

LINKS & RESOURCES

SPARC

www.sparc.org.nz/en-nz/communities-and-clubs/ACTIVATION

www.activation.org.nz

NEW ZEALAND SECONDARY SCHOOLS SPORT

www.nzsssc.org.nz/home

COLLEGE SPORT

www.collegesport.org.nz/new/

THE NEW ZEALAND SCHOOL CURRICULUM

<http://nzcurriculum.tki.org.nz/Curriculum-documents/The-New-Zealand-Curriculum>

STAY AND PLAY DOCUMENT: BARRIERS TO

YOUTH PARTICIPATION - www.sparc.org.nz/Documents/Young%20People/4A_stayandplay.pdf

BETTER WITH A BUDDY: INFLUENCE OF BEST FRIENDS - http://journals.lww.com/acsm-msse/Abstract/2011/02000/Better_with_a_Buddy__Influence_of_Best_Friends_on.9.aspx

COACHING GENERATION Y

www.podiumsportsjournal.com/2010/09/03/coaching-the-generation-y-athlete/

MOTIVATION AND SPORT

www.ausport.gov.au/participating/schools_and_juniors/juniors/issues/motivation

Lockwood, P. & Perlman, D.J. (2008). **ENHANCING THE YOUTH SPORT EXPERIENCE:**

A re-examination of methods, coaching style and motivational climate. *Journal of Youth Sport*, 4(1). Pages 30-34

For more information on Activation and what's going on in Upper Hutt visit:

www.activation.org.nz

TEN QUICK TIPS

- 1 Think outside the box, be innovative, keep things fresh
- 2 Involve young people at all levels
- 3 Developmentally appropriate (age appropriate) activities
- 4 Holistic approach
- 5 Visible pathways for development
- 6 Maximise participation levels
- 7 Fun, fun, fun!
- 8 Include social elements
- 9 Communicate effectively, be easily contactable
- 10 Suit their needs, after all they are the future of your club

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ENGAGE & RETAIN

A GUIDE TO KEEPING YOUNG PEOPLE

ACTIVE AT YOUR CLUB



activation
ACTIVE RECREATION



sport
Wellington



GEN Y OVERVIEW

- They want personal satisfaction and to pursue this.
- Less concerned with permanence.
- Not as influenced by authority or role models.
- Peer group is very important – they want social opportunities and non-competitive options.
- More visual and kinaesthetic learners who avoid too much information.
- Values and self esteem need to be met.
- Many have lots of other commitments (part time jobs), that need consideration.
- Most have computers/access to the internet.
- Likely to live in split parent households.
- Want action over observation.
- Coolness is the key.
- Want things now – they complete a cost benefit analysis quickly and make a choice on this.
- Prefer direct approaches.
- Want to be tested physically and mentally – push their limits.
- Want support for learning and development.

ENGAGEMENT

COMMUNICATION; this is a two way process; ie they have to allow you to communicate (this is not just talking to them). Use their own technology (Facebook, Youtube, twitter, email, text etc). Get feedback from the players themselves how it should be done. Consider technological aids for coaching such as timewarp. You could use video clips rather than whiteboards or have a respected player/peer member present key information. Profile your players, find out who they really are before you communicate.

BE PROACTIVE; young people will often sit in their own comfort zone. Actively pursue their involvement in your club and sport through a variety of methods. Phone, email use wider publicity, letters, through parents, schools and other contacts.

LINK IN; establish relationships with other key organisations in the community where young people already engage; local secondary schools and college sport, youth organisations and services, local councils.

PROMOTE; a flexible, multi-optioned club environment. Plan the season in advance so all questions can be answered up front. Be organised and prepared!

RETENTION

MOTIVATION; having fun is the key driver but this depends on what individuals think is fun. Need to connect and have social interactions, build self confidence and development. Young people want praise. Relationships are important, especially with coaches and team mates. Create practise activities similar to game situations, design tasks with sport context in mind.

CONSIDER YOUNG PEOPLE'S NEEDS; when does training suit them? Use modified games with a high action rate during training. Give them roles and responsibilities and get them contributing. Informality is often preferred to structure, adopt randomised training and be innovative. Feedback is important, ensure feedback loops are in place and give options for participants to work in groups.



YOUNG PEOPLE ARE OFTEN DIPPERS AND GRAZERS; they sample and move on. When they are trying your sport you need to hook them in and give them a reason to stay. Long term planning and development needs to be in place offering pathways and high activity - low down time. Keep incorporating new ideas into your programme.

RECOGNISE THE WIDER PICTURE; family/whanau is important to them. Connect with this wider group, promote cultural tolerance and get to know your young players.

REALISE that there are many other options out there for young people - your sport is only one. There is now an abundance of opportunities and distractions for young peoples' time. You need to make your sport as attractive as possible for young people to take part and stay focused.