

## **CLUBS WITH GOOD CULTURE ARE WINNERS.**

Is the catch cry 'good culture' overrated in football (and bowls)?

Can pennants and ongoing success be achieved on the back of good culture?

Is it possible to tiptoe by without it?

Firstly, understand what culture means is important. The definition of 'culture' is understanding social ways transmitted from one generation to the next. Translate that into footy (and bowls) phraseology and you might come up with 'a sustained era of success spawned from decent behaviour, outstanding habits and great leaders'. Good club culture can never be overestimated.

Replacing a poor culture with a strong one takes time and can only be engineered by brave, committed people.

A former Hawthorn player and highly respected football coach in Tasmania, Andy Bennett, was often asked why the Hawks enjoyed such sustained success through the 70s and 80s. His simple two word answer was, "Great people". The Hawks accepted nothing less than honourable behaviour because they feared the consequences from their leaders, including players.

Can you tiptoe to success without high standards and a good culture? History says no.

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