

Attracting management committee members



Management committee members are the driving force behind community sports clubs. They're the ones who are elected by members to steer the club's direction, to make important decisions on behalf of the club and to focus on governance. Attracting these key players is more than just filling roles. It's about building relationships, fostering trust and tapping into people's intrinsic motivations.

As your management committee members are elected rather than appointed, there is no guarantee on who will be elected. The following steps can help you identify and increase the probability of attracting the best people for your management committee.



Define the roles

Start by clearly defining the roles and responsibilities of management committee members. This helps potential members understand what would be expected of them and whether they're a good fit. Be realistic about the responsibilities and the time commitment required. Refer to the *Committee structure and responsibilities* and *Committee position descriptions* to help define your roles.



Create an information pack

An information package can provide potential management committee members with the information they need to make the decision to join the committee. This could include your annual report, strategic plan, constitution, membership form and position descriptions.

You can use your information pack as an opportunity to highlight the benefits of becoming a management committee member, such as the impact they can make, the training opportunities available and testimonials from past committee members.



Plan ahead

You don't have to wait until the AGM to start looking for new members of your management committee. Begin your search early, tapping potential candidates on the shoulder and fostering relationships. Keep a list of potential future management committee members - even if they say no this year, they might be interested next time.





Seek skilled members

Your management committee should be skills-based. Conduct an analysis of the skills of your current committee members to identify what shared skills the committee already has, as well as those skills that would fill any gaps. Although it's not guaranteed they'll be elected, aim to recruit the best people for the job, considering both the required skills and the importance of diversity and gender balance.

A management committee should not be seen as a platform for pushing personal agendas or for trying to get special treatment for the children of committee members. It's about guiding the club's strategic direction and making informed decisions. This requires a variety of skills, from financial acumen to marketing expertise, and from strategic planning to community engagement.

By focusing on the skills of committee members, you ensure that your committee is equipped to handle the challenges and opportunities that come your club's way. This strategic approach ensures your committee has a well-rounded skill set and diverse perspectives.

Leverage your networks



Word of mouth can be a powerful recruitment tool. Ask people in your personal and professional networks if they know anyone who might be suitable to join your committee. By building a solid membership, you can access a larger pool of potential committee members. Raising your club's profile in the community and on social media can also help expand your network.

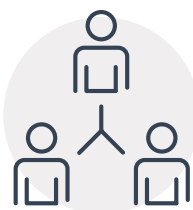
Additionally, circulating these opportunities to your existing membership with ample advance notice ensures that current members are informed and can actively participate in or promote the recruitment process.

Advertise opportunities



Consider advertising your committee positions in newsletters, local social media groups, at special events and on your website. Focus on the impact that management committee members can have and the fulfilment they can enjoy by being part of your community.

Provide training opportunities



One of the essential strategies in attracting effective management committee members is offering tailored training opportunities. Incorporating training as an intrinsic part of the role can bolster the confidence of potential nominees, assuring them of the club's support and thereby increasing the chances they'll nominate. When a club is willing to fund specific training courses, it enhances the appeal of a position, reflecting the club's commitment to the personal growth and professional development of its members. Such training is great for individual development and it also helps your club's quality assurance. Training helps keep everyone aligned with consistent performance standards, ensuring smooth and efficient operations, while encouraging the best candidates to nominate.