

## Benefits of Community Sport Partnerships

Below are a few examples of ways in which sport and community groups can work together to achieve their individual and collective goals.

Whilst traditional perception of a community sport partnership will be based around the sharing of facilities, there are numerous ways in which groups can be of benefit to one another. Whilst the benefits below won't be applicable to every partnership, there will be areas that apply to your situation.

### Governance

- A partnership may benefit from the combination of complementary skills of members from different clubs. Partnerships provide a wider pool of knowledge, skills and contacts
- Partnerships provide moral support and will allow for more creative brainstorming

### Financial

- Partnerships can create efficiencies and reduce operational costs if resources can be shared (e.g. staff costs, power, websites, insurance, etc.)
- Partnerships can potentially increase or open up new income streams (e.g. bar takings, merchandise, membership, pay to play opportunities, etc.)

### Funding Support

- A partnership funding strategy can ensure that groups do not apply to the same funder in the same month and undermine each other's proposals
- Partnerships can ensure that opportunities to apply for funding across a range of agencies aren't missed
- A partnership speaks for a larger percentage of the local population than a single club can, so adds weight the community benefit argument
- A partnership can help to align and prioritise funding goals
- Partnerships can approach funding agencies and build relationships on behalf of all the individual clubs. Funding agencies then have a better understanding of collective capability and are assured that any money granted is both put to good use and provides value for money

### Participation

- Partnership discussions may provide an opportunity to explore combined membership models
- Partnership planning may tackle collective issues around membership retention, growth and maximising 'pay to play' opportunities
- A multi-sport in-school programme could be developed and even supported through Kiwisport to develop club-school links

- Holiday Programmes are a good way for groups to start building a working relationship. Children can participate in a range of sporting activities, that:
  - Ensure they don't get bored towards the end of the week, which can happen if only participating in one sport
  - They may have the opportunity to participate in a sport they haven't previously played, perhaps removing a barrier they wouldn't otherwise overcome
  - Children may take up that sport once the programme has finished, possibly leading to casual participation or membership growth
  - With increased participation and 'sport for all' opportunities there is greater appeal to funders who would consider subsidising programmes
  - Administrative, coaching, marketing and advertising costs and energy can be shared
  - Potential to offer a better overall product that appeals to more people

### **Administration**

- There could be potential cost and efficiency savings by employing fewer part or full-time staff to cover existing multiple paid roles
- The above could/should lead to an increase in the quality of member and potential member experience by employing someone with the necessary skill-set
- Opportunity to reduce operational pressure on volunteers by employing paid staff
- Opportunity to create a job description, KPI's, highlight sport/community benefits and seek a salary subsidy for the above role

### **Volunteers/Coaches**

- There is opportunity to give volunteers and/or coaches the opportunity to undergo training to improve their skills/knowledge. E.g. Sport Waikato coach and club volunteer sessions
- A partnership would have a larger forum and resource in which to recognise the contribution of volunteers. E.g. Multi-sport awards night

### **Facility Development**

- Collective input into plans and priorities

### **Merchandising**

- Partnership merchandising opportunities could be realised through alignment of collective identity. E.g. Clubs use the same team colours, warm-up gear, scarves, hats, etc.

## IT

- Partnerships, especially those operating within the same facility have the opportunity to consider computer hot-desking for paid and voluntary staff and the sharing of phone and broadband costs
- Partnerships may look to share the expense of purchasing and undertaking appropriate training in the use of online accounting packages. In some instances they may even share the resource of accounting and/or auditing personnel
- Partnerships requiring point of sale equipment for licenced bars, reception, tuck shops or retail can look integrating their tills, eftpos and stock taking systems
- There may be an opportunity to build a multi-sport website that individual clubs can access. The benefits of which include:
  - Information about club events and activities will be seen by a wider range of the community
  - A multi-sport website could become a one-stop-shop for the community looking for sporting opportunities in your area
  - With increased hits, the website becomes part of a more attractive offering to potential sponsors and funders
  - Groups could tap into a more comprehensive collective website package that they wouldn't otherwise be able to afford. Website capability could include improved design and user interface, upload speed, merchandising capability, online membership and coaching programme signup
  - Clubs could retain their individual IP addresses as part of the collective site to maintain their individual identity and for marketing purposes

## Database

- A collective database would allow the partnership to distribute E-newsletters about events, programmes, special offers, etc. This in turn can create a wider sense of belonging and community pride
- A collective database, if used appropriately, can leverage sponsorship in the form of cash or in-kind support

## For more information please contact:

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