

DEVELOPING RELATIONSHIPS WITH GOVERNMENT



DEVELOPING RELATIONSHIPS WITH GOVERNMENT

Federal, State or Local Government

There are three tiers of government in Australia – Federal, State and Local.

The most important relationship for tennis clubs will most often be with Local Government through their Council.

It is important to be mindful of opportunities to engage with State and Federal Government too, particularly with Members of Parliament (MPs).

Government at all levels manage competing demands for attention and resources, including demands from other sports and community organisations for funding through grant programs, and for the use of community facilities. A positive working relationship with Government will help you promote the growth and success of your club.

Handy hints to help your club work effectively with Government

- **Identify the relationships you need to foster** – get to know the elected members and staff who manage your facility.
- **Involve Government in your club** – invite them to events and functions and offer the representative a chance to speak.
- **Align your priorities with Government priorities** where possible – common ground is the best platform for a strong relationship!
- **Nominate a club representative to manage the relationship with Council** and other levels of Government.
- **Demonstrate appreciation for the facilities, services and support** provided by Government. Include a thank you in your next newsletter.
- **Be realistic.** Understand the government manages a range of relationships and focus on what is achievable for both parties.
- **Communicate with Council** to ensure they are informed about your club, its activities and needs.
- **Approach complaints and problems with solution suggestions.** Understand the issues facing the Government and **identify where you can work together for mutual benefit.**
- **Raise your profile within the local community.** A good reputation will increase your standing with Government.

Developing a Local Government Strategy

Developing a strategy will help manage and foster a strong relationship with your Local Council.

A Local Government Strategy should include the following (please note this is a guide and can be altered accordingly):

- How to recognise and publically acknowledge Council's support as a major sponsor.
- Appoint a club liaison person/s who is primarily responsible for communicating with Council.
- Get to know the Councilors including the Mayor, Council Senior Officer, Sport and Recreation Officers and Maintenance staff.
- Assist and participate in some Council recreation programs and festivals and attend Council sponsored training, education and forums.
- Invite Councilors to special club functions, and provide them with the opportunity to present awards.

How can Tennis Victoria help?

Tennis Victoria's Places to Play team and Club Development Officers can provide guidance and assist with enquiries to Local and State government.

Find your Places to Play team and Club Development Officer at tennis.com.au/vic/about/staff.

