



# 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.

## Active Clubs Incentives (2020 and beyond)

Queensland Sportfishers are committed to supporting our affiliated clubs and will, where practical, provide resources to those clubs who wish to participate in the Active Clubs Incentive program.

If your club has a great idea on how to boost membership and want to discuss how Qld Sportfishers might be able to assist email us at [gldsportfisherspresident@gmail.com](mailto:gldsportfisherspresident@gmail.com)