

2.3 DRAFT ACTIVE MONASH SPORT CLUB FRAMEWORK

(Author: BG)

File No.

Responsible Director: Russell Hopkins

EXECUTIVE SUMMARY

The draft Active Monash Sports Club Framework ('the framework'), has been developed as a tool for clubs and Council to work together to achieve a shared vision for community outcomes through sport.

The Framework seeks to support and build the capacity of community clubs to become more sustainable, inclusive and welcoming through learning and development opportunities in areas of diversity, respect and social responsibility.

The Active Monash Sports Club Framework is a proposed five-year program (2021-2026) that aims to support and incentivise clubs to achieve all proposed governance and management requirements within a five-year time period and become a gold level accredited Active Monash club.

PURPOSE

The purpose of this report is to seek endorsement for the draft Active Monash Sport Club Framework and its release for community consultation.

KEY CONSIDERATIONS/ISSUES

The Framework seeks to develop and work with all sports clubs across Monash to achieve better outcomes for clubs themselves and the broader community. The Framework will focus on priority areas of the Council to work towards clubs are **healthy and resilient, accountable, and sustainable**.

The Framework sets out 16 different standards across these priority areas, and clubs will be expected to meet minimum expectations for each standard. Each standard also then provides Bronze, Silver or Gold accreditation options to encourage clubs to go beyond the minimum and become the best they can be in each area.

Council will provide ongoing support to clubs to help them achieve these standards, including free development sessions.

While participation in the Framework will not be mandatory, there are expected to be a range of benefits to clubs by improving their practices to

meet the standards, including: increased membership; increased revenue opportunities; better community image; and decreased risk. In addition, in order to retain access to full fee subsidies (currently 85%), clubs will need to progressively show that they meet higher accreditation levels over the five year period that the Framework operates.

Ultimately, clubs that fail to achieve mandatory accreditation will become a lower priority for access to grounds and facilities where demand exceeds supply, to ensure community benefit is maximised.

Importantly, and in addition to the benefits that come with meeting the priority areas of the framework, Active Monash clubs may be rewarded through a range of other benefits provided by Council.

Active Monash clubs that attain certain standards may be eligible for priority access to facilities, considered a higher priority for facility and sports lighting upgrades and access to a range of programs and services designed to support and reward members of clubs. It is envisaged that being an Active Monash club, becomes a hallmark of a club's standing and is reflected in the benefits it enjoys from Council. The nature of any incentives provided by Council to encourage clubs to achieve the outlined standards will form part of the consultative process.

FINANCIAL IMPLICATIONS

The draft Framework has been developed from Council's existing operational budget. If adopted, the Framework contains implications for clubs in terms of their ability to continue to access full fee subsidies.

CONCLUSION/RECOMMENDATION

It is recommended that Council endorse the draft Framework and its release for public consultation. This will assist Council to refine the Framework based on the needs of sports clubs.

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RECOMMENDATION

That Council:

- 1. Endorse the release of the draft Active Monash Sports Club Framework for community consultation.*
- 2. Receives a further report after the community consultation period including recommendations for a final Active Monash Sports Club Framework.*

INTRODUCTION

The purpose of this report is to seek Council endorsement for the release of the draft Active Monash Sport Club Framework ('the Framework') for community consultation.

DISCUSSION

Sports clubs play an important role in the provision of opportunities to participate in sport and physical activity. Community sports clubs are also focal points for social interaction, and impact positively on social and mental well-being. Despite this, participation continues to be low due to various barriers, particularly for certain groups such as women and girls, people who identify as LGBTIQ+, and people from Culturally and Linguistically Diverse (CALD) backgrounds.

While people are attracted to good clubs, sports clubs can sometimes give rise to unhealthy environments that can discourage participation, deter broader community engagement, and perpetuate unhealthy attitudes and behaviours. The draft Active Monash Sports Club Framework seeks to develop and work with all sports clubs across Monash to achieve better outcomes for clubs themselves and the broader community. The Framework will focus on priority areas of the Council to work towards clubs are **healthy and resilient, accountable, and sustainable**.

The draft Active Monash Sports Club Framework sets out 16 different standards across these priority areas, and clubs will be expected to meet minimum expectations for each standard. Each standard also then provides Bronze, Silver or Gold accreditation options to encourage clubs to go beyond the minimum and become the best they can be in each area.

While participation in the Framework will not be mandatory, there are expected to be a range of benefits to clubs by improving their practices to

meet the standards, including: increased membership; increased revenue opportunities; better community image; and decreased risk. In addition, in order to retain access to full fee subsidies (currently 85%), clubs will need to progressively show that they meet higher accreditation levels over the five year period that the Framework operates. Council will provide ongoing support to clubs to help them achieve these standards, including free development sessions.

Ultimately, clubs that fail to achieve mandatory accreditation will become a lower priority for access to grounds and facilities where demand exceeds supply, to ensure community benefit is maximised.

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POLICY IMPLICATIONS

The draft Active Monash Sports Club Framework is aligned to key Council policies including *A Healthy and Resilient Monash: Integrated Plan 2017-2021*, and the *Monash Council Plan 2017-2020*. It is also in line with the Gender Equity Strategy.

SOCIAL IMPLICATIONS

The draft Active Monash Sports Club Framework will support Council's agenda for a healthy and resilient Monash community.

HUMAN RIGHTS CONSIDERATIONS

This report is in line with the *Charter of Human Rights and Responsibilities Act 2006* and does not raise any specific considerations.

CONSULTATION

A consultation period of six weeks, open to everyone in the community, will be undertaken and will include direct consultation with sports clubs and Council's Advisory Committees.

The consultation period will be used to update and refine the draft framework to ensure Council's aspirations meet community expectations and can be realistically achieved by Monash Sport's Clubs.

FINANCIAL IMPLICATIONS

The draft Active Monash Sports Club Framework has been developed from Council's existing operational budget. If adopted, the Framework contains implications for clubs in terms of their ability to continue to access full fee subsidies.

CONCLUSION

It is recommended that Council endorse the draft Active Monash Sports Club Framework and its release for public consultation. This will assist Council to refine the Framework based on the needs of sports clubs.

ATTACHMENT

Draft Active Monash Sports Club Framework