

A3: GUIDE TO ROLE MODELLING FOR COACHES AND CLUB OFFICIALS

ACTION PLAN ITEM

Ensure that coaches, officials and committee members refrain from engaging in, or openly discussing sports betting or other gambling activities while involved in an official capacity for the club, on and off the field.

WHY IT'S IMPORTANT

People learn what acceptable behaviour is from a combination of what they're told and what they see others do. Young people and children are especially impressionable. They look up to role models like parents and coaches to find out how to behave in the world.

So, it's important that club leaders act as positive role models. One great way to do this is to make a commitment at your club that coaches, officials and committee members will not talk about, or engage in, sports betting or gambling activities while at the club, games, events and functions.

Openly discussing sports betting activities normalises the idea that sport and gambling go together.

WHAT SORT OF CONVERSATIONS SHOULD BE AVOIDED?

This guide is referring to conversations around sports betting that are either positive or neutral, or that make it seem like sports betting and gambling are normal or desirable activities to take part in.

This could include talking about bets you're going to put on, sports betting apps, betting odds, stories of you or people you know winning or losing at sports betting, etc.

This doesn't mean any mention of sports betting should be banned. The Here For The Game Community Program encourages your club leaders to discuss, with members, guests and families, things like:

- the risks of gambling
- the tactics used by sports betting companies to get people to bet more than they want to
- the support available for people who are experiencing gambling-related harm.

STEPS TO TAKE

1. Put an item on the agenda for your next committee meeting to discuss and endorse a club policy that coaches, officials and committee members should not talk about, or engage in, betting or other gambling activities while involved in an official capacity for the club, on and off the field.
2. Inform coaches, officials and committee members that your club has made this commitment.
 - a. Do this in writing, e.g. via email, and verbally in a meeting or other discussions.
 - b. Include an explanation on why you've made this update to your policy, and the importance of club leaders being positive role models.
3. Insert a statement on this commitment in the club code of conduct. It could sit alongside other role modelling-type statements (e.g. responsible alcohol consumption, respecting umpiring/refereeing decisions, fairness, being a good sport and upholding club values) or it could be a standalone statement. See below for suggested wording.
4. Bring this to the attention of all coaches, officials and committee members regularly (e.g. when they are appointed and during annual pre-season meetings).
5. Be prepared to respond appropriately if you become aware that coaches, officials and committee members are not following the code of conduct around sports betting. Your club should deal with this in the same way they do other breaches of the code of conduct (e.g. inappropriate alcohol consumption or aggressive spectator or member behaviour.)

SUGGESTED WORDING FOR YOUR CLUB'S CODE OF CONDUCT

"Our club is committed to tackling the growing presence of sports betting and gambling in our community. To support this goal, we expect that club coaches, officials and committee members will not engage in or openly discuss sports betting or other gambling activities while involved in an official capacity for the club, on and off the field."