

## **2.3 DRAFT ACTIVE MONASH SPORTS CLUB FRAMEWORK**

(Author: BG)

Responsible Director: Russell Hopkins

### **EXECUTIVE SUMMARY**

This report presents the results of community consultation on the draft Active Monash Sports Club Framework, discusses the amendments made to the Framework in response to the feedback received and seeks Council endorsement of the Active Monash Sports Club Framework and its proposed commencement date on 1 April 2022.

### ***PURPOSE***

To seek Council endorsement of the Active Monash Sports Club Framework.

### ***KEY CONSIDERATIONS/ISSUES***

The Framework received a mixed response from the community.

In general, club members and administrators felt that the draft Active Monash Sports Club Framework -

- was too much work for sporting clubs;
- should not require clubs to become alcohol free;
- was too punitive;
- required club improvement which is not needed; and,
- was being introduced at the wrong time due to COVID-19.

However, feedback also highlighted that the Framework is required, is seen as being a good tool for clubs to work to and could be used as an assessment tool to measure the strength of clubs and their contribution to the community.

Following consultation the following key changes were made to the draft Framework:

- A later introduction of the Framework to allow clubs to better prepare.
- A relaxation of alcohol restrictions.
- More achievable sustainability targets.
- Greater focus on training and education to help clubs reach the required levels of accreditation.
- Inclusion of more incentives for clubs to achieve the framework.
- For clubs that fail to meet the required standards, reduce the rate at which they lose access to Council's subsidies.
- Introduce a platinum level that gives clubs access to greater subsidies on fees.

### ***CONCLUSION/RECOMMENDATION***

That Council note the feedback, amendments made and endorse the Active Monash Sports Club Framework to be introduced from 1 April 2022.

## 2.3 DRAFT ACTIVE MOANSH SPORTS CLUB FRAMEWORK

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### **RECOMMENDATION**

*That Council:*

- 1. Note the submissions received in response to the public exhibition of the draft Active Monash Sports Club Framework and the amendments made in response to the feedback; and,*
- 2. Endorse the Active Monash Sports Club Framework and its introduction from 1 April 2022.*

### **INTRODUCTION**

This report presents the findings of community consultation undertaken on the draft Active Monash Sports Club Framework and seeks Council endorsement of the final version of the Framework having regard to the changes made to the document following consultation with the community.

The Active Monash Sports Club Framework is a proposed five-year program (2022-2027) 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 or platinum level accredited Active Monash club.

### **BACKGROUND**

At its meeting of 26 May 2020, Council approved a draft Active Monash Sports Club Framework ('the Framework') for public exhibition and community feedback. The draft Framework was subsequently advertised in the June 2020 Monash Bulletin (distributed to households across Monash) and exhibited online at Have Your Say from 1 June to 10 July 2020. On-line forums specifically for sports clubs were held on the 10 June and 25 June 2020. An additional forum was held with sporting associations on 10 July 2020.

### **DISCUSSION**

#### Public Exhibition of the Draft Framework

At the close of the consultation period, a total of 118 online and 23 written submissions had been received.

Of the 118 online submissions received 51% voted 'no' - they did not support the Framework, 34% voted 'yes' - they supported it, 12% were 'neutral' and 3% 'didn't respond' to the question.

Of the written submissions, 22% voted 'no' - they did not support the Framework, 30% voted 'yes' - they supported it, 48% were 'neutral'.

Overall feedback on the draft Framework was mixed. In general, there was strong support for the Framework from parents and volunteers, and a negative response from players and administrators. From the feedback received, it is clear that specific elements of the Framework were deemed “unworkable”. A number of players and administrators felt it was unrealistic for a club to be alcohol free and the impacts of not meeting the standards were too punitive. There was also a sense that the Framework was seen as being burdensome and simply “more work” for administrators, and in some cases, administrators already struggling to administer their clubs.

From the feedback received, parents and volunteers were more likely to support the introduction of the Framework and generally acknowledged the need to support and encourage clubs to improve. Most respondents applauded the initiatives by Council to support and work with clubs more closely.

All submissions were reviewed and considered as part of the consultation process. A full report detailing the community feedback on the draft Framework is provided in Attachment 1: Summary of Key Findings and Community Consultation.

#### Recommended changes to draft Framework

In response to the feedback received, a number of key changes have been made to the Framework to make it more acceptable and rewarding for clubs to participate. Specially, the following changes have been made to the final draft Framework:

1. The introduction of a new “optional” level – **Platinum accreditation** where clubs receive **discounted fees**. This is in contrast to the draft Framework that “required” clubs to achieve specific requirements regarding alcohol and food to remain at their current level of subsidy. Council recognises that platinum level may not be suitable to all clubs, however the measure provides an incentive to clubs that wish to be alcohol free and only serve healthy options in their canteens.
2. **Alcohol** sales are allowed throughout the levels of accreditation, with more of an emphasis on education and good practises around alcohol.
3. The percentage at which fees will be increased for clubs that fail to meet the standards has been significantly reduced.
4. An expanded range of potential **incentives** to clubs and their members has been included within the Framework including a discount on ground and pavilion charges for clubs that achieve the new platinum level accreditation.
5. The Framework will now commence from 1 April 2022, in recognition of the current restrictions placed on sport and to enable clubs additional time to prepare. In this regard, all clubs would have until 31 March 2023 to meet the first of the mandatory requirements.
6. Work with associations locally, at State and National levels to align requirements, so clubs do not have to duplicate reporting information.

As a result of the above changes, officers believe that major objections to the Framework have been adequately addressed, and are confident that the range of incentives and development opportunities now included will better enable clubs and Council to work together to achieve a shared vision for community outcomes through sport.

A copy of the proposed Active Monash Sports Club Framework is included as Attachment 2 to this report.

The proposed Framework seeks to better 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.

To better support clubs, Council will expand and grow its club development program. The Active Monash Sports Club Framework will act as a tool for Council to tailor and develop its training and learning opportunities to support club administration, governance, and development. The Framework seeks to make the regulatory and administrative process easier and free from burden by developing training, resources, templates and information for clubs.

### **POLICY IMPLICATIONS**

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

- a) enhancing the safe community social connection that sports clubs provide – e.g. education around drugs and alcohol use within sporting clubs, diverse, inclusive and welcoming clubs for families and social cohesion; and
- b) education and skills development for sporting club volunteers, were role models and community leaders influence members connect, grow and learn life skills to enhance connection and community growth.

### **FINANCIAL IMPLICATIONS**

There are no immediate financial implications to clubs from the introduction of the Sports Club Framework. Most if not all clubs are expected to easily progress through the first two levels of the program. Council recognises that achieving gold standard for some clubs may be more difficult, however, and has allowed clubs until March 2027 to achieve that standard if they choose. There will be no restriction on how fast clubs can achieve platinum status to receive access to further subsidised ground and pavilion charges.

### **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.

Sport and Recreation Victoria's Fair Play Code commits to improving the integrity of Victoria's sport and recreation sector under the *Victorian integrity in sport action plan: State sporting associations and recreation bodies, sport and recreation associations, leagues or clubs in Victoria must demonstrate adherence to, and enforcement of the Fair Play Code, to be eligible*

*for existing and future funding from Sport and Recreation Victoria. It is vital that everyone involved in sport and recreation in Victoria is committed to the Fair Play Code standards, to help maintain the integrity of sport and recreation for the general good of the Victorian community.*

### **CONCLUSION**

It is acknowledged that the original version of the Framework was aspirational, and that not all of the recommendations would be reflected in the final Framework. However, a balanced approach has been used so that it benefits clubs and Council.

Experience shows that people are attracted to good clubs, but sports clubs can sometimes give rise to unhealthy environments that can discourage people from participating, deter broader community engagement, and perpetuate unhealthy attitudes and behaviours. The Active Monash Sports Club Framework therefore looks to develop and work with all clubs across Monash to achieve better outcomes for the community by ensuring our clubs are healthy and resilient, accountable, and sustainable.

### **ATTACHMENTS**

Attachment 1 – Summary of Key Findings and Community Consultation.

Attachment 2 – Active Monash Sports Club Framework