



Project



Melbourne City Football
Club Community
Engagement

Partner



Year

2015

Purpose



La Trobe University has a strong partnership with Melbourne City Football Club (MCFC) which includes assisting them with research activities to fulfil their organisational objectives. The CSSI worked with MCFC to better understand how they could more effectively engage with Victorian community soccer clubs, a key component to their community engagement strategy.

Method



The MCFC hosted a community soccer club engagement event during a Premier League game. This event was utilised to gather data from community club representatives. Surveys were completed to elicit data on: their awareness of MCFC community club engagement programs; the quality of the programs; likelihood that clubs would engage in the programs; and their interest in participating in a tournament at the Melbourne City Football Academy. Participants were also asked for other ideas for MCFC programs. All community club positions were represented in the survey.

Application



Interpretation of the data provided MCFC with a comprehensive insight into the current understanding that community clubs had of MCFC community engagement activities, and further provided them with applicable information that could best direct future resources and activities in this space.

