

## **Guidelines for member based initiatives:-**

Following discussion at the 13 March 2018 Board meeting, the Board provides the following guidelines to all members:-

- 1) We are very pleased for any group of members to take the initiative to assist in the social and fundraising aspects of the club. In recent years this has not been a strength of this great swimming club and the Board is hopeful that this important aspect of a dynamic and positive club can return with such assistance and enthusiasm.
- 2) The Board is happy for any members to present themselves as representing MVC to the broader community – because as members, by definition, you do!
- 3) The Board is keen to provide clarity to members about seeking sponsors and fundraising and as such, MVC encourages members to assist with seeking external financial support of the Club. This can take the form of organising fundraising and sponsorship or donations to the Club.
- 4) The Board will issue an update to the Club's fundraising policies in this regard. However, the guiding principles are:
  - a) That members are entitled to represent themselves as members of the Club and seek indicative support from smaller to medium businesses from within their own networks.
  - b) The Club, via the Board, needs to be advised prior and give approval for any level of sponsorship.
  - c) In approving such sponsorship arrangements the Club is simply seeking to protect the Melbourne Vicentre brand and avoid any conflicts with existing supporters of the club, Swimming Victoria or Swimming Australia.
  - d) If a sponsorship opportunity exists with a larger enterprise, the Club via an approved delegate should be directly involved in the negotiation and dialogue.
  - e) No member, unless approved prior, should make unsolicited approaches to potential supporters.
  - f) Any financial support for the Club must be invoiced by the Club and any agreed costs should be paid by the Club.
  - g) As this approach applies to all Club fundraising activities, it is important to please keep the Club informed of fundraising initiatives. Approval for such initiatives will never be unreasonably withheld, it is simply a courtesy mechanism so conflicts can be avoided and financial responsibility of any associated costs can be approved to be paid by the Club. Accordingly, all gross sums of money raised in the Club's name must be received by the Club.
  - h) The Club's official communication tools are the website (as the database and original source of information), Team App (as the official communication message service, often with links back to source material on the website like a newsletter) and official Club social media accounts (principally Facebook and Instagram) to communicate immediate news, events etc. Coaches will also distribute their own squad communications at least fortnightly.
  - i) All matters relevant to members will be communicated on these official channels. However, the Board has no issue with members choosing to utilise additional social media accounts to promote social initiatives and dialogue amongst members. The

Board's only requirement is that these sub-groups are inclusive to all members and don't become a 'club within a club'. For example "The friends of MVC' Facebook page is open to any MVC member to participate. The Club will continue to monitor social media posts and ensure that any matters relevant to the whole club will be reposted to the Club's main social media accounts to ensure that all will see it. It should also be self-evident, that all social media activity by members should comply with the Club's social media policy. (link)

- j) The Board encourages all members to participate in Club activity opportunities available. This may include formal club functions or less formal 'Friend of MVC' organised drinks, BBQs etc. Even a walk around the lake whilst our young swimmers are training is a great activity to undertake. The Board welcomes and encourages all members to propose ideas for potential activities.
- k) The Board is hopeful that an active social media profile will facilitate an engaged and growing membership. We are keen that all members see themselves as roving reporters and let us know of matters that would be of interest to our followers on social media. Please..... send to information to [communications@vicentre.org.au](mailto:communications@vicentre.org.au)

Finally, the Board requests that all members double check their own activity and behaviours within the club to ensure it is always perceived as inclusive, supportive of our swimmers and reflective of our motto.."to build champions in life though swimming".