POSITIVE BEHAVIOUR INITIATIVE

Title: **Thanks Campaign**

Background: Coaches, officials and sports administrators are the backbone of many sporting organisations. Sport and clubs that support these people have a better chance of recruiting and retaining them.

In 1999, the Australian Sports Commission, the ACT State Coaching Centre and the ACT Bureau of Sport and Recreation initiated a pilot 'Thanks Coach' campaign. The campaign involved the public nominating coaches to be recognised. Following the success of the pilot, other states and national sporting organisations took up the campaign. The campaign was also expanded to cover officials.

Purpose:

- To recognise coaches and officials, in particular at the grassroots level.
- To educate, assist and encourage sporting clubs and organisations to recognise coaches and officials.
- To educate the community about the role that coaches and officials perform and the importance of saying thanks.
- To raise the profile of coaches and officials in the community.
- To raise awareness of the national coaching and officiating accreditation schemes.

Description: The ASC has been assisting states and national sporting organisations to run the campaign by providing campaign grants, advice and information on how to run the campaign. Given the different resources and situations, each state and national sporting organisation follows its own schedule and devises its own strategies for its specific campaign. Nevertheless, all campaigns have the common goal of recognising coaches and officials. Find out more about how to run a Thanks Campaign.

Contact details: Coaching & Officiating Unit Australian Sports Commission