STOP!

This guide is really, really long.

Rather than read the whole thing, complete the Self-Review Checklist to work out what your club needs to consider. It’ll save you a ton of reading! For anything your club has not completed in the checklist, refer back to this guide for more information.

[CLICK HERE TO USE THE SELF-REVIEW CHECKLIST]
Alternatively, head to fusa.edu.au/club2016selfreview

...still reading?
Well don’t say we didn’t warn you.
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A word from the Clubs Officer

Congratulations! Your club made it through 2015, great job! 2015 was a tough year for clubs and societies. Many of the facilities available to clubs disappeared as a result of construction and renovation projects, leaving clubs without a central location to be heard and seen. Further to this, your friendly Student Association packed its bags and moved up the hill to level 4 of the Engineering Building, making it difficult to walk in and receive support or borrow equipment. We’re sorry about that, and let me assure you, it hasn’t been an easier year for us either!

2016 offers clubs and societies new and exciting opportunities. The most obvious improvement will of course be the new Student Hub! This space is fantastic for clubs and societies, and is complete with a brand new, dedicated club space, right across the walkway from FUSA! As one of the largest rooms on the floor, it will be a great place for clubs to meet for all sorts of activities and events. For more event spaces, the bar will be right around the corner on the same floor, and a massive function centre will be available for booking upstairs.

To provide more support to clubs, we’re installing lockers in the club storage room for club access, changing the grant process to make life easier, and investigating resources that can be provided to your club to assist with its management.

With all that in mind, 2016 is going to be a big one, so it’s important to be prepared! This document outlines the things clubs should consider to start 2016 both prepared and ready to capture the hearts of the student community.

Get ready folks, it’s going to be a great year!

Adam Rau
Clubs and Events Officer
Essential Requirements

First things first. To operate as a club, or to receive benefits and support from FUSA, you need to get a few things in order. Those tasks are below.

Running Annual General Meeting

All affiliated clubs require an Annual General Meeting to elect the executive each year. The timeframe in which the Annual General Meeting must be held will depend on your constitution, however this must be held once per year.

Your Annual General Meeting should include at minimum:

- Minimum of one week notice given to members and the FUSA General Secretary allowing for members to submit items to the agenda.
- Reports from the executive members (and committee if required by your constitution)
- A financial report detailing expenditure and income for the period between the last Annual General Meeting and current Annual General Meeting (required if financially affiliated with FUSA, but a really good idea even if you’re not)
- Elections for the new executive members of the club via a democratic process, including at minimum the President, Secretary and Treasurer.
- A motion to list the new executive members of the club as signatories for the specified bank account (be specific, i.e; “Motion to list the new club executive members as signatories on the <Club name> NAB Community Fee Saver Account”)
- A motion to make any constitutional changes (if applicable)
- Recorded minutes for the meeting
- Any other general business raised by members

For further information and links to templates, head HERE
Affiliation, Re-Affiliation & Registration

If you haven’t affiliated with FUSA yet, why not? We give you a ton of support (funding, equipment hire, design assistance and much, much more!) and ask very little of your club in return. A guide for getting Financially or Non-Financially Affiliated with FUSA is available HERE.

All currently affiliated clubs must re-affiliate each year. To re-affiliate we only require your updated contact information, the minutes from your last Annual General Meeting, your last two financial reports (if they’re in your AGM minutes, just provide those) a copy of your current member list and a short summary of two events you ran in the last year. Simply submit those via the Club Affiliation Application Form HERE. You MUST re-affiliate by the 1st of May of each year. If you haven’t re-affiliated by then, you will lose the benefits you receive from FUSA. It’s nothing personal, we just want to make sure your club is still active, and that the funding and support we provide is benefitting both your club and the student body.

Any clubs operating in Flinders University that do not wish to affiliate with FUSA (or with Flinders One for Sporting Clubs) must at minimum register their club with FUSA. This does not grant the club any benefits associated with Affiliation, however on approval allows the club to use the name “Flinders” or “Flinders University” in their title if desired. The club may also apply to book indoor and outdoor spaces on campus (subject to approval). To register your club, simply select “Registration” and submit the details of your club via the form HERE.

Club Communication

A good club will communicate with its members on a consistent basis, and in turn respond to prospective and current members. This ensures that its members know the club still exists and remains active. As students are often time-poor, a club that doesn’t communicate with students will often be forgotten about in favour of their many other responsibilities and activities. Some points to consider to ensure you are communicating with your club effectively are below.
Create an @flinders.edu.au club address

Clubs can now apply for email addresses with the @flinders.edu.au address. To do so, email adam.rau@flinders.edu.au with your requested email address, the names of the members requiring access and their current @flinders.edu.au email addresses. Bear in mind that this may change how you access your student email slightly, although you won’t lose anything! The Flinders ITS division will provide further info to get you set up.

Create your social media page or group

Your group or page name should include both the club name and the related acronym if available, such as “Flinders University Digital Gaming Enthusiasts (FUDGE)”. This allows users to easily find your club no matter how they know it by.

For most clubs FUSA recommends the use of Facebook “Groups” to allow you to communicate important announcements, announce events, upload important files and allow members to interact with one another. We recommend your privacy options are set to “Closed” (not “Open” or “Secret”). This allows new members to easily find your Facebook group and allow existing members to invite their friends, while preventing bots from filling your group with unrelated advertisements.

If your club wishes to promote its activities, events and information outside of the club’s membership, a Facebook “Page” might be better suited for this purpose. For a list of the pros and cons between Facebook pages and groups can be found HERE.

Update your email distribution list

Make sure your mailing list is up to date with the email addresses of any members that have been signed up over the year, to ensure the new executive don’t lose them.
Handover for the new Club Executive

To start 2016 on the right foot, it is important for the current executive to provide a comprehensive handover to the 2016 executive. The old executive should work with the new executive to ensure that they are adequately prepared to run the club. It is also important for the previous executive to provide their experience to the new executive, to allow the club to learn from past successes and missteps to improve and thrive. Be sure to keep the below in mind to ensure your handover is comprehensive.

Hand over access to club email, mailing list and social media accounts

Any email and social media accounts associated with the club should have user names and passwords handed over to the new executive. If a personal email address was being used, establish a club specific email address (see instructions below), and request the member to forward any club-related emails (both past and future) to the new email address. To change users for a club-specific @flinders.edu.au address, email adam.rau@flinders.edu.au with the incoming and outgoing member’s name and Flinders email addresses (specify which is which!).

Change bank account signatories

If you have a club owned bank account, make sure you change the signatories of your account to the new executive members. This process may change depending on the bank you are with, so contact them to find out the process beforehand.

For the NAB Community Fee Saver Account recommended by FUSA, a current authorised representative must attend the bank along with the new signatories. Consequently, it is essential that you do this before the current executive moves on. If you cannot get an current authorised representative to attend, you will not be able to gain access to the account. Please note, new NAB regulations require a minimum of three signatories.
**Handover meeting**

Organise for outgoing club executive and committee members to sit down with the incoming executive and committee to discuss the previous year, processes and experiences. This information is incredibly useful to an incoming executive and committee, as they can learn from previous successes and mistakes to improve the club overall.

**Collate club materials**

Have the former club executive and committee upload any documents, images, meeting minutes, reports and other materials related to your club to a shared file depository (such as Google Drive or Dropbox) and provide access to the new executive. Be sure any sensitive data (meetings with members for misconduct, for example) are only provided to the new executive.

**Assigning Club Duties**

To ensure your club operates smoothly next year, ensure the following duties are assigned to members of your executive or committee. Generally speaking, it is a good idea to assign a single person to overseeing a task, to ensure accountability. However, similar tasks can often be assigned to the same person to ensure consistency (e.g: communication via social media and email).

**Social media:** In charge of engaging your members via social media accounts like Facebook, Twitter and Instagram. While you shouldn’t spam your members, regular updates will keep them enthusiastic about your club. The social media coordinator should also respond to any messages sent to social media accounts within 24 hours of receipt (if not sooner!).

**Club email address**

When someone contacts the club email address, who responds? Similar to the social media coordinator (these roles are often combined), the administrator of your club email address should respond to any emails within 24 hours of receipt. The
administrator of the email address should also send out regular updates of upcoming events, activities, campaigns and other related news.

**Events and Activities**

Who is in charge of your events next year? The Events and Activities Coordinator is in charge of planning and scheduling events to ensure your members are engaged. If your club isn’t active, your members will forget about it or lose interest altogether!

The coordinator should be thinking particularly about engaging your new and existing members within two weeks of O’Week, to make sure your new members develop a strong interest in the club. Running events often takes a lot of work which can’t be done on your own, so be sure to get a team of enthusiastic assistants together to help them out during your events!

**Membership**

When your club receives a new member, who maintains the records? Who contacts the member to welcome them to the club? The membership officer should record the members’ details in a central database, welcome the new members and contact the new member to direct them to the places your club regularly communicates with members (e.g: Facebook, mailing lists, etc.). The membership officer should also focus on strategies to increase membership and retain existing members throughout the year.

**Promotions and Marketing**

It’s a good idea to have someone in charge of promoting the club to new members and external sponsors. This person does not necessarily have to be a designer (as FUSA’s Media Team can assist when given enough notice), however should be in charge of ensuring your club is visible on campus, and if required, marketable to potential sponsors.
Maintaining Club Inventory

Often referred to as a Quartermaster, this role involves keeping a record of club equipment and supplies. The quartermaster should record where club equipment and supplies are kept, the quantity, the condition of the equipment, and who currently has possession of your gear. It’s as easy as using an Excel spreadsheet, and protects your club against stolen, damaged or missing equipment and supplies, saving the club money!

Promotion and Marketing

For any club, students are their customers, and membership is its product (even if it’s free!). It’s important to promote and market your club to prospective students. Promotion refers to getting your club’s name out and about to make students at large aware of its presence. Marketing on the other hand is more directed, employing strategies to capture the students that are likely to be interested in your club. A good club will promote its club, a great club will market its club, and an excellent club will use both to maximise its opportunities to acquire new members. Some general strategies for this are below.

Design a club logo

An appealing club logo will gain the attention of prospective members and sponsors alike, and is the single most visible manifestation of your club within the Flinders community. A poorly designed logo will present your club in an undesirable light, so unless you have a designer on your team, ask the FUSA Media Team to help!

Create flyers and posters

Make sure your promotional flyers and posters (including your amazing logo) are designed and ready to print for the new year.

Create a banner

Go large and get yourself a banner to grab attention! A standing banner will typically cost between Design and order stand-up banners – note this should be a general
club banner (i.e; not dated or event-specific) to ensure it can be used again and again.

**Create a Marketing Plan**

Get your executive together and determine the below. Your marketing strategy doesn’t have to be comprehensive, but you should always consider your target audience

- What are the demographics of your members (average age, where they are located, etc.)?
- Do your members often have other shared interests? What are they?
- Based on the demographics and interests of your membership, where and how else could you market your club to gain the attention of prospective members?

From here, you should be able to determine a direction for your promotions and marketing officer to work toward in order to acquire new members.

**Contact the FUSA Media Team**

If you need assistance with designing promotional materials, FUSA’s team of designers can assist if you provide enough notice. As this is a busy time of year for the Media Team, they have set aside a dedicated timeslot for clubs and societies to discuss their design requirements. While you can drop in to see them at the FUSA Office during those times, it’s always a good idea to make an appointment in case they are seeing another club. If you need assistance, we recommend seeing the Media Team as soon as possible to ensure your materials are ready to distribute in the new year.
MEDIA TEAM DROP-IN HOURS FOR CLUBS
12pm-1pm on the below dates:
  3rd December 2015
  17th December 2015
  14th January 2016
  28th January 2016
  11th February 2016

Club Equipment and Resources
FUSA club funding uses funds provided through the Student Services and Amenities Fee (SSAF), which if unspent is reabsorbed by the University and redistributed the next year. What this means for clubs is that any funding from FUSA you don’t spend this year is gone for good! You will receive funding for next year, however it’s best to make use of your remaining funds from this year rather than cut into your 2016 funding. Below are some suggestions for purchases using your remaining 2015 funding.

Standing Banners
See ‘Create a Banner’ in the Promotional Materials section of this guide for further details.

Domain Name
Domain names are typically very affordable, and a club can register a domain name (e.g.: “fusaclub.com”) to create an easily recognisable link to your website or social media, and can allow you to create email aliases (e.g.: president@fusaclub.com) that can be redirected to an existing email address. Please note that this does not provide you with a space to host your own website or email accounts, and would need to be redirected to your existing website and email addresses. If you wish to host your own website, you will need Web Hosting. A reputable service for domain name hosting can be found HERE.
Web Hosting – for web gurus
If you have designed a website and need somewhere to host it, web hosting is what you’re after. Web hosting is typically a small monthly fee, although there are free ad-supported services available (these advertisements may make your website look unprofessional, however). Often a free domain will be provided with this hosting. A reputable service for web hosting can be found HERE.

Web hosting – for the rest of us
If you don’t know how to build your own website, this is the best option. Website hosting provides you with both a pre-designed website template with easily editable content, the web hosting to keep it online, and a domain name to make it easy to find. You can either use an existing HTML template provided by the website hosting service, or alternative you can use a WordPress template. FUSA recommends WordPress templates for those without much web experience, as they are easy to use and highly customisable. For a reputable service for HTML website hosting head HERE and for WordPress website hosting head HERE.

Trestle Table
While FUSA have trestle tables available these are booked out regularly. A folding trestle table is both cheap and an incredibly useful piece of equipment to have access to for club events and activities.

First Aid Kit
Does your club run a lot of physical activities? If so, a club owned First Aid Kit is a great idea. If your club runs these sorts of events sporadically, you can always hire a kit from us.

Branded merchandise
Promote your club with branded merchandise such as pens, keyrings, bottle openers and clothing. Some merchandise is suited to give away to prospective members, while other merchandise can be used for fundraising, executive/committee
uniforms, or as a pack to give to new members who sign up to your club. Contact the Media Team (see ‘Promotions’ section) for recommendations on reputable providers and design assistance.

**Outdoor games/sporting equipment**
If your club holds social gatherings, outdoor games (such as Bocce, Quoits, Kubb, etc.) and sporting equipment (Beach cricket sets, Frisbees, soccer balls, etc.) can be a great way to encourage your club members to interact with one another for minimal cost.

**Serving utensils and dishes**
If your club runs a bake sale fundraisers, BBQs or cooks a lot of food for its members, having some club owned serving equipment could be useful for future functions.

**Preparing for O’Week**
O’Week is without a doubt the best opportunity for members to approach both new and existing students and get them involved in your club. Your success at O’Week will often predict the club’s success throughout the year. To give your club the best chance of a great year with a large and engaged membership, consider the below when preparing for O’Week. O’Week in 2016 will be held on 22nd-26th of February, and clubs will be able to book a stall from the 22nd to 25th.

**Organise a roster**
It’s important to make sure your stall isn’t empty, so before you book your stall, create a roster for O’Week! An easy way to do this is to send a Doodle Poll to your executive, committee and club members (optional) with scheduled shifts across the week. Your members can then select the shifts they are able to fill. The poll can then be exported to Excel to convert into a roster when all shifts have been filled.
Book your O’Week Stall

Now that you have a roster, you should now know the days your club can attend O’Week, so it’s time to book your stall! If you’ve got a surplus of volunteers, also consider applying for a Roaming Permit, allowing your volunteers to roam the event and hand out flyers promoting your club (and its first event!).

Booking a stall or applying for a roaming permit is incredibly easy. Simply fill out the form located here by the 10th of January 2016: http://fusa.edu.au/oweek2016stalls/

Create a Membership Form

O’Week is your opportunity to sign up large numbers of new members, so being prepared will ensure you get as many as possible. Affiliated clubs with FUSA need to record the following details at minimum:

- Full Name
- Email address
- Student Number (if applicable)

We encourage you to use a digital form that can be completed via laptop at the stall. This is so you’re not stuck manually entering hundreds of paper applications into your membership database! You can create your own forms in services such as Google Forms, or alternatively you can simply use FUSA’s Join a Club Form – just email the Clubs and Events Officer if you don’t see your club listed in the form. Applications via the Join a Club form are emailed to your specified club email address immediately, and FUSA will email you a copy of your membership list after O’Week.

However, we strongly recommend you have a paper-based form for new members available at your stall as a back-up, just in case your laptop goes flat! A template for a paper-based membership form can be found HERE.

Organise signage
To capture the attention of many students as possible FUSA recommends that your signage is distributed around the university on the Friday or weekend before O’Week. This ensures that your signage isn’t torn down or damaged, and is seen by the thousands of new students arriving on the Monday of O’Week.

**Things to consider for your O’Week Stall**

When considering how your stall will look, you should consider what your potential members will look for. A generic stall with club name and member list is unlikely to grab attention, so consider the questions below to ensure you are prepared:

- Does the stall outline the activities and events your club runs throughout the year?
- Is your stall visually appealing with prominent signage, decorations, etc.?
- Is your logo prominently displayed?
- How can you make your stall interactive to engage prospective members?
- Are the people running your stall both friendly and engaging, or will they appear distracted and uninterested?
- Can students sign up as new members at the stall?
- Is your sign-up process easy to complete? Does it allow you to keep up to date records of your members without large amounts of data entry?

**Preparing for Week 1 and beyond**

The success of your club in 2016 will largely depend on the first impressions you make. Are you a friendly club? Are you active? Are your events interesting and engaging? When your members sign up at O’Week, it is important to engage them quickly to ensure they participate in future activities. That requires planning, so be sure to prepare for the new academic year so your club is ready to capture the interest of your members!
Contact your Members

It is crucial that you contact your new and existing members quickly after O’Week so they don’t forget about your club!

- Welcome the new members to the club and welcome existing members back
- Advise members of your primary contact (i.e; Club Email Address, contact through Facebook page, etc.)
- Advise members of relevant social media, discussion forum or other methods of contact
- Inform your members of the first event of the year, and how to register or RSVP if required.

First event of the year

Your first event of the year should ideally be organised and ready to be held within the first two weeks of the academic year. While your existing members should feel welcome, this event should focus on making your new members feel welcome in the club. Consider the below when designing your first event:

Who will welcome the new members when they arrive?
Remember that these members probably don’t know many (if any) of your current members, and may not feel like they’re supposed to be there initially.

How will you encourage interaction?
Will the event encourage members to meet with one another? A good example would be a Quiz Night, as members must work together to get the best result. A poor example would be a movie night, where members watch the movie rather than interacting.

How will you encourage new members to meet old members?
If new members aren’t making friends, they’re unlikely to come back. How would you encourage them to meet your current members?
Consider the Quiz Night example: Allowing guests to select their own tables would almost certainly end in the event being separated into existing friendship groups. Random allocation on the other hand, would help to ensure new members are paired with old members.

**Engaging your Membership throughout the year**

Consistency in both communication and activities is the key to ensuring members remain active in your club. Communication is important to make sure your members don’t forget you; however if your club does not run activities; members will not see the value in remaining a member. Be sure to address the below.

- Create a schedule of events with dates throughout the year and get this to members as soon as possible, ideally when you contact your new members in the first week (if not earlier!).
- Try to run activities at least once a fortnight. These do not have to be large, however give your members the opportunity to socialise.
- Interesting events or larger activities should be held at least once every six weeks. This gives your existing members something to look forward to, and can be used as a drawcard to encourage new members to join the club.

**FUSA WISHES YOUR CLUB THE BEST OF LUCK IN 2016!**