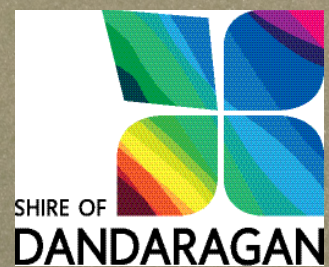


# SHIRE OF DANDARAGAN

## CLUB DEVELOPMENT PLAN



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# INTRODUCTION

The Shire of Dandaragan Club Development Plan focuses on supporting sporting and recreational clubs within the Shire to thrive. Clubs, and their activities, provide participants with a sense of belonging, connection and involvement, but also provide broader social and health benefits to the broader community, including:

- Fostering social inclusion;
- Provide a sense of belonging and connectedness to the wider community;
- Improving physical and mental health; and
- Giving opportunities to establish and maintain relationships.

This Club Development Plan (CDP) aims to increase the capacity and capability of clubs around the Shire by:

- Improving the governance and administration of Clubs;
- Encouraging opportunities to increase community participation in sport and recreation;
- Ensuring clubs and volunteers are informed and supported;
- Providing infrastructure that is safe, accessible, functional and sustainable to manage;
- Encouraging sporting pathways for high performance athletes.
- Increase partnership and engagement with the relevant State Sporting Associations

The Shire's club development officer plays an important role in supporting our local clubs by:

- Increasing activation of recreation facilities in partnership with community and sporting groups;
- Building capacity of local sporting and recreation groups by providing advice and support related to effective governance, planning, health and safety of participants and volunteers, sponsorship and grants, membership, resources marketing and promotions;
- Providing assistance and administrative support on Shire reference or working groups related to recreation and/or volunteering;
- Attending club meetings as a Shire representative, when required.

As our region continues to grow and develop, we strive to ensure sport and recreation opportunities are made available, accessible, and inclusive to the wider community.

# OUR COMMUNITY

## KEY DEMOGRAPHIC INFORMATION

The Shire of Dandaragan has a unique blend of agricultural and coastal environment. Located within 200km north of Perth, the five townsites: Badgingarra, Cervantes, Dandaragan, Jurien Bay and Regans Ford, offer a diverse range of experiences and is home to approximately 3,473 residents. The region is also an attractive travel destination so throughout the year the Shire is actively servicing a significantly higher population that easily doubles in peak seasons.



The Shire's overall age profile has a median average age of 52 compared to the regional WA average of 39. It has increased by 4 years since the 2016 census indicating an aging population.

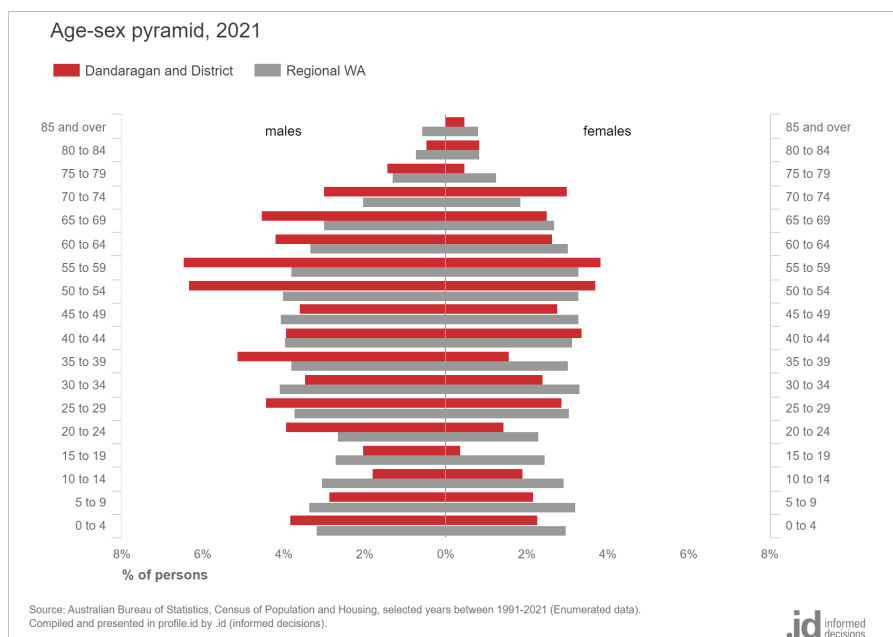


Chart 2 provides an overview of the Shire's inland region which has a higher prevalence of males compared to the regional WA average. The age profile also indicates a much higher percentage of men between 50 and 74 compared to the regional WA average.



# OUR COMMUNITY

Chart 3

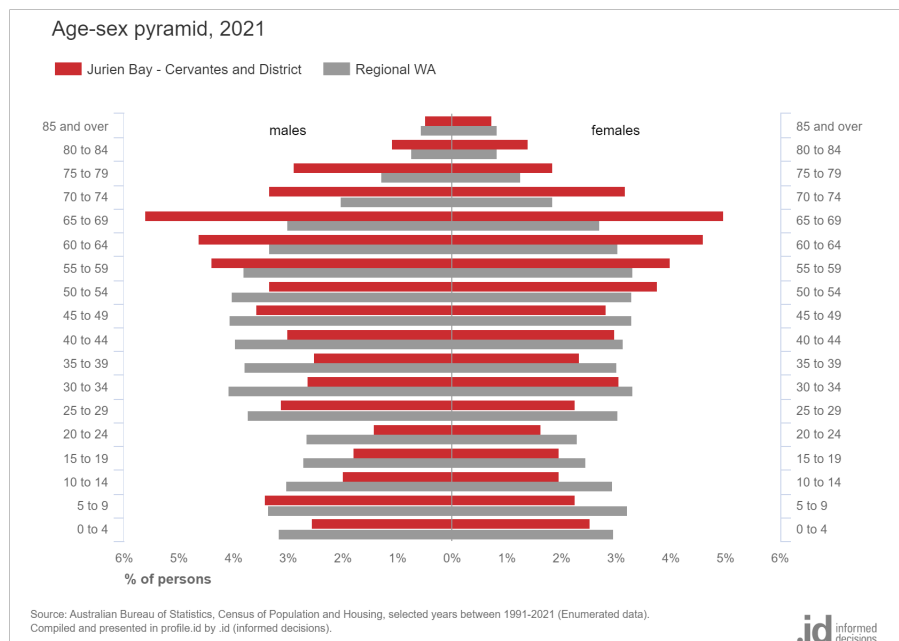
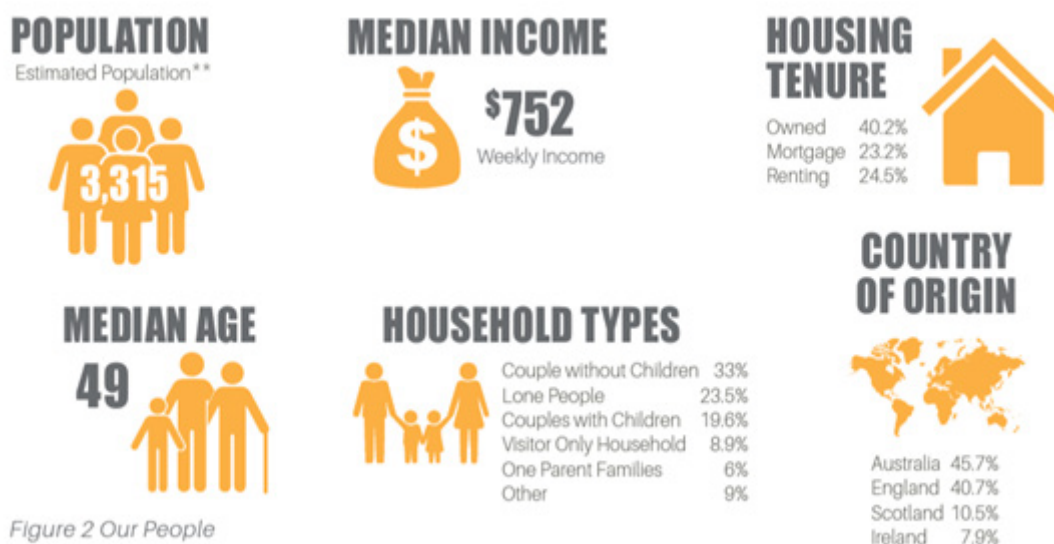


Chart 3 provides an overview of the Shire's coastal population which has experienced significant growth attributed to people retiring to the coast. From a population percentage perspective, the graph highlights most age groups below 54 are less than the regional WA average. The Shire's overall population of older couples without children is 16% which is 6% higher than the Regional WA average.

## Future Population Growth - Demand Analysis

"The Strategic Community Plan is currently influenced by the aspiration that the Shire will achieve greater than average population growth. A comprehensive discussion of the Shire's demographics and its implications for sport and recreation is contained in the consultant's report, which while still relevant, is based on data available in 2021 and summarised below".







# CLUB ENGAGEMENT

## ENGAGEMENT WITH CLUBS

There are a variety of clubs within the Shire of Dandaragan – consisting of sport, recreation and community clubs. For many years, the Shire has had a positive relationship with many clubs and takes a collaborative and asset-based approach to supporting clubs. We therefore have built a significant understanding of the common themes, trends, challenges and opportunities they face. Over time, this knowledge and understanding of the clubs has been captured through in-person meetings, and email and phone support. Club development support is available and has been related, but not limited, to general enquiries, help with governance and constitutional matters, funding opportunities and a range of frequently asked questions. We have identified that an environment of continued relationship-building between the Shire and Clubs; Opportunities for club development activities; and assistance with succession planning will provide the knowledge and commitment of clubs to thrive and develop well into the future.

## CHALLENGES FOR CLUBS

### Capacity of Members

A common challenge for Clubs around the Shire has been attraction, recruitment, and maintenance of member numbers. In addition, the ongoing challenge of appropriate on-boarding of volunteers. A common factor is limited understanding, or a fear, of the roles and responsibilities around governance and administration. This has resulted in hesitation of individuals to be involved in the running of sporting and recreation clubs, or the reliance on a small number of individuals over many years. The Shire has a significantly older demographic than state averages, which means that committed members are governing clubs for many times, perhaps longer than other regions. Oftentimes, this impacts the energy of individual members, and combined with poor succession planning, can reduce sustainability and security of groups.

### Finance

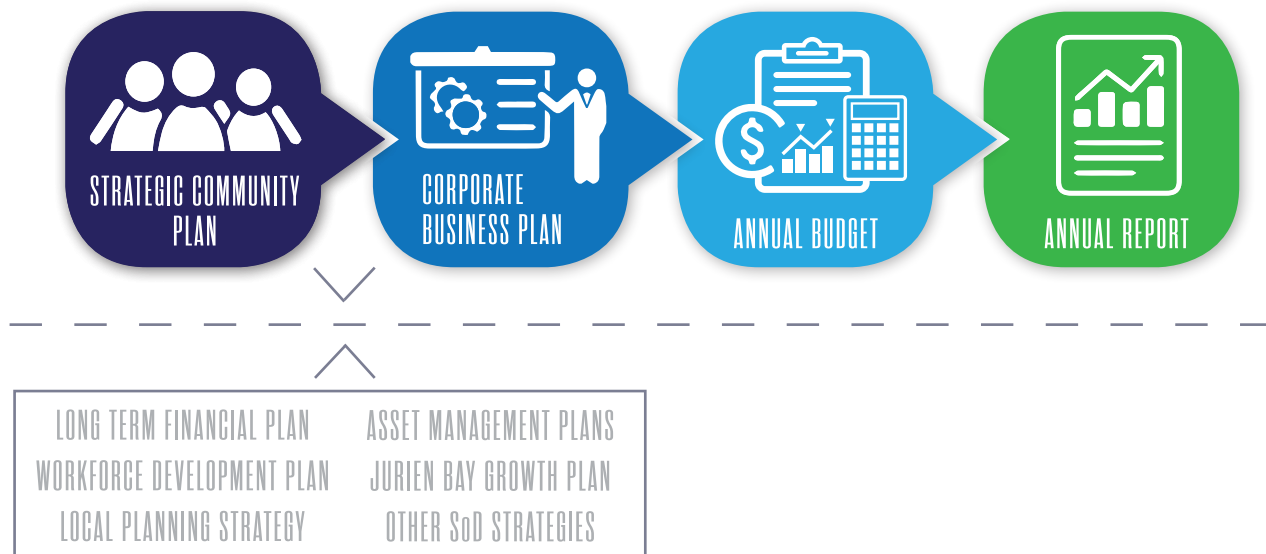
In relation to finance, Club and member understanding of planning for long term sustainability is widely varied, and the Shire has identified the following challenges:

- Future-proofing the clubs assets:
- understanding the life cycle of assets. This can place a financial strain and additional pressure on the club trying to find funds at short notice;
- Experience and understanding about the requirements and preparation needed for successful grant-writing.

### Club Engagement

A high percentage of volunteers in Clubs around the Shire are involved in more than one club, and in addition, have family, work and other competing commitments. This determines their level of involvement in the club, and how they invest their time volunteering or participating. A change to the traditional method of learning may support individuals to ensure that they are not overwhelmed with responsibilities.

# STRATEGIC ALIGNMENT



## The Club Development Plan aligns with:

### 1. Shire of Dandaragan Envision 2029 - Strategic Community Plan

#### Priority outcomes:

- A shire built on the strengths of community spirit and resilience, connected community;
- A safe, healthy, smart and active community that values its history and supports intergenerational relationships;
- A region that develops and supports community leaderships and collective values
- Club Development - continue the provision of club development support to organisations within the Shire that have community purpose.

### 2. Shire of Dandaragan Sport and Recreation Plan 2020-2029

#### Key principles:

- Club development officer works with local clubs and organisations to provide information and guidance on sponsorship, fundraising, grants, event management, planning, marketing and promotions, memberships, constitutions and volunteer training.



# 1. ORGANISATIONAL DEVELOPMENT

Goal: Improve the Governance & Administration of Clubs

STRATEGY	ACTION	RESOURCES	IMPLEMENTATION		PROGRESS
Provide governance and administration support to assist clubs	<ul style="list-style-type: none"> <li>Deliver a series of workshops, tailored to club governance, operations, and administration.</li> </ul>	<ul style="list-style-type: none"> <li>Links West</li> <li>Community development officer (CDO)</li> <li>Shire of Dandaragan facilities</li> </ul>	2023	2024	
			6 times per year	6 times per year	
	<ul style="list-style-type: none"> <li>E-newsletter with governance information</li> </ul>	<ul style="list-style-type: none"> <li>CDO</li> <li>DLGSCI online resources</li> </ul>	Quarterly	Quarterly	
	<ul style="list-style-type: none"> <li>Mentor groups in reaching their responsibilities and club objectives</li> </ul>	<ul style="list-style-type: none"> <li>CDO</li> <li>Inclusion Solutions</li> </ul>	Small clubs twice per year, large clubs 3-4 times per year	Small clubs twice per year, large clubs 3-4 times per year	
Promote and support clubs in establishing a long-term prosperity plan	<ul style="list-style-type: none"> <li>Mentor clubs in creating a club sustainability plan and survival of groups</li> </ul>	<ul style="list-style-type: none"> <li>Inclusion Solutions</li> <li>SSA</li> <li>CDO</li> </ul>	Year 2-3		
	<ul style="list-style-type: none"> <li>Educate clubs on Game Plan and provide (on-line or in person) information session</li> </ul>	<ul style="list-style-type: none"> <li>Ausport</li> <li>CDO (office time)</li> </ul>	1 session		
Clubs provide a safe environment for all participants and members	<ul style="list-style-type: none"> <li>Mentor clubs in creating a child safe organisation</li> </ul>	<ul style="list-style-type: none"> <li>CDO</li> <li>DLGSCI</li> </ul>	Annually or as required	Annually or as required	
	<ul style="list-style-type: none"> <li>Mentor clubs on membership diversity</li> </ul>	<ul style="list-style-type: none"> <li>Inclusion Solutions</li> <li>SSA</li> <li>CDO</li> </ul>			
	<ul style="list-style-type: none"> <li>Distribute relative information, resources, and self-assessment tool in relation to working with children and WHS</li> </ul>	<ul style="list-style-type: none"> <li>DLGSCI</li> <li>Department of Communities</li> <li>SSA</li> <li>CDO</li> <li>Commissioner for children and Young People</li> </ul>			

## 2. MEMBERSHIP, DIVERSITY & LIFELONG PARTICIPATION

Goal: Encourage opportunities to increase community participation in sport & recreation

STRATEGY	ACTION	RESOURCES	IMPLEMENTATION	PROGRESS
Clubs and volunteers are well resourced	<ul style="list-style-type: none"> <li>Provide relevant information and resources that support club volunteers</li> </ul>	<ul style="list-style-type: none"> <li>Act, Belong, Commit</li> <li>CDO</li> <li>DLGSCI</li> </ul>	2023-25	
	<ul style="list-style-type: none"> <li>Assist clubs in sourcing external grants to assist in capacity building club volunteers</li> </ul>	<ul style="list-style-type: none"> <li>Volunteering WA</li> <li>Our Community</li> <li>CDO</li> </ul>	2023-25	
Clubs provide a safe environment for all participants and members	<ul style="list-style-type: none"> <li>Assist clubs in accessing sports training, mental health and first aid course</li> </ul>	<ul style="list-style-type: none"> <li>State Sporting Australia (WA)</li> </ul>	2023-2025	
	<ul style="list-style-type: none"> <li>Promote the importance of healthy clubs</li> </ul>	<ul style="list-style-type: none"> <li>DLGSCI</li> <li>Act, Belong, Commit</li> <li>CDO</li> </ul>	2023-25	
	<ul style="list-style-type: none"> <li>Create healthy club packs and resources that encourages clubs to be healthy</li> </ul>	<ul style="list-style-type: none"> <li>DLGSCI</li> <li>Act, Belong, Commit</li> <li>CDO</li> </ul>	2023	
Actively promote club training, competition, and events to assist increase participation levels.	<ul style="list-style-type: none"> <li>Assist clubs in promoting activities</li> </ul>	<ul style="list-style-type: none"> <li>DLGSCI</li> <li>CDO</li> </ul>	2023-25	
	<ul style="list-style-type: none"> <li>Promote clubs on Shire's website and social media platforms</li> </ul>	<ul style="list-style-type: none"> <li>CDO</li> </ul>	On going	
Club volunteer recognition event	<ul style="list-style-type: none"> <li>Host an annual volunteer recognition event to celebrate and acknowledge volunteers</li> </ul>	<ul style="list-style-type: none"> <li>CDO</li> <li>Department of Communities</li> <li>Internal Shire of Dandaragan</li> <li>DLGSCI</li> <li>Shire of Dandaragan Clubs</li> <li>Volunteer WA</li> </ul>	Annual	

# 3. PEOPLE DEVELOPMENT

Goal: Clubs & Volunteers are informed and supported

STRATEGY	ACTION	RESOURCES	IMPLEMENTATION	PROGRESS
Increase communication with clubs on relevant information; workshops, articles, general material on sport and/or club development.	<ul style="list-style-type: none"> <li>Develop a club e-newsletter template</li> </ul>	<ul style="list-style-type: none"> <li>Scott Print</li> </ul>	<ul style="list-style-type: none"> <li>Year 1</li> </ul>	
	<ul style="list-style-type: none"> <li>Compile information and distribute e-newsletter to clubs across the Shire of Dandaragan</li> </ul>	<ul style="list-style-type: none"> <li>CDO</li> </ul>	<ul style="list-style-type: none"> <li>Monthly, Year 1</li> </ul>	
Assist clubs in sourcing grant and external funding opportunities	<ul style="list-style-type: none"> <li>Inform clubs about external grants (Club Night Light Program, CSRFF)</li> </ul>	<ul style="list-style-type: none"> <li>CDO</li> <li>DLGSCI</li> </ul>	2023-25	
	<ul style="list-style-type: none"> <li>Promote Shire grant (Tronox, small community grants)</li> </ul>	<ul style="list-style-type: none"> <li>CDO</li> </ul>		
	<ul style="list-style-type: none"> <li>Assist clubs in process of grant application</li> </ul>	<ul style="list-style-type: none"> <li>CDO</li> </ul>		
Establish and maintain data on club participation levels, needs, trends and challenges.	<ul style="list-style-type: none"> <li>Create and distribute club survey</li> </ul>	<ul style="list-style-type: none"> <li>CDO</li> </ul>	Annually	
	<ul style="list-style-type: none"> <li>Collate survey information</li> </ul>			



# 4. INFRASTRUCTURE

Goal: Provide infrastructure that is safe, accessible, functional and sustainable to manage

STRATEGY	ACTION	RESOURCES	IMPLEMENTATION	PROGRESS
Actively promote the shires facilities	Promote shire facilities on the Shire's website and social media platforms	<ul style="list-style-type: none"> <li>CDO</li> </ul>	Bi-annually	
Establish and maintain good working relationships with internal team responsible for the facility's maintenance	Liaise with clubs and internal teams to ensure facilities are fit for purpose and functional	<ul style="list-style-type: none"> <li>CDO</li> </ul>	2023-25	
	Meet regularly with clubs		2023-2025	



## 5. TALENT DEVELOPMENT

Goal: Encourage sporting pathways for high performance athletes

STRATEGY	ACTION	RESOURCES	IMPLEMENTATION	PROGRESS
Support high performance athletes	<ul style="list-style-type: none"> <li>Promote talent programs (Wheatbelt Academy of Sport Program)</li> </ul>	<ul style="list-style-type: none"> <li>SSA</li> <li>CDO</li> <li>DLGSCI</li> </ul>	Bi-annually	
	<ul style="list-style-type: none"> <li>Promote Regional Athlete Travel Scheme</li> </ul>			





CLUB (INC)



SHIRE OF  
**DANDARAGAN**



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