

#PlaytheBroomeWay
Broome sport is family sport.

Club Development Club Survey Report



January 2020

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Executive Summary

Between August and December 2019, a survey of sporting associations and clubs in Broome was conducted on behalf of the Shire of Broome and the Western Australian Department of Local Government, Sport and Cultural Industries (DLGSCI).

Overarching associations that operate with only social teams competing, as opposed to independent affiliated clubs, are referred to in this document as a club.

This survey was distributed with the specific intention of collating baseline information about Shire of Broome sporting clubs and associations.

The questions were linked to the key results schedule of the DLGSCI Every Club program.

Every Club is an initiative of the DLGSCI, implemented in partnership with the Shire of Broome.

Introduction

In September 2009, the inaugural Club Development Introductory Survey Report was released. The Shire of Broome had no relevant baseline information on which to measure its performance. The report was the first of its kind for sporting clubs in the region and provided key direction for the Club Development Officer (CDO) program.

The 2019 report is the fifth report into sport and recreation clubs in the Shire of Broome. A survey is sent biennially to all clubs on the CDO database. The reports analyse the responses of each club and provide recommendations to assist club management.

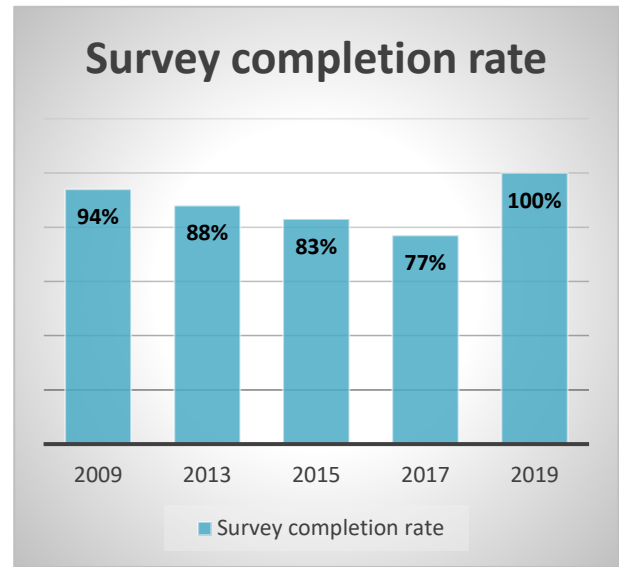
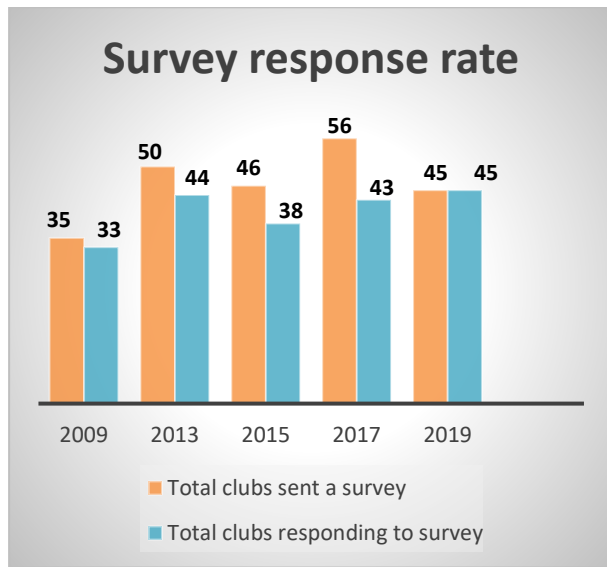
The information gained provides a unique insight into how local grassroots sport has developed since 2009. This allows for a more strategic level of assistance from the CDO.

Questions on the survey have been tailored over time to ensure alignment with key priorities of the Club Development Program.

**No report was prepared in 2011 as the CDO position remained vacant over the reporting period.*

Clubs involved

The information in this report is governed by the 45 clubs who chose to respond to the 2019 survey.



Surveys were sent to 45 clubs on the Club Development database with a 100 per cent response rate. Not all clubs completed the survey in its entirety.

Three newly formed clubs since 2017		
Broome Bullets Netball Club	Broome Jets Rugby League	Broome Mixed Martial Arts

Four existing clubs didn't complete a survey in 2017 but did so in 2019	
Broome Saints FC	Cable Beach FC
Mangrove Cricket Club	Wanderers Cricket Club

Since 2017 the CDO program has refined its database to better reflect those clubs engaged with the program.

When compared to 2017 the total amount of clubs linked to the CDO program has decreased by 10. However, participation in the survey increased by 23 per cent, and there were 45 clubs represented. This is the most clubs represented since the survey began and two more than 2017.

Five clubs completing a 2017 survey are no longer on the CDO database		
Broome Boxing	Kimberley Fat Bike Club	Red Dirt Riders
Broome Scouts		Saltwater Inc

*Broome Boxing Club ceased operation as an incorporated association, merging with Broome PCYC.

Clubs involved in the 2019 survey

Ardiyooloon Basketball Association	Broome Auskick
Broome Barracudas Swimming Club	Broome Basketball Association
Broome Bowling Club	Broome Bullets Netball Club
Broome Bulls Sporting Club	Broome Cricket Association
Broome Fishing Club	Broome Golf Club
Broome Horse Riders Association	Broome Jets Rugby League
Broome Junior Cricket Association	Broome Junior – Senior Motocross Club
Broome Little Athletics Club	Broome Mixed Martial Arts
Broome Netball Association	Broome North Fishing Club
Broome Pearlers Sporting Club	Broome Pistol Club
Broome Sailing Club	Broome Saints Football Club
Broome Soccer Association	Broome Speedway
Broome Sports Association	Broome Squash Club
Broome Surf Life Saving Club	Broome Tennis Club
Broome Touch Association	Broome Towns Sporting Club
Broome Tri Club	Broome Volleyball Club
Cable Beach Football Club	Cacoy Doce Pares
Dirty Dozen Cricket Club	Djugan Flames Netball Club
Kimberley Enduro Club	Mangrove Cricket Club
Pearl Coast Gymnastics Club	Peninsula Bombers
Roebuck Bay Cricket Club	Sandfly Circus
Wanderers Cricket Club	West Kimberley Football League
West Kimberley Junior Football League	

Abbreviations

DLGSCI	Department of Local Government, Sport and Cultural Industries.
CDO	Club Development Officer
WKFL	West Kimberley Football League
WKJFL	West Kimberley Junior Football League
AFL	Australian Football League
DMIRS	Department of Mines, Industry and Regulation Safety
WWC	Working with Children
SSA	State Sporting Association

Report Recommendation Summary

The results of the report and responses from participating clubs saw the development of the following recommendations:

- ◆ 1. Continue to work with key stakeholders to promote opportunities for the local community to participate in sport and recreation activities.
- ◆ 2. Advocate for, and promote, regional sporting events and competitions.
- ◆ 3. Continue to provide ongoing support and advice to clubs to develop a greater understanding of the importance of complying with the Incorporations Act.
- ◆ 4. Continue to encourage any group interested in forming a sporting club to be aware, not only of the opportunities incorporation provides, but of their own responsibilities once incorporated.
- ◆ 5. Continue to provide information to ensure the Incorporations Act legislation is understood and clubs are following the requirements.
- ◆ 6. Continue to encourage clubs to develop strategies and club policies consistent with the club's operations, with a focus on volunteer management.
- ◆ 7. Promote the benefits of volunteering to the Shire of Broome community.
- ◆ 8. Provide opportunities for sporting club volunteers to be qualified in First Aid.

Report Recommendation Summary

- ♦ 9. Provide information on the legislative requirements of volunteers Working With Children.
- ♦ 10. Continue to promote the information contained in the Shire of Broome Club Management Guide related to financial management and provide ongoing information into available funding.
- ♦ 11. Continue to provide current club development information to local clubs via email, meetings and Facebook.
- ♦ 12. Liaise with LGSCI and relevant SSAs to seek support in assisting with development of local clubs.
- ♦ 13. Provide information and opportunities for committees to develop appropriate plans to assist with future direction of their club.
- ♦ 14. Continue to work with key stakeholders to promote opportunities for the local community to participate in sport and recreation activities.
- ♦ 15. Encourage clubs to develop strategies and club policies consistent with the club's operations with a focus on volunteer management.
- ♦ 16. Work with key stakeholders to provide opportunity for clubs to develop a positive culture at their club.
- ♦ 17. Promote the information contained in the Shire of Broome Club Management Guide related to financial management and provide ongoing information into available funding.

Membership

Membership was divided into participation demographics; volunteers were broken into gender only. One of the larger membership holders, Broome Fishing Club, did not include a breakdown of demographics. These figures are included in the total numbers only.

The West Kimberley Football League (WKFL) listed 707 members. This total was subtracted from the final participation total as estimates were already received from individual clubs.

Membership of Broome's sport and recreation clubs has increased by 97 per cent since 2009 and 45 per cent since 2017.

There are many people who are members of multiple sporting clubs. Calculating a precise percentage would require significant research beyond the current scope. It can be assumed there is a sizeable proportion of the population involved in sport and recreation clubs.

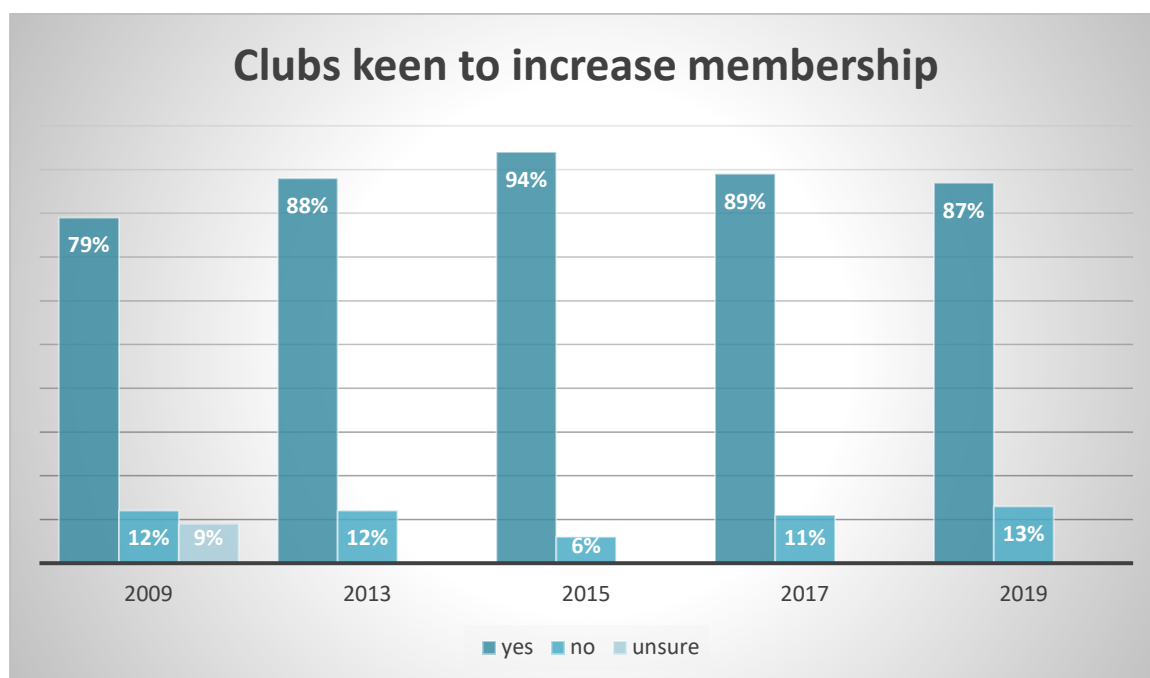
Membership numbers across all categories

	Active participation							Non active			
Year	Snr male	Snr female	Youth male	Youth female	Junior male	Junior female	Total	Non specific	Social	Life	Totals
2009	1146	563	339	247	901	515	3711	583	363	119	4776
Year	Snr male	Snr female	Youth male	Youth female	Junior male	Junior female	Total	Paid position			Totals
2013	1150	890	493	341	990	616	4480	55pd	465	155	5608*
Year	Snr male	Snr female	Youth male	Youth female	Junior male	Junior female	Total	Paid position			Totals
2015	1216	894	480	358	1075	736	4759	14	500	91	5364
Year	Snr male	Snr female	Youth male	Youth female	Junior male	Junior female	Total	Female volunteer	Male volunteer	Total	Totals
2017	1542	880	550	394	1120	600	5086	400	396	796	5979
Year	Snr male	Snr female	Youth male	Youth female	Junior male	Junior female	Total	Female volunteer	Male volunteer	Total	Totals
2019	2063	1445	654	574	1144	915	7327	552	605		1167

**Figures may appear inconsistent due to some sports not specifying categories or other membership categories being included.*

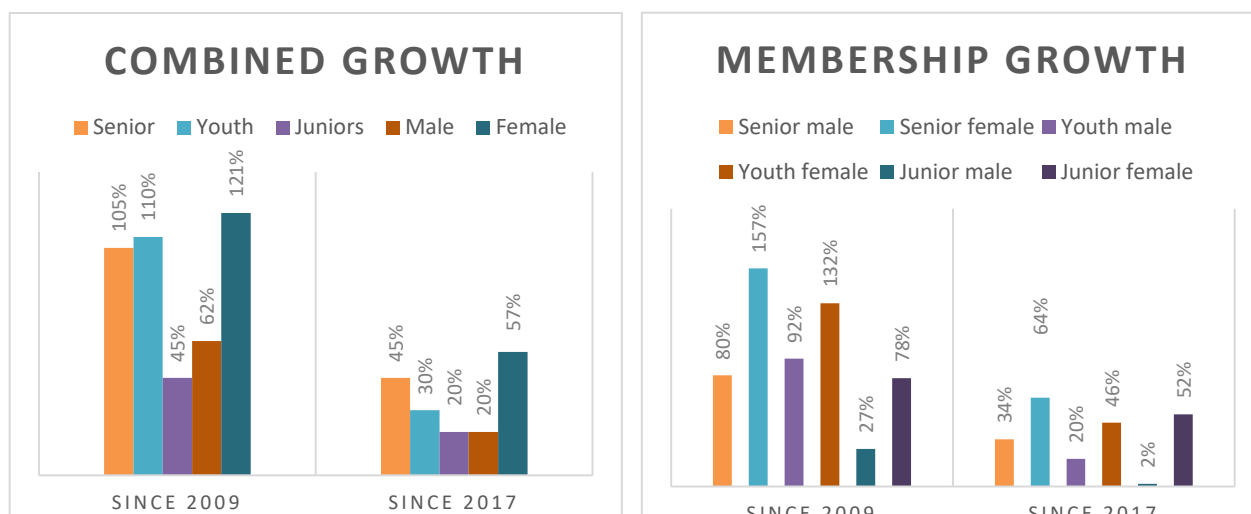
As clubs continue to grow it is important they develop reliable organisational structures and provide members with enough skills to ensure there is sufficient capacity to remain sustainable and provide a quality program. There was a 70 per cent turnover of key contact people at each club since 2017, which highlights the importance of sharing knowledge on how each club is governed.

Increasing membership



An overwhelming majority of clubs, 87 per cent, wanted to increase membership. Of the 13 per cent of clubs that did not want to, two indicated their current numbers were sufficient to provide the necessary quality of service. One indicated it was limited by lack of playing space and one indicated there was no need to increase.

Membership and participation



Since 2017

All demographics surveyed increased membership in 2019, with 59 per cent of clubs recording growth.

Female participation increased by 57 per cent compared to 20 per cent for males, however the male demographic still has more total participants.

The increase in female sport is significant. Seniors increased by 64 per cent, youth by 46 per cent and juniors by 52 per cent.

Junior male sport is the only category showing evidence of slowing down, experiencing just 2 per cent growth, dropping from 4 per cent in 2017. Senior male sport increased by 34 per cent and youth by 20 per cent.

When genders are combined, senior sport recorded a 45 per cent participation increase since 2017. Youth sport grew by 30 per cent and junior sport by 20 per cent.

Since 2009

Sport in Broome has grown considerably since 2009. Senior and youth participation has more than doubled in size. Senior participation grew by 105 per cent and youth by 110 per cent. Junior sport has increased by 45 per cent.

Female sports participation increased by 121 per cent compared to 62 per cent for males.

Senior female participation grew by 157 per cent, female youth by 132 per cent and junior females by 78 per cent.

The growth for males is much slower, but still significant. Senior male participation increased by 80 per cent and youth by 92 per cent. However junior male participation grew by the smallest margin of all demographics at 27 per cent.

Clubs

There are now seven clubs with more than 300 members, compared with nine clubs in 2017. Broome Golf Club recorded a lower membership than 2017 and Auskick has reduced numbers due to implementation of a new program with reduced age ranges.

Two clubs recorded more than 500 members. Both operate as overarching Associations catering for incorporated clubs. Broome Netball has a mix of incorporated and social teams. WKFL comprises players from the eight incorporated clubs competing in its senior competition.

Clubs with 300 or more members 2017		Clubs with 300 or more members 2019	
West Kimberley Football League	596	West Kimberley Football League	707
Broome Netball Association	559	Broome Netball Association	609
Broome Fishing Club	498	Broome Fishing Club	532
Broome Soccer Association	475	Broome Soccer Association	500
West Kimberley Junior Football League	390	West Kimberley Junior Football League	451
Broome Basketball Association	367	Broome Basketball Association	368
Broome Surf Lifesaving Club	334	Broome Surf Lifesaving Club	323
Broome Auskick	300		
Broome Golf Club	300 app		

Juniors

There are still three junior programs with more than 200 members. Broome Soccer Association has the highest participating junior membership (12 and under) with approximately 300 members.

West Kimberley Junior Football League (WKJFL) operates separately. When its 254 members are combined with Broome Auskick's 180, AFL has the highest participation numbers for junior sport in Broome with 434 down from 490 in 2017.

Largest participating junior clubs 2017		Largest participating junior clubs 2019	
Auskick	300	Broome Soccer Association	300
Broome Soccer Association	275	West Kimberley Junior Football League	254
Pearl Coast Gymnastics Club	209	Pearl Coast Gymnastics Club	250

The three largest participating junior clubs comprise 39 per cent of the total junior membership compared to 45 per cent in 2017.

Largest participating clubs			
Female junior 2017		Female junior 2019	
Pearl Coast Gymnastics	166	Broome Soccer Association	200
Broome Soccer Association	75	Pearl Coast Gymnastics	200
Broome Basketball Association	51	Broome Netball Association	130
Male junior 2017		Male junior 2019	
Broome Auskick	270	West Kimberley Junior Football Club	245
Broome Soccer Association	200	Broome Auskick	161
West Kimberley Junior Football Club	185	Broome Junior Cricket Association	121

Eights clubs recorded 100 or more participants in junior sport for a single gender up two from 2017. Gymnastics, soccer and netball comprise 58 per cent of the total junior female membership in 2019. Netball has replaced basketball as the third most popular junior sport.

In 2017 three sports comprised 49 per cent of total membership. Netball has increased its junior female participation by 63 per cent and soccer by 62 per cent.

AFL remains the most popular junior male sport, whilst junior cricket has increased its membership by 75 per cent to be the second most popular sport for junior males. In 2019, they made up 54 per cent of the total junior male membership compared to 38 per cent in 2017.

Youth

The three largest participating youth clubs comprise 37 per cent of the total youth membership. In 2017 this was 52 per cent. AFL football comprises 24 per cent of the total youth membership.

Largest participating youth clubs			
2017		2019	
West Kimberley Junior Football League	200	West Kimberley Junior Football League	197
Broome Netball Association	175	Broome Netball Association	151
Broome Soccer Association	120	West Kimberley Football League	104

**Broome Fishing Club did not give a breakdown of membership in 2019*

The three largest participating female youth sports comprise 43% of total youth female membership compared to 62% in 2017. Broome Netball Association comprised 30% total membership compared to 44% in 2017.

Largest participating clubs, female youth			
2017		2019	
Broome Netball Association	96	Broome Netball Association	175
Broome Basketball Association	85	Broome Soccer Association	40
Broome Soccer Association	50	West Kimberley Football League	30

**Broome Fishing Club did not give a breakdown of membership in 2019*

The three largest participating male youth sports comprise 49 per cent total membership compared to 62 per cent in 2017. West Kimberley Football Junior Football League comprises 29 per cent of total membership, down from 35 per cent in 2009.

Largest participating clubs, male youth			
2017		2019	
West Kimberley Junior Football League	195	West Kimberley Junior Football League	188
Broome Soccer Association	80	Broome Soccer Association	70
Broome Basketball Association	69	Cable Beach Football Club	60

**Broome Fishing Club did not give a breakdown of membership in 2019*

Seniors

Largest participating senior clubs			
2017		2019	
West Kimberley Football League	546	West Kimberley Football League	603
Broome Fishing Club	498	Broome Fishing Club	386
Broome Golf Club	245	Broome Golf Club	205

**Broome Fishing Club did not give a breakdown of membership in 2019*

The three largest participating senior clubs comprise 32 per cent of the total membership compared to 53 per cent in 2017.

Clubs with 100 or more senior female members			
2017		2019	
Broome Netball Association	193	West Kimberley Football League	235
West Kimberley Football League	135	Broome Netball Association	186
Broome Touch Association	119	Broome Surf Life Saving Club	118

**Broome Fishing Club did not give a breakdown of membership in 2019*

Three sports comprise 37 per cent of the total senior female membership compared to 51 per cent in 2017.

Clubs with 100 or more senior male members			
2017		2019	
West Kimberley Football League	411	West Kimberley Football League	368
Broome Golf Club	220	Broome Golf Club	180
Broome Touch Association	117	Broome Cricket Association	120
		Broome Basketball Association	106
		Broome Touch Association	102

**Broome Fishing Club did not give a breakdown of membership in 2019*

Three sports make up 32 per cent of the total senior male membership compared to 48 per cent in 2017.

Events

Twenty-four clubs reported hosting at least one major event in Broome in 2019. These events attracted 18,728 attendees in 2019 with 43 major events held. This equates to an average of 435 attendees per event.

The data focused on events held outside of regular ongoing weekly programs but did include association grand finals. Broome Speedway comprise 43 per cent of major sporting events in Broome.

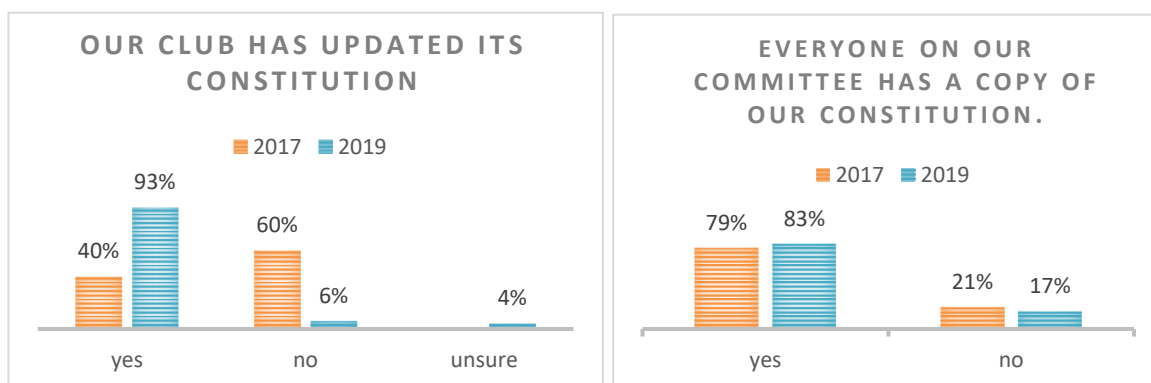
Highest attendance at Broome Sports 2019		
Club	Event	Attendance
Broome Speedway	Demo Derby	3000
Broome Speedway	Modified State titles	2500
Broome Speedway	Shinju Matsuri	2500
West Kimberley Football League	Grand Finals	2300
Sandfly Circus	Circus Rabble Production	800

Recommendation

- ◆ 1. Continue to work with key stakeholders to promote opportunities for the local community to participate in sport and recreation activities.
- ◆ 2. Advocate for, and promote, regional sporting events and competitions.

Governance

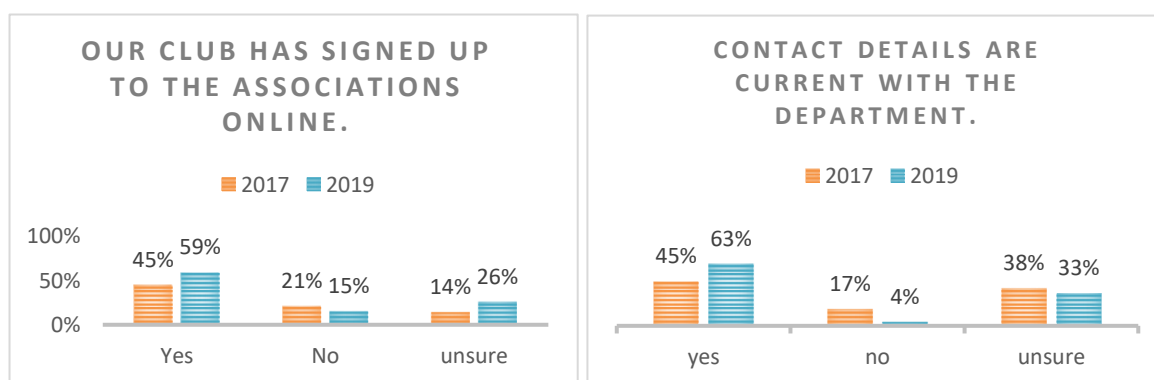
Constitution



The Department of Mines, Industry and Regulation Safety (DMIRS) made changes to the Incorporation Act in 2015.

Clubs had until July 2019 to update their constitutions; 93 per cent of clubs have complied with the legislation. Of the three clubs yet to do so, Broome Mixed Martial Arts is not yet incorporated, and Broome Auskick intends to operate under the WKJFL structure in 2020. Two clubs were unsure if their club had done so.

Clubs were also required to provide a copy of their constitution to all committee members. This has remained steady with 83 per cent of clubs providing a copy compared to 79 per cent in 2017.



There was a 14 per cent increase in clubs signing up to the Association's Online website. However, 26 per cent were unsure if this task was completed.

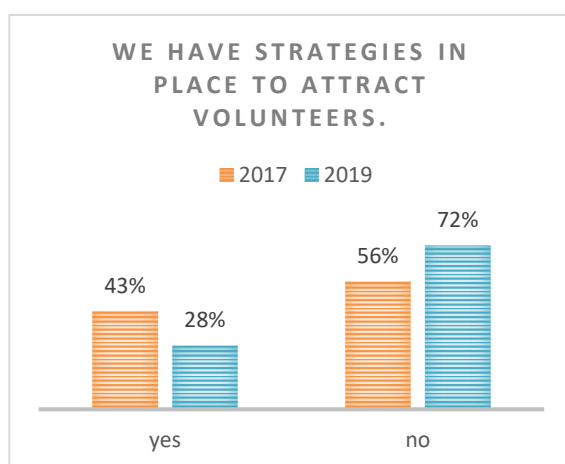
There was an 18 per cent increase in clubs updating their details with the Department, 63 per cent have done so compared to 45 per cent in 2017. However, 33 per cent remain unsure.

Recommendation

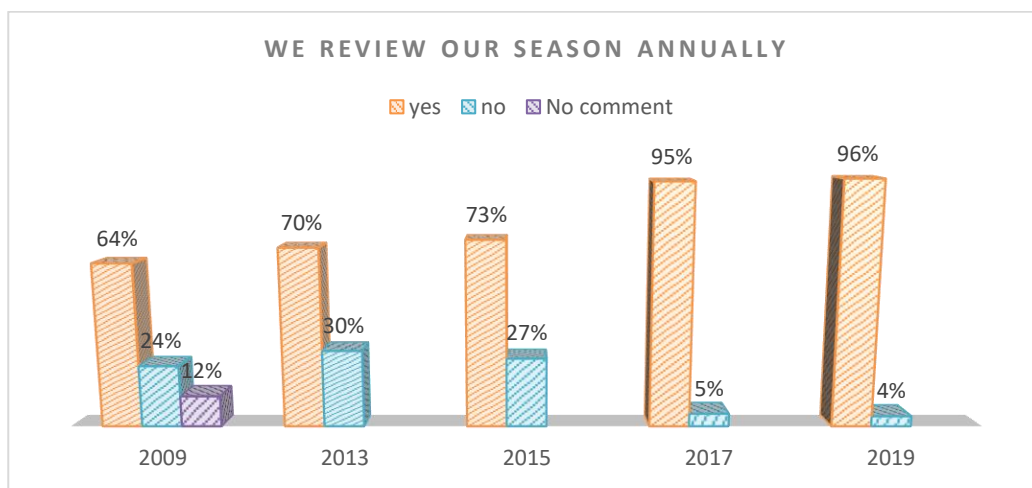
- ♦ **3. Continue to provide ongoing support and advice to clubs to develop a greater understanding of the importance of complying with the Incorporations Act.**
- ♦ **4. Continue to encourage any group interested in forming a sporting club to be aware, not only of the opportunities incorporation provides, but of their own responsibilities once incorporated.**

Committee

Attracting volunteers continues to be a major challenge for local clubs; 28 per cent have a strategy in place, a decrease of 15 per cent. However, volunteering remains one of the key issues clubs face with 25 per cent indicating attracting volunteers was a challenge, and 34 per cent indicating attracting new members was an area needing improvement.



There is a clear understanding of the importance of reviewing each season. Just two clubs don't review and one of those is still in the process of establishing itself.

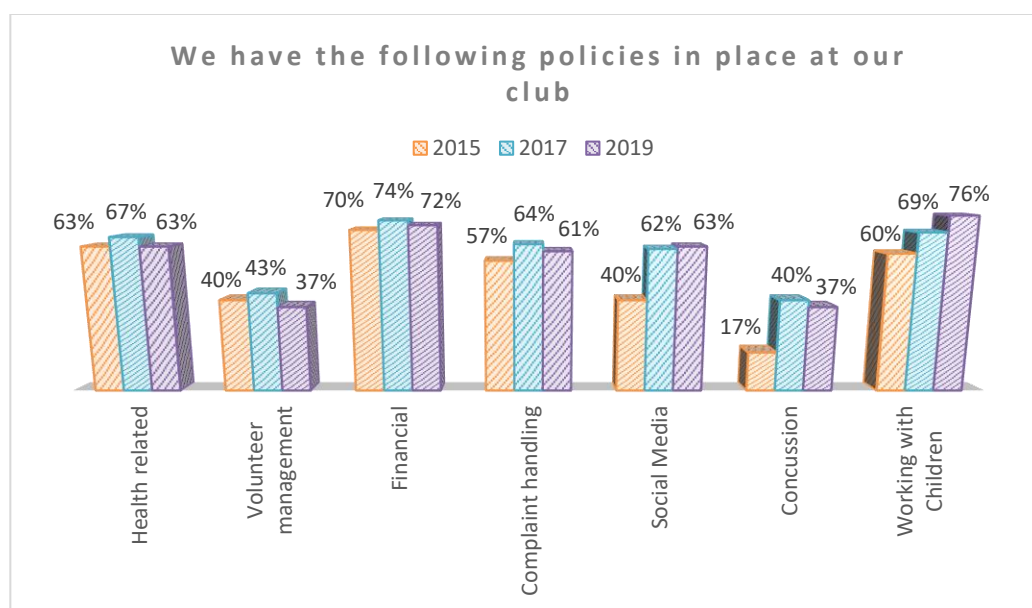


Policies

Five of the seven listed policies recorded a decrease from 2017. The decreases were minimal. Volunteer management recorded the largest reduction with 6 per cent. Health-related policies reduced by 4 per cent and financial policies dropped by 2 per cent. Complaint handling was at 3 per cent. Policies on concussion decreased by 3 per cent.

However, the DMIRS incorporated complaint handling as part of the Schedule 1 requirements included in the updated constitution, so all clubs who updated their constitution will have access to this.

There was a 7 per cent increase in policies related to Working With Children (WWC) and Social media increased by 1 per cent.



Recommendation

- ♦ 5. Continue to provide information to ensure the Incorporations Act legislation is understood and clubs are following the requirements.
- ♦ 6. Continue to encourage clubs to develop strategies and club policies consistent with the club's operations with a focus on volunteer management.
- ♦ 7. Promote the benefits of volunteering to the Shire of Broome community.

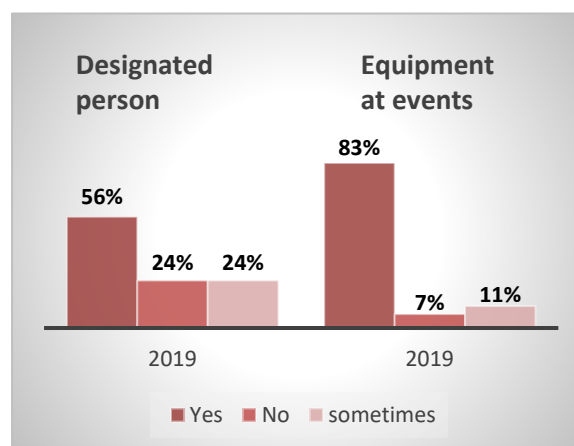
First aid

Clubs continue to increase their awareness of first aid responsibilities, with 83 per cent having first aid equipment at events. Of the two clubs who did not, one of those had access to first aid via the association it played under.

In 2017 the first aid question related to both designated officers and resources. In 2019 this was divided in two. Whilst 56 per cent indicated they had a designated person for first aid, 24 per cent indicated there was one designated sometimes.

Of the seven clubs with no designated first aid officer, two cited responsibility for first aid rested with their overarching association and one indicated committee members were qualified but not officially designated.

Broome Golf Club indicated they did not have a designated person due to the nature of the sport.

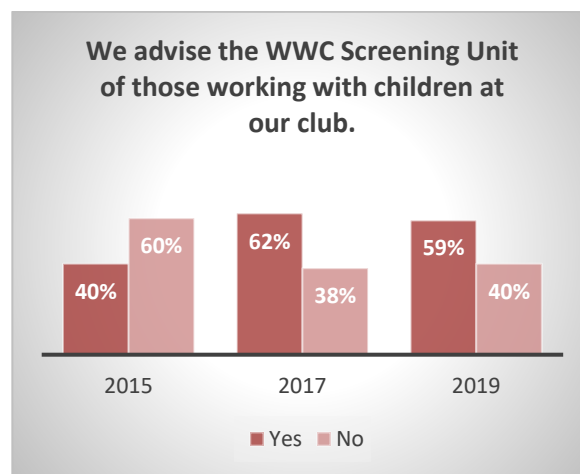


**2017 figures referred to designated officers and resources in one question. This was divided in two in 2019.*

Working With Children

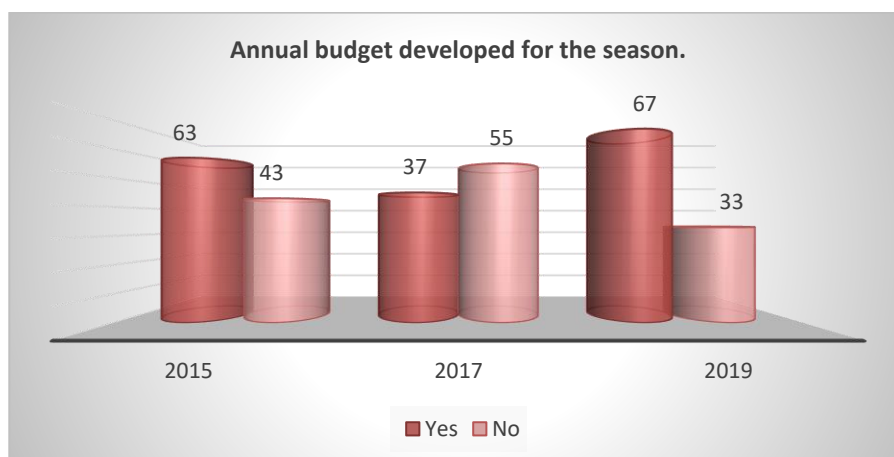
There was a 3 per cent decrease in Broome junior clubs advising the WWC Unit of those working with children at their club.

Clubs with junior programs account for 85 per cent of the total club development database. Figures indicate 59 per cent had advised the WWC screening unit of those working with children at their club.



Funding

There was a 30 per cent increase in clubs developing annual budgets for the season. This is the highest percentage of clubs doing so since the records began.



Recommendation

- ◆ **8. Provide opportunities for sporting club volunteers to be qualified in First Aid.**
- ◆ **9. Provide information on the legislative requirements of volunteers Working With Children.**
- ◆ **10. Continue to promote the information contained in the Shire of Broome Club Management Guide related to financial management and provide ongoing information into available funding.**

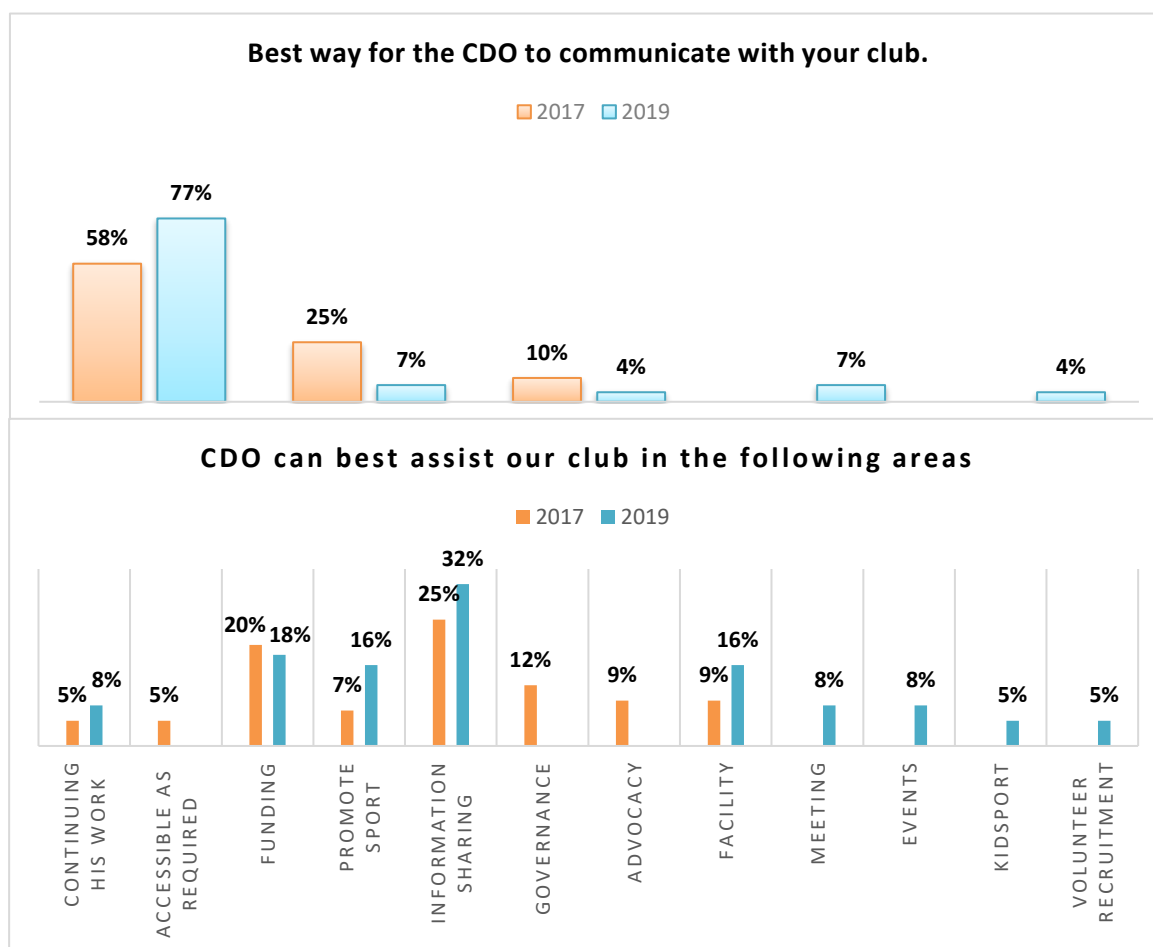
Communication

Email is the preferred mode of communication, with 77 per cent of clubs indicating this option when liaising with the Broome CDO, an increase of 19 per cent.

A preference for meetings decreased by 18 per cent and communication via Facebook as an option decreased by 6 per cent. There was a 7 per cent increase in clubs preferring phone as the best form of communication.

Thirty-six clubs provided suggestions as to how the Broome CDO could best assist them, up from 34 in 2017.

There were 22 different areas of assistance listed. In 2017 there were eight. There remains a variety of services clubs wish to receive from the CDO. However, some examples sit outside the CDO job description.



Recommendation

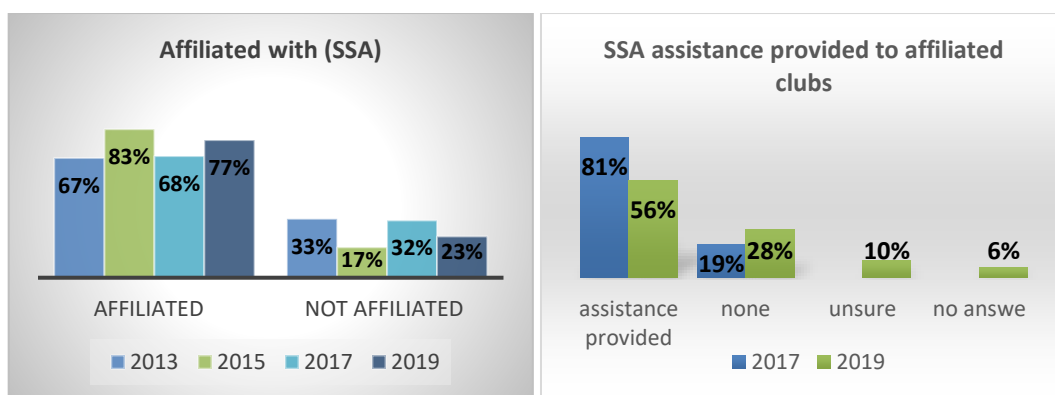
- ♦ **11. Continue to provide current club development information to local clubs via email, newsletter and Facebook.**

Partnerships

Affiliation with State Sporting Association

There was a 9 per cent increase in clubs affiliating with their State Sporting Association (SSA). Despite the increase in affiliation, the level of service decreased by 25 per cent. Of those clubs affiliated, 56 per cent received assistance, a 45 per cent decrease since 2017. There were 10 per cent of clubs unsure of any affiliation and 6 per cent didn't answer the question.

Of those clubs indicating they weren't affiliated, two didn't have an affiliated body, one was linked to a national body, one indicated the SSA requirements and expectations were not aligned with the club, one said the SSA didn't recognise or support regional clubs, one was unsure how set up, and one said there were ongoing barriers to affiliating.

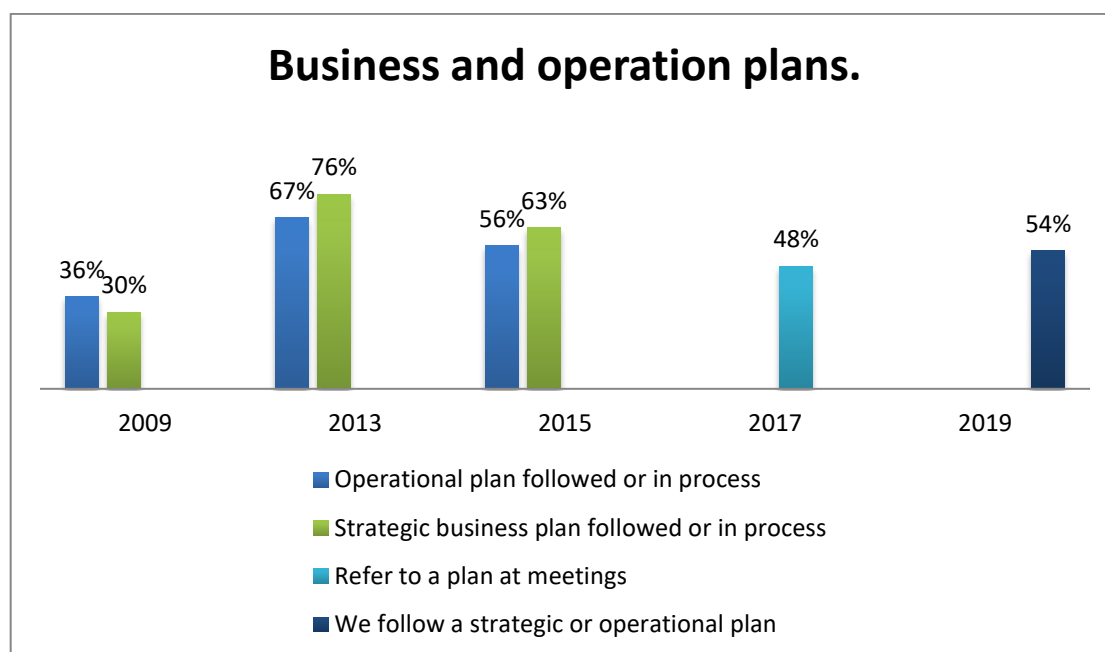


Recommendation

- ♦ **12. Liaise with LGSCI and relevant SSAs to seek support in assisting with development of local clubs.**

Planning

Clubs increased their use of strategic or operational plans by 6 per cent in 2019. There were 54 per cent of clubs who reported following a plan in 2019.



**2017 figures refer to a club plan rather than a specific type.*

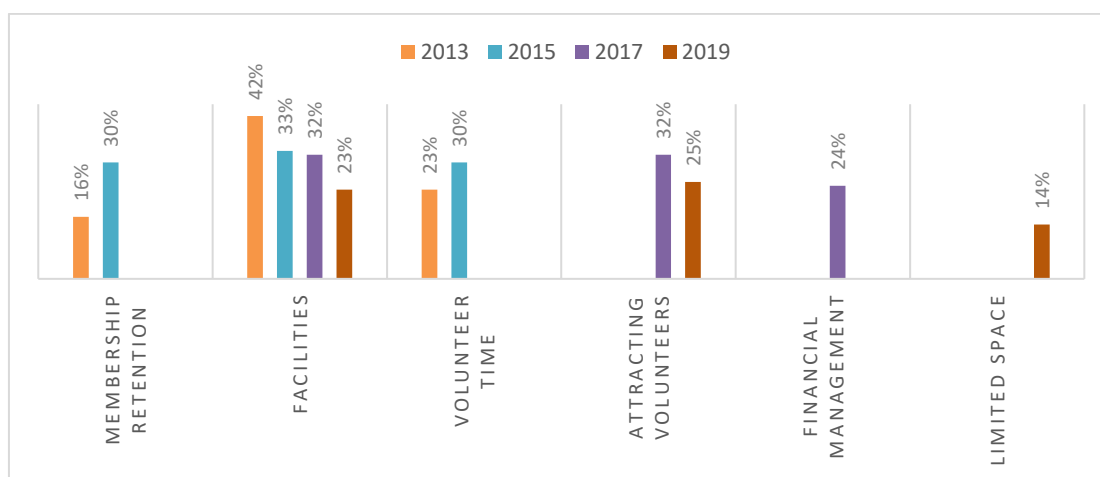
Recommendation

- ◆ **13. Provide information and opportunities for committees to develop appropriate plans to assist with future direction of their club.**

Challenges

Facilities and volunteers continue to be the major challenges for Broome clubs, consistent with previous years, and consistent with living in a remote regional area.

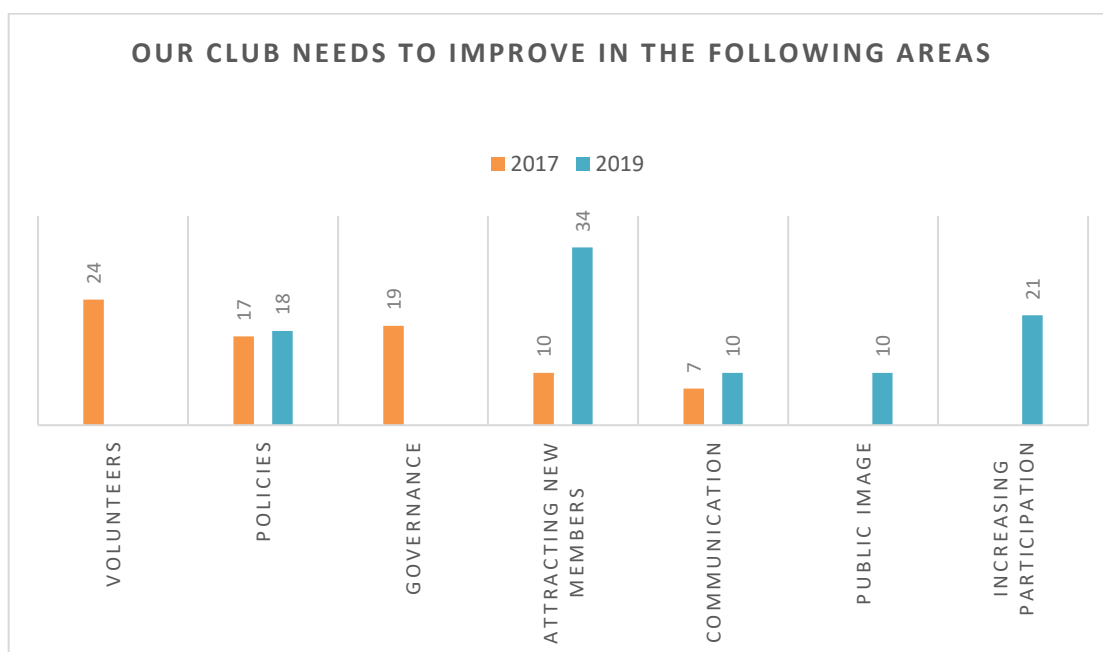
There was a 9 per cent decrease in clubs listing facilities as a challenge, however a specific reference to experiencing limited space to participate was indicated by 14 per cent. This challenge replaced financial management in the top three areas reported, which decreased by 17 per cent since 2017.



Improvement

Attracting new members was an area needing improvement, reported by 34 per cent of clubs. However, volunteers and new members were listed separately in 2017. When combined this equated to 34 per cent, which remains consistent with 2017.

Clubs increasing participation was an area for improvement listed by 21 per cent of clubs and policies was 18 per cent. Public image was listed by 10 per cent of clubs, the first time this area has been listed by any club. There was no specific reference to governance in 2019 despite 19 per cent having noted this in 2017.



Recommendation

- ♦ **14. Continue to work with key stakeholders to promote opportunities for the local community to participate in sport and recreation activities.**
- ♦ **15. Encourage clubs to develop strategies and club policies consistent with the club's operations with a focus on volunteer management.**

- ◆ 16. Work with key stakeholders to provide opportunity for clubs to develop a positive culture at their club.
- ◆ 17. Promote the information contained in the Shire of Broome Club Management Guide related to financial management and provide ongoing information into available funding.

Club	Challenges	Strengths	Areas to improve
Ardiyooloon Basketball Assoc	Lack of interest from community	Community relationship Culturally competent	Financial management, regular meeting, attracting volunteers
Broome Auskick	Coming under junior footy officially so we have a committee etc the Auskick program - completely counterproductive	Strong community interest most popular sport	Engaging more people willing to help/coach coordinate and who can help off field, more female players more aboriginal children
Broome Barracudas	Increasing membership with limited space	Volunteers and parents	Strategic planning More budgeting streamlining of processes
Broome Basketball Association	volunteers new technology platform - Shire should provide wifi across its venue for online/live results competing for space and time with other sports	Volunteers and parents	more volunteers work on partnerships for events to deliver products, not just information
Broome Bowling Club	Undertake building renovations, increase membership and add events to the calendar.	Strong committee with defined roles and code of conduct.	We are working on a great social media presence with a new website, Facebook page and monthly newsletter.
Broome Bullets Netball Club	Setting up the appropriate structure so that it is easy for other to operate the club	Our history, passionate believers in the benefits	Policy and procedure development
Broome Bulls Sporting Club		strong member relations	volunteers
Broome Fishing Club	Obtaining a lease to ensure the future of the club and allowing the club to expand the club to update and expand the current facilities to ensure the growth of the club	family friendly establishment that provides all our members with 6 dedicated fishing competitions and functions. We cater for non members offering discounted food and beverages to all comers. Also hold fundraising events for various not for profit organisations	Obtaining a lease to ensure the future of the club
Broome Golf Club	Tourism	Good golf course, soon new clubhouse	Player numbers
Broome Horse Riders Association	Money	own facility developing a weed management policy continuous improvement to grounds	public image finding a better manure removal strategy applying for grants and grounds improvements

Club	Challenges	Strengths	Areas to improve
Broome Jets Rugby League Club	Financial Capacity Youth participation	Compliance Marketing & Communications Mental Health Awareness Attracting Officials and Volunteers. Creating more playing opportunities in 2019 OH&S	Youth participation Female Participation Facilitating a Junior Interclub Comp
Broome Junior Cricket Association	Succession planning for coaches. Older juniors engaged with coaching. Support for representative athletes.	International competition will assist in increasing interest. Junior representatives will inspire more players	Volunteers. Building volunteer base to remain more sustainable.
Broome Junior-Senior Motocross Club	Volunteers. Moving to new track. Member numbers.		Volunteer engagement. Member engagement in club activities.
Broome Little Athletics Club	Hopefully holding 2020 North West Championships.	Level of dedication by athletes and community	Stronger communication in the community
Broome Mixed Martial Arts	Growth - needing bigger space. We are gaining more and more interest. Retainment is great - will need larger mat space soon.	Respectful culture, open to anyone above 8yrs. Specific program for women. Opportunity to grow through competing - financial support to do so. Coach who engages in personal growth.	Gaining Incorporation. Locating grants to help us gain own location. Support for Coaches to have formal qualifications to teach.
Broome Netball Association	Redevelopment of new courts	Community involvement and participation levels umpire coach and player development and opportunity	
Broome North Fishing Club	Recruiting new members	Community involvement and inclusion	Finding ways to promote our sponsors
Broome Pearlers Sports Club		Good sportsmanship - we do not keep score. Fun and financial.	Documentation including registering players, pre game checks etc.
Broome Pistol Club	Hosting the 2020 Action Match State Titles increasing membership	Financial Modern facilities	membership increase / male /female and juniors
Broome Sailing Club	need a base, no base no club		Broome facilities for sailing are non existent
Broome Saints Football Club	Other clubs encroaching on our players and offering payments	family connection sponsorship connection long term club connection to WKFL	more volunteers governance players continuity in the club
Broome Soccer Association	New Kimberley Development Officer increasing demands on volunteers. Need for new volunteers.	Strong	All

Club	Challenges	Strengths	Areas to improve
Broome Speedway	Getting new racers into the sport	Best track preparation in WA with brilliant drivers and comradery at our club.	Junior Development
Broome Sports Association	Securing longer term funding Finding a home for storage and gym equipment	Clear direction on Club purpose Dedicated and highly skilled volunteers	Greater awareness of our identity that we are separate from the Shire of Broome. Greater engagement with wider sporting community.
Broome Squash Club	Lack of courts, Lack of club presence in surrounding towns	Unity, fairness, diversity	self promotion in the community
Broome Surf Life Saving Club	Finalising plans to go ahead with new club house in 2021	Dedicated team members who love their club. Well organised yearly planning of events and beach patrols. Diligent in ensuring all active members are kept up to date with training and education every year.	Communications with Members
Broome Tennis Club	Balancing the budget	inclusive, fun, affordable	membership numbers, social events
Broome Touch Association	Sharing the oval with WKFL teams that train on the sidelines and present some risk to our players.	Longevity and high quality brand. Return members, fees are fixed and don't increase regularly. We are transparent and all members are aware of our financial position. We have a successful referee recruitment strategy.	junior development, and new volunteers.
Broome Tri Club	shaking up the same old routine of events to attract more people	strong committee	reaching larger audience
Broome Volleyball Club	Increasing membership and keeping existing members	A welcoming game that is not expensive	policy and processes, attracting more volunteers, sharing or work load
Cable Beach Football Club	improving on 2019	Being able to work through difficult situations, making new players feel welcomed, training hard, looking after each and every player, player welfare.	Complaint handling, Dealing with personal behavioural issues.
Cacoy Doce Pares	generate funds for travelling athletes	smaller amount of students, but consistent training as members over many years. Qualified coaching	attending comps in 2020

Club	Challenges	Strengths	Areas to improve
Dirty Dozen Cricket Club	numbers	Junior Development	
Djugan Flames Netball Club	Attracting and retaining volunteers Time to apply for grant applications	Knowledge and experience, passion, respectful people, finance management and governance development.	Allocating coaches, fundraising and building our volunteer base
Kimberley Enduro Club	Securing an area for our club to have a home base.	Governing Bodies ongoing support, training and recognition	Increasing volunteers
Mangrove Cricket Club	Finding sponsors	Being a strong cricket side in both grade Development of juniors	Adding more members
Pearl Coast Gymnastics Club	trying to find a new venue for the club	we do everything we can to improve your coaches	getting volunteers to help and join the committee
Peninsula Bombers	People are changing, so attracting volunteers, travel from community to town and reimaging our club	unity, family, respect	I think we have a lot to work on, we rebuilding and looking at ways that our club can benefit the needs of our members and community.
Roebuck Bay Cricket Club	fresh leadership	socialising	
Sandfly Circus	Funding our activities. Growth is limited by space at BRAC and the timetable, considering other users.	Strong attendance and interest numbers (including waitlists for most classes), weekly classes thru all school terms and additional community activities and performances.	Ongoing challenge is to maintain and increase skilled instructors, as Broome is small and our focus is something of a niche activity.
Wanderers Cricket Club	Growth, Only club without a juniors side is hard to get players coming through		
West Kimberley Football League	Improve management of spectator behaviour Fixturing games to fit in with other codes like cricket start to season Lack of oval space for teams to train		
West Kimberley Junior Football League	Engagement	match day environments, spectator management., committee	Match day environments Planning, committee, share volunteer load

Conclusion

▷ Membership

Broome's sporting club membership continues to grow. Female participation has increased dramatically since 2017, more than doubling the growth in male sport. This is largely due to the emergence of women's AFL in senior and youth categories, and an increase in Broome Netball and Pearl Coast Gymnastics' junior memberships.

There is consistency across the larger populated sports, with small increases in club numbers indicating figures for participation are remaining steady.

Increases in male sport are considerably less with junior and youth male sport combining for a 22 per cent increase. Junior male sport was by far the lowest increase with just 2 per cent despite junior cricket experiencing the largest increase of the junior sports.

In comparison junior and youth female participation has increased by 98 per cent for females.

In the majority of instances, the trend is toward the larger populated sports maintaining similar figures to 2017. Those sports with the largest numbers have remained mostly the same but have decreased their share of the total population, with the percentage of sports participation more widely spread between clubs. The majority of clubs want to increase membership, so youth and junior male sport are two key demographics clubs could target.

▷ Governance

The changes to the Incorporations Act legislation, extensive promotion and information workshops have ensured almost all clubs are compliant with Government legislation regarding constitutions.

The role of Associations Online and the requirements to update constitutions has also increased, but more than a quarter of clubs remain unsure if they had signed up to Associations Online or if their contact details were updated.

The fact 93 per cent of clubs indicate they have updated their constitution suggests these clubs have signed up to Associations Online. The uncertainty highlights a lack of internal communication or full understanding of the new legislation and its requirements.

This is evident in the policies club follow, where 61 per cent of clubs indicated they had

a complaint handling policy in place. The updated constitution included a section related to complaint handling and clubs should be following this. Given 93 per cent have updated, then 93 per cent should have direction on the subject.

Almost all clubs continue to review their seasons and there was an increased attention to budgeting. The amount of policies has remained consistent. Governance was not listed as a major challenge to local clubs in 2019. This suggests the anxiety prior to the Incorporations Act being changed has dissipated.

► Planning

Whilst there was a 6 per cent increase in this area, there remains a large portion of the sporting community operating without any specific direction. There have been many changes to committees since 2017 and this can change the focus of a club. It is important to have updated documents passed on as part of a handover. If there is nothing to outline what direction the club is going it is very difficult to understand if your club is achieving its objectives or succeeding.

The Shire of Broome endorsed its Sport Recreation and Leisure plan in 2018. Major infrastructure is now being developed in accordance with projected budgets, so clubs now have an increased awareness as to the direction of sport in the Shire.

These plans should be considered when clubs undertake their own planning. If your club is keen to develop infrastructure in areas outside of the current strategy, it is important there is an appropriate level of planning in place prior to engaging with the Shire and seeking funding.

Planning also assists in providing consistency with the direction the club is heading. There was a 70 per cent turnover of key contact people at clubs since 2017. This potentially represents a large amount of club knowledge lost, so passing on key documents is crucial in sharing key information within the club.

▷ Volunteers

Recruiting and retaining volunteers continues to be a key challenge for local clubs. Only 30 per cent of key contact people remained the same at clubs from 2017. However, clubs continue not to focus on developing strategies for volunteers.

Membership numbers are continuing to increase with sports providing more options for the community, yet volunteer bases remain low. As programs grow there is likely to be increased competition for both members and volunteers.

For the first time clubs indicated public image as an area to improve. A club that has a strong positive culture will be viewed as attractive to the public and increase the chances of attracting new people. Working on strategies to make your club more welcoming, placing an emphasis on creating a positive environment and simply promoting the fun at your club are all simple ways to encourage people to sign up.

Reviewing how your club approaches volunteers is recommended. Attracting new volunteers could be as simple as asking the membership base for assistance.

Ensuring information is distributed to all members of a committee ensures greater knowledge of club operations and will also assist in retaining key information as committees change. Providing an induction booklet for committee volunteers can assist in helping new members settle into their roles.

In 2019 there was a significant increase in clubs sharing constitutions with members. This is a step in the right direction.

▷ Risk management

Reducing the risk in your club is an important part of ongoing sustainability. Clubs emphasis on complying with WWC and first aid requirements remains similar to 2017.

Financial management is no longer listed as a major challenge suggesting clubs are more comfortable managing this area. Clubs have also improved their focus on developing budgets which assists in reducing financial risk.

▷ Partnerships

Local clubs have increased their affiliation with SSAs, but the figure remains below the highest recording of 83 per cent in 2015. The significant decrease in assistance provided despite this increase is concerning, particularly when membership fees are being paid.

Linking with an SSA does have advantages. Support can be provided with training of volunteers, particularly around developing coaches and officials, governance and assistance with promotion.

The DLGSCI has consultants assigned to each sport. Should you need assistance building a relationship with an SSA, contacting the relevant consultant could be a positive first step.

▷ Opportunities

Overall Broome sport is in a healthy position, with increased participation rates across all demographics. The major areas listed for improvement by clubs are positive ones. Attracting new members and increasing participation shows that clubs are confident in the basic structures in place; they just need more people to help.

Communication and public image are also focus areas that work hand-in-hand when trying to attract new people.

Clubs are getting to a stage in their operation where major events are used as a fun way to fundraise or to provide a higher level of competition for members through north west championships and interclub competitions.

These events not only provide an economic benefit to the town but provide valuable promotion to the public. These events highlight what individual clubs can achieve, which is attractive not only to sponsors, but great publicity to the wider community.

The challenges listed by clubs can be viewed positively as they also highlight the health of sport. The major challenges relate to managing increasing participation numbers through more volunteers and finding space to play.

The Shire of Broome has endorsed its Sport and Recreation plan and are investing significant funding into developing new and existing facilities. This should assist in alleviating some of the issues.

What can't be replaced is the passion volunteers have for their sport. By combining this dedication with an increased understanding of club administration, Broome clubs will be well placed to continue to develop whilst remaining sustainable.

#PlaytheBroomeWay
Broome sport is family sport.



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