



SUPPORTING INFORMAL SPORT PARTICIPATION: A checklist for sport clubs

What is informal sport?

The popularity of informal sport - sport played outside of traditional club-based activities - is increasing. Participation statistics show that this more flexible, informal style of sport is gaining momentum while club-based participation is plateauing in some sports and declining in others. This resource is designed to help clubs to engage with the popularity of informal sport.

Why is it important?

Responding to informal sport will enable clubs to expand their participation base, reach and impact. It offers an avenue for potential increases in membership and expansion in the volunteers involved in supporting community sport. Developing informal sport will increase the social, economic and health contribution that clubs make to communities.

How can sport clubs support it?

While informal sport groups are usually enthusiastic and committed, they often face challenges accessing spaces and facilities to play regularly, and do not always feel welcome as potential members of clubs. Research shows that the people involved in informal sport are often individuals who for various reasons, have not found club-based sport attractive or welcoming

The following checklist is designed to ensure that informal sport is considered, supported and included in planning, so that sports clubs play their part in enabling informal sport friendly communities.

Project Partners

CLUB POLICIES AND PROCESSES	YES	IN PROGRESS	NO	NOT SURE
<p>Do you offer opportunities for casual participation, for example, not limited to full seasons or fixed playing schedules and teams?</p> <p>Can people choose to participate some weeks and not others?</p>				
<p>Do you offer opportunities to play in varied formats, that can be adjusted to participants' abilities and interests?</p> <p>Do you have an informal sport pathway for juniors that enables them to continue with modified sport formats?</p>				
<p>If an informal group of participants wish to use the club facilities (playing area, changing/toilet facilities etc), can you accommodate this?</p> <p>Do you have some playing area/s that are dedicated for people to use for informal games/ sessions?</p> <p>Do your booking systems allow informal users to secure access to facilities?</p> <p>Can informal groups gain access to equipment (Cones, bibs, balls, pop-up goal posts...)?</p> <p>Do you allow participants to play in clothing of their own choice (i.e they don't have to wear a fixed uniform)?</p>				
<p>Do you have a category of membership that suits informal participants?</p> <p>Is informal sport participation represented in your committee structure?</p> <p>Do you promote informal opportunities in your club social media posts and other communications?</p>				
<p>Do you offer informal opportunities to attract and/or retain players out of traditional seasons?</p> <p>Does your club allow multiple user groups to access your facilities (including other sporting codes/ groups)?</p>				
<p>Does your club have a focus on promoting social engagement as a prime focus for community sport participation?</p> <p>Does your club have a commitment to whole-of-community engagement? (i.e support diverse community groups to use facilities and position the club as a community asset and resource)</p>				

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