

Hunter AFL Masters



2019 Assessment Survey – Recommendations and Action Plan

Version 4

5 February, 2019

The following recommendations are based primarily on data drawn from the 2019 Hunter AFL Masters Assessment Survey. However, some recommendations extend into the broader running of the club.

There are six key recommendations, each varying in level of importance, reach, and immediacy. This should hopefully make it easier to manage the handling of recommendations.

Recommendation 1:

“Establish a set of Values to encapsulate and formally recognise the core principles of Hunter AFL Masters, to guide member behaviour and motivate organisational decisions.”

Actions:

- Publish Values on Email/Facebook/Website, seeking approval and feedback from Members.
- Where appropriate, promote and integrate Values into the running of the club.
- If deemed appropriate by the Committee, add the Values to the Hunter AFL Masters Constitution at the next General Meeting.

Member(s) to Action:	Date: 5th February, 2019
Adam Shearer	
Mark Hope	
Ed Reddin	

Recommendation 2:

“Maintain and reinforce the internal administration of the Hunter AFL Masters, to ensure that the Hunter AFL Masters runs smoothly and efficiently.”

Actions:

- Regularly communicate to members any other actions being taken by the committee, or that concern Hunter AFL Masters members.
- Develop a weekly communication checklist (i.e., Thursday night reminder posts on Facebook, website & email, etc.).
- Develop and promote a calendar of social functions.
- Continue to develop incentives to grow player numbers, such as “introduce a friend, get a game fee discount” scheme.
- Better utilise Facebook or Teamer to allow players to indicate their availability prior to gamedays. This information can then be used prior to intraclub games to evenly match teams.
- Create an Instagram account to promote the club to younger demographics.
- Develop a set of attainable Recommendation 2 goals.

Member(s) to Action:	Date: 5th February, 2019
Ed Reddin	
Mark Hope	
Adam Shearer	

Recommendation 3:

“Maintain and reinforce the Hunter AFL Masters game day experience, to ensure people continue enjoying playing Hunter AFL Masters footy.”

Actions:

- Create an Intraclub Match Day Committee with at least one representative from the committee. The Intraclub Match Day Committee will:
 - o Create a checklist of actions to be taken on game days.
 - o Assigning a weekly roster of match day duties.
 - o Ensure the club displays values of the organisation, and that values are communicated. This can be done by placing posters in changerooms, and through self-regulation.
 - o Introduce an EFTPOS payment system for gameday fees.
 - o Recognise Player Milestones prior to games, and allowing pre-game to be utilised by general members as a news and awareness session.
 - o Find a regular photographer to capture games and post to social media. These photos could also be on display at the licensed venue sponsor following games.
 - o Post-game, acknowledge Players Player and reintroduce awards such as Falcon, Goose, etc.
 - o Report into monthly committee meetings.
 - o Develop a set of attainable Recommendation 3 goals.

Member(s) to Action:	Date: 5th February, 2019
Alex Holness	
Julie Shearer	
Adam Shearer	

Recommendation 4:

“Develop a relationship with AFL HCC, in order to promote Hunter AFL Masters, attract players, and facilitate more opportunities for our Members.”

Actions:

- The Hunter AFL Masters enters a team in the 2019 HCC Seniors competition, and the President works with AFL HCC to establish areas of opportunity, difference, and common interest.
- Communicate outcomes of engagement with AFL HCC to Hunter AFL Masters members, such as an upcoming ratification meeting in March.
- Develop a set of attainable Recommendation 4 goals.

Member(s) to Action:	Date: 5th February, 2019
Adam Shearer	
Shane Gallagher	

Recommendation 5:

“Develop a relationship with HCC Clubs, in order to promote Hunter AFL Masters, attract players, and facilitate more opportunities for our Members.”

Actions:

- Create a HCC Club Liaison Officer position(s) on the committee. The HCC Club Liaison Officer(s) will:
 - o Meet with each individual HCC Club, in order to promote Hunter AFL Masters to HCC Club committees and playing groups. This can involve re-education presentations based on information such as National Carnivals, Intraclub games, Fees, Age Limits, etc., These meetings also give HCC Clubs the opportunity to promote themselves to us.
 - o Encourage cross-promotion of events on respective social/online media.
 - o Report into monthly committee meetings.
 - o Develop a set of attainable Recommendation 5 goals.

Member(s) to Action:	Date: 5th February, 2019
Ben Konetschnik	
Ed Reddin	

Recommendation 6:

“Improve Sponsor, Media, and Charity relationships, in order to promote the Hunter AFL Masters brand, and improve the Hunter AFL Masters financial position.”

Actions:

- Create an External Stakeholder Working Party, with at least one representative from the committee as chair. The External Stakeholder Working Party will:
 - o Develop a sponsorship prospectus to be used in sponsorship pitches.
 - o Determine what types of sponsors are suitable, ensuring they align with the Hunter AFL Masters ‘Values’, and that do not clash with any existing sponsors.
 - o Look for opportunities to promote and activate sponsors on existing social media platforms, the website, and on game days.
 - o Generate a story list and media statement template, to drive media awareness.
 - o Look at the media presence of other Masters clubs and similar organisations, as a means to generate compelling content for social and traditional media.
 - o Work with Members to align with a Charity, in order to raise funds and promote awareness for club.
 - o Report into monthly committee meetings.
 - o Develop a set of attainable Recommendation 6 goals.

Member(s) to Action:	Date: 5th February, 2019
Alex Holness	
Ben Konetschnik	
Ed Reddin	