Sporting Advantage Opportunities

Grant Writing, Planning, Volunteer Training, Workshop Series’

October 2012
Could you use a Professional Sports Consultant for:

**Strategic and Operational Development Planning**

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Strategic and Operational Development Planning

Sporting Advantage creates strategic and operational development plans for small grass roots clubs or large sporting associations that are simple, clear and most importantly, useful. We will help you to identify your club or association’s goals and targets, then outline projects and actions to implement to achieve these goals.

The Inclusions
There are many aspects we can include in your plan, depending on the priorities your club or association would like to focus on, for example:

- The history and current situation
- Identification and prioritisation of future projects
- Multi use community opportunities
- Facility development opportunities
- Funding, sponsorship and marketing opportunities
- Strategies to increase income
- Volunteer management frameworks
- Volunteer position descriptions and roles
- Participation growth strategies
- Player development and pathway opportunities
- Coach and administrator education opportunities
- Communication strategies
- Risk management strategies
- Succession planning frameworks

The Outcomes
After extensive consultation, your club will be presented with:

- A clear and concise plan that is easily understood and functional
- Comprehensive actions to implement the plan’s goals and targets
- Hard copies of the plan (though we like trees, so not too many)
- Electronic copies of the plan to distribute, update and distribute to volunteers
- 1 page glossy summary brochures of the plan for easy distribution
- A presentation of the plan to your members and stakeholders that includes training on how to implement the actions
- Sporting Advantage as a resource you can use at any time to ask for advice on implementing your plan’s projects
Sporting Advantage Planning Projects

- Brewers Park Sporting Precinct Master Plan (Mackay Regional Council)
- Middlemount S&R Development Plan (Isaac Regional Council)
- James Cook University Student Association Sport and Recreation Plan
- Townsville and District Rugby Football League Strategic Plan
- Townsville City Netball Club Strategic Plan
- Tennis Townsville Strategic Plan
- Collinsville Scottville Fitness and Health Strategic Plan
- Hinchinbrook Rugby League Football Club Strategic Plan
- Townsville Masters Swim Club Strategic Plan
- Townsville Football Business Plan
- Estates Football Business Plan
- JCU Water Polo Club Strategic Plan
- Ross River Senior FC Strategic Plan
- Cutheringa Bowls Club Facility Strategic and Operational Plan
- Clermont Sporting Precinct Facility Development Plan
- Clermont Rugby Union Club Development Plan
- Charters Towers Golf Club Volunteer Management and Operational Plan
- Mackay Netball Association Volunteer Management and Operational Plan
- Charters Towers Rugby Union Club Volunteer Management and Operational Plan
- Middlemount Community Sports Association Volunteer Management and Operational Plan
- Magnetic North Netball Strategic Plan
- Charters Towers Squash Association Volunteer Management and Operational Plan
- Ross River Redskins Rugby Union Club Volunteer Management and Operational Plan
- Brothers Junior Rugby League Club Strategic and Operational Plan
- Townsville Sailing Club Strategic and Operational Plan
- Townsville Marksmen Rifle Club Participation Plan
Grant Writing for Sport

Sporting Advantage can write professional and comprehensive grant applications for your organisation to provide you with the greatest opportunity of successfully sourcing the funds for your important projects. The preparation and planning we undertake will strengthen these applications through:

- Identifying priority projects to match with relevant grant programs
- Showing evidence of community consultation and the need for specific projects
- The time to undertake appropriate preparation to submit a quality grant application in accordance with grant guidelines and timeframes

Given how oversubscribed and competitive many grants programs are, you need to ensure every i is dotted and every t crossed, which means Sporting Advantage could be the difference between ‘congratulations’ or ‘sorry’.

Successful Applications – Over $900,000 worth

- $300,000 for Townsville City Netball Association to develop new synpave courts
- $280,500 for Brothers Junior Rugby League Club to develop new fields in Townsville
- $138,600 for Mackay Junior Rugby League Association to develop new fields
- $26,870 for Tennis Townsville to install new court fencing
- $11,590 for Townsville City Netball Association to install solar paneling and solar heat pump
- $10,000 for Townsville City Netball Association to construct a storage facility
- $15,000 for umpire, coach, referee and first aid accreditation and training
- $5,000 for sports management training
- $5,000 for introductory tennis programs
- $90,000 for 19 different sporting clubs to develop strategic and operational plans
- $17,000 for volunteer workshops and committee training
- $10,000 for new sporting programs

The Application Process

To develop a comprehensive application, Sporting Advantage will:

- Determine the eligibility of your project from program guidelines and available resources
- Obtain a clear scope about what each project is about
- Develop a template letter of support
- Identify what community consultation needs to take place and what it should indicate
- Liaise with government agencies and representatives for project support where required
- Formulate a budget for projects
- Assign project timeframes, milestones and responsibilities
- Identify what supporting documents are required
- Develop appropriate responses to application questions
- Complete the application in the required format
- Ensure all required attachments are included with the application and it’s submitted on time
Volunteer Workshop Opportunities

With the right training and attitude, volunteers can achieve amazing results, create great outcomes, provide wonderful opportunities for our communities to play sport and have a terrific time in the process.

Sporting Advantage has developed a number of presentations and workshops to up skill volunteers in every possible aspect of running a successful club or association. Every presentation is delivered with enthusiasm that will motivate and inspire people into positive actions.

Previous Series

- Townsville City Council - 12 month series of 6 workshops for community sport and recreation clubs, including grants writing, sponsorship, marketing, fundraising, club administration, strategic planning, volunteer management, strength and conditioning training, risk management and event management
- Mackay Hockey Association - 5 month series of 5 workshops for hockey clubs in Mackay, including grants writing, strength and conditioning training, sponsorship, marketing, fundraising, club administration, strategic planning and volunteer management
- Burdekin Shire Council - 2 exercise and nutrition presentations for the general community as part of the Burdekin Active Parks Program
- Townsville City Netball Association - A presentation on what it takes to be a sustainable netball club, as part of the association’s Sunrise Planning Conference

Topics Include

- Hypertrophy and Strength - The Advantages of Resistance Training
- Sport Specific and General Fitness - The Advantages of Conditioning Training
- Endurance and Power - The Advantages of Strength and Conditioning Training
- Sustainable Sporting Clubs - The Advantages of Proficient Club Administration
- Exposure and Revenue - The Advantages of Effective Marketing, Sponsorship and Fundraising
- Income and Development - The Advantages of Profitable Grants Writing
- Attract and Retain - The Advantages of Effective Volunteer Management
- Sustain and Develop - The Advantages of Strategic Planning
- Organise and Implement - The Advantages of Successful Event Management
- Be Active and Eat Well - The Advantages of Understanding Exercise and Nutrition Principles
- Skilled and Enthusiastic - The Advantages of Accomplished Club Committees
- Consequences and Cash flow - The Advantages of Responsible Financial and Risk Management
- Perform and Recover – The Advantages of Sports Nutrition
Volunteer Training for Regional or State Sporting Organisations

Show the clubs affiliated with your organisation that you want to support and develop their capacity by providing a series of volunteer training workshops. Different workshops can be offered at different times of your season or year, to provide your clubs with the most positive outcome.

Example Season Workshop Series

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Targeting</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre season</td>
<td>Committee, Income Officer and Promotions Manager</td>
<td>Sponsorship, Marketing and Fundraising</td>
</tr>
<tr>
<td></td>
<td>Committee and Grants Writer</td>
<td>Grants Writing</td>
</tr>
<tr>
<td></td>
<td>Committee</td>
<td>Club Administration</td>
</tr>
<tr>
<td></td>
<td>Committee and Volunteer Coordinator</td>
<td>Volunteer Management</td>
</tr>
<tr>
<td>During season</td>
<td>Coaches, Trainers and Players</td>
<td>Strength and Conditioning Training</td>
</tr>
<tr>
<td></td>
<td>Coaches, Trainers and Players</td>
<td>Resistance Training</td>
</tr>
<tr>
<td></td>
<td>Coaches, Trainers and Players</td>
<td>Fitness Training</td>
</tr>
<tr>
<td></td>
<td>Committee and Event Manager</td>
<td>Event Management</td>
</tr>
<tr>
<td>Post season</td>
<td>Committee and Members</td>
<td>Strategic Planning</td>
</tr>
<tr>
<td></td>
<td>Committee</td>
<td>Risk Management</td>
</tr>
<tr>
<td></td>
<td>Committee</td>
<td>Succession Planning</td>
</tr>
<tr>
<td></td>
<td>Committee</td>
<td>Financial Management</td>
</tr>
</tbody>
</table>

*How important is it for your clubs to have volunteers in the roles of Income Officer, Promotions Manager, Grants Writer, Volunteer Coordinator and Event Manager?*
One-on-one Training and Mentoring for Sporting Club Volunteers

Lots of great information can be learnt from our workshops and presentations, however, we are now taking this one step further to provide an ‘on the job’ training and mentoring program for volunteers.

Sporting Advantage will work with your club volunteers in specific roles over the course of 6-12 months to develop their skills and understanding of how to achieve the best possible outcomes. We then become a resource you can tap into at any time of your season for advice, guidance and assistance.

Volunteer Training Programs

- Sponsorship development, selling, servicing and reporting
- Event planning and implementation
- Strength and conditioning programming and periodisation
- Volunteer recruitment methods, position descriptions and management
- Promotion, media relationships and exposure
- Club development planning and management
- Grants writing
- Sustainable club administration

Example Volunteer Coordinator Training Program

- 5 x 1 ½ hour one-on-one training sessions with your volunteer coordinator
- A 3 hour practical volunteer management workshop for all club members and stakeholders
- Identifying what volunteer roles are required in the club
- Developing position descriptions for each volunteer role
- Developing tools and processes to create a volunteer database
- Teaching methods to approach potential volunteers
- Identifying an incentive and reward scheme for volunteers
- Developing a volunteer package for the club to use to approach high schools
- Identifying grants programs for volunteer training and recognition
- Providing grant application advice, proof reading and feedback

Could a volunteer in your club benefit from personalised one-on-one training to increase their capacity in a specific role?
Council Sport and Recreation Volunteer Training

Communities that are able to offer a range of quality sport and recreation opportunities will have a number of well run, sustainable sport and recreation organisations consisting of dedicated volunteers. For a Council to maintain this standard, or work towards achieving this standard, Sporting Advantage can provide a series of community development workshops designed to teach new skills to sport and recreation club volunteers and educate general members of the public on health and fitness topics.

A 12 month series of 1-2 hour community development workshops could provide a different topic every month, targeting a different demographic of your community. Funding through grants programs is readily available to provide a series such as this at no cost to the general public.

Example 12 Month Workshop Series

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
<th>Targeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Exercise and nutrition for health and fat loss</td>
<td>General public</td>
</tr>
<tr>
<td>February</td>
<td>Grants writing</td>
<td>Clubs and community groups</td>
</tr>
<tr>
<td>March</td>
<td>Sponsorship, marketing and fundraising</td>
<td>Clubs and community groups</td>
</tr>
<tr>
<td>April</td>
<td>Resistance training for performance</td>
<td>Clubs and general public</td>
</tr>
<tr>
<td>May</td>
<td>Volunteer management</td>
<td>Clubs and community groups</td>
</tr>
<tr>
<td>June</td>
<td>Fitness training for performance</td>
<td>Clubs and general public</td>
</tr>
<tr>
<td>July</td>
<td>Event management</td>
<td>Clubs, community groups and businesses</td>
</tr>
<tr>
<td>August</td>
<td>Fitness testing</td>
<td>Clubs and general public</td>
</tr>
<tr>
<td>September</td>
<td>Risk and financial management</td>
<td>Clubs and community groups</td>
</tr>
<tr>
<td>October</td>
<td>Increasing workplace productivity with healthy team building</td>
<td>Businesses</td>
</tr>
<tr>
<td>November</td>
<td>Strategic planning</td>
<td>Clubs, community groups and businesses</td>
</tr>
<tr>
<td>December</td>
<td>Club administration and committee succession planning</td>
<td>Clubs and community groups</td>
</tr>
</tbody>
</table>

What specific topics would be beneficial for developing your community sport and recreation clubs?
A Weekend of Education and Training Workshops

If you are located in a regional community that includes a number of different sporting clubs, or are conducting a conference for clubs within your sport, Sporting Advantage is able to conduct a two day series of workshops covering a range of different topics.

This is a great way of condensing a series of workshops into a short amount of time to maximise attendance and create effective outcomes through up skilling many different volunteers in many different aspects of operating a club.

Example Weekend Training Course

<table>
<thead>
<tr>
<th>Day &amp; Time</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday 6pm - 8pm</td>
<td>Exercise and nutrition for health and performance</td>
</tr>
<tr>
<td>Saturday 8am - 10am</td>
<td>Grants writing</td>
</tr>
<tr>
<td>Saturday 10:30am - 12:30pm</td>
<td>Sponsorship, marketing and fundraising</td>
</tr>
<tr>
<td>Saturday 1:30pm - 3:30pm</td>
<td>Strength and Conditioning Training</td>
</tr>
<tr>
<td>Saturday 4pm - 6pm</td>
<td>Volunteer management</td>
</tr>
<tr>
<td>Sunday 9am - 11am</td>
<td>Event management and Strategic planning</td>
</tr>
</tbody>
</table>

Would one weekend of workshops be an efficient way to train a large number of volunteers and develop your sport?
Who is Sporting Advantage?

Luke Wilson is the Director and inspiration behind the development of Sporting Advantage. Luke’s qualifications and experience includes:

- Bachelor of Sport and Exercise Science
- Manager of Health and Fitness Centres
- Manager of Sport and Recreation at JCU
- Senior Advisor and Acting Regional Manager at the Department of Sport and Recreation
- Volunteer coach, trainer and committee member

In the years preceding the commencement of Sporting Advantage, Luke obtained a Bachelor of Sport and Exercise Science from James Cook University. He promptly began a successful career within the health and fitness industry in South East Queensland, firstly as an exercise physiologist and personal trainer, then as the manager of multiple health and fitness centres. Since returning to North Queensland, Luke has managed sport and recreation programs, implemented numerous sporting events and assisted in the development of clubs and societies at James Cook University.

He then expanded his role within the sport and recreation industry through the role of Senior Advisor and Acting Regional Manager with the Queensland Government Department of Sport and Recreation. It was within this role that Luke identified the need for a quality sports consultancy that understands the unique and evolving challenges of regional and rural sport, recreation, physical activity and health in North Queensland.

Luke has also been involved in a wide range of sports, enjoying the challenge of participating, the thrills and disappointments of competing and the unmatched satisfaction of being a volunteer.

You can find out more about Luke at:

- Facebook: [www.facebook.com/sportingadvantage](http://www.facebook.com/sportingadvantage)
- Twitter: LukeWilson_SpAd
- Linked In: Luke Wilson
- You Tube: [www.youtube.com/user/sportingadvantage](http://www.youtube.com/user/sportingadvantage)

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