



# Active Clubs Program

## Objective

To build resilience and capacity within affiliated clubs and sportfishing groups.

## Preface

From an executive discussion three common traits were identified as important in maintaining resilience within a club. These traits are;

1. How active a club is within the community (fishing and wider community)
2. The adaptability of a club; the ability to change according to membership and community fishing practices and expectations
3. The resilience of a club; the size and make-up of a club's membership (age etc) and the number and variety of activities that attract and retain members.

## Active Clubs Program

Queensland Sportfishers is investigating, implementing and resourcing an Active Clubs Program, which will support clubs in taking actions to maintain and attract members and improve resilience. Queensland Sportfishers are here to support clubs, but we cannot make clubs more attractive or resilient. Ultimately, the club and its membership are responsible for the day-to-day activities and the success of these activities.

## The Active Clubs Program Overview

**Operation No Regrets (Applications: Open until 30<sup>th</sup> June 2019 / Activity Completion: By 30<sup>th</sup> June 2020)**

Short Term "No Regrets" funding up to \$500 per club matched by the club for a new activity or initiative that will help the club with one of the following:

1. Run a new activity or initiative that engages non-members (as well as members), who may then go on to join the club. Where non-members are actively participating short term membership will be required
2. Increase current membership
3. Increase the age diversity of the current membership

The limits for this are up to your imagination, as long as they meet the values of sport, conservation and integrity, and align with one of the objectives above. Some examples are provided below:

- Run a new fishing competition (e.g. something like Barra Bonanza, King of the Fitzroy, Tag-a-Toga)
- Run a local information day/evening with presenters on topics that anglers in your local community will find interesting
- Organise a fishing outing open to friends of current members and the general public
- Prepare content on your club activities and boost a series of posts about this on Facebook targeting an age demographic not strongly represented in your club.



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- Setup a satellite branch of your club in a neighbouring township
- Attend a local fishing and outdoor show and setup a booth
- Prepare a fish tagging project and run an information day on it for the general public to learn more.
- Run a fishing for therapy or fishing and mental health awareness program
- Run a training series focussing on strengths of current members – e.g. fly tying, rod building, lure making, sounder setup and use, cast net patching and use, reel servicing
- Help a local fish stocking group or get setup to do fish stocking with your own group
- Run a clean-up day or other event with good public visibility.
- Attend the local show and setup a stand for your local club

## Operation No Regrets Funding Guidelines:

- Up to \$500 is available for each club to help run an event, activity or project to help build club resilience.
- Clubs need to submit an application form to secure the funds and complete a survey once the funding is expended to evaluate their activity
- When approved, funds will be paid to the club bank account and will require supply of invoice for these funds. Proof of fund expenditure will also be required
- This is a no regrets activity, so some of the activities may not be a complete success, but we want clubs to give something a go and understand that fostering a 'have a go' attitude is just as important as the activity itself.

## Operation Recipe for Success: Now until Dec 2020

This is a think tank consisting of representatives from stronger clubs who will identify common success factors and prepare an Active Clubs Strategy and implementation plan. The Active Clubs Strategy will guide future expenditure of resources through an Active Clubs Incentive; following on from the initial no-regrets program.

- Queensland Sportfishers will identify up to 6 clubs that it believes represents the three common traits for maintaining a resilient club.
- Each club will be asked to provide 1 representative who can best articulate how that club goes about its business.
- Representatives will communicate via a Facebook closed group and tele-meetings to assist in identifying the "key attributes" of a resilient club.
- Where possible, representatives will also meet with the Queensland Sportfishers executive during various events to develop a strategy for an Active Clubs Program, which will be used as the basis for an awareness program and an Active Clubs Incentive



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## Active Clubs Incentives (2020 and beyond)

Queensland Sportfishers will implement, promote and where practical provide resources to affiliated clubs (and sportfishing groups) who wish to participate in the Active Clubs Incentive program

## Active Clubs Roadshow (2020)

- Selected members responsible for developing the Active Clubs Strategy will visit clubs to promote the findings of the Active Clubs Strategy and explain how to get involved and access the Active Clubs Incentive program
- Clubs will also have the opportunity to bounce ideas around and submit applications during these visits
- The Active Clubs spokespeople delivering the presentations can claim up to \$150 per event, based on a reimbursement of costs (Fuel & Accommodation)

## Club Kickstarter Funds (Applications: Open July 2019)

Where there is an opportunity, Queensland Sportfishers will provide up to \$1,000 in assistance to help new clubs form, or to help current non-affiliated clubs transition to a Queensland Sportfishers affiliated club.

## Club Kickstarter Funding Guidelines:

- Up to \$1000 is available for new clubs to form, or for existing non-affiliated clubs to become affiliated with Qld Sportfishers.
- An application form must be submitted to secure the funds, along with a survey once the funding is expended
- When approved, funds will be paid to the club bank account and will require supply of invoice for these funds. Proof of fund expenditure will also be required
- Acceptance or otherwise is at the sole discretion of Qld Sportfishers