

CREATING LONG TERM SUSTAINABLE COMMUNITY CLUBS

CLUB FACTORY

2019 | ISSUE 1 | VOL 1 | UNLOCK YOUR CLUB'S POTENTIAL

MENTAL HEALTH

One of the biggest issues in Australia

50% OBESITY RATE

Australians need to be more active

ARE CLUBS THE ANSWER?

With the right help, clubs have huge potential

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“The need for connection and community is primal, as fundamental as the need for air, water, and food.”

Dean Ornish



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AUSTRALIA HAS A PROBLEM



TWO ISSUES FACING AUSTRALIA TODAY:

1 NOT PHYSICALLY ACTIVE ENOUGH

A World Health Organisation study has found **Australia ranks just 97th in the world** when it comes to the number of people getting enough physical activity.

2 MENTAL HEALTH

Around one-third of Australian adults are not involved in any social or community groups. Having people to talk to and depend on and making new connections through hobbies or a social group can help reduce the risk of mental illness.

Being Physically Active:



Protects against mental health problems



Is as effective as medication for mild to moderate anxiety and depression



Playing sport reduces psychological distress by

34%

1-3 times per week

47%

4+ times a week



Decreases depression in older adults



Improves self-esteem and cognitive function in young people

Reduces the symptoms of post-natal depression



People who participate in sports clubs and organised recreational activity enjoy better mental health.

Source: Department of Sport & Recreation in WA

CLUBS ARE THE SOLUTION

“Community clubs have played an important role in the lives of millions of Australians.”



MAKE A POSITIVE CONTRIBUTION TO SOCIETY

Local Community Clubs and activity participation appears to be decreasing throughout Australia.

With governing sporting bodies finding financial hardship and continuing to direct finances away from Community Clubs and into the professional game, our clubs have never been so at threat.

Community Clubs make a positive contribution toward our communities, especially across regional Australia.

They help build stronger, healthier, happier and safer communities.

These Community Clubs are a primary avenue for facilitating structured physical activity opportunities for Australian children outside of a school.

It also allows family members and friends the opportunity to engage in this community group activity providing identity and supporting roles.



PLAY AN IMPORTANT ROLE

Historically, Community Clubs have played an important role in the lives of millions of Australians, engaging communities, and providing support in a myriad of ways.

There are approximately 6,500 community clubs located across metropolitan, regional and remote areas within Australia. These clubs support local communities by enabling sport and recreational activity, bowling clubs, golf clubs the list goes on.

These clubs play an important role in providing individuals with an identity, a team and a support group to belong to, growing the chances of our community members being mentally balanced and physically active individuals.

Community Clubs are highly responsive in addressing the needs of their members, guests and the broader community. Providing affordable range of goods, services and facilities for local communities to enjoy, while mobilising thousands of community volunteers each year.



A PLACE OF CONNECTION

Community Clubs have never played a more vital role within our local area.

As we deal with a rise in mental illness our Community Clubs are one of the main sources in providing an environment that enables physical activity that stimulates biochemical responses in the brain that ultimately influences one's mental state.

Community sporting clubs provide physical activity and an environment that promotes and encourages social interaction.

These outlets are key in ensuring our youth, adults and seniors find their place of connection in today's society.



A PLACE FOR UPSKILLING

Australia has one of the highest Childhood Obesity rates among developed countries throughout the world today.

Leading health authorities say childhood obesity is linked to an increase risk of adverse long-term health outcomes.

Meaning children living today could be the first modern population to expect a decline in life expectancy.

These trends have an annual cost of physical inactivity in Australia of around AUD \$13.8b. What is the ANSWER?

Ensuring the foundations of the local community clubs are strong by giving them the tools, support, programs and infrastructure that will provide sustainability and success. The outcomes are that the clubs will be upskilled and enabled to flourish. It will provide thriving environments that will retain existing members and acquire new members, ultimately impacting the decline of local area obesity.



MAKING ACTIVE PARTICIPATION ACCESSIBLE

Local Community Sports Clubs make sport, physical activity and active recreation opportunities more accessible to Australian communities.

Collectively, these clubs form the foundation of the Australian sport system and play a vital role in underpinning both elite and community participation pathways.

Provide community participation pathways



THE SOCIAL FABRIC OF AUSTRALIAN SOCIETY

Local Community Sports Clubs play a valuable role in the social fabric of our Australian society including the benefits supporting health and wellbeing, inclusion, cultural perspective, volunteering and community development outcomes.

Supporting health & wellbeing

NATIONAL CLUB CENSUS

172,000	Employees across regional & metropolitan areas
6,413	Clubs are at the heart of every community
13.2 million	Memberships
\$5 billion	Social contribution
183,000	Volunteers

Source: National Club Census

BUT WHY AREN'T OUR CLUBS THRIVING?

Our local Community Clubs are struggling to consistently engage their community. Participation is an issue and reliance on outside funding has become an essential ingredient. The foundations that provide sustainability are absent and clubs are constantly in catch up mode rather than thriving. Clubs are the perfect avenue to provide connection, activity and purpose.

So, what's going wrong?

The Cool Hand team recently ran a pilot test across a large region on the east coast of Australia. Through our test we obtained a clear understanding of why local Community Clubs are currently struggling to grow, connect or be financially resourced.

We identified two prominent areas that were creating risk within each of the Clubs. The tested Clubs were inefficient in one or both of the below areas creating a multitude of outcomes that have seen Community Clubs struggle through year to year.

Structure – In an ever-changing world, operating Clubs has become increasingly time consuming, over governed and more expensive to run. Good governance, planning and efficiency is key in building a well-run club that is servicing the needs of the Club and the community and makes good use of the resources available to it.

Purpose – Community Clubs are continually dealing with what is in front of them rather than planning for what is ahead. Instead of understanding their true purpose within the community and the sport or activity they are slowed down by the day to day operational challenges. Clubs need to be aware of the real needs they are servicing and the true values and skills their clubs bring to the community. These core source issues expose the Clubs in an array of areas, producing symptoms that often overwhelm the volunteer-lead management of the Club and the people within it.

Symptoms like:

- **Participation:** Declining participation becomes a negative circular loop as it makes it harder to provide meaningful engagement and competition for the existing players
- **Hands to help:** Less engaged cohorts result in a few people carrying the heavy load just to keep the club operating
- **Governance:** Good governance is short cut just to get things done, exposing the club and its directors
- **Planning:** Sometimes struggling beyond the next month, let alone the next 5 years
- **Decline in revenue:** With less engagement and participation it is harder to secure sponsorship and generate club revenue
- **Funding:** Funding from governing bodies is getting smaller and smaller, due to the eco-system of the professional sporting world, money is harder to come by and as costs rise the opportunity to make money has declined
- **Community Engagement:** Difficulty getting the community excited and engaged with Club activities
- **Facilities:** Aging or insufficient facilities and uncertainty around how to fund improvements
- **Marketing and Community Reach:** Marketing has become a costly but ineffective activity and so is often overlooked
- **Growth of Sport:** The sport or activity itself has lost favour in the eyes of the general public and so clubs feel they are fighting a problem bigger than themselves.

And yet, there are still committed heroes willing to put time and effort into their beloved club. **It's time they received help!**

CLUBS FUFILLING THEIR POTENTIAL

IMAGINE THE DIFFERENCE HEALTHY CLUBS CAN MAKE

Club Factory was built to help Clubs fulfil their potential. And we now have the capability to roll out to every single Club across Australia.

The Club Factory program has been designed to support and ensure growth in building a strong professional base, increase cash flow, participation, club growth, community engagement while ensuring the club becomes a key part of the community leading them into a more resourced and sustainable future.

The delivery of Club Factory allows the governing bodies to make a measured investment into local clubs to ensure they grow and have the right resource and skills to be effective within their communities and beyond.

To ensure this we need our clubs to adopt strong communication tools and operational excellence through a deep understanding of **PURPOSE** and **STRUCTURE**.

Club Factory starts with an online assessment that quantitatively benchmarks each club across 14 categories and gives an immediate snapshot of the health of the Club and diagnoses symptoms that may need remedying.

This is followed by a face-to-face follow up session that identifies the root cause of the symptoms and allows for remedial actions to be put in place.

Each club receives a detailed report, including a benchmark overall score and itemised scores for each category within the club.

These insights on their own are invaluable but also creates the clear path for the Club and the Club Factory program to start working together to strengthen the club operations.

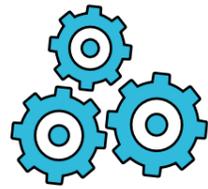
HELPING CLUBS FULFIL THEIR POTENTIAL



“Our vision is to enable Community Clubs across Australia to grow their presence and engagement and run professional, well organised clubs that deliver a high-quality product. Through the implementation of the Club Factory program, Clubs see growth in participation, experience greater community impact, attract broader sponsorship opportunities and generate more funds which ultimately enables the Clubs to grow.

The program is deeply anchored in the mandate that a strong operational base will provide the right platform for healthier, happier, more efficient and effective Clubs that will experience sustainable success and reward for stakeholders.” Luke Holmes, Cool Hand Factory Co-Founder





CLUB FACTORY

BESPOKE PROGRAMS

Individually designed bespoke programs built to support **Community Clubs** by providing the tools and framework to expand and grow their base within the local area while positioning themselves as a professional brand that will attract local community engagement.



Digital Assessment: Find out how you score and discover the areas of opportunity and risk within your club.

Choose the Club Factory product that suits your needs and let Club Factory work for you.



1. An Online Assessment

The online assessment enables us to gather a quick analysis of your Club operations, DNA and current state of play and identify any challenges your club may be facing.



2. Strategic Assessment Report and Score Card

This report summarises the results of your digital assessment, where your club is currently at and outlines areas of strengths, improvement and areas at risk.



3. Face-to-Face meeting

We will then meet and discuss the findings together to understand the root causes and validate the findings.



4. Benchmark and Remedial Report

Produced for governing bodies. Outlines strengths, weaknesses and areas at risk of each competition, overall competition at each club. Also gives a 360° view of issues facing the clubs and the competition while outlining recommendations for work to be carried out on individual clubs and the competition.



**Club Factory Budget
Template including Cash
Flow Forecast**



**Club Factory
Marketing Calendar**



**Club Factory Objective
Map**

CF1: Digital Upgrade - Design & Build a new Website

To be the home for all the latest news and updates including such things as: club records, game day information, online merchandise shop, booking & registration system.

CF2: Brand Book / Style Guide

This acts as a key document for your Club to ensure a consistent and on-brand message is communicated to your audience.

CF3: Club Governance

Provide templates and workshop to assist Club in building strong sustainable Club governance.

CF4: Strategic Planning & Financial Governance

Provide template and workshop to assist Club in building a long term plan.

CF5: Club Structure

Assisting in building a Club structure that will cover whole Club professionalism and recruitment and retention procedures.

CF6: Marketing & Communications Plan

Set up and provide direction on how to optimise marketing and communication tools. Create a marketing strategy for implementation. Provide assistance in creating direction for on-boarding partners, assist in building direction and advertising for Club membership and collateral.

CF7: Social Media

Management of social media handles, set up and direction on how to optimise these tools. How to meaningfully connect and grow a following.

CF8: Partnership Planning Partnership Delivery

Assistance in building awareness of sponsorship deliverables, deliverables template, and how to successfully deliver co-marketing with partners.

CF9: Event Planning

Provide template and outline to grow interaction with supporters, sponsors and the local community.

CF10: Apparel Design / Merchandise

Assist with introductions to get a better commercial deal for apparel and merchandise. Template creation and negotiation tools to go to tender.

YOU'RE IN GOOD HANDS

Club Factory is a hands on bespoke program, it's not just a bunch of templates. You get personal interaction with our team of experts led by our principal facilitators and founders.



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CF

The Luke's have built a team of some of Australia's best Marketers and Creative geniuses, with vast experience that has seen their team run campaigns and manage sectors in some of the world's largest businesses. These experts will be used to assist and build key elements in the start-up.

 Creative, Branding, Collateral Development

 Media Communications

 Marketing & Events

 Partnerships

LET'S GET STARTED

GOVERNING BODY

Talk with us about working with all your clubs. Make an investment within your clubs that has a long lasting impact.

Bundled Packages Available

SPONSOR

Reach the grass roots, stand shoulder-to-shoulder with Australians who are making a difference to help us.

Sponsorship Packages Available

CLUB

Get started now with the digital assessment. For only \$1k you get access to the full questionnaire and benchmark score report.

Take the Digital Assessment

OUR BESPOKE SERVICES

We're also a one-stop shop for a range of services... to either help you get your idea going, to help get an existing project to the next level or to turn around any struggling idea/business.

-  Business Builders
-  Take your idea to Market
-  Marketing and Comms
-  Branding Book Development
-  Logo and Print collateral
-  Media Relations
-  Sponsorship
-  Link to ways to Give Back



www.coolhandfactory.com

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**"Since 2001, Australia's
population has grown by 24%.**

**And yet the number of
Australian's participating in
sport has declined by 7%.**

Something ain't right!"