



# A.W.E.S.O.M.E GAME PLAN

**To develop a culture of respect clubs must build on each element of the A.W.E.S.O.M.E. Game Plan.**

Respect is the best defence against abuse, violent attitudes and behaviours. Get this right at club level and people thrive, feel safe, and enjoy the pleasures and opportunities that sport provides.

Transforming a club's culture is rewarding, well worth the effort. But first we need to understand that nothing magical occurs here. Tinkering at the edges is no answer. Changing words here and there in some club documents just won't cut it. Strong foundations are the key.

We're talking real intent, real purpose, real coverage, real change. Everyone has to be involved in this journey, from canteen volunteer to the president.

When people are empowered to positively influence those around them, they become change makers in their clubs and in the wider community. Whether you're a coach, committee member, team manager, president, volunteer, parent, supporter or player, Club Respect gives you simple and effective strategies to make a positive impact in and around your club.

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<p><b>A</b> Alignment of Values</p>	<p><b>Your values are the ideas and behaviours that you want to live your life by.</b></p> <ul style="list-style-type: none"> <li>• If you're intent on building a club which is respectful, safe, fair, fun and successful, spell these out as key values, then focus on translating them into everyday actions around the club.</li> <li>• They're not something just to be listed, but lived and practiced everyday. When a club momentarily loses its way, it's the clarity of the club's values that help bring it back on course.</li> <li>• Establishing your club's values is your opportunity to elaborate on the club's mission.</li> </ul>
<p><b>W</b> Working Well With Others</p>	<p><b>A powerful code of conduct is a critical ingredient in a club's drive to become a place of respect, fun, fairness, safety and success.</b></p> <ul style="list-style-type: none"> <li>• There are often Codes of Conduct that are detailed, well-developed statements which emphasise good behaviour, accountabilities and an expectation of playing and operating in the spirit of fair play.</li> <li>• But these aren't necessarily front and centre of club operations. Even if a Code of Conduct is upfront and visible in a club, there can be a sense around the club that they are just nice words, really.</li> <li>• Club members appreciate the standards in the club and know the behaviours that are acceptable.</li> </ul>
<p><b>E</b> Effective Communication</p>	<p><b>Upfront, clear, honest and respectful club attitudes ripple through the members and into their non-club lives.</b></p> <ul style="list-style-type: none"> <li>• There are manuals galore about how to establish good communications. But wise heads know that there's a lot more to it than meets the eye.</li> <li>• The hallmark of clubs with a recognisable culture of respect is their capacity to put their values into action and explicitly demonstrate the actions that align with their values.</li> <li>• Values must be consistent throughout all visual, written and verbal communication.</li> </ul>
<p><b>S</b> Success Judged (the right way)</p>	<p><b>Winning at any cost. We all want to win. But we have to ask ourselves if winning is more important than the values we say we believe in.</b></p> <ul style="list-style-type: none"> <li>• Clubs which prioritise creating respectful culture become a 'destination club'; a place well known for connection, belonging, collaboration, safety, enjoyment and respect.</li> <li>• This results in increased membership, fewer breaches of club's Code of Conduct, volunteer retention, regular supporter attendance, positive community-wide regard for the club. These outcomes, and winning, are not mutually exclusive.</li> </ul>
<p><b>O</b> Ownership</p>	<p><b>Feedback is important. Handling it properly helps creates ownership.</b></p> <ul style="list-style-type: none"> <li>• People in clubs need to feel confident that they can have their say and know that they're being heard and respected.</li> <li>• A club aspiring to be a place of respect, safety, fun, fairness and success will make sure that it has good processes for hearing what it's supporters and members have to say.</li> <li>• These clubs act on feedback in ways which are transparent and meaningful. They see listening to their members as opportunities for growth.</li> </ul>
<p><b>M</b> Modelling Respect</p>	<p><b>It's one thing to have ideas about positive culture. Club leadership has to show commitment. Conversational challenges will test your resolve.</b></p> <ul style="list-style-type: none"> <li>• A community atmosphere doesn't just happen, the club must create an environment where players and parents do more around their club than just the matches.</li> <li>• Club leaders can start by knowing who's who at the club. Learn about your members and introduce people to one another.</li> <li>• This needs to come from a genuine interest from the club to connect with members, including the coaches and captains, seniors and juniors.</li> </ul>
<p><b>E</b> Equality and Fairness</p>	<p><b>Equality and fairness doesn't come magically - it is something we create.</b></p> <ul style="list-style-type: none"> <li>• Being "fair" is a strong value in Australian society, but like other important values, there can be a gap between the idea and the reality. Being "fair" doesn't come about through hope and intent. People have to do things to ensure it works in practice.</li> <li>• Clubs don't always get it right when it comes to being fair to everyone. Clubs can say that they can value excellence, respect, diversity, united and caring ... but there can still be a gap between what the club says and what the club does.</li> </ul>