STARCLUB Club Development Conference 2014

“...a positive Club Culture is more than just having a child safe officer....”
Presentation will discuss

What is culture – how and why does it change?
Identify a focus area
Group discussion on basic steps to assist change
Panel discussion and examples
What is Culture?

- Behavioural standards & culture exists in most aspects of life *e.g.* sport, school, work, clubs, personal spending, society at large (law)
- Can be driven by - feeling, emotion, people, environments, history, standards
- Identified by – actions, outcomes, brands,
- Can be ‘unconscious’ (*e.g.* unconscious bias: “We are like that because…” He/she/we can/can’t do that because…”)
- IS Changeable
WARNING: Cigarettes are addictive.

1-800-QUIT-NOW

WARNING: Cigarettes cause fatal lung disease.

The average smoker needs over five thousand cigarettes a year.

Get unhooked. Call 0800 169 0169 or visit getunhooked.co.uk
In a Club Context...

Non Negotiable Culture Change
(eg, child safe legislation, financial compliance, RSA & liquor licensing)

Negotiable Culture Change
(eg sporting performance, fund raising, general ‘feel of the club’ ie “the vibe”, game day environment, culture etc.)
Change of Culture

• Driven by - legal requirement, incidents/complaints, performance, inbuilt regulated cycle (*ie governance modelling*)

• Instigation for change can be conducted via – delegated authority, consultation (*ie surveys*), reports, discussion, annual reviews...etc

***Whenever there is requirement legally OR the Club decides change is necessary***
How do we change our culture?

- Step 1 – Assess Culture
- Step 2 – Identify areas
- Step 3 – Prioritise
- Step 4 – Act

How do you eat an elephant – Bite by bite
Group Discussions

• What does a non Family Friendly club look like?

• What does a Family Friendly club look like?
Group Discussions

• How do we achieve a Family Friendly Club?

Start with 1 aspect to focus on.

– What steps do you need to take to improve this aspect?

– Where can you go for help/support?

– Who are the most influential roles at a club who can help drive this culture change?