



THE NEXT GEN

GUIDING PRINCIPLES FOR A JUNIOR COMMUNITY UMPIRING CLUB

The Guiding Principles provide our Junior Community Umpiring Clubs a blueprint for success. They highlight the best of what each Club does and provides inspiration for the future. The Guiding Principles were developed using the AFL National Umpiring Development Strategy key pillars of Grow, Train, Transition and Retain.

GROW

Recruit Umpires from traditional and diverse backgrounds because the bigger the base the higher the pinnacle.

TRAIN

Provide learning opportunities for all of our Umpires.

TRANSITION

Allow our Umpires to be the best they can because one in two of our Umpires want to progress to a higher level.

RETAIN

Keep our Umpires engaged for longer through inclusive and enjoyable environments.

The Junior Community Umpiring Clubs value most:

FUN ENGAGEMENT INCLUSIVITY LEADERSHIP DEVELOPMENT OPPORTUNITY

GROW

- 1) We value our club environment.**
We believe in a positive club environment. Our Club environment is inclusive, enjoyable, and vibrant.
- 2) We engage with our junior football clubs.**
We utilise an innovative communication strategy to conduct a range of promotional and educational activities to engage our junior football clubs.
- 3) We welcome parent engagement.**
Given our age demographic, we value the important role that parents play and include them in all communications, promotions, and events to ensure active involvement.
- 4) We focus on values.**
We work with our Umpires to develop a strong, sustainable vision which includes appropriate standards of behaviour. This gives our members clear direction and a sense of purpose.
- 5) We embrace promotion.**
We actively promote our Club in the community. With a strong brand, we focus on regular and astute social media usage to help us engage with our network, including football clubs and schools.
- 6) We seek to expand the Boundary/Goal Umpire pathway.**
We understand the need for a great team and aim to diversify by providing a clear pathway for aspiring Boundary and Goal Umpires.
- 7) We are inclusive.**
We embrace the changing face of umpiring and are committed to a welcoming environment that is inclusive and diverse, which supports the needs of all members.



TRAIN

- 1) **We value fun.**
We focus on fun in everything we do.
- 2) **We value great people.**
We believe in an environment that develops great people. Umpiring cultivates important life skills. We focus on developing and enhancing these skills.
- 3) **We focus on fundamentals.**
We believe the development of fundamental umpiring skills builds confidence. We concentrate on developing relevant skills for umpiring junior football and support our Umpires to gain experience.
- 4) **We are mentors.**
We develop supportive relationships with our Umpires. We are role models and positively influence each other through leading by example.
- 5) **We take a tailored approach.**
Umpires are engaged when coaching and training benefits the individual's development. We provide different experiences that grow the Umpire on and off the field.

TRANSITION

- 1) **We seek to inspire.**
We believe that Umpires can aspire to the highest level. We promote the benefits of the talent pathway and support our Umpires in their journey.
- 2) **We support our people to be the best they can be.**
We want to challenge our Umpires to better themselves. We support them to do this by providing mentoring and coaching that underpin these growth opportunities.
- 3) **We are connected.**
We connect Umpires to other experiences. We promote opportunities to pursue Field, Boundary and Goal umpiring and to umpire at different levels or in other competitions.

RETAIN

- 1) **We focus on culture.**
We recognise the basis of a strong culture is developing great people who inspire others to be their best.
- 2) **We value social interaction.**
We believe in strengthening our group through team building and social events that emphasise fun and friendship.
- 3) **We celebrate success.**
We value the contribution of our members and together celebrate their achievements. We provide reward and recognition that acknowledge our Umpires' contributions to our Club and the game.