

OUR CLUB IS.....

Creating a vibrant and positive
club culture

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Club Culture-What is it?

How we do things around here!

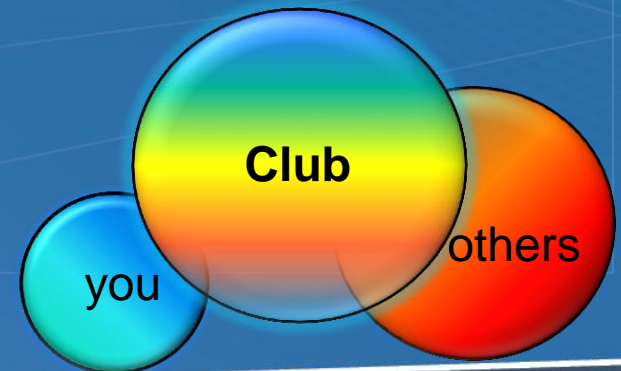
Consider your club as a group of people from the wider community who may come from a range of cultures, beliefs and experiences

However....**while respecting these differences**

together you form a unique community with a common interest

In this community we have a special (3rd) culture.

(Not yours, not mine but **ours!**)



What is your club culture.....

- Welcoming?
- Safe?
- Fun?
- Volunteers?
- Community focussed?
- Junior development?
- Inclusive?
- Positive sideline behaviour?
- Supportive?
- Low involvement
- Issues
- Win at all cost
- Poor sideline behaviour
- Alcohol/Drug Issues
- Poor community profile
- Non inclusive
- No policies/guidelines
-?

Why might you want to make some changes in your club?

- Less issues.. less conflict: all involved understand and abide by rules, by-laws and policies
- Happier members who enjoy being involved
- Greater participation, more players and volunteers
- Often leads to better on field performance
- Positive image-sponsorship opportunities

Consider these questions..

- What is good about your club?
- What is one thing you believe the club could work on to make your club better?
- Does everyone see your club culture the same way you do?
- Who has the greatest influence on the culture of your club?

Club Leadership builds the Foundation

- Good governance
- Policies and procedures promoted to all
- Lead by example
- Provide opportunity for all members to have a say
- Listen to members
- Delegate
- Seek assistance if needed
- Encourage involvement to develop succession

The only way to change a culture is to make people understand that they are responsible for empowering others.

Coaches drive culture

- Support coaches (training , information, team managers)
- Codes of behaviour /signed by all coaches
- Clear guidelines on expectations (respect, selection policies, training levels, win at all cost or a winning culture, language?)
- Coaches take responsibility when players misbehave
- Recognise efforts
- Communication- player and parents

Identifying and implementing change

What can our club do?

How can we overcome the barriers to change?

Time poor volunteers,

Lack of volunteers

Too many other things to do

Keep it simple and don't expect too much too soon.

Those in leadership are the problem

If we ignore it, it will get better

Someone else can deal with it

"It is wise to direct your anger toward problems- not people; to focus your energies on answers – not excuses." –William Arthur Ward author



Government of South Australia
Office for Recreation and Sport

be active.

Consider conducting a workshop in your club or association

- Need contribution from all areas (parents, coaches, committee, other volunteers, association etc)
- Identify the issues and the impact they have (survey before may assist)
- Don't dwell on negatives (set the rules from the start)
- Positive forward planning
- Follow up make it happen

Sell the vision!!

Spend most of time on why
change is beneficial to the club.

Listen:

Give everyone an opportunity
to contribute-build ownership

Who:

Identify the champions who
can drive the change

How:

Set realistic goals and actions to achieve them

- Actions at team level,
- Actions at club level
- Possible actions to take to Association level as well



Communicate/promote:

Keep everyone up to date with the agreed actions, share the responsibility, share the progress and **celebrate** the outcomes



What is available to help you?



Member
Protection
Policies



Codes of Conduct



Training
opportunities for
volunteers

Good Sports

**“You miss 100% of the shots you never
take”** -Wayne Gretzky Canadian Ice Hockey Player