



## AFL Coaching Newsletter - August 2009

With finals campaigns either underway or about to commence for 2009 AFL Coaching this month provides two perspectives on preparing for finals; from a successful Senior Coach at a community club and fitness experts. We also bring you details of a 2nd AFL High Performance Coaching Course to be held in WA, details on how to update your own coaching record within Footyweb and an interesting perspective on inclusive coaching as the basis for best practice coaching. The newsletter includes links to handballing drills, articles by AFL coaches and interviews with AFL coaches. Shane Woewodin emphasises the importance of creating positive match day environments and AFL Coaching interviews Leann Gill, AFL Women's All Australian Coach, on coaching females and female coaches. There are updates from individual states and a calendar of coaching events coming up in each state.

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### **PREPARING FOR FINALS – perspective from a successful Senior Coach in community Football** (Please note: the perspectives given in this article are not necessarily pertinent to elite level football)

Adapted from Mark Neeld's presentation at the 2004 National Coaching Conference; 'Preparing for Finals'.

When it comes to preparing for finals action there is no fail-proof guide to success. Each coach will prepare their side for finals in different ways. It is useful for coaches to understand how other coaches prepare their sides for finals and that they adapt these strategies to suit their own needs.

Planning and preparing for finals occurs long before September. Your season planning should thoroughly address all aspects of the game that are important to winning finals. These include training individual skills, fitness, team play etc.



### **Pre-finals preparation**

Developing your coaching philosophy and then developing a game plan is the first step. The game plan should guide the players in when and how they should attack and when and how they should shut the game down.

Throughout the season you should be aware of your standing on the ladder and how many wins are going to be required to play finals. It is unrealistic to expect to go through the season without a loss and therefore you should remain optimistic despite the losses that you may face. Enjoy the wins throughout the season but maintain the focus on the overall goal to ensure players do not go overboard. Remind the players that there is no prize in the home and away. The important part in winning is to understand why you have won.

You should experiment with your side to ensure you are prepared for any situation you may face during finals. If you are hit with injuries do you have the people who can be readily called on to come in to the side? Have you experimented with players in a variety of positions to give you flexibility? Have you experimented with different game styles in case your initial plan is not

working? Ultimately, you need to be prepared for anything and everything.

Ensure the players understand that there is no need for heroes and that as long as each player adheres to the team plans and fills their role collectively the team will benefit. A strategy to ensure this occurs is focusing on team stats (rather than individual's stats) by displaying them in the rooms.

Club functions are important for club success and building morale. However, the club should aim to have the functions earlier in the year prior to finals starting. Clubs may like to consider having a player family function toward the end of the year to thank the families for their support throughout the year. This function also provides an opportunity to outline the commitments required from the players during the finals campaign.

## **Finals**

During finals your club may like to consider implementing different payment policies. For example, during finals nobody gets paid or you only get paid if you win. The focus for the players should revolve around the chance to make history with this club by winning a premiership. Emphasise the historical 'club' element by outlining how winning the Grand Final will mean your name is placed on the premiership player honour board forever and that you will be adding to the club trophy cabinet.

One way to break down the finals is to consider it as a four week round robin where you have 2 chances to qualify for the Grand Final (ie. 2nd Semi Final, Preliminary Final). Training should be kept fairly short but should be high intensity. You may like to consider that all players wear club jumpers to training to emphasise the 'club' element. To help relax the players and ease nerves you may like to have yearly awards given out to certain players.

On the first training night during finals you should have a team meeting where you outline the final's rules (ie. draws, times, anthems). You may also like to use this opportunity to outline the commitments/plans for the team.

When you win in finals you need to analyse why the team won, whether they had actually won anything yet and where the side could continue to improve. If you lose but remain in the finals race, you should reinforce the round robin theory and analyse the reasons for the loss. Encourage the players to share their learning and observations from the game and then determine what improvements/changes need to be made to win next time. It is important that you remain positive in this situation.

Throughout finals selection becomes significant. Maintain the selection policies that you have had throughout the season and ensure you pick the best/fittest team available. It is important that you pick with your head and not your heart. This is especially important when players are injured.

Encourage the players to enjoy Grand Final week as it may not come again. Have a meeting early in the week to outline the rules for the week. Keep training short and let the players know selection as early as possible. Depending on when the Grand Final is played you could get the players to walk around the ground the day before the match. This may help ease nerves and allow the players to familiarise themselves with the ground.

You may not wish to disrupt the player's normal routine but you may like to consider having a team dinner the night before the match. This provides the players occasion to ease nerves by being with their teammates and gives the opportunity to have a guest speaker. Possible options for a guest speaker include hard working and respected past players of the club, successful past coaches of the club and successful and respected people from outside footy. You could use this night for all players to sign a jumper with words, names and actions. To motivate the players who have been selected you could consider showing a video of what it means to the injured or omitted players and volunteers from around the club.



## **Grand Final Day**

Have a short meeting with players on the morning of the game where you outline the plan and times throughout the day. Try and stick to the pre-match routine that your players have become accustomed to throughout the season. Understand that the players will be nervous. Try to alleviate some of the nerves by referring to the game as a football match rather than a Grand Final.

Ultimately, you need to trust your players to do the job. As a coach you should aim to have the game played on your terms

whenever possible. However, be prepared for any scenario that may arise on the day. Try to remain calm throughout the day and do not resort to outbursts to try and motivate the players.

Good luck!

Mark Neeld is an Assistant Coach at the Collingwood FC.

This article was based on a presentation Mark delivered at the 2004 National Coaching Conference. At that time, Mark had just coached Ocean Grove FC to four successive premierships (2000-03).



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## **PREPARING FOR FINALS – perspective from fitness and conditioning experts**

With the call of finals beckoning across the country coaches are looking for an edge that might result in their team achieving the ultimate success in football; a premiership. Dr Michael McCoy and Dr Noel Duncan from Fitness2live believe that clubs may gain that edge in the preparation and conditioning a side undertakes in the weeks leading into any finals campaign. The following is an excerpt of an article that provides some practical advice for coaches to consider at this stage of the season:

By Dr Michael McCoy and Dr Noel Duncan, [fitness2live.com.au](http://fitness2live.com.au)

### **Position, position**

The select few at the top of the table have the opportunity to approach the final weeks of the home-and-away season with the knowledge that their performances have already been of a standard sufficient to plan for an extra month's involvement, even if it means a little short-term hardship.

That might not mean relaxing, though. It might mean training harder for a little longer than opposition sides, with the knowledge that they can time their peak to occur a little later. It's a significant advantage to have.

There are so many things which affect a team's success from week to week - form and injuries obviously being vital. Then, add travel or home ground advantage, as well as factors that can't be fully planned for, such as weather and the crowds, and you can see that the ingredients for success in football are many.

### **Tailoring training to help you hit peak performance**

With only a short time remaining before the finals it is important to ensure your players are at peak fitness at this, the business end of the season. No one wants to be considered 'March champions', given that the finals are played in September. So if you're lucky enough to still be playing come spring, it is vital that your players are in a physical and mental position to make the most of the opportunity.

The well publicised run home by Adelaide when it won back to back premierships in the late '90s, highlighted the importance of what is commonly known as 'periodisation'. It is common practice for AFL teams to increase their volume of work in the month leading up to the finals. This then allows a tapering period as the finals arrive.

Controlling everything is impossible. But a team's long-term training program is an essential component of preparation that can, and should be, controlled. In the following section we will outline some specific training methods to allow you to hit peak performance at the right time.

1. Training to optimise performance between now and the end of the home and away season.
2. Training to optimise performance between now and the end of the home and away season, but still have enough in the tank to perform in September, or
3. Training for optimum performance in September.

#### **1. Training to optimise performance between now and the end of August**

Increasing the volume of work by 25-30% for 2-3 weeks will ensure your players are in peak physical condition. It is important to perform this work early in the week to allow adequate recovery before the next game. The increase in workload can be skill

based training but can also include cross training such as swimming, water running, boxing and cycling.

## 2. Training to optimise performance between now and the end of August - leaving enough in the tank to perform in September

Winning games late in the season will have an enormous impact on your position on the ladder. As a result, managing the increased workload is critical. There are a number of options which you can choose from.

- Don't worry about increasing the volume of work. Bank on the fact the maintenance training programs, combined with games, will adequately maintain fitness levels.
- Identify the players who have been injured or play at the ends of the ground and increase the volume of work for these players.
- Reduce the period of heavy training from three weeks down to 10 days.

Whatever choice you make, increasing the players' workloads will need to be matched with an increase in recovery techniques.

## 3. Training for optimum performance in September

Tapering is an important part of the training process. During the 'taper' phase the volume of training is reduced by as much as 70 per cent. While the volume of training is reduced, the intensity of the sessions remains high. The major benefits resulting from a reduction in training volume include:

- Increases in the body's energy reserves (muscle glycogen)
- Increases in speed and power
- Increases in co-ordination and agility (neural control)
- Improved state of mind and mental focus.

Dr Michael McCoy and Dr Noel Duncan are from [fitness2live.com.au](http://fitness2live.com.au) - an online health and wellbeing service for corporate and public organisations and training support for elite sporting bodies.

Mike: Conditioning, rehabilitation and nutrition co-ordinator with Richmond FC then Melbourne FC, from 1992-99

Noel: Conditioning, rehabilitation and nutrition co-ordinator with Collingwood FC then Richmond FC, from 1997-2004



## Second AFL High Performance Coaching Course (Level 3) – Western Australia

Western Australia will host the second AFL High Performance Coaching Course for 2009. The course will be conducted at the home of WA Football, Subiaco Oval, from Tuesday 1st December to Sunday 6th December.



A number of high profile and leading AFL club staff will be presenting the latest ideologies and practice within the game of Australian Football. Such topics will include: Coaching philosophy, program management, communication strategies, advanced skill development, game plans, game analysis, training programs, sport sciences, individual needs, talent identification, umpiring support, AFL policies and regulations, and public relations.

Participants will be chosen from the target group of coaches (including AFL Assistant Coaches, State Academy Coaches, State League Coaches and Representative Teams coaches) determined by the AFL in conjunction with the WAFC High Performance Department. Attendance will be by invitation only, using the current application and selection processes.

The application form and selection procedure documents are available by clicking [here](#).

For further information about the course please contact your State Coaching Manager.



### Updating Footyweb details

As the 2009 season winds down, we are doing some Footyweb administration and we need your help as we plan for the 2010 season and beyond.

The process takes roughly 5 minutes and is a tremendous help to us in providing you with quality service.

Please go to the AFL website [here](#), select your state and follow the on screen instructions.

In addition, monitor your email for a message from SportingPulse and AFL Coaching for further details. The email will also provide instructions on how to update and manage your details within the system.

Your cooperation with this process is greatly appreciated.

If you have any questions about the process you can contact us at [aficoaching@afl.com.au](mailto:aficoaching@afl.com.au).

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### INCLUSIVE COACHING – is best practice coaching!!

Inclusive football coaching is not about disability, female, multicultural or indigenous, it is about the coach offering a program and experiences that meet the individual needs of every player. This principle is the same regardless of whether the player has a specific impairment, has a medical condition that might impact on their training program, or if they are simply developing their skills and fitness at a different rate to others in the group.

To assist coaches to understand the concept and practice of inclusive coaching AFL Victoria has been trialling an inclusive coaching component in a Level 1 Junior course. Instead of being a single component of the course the concept of inclusive coaching has been illustrated through topics such as role of the coach, planning a training session and teaching of skills and drills.

What qualities and skills are required to be an inclusive coach? They are the same as required to be a competent coach.

**Patience** – recognise that some footballers will take longer than others to develop skills

**Respect** – acknowledge difference and treat all players as individuals

**Adaptability** – have a flexible approach to coaching and communication

**Organisation** – develop a season plan and be prepared for each session

**Safe practices** – the safety of your footballers should be foremost in your session

**Knowledge** – use your knowledge and modify practices to maximise individual potential

As one AFL Auskick coach remarked “The course gave me a greater understanding of the different approaches you can use when coaching. There are many ways to modify or change activities to suit the children. The course gave me more confidence to do what I love doing.”

The coaches have been further challenged by completing a practical activity where they are asked to select a skill, design a drill to reinforce the main skill teaching points and then modify the activity to allow a child with limited mobility to be involved.

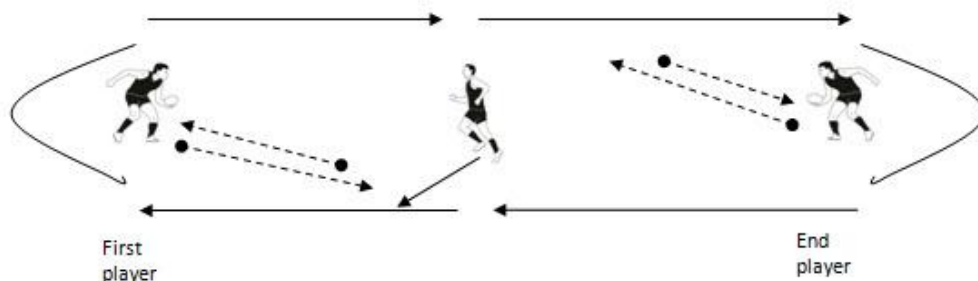
The challenge for clubs and AFL Auskick centres is to be open and welcoming to all – it’s the club, committee, the players and importantly the coach who determines the ongoing participation in Australian Football.



## DRILLS & SKILLS

Conducting effective drills is important for skill development. This month the newsletter looks at effective drills for coaching handballing. Please click [here](#) to visit the AFL website and view two training drills that develop the following handball situations:

- Catching and handballing the ball in a tight situation.
- Picking up the football on the half volley and then handballing off while on the rise



*An example of a drill provided through the AFL website – Half Volley Pick Up*

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## COACHES ON COACHING

Over the past few weeks the AFL Record, in association with the AFL and the AFL Coaches Association has featured a series of articles on coaching. Each week one of the 16 AFL Senior Coaches explores various components of coaching the game. This series provides a rare insight into the minds of the AFL Senior Coaches. Areas covered thus far include:

- Mick Malthouse explaining the importance of a strong defence in building a successful team;
- Brett Ratten outlining his philosophy on creating a winning environment;
- Michael Voss discussing the transition from playing to coaching and some of the challenges he has faced;
- Matthew Knights on the importance of preparation.

To view these articles please click [here](#).



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## AFL COACHES - QUESTIONS AND ANSWERS

Over the past month the AFL Website has featured a series of interviews with AFL Senior Coaches. Alastair Clarkson, Rodney Eade, John Worsfold, Ross Lyon, Brett Ratten, Mark Thomson, Mick Malthouse, Michael Voss, Darren Crocker and Jade Rawlings have all provided an insight into their coaching approach.

To view these interviews please click [here](#).



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## CREATING POSITIVE MATCH DAY ENVIRONMENTS

By Shane Woewodin

Creating a positive game day environment is the most critical factor when it comes to retaining participants in football, whether this is players, umpires or even volunteers. It is imperative that all clubs, committees, and in particular junior coaches, really start to focus closely on what type of game day environment currently exists at their club.

The environment at any junior ground needs to be welcoming and friendly. It needs to be supportive and encouraging to players and to the umpires. Tolerance certainly needs to be shown towards both those learning to play the game, but also most importantly to those learning to umpire the game.

The East Fremantle District is fortunate enough to have over 120 junior umpires learning to officiate the game, but in order to retain these umpires in the game, coaches and spectators need to ensure that the game day environment is as positive and supportive as it can be.

East Fremantle has produced some elite level footballers in its time, but it has also developed some excellent umpires. 40% of the WAFL umpiring panel are products of the East Fremantle District, and we currently have 10% (3 umpires) on the AFL umpiring panel.

Spectators and coaches who abuse umpires are doing nothing to benefit the game – and in fact they are putting it in a worse position if that junior umpire walks away from the role. The “Ugly Parent” on the sidelines must become a thing of the past, if the standards of umpiring in the game are going to continue to improve. All clubs, coaches and parents should be asking themselves ‘what game day environment are we creating?’



*Respect the game, respect the umpire –  
“Is the umpire being an idiot? Or are you?”*



*Respect the game, respect the umpire –  
“Your kids aren’t the only ones you’re embarrassing. Stop abusing umpires.”*

Shane Woewodin is the Senior Coach of East Fremantle FC.

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## LEANN GILL – AFL WOMEN’S ALL AUSTRALIAN COACH FOR 2009

Congratulations to Leann Gill on being named the AFL Women’s All Australian Coach for 2009. Leann was coach of the undefeated Victorian team at the recent AFL Women’s National Championships scoring an amazing 49 goals to 7 for their 4 games during the championships. Throughout the championships she provided outstanding constructive feedback to her players and delivered her address to the players in a considered manner that was testament to her experience.



*Leann Gill, AFL Women’s All Australian Coach for 2009*

AFL Coaching recently caught up with Leann Gill and asked her to reflect on her coaching experience:

1. What got you into coaching?

My childhood weekends were spent with my Dad who was the president and past coach of the local football club watching the games, having kick to kick at the breaks and talking footy non-stop before, during and after the games. I have two sons and my husband is not a footy person, so I continued the kick to kick and footy talk tradition with them. My eldest son (now 22) needed a Vickick coach (as it was in those days). I said "I can do that", so I attended the coaching course (the first of many where I was the only female) and that was the start of 14 years of continuous coaching, predominately in male teams, six of them with my youngest son (now 19) and for the past 2 years female teams.

2. What are your coaching aspirations?

My aspirations as a coach with any team I coach is to make a significant positive contribution to the team I am coaching and the club I am with. While I really enjoy coaching at the development stage I would like to be involved in football development at the highest level possible. I have also said many times that I see no reason why a female (in 2009) cannot be involved at a high level as a tactician, analyst etc. It would just be the acceptance of others. In female football it is to help evolve the game from a possession game to an exciting, skilful, running game where the skills and athleticism, as well as having the football brains of female footballers on show.

3. What advice would you give to other coaches of female players?

My biggest piece of advice: Women are from Venus, Men are from Mars. This is the area I have mostly struggled with, having come from coaching males. Females have a different psyche when it comes to receiving feedback. You must develop a way of getting your message across that will not be taken personally by the player. What a male will cop on the chin, a female will take to heart. It is definitely the interpersonal skills that are called upon.

On field, football is the chosen sport of females and they should be given the same input into development of overt and covert skills as their male counterparts. Those who have not coached female footballers before will be in awe of their skills, knowledge and all round football ability. They want to be the best footballers they can possibly be and it is up to coaches to ensure they are given the opportunity and input to achieve this.

4. What advice would you give to other women thinking of becoming coaches?

DO IT! If your love and passion is football, if you enjoy being involved in an environment where you can teach and you believe you can make a positive contribution, then don't have a second thought. Not for one moment did I think it was out of the ordinary to coach footy, that I couldn't coach footy nor that I shouldn't coach footy. Believe in yourself, coach your way, with your experiences in and out of footy and enjoy being involved in the best game in the world. And if you are like me, you will also get to be involved at another level with your own children.

Congratulations again to Leann on being named the AFL Women's All Australian Coach for 2009.

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## STATE NEWS

### STATE



### NSW/ACT Coaches Association



Prior to the Sydney Swans and Melbourne clash at Manuka Oval on July 26, the NSW/ACT Coaches Association hosted a breakfast at Eastlake Football Club. The event provided an excellent opportunity for all accredited coaches in the Canberra region to attend a coach education opportunity with representatives of both AFL clubs and then also attend the football in the afternoon. Peter Berbakov (Sydney Swans), John Blakey (Sydney Swans) and Sean Wellman (Melbourne Demons) attended the function providing community coaches the opportunity to enjoy an excellent breakfast whilst interacting with coaches from the elite level.

The three AFL coaches were fantastic as they interacted with community coaches before taking to the panel and answering questions from all in attendance. It is always great to see coaches at the elite level open themselves up to allow not only the improvement and development of others but also to ensure that they are understanding of the many issues facing our community coaches as they strive to provide a path for their next batch of potential AFL footballers.



The function was without a doubt very successful and we look forward to hosting further events within all regions around NSW and the ACT. We thank those in attendance for their support and if you are interested in attending upcoming events or need more information regarding coaching please do not hesitate to visit the coaching tab at [www.aflnswact.com.au](http://www.aflnswact.com.au)

### Coaching Staff required for 2010 Talented Player Program



The AFL (NSW/ACT) Talented Player Program (TPP) is seeking dynamic, highly motivated and appropriately skilled individuals to fill vacancies for 2010. Coaches and Assistant Coaches are required to fill positions for Starz (Sydney North), Northern Heat (Northern NSW), Cats (ACT/South Coast), Pigeons (Southern Sydney) and Pioneers (Western Sydney) Under-18 squads.

Involvement within the Talent Program is a highly rewarding experience where you as an individual can offer rich, interesting and structured support to talented footballers within the critical foundation years. The opportunity to work under the guidance of the AFL (NSW/ACT) High Performance Manager along with key talent and zone staff offers valuable learning and professional development opportunities for successful applicants.

For further information regarding the selection criteria and how to apply please click [here](#). Applications close COB Friday, 4th September.



### Hawks Talk

Where do you get to hear the latest in coaching from the Hawks? Just by attending the Central East Australian Football Coaches Association seminar you were privy to the latest in defensive strategies from Ross Smith and skill development from David Rath. Over the last few months AFL assistant coaches have been travelling to rural and metropolitan venues to share their knowledge and thoughts on the game of Australian Football with community coaches.

This program is part of the AFL Coaches Association linking in with AFL Victoria and its game development strategy and provides a significant opportunity to enhance the relationship between the AFL and community football. The basic philosophy of the AFCA Victoria seminar program is that "the better the coaches, the better they are able to provide quality opportunities for players to develop"

Hawthorn High Performance coach, David Rath presented on teaching a variety of kicks and in different kicking situations. The best players are able to make the correct decision as to what kick to use and this can only be practiced if they are placed in game situations. Players need to experiment with their kicking to develop a real feel for the ball on their boot. David's definition of Skill = Technique + Pressure + Adaptability. To assist with game play he reinforced to the coaches that small sided games can be developed to assist players learning and their match day problem solving.

In the back half of the ground is where you will find Hawks defensive coach Ross Smith doing his best work. He referred to five keys to developing young defenders:

- Defensive mindset
- Knowing starting points - use of body
- Pressure on the ball
- Training defensive structures and
- Tackling technique

He also outlined a number of training drills which are used with the players to develop the all important run from defence, spoiling techniques and using your body.

These opportunities to hear AFL coaches talk about the game, its skills and training programs further supports the ongoing coach education of community coaches which more often than not commenced with their attendance at a Level 1 course.



### **Making Football safer with AFL/SMA course**



Sports injuries are costly. Not only are they detrimental to health but they are also expensive. Injuries mean sidelined players, lengthy rehabilitation and often poor team performance. It is therefore crucial not to underestimate the importance of sport safety.

Sports trainers and sports first aiders are an integral part of all sports. They play a vital role in ensuring the safety of all participants. Through their knowledge, skills and involvement, injuries are minimised, keeping players in action, which contributes to

sporting success.

For those interested in becoming a SMA accredited sports trainer/sport first aider the AFL/SMA Combined Level One Sports Trainers and Sports First Aid course introduces the basic skills.

The course commences Sunday 4th October 2009 at the Hawthorn Football Club, Waverly Park, Melways Ref: 80 H2. (Please ensure that you arrive on time as access to the HFC is limited).

To find out more information please click [here](#).

### **Cultural Awareness Training delivered to all new coaches in Melbourne's Western Region**

AFL Victoria has been a great supporter of the principle that no individual should be denied access to participation in football because of their race or religion. In support of this commitment, AFL Victoria has developed the Bouncing Racism out of Sport Program in partnership with the Department for Victorian Communities.

This year AFL Victoria, AFL Multicultural Program, Western Bulldogs & the Centre for Multicultural Youth (CMY) have partnered up in the West to go one step further by delivering a new Cultural Awareness component to the AFL Auskick, Junior and Youth courses. Through this Cultural Awareness training, all new Australian football coaches (Auskick, Junior & Youth courses) in the West acquired a better understanding of the barriers and challenges in recruiting and retaining CALD participants & some of the issues they face when participating in our sport. Some of these issues include language barriers, lack of knowledge about organised sport and lack of transport.

The presentation was delivered by the CMY staff and it outlined the settlement background of newly arrived communities in the West and, issues they face in Australia and some possible suggestions on how to engage them in our game. The new coaches were also given an array of resources developed to deal with inclusion of newly arrived people in sport.

In total, 115 coaches participated in the Cultural Awareness Training this year and it is expected that this initiative will spread to the rest of the AFL Victoria regions in the near future.

**If you or your Club would like to participate in a Cultural Awareness Training session please contact the AFL Multicultural Program on [multicultural@af.com.au](mailto:multicultural@af.com.au).**



Kim Kershaw (former Richmond and Hawthorn VFL player)  
coaching Team Africa - AFL International Cup 2008  
Photo by: Robert Kealey

For more information please contact Sash Herceg at [sash.herceg@afl.com.au](mailto:sash.herceg@afl.com.au).

### **2009 AFL Multicultural Academy Camp**

The Australian Football League is giving 50 young people an opportunity to attend an Academy Camp during the 2009 AFL Grand Final week. From Sunday 20th – Thursday 24th September, selected participants will take part in a free live-in camp in Melbourne where they will be exposed to AFL organised training sessions, sessions with AFL players, fitness and skill testing and guest speakers. The intention of the camp is to provide an opportunity for talented young people from multicultural backgrounds to continue their development as players and leaders in their communities. Male students, in year 7 & 8, from a multicultural background are invited to apply for the camp. For further information please contact Yuta Kobayashi at [Yuta.Kobayashi@carltonfc.com.au](mailto:Yuta.Kobayashi@carltonfc.com.au).

The following selection criteria will be applied to determine participants:

- Participants selected based on athletic ability and potential.
- All participants must be of multicultural background (ie. newly arrived or at least one parent born overseas).
- Participants selected based on leadership qualities and willingness to develop.
- All participants must be in regular attendance at school (certified by the principal).

Note: an AFL Female Multicultural Camp will take place in 2010.



### **Second AFL High Performance Coaching Course (Level 3)**

Western Australia will host the second AFL High Performance Coaching Course for 2009. The course will be conducted at the home of WA Football, Subiaco Oval, from Tuesday 1st December to Sunday 6th December.

The application form and selection procedure documents are available by clicking [here](#).

For further information about the course please contact Jon Haines or Raff Guadagnino at the West Australian Football Commission.



### **AFCA Coaching Academy for WA**

The West Australian Football Commission has taken coaching education to new heights under high performance coach and president of the Australian Football Coaches Association in WA, Rob Wiley.

Wiley has made great inroads into coach education for active WAFL and Community coaches in 2009, with the experience and network of presenters made available to local coaches outstanding under the AFCA's guidance.

The academy seminars have been a positive to coaches in up-skilling and maintaining quality practice within the community. Over the past six months, coaches at all levels have enjoyed the opportunity to listen to some of the best coaches and facilitators in their field. These have included.



February 16 - Steve Stanley - Understanding the Player  
March 16 - John Worsfold - Coaching Philosophy  
April 13 - Steve Malaxos - Midfield/Stoppages  
May 11 - Michael Broadbridge - Skill Development  
June 15 - Ric Charlesworth - Sustaining Success  
July 13 - Phillip Walsh - Building a Style of Play  
August 17 - Tony Taylor - Preparing for an Interview

The WA Football Commission High Performance team, in conjunction with AFCA will support all coaches in pursuit of high quality development programs and will continue to make available opportunities which foster best practice and grow the game environment to new levels.

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## **What's On!**

### **New South Wales/Australian Capital Territory**

#### **September**

Level One Junior & Youth Coaching Course – Canberra  
When – Saturday 19th September, 9am – 5pm  
Where – Manuka Oval, Manuka  
For more information or to register please click [here](#).  
Contact – Daniel Archer, State Coaching Manager  
[daniel.archer@afnswact.com.au](mailto:daniel.archer@afnswact.com.au) or (02) 8333 8020

Level One Junior, Youth & Senior Coaching Course – Sydney  
When – Sunday 20th September, 9am – 5pm  
Where – AFL Office, Moore Park  
For more information or to register please click [here](#).  
Contact – Daniel Archer, State Coaching Manager  
[daniel.archer@afnswact.com.au](mailto:daniel.archer@afnswact.com.au) or (02) 8333 8020

#### **October**

Level Two Youth & Senior Coaching Course – Sydney  
When – Saturday 24th & Sunday 25th October, 10am – 5pm  
Where – AFL Office, Moore Park  
For more information or to register please click [here](#).  
Contact – Daniel Archer, State Coaching Manager  
[daniel.archer@afnswact.com.au](mailto:daniel.archer@afnswact.com.au) or (02) 8333 8020

### **Northern Territory**

#### **September**

Level Two Coaching Course - NT  
When – Friday 18th to Sunday 20th September  
Where – TIO Stadium, Darwin  
Cost - \$250 (includes coaching resources & Sportsman's night dinner)  
Contact – Jarrod Chipperfield, Talent and Coaching Manager  
[jarrod.chipperfield@afnt.com.au](mailto:jarrod.chipperfield@afnt.com.au) or (08) 8980 4810

### **Queensland**

#### **November**

2009 Evolution of the Athlete Coach Education Conference  
Mental Toughness : Leadership : Coaching Behaviours  
When – Monday 2nd and Tuesday 3rd November  
Where – The Sebel, King George Square, Brisbane  
Keynote Speakers – Michael Kasprovicz, Craig Tiley, Glenn Stewart, Daniel Gucciardi, Darren Flanagan  
Further information - [www.eoaconference.com.au](http://www.eoaconference.com.au)

AFL Level 2 Coaching Course  
When – Saturday 14th & Sunday 15th November  
Where – Anglican Church Grammar School (Brisbane)



Contact – Julia Price, Female Participation & Coaching Coordinator  
[jprice@aflq.com.au](mailto:jprice@aflq.com.au) or (07) 3394 2433

## **Tasmania**

### **November**

Level Two Coaching Course - Tasmania  
When – Saturday 14th and Sunday 15th November  
Where – TBC  
Contact – Nick Probert, High Performance Manager  
[nprobert@footballtas.com.au](mailto:nprobert@footballtas.com.au) or (03) 6230 1806

## **Victoria**

### **August**

AFCA Coach of the Year Awards – South West  
When – Wednesday 19th August, 7pm  
Where – Alexandra House, Hamilton  
Special Guest - Danny Frawley  
Contact – Jock Whiting, (03) 5572 3218

AFCA Coach of the Year Awards – North West  
When – Monday 24th August, 7pm  
Where – Essendon FC, Napier Street Essendon  
Contact – Andrew Johnston, (03) 9350 7407

AFCA Coach of the Year Awards – Western  
When – Monday 31st August, 7pm  
Where – The Brook On Sneydes, Point Cook  
Special Guest - Peter Daicos  
Contact – Graeme Pratt, (03) 9390 0611

### **September**

AFCA Coach of the Year Awards – Northern  
When – Wednesday 2nd September, 7pm  
Where – Bellara Receptions 1435 Main Road Eltham North  
Contact – Phiv Demetriou, (03) 9432 2427

AFCA Coach of the Year Awards - Southern (Dandenong Stingrays)  
When – Tuesday 8th September, 7pm  
Where – Shepley Oval  
Special Guest – Chris Connolly  
Contact – Mark Wheeler (03) 9791 8656

AFCA Coach of the Year Awards – Central East  
When – Wednesday 9th September, 7pm  
Where – Mulgrave Country Club, Mulgrave  
Contact – Mark Smart, (03) 9563 0588

AFCA Coach of the Year Awards – Goulburn Murray  
When – Wednesday 23rd September, 7pm  
Where – Barooga Sports Club  
Special Guest - Jade Rawlings  
Contact – Greg Liddell, 0408 393 514

### **October**

SPORTS TRAINERS COURSE  
When – Sunday 4th October, 9am - 5pm - Sports First Aid\*  
Sunday 11th October, 9am - 5pm - Level 1 Sports Trainer  
Sunday 18th October, 9am - 5pm - Level 1 Sports Trainer  
Sunday 25th October, 9am - 2pm - Intro Sports Massage  
Sunday 25th October, 2pm - 5pm - Emergency Asthma Management  
Where – Hawthorn Football Club, Waverly Park, Melways Ref: 80 H2  
For further information please click [here](#).

AFCA Coach of the Year Awards – Eastern  
When – Monday 5th October, 7pm  
Where – Lilydale International, Maroondah Highway Lilydale  
Contact – Shawn Wilkey, (03) 9724 9488

AFCA Coach of the Year Awards – Geelong  
When – Wednesday 14th October, 7pm  
Where – Buckley's Entertainment Centre, Breakwater  
Contact – John Edsall, (03) 5241 6986

AFCA Coach of the Year Awards – Wimmera  
When – tbc October, 7pm  
Where – tbc  
Contact – Geoff Burdett, (03) 5382 6443



2009 SWINBURNE UNIVERSITY AUSTRALIAN FOOTBALL COACHING CONFERENCE

Topic - "Inside the Game: An Insight into Match Day Management"

When – Tuesday 20th October

Where – Etihad Stadium, Docklands

Contact – Sheridan Nicol, Swinburne University

[snicol@swin.edu.au](mailto:snicol@swin.edu.au) or (03) 9214 8854 or 0414 880 532

**Western Australia**

**December**

Second AFL High Performance Coaching Course  
When – Tuesday 1st December – Sunday 6th December  
Where – Subiaco Oval  
Contact – Your State Coaching Manager



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