

CLUBS & COMMUNITY AWARDS

Clubs & Community Awards (C&C 2019)

Health and Wellbeing



LBdkeGdQ

A Partnership of Inspiration

Entrant details

Position Name | Marketing Manager

Entry details

Club Name | The Epping Club

1. Provide an outline of your program/project that addresses each of the aspects noted to the right:

Whilst The Epping Club is passionate about providing an exceptional customer experience, we are equally deeply invested in the vast and meaningful impacts we make in the wider area. The Epping Club believes in not directly and indirectly contributing to community but creating it...

It was for this reason in July 2018 that The Epping Club embarked on their largest ever individual community program, a 12-month partnership with the Karonga School. This partnership was to be impactful, results-driven and valuable, making a genuine difference in both Club culture and most importantly the lives of severely disabled children.

About the beneficiary: Karonga School

Karonga is a local special needs school for children with severe intellectual disabilities. Many of the Karonga students have multiple, complex disabilities and challenging healthcare needs.

Karonga's commitment is to provide quality, individualised education in a positive and supportive environment. It's aim is to implement meaningful learning experiences which encourage resilience and independence for all its attendees.

The school is committed to developing partnerships with families and the local community to enable its students to become life-long learners and valued members of society. Educational programs at Karonga span early years through to the end of high school.

How the partnership between Epping & Karong began

When Epping's CEO Peter Saez met Karonga's Principal Mark Gosbell, Peter was moved to tears as he toured the school. He was inspired by the incredible educators who were so passionate about their roles in the children's lives and he was touched by the community of students who despite dealing with vast challenges were delighted to welcome him into their classrooms.

On visiting, Peter noted the condition of the children's multi-sport area. A large, concrete slab with two aging, damaged basketball rings, uneven surfaces, dangerous cracks and holes. It was drab, uninspiring and largely unsuitable to the

needs of the children who were using it. Principal Mark expressed the need for improving the facilities and the lack of funding to achieve it, and vision was formed.

An inspiring partnership is launched

On 'Do Something Day' 2018 The Epping Club announced its intentions to raise \$60,000 for Karonga to upgrade its multi-sport surfaces. This initiative would see the restoration of existing infrastructure as well as installation of a new playing surface, tennis nets, basketball and netball hoops and new multi-sport line marking. These improvements would make participation in sport and physical activity more accessible to the students of Karonga as well as enabling safer, more beneficial and easy play.

To launch the new partnership a tree was planted to symbolise the ongoing relationship. This was actually the first tree of a sensory orchid olive grove which was funded by the Club. As dirt was broken the beginning of a moving, impactful and mutually rewarding partnership began.

2. Provide an insight into why this program/project was supported by the club/individual.

The Karonga partnership was identified as a priority and to be supported by the Epping Club for five reasons:

1. The immediate need for the facilities to be upgraded for student welfare and safety
2. There was no other funds available to the school, (no commitment from NSW Government / Department of Education or local community to undertake the project) – if Epping didn't undertake it no change would be possible for an indefinite period
3. It was a project that would deliver immediate, measurable and direct impacts far more than any project previously undertaken
4. The project was in line with the Club's vision of making a significant, meaningful and impactful contribution in the local area
5. It was a project that the entire Epping Club Board, Management, Staff and Members could embrace and that would be a unifier within the Club and community

A vision for total Club engagement

It was the Epping Club's long term plan that the Karonga initiative would be an ongoing partnership, not simply the presentation of a giant cheque via Club Grants funds. The contribution was to be achieved from multiple sources across all facets of the business so that it not only achieved the desired end result but was a deep-seeded cultural partnership the entire club would embrace.

It was of equal importance of Club Manager Peter Saez that the culture of the Club's Board, Employees and members be as invested in this project as he was so the goal was to create a calendar of events where the greater club community was 'rallying' for the success of the project.

3. Provide a brief summary of the support that your club/individual provided to this program/project.

The following outlines key the individual activities undertaken to achieve the upgrade of Karonga's multi-place space. This incorporates financial, in-kind, volunteer activities:

- Do Something Day 2018
Epping Club announces the \$60,000 partnership. The announcement is celebrated with Epping Club board members, management and many staff doing maintenance and grounds work at the school as well as planting the first tree of an olive grove to symbolise the relationship.
- Club Grants
The Epping Club allocates 2 x \$20,000 Club Grants for the initial funds to commence the works and makes plans for the entire Club to fundraise the remainder \$15,000.
- Friday Night Raffles Incorporate a new and ongoing Karonga Raffle
To raise awareness of the project to Club members and engage them in the project weekly raffles saw the addition of a Karonga Raffle with all funds raised going to the project. This has become a weekly favourite with members loving to support the project and being highly engaged in supporting the school.

- **Food & Wine Fest 2018**
The Epping Club's annual Food & Wine Fest attracts over 300 people and is a hallmark event of the local calendar. All ticketing funds from the event were donated to the project and Karonga was co-branded on all event information to raise awareness. To further leverage fundraising on the night Epping partnered with the local Rotary Club as volunteers to sell raffle tickets fundraising for the project.
- **Seniors Week 2019**
Epping's annual Seniors Week morning tea has over 200 attendees from the local area. To further raise awareness for the partnership, Epping invited Principal Mark Gosbell to be the event's guest speaker and for the singing (deaf) choir to be the entertainment. There was not a dry eye in the Ballroom as members dug deep to support the cause with all funds raised going to the project.
- **Gym equipment upgrade and physical therapist donation**
As a side project, the Epping Club was able to donate gym equipment to the Karonga School gym and utilising Club Grants pay for their in-house personal trainer to work at the school as a physical therapist.
- **City to Surf 2018**
The Epping Club's City 2 Surf team this year ran for Karonga with all sponsorship funds raised directed to the project. This was another \$10,000 milestone and an incredible contribution seeing the Club's Duty Manager run Heart Break Hill in her trademark stilettos for extra fundraising!
- **E Plus Dinner 2019**
The Epping Club's annual dinner to celebrate their best and most engaged Club members this year fundraised for the Karonga project. Previously this event has not had a fundraising component however with the strength of the Karonga school video, Peter Saez passion about the partnership and the engaging nature of the project, the Club's best members dug deep to support the cause.

4. Provide a summary of the outcomes this program/project achieved and how the club's/individual's contribution helped in this success. Where possible, please quantify your response.

'As of today, and directly as a result of the Epping Club's impact, the Karonga School's multi-purpose sports court is now under construction. This is a true milestone as until this partnership presented there was no ability to undertake this upgrade...' Mark Gosbell, Principal

As a direct result of the ongoing fundraising of the Epping Club, the entire project amount has been funded for the project to be undertaken. Whilst still being finished the project will be completed in the next three months and provide students with a safe, appropriate and accessible play space.

'I have seen the Club internally embrace this concept from the most junior staff to our CEO, it has culturally united the business...' Melissa Gillooly, Marketing Manager Epping Club

As was CEO, Peter Saez intention, fundraising for the Karonga partnership was never to simply be a matter of presenting cheques and walking away. The Karonga partnership has motivated, inspired and united Epping Club staff, management and board members with the ongoing shared commitment that the students deserved the best resources possible.

'I have lived in the area for almost 40 years and until the Epping Club became involved with Karonga and I didn't even know the school existed. Today I am invested in the community and proud that my Club has made such a huge commitment to provide these special children with the facilities they so desperately need. I have attended Food & Wine, Seniors Week and Friday Raffles all because these are contributors to the Karonga project...' Kathryn Sharpe, Club Member

Raising the profile of the school through the greater community has been of great benefit to Karonga. With so many locals now aware of the schools existence, its inspiring work and its resourcing needs community locals and club members have sought to actively be involved in seeing the partnership to fruition.

What was the measurable difference that the support made?

The financial support of the Epping Club and it's many initiatives to raise the funds for Karonga has seen Karonga be able to install the multi-sport playing area that it's students so badly needed.

This will enhance the physical and emotional well-being of the students as well as ensuring they have a safe and engaging place to undertake physical activity and outdoor play.

The most quantifiable measure is the completion of the financial goal to raising the full funds required to undertake the project. However, the safety and happiness of the children is priceless despite immeasurable.

5. Provide a summary of how the community responded to the project. Please provide examples to support your answer.

The entire Karonga Partnership was based in a strategy of deep, across venue and community engagement. This was to be anything but 'presentation of a cheque' and the approach was multi-layered and to include multiple stakeholders. From community events, club events, member events and school events (as detailed above) the constant aim was to create long-term engagement and emotional investment in the partnership. This approach made for a broader positive impact as the Club and its community also became a stakeholder to completing the fundraising and end-project.

Engagement examples include:

- Local Dignitaries

Do Something Day was supported by local members, John Alexander and Damien Tudehope as well as Ambassador of Clubs NSW Paula Duncan. The support of local influencers and people of prominence further added to the engagement level for the short and long term projects.

- Member, staff & supplier engagement

As a result of becoming aware of the Karonga School and its work via Epping Club's partnership with Karonga, many members, staff and suppliers have chosen to become directly involved with the school community on other projects. This includes volunteering time and expertise to the school such as gardening & maintenance support, marketing support, staff donating a painted picture for auction etc.

- Staff support Karonga

The Epping Club's staff have taken the opportunity to donate both weekly tips and customer service training awards to Karonga rather than pocketing this money themselves. This is a great example of the level of engagement from the entire Epping Club employees. Suppliers have been invited to match the staff donation to further leverage their engagement with the program and continue to raise awareness with new stakeholders.

Staff have been inspired to further volunteer their own time at the school in multiple capacities. This 'over and above' effort is a true measure of the success of the individual program and the overall work Karonga is undertaking.

The Karonga Partnership Moving Forward:

With the Karonga partnership now firmly a part of the Epping Club's culture, all eyes are on the completion of our first major project this term.

Karonga will remain the Epping Club's major beneficiaries of fundraising and a quarterly meeting is now in place to review ongoing requirements for the school and establish their next major goals.

Accessible pathways for the students to their ovals has been identified as a major need and is currently being scoped. With many students in wheelchairs there is currently no way for them to access the ovals. A low gradient path is required to give them access to the large green spaces that are available but currently inaccessible.

Whatever project is finalised as the next goal for the Epping Club and Karonga School partnership it will be as valuable, meaningful and impactful to the school as it is the Club. Watch this space!

6. Add your credits here:

- Epping Club CEO: Peter Saez
- Epping Club Board with President: David Taylor
- Epping Club Executive Assistant / Board Secretary: Rachel Landers
- Submission by: Melissa Gillooly Marketing Manager with the Marketing Department

You are encouraged to credit all members of the team that contributed to this entry.

Please be sure to spell names correctly and get titles correct.

You may also use this space to credit any contributing organisations. Email addresses are not required but may be used to arrange delivery of award certificates.

Upload your clubs logo here (min 1MB)



We have read the Terms & Conditions of the awards and agree | ✓

We declare that the information presented in this entry, is to the best of our knowledge, accurate and true in every respect | ✓

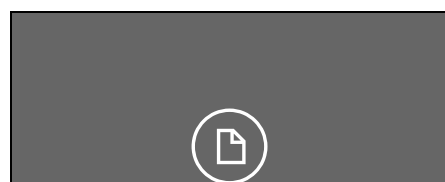
We confirm that the nomination/submission has been approved by the Club President or Secretary Manager | ✓

Name of President/Secretary Manager | Peter Saez


Title | Chief Executive Officer


Date | 2019-05-09

Log in to clubsandcommunityawards.awardsplatform.com to see complete entry attachments.



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Karonga Social M..	1.8 MiB

	
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