

# CLUB WEBINARS

VOLUNTEER RECRUITMENT



**NORTHERN  
NSW**  
FOOTBALL

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Northern NSW Football acknowledges the Awabakal people as the Traditional Custodians of the land on which we meet today.

We recognise the continuing connection of Aboriginal and Torres Strait Islander people to the sky, land and waters and pay our respects to Elders past, present and emerging.

# Volunteer



- A volunteer is a **person who donates time or efforts for a cause or organization without being paid.**
- Volunteers provide their time to community organisations to allow activities like community football to prosper.

# Volunteer

- Do not ever underestimate the value of every hour donated to your football club by every person who volunteers.
- We have key committee people that tend to shape their lives around the football season, while coaches, managers, grounds people, canteen managers, match day co-ordinator, duty officers all contribute time necessary for matches to happen.



# The aim of this presentation

Our aim is to stimulate some thought around the existing processes regarding volunteers and then to share some insights that may help with recruiting or retaining them.



# Volunteer registration

- Registration on Playfootball is essential for all volunteers, including coaches and managers.
- [Registration | Play Football](#)
- Registered volunteers are insured

The screenshot displays the 'PLAY FOOTBALL' website interface. At the top, there is a navigation menu with links for Player, Coach, Referee, Volunteer, Clubs, Schools, Pathways, Skills Hub, and Help. A search bar with the text 'Find a place to play' is also visible. Below the navigation, a large blue banner reads 'Become a volunteer'. The main content area features a white box with the text: 'Volunteers are the lifeblood of our game, and the backbone of every community club.' followed by a paragraph: 'You can meet new people, develop your skills, and make an impact in your community by volunteering your time in football.' and another paragraph: 'To find a club near you, use the "Where can I play?" portal below and find a club to get in contact with.' Below this text is a blue button that says 'Find a club to volunteer with' and a search button labeled 'Find Now'. To the right of this main text, there are two promotional cards. The first is titled 'FOOTBALL ACCOUNT' and offers special benefits like ticketing offers and exclusive content, with a 'CREATE YOUR ACCOUNT' button and a 'Create an account now' link. The second is titled 'MY FOOTBALL LIVE' and promotes the official app, with a 'DOWNLOAD NOW' button and a 'Download now' link.





# Working with Children Checks

- The NSW Working with Children Check was legislated in 2013 making it compulsory for all child focussed organisations in NSW to comply. There is an exemption that allows parents/ close relatives to coach or manage their child's team without requiring a WWCC.
- Supported by NNSWF many clubs do not apply the exemptions and expect a WWCC from all volunteers.
- To get a WWCC, a person needs to complete an online application to receive an interim APP number, then present 100 points of ID at a Service NSW office to complete their WWCC application.
- [Working With Children Check - NSW Office of the Children's Guardian](#)



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# Volunteer Recruitment

- Club Governance including vision statement, mission statement and values
- Conduct surveys for feedback
- Position Descriptions
- Responsibility, ownership and the opportunity to report. Build confidence and trust
- Training / development
- Communication



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# Club Governance

- The football club belongs to the club's members. You have volunteered to do your best for them.
- Who are you (your club)? Culture, vision, pathway for development, coaching qualifications, facility development
- Check yourself. Governance. Does your constitution reflect your current football club?
- [Club Changer](#) club development program. When will you complete accreditation?
- [Goodsports Accreditation](#) (drug and alcohol foundation)
- Does your club have a positive relationship with the community?



# Building Social Capital

The networks of relationships among people who live and work in a particular society, enabling that society to function effectively.

- Inclusiveness
- Connectedness
- Celebrations
- Inviting



# Position Descriptions

- Position descriptions provide the core features for each role necessary for a football club to operate. It keeps each member on task and helps with the recruitment of new committee members.
- Position descriptions for key positions are available through the PlayFootball Toolkit. These may be adapted to the specific needs of the club and, where required can be broken into smaller roles. Alternately I can provide Position Descriptions as requested.
- [Position Descriptions | Play Football](#)



# Variation in Roles

- Find out the skill set and interests of incoming volunteers to determine the role they can play
- How much time do they want to commit?
- What role interests you?
- Succession



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# Gathering Information - Surveys

- How do you know that you are doing a good job?
- Conduct a survey of skills already in your organisation – untapped.
- Monitor Facebook posts.
- JotForm, Survey Monkey.



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# Remove Barriers

As a volunteer;

- What will I have to do?
- What will be expected of me?
- Who do I report to?
- Who will give me support if needed?
- Is there other roles I can try?





# Volunteer Induction

- We should be considering delivering a volunteer induction session for all volunteers. This is a prime opportunity to promote the values of the club, introduce key committee people and provide an insight into the needs of the club – operationally.
- This is the beginning of genuine inclusion for all people who contribute their time to the football club.



# Volunteer Training

Training opportunities are varied and should target the specific roles being undertaken:

- NSW Office of Sport also conduct MPIO: [Training | Office of Sport \(nsw.gov.au\)](#)
- Referee and Coach development courses: [Home | Northern NSW Football](#)



# Communication

- Define purpose of communication
- Group communication tools
- WhatsApp
- Team App
- Facebook and Instagram



# Rewarding Volunteers

- Nominate to NNSWF volunteer recognition program
- Volunteer of the week/month award posted to social media – needs to be no more than a café or pub voucher and acknowledgement through social media. The best of these programs will create an opportunity for members to nominate volunteers
- Thank you through social media
- Incentive schemes
- Subsidise rego, subsidise presentation night
- Certificate of appreciation – gift
- Club apparel (Seek a volunteer sponsor. Use the sponsorship to provide volunteers with club gear)



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# Incentives

- Club apparel (Same as a shirt sponsor for teams except it is specifically for volunteers – put this sponsor on MiniRoos Game Leaders shirts as well)
- 
- Regular recognition through social media
- Incentive schemes ( Any scheme must be manageable and sustainable)
- Subsidise rego, subsidise presentation night
- Certificate of appreciation – gift



# What Now?

- Long term - Develop your governance. Build a club where people know the future direction and actually want to be a part of the future.
- What can you instigate to enhance volunteer satisfaction?
- Would it help to have a position of 'volunteer co-ordinator'?
- Review the roles in your club - position descriptions
- Refine your communication processes
- Right now – introduce committee people through social media posts with a photo or create a welcome to the club video
- Email parents of registered players and adult registered players seeking volunteers but ensure you are promoting positions to be filled
- Ask people to get involved
- Plan an induction day for volunteers



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# Resources

- [CODE OF CONDUCT and Ethics\(footballaustralia.com.au\)](https://www.footballaustralia.com.au)
- [Member Protection Framework | Football Federation Australia \(footballaustralia.com.au\)](https://www.footballaustralia.com.au)
- [Sport Integrity Australia online learning](#)



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