

Creating a Purpose for your Club/Association

Creating a clear and compelling purpose for your Club or Association is essential for attracting members, fostering a sense of community, and guiding your activities. Here are some steps and considerations to help you create a purpose:

Identify Values and Beliefs

Define the core values and beliefs that will guide the Club/Associations actions. This could include aspects such as sportsmanship, inclusivity, the growth of netball in your area, community and personal development. For example, Netball NSW values are Welcoming, One Team, Best Always, Integrity and Fun. These can be found on the website <https://nsw.netball.com.au/about-us>

Define your purpose

Why does your Club/Association exist? Who does it serve, and what does it aims to achieve? *Netball NSW's purpose is to lead and support our netball Community to grow and thrive.* Notice the purpose doesn't say how this is done. Be careful not to get stuck in the how.

Collaborate with your community to determine what they think your purpose is or should be. Ask players, family members, Life Members, sponsors or local businesses for their feedback.

Set Goals and Objectives

Clearly outline the short-term and long-term goals of your Club/Association. This could include, increasing membership, reducing barriers to play or introducing new programs, events or competitions. Set achievable goals, with metrics that are able to be tracked and you can see when you achieve. For example, 5 more volunteers or 5 new teams.

Communication Strategy

Develop a clear and consistent communication strategy to convey your purpose to members, potential members, sponsors, and the wider community. Utilise various channels such as social media, newsletters, signage and community events. Always come back to the purpose when decisions are being made that could impact the future of the Club/Association or the experience of members.

Create a Sense of Belonging

Emphasise the Club/Association as a community where individuals can feel a sense of belonging and camaraderie. Foster an inclusive environment that welcomes people of all backgrounds and abilities.

Regularly Review and Update

Periodically review and update the Club/Association's purpose to ensure it remains relevant and aligned with the evolving needs of the members and the community. We recommended reviewing every 2-3 years. Your Regional Manager may be able to assist facilitate a workshop to assist with this.