



ONE WORLD
ONE BALL
FLOORBALL

THE IMPORTANT PEOPLE



THE PARENTS

Enjoyment and support from parents is crucial for girl's participation in physical activity. Parents play a large role in enabling opportunities for young children to be physically active, and the nature and extent of physical play opportunities depend greatly on the set of beliefs and expectations held by the parents. These beliefs are particularly significant in relation to gender. From an early age, many parents, in a range of cultures, treat boys and girls differently and encourage different styles of play in physical activity contexts.

In particular, fathers play the primary role in influencing children's participation in sports and physical activities, especially for 14-18yr old girls.

Constraints

Parents' fears and concerns regarding safety can be a powerful constraint on children's time and access to opportunities for physical activity. Very often girls' freedom to move is restricted by norms and conditions that determine where it is safe or appropriate for them to go.

Parents' decision to allow their child to participate can be influenced by: attitudes and awareness of health benefits; safety concerns; cost; availability; and accessibility. There needs to be initiatives to promote access to organised sports through reducing costs and increasing variety, particularly for families with lower incomes and those living in rural and regional areas.

Parents are 'time poor' and time is a major factor when deciding whether or not to allow their child to participate in organised sports, especially for parents of younger children (5-12yrs). While there are limited strategies for solving the problem of time pressures generally, sporting organisations could pioneer new approaches to reducing parents' time commitments, such as organising parent rosters and community transport to venues

Reducing Costs

Parents are more supportive of activities with easy access, a safe play environment and low costs. Especially for families with lower incomes, a child's participation in organised sports is greatly influenced by the financial costs.

The most common sports-related expenses for children are sportswear, equipment and participation fees. Replacing children's sports shoes is an unavoidable expense, however, uniform costs can potentially be reduced with the establishment of 'second hand' uniform shops as most children grow out, rather than wear out, sports uniforms. Similarly, the establishment of sports libraries where children can borrow sporting equipment may also potentially reduce expenditure



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THE COACH

The coach is one of the most important figures and supporters of young female athletes, and they can have a big effect on whether or not a child chooses to continue with a sport or dropout. They can be responsible for a successful career in competitive sport or be the reason that a career ends.

The coach has an important influence on the attitude and mental growth of young athletes, especially through their own behaviour. If they have an authoritarian behaviour or a lack of openness and readiness to discuss things, it can cause a child to stop participating.

The coach must be competent in the knowledge of skills necessary for Floorball and must know how to properly teach these skills to young athletes. In order to enable good coach-player interactions and improve participation they must acknowledge and understand that there are differences in coaching girls and boys.

The coach should emphasise the need for FUN and should encourage and reward all participation.

THE ROLE MODEL OR MENTOR

It is important to recognise the achievements of sportswomen and to promote them as role models to women and girls, as well as to the wider community. The promotion of role models, including from a range of diverse backgrounds, is one avenue for motivating women and girls to pursue a career in sport or to commence or continue participation in sport and recreation activities.

The role models who influence children's physical activity participation change over time. In early childhood, primary role models are parents, with friends and teachers becoming more significant as they enter school, and sports players, coaches and celebrities gaining in influence in adolescence. Effective role models need not be the most outstanding sporting individuals, but rather, may come from within the school (other pupils or teachers) or at home (parents or siblings).

Mentorship can never be underestimated. The value of one-on-one interaction, as well as the placement of role models in visible public forums, increases people's awareness and acceptance of what roles females can play. While girls and women are participating in sport in larger numbers every year, we still see very few women in leadership roles that often define the direction and focus of the organisations.

Take a leadership role in promoting opportunities for women to lead and participate.