# APPENDIX 1 – NEW CLUB DEVELOPMENT PLAN

**Please submit this form to the VIEW National Office for authorisation before any development plans for a new club are actioned.**

### Part 1: Proposed New Club

Where proposed club(s) would operate:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| State | Click to enter text. | | Suburb | Click to enter text. | | VIEW Area/Zone | Click to enter text. |
| National Councillor | | Click to enter text. | | | Zone Councillor | Click to enter text. | |

Localities/ Regions from which members would be drawn from.

|  |  |
| --- | --- |
| Click to enter text. | Click to enter text. |
| Click to enter text. | Click to enter text. |
| Click to enter text. | Click to enter text. |

Reason for proposed VIEW Club(s) in this location: eg. How would VIEW/ TSF benefit? Community benefit? Local women benefit?

|  |
| --- |
| Click to enter text. |

Are there any existing VIEW Clubs within the local area? Nearest VIEW Club(s)?

|  |
| --- |
| Click to enter text. |

Type of VIEW Club proposed eg. Breakfast, Luncheon, Dinner, Morning/Afternoon Tea, Other

|  |
| --- |
| Click to enter text. |

Target Age Range (please tick)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | <30 years |  | 30-55 years |  | 55 – 65 years |  | 65-75 years |  | General Mixed |

Target women (please tick)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | General |  | Student |  | Younger |  | Corporate |  | Multicultural |

### Part 2: Development Team and Supporters

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Team Leader Name: | | Click to enter text. | | | |
| Address | | Click to enter text. | | | |
| Phone | Click to enter text. | Mobile | Click to enter text. | Email | Click to enter text. |

Development Team Members:

|  |  |
| --- | --- |
| Click to enter text. | Click to enter text. |
| Click to enter text. | Click to enter text. |
| Click to enter text. | Click to enter text. |

Other support eg. TSF staff, VIEW members, local women

|  |  |
| --- | --- |
| Click to enter text. | Click to enter text. |
| Click to enter text. | Click to enter text. |

### Part 3 Environmental and Demographic Scan

*Relevant statistics can be obtained from the Australian Bureau of Statistics* [www.abs.gov.au](http://www.abs.gov.au) or the Local Government, Local Council website for the area.

Include Map of the local area indicating where members will be drawn from.

**Description of proposed town**: eg. urban, regional, rural, working, retired,

|  |
| --- |
| Click to enter text. |

**Venue options** (please include more than one)

|  |
| --- |
| Click to enter text. |

Population size of location (and surrounding feeder areas) Click to enter text.

Adult female population % Click to enter text.

Adult female age distribution %

|  |  |  |  |
| --- | --- | --- | --- |
| 18 – 29 yrs | Click to enter text.% | 60 – 69 years | Click to enter text.% |
| 30 – 39 years | Click to enter text.% | 70 – 79 years | Click to enter text.% |
| 40 – 49 years | Click to enter text.% | 80 years + | Click to enter text.% |
| 50 – 59 years | Click to enter text.% |  |  |

### Part 4 The Smith Family and/or *Learning for Life*

|  |  |  |
| --- | --- | --- |
| Does The Smith Family have an established presence in the area | | Yes  No |
| Or where is the nearest location The Smith Family has a presence? | Click to enter text. | |

Who are The Smith Family staff working in the local area?

|  |
| --- |
| Click to enter text. |

What *Learning for Life* programs are run in the local area?

|  |
| --- |
| Click to enter text. |

What other activities are funded or co-funded by The Smith Family in the local area? Or do TSF partnerships exist?

|  |
| --- |
| Click to enter text. |

### Part 5 Other Women’s Organisations

What other women’s organisations have a presence in the local area?

|  |  |
| --- | --- |
| Click to enter text. | Click to enter text. |
| Click to enter text. | Click to enter text. |
| Click to enter text. | Click to enter text. |

What day of the week and time do these organisations hold their meetings?

|  |
| --- |
| Click to enter text. |

Do these organisations have a large membership base? Would this impact on attracting members to VIEW?

|  |
| --- |
| Click to enter text. |

What networking opportunities could VIEW establish with these organisations? How would these relationships benefit VIEW or women in the local community?

|  |
| --- |
| Click to enter text. |

### Part 6 Public Relations

How do you propose to advertise the new Club and Interest Meetings?

|  |
| --- |
| Click to enter text. |

What local media sources are available? (free and/ or costed)

|  |
| --- |
| Click to enter text. |

Will a VIEW PR stall be held in local shopping centres or markets?

|  |
| --- |
| Click to enter text. |

### Part 7 Proposed Time Schedule

|  |  |  |
| --- | --- | --- |
| Development Team Planning Meeting(s) | Date(s) | Click to enter text. |
| Initial PR and media releases | Date(s | Click to enter text. |
| First Interest Meeting | Date | Click to enter text. |
| PR and media releases | Date(s) | Click to enter text. |
| Second Interest Meeting | Date | Click to enter text. |
| PR and media releases | Date(s) | Click to enter text. |
| Formation Meeting | Date | Click to enter text. |
| PR and media releases | Date(s) | Click to enter text. |
| Inaugural Function | Date(s) | Click to enter text. |

### Part 8 Estimated Budget

MUST be adhered to. Less is better!

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **New Club Development Plan Budget** | | | | | | | | | |
| Notes re accommodation:   * Homestay accommodation preferable * Any overnight accommodation must be approved by the National Manager | | | **Interest Meeting x3** | **Formation Meeting** | **Inaugural** | | **Subsequent Committee Meeting Attendance (up to 3)** | | **Totals** |
| Travel (Development Team ) x 4 members | | | $ Click to enter text. | $ Click to enter text. | $ Click to enter text. | | N/A | | $ Click to enter text. |
| Travel (National Executive x1) | | | N/A | N/A | $ Click to enter text. | | N/A | | $ Click to enter text. |
| Travel Zone Councillor | | | $ Click to enter text. | $ Click to enter text. | $ Click to enter text. | | N/A | | $ Click to enter text. |
| Travel National Councillor | | | $ Click to enter text. | $ Click to enter text. | $ Click to enter text. | | N/A | | $ Click to enter text. |
| **Travel Total** | | | | | | | | | **$** Click to enter text. |
| Catering Costs | | | $ Click to enter text. | $ Click to enter text. | N/A | | $ Click to enter text. | | $ Click to enter text. |
| Phone Calls (STD/ Local) | | | $ Click to enter text. | $ Click to enter text. | $ | | N/A | | $ Click to enter text. |
| Venue Hire | | | $ Click to enter text. | $ Click to enter text. | N/A | | $ Click to enter text. | | $ Click to enter text. |
| **Other Total** | | | | | | | | | **$** Click to enter text. |
| Club Start Up Cost (from National/Zone Councillor Account) | | | N/A | N/A | N/A | | $50.00 | | $50.00 |
| **GRAND TOTAL** | | | | | | | | | **$** Click to enter text. |
|  | | | | | | | | | |
| Requested by: | |  | | | | | | (Development Team Leader) | |
|  |  | | | | |  | | | |

Forward to National Manager at view@thesmithfamily.com.au for final approval