

Getting the Reputation They Want

Geelong West Football Netball Club

www.clubhelp.org.au

About the Club



Geelong West Football Netball Club has had a long history with mixed success on and off the field. In more recent years however, the club committee have established a clear vision as to what they want the club to be in the future, and have worked very hard at achieving this. In short Geelong West wants to be known for its family friendly and inclusive approach to delivering football and netball for ALL. Discrimination, loutish behaviour, booze fuelled functions are strictly out of bounds. The Targeted Club Support Program conducted by Leisure Networks, with funding from DPCD, has assisted the club in these endeavours.

What They Did

Development at the club is best attributed to good leadership and having some champions who were prepared to do the work. The Committee decided on agreed directions and then took practical steps to getting there. Some of the steps taken include:

- Becoming a Good Sports Club to assist in the responsible management of alcohol. The club has achieved the highest level of accreditation
- Developing Codes and Policies relating to player, spectator and volunteer behaviour including Codes of Conduct, a Racial Vilification Policy and disciplinary procedures using the ClubHelp website and AFL resources
- Working with schools, conducting an afterschool program and promoting to families to build the Auskick
- Promoting the club as a welcoming place for culturally diverse and newly arrived people by communicating through migrant service organisations and offering uniform subsidies and transport support

The Outcomes

- Level 3 Good Sports Accreditation has been achieved which has involved changing the way alcohol is managed e.g. low and no alcohol products are most prominently displayed, alcohol is de-emphasised as much as possible
- Auskick numbers have increased from 12-38
- Netball numbers have increased to fielding 4 senior teams and 3 junior teams
- The club has successfully conducted a 6 week afterschool program with the Active After School Communities Program
- All coaches now have a Level 1 or 2 accreditation
- The club has policies and procedures in place to make expectations clear for all members, volunteers and spectators
- A Strategic Plan has been developed for next 3 years. This has been submitted to local government in support of a facility upgrade proposal
- The club has secured new sponsors.

SUCCESS FACTORS:

- ✓ The club Committee developed a clear and agreed vision about what they want the club to look like in the future – family friendly and inclusive
- ✓ Club champions have been prepared to put in the leg work
- ✓ Leisure Networks has provided the club with resources and Project Officer time to assist the development of policies procedures and a Strategic Plan
- ✓ The club has worked closely with staff from the City of Greater Geelong
- ✓ The club has a proud and strong history which keeps everyone motivated.

