

-
- Ideas to fire up your —
- **COLTS**



PERTH FOOTBALL
LEAGUE



Ideas to

1. Recruit

2. Retain

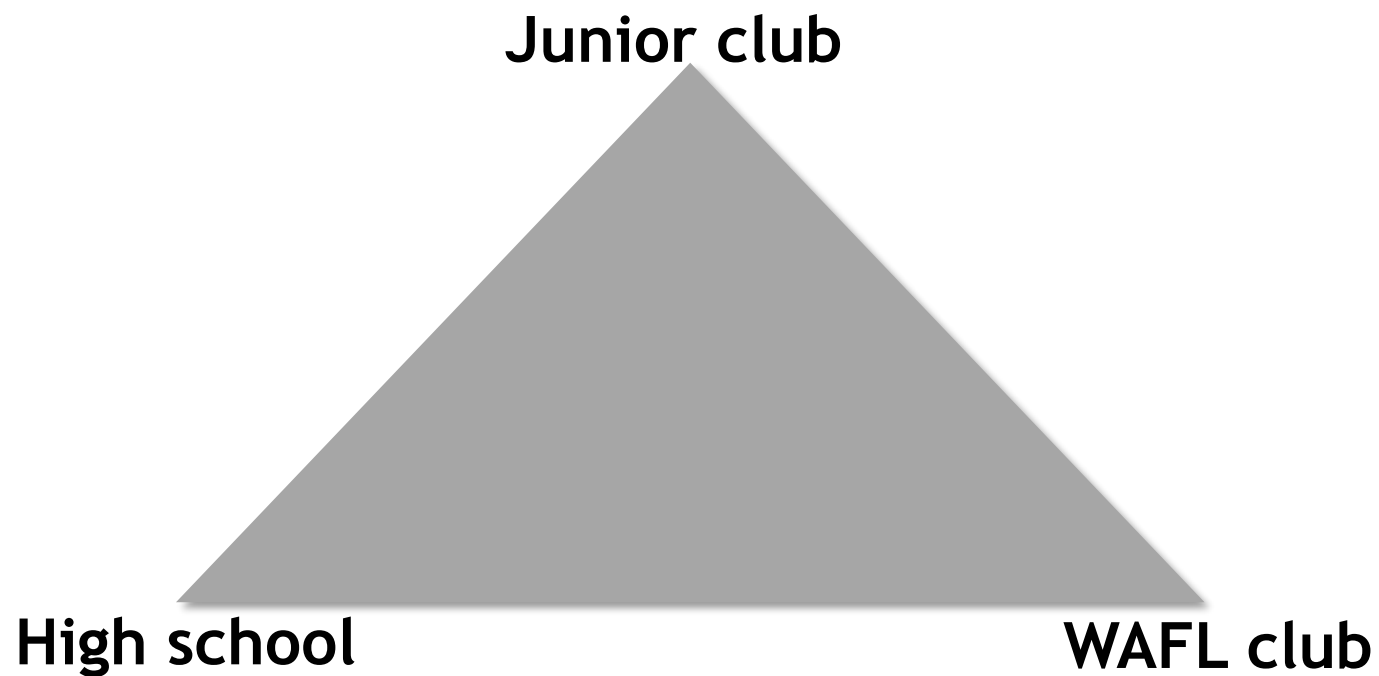
- Culture & Image
- Communication
- Football
- Financial



In 2019

the Perth Football League held a Colts Recruitment and Retention Workshop with club representatives to share club best practice. This resource has collected all the great ideas clubs are doing to recruit and retain Colts.

It's all about _____
RELATIONSHIPS



“It takes time and effort! If you’re not regularly talking to your junior club, your local school and WAFL club, it is going to be pretty hard to field and sustain Colts.”

Coach - Ian Dargie Colts

It's all about RELATIONSHIPS

Recruitment

01. Induction

Conduct a Colts induction breakfast or dinner to outline club structure, committee, facilities, fees, opportunities to volunteer and expectations of behaviour.

02. Sausage Sizzle

Conduct a pre-season open day sausage sizzle for new Colts, Year 11/12 players and their families to tour the club facilities, meet the committee, senior players and coaches.

03. Joint training

Conduct joint Colts and Year 11/12 pre-season training sessions.

04. Youth invitation

Before the end of the season, send all Year 11/12 players an invitation to join the club. Follow up the player with a phone call inviting them to the club.

05. WAFL contact

Colts Coach to contact the WAFL Talent Manager and WAFL Colts Coach in December and February regarding player movements and transfers.

06. Colts in youth

Roster Colts to assist at Year 10 and Years 11/12 training to promote the senior club pathway from juniors.

07. Senior trophies

Senior club provide trophies and awards to the junior club. This may be weekly best player awards or the annual Best and Fairest Award. Have a Colt present the award.

08. Curtain raisers

Play a Year 11/12 match before a senior or Colts match.

09. Senior player assist

Roster senior players and Colts to run water or goal and boundary umpire for the Year 10 and Year 11/12 teams.

10. Meet the seniors

Invite Year 11/12 players to 'meet the senior coach' evening.

11. Rego days

Conduct a combined registration day with Year 11/12 players and Colts.

12. Scholarships

Implement a scholarship program which may cover club fees for Colts.

13. Use Facebook

Run a Facebook campaign to recruit colts. Pay to boost the post or conduct an advertising campaign.



It's all about RELATIONSHIPS

Recruitment

14. Letterbox drop

In October, get Colts to conduct a letterbox drop in the local area targeting Colts aged players to the club for next season. Repeat the letterbox drop in mid-January detailing pre-season training.

15. Succession plan

Write a succession plan for the Colts coach.

16. Succession

Write a succession plan for the junior/senior club liaison officer.

17. Youth leaders

Target the key leaders or popular players in Year 11/12 teams to join the club next season.

18. School coaching

Senior players or Colts to coach the local senior high school football team.

19. Country network

Build a relationship with 2 - 3 country clubs for players transitioning into the city for school/study/work. Coaches and senior players attend country matches and events to promote the club.

20. Come n try

Have a "Come and Try" day to attract new players who have never played football before.

21. Bring a mate

"Bring a mate to training" and offer an incentive such as a free drink, fee discount, if the mate plays.

22. Colts employment

Approach sponsors to provide employment to Colts.

23. Umpiring

Offer senior players or Colts to umpire intra-club Year 11/12 scratch matches.

24. Sponsorship

Senior club sponsor the junior club.



It's all about RELATIONSHIPS

Culture & Image

01. Values

During pre-season training, conduct a workshop to develop a set of values (Code of Conduct) for Colts to sign. The code should cover acceptable behaviour, dress standards around the club and use of social media.

02. Welfare

Ask local youth welfare agencies to be involved with your Colts.

03. Partnerships

Partner with an employment agency so Colts can register to seek work, write a resume, be trained in interview skills.

04. Conduct sessions

Conduct cooking lessons for Colts - a team activity bringing practical life skills.

05. Groups

Divide Colts into groups of 4 to 5 players for pre-season and during pre-season get them to log their training and exercise. The winning group at the end of pre-season is awarded a prize.

06. Pods

Across the club, divide players from League - Reserves - 3rd/4th - Colts - Women into groups of 10. Appoint a leader for each group to organise pre-season training activities for the group, social events, WhatsApp group, communicates key club news.

07. Colts involvement

To build respect between playing groups & understanding club volunteering, roster 4 Colts to run water for senior matches. Likewise, have senior players run water for Colts.

08. Senior mentors

Assign senior players to 3 - 4 Colts and Year 11/12 players each to mentor.

09. Watch the seniors

Provide post-match food (e.g. free sausage sizzle) to encourage Colts to remain at the ground to socialize and support senior teams.

10. Club roles

To encourage respect for their club, roster 3 to 4 Colts to clean changerooms post training.

11. Expectations

Outline a dress code for Colts attending matches; i.e. provide a club polo within the club fees.

12. Club liaison

Appoint a club liaison to local schools to promote the club and its facilities.

13. Sponsor incentives

Invite club sponsors to provide unique incentives and offers to Colts.



It's all about RELATIONSHIPS

Culture & Image

14. Charities

Partner with a local charity for the Colts to volunteer to gain an appreciation and value of community.

15. Joint events

Conduct a joint social event between junior and senior club committees.

16. Important dates

Hold a joint junior/senior function such as a quiz night or ANAC Day.

17. Youth leaders

Build stronger relationships with the junior club and their parents by scheduling Auskick matches during senior or Colts match.

18. Workshops

Conduct a series of mental health workshops.

19. Fixture drop

In March, get Colts to conduct a letterbox drop to the local community outlining upcoming matches and special events. Include a redeemable voucher for a free drink or bucket of chips.

20. Leadership

Appoint a Colt's leadership group.

21. Discipline

Nominate a 'Fines Master' from within the Colts to create fun around the group. Issue fines after a training night.

22. Local schools

Invite the local senior high school Head of PE to use the club facilities for school PE sessions.

23. Sharing venue

Offer club facility to other sporting associations or community groups for events.

24. Review night

Hold a player's review night, where Colts to do an act.

25. Rewards

Recognise and reward Colts who attend 100% training with discounted fees or club polo.

26. Share ideas

Look at what other clubs are doing to recruit and retain Colts, so contact another Club President, have a coffee and share ideas.



It's all about RELATIONSHIPS

Communication

01. Senior liaison

Appoint a Senior/Junior Club Liaison Officer to communicate between junior club officials, junior players and parents and the senior club.

02. MOU

Have an endorsed MOU between the junior and senior clubs.

03. Partnerships

Appoint a mentor to the Colts team. This is separate to the Coach or Team Manager. The mentor provides advice to players on life issues, getting work, organising social activities, and upholding the team's Code of Conduct.

04. Chaplain

Appoint a chaplain or counsellor to your club to support Colts mental well-being.

05. WhatsApp

Set up a WhatsApp group to communicate to Colts; training times and locations, dress standards and social activities.

06. Social committee

Invite 2 Colts to be on the club's social committee.

07. Up-to-date info

Have an up-to-date Facebook page with positive club photos, training times.

08. Senior mentors

Senior and Colts coaches to aid networking opportunities for junior club coaches by inviting them to the club for training and social events.

09. Joint meetings

Conduct a joint committee meeting between the junior and senior clubs.

10. Letters

Send three letters to Year 11/12 players:

- Season start wishing them well for the season.
- Middle of the season to attend a senior club event as guests.
- End of season congratulating them and giving them further details about your club and the following season.



Communication

11. Feedback

Conduct regular Colts feedback sessions - ask them what they want!

12. Up to date info

Club President to update Colts before each training session on upcoming club events and issues.

13. Noticeboard

Put a whiteboard / noticeboard in the Colts changeroom of upcoming activities. This becomes an initial meeting place for Colts when coming to training.

14. Junior/senior

Invite a junior club representative to sit on the senior club committee.

15. Senior junior

Offer a senior club representative to sit on the junior club committee.

16. Junior club email

Include the junior club committee in all senior club emails to players, club mailouts, newsletters and committee meeting minutes.

17. Planning

Plan your Colts social calendar in March.

18. Previous players

Arrange for players and friends to contact previous players, promoting the club and inviting them back to the club.

19. Current info

Keep your club website up-to-date with news, events, training times for potential Colts and their parents.

20. Podcast

Produce your own weekly club Podcast promoting players, matches and club events

21. Open social media

Have public access to your Facebook page so people can know what's on and what the club is doing.



It's all about RELATIONSHIPS

Football & financial

01. Value

Show value in Colts membership by including club polo or playing shorts or socks.

02. Assistance

Identify Colts needing financial support by applying for KidsSport grants through the local council.

03. EFTPOS

Encourage contactless payment by using an EFTPOS machine for match day fees, socks, shorts.

04. Share sponsorship

Investigate joint junior/senior club sponsorship arrangements.

05. Life members

Club Life Members to sponsor a new Colt to the club.

06. Player sponsor

Senior players to sponsor a Colt.

07. Fee structure

Clubs develop a fee structure to meet different circumstances

- 100% membership;
- 50% membership/50% ball fees
- 100% ball fees

08. Skills training

Offer interested Colts to gain their RSA or Barista course as to work around the club.

09. Colts coach

Appoint the right Colts Coach.

10. Senior/colts training

Conduct 4 in-season joint senior and Colts training sessions.

11. Talent managers

Colts Coach to meet monthly with local WAFL Talent Managers and WAFL Colts Coach.

12. Junior club jumper

To help with transition and promote a pathway, have Colts play in the junior club playing jumper.



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*LET'S GET
COLTS* —



PERTH FOOTBALL
LEAGUE

STRONGER

