

# Waikato Institute for Leisure & Sport Studies Alumni Newsletter

## Welcome to the Summer Edition

Kia ora koutou

Hello and welcome to the summer edition of the Wilss Alumni Newsletter. I thought this would be a good opportunity to introduce myself to you all, I am Katie Horne, the new Sport Programmes Manager.

I have been in the role for just on four months now and I am enjoying meeting so many new faces. I have joined Wilss after three years of working in the Netball Community as a Coach Developer.

Completing my Bachelor's degree in sport and leisure, working in the sport industry was always my passion. I have had a variety of roles on committees and for the past four years I have focused on coaching.

Recently I sat in on a RISK in Not-For-Profit workshop hosted here at Wilss. Delivered by Andrew Sloman, partner in Auckland BDO, was a great evening with some interesting incites to the Not-For-Profit sector and the RISK consequences.

An example he used was the loss of a major funding pool or sponsor - what are you going to do? How will it affect your organisation? What is the risk of losing your reputation?

Luckily, in this issue we have some great articles covering funding ideas, what it means to be a member along with the contribution to non-profit organisations and more.

Nga mihi nui

Katie Horne

*Sport Programmes Manager*

### Inside this issue:

**PAGE 2**  
New Challenges

**PAGE 3**  
Covering Risk

**PAGE 4**  
Graduate Story -  
Lead The Way

**PAGE 5**  
30 Minute Fundraising

**PAGE 6 - 7**  
Making Money with  
Membership

**PAGE 8**  
Not-for-profit statistics

**PAGE 9**  
Amazing Race

**PAGE 10**  
WAYA  
Information & Links

## WILSS - New Programmes are on the Horizon

The Waikato Institute for Leisure and Sports Studies (WILSS) has been involved in education for 27 years, offering a range of programmes designed to enhance people's personal development and to provide opportunities in leadership and volunteering activities.

It is exciting times here at WILSS as we finally launch three NEW Certificates - New Zealand Certificate in Sport Coaching (Level 5),

New Zealand Certificate in Sport and Recreation (Community Development) (Level 5) and New Zealand Certificate in Business (First Line Management) (Level 4).

All new material and content for the Coaching and Community Development are being developed as you read this edition right now, ensuring our coaches and administrators are getting the most relevant and up to date information and knowledge

to take back and put in to practice for their sports teams, clubs or athletes.

To find out more about our new Level 4 Business programme check the details on page 4.

Katie Horne

*Sport Programmes Manager*

*You are never too old  
to start something new  
or to challenge yourself*  
- Trevarr McCarthy



*Education is the  
mother of leadership.*  
- Wendell Willkie

## **Trevarr McCarthy - National Certificate in Sport Coaching - Student 2015/16**

It had been a looooooong time since I had attempted any real amount of study, or work related education. Back when I was still at school lessons involved boring and dull teachers writing on a blackboard with chalk, images were projected using an OHP, text books were thicker than an average house brick and weighed more. Computers were a new intrusion to school life but only if you actually took computer studies, otherwise you wrote everything out by hand leaving yourself very susceptible to a dented groove on the inside of your middle finger. Twink was a constant companion helping to cover up the volumes of mistakes you made while writing, and when it came to attendance.....let's just say school wasn't for me.

Fast forward nearly 30 years later and blackboards have been replaced by whiteboards and relegated to play things for children, whiteboard markers have replaced chalk, the OHP has been replaced by the projector which is capable of showing static and moving images (when the technology works) complete with sound!!!! Text books are now called reference books or materials, and in some cases are actually no more than 5 A4 pages thick, and what was once a rarity, the computer, is now in pretty much every home providing access to a world of information and knowledge, replacing text books altogether (thank you [www.google.com](http://www.google.com)), and the keyboard, with backspace and delete keys, has replaced not only the pen or pencil, but also Twink (otherwise known as

correction tape for any fellow students who are still confused after all our conversations and use of it while taking notes during lectures).

I personally found all the tutors we had during this course were friendly, fun loving and approachable people and nothing like I remember teachers being like during my school years. I thoroughly enjoyed my time on this course to the point that I even attended a class I had been RCC'd for. Attendance issues sorted – albeit nearly 30 years late.

Overall I found the companionship and comradery of my class mates very enjoyable and their friendly good natured banter was very entertaining. The support they provided to me and each other for completion of assignments, and outside coaching concerns, was very valuable and beneficial. So too was the massive amounts of support from WILSS staff.

On a personal level getting back into study, and balancing that with my work commitments and family life, has been an education in itself. But I am pleased to say that I have made it through unscathed. A little tired at times, but unscathed. OK, quite tired at times but it has been worth it. Even, if I didn't get to bed until after midnight on a lot of occasions. Having gone through the last year or so to complete this course though, I have found a previously non-existent

interest and passion for learning and increasing my skill base – especially as a coach.

Having a passion for coaching and having found myself capable of actually achieving and succeeding in study, I have been inspired to take the next step. Next year I will be starting a Bachelor in Sport Coaching via distance learning through Canterbury University, while continuing to work part time.

Big thanks to WILSS for providing me the opportunity and inspiring me to take that next step. You are never too old to start something new or to challenge yourself.

I know that the academic, or even theory, side of things, when it comes to coaching, is not for everyone, and definitely not for some coaches. I admire each and every one of my fellow students for their commitment, dedication and time they have put into their own growth and development as coaches, and I am sure that they will all take something away with them from this course that will help them be better coaches, and help them to inspire and help their athletes with their own growth and development as well. Personally I have become better with my planning and implementation of coaching sessions, as well as more aware of my athletes' individual needs and how best to meet these while meeting the needs of their team.

# Is Your Risk Covered?

## Reducing Risk for Not-For-Profits Understand exactly what your risks are

A 2016 survey showed that around 30% of respondents have a Risk management framework in place – which means 70% don't. Having this in place is essential because without it, organisations may not understand the full breadth of fraud risks they are facing.

The starting point for any risk management is an understanding of your organisations risk profile, as this will drive the controls you need to have in place.

It is important to review this regularly – for example, any discussion of new revenue opportunities should be accompanied by a review of the potential fraud risks that come with it.

### Risks/challenges can include:

- The impact of fraud on Not-For-Profits can be enormous.
- Fraud risk management is becoming increasingly important.
- Under resourcing of administrative functions.
- Outsource fundraising to third party organisations.
- Online portals for credit card donations.

#### Andrew Sloman:

Andrew is a partner in BDO'S (Binder Dijker Otte) Auckland Office and specialises in helping organisations understand and manage their risks.

*"Risk management is about people and processes and not about models and technology."*

- Trevor Levine



*"Risk is like fire: If controlled it will help you; if uncontrolled it will rise up and destroy you."*

- Theodore Roosevelt



*Leadership is  
unlocking people's  
potential to become  
better.*

*- Bill Bradley*



*"If you can dream  
it, you can  
achieve it."*

*- Zig Ziglar*

## **Ella Scheepers - Lead The Way Graduate 2013**

In October 2012, I started the National Certificate in Business – First Line Management (Level 4), on the recommendation of my Chairperson.

I was promoted to the role of Manager earlier that year and could use all the help I could get. Community Waikato gave me a scholarship so I had no excuse for not doing this course. I started my class on a Sunday with a room full of strangers with the first module aptly named the Leadership Challenge. It was a challenge just to show up.

Classes become easier as we got to know each other until we did our Communication Development Plan and I realised that I am not good at this.

I could blame it on me being from a different culture (South African), but let's face it; I have been in NZ for quite a number of years to know better. We did two different tasks and I failed miserably. I don't answer questions and totally sabotage any communication.

Well, that is why I enrolled to see what I am bad at and how to fix it.

I learned more about building high performance teams and developing people and after I learned how to communicate properly, this turned out to be a great course. Leading and managing change was one of the modules and not a day too soon, since I needed it then and again now with us making changes

in the organisation. I learned how to work smarter not harder and I am sure the people who are working with me appreciated this course nearly as much as I did.

Sharon Woodings, Director of Blue Mercury never had a student like me before, but she is quite capable of handling any situation to end in a win-win result. I appreciate the support from Nola Dicks-Johnston who had to read all my assignments, helped when answers were wrong or not sufficient information and never gave up. I truly recommend this course to anyone who wants to learn in a friendly environment without judgement. This is a course that is truly applicable to your every day job.

## **Leadership Qualification - Registrations now open for 2017 Programme**

### **New Zealand Certificate in Business (First Line Management) (Level 4).**

WILSS offers up a specially designed practical programme for current and potential leaders within the community and volunteer organisations. This is an opportunity for people to work/volunteer whilst they are gaining a nationally recognised qualification.

The 'Lead the Way' programme focuses on issues around leading, managing, communicating and building teams to meet organisational goals. For people wanting to develop and build upon their current leadership experience within a workplace and/or club/association, it is recommended that you look at this programme. It balances theory with doing and takes a realistic approach to lead teams whilst developing self.

### **Want to Know More?**

For further information about the programme, please contact:

Sharon Woodings, Programme Co-ordinator

Phone: 03 389 2661 / 027-248-5170

Email: [wilss@wilss.ac.nz](mailto:wilss@wilss.ac.nz)

Website: [www.wilss.ac.nz](http://www.wilss.ac.nz)

Scholarships available to cover the full fee. For more details contact: [katie@wilss.ac.nz](mailto:katie@wilss.ac.nz)

## 30 Minute Fundraising - Kerri Tilby-Price

Fundraising can often feel like an overwhelming never-ending task, especially for small organisations with limited resources to invest in the fundraising process. Thankfully, successful fundraising does not rely on just one thing, but rather a whole heap of little things, all done extremely well. Check out these 30 minute actions that will help you bring in more funds, more often

**Create a thankyou Box** - Create a thankyou box full of cards and client stories that you can instantly use when a gift is received. Thank you notes should be sent within 48 hours of receiving a donation, so having everything on hand is an important part of the process.

**Update your website** - Set aside 30minutes every week to go through your website page by page and make sure everything is up to date and relevant.

**Use your email signature** – add a brief message about a project you are working on and include a link through to your fundraising page.

**Become a regular giver yourself** – if you are responsible for fundraising in your organisation, you must be committed to making regular donations to your cause. This will give you and insight into what it feels like to be a donor. The size of the gift is irrelevant – it is the commitment to giving that counts.

**Add a wish-list to your newsletter** – make sure you include a wish0list in every newsletter and list items both big and small that you are looking to purchase. You never know what type o products or services people have access to unless you ask.

**Visit your programme in action** – take time out every week to attend programmes, pitch in with special projects and talk to clients, staff and volunteers. This not only ensures you are well informed when talking to potential supporters; it helps keep you motivated and excited about the cause as well.

**Ask donors to spread the word** – take time to actively encourage your donors to talk to their friends about your organisation and why they chose to give. They are raising awareness of the work you do and provide a valuable third-party endorsement.

**Invite people to visit your organisation** – where possible; invite major donors out one at a time so that you can give them your undivided attention. Your donor should leave with fresh insights about what your organisation does and most importantly, they should leave feeling like they are a treasured part of the team.

**Develop your case for support** – people make donations for all sorts of reasons, but for the most part it is because they consider the work of your organisation to be important.

“Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.”

- Albert Zweiter



### In a nutshell, if you want more donors, you need more people to:

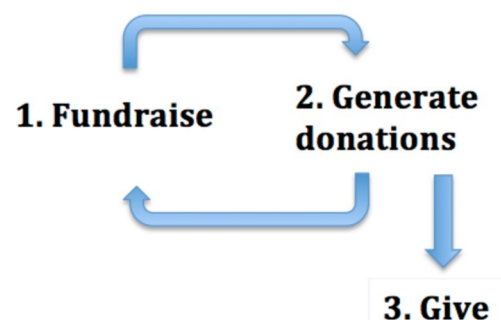
- Know that the problem or challenge exists
- Agree that the problem or challenge needs addressing now

Believe that the way in which your organisation addresses the problem is effective and meaningful.

There are lots of ways you can discuss or raise awareness of these points with potential donors, but before you do, you need to get clear about them yourself.

What is the problem or challenge your organisation is addressing? Why is it important that his problem is addressed now? How can you prove that the way your organisation is addressing the problem actually works? That's your 'Case for Support'.

- **Gather stories**
- **Give to other organisations**
- **Create a thank you screen for online donations**
- **Write a press release**





*'You don't lead by pointing and telling people some place to go. You lead by going to that place and making a case.*

*- Ken Kesey*

## **Making Money with Membership: Is Your Membership working for You?**

If you use Membership as a way to generate funds, there are six things you need to consider in order to make the most of it.

### **1. What benefits are there to becoming a Member?**

Before you complain about how difficult it is to attract members, ask yourself why anyone would want to join in the first place. Membership is not a donation; membership is the 'act of belonging' and there needs to be a reason for people to want to belong.

There needs to be some tangible benefits for the person who signs up. If there are no benefits other than a thank-you and a newsletter, you are essentially asking for a donation – and you're doing it in a very ineffective way.

Some tangible benefits you might want to offer members include:

- The opportunity to participate in your organisations core activities or services.
- Members-only rates for additional products or services offered by your organisation.
- Discounts at relevant stores and businesses.
- Pre-sale tickets to fundraising events and activities.
- Special extras at events e.g. Premium Seating
- Invitations to member-only events.
- A free product relevant to your cause e.g. Breast Checking Kit
- Promotional products e.g, Branded T-Shirts, Bumper Stickers, Key Rings.
- Access to a special area of your website.
- Information about related issues.

### **2. How much will you charge?**

When deciding on a membership fee it's important that you carefully consider the value of what you are offering members and take into account how much it will cost you to administer the Membership Programme. Given that membership is a fundraising tool, any fee you charge needs to actually make you money.

### **3. How will you make it easy for people to pay?**

If your membership fees are considerable, consider offering various payment options such as monthly, quarterly or six-monthly instalments. Allowing members to pay their fee in instalments will dramatically increase your chances of a good membership base, plus it will give you steady cash-flow throughout the year.

Ease of payment is also about making it easy to pay in a physical sense. Cheque books are largely a thing of the past, so make sure there are other payment methods available on your membership form, especially if your membership form is online. Include your bank account details so people can easily set up an automatic payment or use third party websites such as [www.paypal.co.nz](http://www.paypal.co.nz) or [www.givealittle.co.nz](http://www.givealittle.co.nz) to receive membership fees via a credit card.

#### 4. How will the Membership programme be administered?

Any sort of membership programme needs to be well administered so you can keep track of who's who and what's what. While it is possible to manage the club using basic Microsoft programmes like Excel, if you are serious about growing the membership its worth using a more specialised database system.

A simple google search will help you find a range of database options, but I recommend using one that is specifically designed for non-profits.

#### 5. How will you encourage members to deepen their support?

Some ways you can encourage members to deepen their support include:

- Sharing success stories. How is your organisation making a difference to your members, clients and service users?
- Sharing wish-lists of equipment or resources you would like for your organisation. Members may have access to items you would otherwise have to pay for.
- Making specific requests for volunteers. Don't just wait for members to respond to a mass call for help, instead shoulder-tap individuals based on their skills and interests.

Ask for an extra donation at the time of renewing their membership. Include three check boxes with specific amounts on your membership form and provide details of what difference those donations could make to your organisation and the people you serve.

#### 6. How will you increase your membership numbers?

Develop a strong marketing campaign that lets people know why they should join your programme and make sure it is easy to join when the decision is made. While an annual membership drive can be useful, you should also consider ways to encourage membership sign-ups throughout the year.

Your current members are your strongest advocates, so encourage them to invite their friends and family to belong. You may even want to consider incentives for attracting new members.

Megan Thorn [www.exault.co.nz](http://www.exault.co.nz)

#### Things to consider when looking for major donations

If you want to create a family of major donors for your organisation, you need to be intentional in your efforts and actually have a plan for generating that level of support. It's not enough to simply 'do good things' and hope someone will notice; you need to give people a reason to get involved and then you need to invite them to do so. In developing a plan to attract some major donors to your cause, make sure you keep the following things in mind.

- What someone owns is different to what someone earns.
- People look after those close to them first.
- Major donors are careful investors.
- People respond to crises.
- There is no one-person-fits- all approach.
- Before you ask for money, ask for an opinion.
- It's all about relationships.

*A person who feels  
appreciated will  
always do more than  
what is expected.  
- Author Unknown*

*Lead and inspire people.  
Don't try to manage and  
manipulate people.  
Inventories can be  
managed but people  
must be lead.  
- Ross Perot*

*Define success on  
your own terms,  
achieve it by your  
own rules, and build a  
life you're proud to  
live.  
- Anne Sweeney*



# The contribution of non-profit institutions in New Zealand

## Number of non-profits



Activity group	2004	2013
Culture & recreation	43,220	50,380
– Culture and arts	5,020	6,090
– Sports	14,910	17,990
– Other	23,405	26,300
Social services	11,280	14,810
Development & housing	7,580	9,680
Religion	9,890	9,440
Education & research	7,400	7,960
Other activity groups	17,630	21,840
<b>Total</b>	<b>97,000</b>	<b>114,110</b>

### Number of institutions



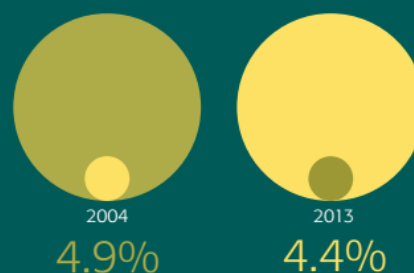
## Economic contribution



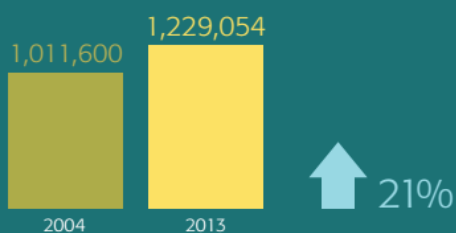
\$(billion)	2004	2013
Contribution to GDP	\$3.6b	\$5.9b
Volunteer labour contribution to GDP	\$3.3b	\$3.5b
<b>Total contribution to GDP</b>	<b>\$6.9b</b>	<b>\$9.4b</b>

GDP represents NZ's income earned from production in NZ

### Total contribution to GDP



## Number of volunteers



## Number of paid staff



## Volunteer hours worked



Published June 2016

Creative Commons Attribution 4.0 International

New Zealand Government

Non-profit Institutions Satellite Account: 2013

Visit our website for more information

[www.stats.govt.nz](http://www.stats.govt.nz)

**Statistics**  
New Zealand  
TATAURANGA AOTEAROA



## The Amazing Race 2016 - Ashleigh Sage Years 5 & 6; 7 & 8

Months of collaboration and hard work from the Sacred Heart Girls College students and myself show cased on Wednesday 26th October for the 2016 Amazing Race.

Sacred Heart Girls College Year 13 physical education students were tasked with developing the leadership activities for this year's race.

Every year the race participant numbers have grown. This year we had 472 primary and intermediate school students from around the Waikato.

Throughout the race the rain showers did not deter the 59 teams from giving it their all at every pit-stop activity.

This year's activities included: a quick fire round of activities on the Rhododendron Lawn, using recycled milk bottles to make bird feeders in the Sustainable Garden, an obstacle course on Turtle Lake Lawn and orienteering their way through the Hamilton Gardens.

Congratulations to the Newstead Ninjas for winning the Yr 5 & 6 category. TTM Toa took second place and the Knighton Ninja's came in third.

The Te Rapa Trojans claimed first place in the Yr 7 & 8 category. Pirongia Two took second place and Puketaha Collaborators came third.

We were very lucky to have the help of volunteers to help run the pit-stop stations. A huge thank you to the Year 13 students from Sacred Heart, Year 10 sports development class from Hillcrest High School, Year 10 PE class from Sacred Heart Girls College, Team Energize and the KiwiSport Officers. Without their help we would not have had such a successful day.

A huge thank you for all of your hard work and creative ideas put forward for this event to be a success.

*True leadership lies in guiding others to success. In ensuring that everyone is performing at their best, doing the work they are pledged to do and doing it well.*

*- Bill Owens*



**Ashleigh Sage**

KiwiSport Leadership Development Officer

Ph: 027 508 5508, ashleigh@wilss.ac.nz

Website: www.wilss.ac.nz



*Leaders aren't born,  
they are made. And  
they are made just  
like anything else,  
through hard work.  
And that's the price  
we'll pay to achieve  
that goal, or any  
goal.*

- Vince Lombardi

*"Your attitude,  
not your aptitude,  
will determine  
your altitude."*

- Zig Ziglar

## Waikato Academy for Young Achievers - Graduate Success Stories for 2016

The Waikato Academy of Young Achievers (WAYA) is heading into its 22nd year, providing support in development and the overall well-being of our young up and coming athletes of the future.

Past WAYA athlete, **Courtney Elliott** was recently named Netball New Zealand's Secondary School Player of the year. This is a fantastic achievement for Courtney and we wish her all the best with her netball pathway.



To read more check out; <http://www.netballnz.co.nz/news/detail/elliott-named-2016-nzss-player-of-the-year> .

Swimmer, **Callum Fulton**, from Whanagamata Area School, who attended our Thames based sessions for 2016, was so inspired and enthusiastic after his sessions, he increased his training effort and was successful at the North Island Area School Swimming Champs hosted in Rotorua, reaching his goal of swimming a national time and qualifying for Nationals in the 1500m Freestyle event.

### WAYA - 2017

Applications will be open early next year, so start thinking of who you could nominate as a potential athlete of the future.

WAYA will be held in Hamilton, Thames and Rotorua.

## Risk Management - Information and Links

How to Manage Risk:

<https://knowhownonprofit.org/how-to/how-to-complete-a-risk-assessment>

The Challenges of Nonprofit Risk Management:

<http://www.rmmagazine.com/2013/08/01/the-challenges-of-nonprofit-risk-management/>

Fundraising Directory NZ: <http://www.fundraisingdirectory.co.nz/>

Attract and Retain your Members:

<http://sportscommunity.com.au/resources/strategies-clubs-can-use-to-attract-and-retain-members/>