

# COMMUNITY UMPIRING WEEK



## **Community level:-**

- Have AFL listed umpires attend local training sessions in the week leading up to the Community Umpiring Round
- Accept the invitation from the AFLUD to allow developing umpires to attend training at IKON Park being conducted by the AFL Umpiring Department's coaching panel.
- Nominate first year Trainee umpires to lead AFL umpiring panels on to the MCG or Etihad Stadium over the Community Umpiring Round.
- Provide a common article for the Leagues' Football Record specific for the Community Umpiring Round
- Highlighting the significance of the red Trainee Umpire Sleeve Program
- Vouchers being supplied to umpires for canteen use
- Community Umpiring Round posters displayed on the ground and in change-rooms of all clubs
- Free food and drink being supplied in umpires change rooms
- Invite local junior teams' football coaches to umpire one game over the weekend
- The League/s initiate an "Ump's Shout" round where one of the umpires for each senior game is provided with drink vouchers that must be used by some members of the umpiring panel, the two coaches and the two captains in the social rooms post game
- Umpires introduced by name as they enter the field prior to the game
- Umpires presenting at Leagues' Season Launch
- Post-Match meetings
- Regular Training sessions with clubs – building relationships – get involved in game sense drills, e.g. ruck contest, marking contests, kick at goal, boundary throw-ins
- Local radio on match day, involving umpire interview, Friday night footy show also
- Article in footy record each week with a bigger focus on 'Community Umpiring Round'
- Umpire Association – Life Members' Day at a club
- Shaking hands, pre and post-match with coach and players
- Presentation at school assemblies – senior school students are often the U18 players
- Umpires presenting at pre-match function – have the umpires tell their story
- Photo promotion using local football people, player umpire & coach
- Clubs attend umpires' training
- Promotion of a 'We' Attitude not us and them

- Get involved in community projects, e.g. Relay for Life
- Discussion with coaches that the 'buck' stops with them in relation to umpire abuse
- Promote Trainee Umpire Sleeve Program, place banners in prominent positions at venues
- Develop more structured information sessions with club coaches on Laws and their interpretation
- Umpires develop an approach to learning the names of players
- Invite all coaches to dinner – opportunity to explain umpiring in more detail
- Formalise pre-game approach in rooms, that is meet all players, not just coach and captain
- Positive media coverage
- Umpiring promotional fliers to be handed out at match venue upon entry to patrons
- Pre-and post-match review with umpires on local community radio
- Umpire profiles printed in local Football Records
- Build relationships with Coaches
- Engage local print and television media for local promotions
- Engage all Clubs with purpose statement leading up to the weekend
- Encourage Leagues / Commissions to promote after-match festivities involving umpires
- Adjust local email footers for the week leading up to the weekend
- Create podcasts
- Contribute editorial umpiring articles into Football Records
- Saturate market with lead up activities and match-day expectations
- Use football clubs as training bases for that week and engage players in training drills
- Bombard social media platforms with local initiatives
- Invite club captains to local umpire training session/s