


21 Pilcher Street,  
BENDIGO. 3550

TO ALL EXECUTIVE MEMBERS

Please find enclosed a copy of the Sports Federation of Victoria Newsletter setting out their current and future programs, and their three year development plan which forms the basis of their claim for a full time E.O. We are being asked to consider an increase in membership from \$5.00 presently to a figure of the order of \$20.00 p.a.

Also attached are details of two seminars which they are proposing to run. These matters will be listed on our next agenda, and the purpose of distributing the details now are to save some time at our meeting.

In addition, copies of various other items are included, some of which are for general interest, and some requiring consideration at our next meeting.

  
Murray Mansfield  
Secretary

P.S. Next meeting scheduled for Sat. 22nd March. Agenda and correspondence list will be forwarded during week prior to this.



# THE SPORTS ADMINISTRATION NEWSLETTER



A NEWSLETTER FOR SPORTING ADMINISTRATORS

1st EDITION - FEBRUARY 1980.

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Dear Sports Administrator,

Please find enclosed the 1st Edition of the Sports Administration Newsletter. We are a little late and I apologise. The next three editions will be sent in April, May and June.

The Video-Cassette recorder was drawn on Friday 21st March and was won by Mr James Mangopoulos of 62 Smith Street, Collingwood, Victoria. Congratulations Jim and I hope the recorder serves a useful function for your club.

I would like to thank all delegates who attended the 1980 Sports Administration and Sports Medicine Conventions for their support. A great deal was learnt by all and suggestions for next year are already being studied.

The "Fund-Raising" workshop was probably the most interesting session of the day. Next year we will devote a minimum of 4 hours to this segment. Obviously one hour just wasn't enough to discuss the many magnificent ideas put forward. Many thanks also to Kevin Cooksley from the Footscray Football Club, Frank Vardenega from the Collingwood Football Club and Ted Vibert from the Australian Licensed Clubs Association for their tremendous ideas and their ability to involve all delegates in a diligent and fulfilling workshop.

In relation to the following ideas I must stress that they are presented simply as a general application. You must study them and then apply them to your club level. Do not be unprepared to vary them according to your own strategies.

Finally I would like to thank you for your support and I wish you all the best for 1980.

CHEERS !

*Ray Riordan*

THE SPORTS ADMINISTRATION NEWSLETTER

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THE PRE-CONDITIONS TO SUCCESSFUL FUND-RAISING:

- A) THE ELEMENTS OF FUNDRAISING
- B) ORGANIZING A FUND-RAISING PROGRAMME

- i) Planning and Preparation.*
- ii) The Campaign.*
- iii) Following-Up.*

of club and association management in Australia. The success or failure of most clubs is dependant upon how well this activity is carried out. People will give to a cause which they feel is worthwhile and if you can convince people that your cause is worthwhile, then you are 75% of the way towards success. It's important that you spend time to convince people of this aspect. So often it is said:  
"THE MOTIVATIONS FOR PHILANTHROPY, LIE IN HUMAN BEHAVIOUR, NOT IN ARITHMETIC."

#### ESSENTIAL ELEMENTS OF FUND-RAISING :

1. Direct your appeal to a specific group of supporters. People in general won't support organizations working for a minority of the community.
2. Present your appeal on a personal basis. People working in an honorary capacity achieve the best results.
3. To attain maximum manpower efficiency, your fund-raising committee should consist of people who are leaders within the community.
4. Contributors should be paid on an installment basis. This does away with the problems associated with a lump sum payment. It doesn't hurt the pocket this way.
5. Workers will provide optimum effort for short periods only. Never expect an intense effort to last more than eight weeks.

The planning programme preceding any fundraising activity should define needs which are realistic and capable of being achieved. The objectives should be exciting and challenging to the respective contributors. ALL CONTRIBUTORS SHOULD BE APPROACHED PERSONALLY, THIS WILL ALWAYS ACHIEVE FOR BETTER RESULTS THAN THE DUPLICATED LETTER.

A PUBLIC RELATIONS PROGRAMME is important, using the media, to explain and promote the appeal to all potential contributors.

The Appeal for funds should extend as far as possible. If you study the situation deeply, you will find support where you least expect it.

WHY CAN'T A CITY CLUB FIND SUPPORT IN RURAL AREAS? and VICE VERSA.

All leaders seeking contributors should be well trained and motivated as to the significance of their jobs. The better they are trained the greater will their results be. Leaders of a community have a greater capacity to draw out contributions than do non-leaders. HENCE YOU CAN SEE THE IMPORTANCE OF HAVING LEADERS.

#### ORGANIZING A FUND-RAISING PROGRAMME:

Most fund-raising campaigns are divided into three sections;

- a) PLANNING & PREPARATION: This simply involves the club working out who their possible-contributors will be. I know it's tedious, but what you must do is sit down and write up a list. THE MORE COMPREHENSIVE YOUR LIST, THEN THE GREATER WILL BE YOUR RESULT. A preliminary notice to all possible contributors preparing them for the campaign is good public-relations. This notice should outline all the various aspects of the campaign including the reasons for the activity, the committee conducting the campaign, the targets and so on.
- b) THE CAMPAIGN: This section should last for as short a time as possible. Tie up as many contributors as soon as you possibly can. THE GREATER THE WORK FORCE, THE LESS THE EFFORT PER INDIVIDUAL AND HENCE THE GREATER THE RESULT.
- c) THE FOLLOW-UP: Once all contributors are organized, it's important that the club continues to follow them up. Many will be paying by installment and it's important that the club doesn't allow them to fall behind. Often a Public Relations Programme to notify the public of the success and support for the programme will generate continued support. DON'T NEGLECT THE FOLLOW-UP PHASE, IT COULD RUIN YOUR ENTIRE EFFORT.

NOTE: Once you have defined your list of prospective contributors draw up a REVENUE BUDGET and an EXPENDITURE BUDGET. Your Revenue Budget should simply outline the list of contributors and what you think they could contribute. Your Expenditure Budget should list simply the costs you think you will incur during the whole fund-raising drive.

The success of any fund-raising campaign will depend simply upon how hard you, as an administrator, are prepared to work. YOU WILL ONLY GET BACK THE EQUIVALENT OF WHAT YOU ARE PREPARED TO PUT IN.

The concept of running a Sportsman's or Sportswoman's breakfast, luncheon or dinner has really gathered momentum over the last two years. It's not a difficult activity to organize provided the organization is spread across the whole committee. As is often the case most of the work is left to an individual or a minor number of hard working committeemen. It's the good administrator who can delegate authority or responsibility to other members and co-ordinate their activities in a successful and efficient manner.

The secret of success in this type of function lies with the following:

- (a) Choice of Guest speaker
- (b) Subsidiary or Supplementary Activities
- (c) The Marketing of the Concept

The choice of a guest speaker is dependant upon the audience at which you are aiming. If it is a businessman's luncheon then naturally you will select a speaker who can complement their activities. For example, you will invite someone to speak on motivation (Ron Barassi), Taxation (Eric Risstrom), Law (Frank Galbally), Exports and Imports (Phillip Lynch) and the list can go on. Second raters will never attract an audience. Always go to the top and don't compromise. BE PREPARED TO PAY WELL. If they are prepared to speak for nothing then that is to your advantage. YOUR SPEAKERS MUST COMPLEMENT YOUR AUDIENCE.

Organize subsidiary activities to complement your function. Many conduct raffles by way of handing out an envelope with tickets involving five raffles inside. Total cost is usually \$20 or whatever the pitch of your audience is. Every delegate accepts the envelope, takes the tickets and inserts \$20 and then hands the envelope to an usher collecting them. If you have an audience of 200 people then you will collect \$4000.00. Assuming that all prizes are donated then its a reasonable profit. Ensure your prizes are worthwhile eg; Video Cassette Recorder, Colour T.V.'s, Dishwashing Machines etc.

This type of activity can be conducted swiftly and quietly throughout proceedings.

An excellent activity to wind up the proceedings is an auction. Most delegates are well into the mood of the function and an auction can provide real excitement provided the auctionable items are attractive. Shetland Ponies are popular, valuable Paintings, Book Collections, Record Collections and the list goes on. Ensure that all items are of value and stimulating. Set a reserve price for each item that will net a good profit.

The final step in organising this type of function involves the marketing of the concept.

Poor Marketing can result in failure.

THE ESSENCE OF MARKETING IS KNOWING WHAT YOUR DELEGATES WANT AND THEN SETTING OUT TO MEET THESE NEEDS AT A PROFIT. Knowing where to obtain information regarding Marketing is the secret. Your local Chamber of Commerce will provide you with addressographs if it is a businessman's / businesswoman's dinner. Have your concept beautifully printed and set out. Colours add to presentation. Ensure that all the information that delegates will require is included on your brochure.

Successful Marketing involves the offering of a new concept. The Luncheon itself might not be all that motivating but the auction can sound very exciting provided the goods are valuable and in Demand. Frenzied bidding can often occur resulting in huge profits.

Adjust your price according to Market conditions. These are basically determined by Supply and Demand conditions. In small towns administrators can usually determine this by a simple "GUT" feeling.

ADVERTISING IS ESSENTIAL: Effective advertising involves the following -

- (a) CLEAR AND CONCISE COPY: A good advertisement attracts ATTENTION, arouses INTEREST, creates DESIRE and stimulates ACTION.
- (b) Select a Media with large coverage.
- (c) Choose your time. Monday morning is when all Sports fans read the Sporting pages.

DIRECT MAIL: Is another form of marketing a function.

PRESS RELEASES: Can also attract considerable attention. Here a Public Relations expert can work wonders.

When Marketing such a concept I have only one final word of advice -  
DON'T BE COMPLACENT

## TOMATO CULTIVATION:

The cultivation of tomatoes throughout Australia has proven to be one of the most profitable investments embarked upon by farmers in the late 1970's. With the World Demand situation for food increasing rapidly, the export potential of such fruits is enormous.

An average harvest of 50 acres will yield a gross return of approximately \$80,000. Good years have been known to yield up to \$110,000. In a bad year income can be as low as \$60,000.

Any club or association wishing to embark upon such a project as tomato growing, or any other vegetable crop for that matter, must be aware of the following problem areas:

- suitable climate
- availability of Markets
- availability of expertise  
(agricultural & management)

### 1. CLIMATE:

The ideal climate for the growing of tomatoes is one that is frost free and hot. Low rainfall areas are ideal provided there is plenty of water via irrigation. Rainfall at the wrong time can rot the fruit quickly.

### 2. AVAILABILITY OF MARKETS:

Tomatoes can be sold on the open market or through contracts with companies such as S.P.C., HEINZ, CABBELLS and I.X.L.. The Open Market operation simply involves the grower transporting his tomatoes to various fruit markets or to large Supermarket Chains for sale. Here the price is determined by Supply and Demand forces.

If you can organize a contract with one of the canneries then you are much better off. It is more secure and you are guaranteed a return.

Open market sales are most profitable during the winter as supply is low on the South East coast and prices are high. The main competition comes from the South Australian Glass Houses and the Bundaberg area in Queensland.

Contracts can usually be obtained from the above mentioned companies provided you can guarantee supply in the appropriate condition.

All companies desire tomatoes to be picked whilst ripe and then delivered to the factory within three days of harvesting.

### 3. AGRICULTURAL and MANAGEMENT EXPERTISE:

A very important aspect of growing crops is the availability of field officers and sound financial and organizational management. If crops are grown under contract then the companies provide the field officers free of charge.

The period of time necessary to grow a crop isn't long. It is 110-130 days in Victoria. With a warmer climate and ample water the growing period could be as little as 100 days. The growing period is defined from the planting of the seed to the actual harvest.

The question which is probably on everybody's mind is - How can a Sports Club possibly grow 50 acres of tomatoes?

All sports clubs usually have rural support. If not, then it's up to the administrators to organize this form of support. Too many clubs depend upon urban business and neglect to realize that the rural areas are just as profitable now. Farmers will lease land to sports clubs, provide machinery and equipment and even provide labor if the club is prepared to return favours. Find out who the major growers are in your area and study the possibility of them adding on an extra 30-50 acres for your club. I know of one club in Victoria who did this. They provided the capital for the seeds, fertilizer and other land additives which totalled about \$3,000. They organized all members of the club to work on a roster basis in caring not only for their own crop, but also for the farmers crop. The amount of money made by this club through this one effort enabled them to function comfortably for the whole season. They didn't have to involve themselves in high input - low output schemes such as raffles etc. They were able to concentrate on what the club was all about - playing football.