** family play, let **me** do things I am comfortable with



Support Me

Onboard **me**, Stay connected with **me**, check-in on **me**, continue to include **me**



Provide a vision and create value for me, the club and the community

Provide a clear vision (plus strong values) that we can all work towards and achieve together.



Where do we find our volunteers?



Volunteer Source

Volunteer Considerations



Volunteer Development



Developing your Volunteers



Actively investigate where education opportunities can be made available to members of your club

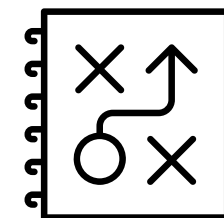


Volunteer Training and Development is an excellent strategy for Volunteer Retention

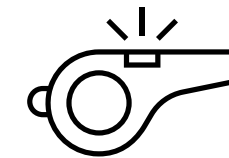
- Helps achieve personal & professional growth
- Learning on the Job and including a Margin for Error encourages more people to step up
- *“Self Improvers” are one of four types of volunteers found within clubs* – these people may be already part of your club [Sports Commission]



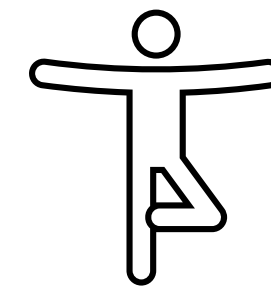
• Member Protection Training



• Coaching Courses



• Umpiring Courses



• Health & Wellbeing Modules

Learning Management System



- Includes content such as:
 - ClubHelp webinar series
 - Content Library
 - My Learning
 - Coach
 - Umpire
 - Schools
 - Female Performance & Health



ClubHelp Webinars (Feb20 – Mar15)



- Previous Structure
 - Numerous separated webinars across Concussion, PlayHQ & Mental Health
- Process to decide topics
 - Top 8 most requested topics delivered
- Topics (45 minutes each)

Tues Feb 21 – Mental Health: ✓ <i>Tips to build mental fitness & respond to challenges</i>	Tue Mar 7 – Women & Girls ✓ <i>Create great experience for Women & Girls in 5 simple steps</i>
Wed Feb 22 – Planning for success: ✓ <i>Why it's important & simple steps</i>	Wed Mar 8 – Grants ✓ How to win at grant writing – for new facilities & more
Mon Feb 27 – Volunteers: ✓ <i>Tips to attract, retain & reward your invaluable people</i>	Tues Mar 14 – Match Day ✓ Tips for creating a great match day environment
Wed Mar 1 – Safeguarding children ✓ <i>Quality practices – in 4 steps</i>	Wed Mar 15 – Concussion ✓ A practice guide to management of concussion in the AFL

For more info a link can be found on the home page of play.afl/clubhelp



Play.afl/clubhelp (launched Feb2, 2023)



- Feedback about old ClubHelp site:
 - The site was not very well known
 - Good quality content on the site.. However it was difficult to find the content
- Features of the new Toyota AFL ClubHelp website:
 - Reduction of separate pages/ URL from 206 < 46
 - Improved user-experience when using mobile device (over 70% of users)
 - Drop down sub-headings included within “hamburger menu”



Recap

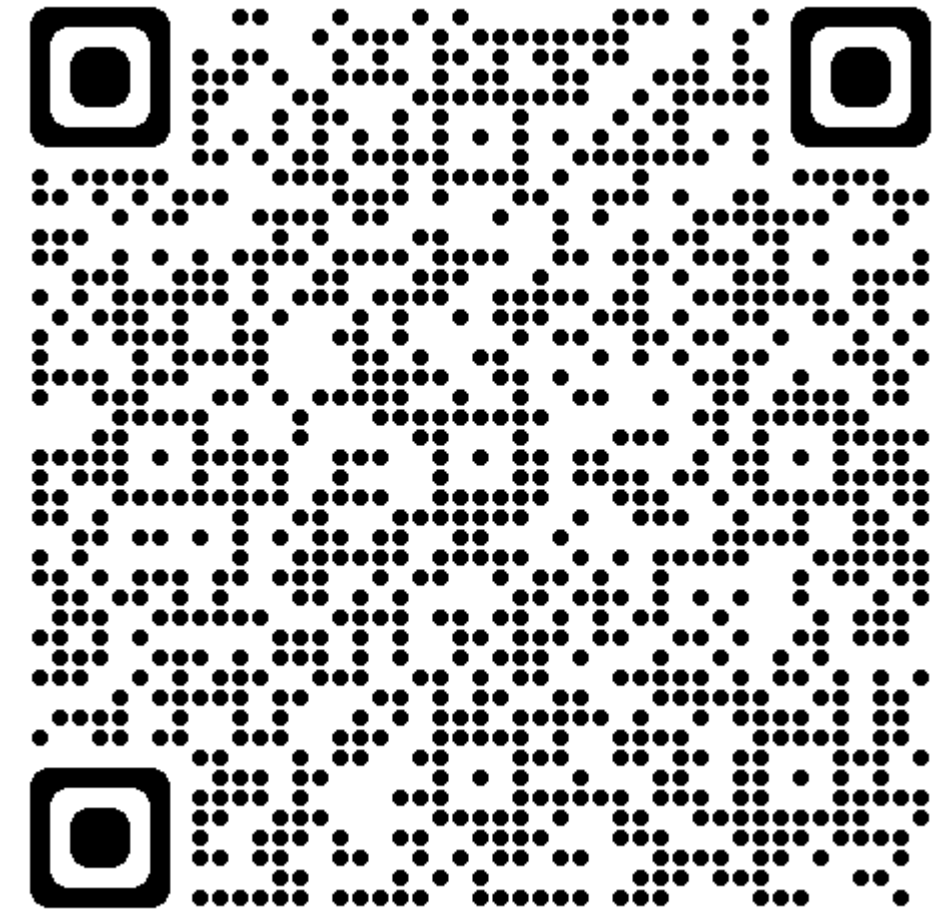
- Club Development Lead & what is Club Development?
- Club Pillars
- Club Development Grant
- ClubHelp Webinar Series
- ClubHelp Website Refresh



AFL NSW/ACT Club Development Grant 2023



- To help support Club Development Opportunities in 3 key focus areas
 - Growth and Sustainability
 - Build Club Capability and Environment
 - Healthy and Aspirational Pathways
- X2 Grant Periods
 - Feb 24 – Mar 23
 - May 8 – May 31
- Funding range \$2,500 – \$10,000
- More information via www.aflnswact.com.au/Community-Football



Eligible?



- Examples of potential projects/initiatives include (but are not limited to):

Establish a Club based academy or bridging program aimed at transitioning junior and youth age players into your youth and senior age groups and aligned Club



Appoint a Club Volunteer Coordinator on an honorarium and establish a volunteer recognition program to support the recruitment & retention of volunteers



Implement an introductory training program for women and girls players who are new to the game



Develop and implement a Club marketing campaign to increase participation



Appoint a Club Coaching Coordinator on an honorarium and establish a mentor program for new Club coaches



Engage a third-party provider to run an education session for all members aimed at improving Club environment



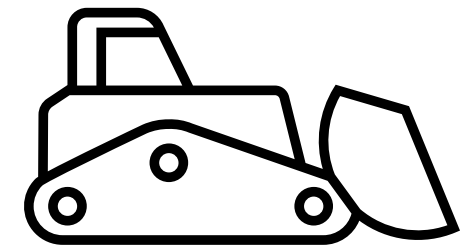
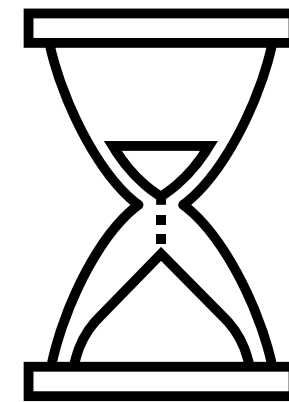
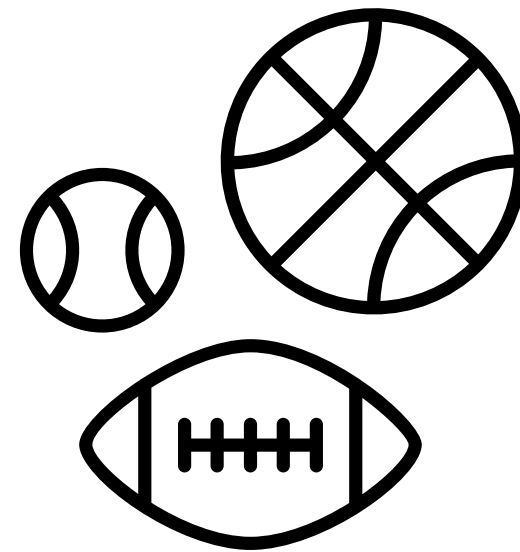
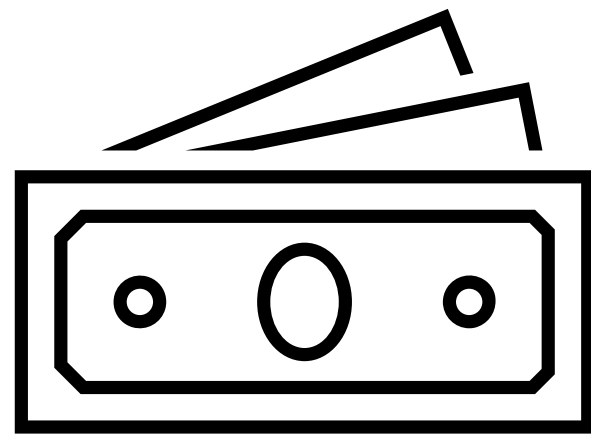
Upgrade club management software capabilities to reduce volunteer burden



Ineligible?



- Examples of what can't I apply for?



Player/Coach Payments

Training/Matchday Equipment

Projects which have already been completed

Facilities & Infrastructure

Thank you

