

## Diversifying your Clubs Income – Checklist & Resources

Your handout tonight is more a checklist of dot points - tick those that ring a bell and you want to follow up afterwards.

- Check the ATO website. ☐
- Is GST an issue for our club? ☐
- We may need to review our Club Constitution? ☐
- Does our club claim exemption from paying rates and taxes? ☐
- We need to do a risk management assessment? ☐
- Check our Public Liability insurance covers new activity. ☐
- The Committee might need to consider taking out Directors Liability Insurance. ☐
- Do we undertake an annual budget process and review our fees and charges? ☐
- How can the club lower the CHURN rate and retain more existing members? ☐
- Could the club consider introducing a spectator charge? ☐
- Could the club broaden its membership base? ☐
- Does our club have a Grants Strategy based on our Strategic Plan? ☐
- Does our club identify and protect its Intellectual Property? ☐
- Look at 'Get Chatty' as an option for our club. ☐
- Have we decided on our clubs 'ethical guidelines'? ☐

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- Do we need to review our bookkeeping systems? ☐
- Would outsourcing the Bar or Canteen benefit our Club? ☐
- Check out the Australian Sports Foundation. ☐
- Check out the Play for Purpose lottery. ☐
- Sign up to the Clearinghouse for Sport. ☐
- Check AUSPLAY data for trends relevant to our club. ☐
- Could we run our own in-house social competitions? ☐
- Are there barriers for potential members at our club? ☐
- Do we give our club sponsors value for money? ☐
- Do we maximise the returns from our clubs resources? ☐
- Do we market the club to our existing members? ☐
- Do we use different communication approaches? ☐
- Have we identified our clubs existing networks (former players, mailing list, local council)? ☐
- Have we identified which social media types appeal to our clubs target demographics? ☐

Other Ideas:

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### Resources

- Australian Charities and Not-For-Profit Commission - [www.acnc.gov.au/for-charities/manage-your-charity/national-standard-chart-accounts](http://www.acnc.gov.au/for-charities/manage-your-charity/national-standard-chart-accounts)
- Australian Institute of Sport - <https://www.ais.gov.au>
  - The Foundations, Talent, Elite and Mastery framework.
  - Helping sporting clubs examine how they operate and supporting them to build and improve capability through Sport Australia's Game Plan.
- Australian Sports Foundation - <https://asf.org.au/>
- Australian Tax Office - [www.ato.gov.au](http://www.ato.gov.au)
  - Not For Profits
  - GST
- Clearinghouse for Sport - [www.clearinghouseforsport.gov.au](http://www.clearinghouseforsport.gov.au)
  - The Clearinghouse for Sport (Clearinghouse) is the information and knowledge sharing platform for Australian sport.
  - AUSPLAY
- Clubs SA - [www.clubssa.com.au/](http://www.clubssa.com.au/)
- ClubOne - [www.clubone.net.au/](http://www.clubone.net.au/)
- Get Chatty - [www.getchatty.com.au](http://www.getchatty.com.au)
  - Learn how our chatbot solutions will turbocharge your club for success.

## Diversifying your Clubs Income – Checklist & Resources

- Good Sports - <https://goodsports.com.au/>
  - Good Sports is a free Australia-wide program building stronger community sporting clubs.
- Office of the eSafety Commissioner - [www.esafety.gov.au](http://www.esafety.gov.au)
  - Helping Australians have safer and more positive experiences online
- Office for Recreation Sport and Racing – [www.orsr.sa.gov.au](http://www.orsr.sa.gov.au)
  - 2021 Club Development Conference – video series
  - Beyond the Club - podcasts
- Play by the Rules - [www.playbytherules.net.au/](http://www.playbytherules.net.au/)
  - Information, resources, tools and free online training to increase the capacity and capability of administrators, coaches, officials, players, parents and spectators to assist them in preventing and dealing with discrimination, harassment, child safety, inclusion and integrity issues in sport.
- Play for Purpose - <https://playforpurpose.com.au/>
  - We make a difference, not a profit. A minimum of 50% of your ticket will directly support the Charity or Sporting Club that you choose, the other 50% from your ticket is used to fund prizes and help run the raffle.

## **Diversifying your Clubs Income – Checklist & Resources**

- Consumer and Business Services -  
[www.cbs.sa.gov.au/resources/recreational-services-limiting-your-liability#](http://www.cbs.sa.gov.au/resources/recreational-services-limiting-your-liability#)
  - Recreational Services –Limiting your Liability
- NSW Department for Communities and Justice -  
[www.facs.nsw.gov.au](http://www.facs.nsw.gov.au)
  - Modifying Your Sport – A Toolkit
- Victorian Department of Health - [www.vichealth.vic.gov.au](http://www.vichealth.vic.gov.au)
  - Sport Participation Retention 2015-2018
- Legislation SA - [www.legislation.sa.gov.au](http://www.legislation.sa.gov.au)
  - Recreation Grounds Rates and Taxes Exemption Act 1981
  - Recreation Grounds (Regulations) Act 1931
- Sport, Health, Activity, Performance and Exercise Research Centre -  
[www.flinders.edu.au/shape](http://www.flinders.edu.au/shape)
  - Beyond the Club - Podcast series