

Do you have a frequently unused sporting venue?

Tell the community about your space!

Non-traditional sporting groups are often looking for:

- clubrooms with a meeting space
- a kitchen
- accessible parking
- accessible toilets
- playgrounds
- storage space.

Your facilities can attract members for non-traditional activities, such as:

- craft groups
- playgroups
- bookclubs
- family and community events for large groups.

Hiring out your facilities could increase your revenue during off-peak times. It could also build your club or group membership and strengthen community connections.

Find out more about promoting your sporting venue:

Sport North East

(supports Wangaratta, Wodonga, Towong, Indigo and Alpine Local Government Areas)

Phone 03 5721 0200 or email Shankar.menon@thecentre.vic.edu.au

Gateway Health

(supports Wangaratta Local Government Area)

Phone 03 5723 2000 or email healthpromotion@gatewayhealth.org.au

Northeast Health Wangaratta

(supports Wangaratta Local Government Area)

Email health.promotion@nhw.org.au



If you are interested in promoting your venue and making it community-friendly, below are some things to consider.

Do you need help getting started?

Our agencies can support your clubs to:

- promote your space for non-traditional sporting or community activities (see Case Study One)
- assist with grant writing.

Are your venue hire fees affordable?

- Do you offer discounts or no charge options for non-profit groups or non-funded community groups?
- Do you offer discounted membership fees for people on low incomes to make your club accessible?
- Do you offer casual membership fees? This is helpful for people unable to commit to a full season of sport
- Do you offer free come and try session or open court hour? (see Case Study Two)

Are your venue hire fees flexible?

- Do you offer hiring of one facility feature? e.g. tennis court or meeting room.
- Do you have hiring pricing incentives? e.g. book three, get one free.



Case Study One



Wareena Park Bowls Club (WPBC) is a small club with only 25 club members since 2020. Most members are female and over 70 years old. The club was facing closure, so they looked at opportunities to expand their member base to younger people with a goal to grow the club.

In 2019, Sport North East planted the seed for the Wareena Park Bowls Club to consider non-traditional bowls programs to attract a new, younger demographic (particularly young women). That's when 'Bowling with Babies' was born.

Since the beginning of the Bowling with Babies groups, Wareena Park Bowls Club, has been able to develop a good support network with Sport North East and has been able to support the club to design this program, attracting over 16 participants in 2021 at each session.

The club has been able to attract children and other members to several 'social bowls' events that have now engaged over 50 people.

Unable to access the help they needed from other bigger town Bowls Clubs, Wareena Park Bowls Club, reached out to Sport North East for support. Sport North East is supporting the club to get their greens resurfaced to competition standards due to the poor ground conditions. Since then, the club has hosted a wedding reception, which included the guests playing bowls.

Case Study Two



"My son had been asking me all year if he could play tennis. He already plays basketball and Auskick so I was reluctant to add another sport into the mix, thinking it would be a passing fad. He was persistent and hadn't lost interest during this time, he even used his own pocket money to buy his own tennis racket!

I thought, before signing him up to coaching or junior tournaments, I would take him to a local court to just have a casual hit together and see how he goes.

Unfortunately I was unable to find anywhere we could do this. Every court we looked at had locked gates and signs all over them saying 'No Free Tennis'. I was not prepared to sign my son up to a club for him to have a go and hate it, we just wanted to have a hit with each other for a bit of fun and activity. It was really disappointing to find that wasn't possible. Eventually we found an old court we could access.

It wasn't in the best condition but it did the job. It was really frustrating thinking we could only try a sport by signing up to a club or paying for use of courts.

The cost of hiring a court may not have been an issue for us, however there are many out there that wouldn't be able to afford that, which means they miss out."

- Wangaratta Mum