



RECRUITING VOLUNTEERS AND BUILDING STRONG COMMITTEE AT BELLEVUE ATHLETICS CLUB

CASE STUDY



OVERVIEW



The journey of Bellevue Athletics Club was about creating an inclusive club for athletes from 3-14 years and their families, who wish to take part in athletics at any level.

Our aim was to build a strong Committee which will lead the club, build a strong identity and culture of the Bellevue Athletic Club – one that we can be proud of, and to host a great family club night



CHALLENGE

The 3 top challenges of building a strong committee were:

1. Building a strong leadership-based committee with shared values and responsibilities.
2. Creating clear and inclusive pathways for volunteers to be involved in many areas of the club.
3. Not everyone will agree with your plan instantly and that is ok. Take time to bring them on board.



SOLUTION

1. Shoulder tap people to be involved with in the committee or at club nights to fill roles.
 - This involves determining the needs of the club and asking the appropriate persons.
 - Need to ensure that people are committed, have passion for the club and have time to commit.
2. Establish culture and create a momentum of positive change.
 - We did this by communicating the culture and intent of the Club to our members.
 - We also created a new Logo and uniform to create 'club pride'.
3. Keep to the plan. It may mean saying 'NO'.
 - Being a leader means keeping the big picture in mind.



RESULTS

1. Committee was only 3 persons in 2008 and now in 2020 a robust 10 persons carrying vision, leadership and responsibility.
2. Maintained club numbers of over 210 per summer season (3-14 years) in spite of the growing competition of other summer sports.
3. An inclusive but competitive club night programme where athletes can take part at whatever level; a place for parents/caregivers to be involved.
4. A new brand and culture which included new uniforms and logo.



PARTNERS

We focused on using the skillsets within the Committee.

We also worked in collaboration with Athletics Tauranga for an inclusive Club-night programme.

Our committee members also worked with Sport Bay of Plenty and attended their community workshops on strategic planning, funding and social media.

KEY LEARNINGS

- Strong and inclusive leadership is vital for growth of a club.
- Create room for individuals to be involved so that there is a broad base of shared vision and ownership.
- Build athletic programmes for kids that are varied, inclusive however also competitive. Participation is awesome; however, competition builds resilient kids. It is about finding a balance between the two.
- Change is not always embraced. Do the journey with your team to get them on board.
- Do not avoid the difficult choices and decisions.
- Others may not do it your way – but if it's getting done – that's ok.

SUMMARY

The club has gone through a lot of change over the past few years, to build a strong, forward-thinking committee that know how to meet the needs of our members.

If we were to do things differently, we would approach the challenges sooner rather than later.

It is also pertinent to keep the big picture in mind, lead well and aim to build a legacy for the future of the club and future members.

