Creating a   
Successful Sporting Club

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I recently participated in the SportsCommunity webinar on being a successful sporting club.

Here is a summary of the stated characteristics:

## Leadership and Culture

1. There are clearly defined and measurable objectives with deadlines.  
   (e.g. Within 12 months replace the two Nomads with current equivalents.)
2. Responsibilities for planning and delivering objectives are delegated to individuals or subcommittees **outside** the Executive Committee.
3. There is a strategy and implementation plan on how to achieve each objective.
4. The Executive Committee **leads** rather than does.
5. The Club structure evolves depending on the objectives
6. The wider membership and the broader community actively assist in achieving objectives.
7. There is a culture of volunteering. Everyone chips in.

## Governance and Infrastructure

1. Key group knowledge and information is collected and disseminated, thereby facilitating training of and handover to new committee members.
2. Clearly defined position descriptions are used to recruit and manage those that take on honorary roles. (The position descriptions include expectations, training and an estimate of the time commitment required for that role.)
3. Policies and procedures are documented and visible.
4. There is strong financial management and reporting (annual budget and forecast monthly cash flow, with variances of actual vs budget reported every month).

## Relationships and Communication

1. A welcoming and inclusive culture, creating strong sense of belonging.
2. Strong relationships with stakeholders
   1. Members
   2. Local council (staff and counsellors/Mayor)
   3. State and Federal Members of Parliament
   4. Media
   5. Schools
   6. ‘Head Office’
3. A clear communication strategy engages past, present and future audiences/members.
4. An up to date website (with a welcome message and the go to person for newbies).  
   An email newsletter (can be annual)  
   A social media presence
5. A positive reputation within the community (How is your group perceived?)

## Pathways and Development

1. Ensure the social and development needs of all participants are met (elite players, players and non-players).
2. Strong pathways from school to junior to senior to masters participation.
3. A focus and investment in the development of all participants (players, coaches, referees, office bearers, volunteers).

So back to characteristic 1. The first objective for our committee can be: “Within 3 months, identify 5 important Club objectives, each of which to be completed within the following (say) 12 months.”