

# REACTIVATING COMMUNITY SPORT

## Case studies

The City of Greater Bendigo has a number of Community Grants available to sporting clubs to support them to do great things for their local communities.

Below are just a few examples of how local sporting clubs have utilised the City's grants to develop innovative projects to support their clubs and members.

### ***What the club wanted to do:***

The aim of the project was to develop a comprehensive guide to rowing participation in Bendigo. The BRC Members' Handbook is a single source of information on the club's policies, practices and programs. It also aims to promote the club's inclusive culture and codes of conduct; and demystify rowing terminology, equipment and boat configurations.

As COVID-19 restrictions prevent people congregating together in large groups for extended periods, the Handbook will enable members to be better informed prior to visiting Lake Weeroona for rowing and help the BRC reduce the time needed to conduct orientation activities.

### ***What grant did the club apply for?***

The Bendigo Rowing Club applied for the City of Greater Bendigo's Small Grants Program.

### ***How does the program help the club to re-engage the community?***

The project is timely as COVID-19 has impacted people's lives, particularly their opportunities to come together and participate in physical activity. The Handbook will be used to inform and engage new members into the club. The intention is that the guide will be a single source of information to enable people in the Bendigo community to make informed decisions regarding participation in rowing.

Underpinning the project is the aspiration to promote rowing as a sport that is inclusive and accessible to people of all ages, genders, cultural backgrounds and abilities. Throughout the Handbook are references to the achievements of people across all age groups, and how the club has adopted gender equity policies and programs.



### ***What is in the future for the club?***

British Rowing, the peak body for rowing in the United Kingdom, has expressed interest in distributing the Handbook to their network of community rowing clubs throughout England, Wales, Scotland and Northern Ireland.

The BRC intends to launch the Handbook in late November 2021, in the lead up to a profile of the club in the December 2021 edition of the quarterly Bendigo Magazine.

The Handbook is dedicated to the late Jack Butt, a BRC member who died at the hands of the Japanese Imperial Army at the infamous Tol Plantation Massacre in the Battle of Rabaul (1942).

### **What the club wanted to do:**

The United Cricket Club in Bendigo had always wanted to purchase a FrogBox. A FrogBox is a fully inclusive piece of equipment which is used to record and stream cricket matches or training. The club wanted to use this equipment as a way of providing feedback and training advice to their players, as the players would be able to watch back their own performance.

The FrogBox equipment is heavily utilised in larger cricket clubs in metropolitan Melbourne and it seemed unattainable for the United Cricket Club.

### **What grant did the club apply for?**

The United Cricket Club applied for the City of Greater Bendigo's Community Group Reactivation Grants.

### **How does this equipment re-engage the club's members?**

The club states that the FrogBox equipment has generated a lot of excitement around the club. Players are excited to use it to both improve their skills, and to also share highlights of the game.



### **What is in the future for the club?**

Although the club has not yet been able to utilise the equipment, as they purchased it at the end of last season, the club is excited about introducing it into the 2021-2022 cricket season.

## **ELMORE TENNIS CLUB**



### **What the club wanted to do**

The Elmore Tennis Club wanted to re-engage the local community into sport after they noticed people turning away from sport due to COVID-19. The club decided to run two separate programs: Come and try days and a social, weeknight competition.

The come and try sessions are designed to try to get as many people as possible to come along and try tennis. This program will focus mostly on getting juniors to try a sport that they might not have tried before.

The social competition will be held on weeknights for a six-week trial period. The focus is to engage adults who may already enjoy tennis, but who might not want to (or have the time to) participate in the regular Saturday competition. The club stated that their Saturday competition doesn't suit everyone, and they wanted to offer something different to cater for a larger audience.

### **What grant did the club apply for?**

The Elmore Tennis Club applied for the City of Greater Bendigo's Community Group Reactivation Grants.

### **How does this program help the club to re-engage the community?**

The club wants to hold both the come and try sessions and the social competitions to entice new and past members. By offering something different to their usual Saturday competition, they hope to engage a broader portion of the community.

### **What is in the future for the club?**

COVID-19 has impacted sport heavily, and Elmore Tennis Club are no exception. Their original plan was to hold the social weeknight sessions during the off-season, to keep people engaged in tennis, however with snap-lockdowns being prevalent this winter, this was unable to go ahead and they plan to hold the sessions during the 2021-22 summer season.

The Club stated that they've seen COVID-19 turn a lot of people away from sport. Their hopes are that this project will help people to return.



## **Next Steps**

Any sporting club interested in applying for a City of Greater Bendigo Community Grant should visit the Community Grants Page on the City's website or contact the Community Partnerships team by emailing [grants@bendigo.vic.gov.au](mailto:grants@bendigo.vic.gov.au)