



# Our Club:

## A place for everyone

A club strengthening initiative for Eastern Football League clubs to help minimise harm from alcohol.

- **Club Engagement Survey 2020** -



Alcohol  
and Drug  
Foundation



Local Drug Action Team Program



ACTION  
ON ALCOHOL  
FLAGSHIP GROUP



# Club Engagement Survey June 2020

## Introduction

Building strong and connected communities is important for everyone. Local footy clubs provide an opportunity to:

- bring people together,
- increase participation in sport,
- promote social connection and
- create a sense of belonging.

Research tells us that all these elements protect children, young people and adults from social isolation, alcohol and other drug use and poor mental/physical health.

The 'Our Club': A Place for Everyone Initiative undertook a Club Engagement Survey in June 2020 to find out how Eastern Football Netball League (EFNL) clubs are keeping members, supporters and the community connected whilst football was on hold due to COVID-19 restrictions being in place.

Eight clubs from across the EFNL shared their experiences and you can read their responses below.

For more information about the initiative: ['Our Club': A Place for Everyone Initiative](#)

# Bayswater Football Club

Bayswater Football Club undertook a range of initiatives to keep their community connected including:

- Weekly wellbeing check ins on Zoom and one to one catch ups with one of four club officials, both coaches, a captain and the football manager. This has been especially well received by the playing group.
- A competition among the playing group to stay active, work in teams and to continue keeping in contact with everyone. Each group of four to five players upload their points each week to the seniors coach. Players could choose a variety of activities, each with different points, for example yoga is worth 5 points each time a player completes it.
- A Player Wellbeing Manager supporting player's fitness by running a Zoom workout to all players and the club community.
- Streaming weekly replays of significant games on Facebook so any supporter or playing group member can watch and comment on the game. A spokesperson from the Cub said "This has received a great response from the community and allowed for the connection to each other to continue along with the chance to watch football".

By sharing information through a range of channels including social media, emails and also reaching out to support players individually, the club found that all initiatives worked well and contributed to a culture that's inclusive and supportive for all.

The club is proud of its success in supporting the wellbeing of its players during a challenging time. This is reflected in the feedback received, how members feel about the club, the excitement in the shift of the approach the club is taking, and in the plans the club have moving forward.

**Club website:** [Bayswater Football Club](#)

# Chirnside Park Football Club

Chirnside Park Football Club (CPFC) kept members informed and socially connected through:

- Social media communication to families, members and players.
- Communicating ways to stay physically and mentally healthy throughout isolation.
- Individual team communication.

CPFC found social media communication to be most effective to keep parents up-to-date regarding the restrictions and how it affected the 2020 Football Season.

The Club found the continued positivity relating to getting the kids back out on the football field, as well as the work by the Committee, kept the spirit of the Football Club alive during the uncertainty of restrictions.

**Club website:** [Chirnside Park Football Club](#)

# East Ringwood Junior Football Club

East Ringwood Junior Football Club (ERJFC) kept members connected during this time through:

- Facebook pages for each age group.
- Coaches contacting players and families.
- Posts and emails from the President on a regular basis.

A spokesperson from the Club said "The posts and emails from the President worked the best as the members appreciated the messages and updates in relation to the season, as well as the current activities of the club even in the most difficult times. Hearing the messages from the top endorsed the club culture of inclusivity and the importance of every family and member of the club".

ERJFC would like to thank the council for the continued updates and information, and also during this time of slow introduction back to "normality" which has been very reassuring and offered much needed guidance. The Club also extends its thanks to everyone that has worked so hard for the cause!

**Club website:** [East Ringwood Junior Football Club](#)



# Ferntree Gully Eagles Football Netball Club

Ferntree Gully Eagles Football Netball Club (FGFC) had in place the following initiatives:

- Good Sports Club (Level 3) – FGFC are a member of the good sports club which helps the club to develop good policies to promote healthy sporting clubs.
- Club Values – one of their club values is inclusiveness. The club prides its self on the fact that they are an inclusive club with boys, girls and their all abilities team all taking equal importance in the club.
- SALT Courses – Each year the club facilitates SALT courses with their players and coaches on various topics for e.g. drugs and alcohol, mental health etc. The SALT courses are always well received by the players and coaches and it demonstrates that the club cares about players and coaches wellbeing.

FGFC is working hard on the culture within the club, acknowledging this takes time and a lot of dedication. The Club wants families to know that the club is a place where they can get support when needed.

**Club website:** [Ferntree Gully Eagles Football Netball Club](#)

# Scoresby Football Club

Scoresby Football Club undertook the following initiatives to keep members socially connected:

- Regular Zoom chats between members.
- Regular contact of players by coaches and committee.
- Online quiz / games available to all members.

Feedback from club members was positive and the initiatives well received, although restrictions on the number of users able to log in at any one time on some platforms did reduce the ability to reach everyone at once. However the club continues to reach out to all members using social media channels, along with their chaplaincy program to provide support to anyone that needs it.

A spokesperson from the Club said "We are looking forward to being able to socialise in person as soon as possible".

**Club website:** [Scoresby Football Club](#)

# Surrey Park Football Club

Surrey Park Football Club (SPFC) undertook three main initiatives to keep members connected:

- Strava running competition for players, coaches and committee members.
- SALT group counselling session for the Senior group (including coaches and committee).
- Commenced training at a whole of club level (when it was safe to do so) even though the season had been cancelled.

SPFC acknowledged it was difficult at times to keep everyone motivated without catching up at either group social events and/or during the competitive season, however all three main initiatives worked well to engage many of the clubs members.

The Club used Facebook, Instagram, the club website and a weekly e-newsletter to communicate with members and noted the need to use a variety of channels to inform the many different age groups across the club.

SPFC are currently exploring the possibility of engaging with local retirement villages to encourage residents to come and support the 'local team'. There could also be the opportunity for the residents to get involved in volunteering with the club, and this initiative would help foster greater social connection in the local community.

**Club website:** [Surrey Park Football Club](#)



# Upper Ferntree Gully Football Netball Club

Upper Ferntree Gully Football Netball Club undertook a variety of initiatives to keep members connected including:

- Use of social media and group email communications. In addition, a player Facebook page provided the opportunity for players to engage with each other and keep updated on life in isolation.
- Leadership Group Comm's Tree - Each of the 9 leaders have approximately 5 players each that they are responsible for keeping in contact with. They set up WhatsApp threads, text messages or used other platforms depending on what suited each group.
- Leadership & Senior Coaches Group communicated via WhatsApp and online meetings to ensure leaders were engaged and informed in decision making and to continue work on standards and values development.
- Direct Contact with players - Senior coaches had one to one conversations with 40+ senior players to check in on welfare and impacts on the individual of Covid-19 restrictions.

The Club says that a mix of initiatives have been successful in keeping members socially connected.

Members insights:

- "I've missed connecting with the club, and one challenge is the uncertainty around the impact Covid will have on football operations, so I've been using the break to plan for 2021".
- "I sent messages to team mates to check in, and when restrictions were lifted, I set up a training schedule with a couple of mates to keep fit, and more importantly keep up the social connection".
- "I really miss that Family Feeling you get with the club on a Thursday night when parents and players get together for a meal, and also catch up on Saturdays on game day to support the players. Can't wait for 2021 when the season restarts!"

**Club website:** [Upper Ferntree Gully Football Netball Club](#)

# Wantirna South Junior Football Club

Wantirna South Junior Football Club (WSJFC) used social media to keep members informed, ran colouring competitions for junior members and kicking competitions for older members, and emails were sent from the President to keep members informed and up-to-date.

In responding to potential social and health issues arising at the club, WSJFC have a welfare officer at the club and members can contact the officer at any time.

A spokesperson for the club said "Sports Clubs will play a large part in integrating the community back together over the next few months".

**Club website:** [Wantirna South Junior Football Club](#)