

12-WEEK CLUB RENOVATION TOOLKIT

Creating innovators from renovators.

Renovate your clubs strategies and become an innovator in your community.

Our *Club Renovation Toolkit* is a 12-week course that guides community groups, sporting and recreational clubs through strategies and skills to improve how they operate and provide opportunities for all people.

Topics are based on our 9 Pillars of Inclusion, as well as three practical webinars to up-skill participants in Facebook insights, promotional material and automation.

All webinars are presented live and give participants the opportunity to ask questions and share their thoughts.

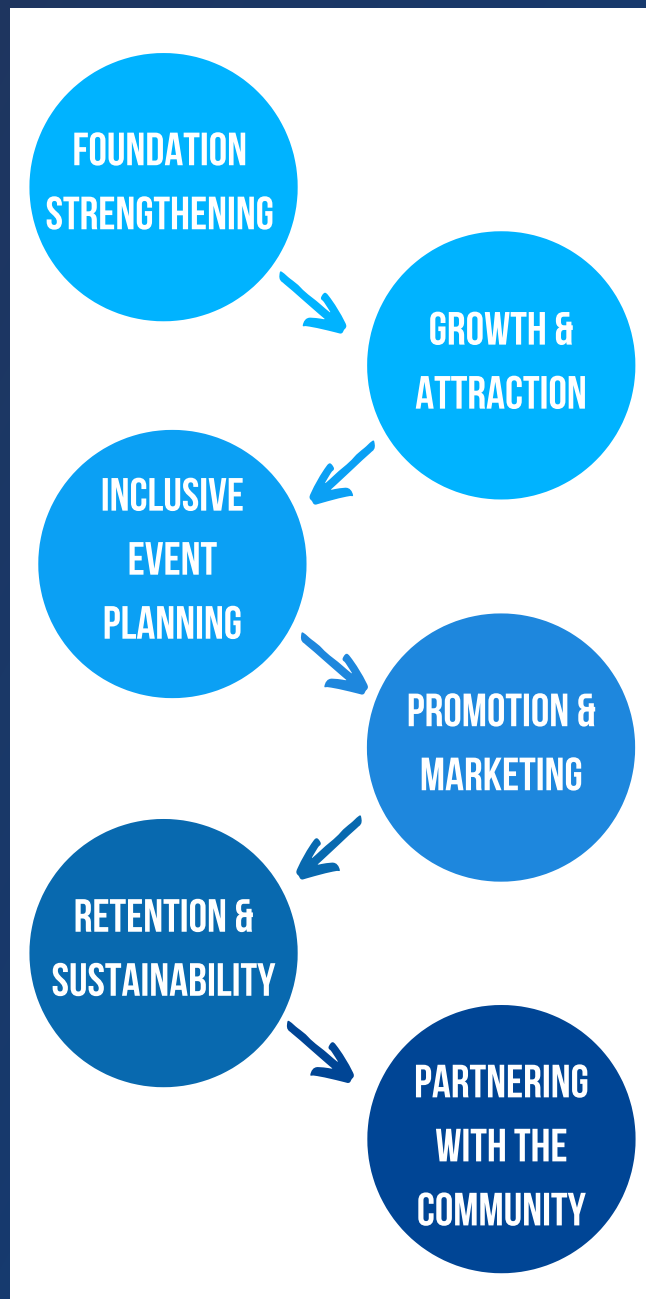
Our 12-week program covers the following topics;

- Club attitudes
- Values, Mission & Vision
- Unlocking Assets
- Creating Opportunities
- Providing Choice to Members & Volunteers
- Effective Communication
- Creating Positive Partnerships
- Accessibility
- Future Proofing

Included in this program are three bonus skill building sessions that cover

- Understanding your Facebook analytics
- Developing promotional materials
- Utilising email automation

Each session is supported by practical worksheets and resources, available to all participants.



**The next round commences:
2021**

To register, email Kiri Penter
kiri.penter@inclusionsolutions.org.au

**EXPRESSIONS OF INTEREST
ARE NOW OPEN**

CONTACT US TODAY

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CLUB RENOVATION TOOLKIT

MODULE CONTENT

WEEK 1: CLUB ATTITUDE

We kick the toolkit off with the simple task of discovering the attitudes clubs want to share with their members, while also discovering how they can share this message through connection.

WEEK 2: CLUB FOUNDATIONS

This session allows clubs to run a health check of their foundations and ensure they are aware of their club vision, mission and values. We provide an easy to follow worksheet to allow them to plan how they will achieve their vision.

WEEK 3: UNLOCKING ASSETS

Week 3 is all about volunteers and finding the right person for the job. We search for the clues members give their club that can be used to find a role for them that will see them shine. We also discuss how finding the perfect person for a role can reduce the everyday strain on clubs.

WEEK 4: FACEBOOK INSIGHTS

Our first of four practical sessions, this module will show clubs exactly how to find and monitor their Facebook insights, how they can use this information to identify their audience and how to engage with them better.

WEEK 5: OFFERING CHOICE

We start to looking at how we can attract new members in week 5. This session gets clubs thinking about how they can alter their services to make being a member of their club easier for everyone.

WEEK 6: CREATING OPPORTUNITIES

In this session, we introduce the idea of membership lifespans and how we can create opportunities for members to extend their time with their clubs. This session includes an interactive worksheet that will create a visual lifespan of their membership to reflect on.

WEEK 7: INCLUSIVE EVENT PLANNING

We consider how we can use events to connect clubs with the broader community. Our live session and worksheets allow clubs to assess how inclusive their events can be physically, functionally and socially.

WEEK 8: PROMOTIONAL MATERIALS

In our most raved about session of the entire toolkit, we share how clubs can create professional promotional material, for free in minimal time. This session has something for everyone, from beginners to those with more advanced skills.

WEEK 9: INTERNAL COMMUNICATION

The final leg of the toolkit introduces the idea of membership retention. Week 9 offers clubs the opportunity to review exactly who their internal audience is and how to ensure their communication is not just received, but enjoyed.

WEEK 10: FUTURE PROOFING

With a mix of theory and practical elements, this session has clubs specifying their roles and ensuring they are sustainable, long term. We also provide a live tool clubs can use to track tasks and communicate with their committee and volunteers.

WEEK 11: AUTOMATION

We make receiving and responding to enquiries easier and less time consuming for volunteers, while ensuring opportunities to snap up new members are not missed. This session comes with a detailed resource clubs can use time and time again.

WEEK 12: POSITIVE PARTNERSHIPS

The final week of the toolkit has clubs identifying the communities they are part of and considering how they can use their strengths to make a difference. We ask clubs to set themselves a goal that will be sent back to them in 6 weeks time.