



**South Australian  
National Football League Inc.**

# **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 *eg. 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’ (*eg unconscious bias: “We are like that because...” He/she/we can/can’t do that because...”*)
- IS Changeable



Gee, Mommy  
you sure enjoy your  
**Marlboro**

Yes, you need  
never feel  
**over-smoked**  
... that's the  
Miracle of  
Marlboro!

YOUR CHOICE OF TIPPY TIPS • PLAIN ENDS • BEAUTY TIPS • REDS

# Viceroy

**FILTER**  
the Smoke!

As your Dentist,  
I would recommend  
**VICEROYS**

**Lucky Strike**  
CIGARETTES

*Santa Claus*

*Luckies—a light smoke*  
OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"

*Daddy's favourite*

# Player's

10 for 6<sup>d</sup>

20 for 11<sup>d</sup>

*It's the Tobacco that Counts*





## 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?

