Attracting and keeping JUNIOR MEMBERS in your club
Where do juniors fit in your club?
- Tailored options
- Competition
- Pathways

Expectations....
- Expectations vs reality
- Managing expectations
- Coaching examples

Communication
- How? Where? When?
- Social media
Where do juniors fit in your club?

- Tailored options
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What is a "JUNIOR"?

- Age
- Gender
- Demographic
- Socio-economic status
Where do juniors fit in your club?

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Tailor your junior offerings to the market you identify

Know your competition and what they’re offering

Identify where your gaps are and address them
• Expectations vs reality
• Managing expectations
• Coaching examples

• Communicate and establish early!

• Talent development vs participation & inclusion

• Strong communicator with an open mind and welcoming manner....
• What are your clubs philosophies?

• How flexible are they?

• Empathy – understand where they’re coming from
Coaching Examples FTEM
FUNdamentals

• Age/Developmental level appropriate coaching
• Understand why children play sport
• Less talented still want to learn skills
• Game sense approach
• No queues – 1 ball each
• Use natural breaks for key messages
• Children learn by doing
• Positive psychology
Support & Resources

- FTEM resources (Google/YouTube)
- NSO Pathway Healthcheck – ftem@ausport.gov.au
- Pathway Planning NSO ➔ SSO ➔ Clubs
- Essentials for Coaching Children – ORS course
  - Understand why children play sport
  - Planning & organisation
  - Getting the best from players
Expectations....

- Expectations vs reality
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Discuss expectations early

Communicate clearly and often

Use junior coaches to reinforce club philosophies
Communication

- How? Where? When?
  - Social media

WHO is the decision maker?

What is the CALL TO ACTION?

HOW do they communicate?

What are they MOTIVATED by?

WHERE do they communicate?
Communication

• How? Where? When?
• Social Media
Final Points......

Value of volunteer time

Online resources

State sporting body... get to know them

Know YOUR club
Thank you........

And good luck!