

The VICSPORT logo is displayed in white, bold, uppercase letters on a dark blue, rounded rectangular background. The background of the slide features a blurred image of a crowd of people, with a large white hand reaching up from the bottom left towards the center.

**VICSPORT**

# **#2 COVID-19 WEBINAR**

## **WORKING TOGETHER TO SUPPORT CLUBS**

**WELCOME**

[www.vicsport.com.au](http://www.vicsport.com.au)

# ABOUT VICSPORT



Vicsport, the peak body for sport, represents and advocates on behalf of 3.25 million participants, 580,000 volunteers, 100 sport associations and 16,000 clubs, providing one voice to government and industry.

Vicsport develops programs and policies and works with its State Sport Association, Regional Sports Assembly, Local Government & peak sport organisation members to deliver participation opportunities for all Victorians for better health, wellbeing and enjoyment.



# AGENDA



## WORKING TOGETHER TO SUPPORT CLUBS

A strategic Q&A with industry leaders to unpack:

- What clubs are telling us
- How we can help clubs to rebuild stronger and more inclusive
- The ongoing impact of COVID-19 on community sport

Speakers:

- **Tom Dixon**, Participation Strategy Manager, Vicsport
- **Karen Pearce**, Executive Manager Growth and Inclusion, Football Victoria
- **Melanie Pratt**, Sport Development Officer, Cardinia Shire Council
- **Michael King**, Manager Business Development, Leisure Networks
- **Sharin Milner**, Senior Preventions Partnership Advisor, Victorian Responsible Gambling Foundation

# CONSIDERATIONS

## DURING COVID-19



**Strategic planning:** strategy review, season changes or return dates, member attraction and retention, sponsorship.

**Financial planning:** budget planning, cash flow forecasting, funding and grants (i.e. JobKeeper)

**Compliance:** AGMs, liquor licencing (RSA), child safe standards, return to sport.

**Stakeholders:** members, volunteers, peak bodies, local council, funders.

**Health and safety:** COVID-19 safety, mental health

# CONSIDERATIONS

## DURING COVID-19

**Risk management:** insurance, risk plans, business continuity

**Human resources:** return to work, re-engaging volunteers

**Facilities:** availability, COVID-19 considerations, funding planning

**Innovation / Doing Sport Differently:** attracting new people, developing welcoming and inclusive culture, modified formats

# SOME STATS

## DURING COVID-19

### Long term trends

- Participation in sport related activities only
  - 2001: 32%
  - 2019: **19%**
- Participation in both sport and non-sport related activities
  - 2001: 25%
  - 2019: **40%**

[Sport Australia, AusPlay, Participation Trends in Australia, 2020](#)

### Physical activity levels

- 44% of people are less active during COVID-19 ([Gemba, 2020](#))

# SOME ONGOING QUESTIONS

## DURING COVID-19



How can we retain existing members?

How might we attract new participants?

How can we be more welcoming and inclusive of our local community?

How can we better support and celebrate volunteers?

How can we promote health equity and social cohesion through clubs?

How can involvement at a sport club compliment other fitness activities?

# SPEAKER #1

STATE SPORT ASSOCIATION PERSPECTIVE

**VICSPORT**

**Karen Pearce**

Executive Manager Growth and Inclusion





# SPEAKER #2

LOCAL GOVERNMENT PERSPECTIVE

VICSPORT

## Melanie Pratt

Sport Development Officer  
Cardinia Shire Council



# SPEAKER #3

REGIONAL SPORTS ASSEMBLY PERSPECTIVE


VICSPORT

## **Michael King**

Manager Business Development

Leisure Networks





Vicsport COVID-19 Webinar Series  
Michael King, Leisure Networks

**What are we hearing from clubs that can inform our industry?**

***'This current situation will probably expose clubs who struggle and will showcase the stronger clubs. We all want to be competitive - this is an opportunity to instigate some initiatives that will equalise the competition you are in'***

***Fiona Bennett, LN***

## Key themes from recent forums

- Managing finance with a focus on sponsorship
- Member engagement – is it a chance to recruit?
- Contracts and legalities – clubs have control of their destiny
- Membership categories – all focused on playing, can we add fries with that?
- Social media – awareness of what other clubs are doing well...
- Diversifying income streams – Investment in online training packages

## Challenges

- Continue engagement with clear line of sight
- Not having a membership strategy for unforeseen circumstances
- Coaches/committee members – how are they using their time?
- Provide consistent support to members of club. How do you prioritise?

## Opportunities

- Write a new strategic plan or short term action plan
- Shut down has surfaced gaps/needs within the club
- Re-work committee roles and responsibilities
- Do we need 2hr meetings at clubs anymore?
- Highlights club commitment and those who are loyal – chance to modify positions?
- Engage or re-engage with your local regional sports assembly

# SPEAKER #4

HEALTH PROMOTION PERSPECTIVE

**VICSPORT**

## **Sharin Milner**

Senior Preventions Partnership Advisor

Victorian Responsible Gambling Foundation

**LOVE  
THE  
GAME**

An initiative by



Victorian  
Responsible  
Gambling  
Foundation

Element	Driver (Engage)	Barrier (Reject)
	<i>Will this...</i>	
<b>Time</b>	<p style="text-align: center;">✓</p> Save me time Fit within what we already do	<p style="text-align: center;">✗</p> Mean having to find more time Mean having to find volunteers Be an added burden
<b>Revenue</b>	Generate immediate income Increase membership Increase our income potential	Cost us money to do Impact an existing revenue stream Mean we have to find new income
<b>Performance</b>	Enhance on field performance Increase skill of players Attract potential talent	Impact on field performance Result in losing talent Deter new talent from joining
<b>Reputation</b>	Make us look good Increase member retention Increase attractiveness to sponsors / key bodies (LGA)	Upset or anger our members Be out of step with community expectations and sentiment

# COVID-19 impacts where to now?

# Alignment



# Connection

**Sharin Milner**

**E:** [Sharin.milner@responsiblegambling.vic.gov.au](mailto:Sharin.milner@responsiblegambling.vic.gov.au)

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Foundation



# QUESTIONS?

## SUPPORTING CLUBS



Use the Q&A option in Zoom to ask questions of our panellists.

- **Tom Dixon**, Participation Strategy Manager, Vicsport
- **Karen Pearce**, Executive Manager Growth and Inclusion, Football Victoria
- **Melanie Pratt**, Sport Development Officer, Cardinia Shire Council
- **Michael King**, Manager Business Development, Leisure Networks
- **Sharin Milner**, Senior Preventions Partnership Advisor, Victorian Responsible Gambling Foundation



**VICSPORT**  
**COVID-19**  
**WEBINAR SERIES**

**12 MAY**  
10am-11.30am

**LGA INCLUSIVE &  
ACTIVE PARTICIPATION  
INITIATIVES**

The final of a series of three webinars, LGA Inclusive & Active Participation Initiatives will focus on Local Government led active participation and inclusion initiatives.

# THANK YOU

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