



# Sport Partnerships

A presentation by Peter Burley



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Sport occupies a unique place in the world- universally popular, it is played and watched in many different forms across the globe. It can also be a powerful tool for social action and development and there is growing recognition of the role that it can play in advocating education, health, peace, values, equity and promoting economic and social development. Sport's flexibility allows it to adapt to meet a variety of needs in vastly different environments.

(IBLF/UK Sport 2005)



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# Strategic Partnerships



**The best futures will be captured by the strongest clubs. How do you become a stronger club?**

**Is it about national, regional and local profile for your sport?**

**Is it about increasing your volunteer base, improving your administrative systems, having quality buildings/programmes, strategically planning for a new future?**

**Or is it about something else?**

**Whatever it is that you determine as your 'best future' you will need a way to get there. This session is about one way to get there and that is through.....**



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# The key motivator

**You have to want or be needing to add value before you start looking at new opportunities like partnerships. The starter should not be the increasing struggles to find volunteers, cover admin etc... but your need to add value....give your members and customers a greater range of services and products at higher levels than before.**



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# Partnerships in Sport

**There are a variety of methods you could use to enhance your capability to deliver your sport**

**You could:**

- **Get more professional expertise in your committees**
- **Create and follow a strategic plan**
- **Improve your admin and marketing**
- **Build something that increases your capacity**
- **Gain a greater volunteer base**
- **???**



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I'm going to look at 7 ways

- 1. Using SEARCH techniques**
- 2. Sector SEARCHING**
- 3. Administration Clusters**
- 4. Accessing Expertise**
- 5. Leveraging**
- 6. Business Partnerships**
- 7. Sport Club Amalgamation**



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# Search Technique

**Simply put.. get everyone involved in your club into a room.**

**Set the scene by asking those present to consider the best possible future for your club/sport.**

**Set up in tables...groups. Ask them what is happening in the world today that might impact your club/sport. Note the answers, then ask what is happening in New Zealand, what is happening in Canterbury, what is happening on your sport ground what is happening in your club.**



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# Why Search

**The point is to get people to look at the ‘bigger’ picture and see the club/sport in the context of what’s going on around them in business, society, culture.**

**You could represent this *geographically*: i.e. how many other clubs or organisations deliver similar services to us and where are they**

**Your could represent this *psychographically*: i.e. how many other clubs or organisations have similar values to us**



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# Sector **SEARCHING**

**Have you ever considered  
establishing partnerships  
with organisations in  
different or the same  
sectors?**



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# What are the sectors?



**PUBLIC (Local Govt, SPARC,  
Health, Education, Conservation,  
Regional Councils)**

**VOLUNTEER (Clubs like yours,  
other organisations in the voluntary  
sector)**

**COMMERCIAL (Businesses,  
Corporates)**



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# Just a few examples



## Public Sector Partnerships:

Greenfield's approach in Tauranga, Wharanui Swim Club, Olympia Gymnastics

Institute of Sport operating at QE2

***Altone Park Sports Pavilion, Western Australia***

## Volunteer Sector Partnerships:

***Marist Sports – Palmerston North***

Albion and Marist Rugby Christchurch

## Commercial Partnerships

Christchurch Park

***The Millennium Institute Auckland***



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# Administration Clusters



**Best current example of this  
is the Linfield Sport Club  
Amalgamation**

**Where else is there sport  
administrative expertise you  
might access?**



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# Accessing Expertise

**Strategic partnership assumes each party brings something to the table: Each club/sport therefore must have something the others might usefully access.**

**We have not considered the expertise we hold in our clubs that we often take for granted and how it could be used by others.**

**Expertise: Marketing, Legal, Financial, Tournament, Sponsorship, Grant writing, Human Resource Management, .....**



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# Leveraging

**Create an inventory of what you have and what others could usefully access.**

**Deliberately target other organisations and show them that you are willing and able to give them access for some mutually agreed benefit/outcome.**

**What you could leverage: Your facilities; location; resources; people/expertise; systems and processes.**



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# Business Partnerships



**There are many opportunities for partnership in business, sponsorships are the obvious one, but you should consider sub-tenancies, franchises, leasing out part of your site/building, running a compatible business venture from your site.**

**Look for synergies**



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# Partnerships with Business



**What have you got that a business might want?**

- **access to youth....a customer base**
- **Wholesomeness**
- **Location**
- **Similar goals** (see Diamond Way Goods Sports Store Example Letter)
- **Other**



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# Partnerships with Business



## What has a business got that you might want

- A need to market, promote and spend money on brand development/\$.
- A business network and customers that may increase the scope of the clubs influence
- Products and services discounts for in-kind sponsorship that might reduce your operating costs
- Other?



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<b>Nature of the Activity</b>	<b>Commercial Opportunity (Things you could do or run)</b>
<b>Club Sport Delivery (Running your sport)</b>	<b>Fitness Training Centre, Weight Loss Programmes, Commercial Sport Product Sales shop (For your members and/or members of the public in your local community)</b>
<b>Club Social Programme (Running your social activity)</b>	<b>Bar, Café, Restaurant, Big Screen (Parties, birthdays etc) Run icon events.</b>
<b>Large Collective Membership (Accessing your membership)</b>	<b>Sponsorships, branding, discounting, signage image building</b>
<b>Buildings (Rent out space)</b>	<b>Allow other users to hire for their purposes</b>



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# Sport Club Amalgamation



**A lot has been said and done about this lately. It is difficult to achieve because of the people and history. It is worthwhile if you can achieve it because you become bigger get listened to and have the resources needed to run a more professional business focused sporting organisation....if that is what you want.**

**Clubs can amalgamate in a range of ways and still maintain their own constitution and protect assets and capital. They can't however work collectively under one banner and maintain independence in decision making.**



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