CREATING A POSITIVE CULTURE
Footy carnival gets the boot

Matches cut over abuse

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"(But) we support the league in what they're doing.
"Until we have parents and coaches doing the right thing I think it's quite right."

NooRungla Football Club president Kieron Irvine said the club would host a mini league match against Beavers on Saturday, August 11, and against Port Noorunga the following week for its 30-year premiership reunion day.

"It will be a chance for the kids to at least play something and for the parents to have a look at how our Saturday games run," Mr Irvine said.

"We totally understand the stance taken by the SFL."

Happy Valley Football Club president Wayne Hasel said the club would hold a family day in replacement of the carnival.

"We'll just have the grades playing against each other and just have a family day to finish off the season instead," he said.

NooRungla Football Club junior coach Andrew Hoskin said the club would also organise a family day.

The carnivals were cancelled last month after the SFL's investigation's committee received 12 official complaints of abuse at mini league matches this year.

SFL president Craig Warman said there was more abuse this season than last, with eight clubs investigated over incidents.

"We have to be seen to be doing something," Mr Warman said.

"It was mainly the verbal abuse of young umpires, not physical."

"We have just lost our second umpire who was sick of the abuse."

"We have a duty of care to our players, umpires and teams."

Altona and Morphetville Park football clubs will hold their own mini-carnival, with Brighton and Cove football clubs planning a family fun day.

Morphettville Park PC junior director Scott McDermott said more tolerance was needed towards junior umpires, who were aged as young as 12.

"The board will conduct a review of the mini league competitions for the 2013 season, but could not guarantee the carnivals would be put back into the schedule."

Threats of bodily violence

LIA HARRIS

A COACH telling a 16-year-old umpire he would "slam" his head into the turf was among the incidents of abuse on southern football fields this year.

SFL junior umpire Matthew Elliot and his family lodged a complaint with the SFL's investigations committee against the coach who threatened him with physical violence earlier in the season.

"Often you get abuse from parents, but lately it has been more abuse from coaching staff," Matthew told the Southern Times Messenger last week.

"A lot of them just scream at you, then in one case a coach told me he would slam my head into the turf."

Further details of cases lodged with the investigations committee, including the clubs involved and the outcomes, are kept confidential.

Matthew said he was determined to continue umpiring despite the incident, but said the abuse had deterred others from taking up the job.

Two junior umpires have quit the SFL this season after being abused during mini league matches.

SFL umpires coach Mark Jensen said one of the umpires quit after he was sworn at by coaches, runners and spectators.

Mr Jensen said he supported the league's decision to cancel three junior carnivals this month because of the escalating abuse (see separate story).

"They're getting this abuse when the games aren't even scored, so if you throw them into a carnival with 2000 spectators and where there will be swearing, it will be a lot worse," he said.

"A lot of the umpires are disappointed it's been cancelled, but I probably would have lost half of them after the carnival if it had gone ahead."

Mr Jensen said the majority of the abuse came from officials, including coaches and runners.
PUTTING STEPS IN PLACE TO CHANGE THE CULTURE

- Support documentation – policies
- Blue card
- Game day support
- Alter Rules
- Communication plan
- Follow up with clubs
- Provide resources
HOW TO IMPLEMENT A POSITIVE CULTURE

Develop club expectations to develop club culture outcomes

Clubs taking ownership of their culture and direction
UNDERSTAND WHAT MEMBERS WANT

• Successful
• Professional
• Quality coaching
• Enjoyable environment
• Safe environment
• Social environment
• Inclusive
• Looks after their members
CLUB EXPECTATION EXAMPLES

• Game Day Environments (SFL)
  • Respect to umpires and the opposition
  • Behaviour - players, coaches, officials, parents, spectators etc

• Team Outcomes
  • Importance on winning vs participation
  • Rotating players
  • Selection process

• Family Friendly
  • Serving alcohol
  • Social events
  • Behaviour
  • Inclusive
HOW TO IMPLEMENT CLUB EXPECTATIONS

• Communication plan – initially and continued communication
  • Pre season presentation nights
  • Reminders throughout the year
  • Provide a booklet to all members

• Policies to outline expectations for coaches, players, parents, members etc

• Processes in place to manage and ‘police’ expectations

• Education sessions

• Awards relating to expectations (eg good sport player of the week/year)
COACH DRIVES CULTURE
COACH DRIVES CULTURE

Importance of being a role model
– monkey see monkey do

ANY ACTION OR BEHAVIOUR A COACH MAKES WILL BE DEEMED AS ACCEPTABLE
- BY PLAYERS, PARENTS, SPECTATORS ETC
COACH DRIVES CULTURE

How can we achieve a coach that drives the culture of the club?

• Select the right coach (when possible) that can be a role model for your club expectations
COACH DRIVES CULTURE

How can we achieve a coach that drives the culture of the club?

- Support the coach to assist them to drive the culture
  - Develop coaching policies to help guide the behaviour and decisions of the coach
    - Selection policy – rotating players, selecting teams etc
  - Support staff
    - Club coordinators/ground managers to assist the management and policing of behaviour issues
    - Chairman of selectors
    - Mentor Coach
  - Coaches meetings to discuss culture outcomes, make sure all coaches are on the ‘same page’ (as well as coach education opportunities)
SELECTION POLICY EXAMPLE

CRITERIA

Junior Grades
- Provide equal playing time for all junior players
- Ensure that all team members play in the finals
- Rotate all players in different positions

Seniors
- Selection will be based on
  - Performance
  - Training attendance
  - Abiding by club values
  - Abiding by club code of behaviour
SUPPORT FOR YOUR CLUB

- League
- State sporting body
- Office for Rec and Sport
- Online resources
- Other clubs