

ATHLETICS

Winter Club Newsletter - Feb 2002

HOW DO WE GROW THE WINTER SIDE OF ATHLETICS IN OUR CENTRE?

At a recent meeting of AWBOP harrier clubs concern was expressed at the apparent declining membership of clubs.

Rather than grizzle about it, as society changes rapidly around us, what are clubs doing within their own structures and weekly programmes to **recruit, retain and enthruse** members?

Don't look back. What worked 10 or 20 years ago now has to be reassessed. Clubs must plan for the future if they wish to grow and survive. Where do you want your club to be in five years?

In 2002 we live in a different world where the recreational dollar can be spent in a wide variety of ways, where young people leaving school move into a world where student loans, increased qualifications, job opportunities or lack of and a different social scene dominate.

Holding down a job, establishing relationships, developing a family or a business all take time and effort so as clubs we have to be creative, think laterally and make our sport and membership of our clubs an enjoyable and worthwhile experience for all sections of the community.

How do we sell HARRIERS?

Well for a start the name is old fashioned and generally doesn't

appeal!

The comments below are designed to make winter clubs in our centre **rethink** the way they do things in our sport.

Take what you want as a club from these thoughts, toss them around among your own members and come up with a plan that will make your club function more effectively, attract more members and grow.

- 'Join your local winter athletic club, Set Goals, Prolong Life, Look Lean and Fit, Be Healthy, Lose Weight, Achieve A Healthy Lifestyle, Push Play Today - Have you done your 30 minutes?'

The following are all phrases that could be used in a club flier that goes to schools, gyms, and community noticeboards or is handed out at schools sports, fun runs etc.

'Winter athletics - a family affair: keep the team together: go the whole hog'. In any advertising for your club to attract new members at the beginning of the winter season you need a catch phrase.



Helping sport happen

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- **'For family fitness and fun** Run, Jog or Walk **with your local** Road and Cross Country Club'
- **'Families in sport keep out of court'** is a phrase I have used and it strikes an accord with parents.

What do you gain from being a member of a road and cross country club in winter? Here are some suggestions and each club could add more to cater for their own individual features.

- *Coaching advice*
- *Organised training runs, jogs walks. Eg the Sunday long run or walk, the midweek run.*
- *Companionship, social activities*
- *Advice on fitness programmes*
- *Advice on footwear, clothing, training, racing tips*
- *Clubrooms*
- *Youth development programmes eg secondary school leagues, races to tap into this area*
- *Programmes for specialist groups in the club eg the Women's Jogging Group that may use the clubrooms at say 10 am each Tuesday*
- *A marathon squad for people running their first*
- *A walking group for the those who are injured, overweight etc*
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What do Harrier Clubs (WHOOOPS! Road and Cross Country Clubs) do?

- *Organise and promote running/walking events*
- *Offer a wide VARIETY of fitness challenges in their weekly programmes.*
- *Pack runs, hares and hounds, paper chases.*
- *Back to back relays*
- *Cross country and road races – open handicap, sealed handicap, scratch.*
- *Mountain runs*
- *River bank runs*
- *Off road runs – country, bush tracks etc.*
- *Pairs races*
- *One car relays*

- *Club trips*
- *Road relays*
- *Cross country relays*
- *Miss and out teams races*
- *5 and 10 km races*
- *The chance to work on individual fitness in a supportive club environment.*
- *Half Marathons, marathons, ultras, duathlons and triathlons.*
- *Offer a pathway in Event Management or being an event official or just being a treasured volunteer within the club.*

In other words winter clubs in our centre offer:

A Variety Of Recreational Fitness

Activities in a supportive friendly social environment.

Don't forget the growth area of recreational fitness - **the walker**. In most events being organised by entrepreneurs outside the Athletics NZ sanctioned event system at least 30% of fields are walkers. Not race walkers but power walkers and casual walkers. They are a major source of club growth if clubs can provide support for them in the form of events and advice.

AWBOP clubs should feel free to use any of this material to promote your club. After your next organised training run over a drink, chew the fat about how you are going to make your club a better one this winter.

Above all, to survive in the future clubs are going to have to change to meet the needs of a different society that we live in.

Be Positive, think laterally and plan for the future.

Don Willoughby
AWBOP Coaching Co-ordinator

Coach Education

Kiwi Cross Run is a product developed in the Waikato to assist clubs and primary schools to develop good programmes for children coming into the sport of running. It has become very popular in schools and covers areas like setting interesting courses, recommended racing and training distances for children, making training for cross country fun. It fits well with the Athletics New Zealand Run Jump Throw Athletics Coaching qualification. Contact Brett Addison to organise a course at your club for parents and helpers.

Level 1 & 2

A Level 1 Distance Running Coach Education course is being held on Saturday 13 April at Sport Waikato in Hamilton.

A Level 2 Distance Running Coach Education course is being held on Saturday & Sunday 20-21 April at Sport Waikato in Hamilton. Please ensure that any potential coaches know about these opportunities.

Contact Don Willoughby at 07 827 8051 or 025 757 523 to enroll or for more information.

Funding

February-March is the time of year for making funding applications. To maximise your chances of success, you should be planning applications now.

The following groups may have funding to help your club.

Community Sport Fund (through local councils) closes 28 March 2002. This is an ideal source of funding for volunteer training and small projects.. Your club should apply for funding to send your coaches, officials and administrators on training courses, to purchase resources for volunteers, and for equipment replacement. An indication of the costs of these courses is in the AWBOP handbook. Application forms are available from your District or City Council in January.

If you are not sure about the criteria and process, please contact Brett.

Trust Waikato will be again directing their funding for Waikato, Thames Valley and King Country clubs through Athletics Waikato BOP in the form of an amalgamated grant. In 2001 Athletics Waikato BOP received \$40,000 to distribute for projects in the Trust Waikato area. This was used for equipment purchases, coaching programmes, volunteer development. AWBOP will once again be posting application forms to clubs in June and applications close 1 August 2002.

Bay of Plenty Community Trust have significant funding available for projects. They do not have closing dates, so you should plan ahead and get an application in well before your project / purchasing begins. Application forms are available from District Councils, Libraries and CAB's. The trust will give you help to fill in the forms.

WEL Energy Trust are changing the way they deal with applications. They want all applications from clubs to come through Athletics Waikato BOP and they are encouraging a single application from AWBOP. AWBOP is holding a meeting of clubs within the WEL Energy Trust area on Thursday 7 March to discuss how they deal with this application. Applications close on 28 March.

Gaming Machine Proceeds.

Recent rule changes have brought significant changes to the way this funding is distributed. Sport Waikato convened a meeting recently with some of the key people in the industry, a govt. MP and a local body politician.

The major change is that Gaming machine outlets will have no say in how the funds are distributed. All decisions on grants will be made at each Trust's head office. This will make it harder for some groups to access funds, but it will also make it easier for some groups.

You can request an application form from any outlet with gaming machines. It is very important that you fill in the forms fully and supply all requested information.

Funding Information Evenings

There are funding information evenings organised by Sport Waikato or Sport Bay of Plenty in your area coming up soon. See the enclosed information

These will help your club get more money. Use them!

For any questions about funding, please contact Brett Addison.

Officials Training

Clubs are always needing more officials to run Events. Ensure your club has enough qualified officials to run your event successfully.

Officials Training courses can be organised for your club

Contact SportsForce Development Officer Brett Addison (07 838 2657) to organise an Officials Course. If you have parents or helpers who you think could benefit from these courses, please encourage them to become an official.

School Events

The following events have been organised for Secondary School Athletics. Your club should have someone helping at these events, talking you young athletes about training and joining your club.

Waikato Cross Country League	13 May	Porritt Stadium
BOP/Mid Island Cross Country	15 May	Taupo tbc
Waikato Cross Country League	20 May	Dey Park
King Cross Country	21 May	TBC
Waikato Cross Country League	13 May	Hamilton Gardens
Thames Valley Cross Country	22 May	Te Aroha

Waikato/ BOP Cross Country	5 June	Taupo
NZ Sec School Cross Country	15 June	Blenheim
Waikato/ BOP Road Champs	18 Sept	St Peter's Cambridge

Please Distribute this Information

We've sent each club several copies of this newsletter.

- ◆ Please discuss it at your next committee meeting
- ◆ Put a copy on your club noticeboard
- ◆ Feel free to copy and distribute to your club members

Help Available for your Club

Your club can get help in the following areas

- ◆ Administration
- ◆ Officials Training
- ◆ Coach Education
- ◆ All other areas of Volunteer training
- ◆ Club Planning
- ◆ Funding Applications
- ◆ Event Management
- ◆ Pathways in the sport for athletes, coaches, officials & managers

Simply contact Brett Addison, the SportsForce Athletics Development Officer (details on the front page).