



AFL Club Coaching Coordinator Course

The Club Coaching Coordinator Course has been designed to develop a Level 2 coach to be able to work effectively as a club coach coordinator.

The Course will run over 10 hours and will feature the following elements:

1. Introduction to the course and the rationale for the club coaching coordinator
2. The role and scope of the club coaching coordinator
3. Communication skills especially listening and influencing skills
4. Developing a positive club culture
5. Coaching philosophy and trademark
6. Recruitment, selection and retention of coaches
7. Assessment; assessor training
8. Mentoring
9. Long Term Player Development
10. Australian Football curriculum development
11. Effective practices and match day coaching
12. Conducting coach meetings
13. Technology and coaching.
14. Planning and review

Within the course all attendees will receive an AFL Club Coaching Coordinator Manual which will feature templates on all the topics covered and provide guidance on how to develop their own resources to meet the outcomes and expectations of the club coaching coordinator role.

Throughout the year there will be other learning opportunities in the form of workshops, discussion groups, support groups and seminars which will facilitate the dissemination of current and topical information. It is important that the club coaching coordinator is offered all the support and encouragement that affords this important role.

AFL Club Coaching Coordinator Course

Session 1 Introduction to program

(Indicative) Time	Topic	Content
7.00-7.40	Introduction. Role of the Club Coaching Coordinator. Role of Coaches.	<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 Player Development	<ul style="list-style-type: none"> • Realising and maximising potential • Stages in the player development model • Implications for the coach
8.10-8.45	Coaching Philosophy and Coaching Trademark	<ul style="list-style-type: none"> • Developing and reviewing a coaching philosophy • Establishing a trademark
	Refreshment Break	
8.45-9.20	Communication	<p>Effective communication in:</p> <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 prior to next course session

Session 2 Mid Season

TIME	TOPIC	CONTENT
7.00-7.40	Review material from Session1.Particularly: communication and assessment.	
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
	Refreshment Break	
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 doing.
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 •Getting value from a mentoring relationship
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 prior to next course session

Session 3 End of Season

Time	Topic	Content
7.00-7.40	Review material from Session 2. Particularly 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	Recognising 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
	Refreshment Break	
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">• 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