

## **Session 1: Funding**

How can clubs be more successful in increasing revenue through grants and sponsorship; understanding the funding landscape.

### **Additional Notes**

#### **Active Sport and Recreation – David Parker**

Not many clubs have a relationship with their Regional Sport Trust (RST).

RST's are underutilised.

All clubs have access to RST's

Aim of presentation is to have conversation about how to get better utilisation in regards:

- a) What is an RST and what is it they do
- b) What funding they have

Strategic Plans round NZ are similar – easy access to sport, affordability and lifeline, essential part of our lives and to assist clubs to let people participate for life.

All codes face the same issues. RSTs can facilitate ways of assisting all codes

Clubs need to go to RST and ask what they can do to help – pick up the phone and call them as RSTs won't come to clubs.

#### **Funding:**

Access to facilities funding available

Close relationship with funders and Councils

RSTs have funding pots from various funders

RSTs do seed funding – Sport Clubs need to contribute as well

Need to be running programmes that align and are being run by NSOs

Open to applications to meet healthy outcomes for all people – especially young people

Kiwisport is a significant fund that RST's administer. It is for seeding programmes that see new school aged children take part in organised sport. Clubs are encouraged to contact their RST to see if the fund could help support a programme they run, or are intending to run.

#### **Sport New Zealand – Dave Adams**

Dave acknowledged the work our sport does to improve the lives of New Zealanders as they need us to impact on community wellbeing. Also, the relationship that Sport NZ has with Yachting New Zealand Board and Management and as a sport we do a great job.

Participants are a source of funding and not to undersell what we have.

Sources of funding –

- a) Philanthropic – an area that sports not good at tapping into this.
- b) Energy Trusts – not well known, some contribute back to their communities.
- c) Gaming – reasonable amount of funding, sector is funded by gambling. Central and Local Government don't have a replacements funds if there were no gambling funds.

No planned changes to gaming act. 10-year time frame when funds may not be available.

Gaming Trusts don't have to spend in their local community this is a choice of trusts, this is driven by commercial and local responsibility. It is important to understand how much this influences the funding decisions.

Not very strategic but useful source of funding but need to understand each trust as they are different.

Build a relationship with the trust this is really important. Tell a good story and think broadly. Good information and communication is important.

Clubs need to understand their communities for people who may contribute.

Sponsorships – need a package and takes a lot of work as its not easy. Cold calling really hard. Need to have a plan. Don't ask for money straight away, maybe seek people's advice and thoughts. Requires different people to work in different areas.

#### **Q & A Session**

Aktive – how we do things with local authorities – may be able to help with specific questions and find connections. Local Board relationships can be valuable and don't take no for an answer.

MBIE funding – major event funding. Role to attract events and help with organising and give legacy. Needs an economic return and is quite political. Need to work with NSO.

Sport and Health Funding – sport alignment and impact sport has on health of New Zealanders. Aktive do have some data on \$ value on health from sport and value to government.