

Local Government & Sports Clubs working together better

Notes from the presentation to the
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How is Local Government involved in sport?

- Largest provider of facilities & reserves for participation
- Subsidise use of outdoor playing fields by approx. 80%
- Support for local club development
- Encourage participation in physical activity
- Community sport initiatives through grants
- Program development
- Support of marginalised populations
- Support locals to reach elite

Key things to work better together:

- Be clear about the goals of both parties and the game plan
- Clearer roles & responsibilities for each player
- Much better dialogue is required between clubs and LGA's
- More effort is required at the grass roots levels with other partners eg schools

What do we want out of sport?

Mutual Goals

Kids:

- being physical activity
- having a good time
- developing social skills
- developing as resilient well balanced individuals
- following their dreams

Where do we start?

- Break up into the different levels of sport
- Look at the issues for each
- Skills and resources audit for the key players in each
- Set roles of each stakeholder, who can:
 - best influence change
 - champion the cause
 - do what cost effectively and well

Roles in sport

- Different levels of sport; all rely on the others to survive:

- **Foundation**

(basic movement skills, basic level of fitness & knowledge of the game)

- **Participation**

(involvement in competition for fun)

- **Performance** (involvement in competition for success/status sake)

- **Elite** (top level or professional)

Skills & resources:

- There are different roles for key players at each level eg **Schools, clubs, LGAs and peak bodies (eg SSAs)**
- The pathways for participants between levels are not always clear
- There is no co-ordinated approach to management of facilities -at each level, and therefore there are excess costs and capacity.

Roles in sport overview

- **Local Government has:**

- Influence through availability & pricing of facilities
- buying power
- facility management skills, professional sports planning and marketing skills
- market information - like no one else_ & channels to distribute information
- the broad overview of what happens across a whole areas one club doesn't have
- knowledge of all stakeholders in sport - distribution of opportunities etc.
- access to state government grants

- the opportunity to be custodians of local tradition & social institutions that are our sports clubs

- **Clubs have:**

- Skills & knowledge in:
 - the sport
 - administering the game
 - & running competitions
- Sometimes they may be: asked to do things outside their skill area; spreading themselves too thinly

Local government:

What sports & why?

- LGA's should have clear policies that indicate what sports they support and why, and what they can do for clubs apart from provide grounds or facilities.
- For example
 - Do they subsidise a tiny club in the same way as a large professional (eg AFL) club.?
 - Do they support bowls and squash clubs even though these clubs are sometimes provided on private land?

What about schools?

- **Schools have:**

- A captive audience of young people
- A conduit to parents for education and resources
- An opportunity to capitalise on the benefits of sport to assist academic goals
- Professional skills (PE) and resources to teach sport skills
- A structure for interschool competitions in place
- Significant opportunities to provide Physical Activity after hours (with current after school programs etc).

- **Schools are:**

- The main opportunity kids have to get exercise
 - In the best position to provide foundation skills, influence exercise habits & self confidence
- Can do -will do, can't do, wont do
 - If kids don't have the skills or opportunities to learn they don't participate

Foundation level

- At the foundation level **schools & parents** - teach kids the games, assist kids to get fit, excite kids about sport, connect them with friends to play with, introduce kids to competition
- **Peak bodies** devise skills development programs & set structure for competitions.
- **Clubs/parents** run the clinics/programs through schools or the State Sporting associations
- **Councils** commonly provide the facilities for development programs and school use

Foundation level - issues

- Not all schools have sport & interschool sport for all ages (ie under 10yrs)
- Smaller yards and fewer children mean not as much cricket in the back yard
- Children in care/ non English speaking/ with one parent / with a disability etc. have less opportunity to learn sports
- Special schools don't have sport!!
- Facilities may be poor quality/ too multipurpose
- Kids in wheelchairs < 12yrs can't play team sports like soccer because no insurance
- If schools and parents are not players someone else has to be!!

At the foundation level

Local Government can:

- Run sports programs in leisure centres targeting schools
- Communicate the benefits of sport to residents, new parents & new communities
- Support other players: eg health & community sectors get to tap into marginalised groups
 - Eg Southern Health, City of Greater Dandenong & clubs
- Advertise opportunities to learn to play
- Put clubs in contact with schools & centres
- Provide incentives for clubs to provide access for schools, and non membership & social opportunities when families want to play.
- Help schools plan and manage their facilities
- Provide social sports opportunities in parks ie table tennis tables, hit up walls, free access tennis or basketball courts, goal posts

Foundation level actions

Clubs can:

- Run programs in schools eg In Vic Fencing, Fishing, Gymnastics
- Use schools to promote and host programs- the after care sports programs, and development programs Auskick, Vicrick Goalkick etc.
- Make sure they engage their local community & provide social opportunities
- Work closer with other providers
- Devise / participation in programs to capture social players. examples:
 - **Onside soccer**
 - **Reclink** Vic sports programs for homeless people
 - **Bare foot bowls** through lawn bowl clubs
 - **UK Football Foundation** street league, and other programs
 - **Midnight basket ball league**,
 - Various other modified sports

Participation level issues

- Non English parents may not have have same commitment to clubs, taking kids there etc.
- People too busy & too fat!
- Kids have to work on weekends or go to single parents week about
- Parents concern about injuries and routine commitment
- Kids and parents wanting more relaxed social competition options
- Scheduling of competitions to meet life cycle or the needs of private school kids(who play for their school on Saturday morning)
- Viability of clubs due to decline in membership
- Demand for competition to suit wider age range of users
- More onerous OHS regulations for clubs
- Increasing demands re quality and number of facilities from SSAs
- Facilities outmoded don't meet female and disability needs
- Club being required to do things they don't have the skills for
- Turnover of staff & club contacts
- Volunteer management and succession planning
- Funding influenced trends (synthetic surfaces)
- Lack of understanding about how each other(clubs and council works)

Participation level actions

- **Clubs can:**
- Use the resources Councils & peak bodies/ SSAs offer:
 - templates for business plans
 - training on new regulations
 - sport development
 - grants for projects
 - general advice
- Eg Club 10 Gymnastics Aust. Quality Improvement Program
- Take care with scheduling so some markets don't miss out (ie over 35s who have kids and work)
- Assist with development of "academies" through private schools
- Work with other clubs & other providers ie disability organisations - to provide opportunities for people with a disability

Participation level actions

LGAs can:

Marketing & Information

- Keep up to date simple data bases
 - Club
 - Facilities
 - Target group(ie age, people with a disability, older adult)
 - Levels of competition played
 - Facilities to hire
- Produce this info into alternative forms as well as offer a “hotline” phone service to match people with available opportunities
- Develop distribution channels for this information ie recreation centres/libraries/clubs
- Develop good communication/ dialogue with clubs and between clubs
- Communicate benefits of club sport to residents
- Provide incentives & assistance to clubs to target a broader range groups
- Offer training to enhance viability & assist establishment
- Sign facilities & who uses them
- Keep clubs informed- training, grants, facility developments, great deals etc.
- Collect demand info from sports allocations process (ie record those unsuccessful in getting a ground- to plan

Participation level actions

LGAs can (cont'd):

Facilities

- Make facilities flexibility to use by different clubs in different seasons
- Address Season change overs
- Increase carrying capacity - through surfaces, lighting
- Do more planning in residential developments so sport doesn't miss out!
- Provide incentives to reach specific target markets
- Offer group insurance schemes
- Ensure facilities are DDA compliant, and suit women
- Keep up to date Inventories and co-ordinate use of; community facilities eg schools
- Manage school facilities for club use
- Co-locate facilities to enhance viability
- Assist with school feasibility, ie discourage 3/4 sized and separate facilities + match use schools with clubs
- Develop facility complexes at community hubs
- Reinforce/ create incentives to plan (ie require grant recipients have business plans)
- Develop multi code sport clubs

Participation level actions

Volunteers

LGA's and clubs should work together to:

- Recruit
- Retrain
- Resource
- Recognise/reward
- Retain
- LGAs some time have their own recognition schemes that clubs can tap into to reward their volunteers
- LGAS can advertise opportunities for volunteers to participate in clubs
- LGAS can help to match volunteers with clubs, for specific tasks - or to run club events.

Participation level actions

Always look for local solutions

- Sometimes it comes down to the local person who can inspire
- There are some innovative ways small communities have funded sports clubs or provided incentives for clubs to increase participation
 - Eg in the VIC western district farmers grow one extra ha of crops that is used by the club
 - In several parts of Victoria Councils allow part of the reserve to grow crops
 - The City of Warrnambool manages the Warrnambool stadium. Users pay entry to the stadium and council provides a rebate back to the clubs based on the number of participants

Participation level action

Risk management:

- Injury is the main reason for giving up sports (after not having the time)
- Civic Mutual Plus says major risk issue is related to injuries due to condition of playing surfaces.
- Injuries to nonsports users on the reserves are becoming more of an issue
- Asset management is a dual role (club and LGA)
- Responsible club management and OHS
- There is a need for clear lines of accountability, in agreements etc. on issues such as these as well as vandalism, inspection of pitches, facility developments etc.
- Aust Standard on Risk Management 2004 and guidelines for sports.

Participation level actions

Data on sports participation is important for planning

- There have been changes in methods for national sports participation data collection every few years
- There is Insufficient data on participation in sports for 14yrs and under -(only every 3 years)
- Skate and BMX and relatively new sports - little information
- So much market research being conducted on behalf of LGA's -about club sport and participation -much of it piecemeal -
- There needs to be a united approach for clubs and LGA's benefit
- Partnership between clubs and LGAs is required if there is to be co-ordinated research agenda

Roles: conclusions

Some roles that need to be enhanced:

Local government:

- information management and dissemination
- marketing & research into motivations & constraints & participation
- facilitating social, casual activities, program and assistance
- planning and joint management of facilities with schools
- input into planning for sport ie residential subdivision
- assisting clubs to be viable

Clubs:

- Stick with running the competitions, managing volunteers & the club
- More communication with LGA's and peak bodies
- Work more closely with schools
- More succession planning and keep Councils club contact up to date

Case study

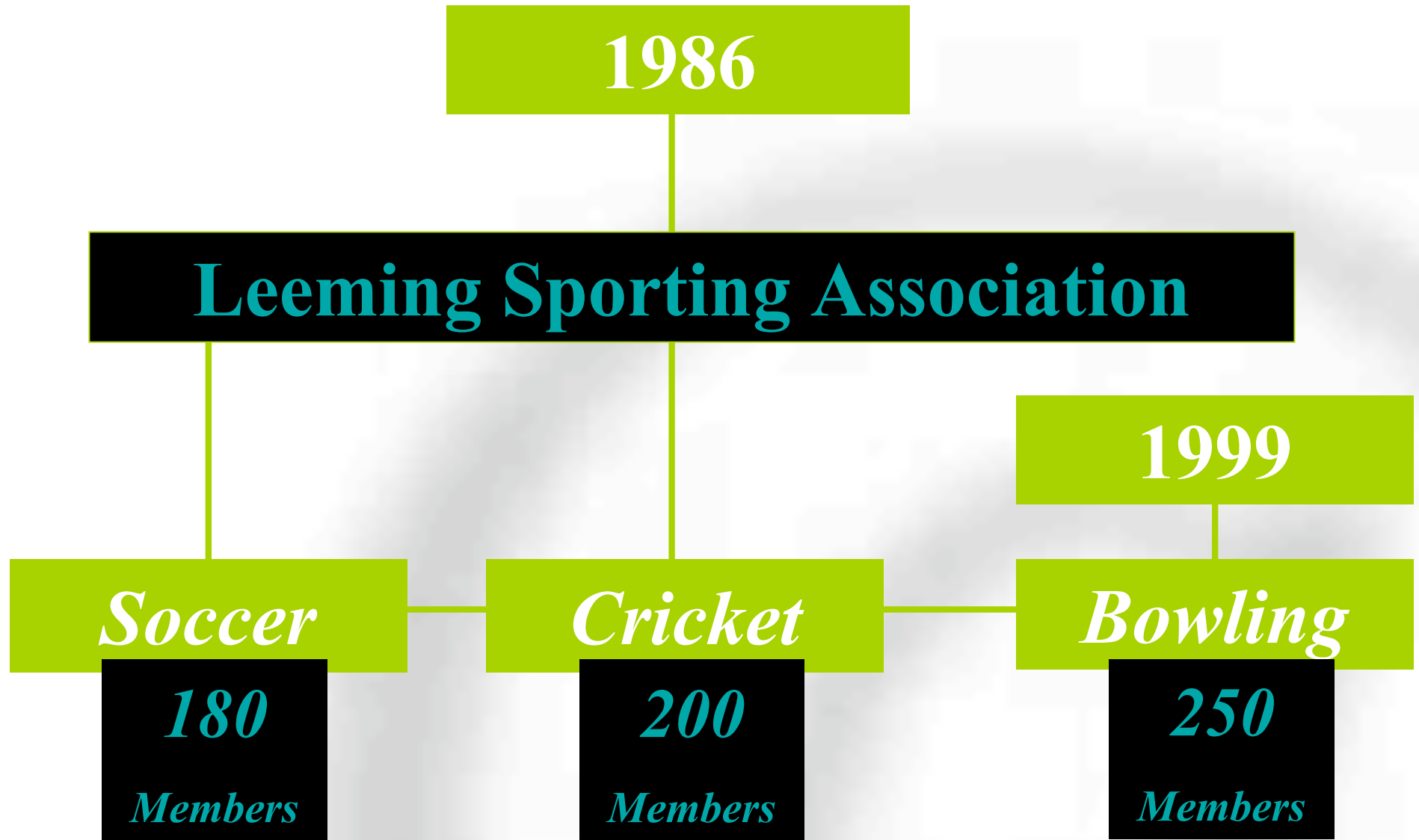
Leeming Sporting

Association

Mick Doyle



— *City of* —
Melville



- The City of Melville has a policy of encouraging several Groups to form an Association so that Officers deal with the Association rather than the individual Clubs.
- In turn, this encourages maximum use of our public facilities.
- Progresses sports in the local area.
- One entity manages the facilities.

- **Total construction cost \$1.8 million.**
- **Construction took 18 months.**
- **Leeming Sporting Association self supporting loan = \$250,000. (Annual turnover \$35,000 - \$50,000)
(Air-conditioning, heating, seats, tables, etc)**
- **SSL offsets the lease fee, which ever is greater.**
- **Five years lease (annual lease fee \$20,500)**

FACILITIES

PAST

- Small Bowling Clubrooms
- Old-style brick Clubrooms with changing facilities

CURRENT

- Modern multi-use/multi-purpose Clubroom facilities:
 - Function Room
 - Bar
 - Kitchen
- Old style brick Clubrooms with changing facilities

All facilities managed by Leeming Sports Association with a split:

Bowling Club	50%	Total costs (all year round)
Cricket Club	25%	Total costs (Summer)
Soccer Club	<u>25%</u>	Total costs (Winter)
	<u>100%</u>	

- **Management model works well. Duplicated throughout the City.**

- **Individual Club requirements can be quite demanding:**
 - **Floodlighting**
 - **Additional pitches**

- **Individual Club's Executive changes regularly.**

- **A number of Clubs approaching Council is better than individual Clubs approaching Council – maximum benefit.**

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