

Sports Chaplaincy Australia

Sports Ambassador Program

Welcome to the SCA Sports Ambassador Program.

Due to the heightened demand from sports clubs and competitions in Australia for team and member care and the growing demand for sports chaplains SCA has established its Sports Ambassador Program.

What is a sports ambassador?

Our Sports Ambassadors are dedicated Christian men and women who speak on behalf of and act on behalf of SCA to their sports community. Their simple aim is to help get sports chaplains serving in these communities.

What is a sports chaplain?

A sports chaplain is a lay or ordained person serving as a honorary pastoral carer in a sports community of any kind. They can provide many different types of services but simply are God's man or woman helping pastor their sports community for the Gospel.

What is the need?

Our diverse sports communities have a variety of immediate and deep needs including depression, suicide, poverty (especially in rural drought areas), grief and loss, emergency response needs, substance abuse, family breakdowns and the effects and consequences of doing life without a concept of God.

Many people, including kids, see their local sports club as the closest thing to a church and subsequently their coach as a quasi form of pastor. As a result many sports in Australia are under pressure to provide care they are not adequately capable of and have become overwhelmed with.

What are we doing about this need?

Since 2005 SCA has been developing long-termed, ongoing strategies to help with the growth of God's kingdom in sport in Australia.

SCA's commitment to this is expressed in its vision, *"To see chaplains serving in every local and high performance sports community in Australia."*

SCA is addressing the needs and opportunities by,

- Providing training of Sports Chaplains in each State - this includes pastors, youth leaders, business owners, mums and dads,... who have a love for people, sports and serving Christ (SCA already has over 200 people serving as chaplains to a variety of sports)
- Establishing rapport and remaining in regular conversation with organisations like the AFL, NRL, NBL, Tennis Australia, Cricket Australia, etc. They are expressing their endorsement and need for the role of the chaplain in their clubs/events
- Establishing and empowering State Coordinators and offices in each State

- Empowering Ministry Development personnel in each state
- Working with local churches (through Pastors Networks) to help engender interest in this powerful ministry model
- Establishing the Sports Ambassadors role to help the Australian Church engage and present Christ to our Australian communities in a fresh and dynamic way

Why do we need Sports Ambassadors?

So why do we need Sports Ambassadors?

- SA's will help us reach 000's of people for the Gospel
- SA's will help make a significant difference in the lives of our communities
- SA's will help present a powerful model of ministry to the church
- SA's will be strategic in the significant influence the Christian church has in Australia over the coming decades
- SA's will be responsible for appointing hundreds of chaplains to sports
- SA's are seen by the sports world as significant and very valuable people

The Significance of Sports Ambassadors

Sports Ambassadors help God's kingdom grow. The sports community in Australia needs pastoral care. The local church in Australia has the people and skills to reach their community. Churches are also looking for powerful models of community ministry.

SCA can provide the credibility, training and accountability necessary to make this achievable. However, to make this a reality and reach its full potential the local church and SCA require 'Sports Ambassadors' to ensure our ability to effectively link the right people to the right clubs.

The potential outstanding. 7-8% of our population attend a Christian church of any denomination at least once a month. Whereas, 30% of Australians are involved in organised sports, most twice weekly (due to training and event days). ABS 2004. For every one person a Chaplain reaches in their sports community there are usually 2.5 other people directly related to that person they reach. So if every club had a chaplain the Aussie church could reach 75% of our total population. That's strategic.

The Sports Ambassador – The Role

As we said earlier, our Sports Ambassadors are dedicated Christian men and women who speak on behalf of and act on behalf of SCA to their sports community.

These communities usually consist of a collective of groups or clubs such as a Competition, Association, Series of Events or an Umbrella Organisation.

The honorary role of a Sports Ambassador is one of peak responsibility and respect as they are the face of the Australian Church to our national sports community.

They are SCA's spokespersons to their sports community. They promote the idea and role of the sports chaplain. They can also, given the right networks, help SCA in the appointment of Chaplains to these communities.

Their simple aim is to help get sports chaplains serving in these communities.

Sports Ambassadors - Premise

- ▶ SCA wants to grow opportunities for sports chaplaincy in sports in Australia
- ▶ SCA needs a network of ministry empowers in every state (we currently have our chaplains, partners and state offices)
 - However, this reach has natural limitations
- ▶ SCA strategically require an new mass of intentional personnel helping us impact sports in Australia
- ▶ The need is clearly evident – clubs are needy for chaplains
 - Eg, AFLNSW asked us ‘How can we promote Chaplaincy throughout all AFL clubs in NSW/ACT?’
 - How can we meet this need for Sports Chaplains and the delivery of Sports Chaplains?

Sports Ambassadors – Who Are They?

- ▶ Christian people who have a strong empathy/conviction toward the SCA vision/mission (Ministry to sports & To see a chaplain appointed to every high-performance & local sports community in Australia)
- ▶ Possibly or likely active in their sports community
- ▶ Usually don’t want to be operatives (chaplains) - but can be
- ▶ There are 2 types of sports ambassadors
- ▶ The first is the most common. A person who has a local connect with sport (no matter at what level)
 - **Region Focussed** - They usually have strong networks in their region, eg, Local church men’s leader
- ▶ The other is a high-profile sports person or identity who has a strong affiliation/stake hold in a particular sport/code/competition
 - **Code Focussed** - They usually have strong networks in their sport, eg, Margaret Court - Tennis

Aims of Sports Ambassadors

- ▶ Aims
 - SAs help grow SC in sports in Australia
 - ▶ By assisting SCA promote and appoint new chaplains
 - Be the ambassador between the sport world and God’s people
- ▶ Case Study
 - Here is just one example of a Sports Ambassador
 - ▶ As a local church member John Smith has been involved in his son’s local rugby club for a few years. Woodside RL club has 4 junior teams and 2 senior teams. John is the secretary of the Junior teams and meets with all the other club secretaries in his region once a month. John has a heart for people and loves Christ passionately but has never connected his faith with sport.

After learning about the vision of SCA (to have a chaplain in every sports community) John offers to be a Sports Ambassador with SCA. Once accepted by SCA John asks his regional club secretaries if he can present to them a 15 min presentation and invites them to consider having a chaplain in their club. 4 of the 16 clubs (including his club) take him up

on the offer. All for different reasons. John notices most of the clubs are a little coy about the role.

John contacts his own networks and pastors from other churches near to the 4 clubs to seek chaplaincy appointments. Two of the clubs already have parents who are lay leaders in their church and take up the offer to be their clubs chaplain.

As a very important part of the process John asks these 4 recommended people to get their Level 1 training and accreditation from SCA to be a credentialed sports chaplain. This is to protect and satisfy the needs of the Australian sports community.

The following year John speaks with the other secretaries and further interest is made due to the success the original clubs have had with their chaplain. He even had a talk with the coach of a rival club a few weeks after his presentation who subsequently asked for a chaplain.

Activities of Sports Ambassadors

- ▶ Activities
 - Sports Ambassadors 'speak' on our behalf and 'act' on our behalf
 - ▶ **Promote** (speak on SCA's behalf)
 - SAs help promote SC in their club/competition/region
 - ▶ Present and recommend SC at key presidents/managers meetings
 - ▶ Present and recommend SC one on one (with influential people)
 - ▶ **Appoint** (act on SCA's behalf)
 - SAs help appoint SCs in their club/competition/region
 - ▶ SAs liaise with their church networks for suitable candidates for appointments
 - ▶ SAs direct potential candidates towards SCA training & accreditation
 - ▶ **Represent**
 - Stay in touch with their sports communities
- ▶ Time Commitment
 - While every SA will be different the typical role would require minimal time commitment over the course of a year (roughly 2 hours per month)
 - However, we would expect the following time commitments
 - ▶ One or two times a year make a formal 10-20 minute presentation to significant groups, ie, Presidents of your competitions, annual coaches gatherings, regional managers meetings, etc., if given the opportunity
 - ▶ Ad-hoc conversations with key club personnel about the role and potential appointments
 - ▶ Contact local church networks to find suitable appointments for the roles (and point them to SCA for training and accreditation)
 - If at any time the role becomes too arduous SCA would encourage finding additional Ambassadors (or Chaplains) to assist where necessary (please discuss this with your State Coordinator)

Requirements of the Role

- ▶ SA Requirements
 - Gratis Associate Membership with SCA
 - 12 month X 12 month role
 - Cover own costs for doing the role
 - ▶ SAs can take advantage of our CMMA – tax deductible merchant account for personal donations if necessary
- ▶ Skills/Character required
 - Organisational and delegating skills
 - Strong network skills and social credibility
 - Warm, personal and friendly demeanour
 - An initiator
- ▶ Based on Luke 10
 - Jesus sent the 72 ahead where he was about to go
 - Our Sport Ambassadors prepare openings for the Gospel/chaplains

Resources for the Role

- ▶ SCA will train and prepare our Sports Ambassadors
 - where possible face to face, else
 - with resources and phone conversations
- ▶ SCA is developing resources for the Sports Ambassador Program, including
 - DVD promo
 - Flyers for clubs/sports
 - Resource Pack for clubs
 - SA information kit
- ▶ Currently there is a simple information kit available



We would like to invite you to confirm your acceptance as a Sports Ambassador by completing the following form.

**You can contact our Sports Ambassador Liaison
Jeremy Dover on 03 9808-1369.**

Contact Form

Full Name		Title
BH Phone	Mobile	
Email		
State	Sport	Level
Sport Competition/Event Name		
Church Denomination	Church	
Pastor's Name	Pastor's Contact	

Acceptance of the Role of Sports Ambassador with SCA

Please consider me for a Sports Ambassador role with SCA (as outlined above)

Signed	Date

Fax to: 03-8677-2940

Email to: team@sportschaplaincy.com.au

**Many thanks for filling out the form.
We will be back in contact with you shortly.**