

RETURN TO BASKETBALL TIPS FOR EFFECTIVE COMMUNICATION

A safe return to basketball will be a concerted effort from the basketball community with associations, clubs and participants all needing to do things a little differently as we return to basketball in line with government regulations.

The return to basketball is governed by the restrictions in each state/territory and whilst these have been eased recently it is a constantly evolving space. Basketball has taken a national approach to returning to sport and guidelines to assist local basketball associations and clubs have been developed in consultation with Federal and State government (www.australia.basketball/covid-19/).

However, a safe return to sport does not rely upon these documents. Far more important is the measures that associations and clubs take and the compliance with these measures by ALL participants.

Accordingly, it is vital that we communicate effectively – we cannot assume that people know what they have to do (or not do). Below are a range of factors to take into consideration to make communication as effective as possible:

1. Many Methods of Communication

Use as many different methods to communicate as possible. Signs in the stadium are great, but make sure that all staff (volunteer and paid) know about the measures and can talk to participants and their families about what is required.

Part of the role of the Covid Safety Officer is to answer questions and communicate with participants about the measures that are in place.

2. Communicate Before They Come

Communicate to participants before they come to the stadium so they know what to expect, and can comply with the various measures (e.g. shower before coming to stadium, leaving straight after game).

You can do this by:

- Including it in Terms and Conditions of Registration
- Email to people once they register or join a program
- Provide simple FAQs that can be distributed to clubs, teams and be placed on social media
- Speak to club/team contacts and ask them to communicate with the players in their club/team

3. Prioritise Important Information

Too many posters in one place will often result in none of them being read. Place important posters in prominent locations clear of other posters.

4. Easy to Read Posters

Having signage around the stadium is important. Below are guidelines for making signs effective, particularly for people with a vision impairment:

- **Contrast:** a strong contrast between words and paper is essential. Black type on white is best. Avoid tints behind type.
- **Colour:** Black ink is preferred. Other dark ink may be used provided that the background is very pale. Avoid yellow or pale ink and avoid coloured backgrounds
- **Font:** Use sans serif fonts like Arial or Helvetica. Avoid very thin, light or unusual typefaces as they can make legibility difficult.
- **Layout:**
 - Leave space between paragraphs
 - Have generous margins
 - Use bold for headings. Avoid underline and use italics sparingly
 - Follow a logical, linear layout

5. Educate Everyone

Make sure that all staff (volunteer and paid) know what measures are being taken at the stadium and can explain them to participants.

6. PA Announcements

If you can, make regular announcements over the PA system reminding people of the measures that are in place. These should be short messages (no more than 30 seconds) played at least every 30 minutes.

7. Be Vigilant – ‘What you accept is what you get’

All the policies and measures that are taken will be ineffective unless they are enforced. Be polite but be firm when asking participants to follow the measures that are in place.

8. Demonstrate measures

Make things as practical as possible. For example, don't just say that when queueing at the canteen to keep at least 1.5 metres apart. Mark it on the floor (like supermarkets do). The easier you make it to understand the more people will comply.