# YOUR SPORTING CLUB – RESOURCES FOR SUCCESS

# SUMMARY

City of Greater Dandenong has a proud sporting history. We believe sport has the power to bring people together and create more welcoming and cohesive communities. However, as our communities continue to diversify, it’s important that our clubs adapt to the ever-changing sporting landscape.

Council’s *Make Your Move Physical Activity Strategy* recognises the role sporting clubs play in providing opportunities for our communities to be active. Yet, also noted, are the significant barriers facing our communities, which prevent them from engaging in traditional sporting options. Some of the more prominent barriers include:

* Limited information of sporting options within the municipality
* Unfamiliarity – or lack of awareness – with local sporting options and sporting facilities
* Unaffordable sporting options within the municipality
* Lack of time and/or motivation to participate in traditional sporting options
* Real or perceived feelings of anxiety, unsafety and/or fear of discrimination at local sporting clubs or venues
* Cultural, faith, employment or family commitments inhibiting participation in traditional sporting options
* Being overwhelmed by or intimidated by ‘how’ and ‘where to start’– to source an appropriate sporting club or venue

Council is committed to working with our sporting clubs to minimise the barriers our communities face to participation, whilst also building and maintaining a thriving club. As part of this commitment, Council has developed a series of club development manuals, as part of our *Resources for Success*. These manuals aim to provide practical ways club leaders can build a sustainable and successful sporting club.

# HOW DO WE DEFINE ‘CLUB SUCCESS’?

At the City of Greater Dandenong, we don’t just define success as ‘winning’. Although we acknowledge ‘winning’ – whatever that looks like at your club – may be a key component of retaining participants and driving revenue; it is not the sole determinant of success. Council has identified several key areas that determine club success:

* Financial Management
* Diversity of Funding
* Strategic Planning
* Club Operations
* Governance
* Succession Planning
* Marketing
* Participation Pathways
* Community Engagement
* Volunteerism

In addition to the above, Council also identifies successful clubs as those who champion healthy sporting environments. Healthy sporting environments include those where:

* Alcohol is served and consumed responsibly
* A variety of healthy food and drink choices are available
* Smoke-free venues become the norm
* Women and girls, Aboriginal Victorians and people from culturally diverse communities are provided with safe, supportive, and meaningful opportunities to participate, free from discrimination and fear of violence
* Injury prevention and management is prioritised within clubs
* Mental and physical wellbeing support is on offer to all participants
* Measures are taken to reduce harmful exposure to UV

Council encourages its clubs to become a member of the ‘Healthy Sporting Club’ program, in partnership with Monash Health whereby clubs are encouraged to create healthier environments that promote good health and wellbeing. The initiative is built around a framework that focuses on a whole club approach.

More information can be found at [Healthy Sports Clubs | Monash Health](https://monashhealth.org/services/health-promotion/healthy-sports-clubs/)

In short, City of Greater Dandenong want our clubs to have well-rounded and wholistic approaches to club management and development, which will see them survive well-beyond the time their club leaders inevitably move on (due to other commitments or opportunities). To do this, clubs – at a minimum - will need to prioritise the 10 determinants of success, on a regular and consistent basis.

# HOW WILL COUNCIL HELP MY CLUB DEVELOP?

There are a several things Council is doing to support your club’s sustainability and long-term success. These include:

* Providing free club development resources and events. These include club development forums, manuals, and online resources.
* Partnering with local leagues and/or state sporting associations to deliver broader development initiatives across the municipality
* Partnering with state sporting associations to apply for regional sport development and infrastructure grants
* Liaising with local leagues and state sporting associations on behalf of clubs
* Advocating for greater investment in club development across City of Greater Dandenong from state and national sporting associations

# MORE CLUB DEVELOPMENT RESOURCES

There are also several sporting organisations, whose core business is to support the development of clubs. Whilst some of this support may be paid, Council have included some low or no cost club development weblinks below.

*VicSport*

Vicsport's aim is to get as many people in Victoria engaging in sport and physical activity as possible. They are the peak body for sport and active recreation in the state and work closely with the Victorian Government to promote the many benefits sports has to offer.

<https://www.vicsport.com.au/>

*Club Help (an initiative of Leisure Networks and Regional Sport Victoria)*

Club Help has been developed as a ‘one stop shop’ for local sporting clubs. It has been a long-term project supported by the Department of Planning and Community Development. This project has been driven by Leisure Networks, the Sports Assembly for the Barwon region with the support of staff across the RSNV Network.

<https://www.clubhelp.org.au/club-resources>