



Dragon Scales One

Getting Your Club Started

Contents:

Step-by-step	Page 2
Need	Page 2
Mentor Assistance	Page 3
Public Meeting	Page 3
Publicity	Page 3
• Media Releases	Page 4
• Media Release tips	Page 4
Club Formation	Page 5
First Club Meeting	Page 5
Membership	Page 6
Membership Form	Page 6
Equipment Costs	Page 7
Insurance	Page 8
Uniform	Page 8

Step-by-step

Here is a step-by-step guide to starting a club. Almost every aspect of setting up a new club and managing an existing club will be addressed throughout this guide. Templates and links are provided to help you get started; you can adapt the templates to suit your club's requirements or just use them as a guide.

Step-by-step guide to starting a new club:

1. **Need** - Make sure there is going to be an ongoing need for the club or group (i.e. What are the aims of the organisation?)
2. **Base** - Make sure you have a base for your activities
3. **Public Meeting** - Hold a public meeting to get interested people together and Committed
4. **Organising Meeting** - Hold a second meeting to elect committee members, draft a Constitution or adopt a Model Constitution, decide whether To incorporate (see Incorporation)
5. **Registration** - Design an effective registration system (see Registration)
6. **Finances** - Draw up a budget (See Draft Budget and list of contacts for Equipment)
7. **Paperwork and Policies** - Make copies of your constitution and budget
8. **Members** - Enrolment of members.
9. **Training** - Set a time and date to start paddling
10. **DBQ information** - how we can help

Need

Most people have never heard of dragon boating so you will need to educate people and stimulate their interest. You can do this through the media; see the section on Publicity for tips.

If you are keen to start a club in your local area, you will need a few things to get started:

- Access to water
- A boat and paddles (See Equipment Contact list)
- At least 18 paddlers, a sweep and a drummer
- Storage for equipment

Let's start with the paddlers.

There is no point organising equipment if no one is interested in joining. You will need to hold a public meeting to get expressions of interest from people in your local area.

It is important to get people's commitment in writing so when it comes time to order the equipment; you know you will have paddlers. When you have your public meeting, get people to fill in a Registration of Interest form.

Mentor Assistance

Thirty two dragon boat clubs are members of the DBQ. That is over 1000 people with many years of experience in dragon boating.

If you would like someone from another club to help you get started, you can contact the DBQ Committee info@dbq.com.au and they will organise a mentor from another club.

This mentor will help you learn how to paddle, sweep, and other things essential to developing a dragon boat team.

Public Meeting

To get people interested in becoming part of a dragon boat club, you will need to get publicise your intentions.

Send information to your local papers, put notices up on public boards, tell your contacts, hand out flyer; just get it out there. (See Publicity)

Once your story has run in the local paper and you have gotten some publicity, people will ring to find out more information. It is a good idea to take their names, email address, and phone number so you can follow up prior to the meeting.

Make sure you have all the information readily available for when people call.

Most people will want to know:

- What is dragon boating?
- How many paddlers in a boat?
- Where will you train and how often will you train?
- How much is membership?

A lot of the questions you will not be able to answer and the best approach are to suggest to people to come along to the public meeting. You can also refer people to these websites for more information

www.dbq.com.au state governing body
www.ausdbf.com.au national governing body

Publicity

Publicity is free promotion for your club and if you do it well, your club will get a huge kick-start and the relationships you build with local journalists will continue to benefit your club.

To find out if people are interested in dragon boating, hold a public meeting. To let people know about the public meeting, ask local media if they can help you promote this event.

Decide on a day, time, and venue for the public meeting and then get publicity for it.

Get to know the local journalists who write for the free newspapers or report for the radio stations in your area. Find out what they are interested in covering and how you can give them the information. Check their deadlines and requirements.

If you live in Brisbane, this would be Quest Newspapers. This organisation has a stable of local papers that are delivered weekly to your local area. If you are not sure what paper is right for your area, have a look on your front lawn or do a web search.

Quest papers - www.questnews.com.au

Australian newspapers online www.nla.gov.au/npapers

Media/Press Releases

Media releases are the standard way of providing information to the media. Journalists and newsrooms receive hundreds of media releases every day - find a way to make yours stand out!

The best way to get something published in the paper is to write the article yourself and send a good quality colour photo, or send in a media release.

If you would like assistance writing a press release, please contact the Communications & Marketing Director marketing@dbq.com.au

Media Release tips

Presentation

- Use letterhead
- Identify it as a media release on the top left
- Put date on top right corner
- Use a catchy headline
- Use one side of the paper only and keep to one page when possible
- Check for spelling and typos

What information to give

- Who, what, when, why, where and how?
- Short paragraphs. Clear sentences. Use layman's terms
- Your first paragraph is short and punchy. It is the story in a nutshell
- Provide news angles (focus on what is news - check local paper for ideas.)
- Use present tense and active language
- Include important facts and statistics but don't overload

- Use quotes to support your release
- Have someone proof your release

Contacts

- Provide a contact telephone, mobile, fax and email for more information
- Make sure the contact person is available and returns calls promptly

The media

- Identify your target
- Information delivery - how do they want it (email/phone/fax) and what their deadlines are
- Don't be pushy, instead willingly provide information and be prepared to assist the journalist in their pursuit of a story
- Follow up with a short phone call: "Just wanted to ensure you received our release and let you know we are available to help you in anyway possible"
- Develop a relationship with the journalists you regularly deal with.

Club Formation

You now have a list of people keen to get started. The next step is to hold an organising meeting with these people to elect management committee members and get down to business.

1. Meeting agenda
2. Elect management committee members
3. Complete Incorporation application and adopt Model Constitution
4. Documentation including Policy and Procedure Manual - Risk Management, Child Protection and Blue Card Applications
5. Bank account details
6. Discuss membership details - forms, fees
7. Discuss acquisition of equipment
8. Fundraising
9. Insurance
10. QDBF membership
11. Date for first general meeting

First Club Meeting

The next step is to set a date for the club's first general meeting and determine an agenda. This meeting will be to:

- register paddlers
- collect money
- inform members of committee appointments
- distribute copies of documents - PnP, Constitution, Risk Management etc

- Discuss training days and times
- Organise first fundraising event
- Discuss any issues, ideas, suggestions from your new members

This is the most exciting part of setting up a club! You can now contact all interested people with the date and time to start collecting their membership fees and set training times!

Okay....you have set up the club, got all your equipment, signed up enough people to paddle a boat and have elected a management committee, now comes the task of keeping the club running.

Here are few things that may help you build and maintain a successful club:

1. A guide to running meetings
2. Meeting organisation
3. The meeting
4. Volunteer management
5. Documentation templates
6. Sponsorship
7. Planning - Strategic and Business
8. Privacy
9. Risk Management
10. Financial Management
11. Club Development Network

You can do as much or as little of these items to run your club. These are just suggestions to make your club as effective and well run as possible.

Membership

You now have a management committee, taken steps to incorporate the club, a constitution, and a whole range of other procedures in place.

It is time to decide how much membership will be, what people get for that fee, and how to register members.

Things to consider when deciding on fees:

Equipment costs - boat hire
Insurance of equipment
Registration of trailer
QDBF fees and insurance
Running costs

It is a good idea to prepare a budget before deciding on fees. A budget will give you a good indication of how much money you will require to get started and what will have to be paid out of the over year.

On the next page is a list of equipment and the approximate cost; this will help you determine the cost of membership. Club membership fees range from \$120 to \$250 per year

Membership Form

When signing up members, it is important to get their details including an email address and an emergency contact.

It is also a good idea to record people's professions. You never know when you will need a mechanic, accountant, writer, nurse etc

When collecting forms and money from people, ensure receipts are given or encourage them to use EFT in Club bank account.

Equipment Costs

Some costs:

- Boat hire - approx \$800
- Boat purchase - \$10000.00
- Paddle Purchase - from \$70 to \$250 a paddle
- Trailer purchase - \$3500+
- QDBF club membership - \$110.00
- QDBF individual membership - \$77.00
- Trailer registration \$33.00 (up to 18)
- Set up costs - www.qldtransport.qld.gov.au
- Equipment insurance approx \$1000 (printing, phone calls)
- Regatta costs - Contact the Insurance Director
- Regatta costs - insurance@dbq.com.au
- Regatta costs - approx 6 Sport Regattas a year
- Regatta costs - \$10.00 per Adult Paddler
- Regatta costs - \$ 5.00 per Child Paddler

Contacts for Equipment

Boat Hire / Boat Lending

Contact General Admin Director info@dbq.com.au for assistance.

Boat purchase

Contact General Admin Director info@dbq.com.au for assistance.

Trailer

If you are lucky enough to be able to store your boat near water, all you might need is a dolly to move it back and forth. Otherwise, you may have to get a trailer specially made. Pacific Trailers at Currumbin make dragon boat trailers

If you cannot get a boat straight away, give one of the clubs near you a ring to see if you can go out with them until your boat comes or contact DBQ Committee info@dbq.com.au for assistance.

Insurance

The DBQ Insurance Director will be able to help you access a quote for insurance for your equipment.

The Insurance Director also looks after member's insurance and club membership. Every club's needs are different, so you are best contacting the Insurance Director insurance@dbq.com.au to discuss what you need.

Smart space Database for club members register and contact information
Copy of insurance certificates found in Members Login
Excel spreadsheet for equipment register

Uniforms

All uniforms must be approved by Dragon Boat Queensland Board.