

## Section 7



### Club Resources

This section of the Club User Guide is designed to provide clubs with information about how to promote your club in the community, information about program funding to get things started within your club and other ideas about how to try to attract more people to your sport and club.

## 7.1 Club Tools

Melton Shire Council provides the following opportunities to meet, talk to and hear about the activities of other clubs in the Melton Shire.

### Club Network Meetings

Council, in conjunction with Leisure Networks, conducts two Club Network meetings throughout the year on a variety of topics. Topics could include:

Business Planning	Club Governance	Financial Planning
Fundraising	Grant Writing	Junior Participation
Member Retention	Marketing and Promotion	Risk Management

### Club Network Online Newsletters

The Leisure Services Department with Leisure Networks publish a bimonthly e-newsletter which includes information on Council events and programs, club promotions, grants and funding updates, special project updates, information on ground and facility allocations, club administration training opportunities and other important information.

### Training Opportunities

Council conducts training courses specific to the running of your club. Sessions are delivered for Food Handling, Responsible Service of Alcohol, writing grant applications, developing business plans and a range of other club administration activities.

**IMPORTANT:** See the calendar in **Section 3** for detailed information about upcoming club training opportunities.



Image by Rapture Images

Other organisations are able to assist in promoting the services and achievements of your club.

### State Sporting Association Resources

State Sporting Associations have a number of resources available for clubs to assist them with day to day operation and long term planning.

Examples of these include:



**Cricket Victoria**  
Club Development Program



**AFL Victoria**  
Quality Club Program



**Tennis Victoria**  
Game Set Match - Best Practice Guidelines



**Football Federation Victoria**  
Club Excellence Program

### Sport and Recreation Victoria



Sport and Recreation Victoria develop high level strategic direction with and for the sport and recreation sector to guide its activities. It provides resources to clubs and sport and recreation stakeholders to build an inclusive, collaborative and strong leisure sector supporting an active Victoria. To view their range of resources please visit [www.sport.vic.gov.au](http://www.sport.vic.gov.au)

### Good Sports

The Good Sports program is designed to develop safer and healthier communities. The program helps sporting clubs manage alcohol responsibly and reduce alcohol related problems such as binge drinking and underage drinking. Displaying the Good Sports logo sends an important message to members and the community. It confirms that the club promotes a responsible attitude towards alcohol and that it provides a safe environment for players, members, families and supporters. To find out how your club can join Good Sports please visit their website at [www.goodsports.com.au](http://www.goodsports.com.au)



## 7.2 Grants (Council, External Funding Sourcing, etc)

There are a number of ways Clubs can access funding for various programs and projects. The two most common avenues for attaining funding are:

- **Clubs apply directly to the funding body** - these are generally for smaller dollar amounts such as program development, emergency equipment, starting up a new club, etc.
- **Council applies to the funding body on behalf of the club** - these are generally for larger dollar amounts such as rebuilding clubrooms, replacing playing surfaces and/or building new facilities.

This section has been divided into two sections to assist your club in working out which funding programs can meet your needs.

### Section 1 - Clubs Directly Funded by the Funding Body

### Section 2 - Grants Provided to Councils for Projects Aimed at Enhancing the Quality of the Club and the Community Facility



SECTION 1 - Clubs Directly Funded by the Funding Body						
Funding Body	Category	Description/Website	Funding	Dates	Examples	Requirements/Restrictions
Melton Shire Council	Community Funding Program - Establishment Grant	Supports the establishment and growth of new community groups, clubs and/or associations  <a href="http://www.melton.vic.gov.au/grants">www.melton.vic.gov.au/grants</a>	Up to \$1,500	<ul style="list-style-type: none"> <li>Open all year.</li> <li>Applications due by 30<sup>th</sup> of each month.</li> </ul>	<ul style="list-style-type: none"> <li>Incorporation fees</li> <li>Kitchen equipment</li> <li>Tables and chairs</li> </ul>	<p>Must be within first two years operation or establishment</p> <p>Must demonstrate local community benefit</p> <p>Maintenance, school programs, fundraising activities not funded</p>
Melton Shire Council	Community Funding Program - Community Strengthening	To strengthen social wellbeing across the shire through increased participation, services and facilities  <a href="http://www.melton.vic.gov.au/grants">www.melton.vic.gov.au/grants</a>	Up to \$4,000	<ul style="list-style-type: none"> <li>Opening October 2011</li> <li>Closing February 2012</li> </ul>	<ul style="list-style-type: none"> <li>Equipment to deliver new programs</li> <li>Volunteer training</li> <li>Events i.e. Come and Try's</li> </ul>	<p>Must be permanently based in Melton Shire</p> <p>Able to demonstrate community benefit</p>
Melton Shire Council & Collingwood Football Club	Community Benefit Program	The Community Benefit Program Grants Program aims to provide assistance for local not-for-profit organisations that are based within, or whose primary focus is providing services and activities within the Melton Shire municipality.  <a href="http://www.melton.vic.gov.au/grants">www.melton.vic.gov.au/grants</a>	Community Support Program, up to \$5,000 Infrastructure/Equipment Program, up to \$10,000	<ul style="list-style-type: none"> <li>Opened July 2011</li> <li>Closed September 12 2011</li> </ul>	<ul style="list-style-type: none"> <li>Equipment to deliver new programs</li> <li>Volunteer training opportunities</li> <li>Events i.e. Come and Try's</li> </ul>	Funding may be provided for projects, events, equipment, ongoing program development and operation and infrastructure projects that focus on the Melton Shire municipality.

SECTION 1 - Clubs Directly Funded by the Funding Body						
Funding Body	Category	Description/Website	Funding	Dates	Examples	Requirements/Restrictions
Melton Shire Council & Harness Racing Victoria	Harness Racing Victoria/Melton Shire Council Community Grants Program	The Harness Racing Victoria Grants Program aims to provide assistance for local not-for-profit organisations that are based within, or whose primary focus is providing services and activities within the Melton Shire municipality. <a href="http://www.melton.vic.gov.au/grants">www.melton.vic.gov.au/grants</a>	Community Support Program, up to \$4,000 Infrastructure/Equipment Program, up to \$7,500	<ul style="list-style-type: none"> <li>Opening October 2011</li> <li>Closing 5 November 2012</li> </ul>	<ul style="list-style-type: none"> <li>Purchasing space at a festival to conduct a clinic for the broader community</li> <li>Purchase of padding for goal posts</li> <li>Purchase of equipment to be loaned to new or prospective members.</li> </ul>	Funding may be provided for projects, events, equipment, ongoing program development and operation and infrastructure projects that focus on the Melton Shire municipality.
Melton Shire Council	Lydia Lassila Youth Sports Scholarship	A sport scholarship provides encouragement and support to a deserving candidate to progress their sporting career and cover such costs as attendance at event/s, travel costs, accommodation, training/coaching costs equipment, etc.  <a href="http://www.melton.vic.gov.au/leisure">www.melton.vic.gov.au/leisure</a>	Annual grant of up to \$1500	<ul style="list-style-type: none"> <li>Opening October 2011</li> <li>Closing June 2012</li> </ul>	<ul style="list-style-type: none"> <li>Attendance at high level events</li> <li>Travel costs</li> </ul>	<p>Will be awarded to only ONE athlete a year. Applicants should be under the age of 25 years as at 1 March of the funding year.</p> <p>The scholarship will be awarded for individual participation only.</p> <p>Funding must contribute directly to the participants expenses associated with their chosen field of sport.</p>

## SECTION 1 - Clubs Directly Funded by the Funding Body

Funding Body	Category	Description/Website	Funding	Dates	Examples	Requirements/Restrictions
Department of Planning and Community Development	Emergency Sporting Equipment Grants	Provide funding to help local clubs replace essential sporting equipment that has been lost or damaged as a result of unpreventable or exceptional events.  <a href="http://www.dpcd.vic.gov.au">www.dpcd.vic.gov.au</a>	Up to \$2,000	This program is open year round; however applications must be lodged within three months of the loss or damage of the equipment.	<ul style="list-style-type: none"> <li>▪ Essential equipment will be replaced under the following circumstances:               <ul style="list-style-type: none"> <li>- theft</li> <li>- fire</li> <li>- flood</li> <li>- storms</li> <li>- criminal damage</li> <li>- other unpreventable or exceptional events</li> </ul> </li> </ul>	Must be an incorporated body
Department of Planning and Community Development	Country Action Grants Scheme	Provides funding to increase the capacity of community sport and recreation organisations.  <a href="http://www.dpcd.vic.gov.au">www.dpcd.vic.gov.au</a>	Up to \$5,000	Phase 1 - Closing 30 September 2011 Phase 2 - Closing March 2012	<ul style="list-style-type: none"> <li>▪ Prepare a business plan</li> <li>▪ Develop policies and procedures</li> <li>▪ Development of a website</li> <li>▪ Establishment of a new organisation</li> </ul>	Must be an incorporated body

SECTION 1 - Clubs Directly Funded by the Funding Body						
Funding Body	Category	Description/Website	Funding	Dates	Examples	Requirements/Restrictions
Australian Sports Commission	Local Sports Champions Program	Designed to support young people participating in state and national level sporting competitions as an athlete, coach, umpire or referee. <a href="http://www.ausport.gov.au/supporting/funding">www.ausport.gov.au/supporting/funding</a>	Up to \$500 (individuals), Up to \$3,000 (teams)	Applications are open and are assessed quarterly.	<ul style="list-style-type: none"> <li>Travel and accommodation costs for high level competition.</li> </ul>	<p>Individuals and teams need to be aged 12-18.</p> <p>Must be participating at a state/national level.</p> <p>Must be required to travel more than 250km to the competition.</p> <p>Cannot be retrospective.</p>
Australian Sports Commission	Sports Leadership Grants for Women	Provides development opportunities and training for women to reach their leadership potential on the sporting stage as coaches, officials and administrators. <a href="http://www.ausport.gov.au/supporting/funding">http://www.ausport.gov.au/supporting/funding</a>	Up to \$5,000 (individuals), Up to \$10,000 (organisations)	Applications are open and are assessed quarterly.	<ul style="list-style-type: none"> <li>Development of coaching skills,</li> <li>high level officiating training,</li> <li>management training for administrators</li> </ul>	<p>Must be female aged over 18.</p> <p>Involved either paid or voluntary in community sport.</p>
VicHealth	Active Club Grants	Encourages and increases participation opportunities in physical activity for those who are currently inactive or traditionally encounter barriers to participation by providing equipment or training. <a href="http://www.vichealth.vic.gov.au">www.vichealth.vic.gov.au</a>	Grants of up to \$2500 are available to eligible sports clubs /organisations	<ul style="list-style-type: none"> <li>TBC</li> </ul>	<ul style="list-style-type: none"> <li>Sports Injury Prevention Equipment</li> <li>Essential Sporting Equipment/Items</li> <li>Volunteer and Club Training</li> <li>Portable Sun Shade</li> </ul>	Must be an incorporated body



**SECTION 2 - Grants provided to Councils for projects aimed at enhancing the quality of club and community facilities**

*IMPORTANT: These funding programs require **Council** to submit a detailed funding application including detailed costs for the project, how it will be managed, how it will benefit the whole community, how it will be environmentally friendly, how it fits into the Council Plan, letters of support from all stakeholders, planning permits, etc. As a result, it may take up to 2-5+ years for these projects to become a reality.*

*Funding from these programs generally must be matched \$1 for \$1, so if funding of \$50,000 is requested, Council also needs to have \$50,000 to put towards the cost of the project. This means Councillors need to endorse both the application for funding and approve \$50,000 of Council's money to go towards the project if the funding is successful. If you think your club may benefit from accessing funding from one of these funding programs please contact a Leisure Services Officer at Council to discuss your club's future needs.*

Funding agency	Funding Program	Description/Website	Funding	Key Dates	Restrictions/Examples
Department of Planning and Community Development	Country Football Netball Funding Program	Provides funding to assist grass roots country football and netball clubs and umpiring organisations to develop facilities in rural, regional and outer metropolitan locations.  <a href="http://www.dpcd.vic.gov.au">www.dpcd.vic.gov.au</a>	Up to \$60,000	Open on an ongoing basis, applications must be submitted to State Government by Melton Shire Council.	Submission through local Council. Football, netball and umpire facilities, shared community, club and social facilities, multi-use facilities or lighting projects may be funded.
Department of Planning and Community Development	Strengthening the World Game Funding Program	Provides funding to assist local football (soccer) clubs and organisations to upgrade existing or develop new facilities to maximise their capacity to cater for additional participation in soccer.  <a href="http://www.dpcd.vic.gov.au">www.dpcd.vic.gov.au</a>	Up to \$100,000	Open on an ongoing basis, applications must be submitted to State Government by Melton Shire Council.	Improved facilities to encourage greater participation by females. Projects that demonstrate innovation in dealing with issues of demand for football (soccer) facilities.  Developments encouraging sharing of multi-use facilities which may include additional use by other community groups.

SECTION 2 - Grants provided to Councils for projects aimed at enhancing the quality of club and community facilities					
Funding agency	Funding Program	Description/Website	Funding	Key Dates	Restrictions/Examples
Department of Planning and Community Development (continued)					Collaboration between Councils and schools that will result in joint use of soccer facilities by schools, soccer clubs and communities. Projects that include improved energy and water efficiency and environmental sustainability.
Sport and Recreation Victoria	Community Facilities Funding Program - Planning Category	Provides funding for the future sport and recreation needs of communities through better information gathering, consultation and strategic planning.  <a href="http://www.dpccd.vic.gov.au">www.dpccd.vic.gov.au</a>	Up to \$50,000	Opened June 2011 Closing November 2011	Feasibility studies for sport and recreation facilities.  Projects which investigate the need for various facilities.  Projects which investigate options for multiuse/sport facilities.  Development of projects which cross local government boundaries and involve other partners.

## SECTION 2 - Grants provided to Councils for projects aimed at enhancing the quality of club and community facilities

Funding agency	Funding Program	Description/Website	Funding	Key Dates	Restrictions/Examples
Sport and Recreation Victoria	Community Facilities Funding Program - Major Facilities	Available for community groups, working in partnership with Council to develop major sport and recreation facilities.  <a href="http://www.dpcd.vic.gov.au">www.dpcd.vic.gov.au</a>	Up to \$650,000 (\$1:\$2 with Council)	Opened June 2011 Closing 24 August 2011.	Must be matched dollar for dollar by Council. Applications submitted by Council Construction of new facilities. Significant redevelopment of existing facilities. Installation of environmentally friendly initiatives.
	Community Facilities Funding Program - Minor Facilities	Available for community groups, working in partnership with Council, to develop or upgrade community sport and recreation facilities.  <a href="http://www.dpcd.vic.gov.au">www.dpcd.vic.gov.au</a>	Up to \$100,000 (\$1.5:\$1 with Council)	Opened June 2011 Closing 28 September 2011	Must be matched dollar for dollar by Council. Applications submitted by Council Installation of lighting on existing facilities. Resurfacing for playing surfaces. Additional playing surfaces to meet the needs of growing communities.

## OTHER FUNDING PROGRAMS

### State / National Sports Organisations

Some state and national sporting organisations (i.e. Cricket Victoria, Netball Australia, Tennis Victoria) provide funding to sports clubs for either facility improvements or program development (e.g. Tennis Victoria provides the Mums Tennis Program where they fund a local coach to come to the club and get mums in the local area involved in tennis.)

These grants may be in the area of athlete development, facility funding or programming. Some of these funding programs are designed to fit into Sport and Recreation Victoria and other grant programs to spread the total amount of a project across a number of partners.

You should contact your state or national sporting organisations to find out if they run any funding programs. If they don't, they can point you in the right direction or help your club put together a business plan that will assist you in accessing funding in the future.



### More Information

A list of State Sporting Associations contacts can be found in **Section 11 - Useful Contacts and Websites**.

## 7.3 Business Planning and Budgeting

### Business Plans

Business Plans are required for nearly every funding application made by sport and recreation clubs.

As part of its management, sport and recreation clubs should develop a **Business Plan** to guide the management and operation of the club and its activities. It is important to review the plan on a regular basis so the plan is an effective tool. The plan should be reviewed, updated and adopted on an annual basis.

The Business Plan should be the key guiding tool of the Club's plans for growth over the nominated period and act as the reference point for all decisions made.

Melton Shire Council has developed an easy to use template to assist clubs in the preparation of the plan. A template is available on the CD Rom included with this guide and can be found at [www.melton.vic.gov.au/leisure](http://www.melton.vic.gov.au/leisure)

### Budgets

Knowing how much money your club brings in and how much is spent is important in making sure you can continue to operate from season to season, year to year and you don't have to be an accountant to do it! Working to a budget can be simple, yet satisfying, especially when you see those pennies start to add up! Demonstrating to Council and prospective funding partners that your club is responsible with money can also help in attracting funding for that barbeque and shade shelter you have been planning for!

Melton Shire Council has developed an easy to use template to assist clubs in the preparation of the budget. A template is available on the CD Rom included with this guide and can be found at [www.melton.vic.gov.au/leisure](http://www.melton.vic.gov.au/leisure)

### More Information

Business Plans and Budget templates can be found on the CD enclosed or visit [www.melton.vic.gov.au/leisure](http://www.melton.vic.gov.au/leisure)

For more information about business planning or budgeting contact Councils Recreation Development Officer on 9747 7200 or visit [www.melton.vic.gov.au/leisure](http://www.melton.vic.gov.au/leisure)

## 7.4 Getting Your Message Out There

Sometimes the hardest part about running a sports club is attracting new people. Knowing where to advertise and how to do it is an important skill for your committee to have. Once you have people around, the environment you provide (not just physical, welcoming too) is important in keeping people coming back for more!

The following section is designed to give you some useful information about promotional opportunities in and around the Shire.

Making the most of these contacts could be the difference between that next premiership!



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## 7.4.1 Local Schools

Local schools provide sports clubs with many of their junior members. Schools can be a great way of getting information about your club out to many families all at once. Below is a list of schools within the Shire.

Generally all you need to do is give the school a call and explain what you are trying to achieve. They may ask you to send a copy of what you would like to include in the regular school newsletter. Some schools may charge a small fee for this or may not have space in the next newsletter, but if you persevere you should be able to get some good, cheap (if not free) publicity.

PRIMARY SCHOOLS		
Contact	Phone	Internet
Coburn Primary	9743 6077	<a href="http://www.coburnps.vic.edu.au">www.coburnps.vic.edu.au</a>
Cana Catholic Primary	8390 9200	<a href="http://www.canahillside.catholic.edu.au">www.canahillside.catholic.edu.au</a>
Caroline Springs College	9361 4200	<a href="http://www.carolinesprings.vic.edu.au">www.carolinesprings.vic.edu.au</a>
Catholic Regional College	9743 6522	<a href="http://www.crcmelton.com.au">www.crcmelton.com.au</a>
Christ the Priest Catholic Primary	93618600	<a href="http://www.cpcarolinesprings.catholic.edu.au">www.cpcarolinesprings.catholic.edu.au</a>
Diggers Rest Primary	9740 1391	<a href="http://www.diggersrestps.vic.edu.au">www.diggersrestps.vic.edu.au</a>
Exford Primary	9743 5025	<a href="http://www.exfordps.vic.edu.au">www.exfordps.vic.edu.au</a>
Gilson College	9366 1511	<a href="http://www.gilson.adventist.edu.au">www.gilson.adventist.edu.au</a>
Glenvale	9747 3337	<a href="http://www.glenvaleschool.com.au">www.glenvaleschool.com.au</a>
Hillside / Sydenham Primary	9361 5400	<a href="http://www.sydenham.vic.edu.au">www.sydenham.vic.edu.au</a>
ICA Melton College	9361 3700	<a href="http://www.melton.ica.edu.au">www.melton.ica.edu.au</a>
Kurunjang Primary	9743 0633	<a href="http://www.kurunjangps.vic.edu.au">www.kurunjangps.vic.edu.au</a>
Melton Christian College Prep - Year 12	9743 8193	<a href="http://www.mcc.vic.edu.au">www.mcc.vic.edu.au</a>
Melton Primary	9743 5335	<a href="http://www.meltonps.vic.edu.au">www.meltonps.vic.edu.au</a>
Melton South Primary	9743 2922	<a href="http://www.meltonsthps.vic.edu.au">www.meltonsthps.vic.edu.au</a>
Melton Specialist School	9743 4966	<a href="http://www.meltonss.vic.edu.au">www.meltonss.vic.edu.au</a>
Melton West Primary	9743 5818	<a href="http://www.meltonwestps.vic.edu.au">www.meltonwestps.vic.edu.au</a>
Mowbray College	8746 1800	<a href="http://www.mowbray.vic.edu.au">www.mowbray.vic.edu.au</a>
Parkwood Green Primary	9449 3600	<a href="http://www.parkwoodgreen.com">www.parkwoodgreen.com</a>
Rockbank Primary	9747 1210	<a href="http://www.rockbankps.vic.edu.au">www.rockbankps.vic.edu.au</a>
St. Anthony's Primary	9743 1401	<a href="http://www.sameltonsth.catholic.edu.au">www.sameltonsth.catholic.edu.au</a>
St. Catherine's Primary	9743 2166	<a href="http://www.scmeltonwest.catholic.edu.au">www.scmeltonwest.catholic.edu.au</a>
St. Dominic's Primary	9743 6225	<a href="http://www.sdmelton.catholic.edu.au">www.sdmelton.catholic.edu.au</a>
St. George Preca Catholic	8390 7352	<a href="http://www.stgeorgepreca.catholic.edu.au">www.stgeorgepreca.catholic.edu.au</a>
Staughton College	9743 4622	<a href="http://www.staughtoncollege.vic.edu.au">www.staughtoncollege.vic.edu.au</a>
Taylor's Hill	9361 4900	<a href="mailto:www.taylorshillps@vic.edu.au">www.taylorshillps@vic.edu.au</a>
Toolern Vale and District Primary	9746 1312	<a href="http://www.toolernvaledps.vic.edu.au">www.toolernvaledps.vic.edu.au</a>
Wedge Park Primary	9743 7595	<a href="http://www.wedgepark.vic.edu.au">www.wedgepark.vic.edu.au</a>

SECONDARY COLLEGES		
Contact	Phone	Internet
Caroline Springs College	9361 4200	<a href="http://www.carolinesprings.vic.edu.au">www.carolinesprings.vic.edu.au</a>
Catholic Regional College Melton	9743 6522	<a href="http://www.crcmelton.com.au">www.crcmelton.com.au</a>
Catholic Regional College Caroline Springs	9217 8000	<a href="http://www.crccs.catholic.edu.au">www.crccs.catholic.edu.au</a>
Gilson College	9366 1511	<a href="http://www.gilson.adventist.edu.au">www.gilson.adventist.edu.au</a>
Glenvale	9747 3337	<a href="http://www.glenvaleschool.com.au">www.glenvaleschool.com.au</a>
ICA Melton College	9361 3700	<a href="http://www.melton.ica.edu.au">www.melton.ica.edu.au</a>
Kurunjang Secondary College	9743 9211	<a href="http://www.kurunjangsc.vic.edu.au">www.kurunjangsc.vic.edu.au</a>
Melton Christian College Prep - Year 12	9743 8193	<a href="http://www.mcc.vic.edu.au">www.mcc.vic.edu.au</a>
Melton Secondary College	9743 3322	<a href="http://www.meltonsc.vic.edu.au">www.meltonsc.vic.edu.au</a>
Mowbray College	8746 1800	<a href="http://www.mowbray.vic.edu.au">www.mowbray.vic.edu.au</a>
Staughton College	9743 4622	<a href="http://www.staughtoncollege.vic.edu.au">www.staughtoncollege.vic.edu.au</a>
Caroline Springs College	9361 4200	<a href="http://www.carolinesprings.vic.edu.au">www.carolinesprings.vic.edu.au</a>

PREP TO YEAR 12 COLLEGES		
Contact	Phone	Internet
Caroline Springs College	9361 4200	<a href="http://www.carolinesprings.vic.edu.au">www.carolinesprings.vic.edu.au</a>
Melton Christian College	9743 8193	<a href="http://www.mcc.vic.edu.au">www.mcc.vic.edu.au</a>
Mowbray College	8746 1800	<a href="http://www.mowbray.vic.edu.au">www.mowbray.vic.edu.au</a>



## 7.4.2 Electronic Marketing

There are many electronic options for advertising your clubs activities and programs. Some are listed below:

### Websites

- A simple and effective way to communicate to your members, supporters and the local community.
- Can cut down on printing costs and time.
- Check your member base for people with website design skills and writing skills.
- Find a local store to sponsor website development in return for some form of branding and logo commitment.
- Basic sites should include:
  - a club's range of activities on offer
  - results
  - a calendar of events
  - membership information
  - contact details
- Get your website linked to related sites. Ask your local council, schools and recreation centres to provide a link to your site. Offer your logo, the page you'd like the link on and a link to their website.
- If you have the resources, consider adding discussion forums, board and member lists etc.
- Remember to update your website. There's nothing worse than a site that has last year's scores only. Assign someone responsible for updating pages.

### Council's On-line Directories

#### Leisure Clubs

Leisure, sports and recreation clubs in the Shire with contact information  
[www.melton.vic.gov.au/clubs](http://www.melton.vic.gov.au/clubs)

#### Community Directory

A guide to Council and community services within the Shire of Melton.  
[www.melton.vic.gov.au/directories](http://www.melton.vic.gov.au/directories)

### Council Calendar of Events

Council has developed an online calendar which can be used to advertise your clubs events and programs. The calendar links to the home page of the official Council website and events listed are displayed on that page daily, so even if people aren't looking for that information specifically, they'll see it as soon as they log onto [www.melton.vic.gov.au](http://www.melton.vic.gov.au). To find out how to add events on Council's online calendar or visit [www.melton.vic.gov.au/leisure](http://www.melton.vic.gov.au/leisure) or the enclosed CD.

## 7.4.3 Promotional Ideas

### Newsletters

- Distribute a regular newsletter to provide information to members about club events, activities and news.
- Check your member base for people with desktop publishing and writing skills.
- If your budget is limited, find out if you can create an online newsletter that can be emailed to members (check privacy conditions) and published on the website.

### Signage

- A banner with your club name, logo and colours could be used at registration days, presentation days, competitions and promotional events.
- Find a sponsor to pay for the signage in return for some form of publicity if your budget is limited.

### Club Logo

- Design a logo for your club to use on letterhead, promotional materials, displayed on the website and emails.

### Flyers and Brochures

- Produce a simple brochure or flyer that outlines the club's services or competitions, membership fees and contact information.
- Distribute to the local community notice boards, library, recreation centres, primary schools or letter box drop in the local area (contact the Recreation Development Officer for help with this).
- Attach to your website or send via email.

### Merchandise and Uniforms

- Well-designed uniforms enhance a club's image while promote a club at events and activities.
- Maintain realistic uniform standards.
- Create merchandise such as caps, socks, shirts etc to raise funds and promote your club at the same time.

### More Information

For more promotion ideas or tips contact Councils  
Recreation Development Officer on 9747 7200 or visit  
[www.melton.vic.gov.au/leisure](http://www.melton.vic.gov.au/leisure)

## 7.5 Fundraising

### Where to Start?

Fundraising activities rely on participation from volunteers and generous community donations. The activity you choose should generate enthusiasm and motivation from your members, more importantly it needs to be attractive enough for people to buy tickets or attend an event. Here are some considerations to help you choose an activity:

- **Fundraising Committees** - Form a fundraising committee for the club if there isn't one already. Allocate duties within the committee and agree to meet at regular intervals to decide on activities and monitor progress. Always take minutes and distribute. This keeps everyone informed and acts as a handy check list of things that need to be done before the next meeting.
- **Amount to Raise** - Determine how much money you want to raise. This will help decide how big or small the fundraiser needs to be.
- **Time Frame** - Work out when you need the funds by. How soon will affect the type of fundraiser you choose. If money is required in two weeks, a celebrity soccer match would be next to impossible while organising a raffle is a sensible option.
- **Past Successes** - Review past fundraising activities. If it has been successful before then there's probably no reason to change the activity.
- **Enthusiasm Counts** - Discuss what you all would enjoy selling or participate in. If you're enthusiastic about something, you'll be more motivated to sell and get people involved.
- **Hidden Talents** - Find out the hidden talents and resources of club members, friends, relatives and associates. A child's mother may be an event organiser, another's uncle a sports personality or a next-door neighbour could own a catering company. Utilise what you can to cut down on costs.

It may be a brilliant idea but how much will it cost to do? Remember the fundraiser needs to make money to be successful.

### Planning Fundraisers

Here are some tips to help you plan your fundraiser:

- **Develop a plan** - Put together a plan and schedule the event. Determine what needs to be done, when it needs to be done by and who will do it.
- **Start planning early** - Particularly important if you're booking facilities, requiring insurance, applying for permissions or inviting a guest speaker. These may take time. You will also be prepared if something crops up that wasn't scheduled.
- **Ask for help** - Invite family and friends to help at each stage of the event.
- **Promote your activity** - Promote your activity widely through a variety of methods.
- **Permissions and regulations** - Make sure you get all the necessary permissions and have covered all regulations. See **Section 8 Permits and Regulations** for the most common types of permits required.
- **Give thanks** - Remember to thank everyone. People are giving up their time and resources to help.

## Fundraising Ideas

Here are some ideas to get you started. Be as creative as you can within your limits. Decide on an idea or combine a number of ideas into a one-day event.

Tip: Include an activity for everyone - If it's a children's event, have something planned for the adults. That way all are keen to turn up and no one gets bored.

<b>Bike ride</b>	Organise a sponsored bike ride around your local area. Map out a safe and appealing route. Get a local sponsor to provide drinking water and other refreshments at the end.
<b>Themed ball</b>	Dress up a local hall with a theme for an evening of dinner and music. Check your local costume hire place for ideas or base it on a movie such as Moulin Rouge. Requires time to plan and a budget.
<b>Book fair</b>	Everyone has books they'll never read again. Collect books from the area and hold a book sale. Donate unsold books to charity or a local nursing home.
<b>Dog walk</b>	Organise a sponsored dog walk around your local area. Map out a route that's good for the dogs and their owners. Have a bbq and sell refreshments at the end.
<b>Football/netball/cricket match</b>	Organise a match with local businesses or schools. Perhaps invite a celebrity or two. Each team member can be sponsored and charge admission to the field.
<b>Quiz/trivia evening</b>	Hold one-off events or a regular series with a prize for the winners. If you have the budget, there are trivia kits available or professionals that will run the night for you. Ask at the local hotel or check the internet for suggestions.
<b>Training or coaching sessions</b>	Provide training classes, clinics or coaching sessions to members and non-members for a fee.
<b>Fetes and market stalls</b>	Sell donated items and local produce. Hire space at the local markets as a one-off event or on a regular basis if you have willing volunteers.
<b>Barbeques and refreshment stalls at matches</b>	While people love a sausage sizzle, do some research. You may find one or your members or their families can produce a tasty alternative. Or approach a local shop or two to donate in return for free advertising on the stall and in the newsletter.

### More Information

For more fundraising ideas or tips contact Councils Recreation Development Officer on 9747 7200 or visit [www.melton.vic.gov.au/leisure](http://www.melton.vic.gov.au/leisure)

## 7.6 Sponsorship

Most large sports organisations and successful players depend on the income and support of their sponsors. Many could not survive without this type of partnership. And it works both ways. Businesses like to be associated with sports clubs and players. It helps build their reputation within the community, generates goodwill and can be considered as a cost-effective alternative to traditional advertising.

### About Sponsorship

Sponsorship is when a business provides funds, resources or services to a club, in return for some form of rights and/or associations with the club that may be used to help the business commercially. This could be in the form of a logo on a football, signs at an oval or free advertising in the newsletter.

### Making the Decision

Before you involve your club in sponsorships, ask these questions:

#### What rights or benefits can your club offer a sponsor?

There are many reasons why businesses sponsor clubs, here are just a few:

- improved image
- increased sales
- competitive advantage
- increased awareness
- ability to lock out a competitor
- change in consumer attitude.

#### Have you thought about inappropriate sponsors?

Identify any potential sponsors who would be unacceptable for your club.

#### Do you have appropriate resources?

If you promise to deliver a number of rights and benefits to a sponsor, there needs to be time and members or volunteers to help carry these out.

### Sponsorship Policies

It is good business practice to create a sponsorship policy within the organisation before you apply for sponsorship. This will help clarify expectations regarding sponsorship deals particularly for members.

Identify in the policy:

- objectives for entering into a sponsorship
- rules for entering into a sponsorship agreement
- a standardised approach towards sponsorship throughout the organisation
- the level of accountability and responsibility.

## Selling Sponsorship - Who to Approach

### Members, Family and Friends

Like all forms of fundraising, it is easier to start locally with your members, friends and relatives. If people know your club and understand what you do, then they are more likely to listen and give the support required. There may even be someone within the club who has a small business and is willing to sponsor the club.

### Local businesses and suppliers

Check with your suppliers of sports clothing, food and equipment. Research local businesses and target those who could benefit from a partnership with your club.

### Larger organisations

Consider approaching larger organisations. They may have more resources but keep in mind they may not have the interest or commitment that you want. Unless you have a contact, it may be more difficult to get to speak to them as they are generally inundated with requests for sponsorship.

### **Golden Rules**

Selling sponsorship can be considered an art form. Improve your chances of winning the deal by using these golden rules:

- **Offer an opportunity and not a problem** - Offer a solution to a potential sponsor's problems, such as providing a bottom line saving or profit.
- **Target companies with the right fit** - Does your target audience's demographics - psychographics and geographic location - fit with those of the company or brand to be promoted?
- **Offer rights that the company can exploit** - Offer value for money - price your 'product' to ensure your organisation will benefit from the relationship and that the sponsor will make a profit. Make sure your product is priced similarly to comparable products.
- **Stand out from the clutter** - Make sure your proposal is addressed or delivered to the person who has the power to say 'yes'.
- **Be professional** - Make sure your representatives, including volunteers, always present themselves in a professional manner and understand what is required of a commercial relationship.
- **Be persistent, not a pest** - Following up a sponsorship request is necessary, but not to the extent that you interrupt the recipient's ability to do their job. It will take time for a potential sponsor to come to grips with what you are offering and for a relationship to grow and develop.

## Writing Proposals

A sponsorship proposal is a formal offer to do business. It needs to be well presented and contain enough information for a company to gain a thorough understanding of what it is being offered.

## Getting Started

- Member support - Discuss sponsorship proposals with your members. If a sponsorship is to work it needs to have the backing of your members, staff and board.
- Enough resources - Writing sponsorship proposals and contacting companies can be time consuming. Make sure you have the time and people willing to help.
- Allow sufficient lead-time - Depending on what you are asking for, the assessment, negotiation and planning involved to successfully manage a sponsorship takes substantial time.
- Stand out from the clutter - Tailor your proposal by acquiring background information on the potential sponsor's desired image, products, services and business objectives.
- Price yourself competitively - Find out what similar sponsorships are selling for. Before signing, a potential sponsor will independently put a value on your proposal. If your offer is cost effective or unique - you are in the running. Make sure you are making a profit.
- Target the correct person - Address it to the right person. If you are unsure, phone the company and ask them who looks after sponsorship deals. Confirm the address details while you're on the phone.

## Keeping Sponsors Happy

You have now entered into a commercial agreement with a company. Certain rights and benefits have been given as part of that agreement. Now it's up to you and your club to honour these commitments and keep your sponsor happy.

Most businesses like to feel involved and to be kept informed about what's happening with their sponsorship deal and the club's activities.

## How to Maintain a Successful Partnership

Depending on the type of sponsorship, here are some ways to ensure a successful sponsor relationship:

- Promote the sponsor at every opportunity
- Acknowledge the sponsor in every media story you release
- Communicate with your members to ensure they look after sponsor's rights
- Invite the sponsor to events and to give prizes at awards nights
- Establish more than one key contact in case the main contact moves on
- Keep your sponsor informed about the club, especially any potential unpleasant publicity
- Before signing a new sponsor, give existing sponsors the opportunity to address any concerns they may have
- If you have sold naming rights, you must acknowledge them in everything you say and do. You must also ensure that the media are aware and adhere to the naming rights.
- Send your sponsor an evaluation report.

## More Information

For more sponsorship ideas or tips contact Councils Recreation Development Officer on 9747 7200 or visit [www.melton.vic.gov.au/leisure](http://www.melton.vic.gov.au/leisure)

## 7.7 Access for All Abilities

Access for All Abilities (AAA) increases opportunities for people with a disability to participate in community based sport and recreation. The AAA program provides local clubs and other physical activity providers with a variety of support and resources to ensure 'access for all'.

### What does AAA do?

- helps clubs better attract, include and retain people with a disability into its programs and activities,
- promotes local inclusive opportunities to people with a disability,
- works within Council to ensure that 'access and inclusion' are considered in relation to relevant Council recreation programs and strategies.

### Here's some of what AAA can offer to support your club:

- Expertise in developing inclusive coaching practices
- Information about and help to develop grant applications
- Assistance to attract media and other exposure
- Help to create promotional material for maximum impact
- Access to training and other resources



### More Information

To find out how AAA can help your club, contact Council's Access for All Abilities Officer on 9747 7332 or visit the AAA website [www.melton.vic.gov.au/aaa](http://www.melton.vic.gov.au/aaa)