



Success Stories: See How Other Clubs Have Done It

Networking with other groups, sharing ideas and brainstorming is a great way to come up with successful ways to engage older people in sport and physical activity. The following ideas were raised and shared during consultations and discussions with sports clubs, leisure centres and fitness organisations across Macedon Ranges Shire, City of Greater Shepparton and City of Darebin. If you have other ideas and examples please share them or contact us COTA Victoria 1300 13 50 90.

Macedon Croquet Club

This club is already challenging other clubs to come out and play croquet. They have sent one challenge out through the local newspaper to the local 'Over 60's Cricket Club'.

Sunbury and Macedon Ranges Over 60's Cricket Club

This cricket club achieved a photo and article in the local paper which promoted their membership drive. The article was titled 'Bowl up, Seniors'. The club also has an 80 year old who has a pacemaker who returned to cricket last year and is inspiring.

"Tatstudio" Fitness Centre Tatura

A group of local residents at Tatura agreed that they needed a central point to collect and share information. They also needed a driver to lead the promotion of sport and physical activities in the town. The seed has now been sown and they are approaching people and groups around the town to start the ball rolling!!

Mooroopna Cricket Club

The cricket club has started a 'Past Players and Supporters' group to meet socially on Thursday nights and Saturday afternoons. The group fundraises and now has a set of lights so they can play at night which benefits the whole club. They were able to fund the installation of lights so they could experience playing under lights. They also have a newsletter that is sent all over Australia to keep past players informed.



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Northcote City Soccer Club

The soccer club has 200 juniors and they realized that meant possibly 400 grandparents who could join in the club's events or support their programs. They are now thinking of a social walking group for older people.

Shepparton Croquet Club

The croquet club tried to engage new players by offering child care but were discouraged by the regulations required including the need for police checks on their members. When discussing this with other groups they explained that they did not need to pay for the 'working with children' check if the people were volunteers.

Preston Reservoir Bowling Club

This club on hearing about the Northcote City Soccer Club's idea of engaging grandparents, offered a bowling program for them.

The club will be holding a special exhibition day to promote their new bowling aid called 'a bowlers arm' but were not sure how to promote it. The club will be supported by the Darebin City Council 'Inclusion' Officer to promote the event. Local network and contacts are important.

Reservoir Leisure Centre and East Reservoir Seniors Citizens Club

After bringing the leaders of the two clubs together, it was agreed that the Leisure Centre people would visit the Seniors' Club and provide exercise programs for their members. Even though the venues are next to each other this was the first time they had got together.