

AFL Club Coaching Coordinator Course

Course Title: Club Coaching Coordinator

Learning Hours: Total: 9 hours.

Course Rationale: Coaches have been identified as key influencers in providing a positive club culture. Coaches strongly influence the club culture and also have a significant impact on the lives of individuals within the club especially the players. Presently coaches are accredited through a sound educational structure. There appears to be a growing need to support these accredited coaches in clubs and schools in a variety of aspects of the multi faceted role they play in the club/school environment. The notion of a Club Coaching Coordinator who could oversee the growth and development of individual coaches and hence the overall effectiveness of coaches in their club environment is appealing. This would facilitate the enjoyment of the coach and all players and officials within the club. Success of the institution of a Club Coaching Coordinator can only be measured by the roles and the responsibilities that are afforded to the coach in a particular coaching environment.

Course Description: This course will provide information and skills that will equip the candidate with the knowledge and confidence that will enable the Club Coaching Coordinator to make a significant difference to the coaching program, coaches and to the value that is placed on coaches in the club or school.

This course adopts an approach that will enable the participants to facilitate positive interactions when dealing with coaches and officials within the club or school environment. Coaches will learn about various strategies in influencing others when achieving shared goals in the coaching environment.

The course gives plenty of practice in developing interpersonal relationships and a positive coaching environment.

Course Objectives: This course focuses on how the Club Coaching Coordinator can act as a facilitator and mentor in the process of improving the coaching program, personnel and the club culture

The course objectives are to:

1. Provide an understanding of the roles and responsibilities of the Club Coaching Coordinator;
2. Improve the Club Coaching Coordinator's communicative competence;
3. Demonstrate the benefits of a coaching trademark and a sound coaching philosophy
4. Introduce Club Coaching Coordinators to coach assessment and assessor training;
5. Provide an understanding of mentoring in the self improvement of coaches;
6. Improve the Club Coaching Coordinator's competence and confidence in developing a positive club culture;
7. Improve the process of the recruitment, selection and retention of coaches

Course Content: The course content includes:

1. Introduction to the Course. The rationale for the Club Coaching Coordinator. The Role and the Scope of the Club Coaching Coordinator
2. Long Term Athlete Development
3. Developing a Coaching Philosophy and a Coaching Trademark
4. Effective Communication. Relationships. Meetings. Influencing others. Feedback
5. Coach Assessment and Assessor Training
6. Conducting Effective Practices
7. Match day Coaching
8. Developing a Positive Club Culture
9. Mentoring
10. The Planning Process. Succession planning. SWOT Analysis
11. Recruitment, Selection and Retention of Coaches.
12. Recognizing and Rewarding Coaches.

Other possible topics:

1. Creating a Cultural Change
 - i. Defining club culture
 - ii. Present perception of our club's culture
 - iii. What is the club culture that our club is seeking?
 - iv. Principles of cultural change
2. Developing and Fostering a Quality Game Day Environment
 - i. What does a positive game environment look like?
 - ii. Why is a positive game environment important?
 - iii. Consequences of accepting a poor game environment
 - iv. The role of the coach in setting a positive game environment
 - v. The Club Coaching Coordinators role in the game environment
 - vi. Coach and Umpire relationships
 - vii. Best practice examples

Course Learning Outcomes: After participating in the course, Club Coaching Coordinators would be able to:

1. State their coaching philosophy and identify their coaching trademark.
2. Demonstrate ability to communicate effectively with club coaches on a variety of issues influencing the quality of participation of coaches, players and officials.
3. Influence others in reaching shared goals
4. Demonstrate appropriate coach assessment and assessor training processes

Course Teaching and Learning Activities: The course will include 9 hours of contact. This course is generally taught as a series of three interactive workshops which provide an introduction to the multi-faceted position of the Club Coaching Coordinator.

Throughout the course the following learning activities will be evident:

1. Interactive class discussion
2. Role plays
3. Project work
4. Commenting on scenarios
5. In class brainstorming sessions
6. Workshops

Format of The Three Sessions:

Session 1 Pre- Season

Time	Topic	Content
7.00-7.40	<i>Introduction. Role of the Club Coaching Coordinator. Role of Coaches.</i>	<ul style="list-style-type: none"> • Potential roles of the CCC • Role of the club coach • The interaction between the CCC and the club coaches • Developing a Club Coaching Handbook
7.40-8.10	Long-Term Athlete Development	<ul style="list-style-type: none"> • Realizing and maximizing potential • Physical developmental processes and athletic performance • The concept of individualization • Interpreting and using the information in the model
8.10-8.45	Coaching Philosophy and Coaching Trademark	<ul style="list-style-type: none"> • Values, beliefs about coaching • Developing and reviewing a coaching philosophy • Establishing a trademark •
	Tea/Coffee	
8.45-9.20	Communication	Effective communication in <ul style="list-style-type: none"> • Relationships • Meetings • Influencing others • Feedback •
9.20-9.55	Assessment. Recruitment. Interviews.	<ul style="list-style-type: none"> • Policies for the recruitment of coaches • Writing job descriptions • Conducting effective interviews
9.55-10.10	Review. Next Session. Pre session tasks.	<ul style="list-style-type: none"> • List appropriate take away message • Set tasks for completion

Session 2 Mid-Season

Time	Topic	Content
7.00-7.40	Review material from Session 1. Especially: communication and assessment.	<ul style="list-style-type: none"> • Content determined by the needs of the coaches
7.40-8.10	Conducting Effective Practices	<ul style="list-style-type: none"> • Principles of effective practices • Ideas for conducting effective practices • Evaluating an effective practice
8.10-8.45	Match Day Coaching	<ul style="list-style-type: none"> • Principles of match day coaching • A routine for match day coaching • Evaluating the effectiveness of match day coaching • Coach/umpire relationships
	Tea/Coffee	
8.45-9.20	Developing a Positive Club Culture	<ul style="list-style-type: none"> • The change process • A club trademark, mission statement and purpose • Determining club values, appropriate behaviors and things the club should stop, start and keep. • Best practice examples
9.20-9.55	Mentoring	<ul style="list-style-type: none"> • The role of a mentor • Qualities of a mentor • Selecting a mentor • Getting a start
9.55-10.10	Review. Next Session. Pre session tasks.	<ul style="list-style-type: none"> • List appropriate take away message • Set tasks for completion

Session 3. End of Season

Time	Topic	Content
7.00-7.40	Review material from Session 2. Especially developing a positive club culture and assessment	Implications for the next season
7.40-8.10	Succession Planning	<ul style="list-style-type: none">•The need for player and coach succession planning.
8.10-8.45	Recognizing coaches	<ul style="list-style-type: none">•Individual recognition of coaches and other volunteers•Club coach of the year awards•Regional coach of the year awards
	Tea and Coffee	
8.45-9.20	Season Review	<ul style="list-style-type: none">•Format of the review process•Revisit coaching philosophy•SWOT analysis
9.20-9.55	The Planning Process	<ul style="list-style-type: none">•Implications of the SWOT findings•Update coaches re-accreditation•Completion of next level of coach accreditation
9.55-10.10	Review the material. Evaluate CCCC	<ul style="list-style-type: none">•Evaluate objectives of the CCCC

Course Assessment Methods:

Attendance and participation
Completion of work book activities
Case study

Course Unit Outlines:

Unit 1. Introduction.

Nominal Duration:

40 minutes

Learning Outcomes:

1. State the rationale for the appointment of a Club Coaching Coordinator
2. List the roles of a Club Coaching Coordinator
3. State the roles of the club coaches
4. Review the contents of the Club Coaching Handbook

Content

1. Potential roles of the CCC
2. Role of the club coach
3. The interaction between the CCC and the club coaches
4. Developing a Club Coaching Handbook

Assessment Tasks:

1. Completion of an in-class task

Delivery Strategies:

1. Workshop

Resource Requirements:

1. AFL Club Coaching Coordinator Handbook

Unit 2. Long Term Athlete Development.

Nominal Duration:

30 minutes

Learning Outcomes:

On completion of this unit, coaches will be able to:

1. Identify the coaching principles that are stated in the stages of the Long Term Athlete Development Model
2. Build into a coaching framework the implications of the coaching principles stated in the Long Term Athlete Development Model.

Content:

1. Physical developmental processes and athletic performance
2. The concept of individualization
3. Interpreting and using the information in the model

Assessment Tasks:

1. Participation in workshop activities
2. Completion of in course worksheets

Delivery Strategies:

1. Workshop

Resource Requirements:**Unit 3. Developing a Coaching Philosophy and a Coaching Trademark****Nominal Duration:**

35 minutes

Learning Outcomes:

On completion of this unit, coaches will be able to:

1. State the processes involved in establishing a coaching philosophy
2. Write a trademark for their club

Content:

1. Values, beliefs about coaching
2. Developing and reviewing a coaching philosophy
3. What is a trademark?
4. Establishing a trademark

Assessment Tasks:

1. Participation in workshop activities
2. Completion of in course worksheets

Delivery Strategies:

1. Workshop

Resource Requirements:

1. Unit workbook

Unit 4. Effective Communication**Nominal Duration:**

35 minutes

Learning Outcomes:

On completion of this unit, coaches will be able to:

1. State the differences between effective and ineffective communication
2. Apply the principles of communicating effectively in relationships, meetings, influencing others and providing feedback

Content:

1. Principles of effective communication
2. Communication skills
3. Listening techniques

Assessment Tasks:

1. Participation in workshop activities
2. Completion of in course worksheets

Delivery Strategies:

1. Workshop

Resource Requirements:

1. Unit workbook

Unit 5. Coach Assessment and Assessor Training**Nominal Duration:**

35 minutes

Learning Outcomes:

On completion of this unit, coaches will be able to:

1. Develop policies and procedures for the recruitment of coaches

2. Write appropriate job descriptions
3. Plan and organize an assessment process
4. Assess the basic competence of a coach.

Content:

1. Policies and procedures for the recruitment of coaches
2. Role of the coach and appropriate job descriptions
3. Planning the Assessment Process
4. Assessing competence
5. Providing feedback and empowering the coach

Assessment Tasks:

1. Practical assessment simulation
2. Completion of in course worksheets

Delivery Strategies:

1. Workshop

Resource Requirements:

1. Australian Sports Commission. Coaching and Officiating Development. Recruitment and Retention
2. Australian Sports Commission. Checklist for Recruitment and Retention of Coaches and Officials

Unit 6: Conducting Effective Practices

Nominal Duration:

30 minutes

Learning Outcomes:

On completion of this unit, coaches will be able to:

1. Identify the principles of an effective practice
2. Possess knowledge of the technical skills and drills
3. Make suggestions for improving practices

Content:

1. Principles of effective practices
2. Technical skills especially of kicking and tackling
3. Ideas for conducting effective practices
4. Evaluating an effective practice
5. Providing feedback

Assessment Tasks:

1. Completion of in course worksheets

Delivery Strategies:

1. Workshop

Resource Requirements:

1. Training Assessors in Australian Football
2. Assessor Training Participant Manual. 2006. Australian Sports Commission. Australian Government. Canberra

Unit 7: Match Day Coaching**Nominal Duration:**

35 minutes

Learning Outcomes:

On completion of this unit, coaches will be able to:

1. Plan for an effective match day routine
2. Evaluate a hypothetical match day routine

Content:

1. Principles of match day coaching
2. A routine for match day coaching
3. Evaluating the effectiveness of match day coaching

Assessment Tasks:

1. Participation in workshop activities
2. Completion of workbook requirements

Delivery Strategies:

1. Workshop

Resource Requirements:**Unit 8: Developing a Positive Club Culture****Nominal Duration:**

2 hours

Learning Outcomes:

On completion of this unit, coaches will be able to:

1. Understand the nature of the change process
2. Clearly write a mission statement and a statement of purpose
3. Determine appropriate behaviors and things that the club should stop, start and keep doing

Content:

1. The change process
2. A club trademark, mission statement and purpose
3. Determining club values, appropriate behaviors and things the club should stop, start and keep doing.
4. Best practice examples

Assessment Tasks:

1. Participation in workshop activities
2. Completion of workbook requirements

Delivery Strategies:

1. Workshop

Resource Requirements:**Unit 9: Mentoring****Nominal Duration:**

35 minutes

Learning Outcomes:

On completion of this unit, coaches will be able to:

1. Plan and organize the mentoring process
2. Demonstrate effective mentoring skills.

Content:

1. The role of the mentor
2. Qualities of a mentor
3. Selecting a mentor
4. Role of the mentee
5. Getting a start

Assessment Tasks:

1. Participation in workshop activities
2. Completion of workbook requirements

Delivery Strategies:

1. Workshop

Resource Requirements:

1. Training Mentors in Australian Football
2. Layton R., (2002) Making Mentors. A guide to establishing a successful mentoring program for coaches and officials. Australian Sports Commission. Australian Government. Canberra

Unit 10: Succession Planning**Nominal Duration:**

30 minutes

Learning Outcomes:

On completion of this unit, coaches will be able to:

1. State the need for player and coach succession planning
2. Evaluate the playing and coaching strengths/ areas for improvement

Content:

1. What is meant by succession planning

2. The need for succession planning
3. Developing player profiles

Assessment Tasks:

1. Participation in workshop activities
2. Completion of workbook requirements

Delivery Strategies:

1. Workshop

Resource Requirements:

Unit 11: Recognizing and Rewarding Coaches

Nominal Duration:

35 minutes

Learning Outcomes:

On completion of this unit, coaches will be able to:

1. Appreciate the importance of giving recognition to coaches and volunteers
2. Establish criteria for coaches awards

Content:

1. Individual recognition of coaches and other volunteers
2. Club coach of the year awards
3. Regional coach of the year awards

Assessment Tasks:

1. Participation in workshop activities
2. Completion of workbook requirements

Delivery Strategies:

1. Workshop

Resource Requirements:

Unit 12: The Season Review

Nominal Duration:

35 minutes

Learning Outcomes:

On completion of this unit, coaches will be able to:

1. List the components of the review process
2. Update a coaching philosophy
3. Conduct a SWOT analysis

Content:

1. Format of the review process
2. Revisit coaching philosophy
3. SWOT analysis

Assessment Tasks:

1. Participation in workshop activities
2. Completion of workbook requirements

Delivery Strategies:

1. Workshop

Resource Requirements:

Unit 13: The Planning Process

Nominal Duration:

35 minutes

Learning Outcomes:

On completion of this unit, coaches will be able to:

1. Implement the findings from the SWOT analysis
2. Plan a strategy for updating coaches re-accreditation

Content:

1. Implications of the SWOT findings
2. Update coaches re-accreditation
3. Completion of next level of coach accreditation

Assessment Tasks:

1. Participation in workshop activities
2. Completion of workbook requirements

Delivery Strategies:

1. Workshop

Resource Requirements: