



Australian Government

Australian Sports Commission

CLUB DEVELOPMENT NETWORK

1300 130 121

www.ausport.gov.au/clubs

ABOUT THE CLUB DEVELOPMENT CHECKLIST

Welcome to the Club Development Network. The aim of the Network is to assist clubs across Australia to identify ways in which they can develop their **clubs*** so they can provide the best possible service to their members. The principle upon which the network has been established is one of promoting continuous improvement.

To be a successful, well-run club you need a clear understanding of leadership, planning, people and organisational performance while maintaining a strong member focus. These areas are explored in the checklist and action plan.

Each area is broken into a series of questions that contain a number of examples for you to consider when reviewing your club's performance.

The Checklist and Action Plan will help give a clear picture of your club's strengths and possible areas for improvement and provide a direction for your future development.

The checklist is most effective when it is completed by a number of club members, as they will bring a broad range of views to the review.

Feedback from current network members has told us that it is much easier to have club members [take the checklist home](#) to complete, rather than trying to organise a time when they can come together and fill it out as a group.

* The term 'club' is used for any organisation providing opportunities for sport and physical activity.

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HOW TO WORK THROUGH YOUR CHECKLIST AND ACTION PLAN

It is suggested that you nominate a coordinator to organise this.

Step one: Decide on a coordinator

The coordinator is someone who has the backing of the club's Committee. The coordinator does not complete a copy of the checklist, but compiles feedback from other club members into a master copy.

Step two: The coordinator invites interested members to participate

Aim for around six to eight people to be involved. These should represent a good cross-section of the club. You might like to include people such as the President, Treasurer, a coach, a player, a life member and one or two volunteers.

Hint:

The coordinator may wish to personally invite club members to fill in the checklist or use the attached invitation that outlines the role of the group and how people are to complete the task.

Step three: The coordinator explains the task and distributes copies of the checklist

Once people have agreed to be involved they need to have the process explained to them. The coordinator should run through the attached sample question before giving them their copy of the checklist. Once this has been done, they agree on a time for everyone to complete the checklist and get it back to the coordinator who will then compile all the responses into one master copy. (Suggest two weeks)

Hints:

The idea is to encourage people to complete the checklist based on their knowledge and experience of the club. Let them know that it's okay for their checklist responses to be different from those of other group members, and that they should feel free to talk with as many people as they want to about the issues. Make a copy for each person and explain that they give a rating of 1,2,3,4 or 5 for each question and that it is very important that they give their reasons, as it is critical in understanding their rating. The ratings are:

**1.Haven't considered 2.Thinking about it 3.Starting to develop
4.Implementing 5.Achieving & monitoring**

Make sure they understand that their role is to identify the club's strengths as well as areas for development. They don't have to come up with solutions, simply identify areas that the club may need to work on. This is big picture work. The coordinator may need to request funds from the Committee to cover the costs of copying the checklists.

Step four: Complete a master copy of the checklist summarising the group's work

The coordinator collects all the checklists and starts compiling a master copy. A simple approach might be:

- Open up all the checklists at the first question. Cut up all the responses to the question and glue them onto a sheet of A3 paper. This will allow you to get a 'snapshot' of the issues and to 'average' out the rating they gave. Experience has shown that the bigger issues are easily identified using this process.
- Read through each person's comments and try to summarise them into one or two sentences or dot points that explain the rating and put these points on the checklist master copy. The Summary of Ratings sheet is a useful way to get an overall picture of how the group has rated the various areas.
- Continue the process until the master copy is completed. (It may be easier to use the electronic copy of the checklist?)

Step five: Bring everyone together

Make a copy of the master checklist for each person so they can read it and see what others have suggested. Next, organise a meeting to discuss the findings. The aim of the meeting should be to look for the key issues and gain agreement from the group on the major areas that the club needs to work on to make sure it is running well and providing the best possible service to the members.

Hints:

Because the coordinator has compiled the group's feedback they are most likely to have a good understanding of the key issues. As such, they would probably lead the discussions.

It's often helpful to have some paper on a wall where main issues are listed so that everyone at the meeting can see what has been suggested and agreed upon.

Step six: Drawing up the action plan.

Once there is general agreement from the group, the coordinator should transfer the key issues into the **Action Plan**. This is the time to look at who can help the club turn the action plan into a reality!

PUTTING THE PLAN INTO ACTION!

Once the group has completed drawing up the action plan it is time to pass it over to the club's Management Committee. While a number of them may have already been involved in the process it is advisable to have the suggested actions tabled at a meeting of the club's committee.

It is the responsibility of this committee as to what steps they choose to take in relation to the suggestions contained in the action plan.

One of the biggest hurdles that confront most committees is a lack of willing hands to complete particular tasks.

Most committees constantly ask for help but very few people come forward. Many people are reluctant to volunteer for something unless they know what is involved and how long it may take. Open-ended commitment is harder to find as peoples lives become busier.

Your **Management Committee** may consider breaking the work into bite-sized tasks. The Resource Library was developed for exactly this reason. It has a wide range of club friendly resources that you can access to help your volunteers feel confident in attacking the tasks in your action plan.

The other issue to consider is the personal touch. Most people will respond positively to a personal approach rather than a blanket request in a newsletter. Perhaps half a dozen targeted phone calls could get the result you wanted?

The key is knowing what skills you require and identifying who in your club has them. One way of addressing this may be by appointing a membership officer or volunteer coordinator whose role is to get to know your membership and is able to focus on involving them in the life of the club?

INVITATION

Dear

As a strong supporter of our club I am inviting you to be part of a group that will look at how well our club is progressing, and to suggest some areas for improvement so we can provide the best possible services to our members.

Our club has recently become a member of the Club Development Network and an important part of this membership is to complete a checklist which helps us look at how our club is going and helps us develop a simple action plan for the future.

WHAT WE WILL BE DOING:

You will receive a copy of the checklist, which covers five main areas: Leadership, Planning, People, Members and our Overall Performance.

The idea is to give your thoughts on how well we perform in each area based on your experiences and knowledge of the club. It is meant to be a Big Picture look at how we are going.

The checklist is quite simple so you should have no difficulty filling it out.

After you have completed the checklist, I will collect it and your feedback will be added to a master checklist, which represents the views of all members of the group.

I will give you a copy of the master checklist so you can have a look at it before we come together to decide on the most important areas for the club to work on.

AT THE MEETING: (1 to 1 ½ hours)

- We will discuss the master checklist and see what areas have emerged as the most important for improvement.
- We will put these into an Action Plan to help us decide our future direction as well as what information and resources we need to access to address these actions.

If you have any questions please contact me on _____

Signed _____

Hints:

To view the checklist please visit the 'Checklist' section of this website.

The Checklist can be downloaded as a Word document. This will allow you to save the checklist to your computer and email it to members of the club.