

Ways to recruit coaches and officials

- **Personal contact** – there is no doubting the power of the personal invitation. Seek out potential people from within the club who have the time and the interest in becoming involved. Generally, these might be parents of juniors or senior players who want to put back something into the club.
- **Word of mouth** – if the club looks after and supports its current crop of coaches and officials these people then become the best advertisement for the club. Use these people to speak to others in the club and the community and encourage them to talk about the positive aspects of their role whenever they get a chance.
- **Vocational placement** – for many Polytech, University students or senior school students studying in the fields of sport and recreation, fitness, sports science or physical education there is often a requirement to do work experience/vocational placements in their specialist field with a sporting organisation. This is a great opportunity to satisfy their educational needs and your club's needs by making contact with these institutions and offering their students the chance to do a placement.
- **Career aspirations** – it is now possible to pursue a career in the coaching and officiating fields. Young people in particular within your club may want to consider this.
- **Press/media advertising** – the local papers or community radio and television can be avenue for recruiting, particularly for people who are not necessarily linked to your club but who are looking to get involved in these opportunities. They may be people who are new to the district, who have recently retired as players, or who are looking for a fresh start with another club.
- **Local publicity** – as most coaches and officials come from within the local community it might be worth considering the strategic placement of posters around community facilities such as schools, community centres, recreation and swimming centres and transport hubs.
- **Club requirements of players** – the club may want to consider implementing a scheme whereby all senior players are rostered to take on an officiating or coaching role within the junior grades throughout the season (eg. every senior player must umpire at least one junior game each season). Remember to support and recognise these coaches and officials as they may have less motivation when the club places this requirement on its players.
- **Recent retirees** – the ever increasing numbers of baby boomers now retiring present another pool of potential volunteers. These may be grandparents of junior players or past players. The club needs to contact these people to seek out their interest.
- **Community agencies** - there are a number of agencies such as Service Groups (Rotary, Lions), unemployment agencies, church groups who may be worth contacting to see if they have people looking to get involved for the reasons previously highlighted above. As there are great social benefits from coaching and officiating this may have some appeal for people within this environment.

- **Your regional sporting organisation** - one of their roles is the development of their sport. They are worth contacting to see how they might be able to assist with any recruitment strategies. They may also have a database of contacts who might have registered their interest in coaching or officiating roles with the Association but who would be more suitable at club level.

- **Referral/recruitment agencies** – often have databases of people who have expressed interest in volunteering and some of these may be interested in coaching or officiating roles – contact Palmerston North Volunteer Centre or Sport Manawatu Volunteers database

Some good advice – Clubs need to work hard and be creative in the manner in which they recruit. It is not easy so don't sit back and think you will have new coaches and officials just rolling up. Your task is to go out and find them and then work hard to keep them.