VOLUNTEER WORKSHOP

Melbourne University Sport

TD Solutions
Sports Administration

 CLUBMAP
BACKGROUND

ClubMap (formally TD Solutions) is proud to have worked with 1000+ sporting organisations one on one with planning, direction and support. We have worked with clubs of all sizes, ranging from some of the biggest sporting clubs and state bodies in the country, right down to some of the smallest community organisations.

Webinar series since April 2020
- Attended by 6500+ club administrators from 60+ sports

HOSTED BY TERRY DILLON & TEAM

After nearly 20 years at the highest levels of Australian sport, Terry is now using his knowledge and experience to educate, guide and support administrators from the grassroots to the professional level.

- Current Cora Lynn FNC Vice President (20+ years on executive committee)
- Acting CEO of Hawthorn FC and St Kilda FC
- COO of St Kilda FC and Hawthorn FC
- CFO of Collingwood FC

Qualifications: B.Bus (Acc), CPA, Grad Dipl. Masters of Business Admin
**WEBINAR ATTENDANCE**

- **6.6K** Webinar Attendees
- **63** Sports Represented
- **3.2K** Unique Clubs
- **9** Countries

**DATA CAPTURED APRIL 2020 – APRIL 2021**

- 94% Volunteers | Not educated to run a club
- 93% Clubs | Out-of-date revenue model
- 68% Clubs | No budget
- 89% Clubs | No post-COVID budget
- 82% Clubs | 3-4 people do the work
- 84% Clubs | No plan or ‘roadmap’
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HOUSEKEEPING

MUTE your audio
Open CHAT for questions
Type in chat your club and sport you’re from
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“FORMULA TO A SUCCESSFUL CLUB”

CORE BUSINESS
HEALTH

FINANCE

REVENUE

FACILITIES

CULTURE

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ALL CLUBS HAVE THE SAME CHALLENGES

- Leadership
- Finance
- Volunteers
- Revenue
- Planning
- Education
- Covid-19
WHAT ARE WE COVERING IN THIS WORKSHOP?

UNDERSTANDING VOLUNTEERS. Important first step.

3 LEVELS OF A COMMITTEE. Understanding the differences

COMMITTEE STRUCTURE. Importance of spending the time to get it right.

PLANNING DAY. Understanding and prioritising gaps

RECRUITING VOLUNTEERS. The proven 4-piece puzzle

RETAINING VOLUNTEERS. Hold on to your club’s most important asset.

GOVERNMENT FUNDING. For volunteers to work for your club.
Life cycle of a committee member

1. The honeymoon: We can do this!
2. Becomes all-consuming: > Burnout!
3. Pressure builds
4. Committee turnover
5. Can’t see a way out
6. Nobody left
7. Last one standing
UNDERSTANDING WHY PEOPLE VOLUNTEER

Three main reasons people volunteer?
• Help others
• Personal satisfaction
• Family involvement

Other reasons?
• Give back to the community
• Develop their skills
• Build on experience
• Social contact
• Be active
• Utilise their skills / experience
Most common reasons for *NOT* volunteering:

- Didn’t have time
- Unable to make commitment
- Preferred to give money instead
- Didn’t know how
- Had no interest
- Physically unable or health

*NO ONE ASKED*
40% of community sport clubs report staff & volunteer retention as a barrier to get back up and running fully.
Majority of clubs we have worked with already in 2021 are experiencing a ‘Covid Hangover’

- LOSING members, participants & **VOLUNTEERS**
  - Lack of engagement through lockdown
  - Found other interests / sports
  - Priorities & circumstances changed
  - Covid19 protocols on game day proving to be extensive
Committee Structure

Spending the time to get your structure right will spread the load and reduce the burnout on **volunteers**

**EXECUTIVE COMMITTEE**

Executive Committee being the decisions makers who provide strategic direction and much more

**NON-EXECUTIVE COMMITTEE**

Non-Executive Committee members sit on the general committee, not executive. Should have a defined role to play

**NON-COMMITTEE ROLES**

Non-Committee members those not wanting to go on the committee, complete a role to help
Replace or combine titles and roles as your club sees fit. Structure is the key to sharing the load.
Replace or combine titles and roles as your club sees fit. Structure is the key to sharing the load.
STRUCTURE PLANNING DAY

Identify the **RIGHT STRUCTURE** for your club

Must have a VOLUNTEER COORDINATOR (best asker)

Identify APPROPRIATE SKILLS at your organisation

Begin to populate structure and fill positions/roles

Identify and PRIORITYSE gaps that need filling
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THRIVING VOLUNTEER PROGRAM
4 STEP PROCESS

PROSPECT

RECRUIT

RETAIN

REWARD
Get your structure right

Identify the roles that need filling

Identify individuals with skills

Prioritise roles for this year – doesn’t have to be filled overnight.

Use club database to market for help
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4 "PIECES OF THE PUZZLE" TO RECRUITING FOR A SUCCESSFUL VOLUNTEER PROGRAM

1 - Volunteer Coordinator **WHO IS YOUR ASKER?**

2 - **EXPLAINING THE 3 LEVELS** of committee structure (Green, blue, yellow)

3 - Utilise **TDS EDUCATION** to recruit volunteers

4 - **OVER 55’s** opportunity
 PIECE 1 - Volunteering Coordinator

Key role at every club

Who is your asker?
Sole focus on the Volunteer Program

Takes the pressure off the rest of the committee
Fills all jobs – nothing else

- Well respected in the community
- Clear understanding of the roles
- Excellent communicator
- Very persuasive
 PIECE 2 – **EXPLAIN THE STRUCTURE**  
One piece of the bigger picture

Volunteer Coordinator

- Executive Secretary
  - Social Coordinator
  - Communications Manager
  - Database Manager

- Executive Treasurer
  - Apparel Manager
  - Strategic Planning Manager
  - Facilities / Projects Manager

- Executive Revenue Streams
  - Sponsorship Manager
  - Membership Manager
  - Fundraising Coordinator
  - Grants Manager
  - Australian Sports Foundation Manager

- Executive Match Day Ops
  - Match Day Coordinator
  - Canteen Manager
  - Bar Manager

- Executive Core Business Director
  - Sport Manager
  - Senior Coach
  - Team Managers
PIECE 3 – Utilise TDS Education
(TDS Clubs)
190+ Videos & 100+ Topics and Templates

- Committee structures
- Governance
- Finance
- Grants
- Membership
- Sponsorship
- Digital
- Fundraising
- Volunteers
  - Taking club to the next level
  - Coaches (appoint, review & develop)
  - Fund Saving
Example video – Volunteer Activator (Coordinator)
Does your club pay anyone to run the bar, canteen, gate, bbq, facility maintenance, turf curator?

Over 55’s opportunity for clubs to have people paid by the government to work for your club.

- Early retirees or people looking for work
- $14.2k per year
- There is **No limit** to the number of people you can have
PIECE 4 - **VOLUNTEERS JOBSEEKER ALLOWANCE**

- For people over 55 looking for paid work
- No interview, no job application required
- Minimum 30 hours per fortnight
- Jobseeker Allowance is available for any role, Canteen manager, match day helper, even administrators!
- Generous assets test – can earn $14.2k p.a.
- Those 55-59 receive 50% for first 12 months
- No limit to the number of participants at a club
THE PROCESS

STEP ONE
Centrelink form. Club requests for organisation approval

STEP TWO
Individual needs to be registered for Jobseeker, if not already. Need to be completed BEFORE STEP THREE

STEP THREE
Individual registered & qualified for Jobseeker then completes Centrelink form – 'Verification for Volunteer Work'

NOTE: You cannot receive Jobseeker if you’re already receiving any type of pension, eg aged, disability etc.
WHERE TO FIND 55+ VOLUNTEERS?

Facebook
Use your market and put up a post or ‘job ad’. ‘Are you over 55? Would you like to work for our club etc?’

Seek Volunteer
Great platform for volunteers, ads there have

Employment agencies
Already have a database of people of Jobseeker and people looking for work
Must do each of the following to retain great people:

- **VALUE THEIR TIME**
- **UTILISE THEIR STRENGTHS**
- **LISTEN TO FEEDBACK**
- **CREATE A PATHWAY & EDUCATE**
- **SUCCESS STORIES**
- **RECOGNITION**
REWARD

HOLD a volunteer day each year

‘Club person of the year’ type awards

RECOGNITION at all club events

DISCOUNTS on club apparel?

IMPORTANT to reward volunteers & life members for their efforts
THRIVING VOLUNTEER PROGRAM
PROCESS

PROSPECT ✔
RECRUIT ✔
RETAIN ✔
REWARD ✔
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PRESIDENT’S FIRST 90 DAYS

HOW ORDINARY PEOPLE CREATE EXTRAORDINARY CLUBS
FIVE STEPS TO A SUCCESSFUL COMMUNITY CLUB

Terry Dillon Blus (Acc) CPA MBA
Edited by Mark Campbell

"From setting the highest standards at grass roots community clubs all the way to AFL Premiership winning clubs, Terry can transform a club of any size or predicament to a successful one, if they use his method."

Vince Crewe, CEO, Melbourne United Basketball

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## COMMUNITY CLUB PLANNING TABLE

<table>
<thead>
<tr>
<th>TASK</th>
<th>PLANNING TYPE</th>
<th>WHO</th>
<th>WHAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>HEAD CHECK (Audit)</td>
<td>CLUBMAP</td>
<td>Survey on 11 key admin areas of club</td>
</tr>
<tr>
<td>2</td>
<td>Structure</td>
<td>CLUBMAP</td>
<td>Varies</td>
</tr>
<tr>
<td>3</td>
<td>Revenue Plan</td>
<td>CLUBMAP</td>
<td>3-4 New Revenue Initiatives</td>
</tr>
<tr>
<td>4</td>
<td>Budget</td>
<td>Treasurer</td>
<td>Financial Planning</td>
</tr>
<tr>
<td>5</td>
<td>Planning Day</td>
<td>Exec. Committee</td>
<td>Fill Gaps In Structure</td>
</tr>
<tr>
<td>6</td>
<td>Operational Plan</td>
<td>CLUBMAP</td>
<td>5 Major Focus Points Post TDS Workshop</td>
</tr>
<tr>
<td>7</td>
<td>Strategic Plan</td>
<td>CLUBMAP</td>
<td>Roadmap To Take Club Forward</td>
</tr>
<tr>
<td>8</td>
<td>Succession Planning</td>
<td>Exec. Committee</td>
<td>Having An Eye To The Future</td>
</tr>
<tr>
<td>9</td>
<td>Master Plan</td>
<td>Exec. Committee</td>
<td>Build It &amp; They Will Come</td>
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</table>
PEOPLE
FINANCE
REVENUE

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WHAT IS THE ONE THING CLUBS DON’T HAVE THAT IS HOLDING THEM BACK?

A PLAN.