



NNSWF Retention & Recruitment Information Guide 2020

NNSWF has created this document to assist clubs with some strategies to primarily retain their current players, and secondarily present some recruitment strategies. This is just a start and we encourage every club to do their own initiatives and wherever possible tag @nnswf so we can see the grate work you're doing.

The place to start is definitely your club's existing, players, volunteers and coaches. FFA research shows there are is significant number of MiniRoos and Junior players which do not re-register with their club, and that player who are contacted directly from their club are more likely to re-register the following season.

The main reasons for leaving the sport are outlined below:

- Poor quality coaching
- Poor club culture/environment
- Value for money (perceived lack of)
- Quality of competition (grading)
- Too competitive
- Injuries (specifically when looking at those aged 18+)
- Unclear communication pathway

Retention

Below is a list of strategies that your club can implement to improve member retention, especially when looking at the issues highlighted as to why people are leaving the sport.

Poor quality coaching

- Ensure there is a person at the club who is responsible for the management / development of all coaches. This could be a Club Coaching Coordinator.
- The Club Coaching Coordinator can be responsible for managing the coaches, conducting reviews to enhance their ability and dealing with any coaching related issues. Ensure all coaches are suitably qualified for the team and age group with which they are coaching.
- Ask NNSWF on how to be involved in the Club Coach Coordinator program.
- Coaching resources such as the Newcastle Permanent Skill of the Week videos and more, are available on the Coach Headquarters of the NNSWF website to assist in enhancing the quality of coaching provided to your players. <http://northernnswfootball.com.au/coach-headquarters/>.

Poor club culture/environment

Create a sense of community



- Plan social activities throughout the season & off-season.
- Organise intra social competitions, providing an opportunity for the whole club to come together.
- Put up a bulletin board or Facebook post highlighting the birthdays of members or publicly recognising the achievements of members. NNSWF is happy to share any major achievements across its social network.

Communication

- The communication tab in playfootball.com.au is a very efficient tool to communicate with players & volunteers.
- Provide each new member with an introductory letter, welcoming them to the club and providing information on the club.
- Use social media to connect with your members. Eg: Facebook, Instagram, Team App, etc.
- Supply a thankyou letter to all players from the current season. The below letter is an example of the content that could be included & pasted to an email sent from the communication tab in playfootball:

[Club] would like to thank you for your participation last season and hope you enjoyed your football. Importantly we trust you enjoyed the experience of being in a team environment in Australia's leading team sport. We encourage you to register again next year at our club. You will receive information within the next couple of months on how to do this via this email address & on our socials. Should you have any questions please do not hesitate to contact us on the details below. In the meantime, enjoy your off-season and we look forward to seeing you again next year.

Club

Contact Person

Contact Ph.

Email

Recognition

- If members feel valued, then they are more likely to have positive feelings towards the club and are more likely to stay.
- Participate in the Newcastle Permanent Volunteer & Coach of the month program to reward them for their time & effort. Nominations can be submitted via our website within the Volunteer or Coach Headquarters between March & August each year.
www.northernnswfootball.com.au.

Value for money (perceived lack of)

- Be clear, transparent and concise about the costs involved. The new registration system will have a full breakdown of registration fees. Why has this specific price been set and what is the breakdown of costs (FFA, NNSWF registration, coach, uniform, Insurance, referees, etc.)
- Offer payment plans. By eliminating a large bulk fee it makes the cost more manageable for families.
- Offer family discounts for 2nd, 3rd or 4th siblings.



Too competitive

- In regard to MiniRoos, the emphasis is on **fun & participation**. MiniRoos is the entry level experience for most football players. It should be fun for the young players and a positive experience for their families. Ensure this message is delivered to all participants and no focus is on the result.
- Some participants (especially women & girls as the research shows) want a different experience to the traditional set-up. Offer alternative experiences such as social leagues or training only once a week and make it fun based. Offer alternative experiences such as social matches or female only training sessions. Develop older players as mentors to the younger teams.

Evaluation

There are several ways in which an evaluation can be conducted:

- Questionnaires – It is the easiest way to gain information from a large source (especially those who have a lot of members). There are a number of online options to create surveys and questionnaires such as www.surveymonkey.com or www.jotform.com.
- Ask them personally.
- Website – Set up a section on your website for comments from members. This will allow members to raise concerns throughout the season as opposed to waiting until the end of the season.

Recruitment

NNSWF's recruitment campaign commences on 1st February 2019 with TV & Radio advertising. It is important your club is prepared for any enquiries resulting from this campaign. Have a point of contact (or email address) for all enquiries with answers to possible registration questions such as:

- Club registration dates
- Registration fees
- Grading information if required
- Muster dates & times (especially for MiniRoos players)
- How to register details via playfootball.
- Payment options

Below is a list of tasks that can be completed to help assist with recruitment.

Existing Players

- Encourage players to bring their friends/family/acquaintances to the club.
- Offer incentives where if a player is recommended by an existing player then they can receive a discount on their fees.
- Offer incentives for families (family discounts on fees).
- Offer early bird discounts for returning players. Eg: if register & pay by 31st Jan.

Schools

- Identify all local schools within your local area.



- Create ongoing positive relationships with the schools, promoting the club as an opportunity for the school children to experience football.
- Make a request to the school that registration information is entered into the school newsletter.
- Recruit for MiniRoos through your local school(s). Host an afternoon during school time for children from your local school to try small sided football. Target specific age group(s) for recruitment.

Summer Recruitment Program

- Offer opportunities for new people to experience football in summer. Eg. Host TAFE Summer Football. Host a Kick-Off program for boys or girls (Ages 4-9)
- This provides an opportunity to engage these participants to register for the winter season.

Resources

- Advertise on the club website and communicate key activities with the Zone.
- Update and maintain your website, providing new members with the opportunity to learn about the culture of the club.
- Remember to add to any communications or newsletters that entry level players (5-7 year olds) receive a free ball courtesy of the Newcastle Permanent once registration is complete.
- Promote your club's achievement from the National Club Development Program.
- Promote Goodsports accreditation to promote positive club culture.

Active Kids Program

- Provide information about the NSW Government Active Kids voucher.
- Two \$100 vouchers are available per child per year to reduce the cost of registering to play football.
- The first voucher will be available to parents from 1st January in 2020. The second from 1st July 2020
- For more details [click here](#).

SportsPass

- NNSWF has teamed up with SportsPass to add value & provide an incentive for volunteers and coaches to register on playfootball.
- All registered volunteers and coaches will have access to SportsPass. SportsPass members receive direct access to Australia's leading sports rewards and member benefits program.
- Clubs may engage SportsPass to offer this reward program to their players, coaches & parents.
- For more information [click here](#).



Please refer to NNSWF's Club Resource & Information Manual for more detailed information on how to improve your club's efficiency & effectiveness. The Manual will be distributed to all clubs in January 2020 & is also located on NNSWF's website under Club Headquarters.

For any assistance with any of the activities mentioned in this document please contact:

Phillip Andrews

Club Development Officer

Northern NSW Football

T | 02 4941 7206 M | 0434 766 274

E | pandrews@northernnswfootball.com.au

Or

Ross Hicks

Senior Officer – Community Football

T | 02 4941 7205 M | 0407 020 460

E | rhicks@northernnswfootball.com.au

W | www.northernnswfootball.com.au