



# POSITIVE CHANGE IN ACTION

27<sup>th</sup> July 2014



We are a  **goodSPORTS club**  
Club of the Year 2013

# Positive Change in Action OVERVIEW

- To provide a background of the club's history
- To provide an insight on how the Good Sports and STARCLUB Programs have positively helped Heccies change its culture and shape it's future



# Heccies History

- Established in 1964
- Commenced from a tin shed with the first members functions held at homes, a housing trust home purchased in the 70's to the existing clubrooms built in 1981
- Over the years a number of refurbishment programs have been undertaken to try and re-invigorate the club, but more needed to be done



# SPORTING SECTIONS

- Football
- Cricket
- Tennis
- Netball



# Past Club Experiences

- Early years a club manager saw
  - Intoxication
  - Bad Language
  - Smoking
  - Some violent and aggressive behaviour

In the 80's & 90's, this behaviour was deemed as somewhat 'acceptable' for a sporting club



# Just Survive or Thrive?

- The club had to make hard decisions moving forward
- As society changed, so did the need for the club to be more aware of its members
  - The Club needed to
    - Get more female members
    - Increase its life blood by way of junior growth
    - Be more aware of the changing members needs (survey)
    - Be aware of the changing laws and requirements
    - Have better governances



# MAKE CHANGES

- New committee established in 2008
- Good Sports Program started in 2008
- New “Code of Conduct” policies in place
- STARCLUB Program started in 2012
- External expertise sought to assist with planning for the future



# WHAT CHANGES?

- Business consultant engaged June 2012
- Member survey conducted July 2012
- Strategic Plan formulated around responses and committee wish list
- Action Items listed in priority order
- Continuous review and update of action items





# KEY ACTIONS

- Level 3 Good Sports Accreditation 2011
- New kitchen staff & menu Oct 2012
- Increased communication to members and volunteers about plans for the future
- Increased use of policies from the Good Sports and STARCLUB programs to assist with better club governance
- Increased engagement with key stakeholders



# Measurable Results

- Registered players across all divisions have increased from 530 in 2011 to 798 in early 2014 (mainly new juniors)
- Focus on Good Sports family friendly atmosphere and fresh changes to dining menu saw Friday night meals during football season increase from 20 to 60 meals (200% increase)
- On field success across all divisions in recent years in both seniors and juniors
- New sponsors engaged & existing sponsors renewed
- Increased success in grant applications due to changes, strategic planning & critical service to the community
- Financial turnaround success – reduced a debt of \$50,000 down to zero in five years



# Measurable Results



- STARCLUB status achieved Aug 2013
- Awarded National Good Sports Club of the Year in Nov 2013 (out of 6,100 clubs)



# FABULOUS!

## Now we can put our feet up

- Winning awards doesn't mean you have now finished all the hard work and it's all smooth sailing
- The best clubs continually evolve and transform as their environments change
- Make informed choices and look outside the square for inspiration to keep the future bright



**New Membership Card**



# SUCCESS

IS THE SUM OF SMALL EFFORTS,  
REPEATED



Robert Collier (1885-1950)

[InspirationBoost.com](http://InspirationBoost.com)

