

Why is Leading the Cheer so important?

A positive sporting environment provides a foundation from which we can build on, to ensure we are respecting and retaining our community's involvement in sport for years to come. It's about future-proofing sport in our region, ensuring players continue to enjoy playing sport as they grow, volunteers remain committed to their club and supporters keep watching the games.

We don't tolerate negative or aggressive attitudes in other everyday places – in our schools, work place or home – so why do we allow it in our sports?

Negative behaviour is another word for bullying, so let's make a stand on the sports field. You never know, the player the player that gives up because of a negative experience could be a future NZ representative!

It's not about removing a passion for the game – it is about making sure that passion is expressed in a positive way.

So what are you waiting for, get out there and **Lead the Cheer!**



#leadthecheer

Further resources can be found at www.sportbop.co.nz/leadthecheer to help you Lead the Cheer!



We all love sport but are we good supporters?



Participation in sport creates happier, healthier people, better connected communities and a stronger Bay of Plenty.

In a recent Sport New Zealand study, 84% of participants believe essential life skills are learned playing sport, such as **teamwork**, **communication** and **co-operation**. But, if the environment isn't one of positivity and support, those life skills can easily become bad habits.

A negative sporting environment prevents players, referees, coaches or supporters from feeling safe and supported. It hinders those involved in sport from playing their part and it gives them an unpleasant experience they'll never forget.

When many individuals involved in sport are volunteers, who dedicate their time and commitment purely for the love of it, a negative environment may see them withdraw from that situation – and that sport – forever.

At its worst, it is verbal or physical abuse on the field, but sometimes it's the subtle disappointments or unspoken actions of negativity that can have the most damaging effects.

Sport Bay of Plenty, clubs and regional sporting organisations want to put an end to the behaviors that spoil our sport, and that's why we've developed Lead the Cheer!

To help you Lead the Cheer we've developed these four pledge points. Follow these and make sport in the Bay better for everyone...

Pledge Point 1

Encourage and focus on fun

Pledge Point 2

Show respect for everyone

Pledge Point 3

Praise effort and courage

Pledge Point 4

Let players play, coaches coach and referees ref



Leading the Cheer is as simple as having a great attitude and helping inspire others around you to feel those positive vibes. So come on guys, let's get together and Lead the Cheer!