

evolve and change = a stronger club future

- Conduct a member's survey – find out what your members think about the food, drinks, canteen, events, programs, facilities, sponsors, volunteer availability at your club. You will be surprised with the feedback you will get both good and bad!
- Write a Strategic / Business Plan using the survey results to improve areas of concern and/or preparing for future growth. Incorporate how you will use the Good Sports and STARCLUB resources to help achieve your goals. **Get external help if required** – it's worth the investment. **MOST IMPORTANTLY—CARRY OUT THE PLAN** and don't be afraid to make changes to the plan as required—it's not set in concrete so be flexible to achieve your outcomes
- Find the **RIGHT** person in your club who is energetic to drive the Good Sports and the STARCLUB Programs — you may even want to create a volunteer title named 'Manager, Good Sports & STARCLUB Program'. This could be any member of the club, not necessarily the President or a committee member
- Tell **EVERYONE** about your club being involved in the programs – your members, sponsors, local council, local politicians, local press, school - promote all the good things your club is doing around the programs. Make appointments to go and engage with community partners and tell them about your club's future projects (this is why you need a Strategic / Business Plan)
- Highlight your Good Sports & STARCLUB involvement in all grant applications and sponsor proposals. It demonstrates your commitment to improving the programs and services that your club provides for the community
- Maximise visibility – website, letterheads, facebook, twitter, event posters, fundraisers, communication to members, membership cards, uniforms. Develop a 'branding' concept that includes Good Sports & STARCLUB
- Arrange information sessions for members around drug & alcohol management and healthy eating for improved performance on the field. Use local police resources to conduct sessions and invite high profile sports stars to come and be guest speakers – most elite sports have a certain % of community involvement they need to fulfil – all you need to do is ASK!



Be proud of your continual efforts to improve the wonderful things your club contributes to your community

SUCCEES IS THE SUM OF SMALL STEPS REPEATED, day in, day out

- Robert Collier

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