# 10 Productive Things For Your Club To Focus On During Covid-19 Lock-Down

8.00pm; Tuesday 28th April 2020

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# Can We Find A Silver Lining In All Of This?

- Where are we now with Covid-19?
  - A brief look at some global and regional research
- Has the Covid-19 public health crisis actually helped amateur sports in any way?
- What can we be doing now to help us be in a better position when we return to normality?
  - when conventional programming isn't possible
- What is likely to 'hang around' as a legacy to Covid-19 (the 'new normal')





# But first... The void of face-to-face social connection is being felt across the country. The activities people are missing most at this time offer an eventual silver lining for restaurants, coffee shops, shopping, bars/clubs, sports, concerts and events.

Which of the following activities to do you miss doing at this time? March 28, 2020

	Going to meet up with friends and family	35%	Going for walk with friends	20%
	Going out for dinner to a restaurant	31%	Watching sports with friends and family	19%
	Feeling safe going outside	28%	Going to bars and clubs	<b>16%</b>
	Getting together with friends	<b>27</b> %	Going to the movies	<b>15</b> %
	Not being fearful of getting people sick	26%	Seeing friends at sporting events	<b>14</b> %
	Meeting friends at a coffee shop	<b>26</b> %	Going to concerts, events, festivals	<b>14</b> %
	Going out on the weekend	23%	Going to the bar to watch a game	<b>14</b> %
	Playing sports	22%	Watching family play sports	8%
•	Going shopping	21%		





## Across ages and genders we see even greater latent demand – especially around sports, bars/clubs, shopping, coffee shops, restaurants and getting out.

Which of the following activities to do you miss doing at this time? March 28, 2020 N=800

		Gen-Z & Millenni		Gen X +	
		Males	Females	Boomers	
Watching sports with friends and family		38%	14%	13%	
Going to meet up with friends and family		32%	46%	31%	
Feeling safe going outside		31%	26%	28%	
Playing sports		31%	26%	16%	
Getting together with friends		27%	29%	26%	
Going out on the weekend		27%	Females Gen X + Boomers  14% 13% 46% 31% 26% 28% 26% 16%		
Not being fearful of getting people sick		26%	19%	28%	
Going to bars and clubs	>	26%	25%	9%	
Going for walk with friends		23%	20%	19%	

	Gen-Z &	Gen-Z & Millennial		
	Males	Females	Gen X + Boomers	
Meeting friends at a coffee shop	22%	34%	24%	
Seeing friends at sporting events	19%	19%	9%	
Going to concerts, events, festivals	17%	19%	12%	
Going out for dinner to a restaurant	16%	38%	32%	
Going to the movies	14%	<b>17</b> %	15%	
Going to the bar to watch a game	14%	21%	9%	
Going shopping	7%	25%	23%	
Watching family play sports	4%	2%	15%	

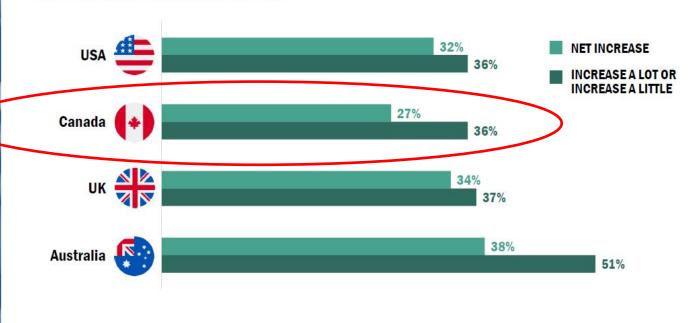




# **VOLUNTEERING and DONATING**

# Charities have a unique opportunity to capitalize on the growing interest that people have globally in playing an active role in contributing positively to their communities

How do you think your interest to donate or volunteer for a charity will change when the coronavirus is no longer a risk? March 28, 2020 n=1,008



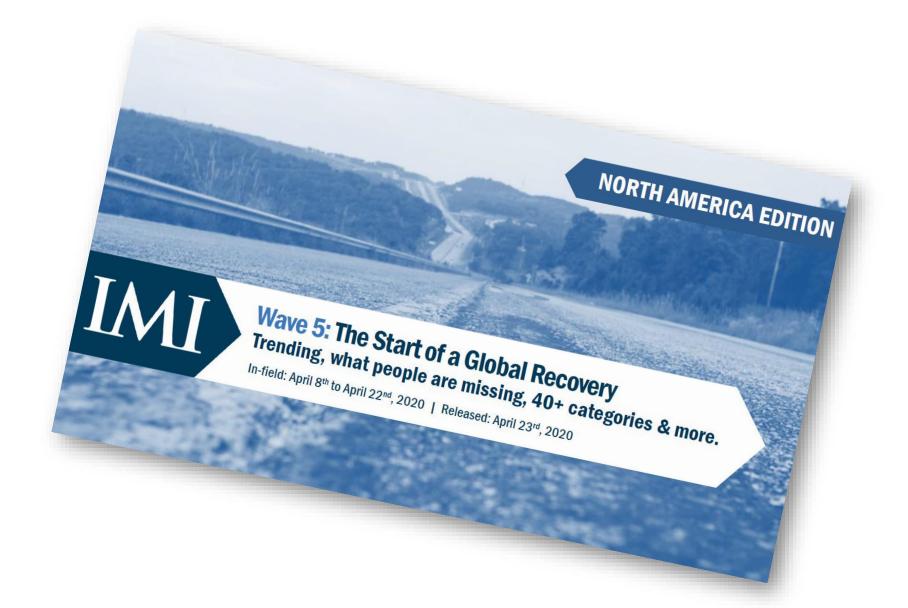


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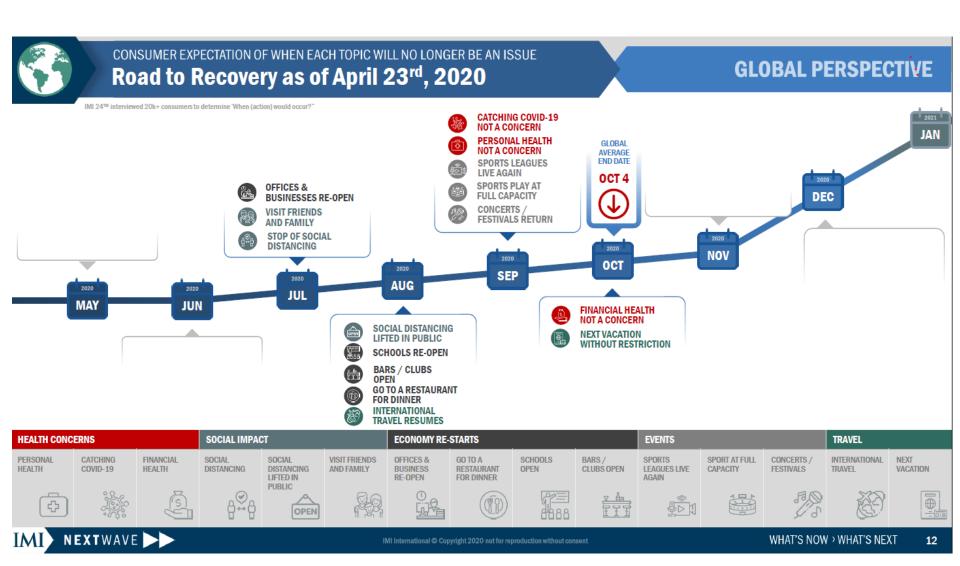
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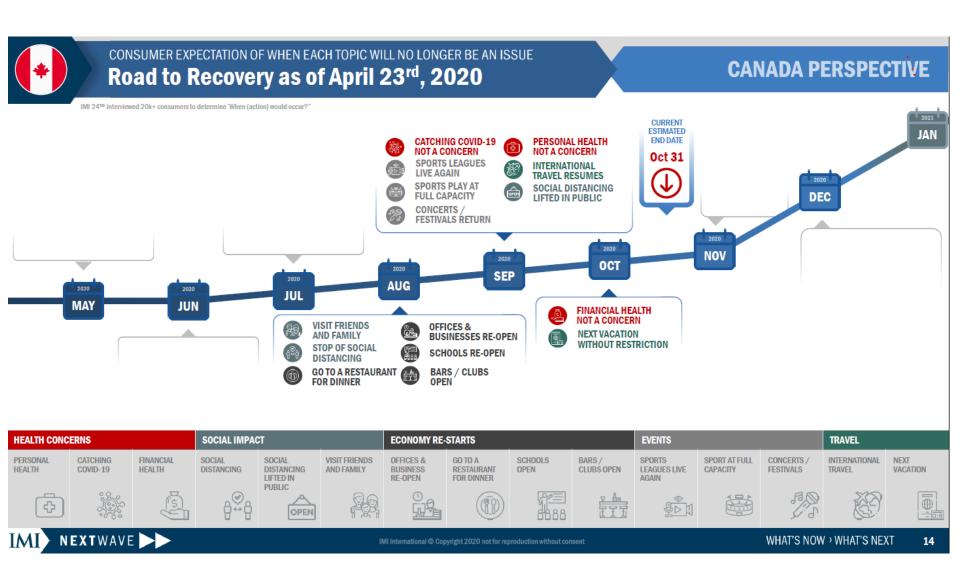






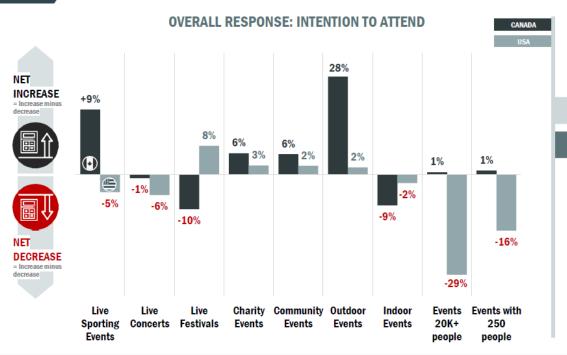












North American Intention to Attend Live Events when the Coronavirus is no longer a concern

Sports, concerts, festivals, charity, community, outdoor, indoor events

Situation

**Global State of Emergency** 

Result

US and Canada showcase regional differences. Canadians show a hunger for live sport and outdoor events in general, while Americans show some hesitation on the bases of the number of attendees.

Communication on audience size, crowd control and proactive measures will be critical to address that concern.



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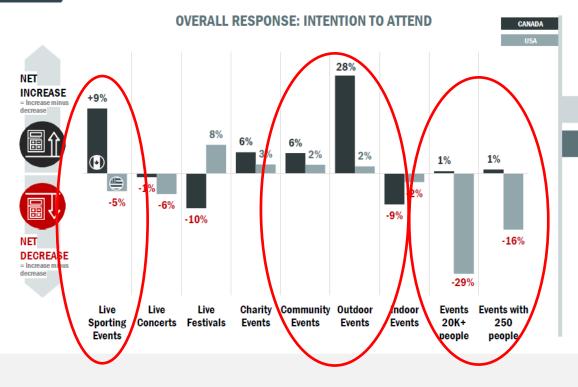


#### **ATTENDING Live Events - Future Intention**

IMI 24™: N=1,750 interviews per country We Asked: Intention Increase, Decrease, Not Change when the Coronavirus is no longer an issue

**NORTH AMERICA AS OF APRIL 20th** 





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## **Possible Silver Linings?**

- The <u>importance of sport participation in people's lives</u> and its links to fundamental wellness have been exposed.
- People appear to be <u>reconnecting with and valuing their community</u> more.
  - Enhanced interest in donating and volunteering
- Amateur sports' relatively low cost dependency can <u>allow it to re-boot quickly</u>
  - Being seen as a 'first responder for economic recovery, especially in rural Canada
- A chance to 'take a deep breath' while we aren't consumed with program delivery
  - What can we do now that we simply didn't have time for before, or didn't think was worthwhile?
- A chance to build <u>stronger rigour</u> into our soccer clubs
  - Managing risk better
  - Contingency planning
  - Stronger balance sheets



## Ten Things To Do While In Lock-Down

#### Train Your Board Of Directors

- Take the chance to train your Board in the right things relating to their role
- No better example of the things Boards should be actively in front of than now:
  - Risk, leadership, planning, partnerships, strategic communications, etc

#### Plan Your Soccer Club!

Not just strategic or operational planning, look at contingency planning (which underpins your risk management strategy!)

#### Conduct A Risk Analysis

- Not as complicated as it sounds
- Will help be less caught off guard with the next crisis!

#### Review Your Soccer Programs

- Take the time to assess the effectiveness of your programs to date:
  - Financially
  - Customer Satisfaction
  - Technical Outcome
  - Human Development



### Ten Things To Do While In Lock-Down

#### Drive whatever coach education you can

- Drive your club's technical identity and club culture into your coaching team!
- Upskill your coaches where you can

#### Help your youth soccer players connect

- Toughest thing about Covid-19 for kids is being away from their friends
- How can you help them connect through online soccer activities and gettogethers?
  - eg. Oakville SC has an excellent online training session, featuring a different club coach

#### Target new volunteers

- Who might be interested in helping out now who wouldn't have been before?
  - Look to those who were heavily invested in soccer and those may now have more disposable free time

#### Get out and help your community!

- Underline the value of your club to your community outside of the game itself
  - eg. KidSport Calgary

### Ten Things To Do While In Lock-Down

#### Manage your government relations

- Stay in close contact with your municipality and be a good community partner to them:
  - What is their re-open plan and how can you marry your programming to it?
  - How can you be a community leader for them when municipality is trying to get your community back on its feet?

#### Work Your Local Media

- Position your club as a leader in community engagement!
- Feed stories showing your soccer club:
  - Helping your community
  - Engaging your youth
  - Driving early economic recovery

#### Measure The Economic Impact Of What You Do

- Government will be very interested in this moving forward, particularly in the rurals
- Doesn't have to be hugely complicated
- Very important in the early stages of re-boot, where quick economic return solutions will be looked on favourably

# What Will 'Hang Around' As The New Normal?

- Possible movement away from globalization towards self-sufficient local economies
- Re-focus on community and community life
- Possible trending away from high pressured, materialistic lifestyles and culture
- Less discretionary household budget for luxury spending habits or choices
- Possibly less availability of government grant support to sectors like not-for-profit
- Normalcy of tech-assisted group communications and learning



