Our Club:

A club strengthening initiative for Eastern Football League clubs to help minimise harm from alcohol and improve mental health

Club Engagement Guide

Helpful hints

to get more people engaged in your club.

Share your story

Try social media to share your story. Focus on off field as well as on field achievements. What changes have you made that make your club a place to be? How are you making your club more inclusive? What do you offer kids and parents, or grandparents? Think about who isn't at the ground now, engage with multicultural groups and make the environment welcoming for them too. This may be their first taste of Aussie rules, so make it great!

Host a family day

Family Day's can be about more than just the people already engaged, focus on new and more diverse families. Engage members of your club to be the welcoming committee and greet people with a smile and some directions so they know where things are. Get the kids involved in activites and just as important, get parents involved so they feel included.

Host a cultural day

Have a 'foodie' day where foods from around the world are for sale. People from far and wide will come to enjoy an authentic curry or garlic souvlaki. Engage with local cultural groups to help 'sponsor' a stall. Events like this not only bring new people to your club, but open the eyes of your current members to the diversity in our neighbourhoods.

New members

Did someone new join to play or be a member? Tell people in your eNews that you have a new face at the club so they get lots of smiles when they arrive at the next game.

Engage other community groups

Engage with local retirement villages, youth groups, community houses, Rotary, seniors clubs....think outside the box.

Helpful hints

continued...

Create a culture

Engaging community in the 'off field' is all about what values your club represents and how they align with theirs and we're not talking the values you list on your website, these are the ones lived and demonstrated around the club. Think about what you are communicating about your club, is it all about how many games you won or who got the B & F. Think more broadly. Does your club offer a coffee and cake option when watching the junior games? Are there members assigned to greet people when they arrive, sometimes just a smile is all that is needed.

Engage local businesses

Whilst there is no doubt sponsorship is important, some local businesses may want to see what their money would be going towards. Couple that with businesses that may have had to close for extended periods during lockdown. Think outside the box. Engage your local businesses by promoting them at your family day, at little or no charge. This is all about developing relationships, early and consistently.

Honour your community

Make your club a place where everyone is celebrated, not just the players on the field. Remember that you are a community club, not just a footy club. Did a local student in your area win a prestigious award, perhaps a local grandmother was awarded an Order of Australia, or a local dad raised large amount of money for a kindergarten. Celebrate your community and their achievements and in turn they will celebrate you.

Be persistent

You may feel very comfortable at your club, but for new people it might be very outside their comfort zone, so be persistent. People may not come the first, or even the tenth time, but every time you ask you are reminding them about your club. Whether it be local sponsors, new players or volunteers.

Check the pulse, regularly!

Anonomyous club surveys can be daunting because you don't know what the responses will be and you'll have to act on them right? Yep, true, but it's worth it. Providing a simple way for members and players to provide feedback is crucial in identifying what's working and what isn't, get their great ideas and to stay ahead of any issues developing further. Keep them simple and fairly short, and part of your standard procedure.