



NETBALL FOR ALL

WELCOMING OFFICER RESOURCE

Working with Culturally & Linguistically Diverse (CALD) Communities





Welcome,

Netball Victoria has created this 'Welcoming Officer' Resource to encourage and support all netball clubs and associations that embrace diversity and welcome all netball lovers, irrespective of their culture or ability.

This publication contains the latest information relevant to our industry that will strengthen club culture and assist our members when approaching non-traditional netballers.

All 'Welcoming Officers' in our clubs and associations will have the opportunity to share stories and advice and will be Netball Victoria's main contact to ensure updated information and news is being received.

Keep up the good work!

A handwritten signature in black ink, appearing to read "Cassandra Hadson".

Cassandra Hadson
Community Engagement Coordinator
Netball Victoria





Netball Victoria 'Netball for All' Statement

Engaging a broad range of people in your association/club is about bringing more people to the sport of Netball, as players, coaches, officials or administrators.

Benefits to your association/club can include:

- An increase in members and volunteers who can add a richness and diversity to the environment
- Providing everyone in your community with the opportunity to participate in netball – meet your social responsibility
- Access a new talent pool
- Promotion of your association/club to the wider community, including local councils and prospective sponsors as being welcoming to all
- Opportunities to utilise facilities and courts seven days a week
- New levels of competition
- More accurate reflection of cultural demographics

Associations/clubs will also find that by increasing their focus on a broader range of people it becomes easier for other (non-traditional netball) people to join.

Culturally and Linguistically Diverse (CALD) Communities

- **CALD community sport participation is shaped by trust and word of mouth:** Based on what they hear from leading people in their community. Word travels quickly amongst newly arrived communities!
- **Cultural and religious differences and expectations:** These may differ to what your personal beliefs and expectations are. Communicate clearly that your organization is flexible and welcoming of different beliefs and practices.
- **Build confidence:** Structured sporting competitions are often quite different in Australia compared with other countries. Build confidence by providing non-competitive environments and supporting the person/family in the learning process!

The 'Netball for All' Welcome Officer Program

- The Welcome Officers role is to support individuals and families from under represented communities when they enquire and/or join your association or club.
- Netball Victoria will maintain a register of Welcome Officers and supply them with training
- Welcome Officers will act as key sources of feedback for Netball Victoria to improve the program and outcomes with underrepresented community groups

Welcome Officer Key Skills

- Patient and flexible
- Good people person
- Sincere and respectful
- Values cultural diversity
- Clear communicator and good listener
- Genuinely interested in growing participation at the club or association
- Able to build relationships with service providers, social workers, council employees who work with newly arrived communities
- Treat each person equally and fairly





Welcome Officer Tips

Engaging CALD communities- Before you begin to welcome new communities into your club/association, think about what you need to have organised beforehand and how you will go about inviting new communities. Here are some key tips:

- Does your club / association have an inclusion policy which outlines how you will achieve fairness and equity for all? Are all members aware of this policy?
- Have your members (coaches, umpires, administrators) been educated around CALD issues?
- Make information about the club/association clear. Think about providing: a list of what they need to start the season, fixtures, calendar of social events, details of venues, requirements of the members/parents.
- Have you thought about providing translated materials? Is this viable for your group?
- Promote your activities to a wide range of places including: Migrant Resource Centres, community newspapers, schools, ethnic specific newspapers, local shopping areas and public transport hubs.

First Contact – The first contact is critical to building trust and ensuring the individuals / family are at ease. Here are some key tips:

- Have a strong induction process- Once you have invited a community to your club/.association, you must make sure they feel involve and welcomed immediately. This will help them with a sense of belonging and will keep them coming back.
- Smile for the first introduction – it's surprising how easily we all forget to do this!
- Ensure correct name pronunciation – write it out phonetically if required
- Speak clearly including full pronunciation of words (avoid jargon)
- If providing the individual/family with any materials such as fixtures membership forms or other printed information, take the time to go through this with them
- Ask and note how the child/parent came to the club
- Check for understanding – Ask if the parent or child understands how the club/association operates and if the parent or child has any questions or issues with the child participating
- Don't be afraid to ask questions! This is the only way you may find out about potential barriers and ways to overcome them.



Ongoing relationship building – While we believe that our practices and procedure are cultural neutral, quite often they are favouring some groups over others. Make sure you continue your ongoing relationship building. Here are some key tips:

- Buddy system: Navigating all of the new procedures and fixtures involved in a club or association (fixtures, training schedules, uniform requirements, finals expectations, etc.). Can be quite daunting! Think about pairing the new member up with a buddy, a peer their own age.
- Involve families wherever possible – Encourage family attendance at games and social events
- Ensure club/association, inclusion/racial and religious vilification strategies and policies are clearly and visibly displayed in dressing rooms and public areas, on your website and included in printed materials
- Ensure an inclusive culture is in place in the team – Ensure that any players or parents are reprimanded for ethnic jokes, stereotypes, accents or condescending comments which are unacceptable under club policy
- Take time to learn about the new member's culture- Are there particular holidays that they celebrate which may affect their commitment? Are there certain foods they cannot eat?

Note: There are always mistakes on both sides of cross cultural communication. Remember cultural awareness is a journey not a destination.

Trust is built through repeated positive interactions. It can't be fast tracked but is built over time.

Contact us!

For more information on:

- Netball Victoria's inclusion programs
- Strategies to promote your club/association
- Advice on policies, procedures or any other topic

Please contact us:

Netball Victoria

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