



## AFL Coaching Newsletter - December 2008

### AFL 2009 NATIONAL COACHING CONFERENCE

MCG, Melbourne – Friday 30th Jan (evening) - Sunday 1st Feb 2009.

Registrations for the AFL 2009 National Coaching Conference are now open.

Registration is available online through the [coaching section](#) of the AFL website or by clicking [here](#).

To register for the conference you will need to click on the 'individual new sign up' button. The existing individual login section is for customers who have already registered who wish to log back in and update their details.

Registration is only available through the online registration system.

**Early Bird:** Delegates whose registration is received by Monday 12th January will go into a draw to win one of two club coaching packages. Packages will include: AFL coaching resources, two Sherrins, coach's board, marker cones, bibs, portable goals (all valued at over \$400).

Organised by the AFL Development department, the conference will be conducted at the MCG in Melbourne from Friday 30th January (evening) – Sunday 1st February 2009. The program, delivered by some of the top coaches and specialists in the game, is aimed at providing an opportunity for Australian Football coaches, particularly senior and youth coaches, access to the most up to date coaching methods and practices with the opportunity to enhance their coaching and provide better quality programs and learning environments for their players.

The program includes practical sessions and formal presentations from experts on their areas of coaching. The conference theme, 'Coaching Effectiveness', focuses on strategies to ensure coaches are effectively delivering on their coaching goals and objectives. The program will also outline physical and skill development techniques for players, high performance management planning, as well as team and coach development. There are sessions for all coaches from youth levels all the way through to senior coaches, high performance managers and fitness specialists.

The program includes six outstanding key note addresses and 36 optional presentations and workshops spread over six sessions delivered by AFL Club coaching staff, former coaches and other specialists from football development programs, Institutes of Sport and management programs. This year part of the program will involve delegates allocating themselves to one of the following coaching workshops:

- |    |                |                       |
|----|----------------|-----------------------|
| 1) | Youth          | (13 to 18 years old)  |
| 2) | Senior         | (18+ years old)       |
| 3) | Talent Pathway | (Junior elite)        |
| 4) | Elite          | (AFL or State League) |

These workshops will be very interactive and will allow participants to explore key issues or challenges identified by other coaches in an attempt to develop strategies to address them. During registration you will be asked to identify a key issue/challenge you would like to explore during this workshop.



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As presenters are confirmed the program will be regularly updated through the AFL website. A highlight of the conference will be the traditional Saturday night dinner which will be held in the Members Dining Room at the MCG.

The conference costs are as follows –

Whole Conference	Accredited Coaches	\$320.00	Includes Saturday Night Dinner
Friday Only	Accredited Coaches	\$80.00	Does <b>not</b> include Saturday Night Dinner
Saturday Only	Accredited Coaches	\$200.00	Does <b>not</b> include Saturday Night Dinner
Sunday Only	Accredited Coaches	\$150.00	Does <b>not</b> include Saturday Night Dinner

Whole Conference	Non Accredited Coaches	\$350.00	Includes Saturday Night Dinner
Friday Only	Non Accredited Coaches	\$120.00	Does <b>not</b> include Saturday Night Dinner
Saturday Only	Non Accredited Coaches	\$220.00	Does <b>not</b> include Saturday Night Dinner
Sunday Only	Non Accredited Coaches	\$170.00	Does <b>not</b> include Saturday Night Dinner

Further info: please contact Jim Cail on 03 9643 1930 or [Jim.Cail@afl.com.au](mailto:Jim.Cail@afl.com.au) or Andrew Hughes on 03 9643 1953 or [Andrew.Hughes@afl.com.au](mailto:Andrew.Hughes@afl.com.au).

This event is an approved updating activity for AFL Coaching Accreditation



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## Australian Football Coaches Association Coaching Awards

### Western Australia



Above: Greg Brehaut Scholarship winner Corry Bewick from West Perth Football Club with special guest presenter, Senior Coach at Perth Football Club and former Adelaide Crow, Andrew Jarman.

Western Australia's finest football coaches were honoured at the Fremantle Football Club on November 7 at the State's inaugural Australian Football Coaches Association Awards for West Australia.

More than 70 guests were in attendance for an exclusive awards ceremony that included special guest presenters Steve Malaxos, Andrew Jarman, Rob Wiley and Scott Watters.

The awards night also presented an opportunity for the Greg Brehaut Memorial Scholarship and Ken Armstrong Senior Community Coach of the Year to be formally presented and recognised. The JJ Leonard Medal for the Coach of the Year was presented on Sandover Medal night but was also recognised at the coaching awards.

WA Football Commission Coaching and Talent Manager Jon Haines said more than 40 coaches from Auskick through to senior football had been recognised by their WAFL districts for excellence in coaching. Nominations had been placed via the District Development Councils in which seven award categories were offered for outstanding community and WAFL coaches.

"The West Australian AFCA awards night provides an opportunity to celebrate football at all levels and to acknowledge the significant role coaches play in the development of individual players and teams," Haines said.

The Winners of the West Australian AFCA awards were:

**NAB Auskick Coach of the Year:**

John Rees - Kalgoorlie Boulder JFC (Subiaco District)

**Female Coach of the Year:**

Joy Wearing – Morley Senior High School (East Perth District)

**Junior/ Modified Rules Coach of the Year:**

Barry Cable Jnr – Riverton Football Club (East Fremantle District)

**Ken Armstrong Senior Community Coach of the Year:**

Damien McMahon - Northam Railways Football Club (Perth District)

**Youth Coach of the Year:**

Stephen Smith – South Perth Football Club (Perth Football District)

**Greg Brehaut Scholarship:**

Corry Bewick – West Perth Football Club

**JJ Leonard Medal:**

Chris Waterman – Peel Thunder Football Club

The night was a wonderful opportunity to recognise and show the industry's appreciation for the commitment and dedication demonstrated by coaches throughout Western Australia.

**South Australia**

The 13th Annual Coach Awards Dinner was held at AAMI Stadium on November 7th 2008 in the Magarey Room.

The following coaches who completed the Level 2 Coaching Course were presented with their certificates.

Shane Biddell	Michael Kinsky	Tim Richards
Mark Brown	Matthew Lokan	Craig Smith
Nathan Brown	Corey McClennan	Wade Smith
Shane Cunningham	Mark McKenzie	Jeff Thorpe
David DeBellis	Don Miranda	Ross Wait
Ashley Dunkley	Shayne Mitchell	Kingsley Walker
Anthony Dunstan	Fabian Muller	Ross Wall
Jason Fairall	Peter Niemann	Anthony Weyland
Michael Godden	Jason Oborn	Liam Whitwell
Mark Good	Graham O'Brien	Ben Wilson
Steven Hall	Matthew Patterson	Jared Wilson
David Harvey	Nick Radway	Ben Woodhouse
Matthew Herrmann		

The night provided an opportunity for acknowledgement of outstanding coaching in the League Club zones during 2008 in all grades from Auskick to Senior football culminating with the second annual League Coach of the Year Award.

**2008 COACH OF THE YEAR AWARDS**

**League Club Coach of the Year Zone Awards**

**COUNTRY**

CENTRAL DISTRICT:	Matthew Gallarello – Central District
NORTH ADELAIDE:	Dean 'Marty' Keller – Booleroo Melrose Wilmington FC
NORWOOD:	Michael Stanbury – Lobethal FC
PORT ADELAIDE MAGPIES:	David "Freddy" Freeman – North Whyalla FC
SOUTH ADELAIDE:	Steve Hill – Morphett Vale FC
STURT:	Anthony Weyland – Ramblers
WEST ADELAIDE:	Darren Dean – Waikerie
WOODVILLE WEST TORRENS:	John Rohde – Riverton Saddleworth Marrabel United

#### **METROPOLITAN**

CENTRAL DISTRICT:	Matthew Gallarello – Central District
GLENELG:	Graham Cummings – Brighton FC
NORTH ADELAIDE:	Tania Spriggs – Gepps Cross Rams Junior FC
NORWOOD:	Scott Sawley – Tea Tree Gully FC
PORT ADELAIDE MAGPIES:	Andrew Lipson – Port District FC
SOUTH ADELAIDE:	Brad Brookshaw – McLaren FC
STURT:	Wayne Gehling – Eagles Yr 6/7; Adelaide Lutheran FC
WEST ADELAIDE:	Trent Mills – Goodwood Saints FC
WOODVILLE WEST TORRENS:	Jason Fairall – West Lakes Shore Primary & WWTFC

### **AFL Auskick (Sponsored by NAB), and School Coach of the Year Awards**

#### **AFL AUSKICK COACH OF THE YEAR AWARDS**

Metropolitan: Phil Durdin – Gaza Football Club Auskick Centre  
Country: Ray Martin and Peter Waters – Willunga Football Club

#### **SASFA COACH OF THE YEAR**

Jason Fairall – West Lakes Shore Primary School

#### **SANFL ISSA COACH OF THE YEAR**

Dwayne Todd – Immanuel College

#### **SANFL FEMALE COACH OF THE YEAR**

Wendy Russo – Salisbury North FC

#### **SANFL TALENT COACH OF THE YEAR**

Youth Squad: Christopher Brown, Sturt FC  
SANFL, Robert F Kite, Memorial Youth Development Squad  
Award: David Ising, NFC U15 Metropolitan Coach

#### **SANFL League Coach of the Year**

(Presented by David Brooks and The Good Guys): Mark Mickan, Glenelg FC

The highlight of the night is always the introduction of coaches who have given outstanding service to Coaching, Coach Education, or both, and this year was no exception with John Pearce and Barry Pilmore being acknowledged for their contribution to coaching for 35+ years and 15+ years respectively.

The special guest speaker was Kevin Sheedy (*above*) who was most entertaining and informative. His willingness to mix with the people in attendance was typical of a man who has always had a great passion for people.

### **Victoria**

More than 260 guests attended the MCG for the 21st annual Australian Football Coaches Association Awards (Victoria) on November 7 that included an address by four-time AFL premiership coach [and AFL Coaching](#)



| **Ambassador** David Parkin (*right*).

AFL Victoria Coaching Development Manager Steve Teakel said more than 60 coaches had been recognised by their regional AFCA branch for excellence in coaching. From there, 15 Victorian finalists were chosen across five award categories.

"The Victorian AFCA awards night provides an opportunity to celebrate football at all levels and to acknowledge the significant role coaches play in the development of individual players and teams," Teakel said.

The Victorian AFCA winners were:

**NAB Auskick Coach of the Year:**

Phillip Murdoch - Fitzroy Carlton Auskick

"Phillip has been a Leader Coach at the Fitzroy Carlton Auskick for the past four years where he has demonstrated a sound and consistent leadership to his parent helper coaches and the Auskickers under his care. He is well organised, always clear in his plan for the session and builds upon the skills taught previously."

**Junior Coach of the Year:**

Greg Sharp - St. Mary's Junior Football Netball Club in Seymour

"Greg is a well respected coach at the St. Mary's Junior Football Netball Club where he not only coached the Under-12 team, but acted as mentor for other coaches and players alike. The coaches show much respect for Greg and use his advice and strategies to improve not only their own coaching but the development of the players under their guidance."

**Youth Coach of the Year:**

Joel Farrelly - Ferntree Gully Eagles Junior Football Club

"Joel has coached a team in every age group (Under-9 to Under-16) and for 10 consecutive years at the Ferntree Gully Eagles Junior Football Club. As well as being a coach he has also undertaken the Coaching Coordinator role where he has introduced a range of strategies to develop his team of coaches and a skill development and assessment model for the players. Joel has a player centred coaching philosophy which is based on getting to know each of his players, identifying their strengths and weaknesses and preparing a plan to further develop their football skills."

**Female Coach of the Year:**

Keltie Blake - Montrose Junior Football Club

"Keltie is passionate about her football being a qualified umpire, trainer and coach. Her coaching career commenced last year as the Montrose Under-9s coach and was reappointed to coach the Under-10s this year. In 2008, she successfully made a presentation to the Montrose Football Club about establishing and coaching the Montrose Youth Girls team. Over the season, the opposition complimented the team on its team spirit on and off the ground which was credit to Keltie and her coaching style."

**Senior Coach of the Year:**

Jason Lappin - Wangaratta Football Netball Club

"Jason coached Wangaratta to their first premiership for 32 years in 2007 and went back-to-back in 2008. He has based his success on a team style with each individual understanding their playing role and training geared to reflect match day expectations. Coaching the players to be actively involved in developing the game plan reinforces a team approach and spreads the leadership responsibility amongst the group. His preparation for match day is meticulous with dossiers on the opposition – focusing on game style, individual players and key match ups."

**Queensland**

AFL Queensland hosted almost 200 guests for the Annual Coach and Volunteer recognition dinner at the Royal on the Park on Saturday November 15.

Guests were treated to interviews with legendary North Melbourne dual Premiership and Carlton coach Denis Pagan (*right*) and champion player and coach in waiting Guy McKenna of the Gold Coast Football Club. AFL Queensland embraced the 150



year celebrations of Australian Football showing footage of games in Queensland dating back many decades.

The annual event recognised coaches from Auskick to State League and Volunteers from Junior Clubs to Senior Leagues. 2008 was also significant for the inaugural recognition of coaches and volunteers from the Northern Rivers region located in far Northern NSW stretching from Ballina to Casino to Lismore to Byron Bay and Tweed Heads.

**State Coach Award Winners:**

- AFL Auskick Special Initiative: Mihi Watson - Wynnum JFC
- AFL Auskick Coordinator: Jeff de Heus - Wilston Grange JFC
- Junior Coach: Wayne Poole – Jindalee JFC
- Youth Coach: Bill Thomlinson & Ray Bosch – Coorparoo JFC
- Representative/Development Coach: Stephen Daniel – Qld Country
- Senior Coach: David Harding – Nambour & Hinterland FC
- State League Coach: Craig Crowley – Southport FC
- Female Coach: Marlo Brack – Logan FC
- Umpire Coach: Craig Kingston – Gold Coast umpires

**State Volunteer Award Winners:**

- Junior Club: David Ward – Coolum JFC
- Senior Club: Steve Wills – Casino FC
- Junior League: Karyn Stafford – Northern Rivers Juniors
- Senior League: Brenton Hosking – Darling Downs Seniors

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**AFLCA & AFL agreement to bolster coach development**

THE AFL and the AFL Coaches Association have signed a formal agreement that will allow the two parties to better combine their efforts to both grow the game and enhance the professionalism of coaches at all levels of the sport.

Under the terms of the agreement the AFL will provide funding to the Coaches Association which will be used to implement a range of programs including state and community development, tertiary education and career transition assistance.

In return, over and above the normal demands of their positions, the AFL's 16 senior coaches will assist the League in its efforts to grow the game by giving their time and expertise to key development initiatives.



AFLCA chief executive Danny Frawley (*right*) said the AFLCA's key priorities for the 16 senior AFL coaches, more than 90 assistants and the many hundreds of coaches across grassroots football, would be to:

- provide a forum for coaches to discuss opportunities and challenges;
- recognise leadership and excellence in coaching;
- develop skills and expertise for all coaches, and particularly assistant coaches;
- provide career transition and support to coaches and assistant coaches, both into and out of coaching;
- define coaching pathways and develop talent;
- promote coaching as a profession.

"AFL coaches have a vast bank of knowledge that we can tap into for the good of the game, and we need to work better to build relationships to promote the coaching profession," Frawley said.

"We are delighted to have reached this agreement with the AFL, which will be about developing the skills and expertise of AFL coaches and those hoping to make a career out of coaching.

"As part of this agreement, AFL coaches and assistant coaches will further work towards promoting our game, and ensuring it retains its position as our leading sport."

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The AFLCA aims to define clearer pathways into coaching and develop the skills of coaches from the grass roots level up with a new Association website to be built in the coming weeks as part of the effort to achieve those goals.

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***Merry Christmas and a Happy New Year!***



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**What's On!**

**January/February**

**2009 AFL National Coaching Conference**

When - Friday 30th January – Sunday 1st February

Where – Melbourne Cricket Ground (VIC)

Registration – online registration through AFL website

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