

THE SUPPORTER

A supporter gives a match colour, enthusiasm, excitement and atmosphere.

You can choose how this power will impact people - for good or for bad.

Supporters influence the culture of a sports club. Some larger sport clubs simply can't exist without you. You contribute the much needed funds for club operations. But there is a lot more to this than paying your dues. You know that harm is being done when others around you engage in abuse, shout racist slurs and are menacing. Lots of people will feel quietly uneasy; and the game itself is worse off.

When there's a mass of supporters who appreciate the benefits of a respectful, safe, fair and inclusive club culture, who easily outnumber abusive and disrespectful people, there's less room for abusive and violent attitudes, language and behaviours.

Support your side, respect the other and love the game.

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A

Alignment of Values

Know your club's values and be prepared to practice them.

- Whether you are a supporter at a small local community match or at a large professional league match in a stadium, you must set a leading standard for those around you.
- Ask yourself whether this club feels like a place of fun, enjoyment, exercise, personal development and growth, team work and respectful behaviour.

W

Working Well With Others

You're never on your own. You're visible in the crowd and your behaviour is felt by all those around you.

- Be genuinely welcoming and inclusive in your attitude to those around you.
- Talk with people, listen closely to what they have to say, show you care, and pay them respect.

E

Effective Communication

As a supporter, you will be mixing with others. While it can be trying sometimes, you'll always get the best results if you're open, civil and polite.

- Be reasonable, polite and non-abusive.
- By all means, raise your voice in enthusiastic support, but not in anger.

S

Success Judged (the right way)

Understand and accept your club's expanded measures of success.

- Every team has losses. Accept them in good spirit.
- Celebrate improvements, milestones, single acts of excellence.

O

Ownership

Take responsibility by calling out poor behaviour when it's safe to do so. If you don't feel safe, alert others who are in a better position to act, like security or the police.

- Be self-aware.
- Recognise the impact of your language and behaviours.
- Be proud of your team and see your support as a way to lift players up when they're down and celebrate when they're up.

M

Modelling Respect

Your behaviour influences those around you.

- Make sure your impact is always positive.
- Make civility, grace and good humour your hallmarks.

E

Equality and Fairness

Applaud good play on both sides.

- Keep a sense of fairness, perspective and good humour.
- Show respect for match officials at all times.
- Help your club set the tone in other ways such as supporting the clubs zero tolerance rule on abusive attitudes and violent behaviours.