



AFL Club Coaching Coordinator Program



AFL Club Coaching Coordinator Program

- Whole Club Program - Long Term Player Development
- Club Coaching Coordinator
- Positive Club Culture (Philosophy & trademark)
- Selection of Coaches
- Coaching Handbook
- Coaches Meeting
- Developing the Coaches
- Coach Evaluation
- Coaching Curriculum



What do Parents expect from a Coach?

Parent survey – Coaching Characteristics

Top Three:

- Fair and honest in dealing with the players
- Able to teach well
- Committed to the development of sportsmanship

Middle Four:

- Knowledgeable of the skills
- Committed to having the players enjoy the game
- Knowledgeable of the rules
- Knowledgeable of prevention, care and rehabilitation of injuries



What do Parents expect from a Coach?

Parent survey – Coaching Characteristics

Bottom Three:

- Experienced as a player
- Providing an experience to improve players to compete at a higher level
- Committed to winning



Value of a Whole Club Approach

- **Parent information**
- **Player development**
- **Coach development**
- **Bridging education and practice**
- **Building partnerships**
- **Supportive team**
- **Promotion of club**



“It takes 10 years of extensive training to excel in anything”

Herbert Simon - Nobel Laureate

- Research suggests that it takes 8 – 12 years of training for a talented player to reach elite levels
- This is called the “10 year rule” or “10,000 hour” rule

“Parents/coaches in many sports still approach training with an attitude best characterized as ‘**peaking by Sunday**’, where a short term approach is taken to training and performance with an over emphasis on immediate results”



Long Term Player Development

Active Start	0 – 6 years	Learn movement Link together
FUNdamentals	6 – 9 years	Movement skills Build motor skills
Learning to Train	9 – 12 years	Learn overall sport skills
Training to Train	12 – 16 years	Build aerobic base Develop speed and strength Consolidate specific sport skills
Training to Compete	16 – 23+/-	Optimize fitness preparation Position specific skills Individual/team specific
Training to Win	19+/-	Podium performers
Active for Life	any age	Transition from competitive career to lifelong physical activity and participation in sport

FUNdamentals (6 – 9 years)

Learn all the fundamental movement skills and build overall motor skills

- Unstructured play
 - Quality instruction
 - Positive and Fun
 - Minimal formal competition
 - Range of sports
 - **ABC's – agility, balance, coordination and speed**
 - **Basic Skills – kick, mark and handball**
 - **Tactical skills – defence and attack**
 - **Read the “movements” – make decisions**
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- Teamwork and problem solving**
 - Sense of what is “fair”**
 - Introduce simple rules and ethics of sport**



Learning to Train (9 - 12 years)

Learn overall sports skills

- Accelerated learning of coordination and fine motor control
- Enjoy practicing skills – see own improvement
- Competition focus on “Learning to compete – not winning”
- Long term results – Practice to Competition ratio = 70%:30%

- Flexibility
- Speed
- Strength - body weight
- Endurance through games/relays
- Technical skills

Set goals

Visualisation



Train to Train (12 – 16 years)

Consolidate basic sport specific skills and tactics

- Play to win and do their best
 - Focus on skill training and physical development over competition
 - Practice to competition ratio = 60%:40%
- Aerobic training
 - Skill, speed, strength, core work
 - Flexibility – growth of bones, muscles, tendons, ligaments
 - Train in daily competitive situations – practice matches
competitive games/drills
 - Strategy
- ❑ Coping skills - physical and mental challenges of competition
 - ❑ Pre game plan
 - ❑ Communication
 - ❑ Concentration skills



Training to Compete (16 – 23+/- years)

Optimize fitness preparation and sport, individual, and position specific skills

- Choose to specialize in “one sport” or continue in the recreational stream
- Individually tailored programs
 - Fitness components - individual
 - Recovery programs
 - Technical skill development
 - Tactical awareness
 - Athletes strength and weaknesses
- ❑ Psychological preparation
- ❑ Game preparation
- ❑ Lifestyle education



Developing an Effective Team

Mission Statement (Vision)

Values

TRADEMARK (Coaching Team)

Behaviours

How do you want to be seen
as a team of coaches?

2 or 3 words

Positive

Inclusive

Organised etc

Actions

How will that look in action?

Think about things you should:

Stop

Start

Keep Doing



Coaching Team

Organised

- Session plans
- Use of time
- Communication
- Preparation at breaks in the game

Respectful

- Facilities and equipment
- Umpires and Opposition
- Role model behaviour
- Player needs

Approachable

- Communication
- Parents
- Players
- Committee

Connecting Education and Practice

- **Club Coaching Coordinator**
- **Director of Coaching**
- **Football Director**

“Coach the Coaches”

- **Coaching effectiveness**
- **Direction and Leadership**
- **Oversee coaching at the club**
- **Set high standards**
- **Promote best practice**
- **Evaluation**



Club Coaching Coordinator Role description

Present the club's competitive and playing objectives

Overall coaching plan

Design training agendas for each age group

Coaching on a range of training drills and games

Skill objectives and general game plans

Attend coaching seminars



Club Coaching Coordinator Actions

Video each coach in action - feedback

Arrange two guest coaches to speak to coaching team

Develop a remedial lesson strategy for players

Develop a partnership with AFL region staff

Schedule two coaches nights to exchange and review

General guidance to coaches – match day feedback



Club Coaching Coordinator Time Commitment

12 - 16 hours per week

Match day and training – review and feedback

Mentoring

Administration

Research and Planning

Keep a log of time spent



Preparing a Coaching Plan

- **A coaching plan establishes:**
 - **Philosophy of Coaching**
 - **Role of the Coach**
 - **Organisation of training**
 - **Match Day**
 - **Risk Management**
 - **Team Rules**
 - **Game Plans**
 - **Core skills and drills**
 - **Player Development**
 - **Evaluation**

Selection of Coaches

- **Selecting coaches and matching them to the right team:**
 - **Role description**
 - **Knowledge and understanding of the game**
 - **Relate to players**
 - **Inspire and enthuse**
 - **People management and organisational skills**
 - **Cultural fit**

Personnel Management

Tap into the individual motivations of coaches

Carer Coach v Career Coach

Stay out of the politics

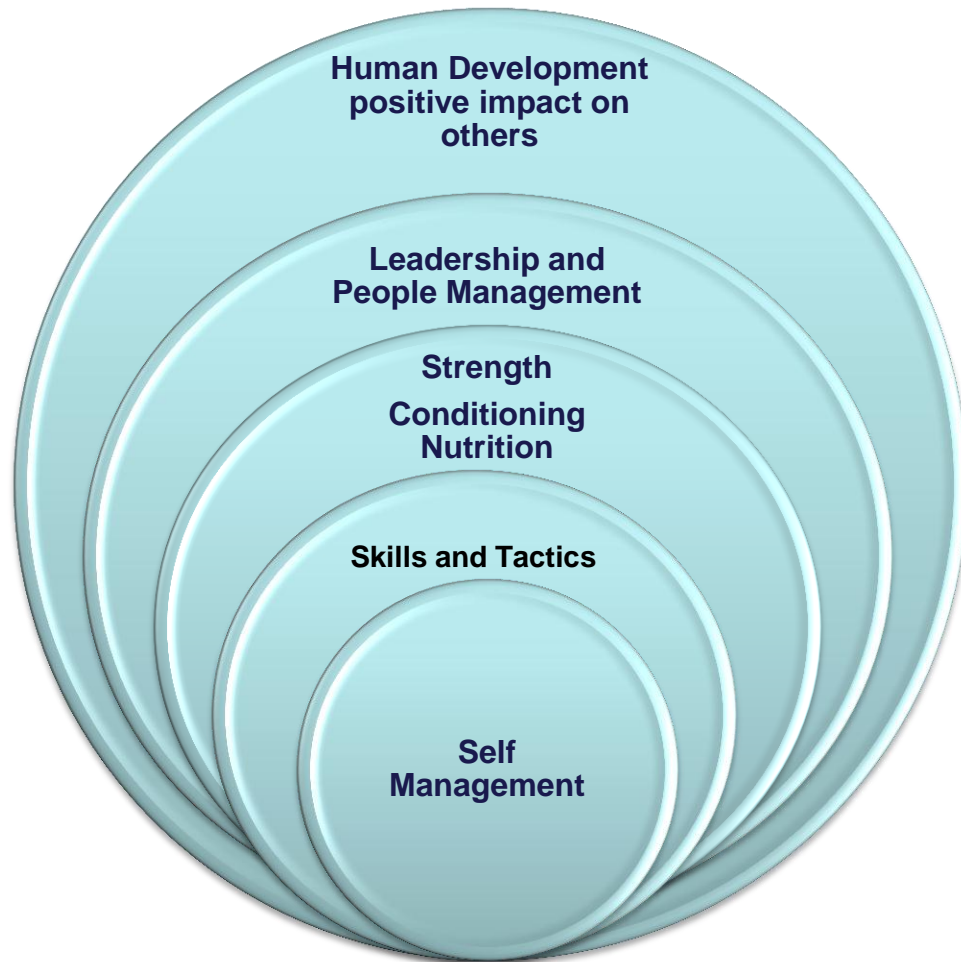
Keep it observational and fact based

Be careful of here say and pre conceptions

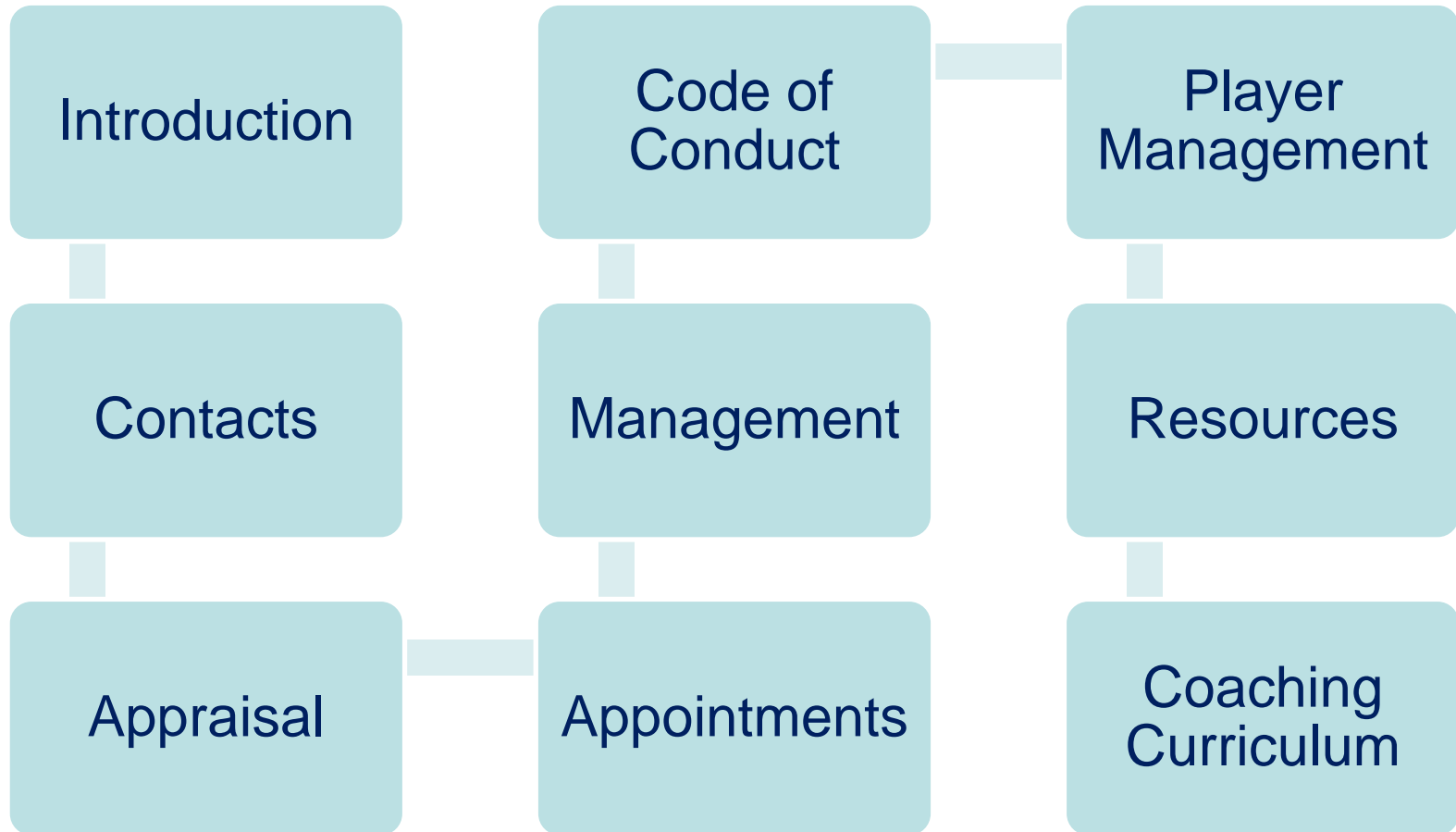


Development Onion

A fully developed coach is one who can be lifted and transported from one sport to another and be equally effective



Club Coaches' Handbook Contents



Coaches Meetings

- **Meeting of all coaches:**
 - Overall focus on the “big picture” – Long Term Player Development
 - Opportunity for input
 - Collaborative approach - empowerment, loyalty and ownership
- **Season Focus:**
 - Age group
 - Skills
 - Game plan/strategy/tactics
 - Social



Developing the Coaches

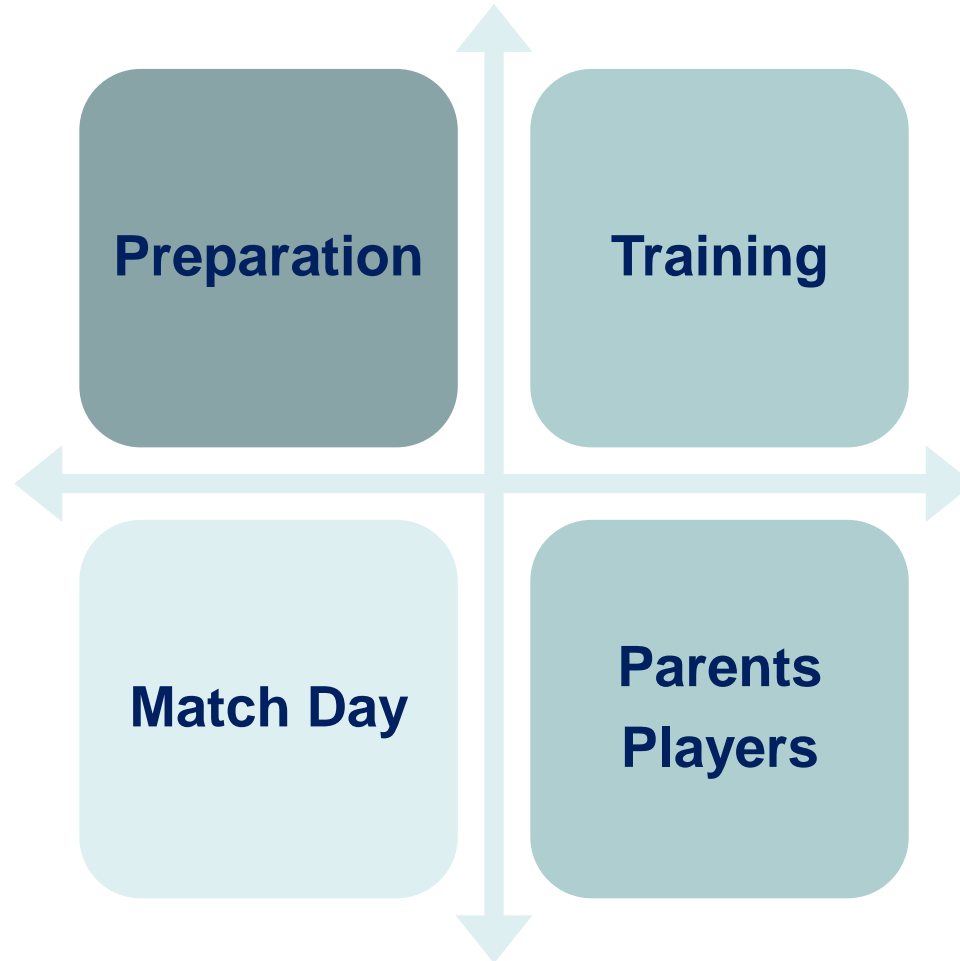
- **Process to maximise and develop coaches:**
 - **Qualified to Coach - Level 1 or 2**
 - **Professional development opportunities**
 - **Specialist coaching clinics**
 - **Updating activities – AFCA**
 - **Resources**
- **Coach Mentoring:**
 - **Pair up coaches**
 - **Formal or informal**
 - **Advice and problem solving**

Coach Evaluation

- **Appraisal and evaluation:**
 - Training
 - Game preparation
 - Match day
 - Review of existing practices
 - Continue improvements in the program
 - » What worked well.....?
 - » Even better If
 - Under the microscope – policy, practices, structures, procedures
- **Coaches self appraisal:**
 - Identify and reinforce strengths
 - Feedback on weaknesses
 - Consider video (fact based)
- **Develop new strategies:**
 - Plan for future



Evaluation of Your Coaches



Value of a Coaching Curriculum

- **Guide for all stakeholders**
- **Communication**
- **Succession plan – player travels through age groups**
- **Coach to assess level of players**
- **Match physical and emotional capabilities of players to skills and game concepts**
- **Living document – change over time**

Club Coaching Curriculum

- Playing policies and coaching policies
- Coaching competencies and philosophy
- Role description
- Player selection policy
- Resources
- Skills matrix – by age group
- Drills banks – support skills development
- Game Style & tactics
- Physical development
- Player development

Skill Development

Kicking
Handball
Marking
Picking up ball
Bouncing Ball
Tap Out
Play on
Leading
Crumbing
Changing
Direction
Running to

Tackling
Spoiling
Smothering
Shepherding
On the Mark
Bumping
Chasing
Rolling
Landing
Ruckwork
Recovery



Tactical Development

- **Defensive play**
- **Forward play**
- **Midfield play**
- **Positional play**
- **Teamwork**
- **Set Plays**
- **Game Style/Pattern**



Physical Development

- **Conditioning**
- **Nutrition**
- **Recovery/Body management**
- **Rehabilitation Programs**
- **Injury Management**
- **Risk Management**



Player Development

- **Evaluation**
- **Player Profiling**
- **Welfare**
- **Social Skilling**

Coaching Curriculum

Skill Development

**Tactics
Game Plan**

Age Group

Physical Development

Player Development



Message to Club Executive

Focus on the development of the coaches

Clear on the scope of your responsibilities

Take a long term view

Coaches on field success is not attributable to you

Success = coach development based on your objectives

Create a learning culture



Conclusion

“The better the coaches, the better they are able to provide quality opportunities for players to develop”

Patrick Hunt, AIS Basketball Coach

