

## MD 201 Club Building Service Initiative Member

### Background

The Club Building Service Initiative program was adopted at the Melbourne MD201 Convention by online vote. In the following terms:

“That this Multiple District Convention:

- (i) Adopts the Club Building Service Initiative Program and endorses the establishment by Council of the Club Building Service Initiative Program Committee.
- (ii) Directs the establishment of a Club Building Service Fund into which each District shall pay the sum of \$2.00 per annum for each Club in the District for a period of three years commencing on the 1st of July 2022. Such funds shall be paid from the Administration Account of each Club and shall be allocated to Club Building processes in towns that do not currently have a Lions Club.
- (iii) Invites each Lions Club to consider voluntary donations during the period of three years commencing on the 1st of July 2022 to the Club Building Service Fund for allocation to Club Building processes as abovementioned.
- (iv) Directs that the Club Building Service Initiative Program Committee be disbanded with effect on the 30th of June 2025 unless otherwise determined by a resolution of the Multiple District Convention.

The Club Building Service Initiative Program Committee (CBSIPC) report directly through Council as part of the Membership Committee report.

The period of the appointment is for 3 years.

### Responsibilities

- To participate as part of the SBSIPC to create and actively pursue opportunities to establish new clubs throughout the Multiple District.
- Research and investigate potential locations and opportunities for Lions Clubs and Club Branches.
- Report to Council regarding progress at each Council meeting.
- Market the Club Building Service Initiative Program to Lions Clubs to encourage voluntary donations.
- Report annually on progress to the Multiple District Convention.

### Duties

Through the Club Building Service Initiative Committee:

- i) identify towns and cities that need a Lions club.
- ii) Consult with the District Governor.

# Person Profile



- iii) identify a sponsor club.
- iv) research the history, culture, and issues in the town to identify relevant matters connected to Lions International Global causes.
- v) send out letters or other communication to groups to attend a formation workshop.
- vi) conduct the information workshop for prospective members including identifying the cause to be pursued.
- vii) monitor progress within the District and
- viii) alert the Multiple District GAT to the need for support and resources to improve the Club building strategy.

## Structure

The Committee is intended to operate independently of the GAT. This is philosophically and culturally important. The goal is to place responsibility for growth in the hands of every member, rather than “delegate” it to appointees. An independent Committee will be required to determine their strategy and to operate with some freedom from the constraints of Council but working in consultation with Districts.

The Committee should establish its own internal structure noting that the representation of 2 persons per District is intended to provide freedom and flexibility for those members to build clubs within their home District.

The Committee will, however report to Council and the Convention on progress through Council’s Membership Committee.

The Global Membership Team National Coordinator is available to assist as a resource person if needed.

### Finance and budget

The Committee will meet by teleconference and the Multiple District will provide access to a facility for this purpose.

Funding for the Committee will be provided through voluntary donations from Clubs and the Committee will need to market this opportunity to clubs. In addition, Districts will provide a mandatory annual contribution of \$2 per club as seed funding.

It should be noted that funding received through voluntary donations is intended to be used directly on club building activities identified in the duties above, rather than Committee expenses.

The National Treasurer is available to assist as a resource person with respect to financial matters.

## Additional Guidance

The Committee is established by Council in consequence of a direction by the Convention and for further guidance regard should be given to the original notice of motion that is attached to this Position Statement.

Revision No.	5.0	Relates to:	Human Resources
Revision Date	6/7/21	Applies to	Position Holder
Author	Rob Oerlemans	Authorised by	Executive Officer



# General Notices of Motion

## General Notices of Motion (GNM)

### GNM7 - Club Building Service Initiative Program

Submitted by: The Council of Governors.

Subject: Proposed adoption of the Club Building Service Initiative Program.

Motion: "That this Multiple District Convention:

- (v) Adopts the Club Building Service Initiative Program and endorses the establishment by Council of the Club Building Service Initiative Program Committee.
- (vi) Directs the establishment of a Club Building Service Fund into which each District shall pay the sum of \$2.00 per annum for each Club in the District for a period of three years commencing on the 1st July 2022. Such funds shall be paid from the Administration Account of each Club and shall be allocated to Club Building processes in towns that do not currently have a Lions Club.
- (vii) Invites each Lions Club to consider voluntary donations during the period of three years commencing on the 1st July 2022 to the Club Building Service Fund for allocation to Club Building processes as abovementioned.
- (viii) Directs that the Club Building Service Initiative Program Committee be disbanded with effect on the 30th June 2025 unless otherwise determined by a resolution of the Multiple District Convention.

#### Explanation:

1. Membership Growth is vital to our Association. To enable us to continue to serve the community in our 75th year and beyond, it is important we have the resources to be able to do that. Across Multiple District 201 membership has been in decline for the past 11 years and we need every member, every Club and every District to place a focus on membership growth so that we can continue to serve our community with the current projects and services we are renowned for, as well as our future endeavours.
2. If adopted, the Program will be conducted as follows:
  - (a). A Club Building Service Initiative Program Committee will be established to deliver the Program independently of Council and shall include two representatives from each District.
  - (b). The Committee will meet by teleconference as required and may meet at Convention in person, however, no reimbursement of travel and accommodation expenses will be allocated in the budget for that purpose.
  - (c). The Committee will be disbanded on the 30th June 2025 unless otherwise determined by the Convention.
3. The Program is intended to focus a national commitment to achieving a greater outcome for membership, leadership and service delivery for all Districts and Clubs and to re-establish membership growth as a responsibility of every Lion.
4. The intended Performance Indicator is as follows:

# General Notices of Motion

- (i). Annual Club growth will meet or exceed 20 Clubs per year.
- (ii). Annual Club loss will not exceed 5 Clubs per year.
5. There is a lack of enthusiasm and dedication to Club building at the grass roots level. Where there was previously pride in growing new Clubs, as a mature organisation, we have fallen into complacency. The established Club building rebate program is designed to provide some incentive to growth.
6. There is a concern that established Clubs may actively oppose the development of new Lions Clubs in neighbouring towns that may compete for membership recruitment and fundraising opportunities.
7. The key objective of the Committee is to develop an independent team of motivated and qualified Lions at the local level to build new Clubs.
8. It is proposed that the Committee be independent of the GAT. This is philosophically and culturally important. The goal is to place responsibility for growth in the hands of every member, rather than “delegate” it to appointees. An independent Committee will be required to determine their strategy and to operate with some freedom from the constraints of Council but working in consultation with Districts.
9. The role of the Committee is to:
  - (i). identify towns and cities that need a service club;
  - (ii). Consult with the District Governor;
  - (iii). identify a sponsor club;
  - (iv). research the history, culture, and issues in the town to identify relevant matters connected to Lions International Global causes;
  - (v). send out letters or other communication to groups to attend a formation workshop;
  - (vi). conduct the information workshop for prospective members including identifying the cause to be pursued;
  - (vii). monitor progress within the District and
  - (viii). alert the Multiple District GAT to the need for support and resources to improve the Club building strategy.

The Program is intended to ensure that the present decline in our presence and our service to the community will be arrested and to assure the future of our Association as the leading Service Club in Australia.

## Financial Implications:

The success of the Program can only be guaranteed if it is supported in a practical sense by our Members. For that reason, it is proposed that each District contributes a sum of \$2.00 for each Club within that District for a period of three years to resource the Committee. Each District will benefit by membership growth.

Clubs are invited to make voluntary donations. As Club building is an administrative activity, any such donations must be paid from the Administration Account.