



Recognising coaches and officials

It is vital that a club recognises the efforts and contribution of its coaches and officials. There are many ways in which clubs can do this as a means of showing the coaches and officials they are appreciated and valued. A person who is valued is more likely to continue their involvement with an organisation.

How you can recognise your coaches and officials

Here are just a few ways that you can recognise, thank and reward the valuable contribution coaches and officials make to your sport:

- **Personal thanks:** Say thank you - simple, but effective
- **Cover costs of training:** Provide professional development opportunities and subsidise the cost of training courses
- **Social events:** Organise social events to recognise coaches and officials, such as presentation nights, dinners, thanks BBQs or breakfasts
- **Provide references:** Recommend coaches and officials to prospective employees
- **Value input:** Listen and create a supportive environment where your coaches and officials feel valued, useful and welcome
- **Publicise achievements:** Celebrate achievements and recognise efforts of coaches and officials in newsletters, magazines, websites, local media and annual reports
- **Empower:** Provide opportunities for them to take on additional responsibility
- **Reward:** Give awards, thank you cards, certificates, clothing or gifts such as tickets to games
- **Congratulate:** Send a congratulations or thank you letter signed by a high profile person
- **Nominate:** Nominate coaches and officials for awards
- **Cater:** Provide food and drink for coaches and officials during events and meetings
- **Remember important dates:** Send birthday, Christmas cards and acknowledge significant anniversaries of a volunteer's service to your club.
- **Dress:** Provide a uniform for coaches and officials to wear so they feel part of the team
- **Reimburse expenses:** Try to cover any expenses the coach and official might incur, such as travel, entry fees, accreditation and registration
- **Promote accreditation:** Encourage coaches/officials to become NCAS/NOAS accredited - the club could even cover the cost.
- **Mentor:** Provide a mentor program between experienced and new coaches or officials.
- **Represent:** Ensure coaches and officials are represented at all levels on committees.
- **Support:** Ensure your club or association has a coaching/officiating director, coaching/officiating coordinator or chairperson.

Make it obvious that you value them and provide incentives for your coaches and officials.

With any recognition it is important there are some key principles involved. The recognition must be:

- Sincere and well meaning
- Timely so it is linked to recent involvement
- Accurate, so the club needs to keep records of involvement of its coaches and officials



Case study

A hockey club had approached a number of its senior players to seek their support in offering to coach some of the club's junior teams. From the senior players that did express interest in coaching, the club coaching coordinator made contact and invited them to an information session where more detail was provided, interviews conducted and coaches selected. The successful coaches were then invited to a special function where the senior coach addressed them. At this same function the club also recognised the efforts and achievements of a number of its key volunteer coaches and officials from the past season so the new coaches were able to see how the club recognised its volunteers.

During this club function the coaching coordinator made a special announcement to welcome the new junior coaches to the club and a presentation of a club uniform was also made to each new coach.