



AFL Coaching Newsletter - May 2009

This month we bring you a new coaching magazine, information about the improving the AFL Coaches database and, with the recent debate on public criticism of umpires, a commentary on the important role of coaches in the development of umpiring in community football. There is a link to some new drills, advice for coaches who are coaching female players, information about the 2009 Telstra Assistance Fund to which clubs can apply for valuable equipment grants, and a calendar of coaching events coming up in each state.

WELCOME TO THE EDGE

This month AFL Coaching has released *Coaching Edge*, a new national electronic coaching magazine. It is a continuation, in electronic format, of the respected Coaching Update magazine, which was first published in 1988 after the VFL assumed responsibility for football development in Victoria and formed the Australian Football Coaches Association (AFCA) Victorian branch. The magazine, edited by Ken Davis, will be published three times a year and hosted in the coaching section of afl.com.au from where it can be read, downloaded, saved printed or emailed.

Coaching Edge will contain interviews, drills, skills, information from the AFL High Performance Programs and recent research and a range of views about football and coaching. Read the first edition (May 2009) by clicking [here](#).



IMPROVING THE COACHES DATABASE

As part of your accreditation as a coach your contact and accreditation details are entered on the AFL Coaches Database. It is from this database that we produce the email mailing list for the distribution of this newsletter and reports are provided to leagues regarding the accreditation status of coaches who are coaching in each league, which ensures compliance with the AFL's mandatory Accreditation Policy. We are working to improve the operations of the database for affiliated state and regional bodies and the accuracy of each coach's current information.

One process which will be available shortly and communicated directly to you, will you to specifically log in to your

record on the database and check the accuracy of your personal details. You will also be able to edit that section yourself and include information (if you wish) about your personal coaching history, who you are coaching now, other qualifications, your coaching aspirations, and (if appropriate) whether you are in the market for new coaching appointments. This process is currently being trialled and we anticipate making it available for all coaches in the near future. This way your email and postal address and other valuable information you wish to have on the database can always be up to date.

Look out for an email containing a username and password to allow you to see and edit your own record.

RESPECT THE GAME, RESPECT THE UMPIRE

There are more than 11,000 umpires officiating across Australia each weekend. Yet the game requires approximately 18,500 appointments each week. Approximately 25% of umpires drop out each year. The majority of umpires who drop out do so in their first or second year. Hence, the need for the AFL's green shirt program which supports inexperienced and learning umpires through mentoring. The message that green shirt umpires are learning and therefore require encouragement and support is having an impact on retention of umpires. While some umpiring groups are growing due to an improvement in the match day environment, others continue to suffer as match days are considered abusive and intimidating for umpires.

As coaches, it is important to consider the level of influence you have on the culture of your players, supporters and volunteers within your club. It is important that you set the right example regarding the treatment of umpires and the importance of providing a respectful match day environment.

With this in mind, the AFL is determined to continue eradicating abuse toward umpires. A recent letter from a senior umpire with over 20 years experience supports the AFL's strong stance against umpire abuse. Some excerpts of this letter are below:

"I write to you to congratulate yourself and the AFL on your steadfast support of umpires in the recent debate on public umpire criticism.

I have been umpiring country and metropolitan football for 20 consecutive years. Over this 20 years, I genuinely believe that the treatment of umpires by local clubs, players and spectators has improved markedly. I believe it has improved because of the efforts of the AFL in stamping out umpire criticism / abuse.

All too often during my early umpiring years did I see a fellow umpire give the game away due to abuse or criticism. This is not to say that umpire abuse has been stamped out all together, however today there seems to be a greater awareness amongst local football clubs of the issues that umpires face.

In the past if an umpire was criticised at AFL level by a coach or high profile person you could almost guarantee that such criticism would filter down to a local level and you could expect far greater crowd scrutiny at the next game you umpires.

The issue of recruitment and retention of umpires at a local level will probably always be there. There are some supporters that we can never change. However, it is through public displays of support by people like yourself, that hopefully one day we change the culture of "umpire bashing" from what is now a fast diminishing minority.

On behalf of every man, woman or teenager that officiates this weekend I thank you."



COACHING FEMALE AFL PLAYERS

Coaches of female footballers do not need to have extensive knowledge of females or special skills to engage all participants. If they apply the basic skills of good coaching and are aware of some of the issues and considerations facing female players then this should be sufficient to improve fitness and develop the AFL skills of the girls they are coaching.

Some important points to remember when coaching female footballers at all ages are:

- They lack a rich football skills background so need to know the basics – keep it simple
- Specific football terms need to be explained and demonstrated eg show them what a 'stoppage' is, demonstrate 'fat' and 'skinny' sides
- Teach them the physicality well such as bumping and tackling
- Allow them to be social during their training sessions – they love to talk!

Please note: Round 11 of the 2009 Toyota AFL Premiership Season is Women's Round. During this round (June 5-8) the AFL will be paying tribute to the thousands of women that contribute to Australian Football as players, coaches, umpires, volunteers and fans. To coincide with this, the AFL Women's National Championships will take place in Perth during the first week of June. For further information on the AFL Women's National Championships please visit www.wafootball.com.au or www.makingamark.com.au



TELSTRA ASSISTANCE FUND

The 2009 Telstra Assistance Fund offers local Australian Football, Swimming and Surf Life Saving clubs the chance to access a share in \$1 million worth of sporting equipment.

Former AFL star Scott West, Olympic swimmer Eamon Sullivan and Ironman Zane Holmes officially launched the 2009 Telstra Assistance Fund, which offers local sports and community clubs the chance to access a share in \$1 million worth of sporting equipment.

Scott West said, "I encourage all eligible clubs, including those who have applied in the past, to apply for the chance to receive financial assistance for their clubs."

"This is a fantastic initiative from Telstra providing local Australian Football clubs with essential equipment to help promote a healthy lifestyle and encourage participation," West added.

"Our local sports and community clubs play a critical role in so many people's lives, from the grass roots level, to helping develop and support our future sports stars. All Australian Football clubs are invited to apply for their share of the fund," West said.

The Telstra Assistance Fund has already contributed over \$6 million worth of sporting equipment to more than 5000 sporting clubs nationally, since its inception in 2003. Clubs can find more information about the 2009 Telstra Assistance Fund and apply online at <http://beinvolved.telstra.com/>. Clubs that have registered for the Telstra Assistance Fund in previous years are also eligible to apply again for assistance. Applications are open from 4 May to 14 June, 2009.

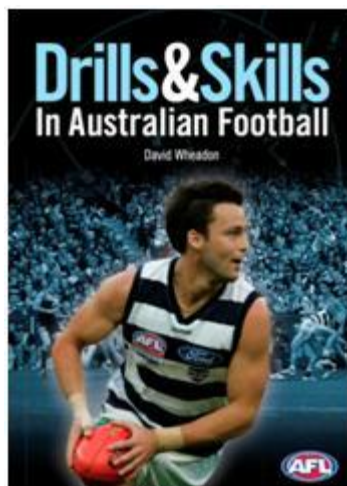
Please pass this information on to your club committee.

DRILLS & SKILLS

Game based training – “Teaching Run & Carry”

Players discover what to do in a tactical situation by their own experiences, not necessarily relying on the coach telling them what should happen. Please click [here](#) and then click on the document to view some drills from David Wheadon’s book; *Drills & Skills in Australian Football*, that will allow your team to practice ‘run and carry’ in a variety of situations.

Drills & Skills in Australian Football is available from the AFL for \$25 plus handling and postage. Please click [here](#) and then click on the document attached to download an order form.



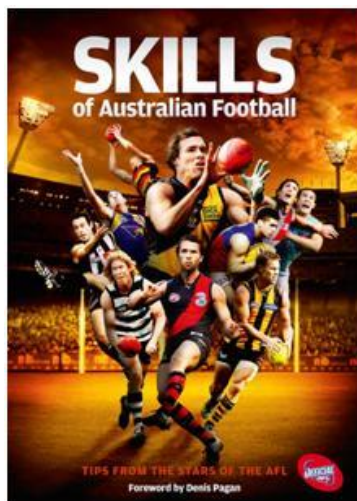
RESOURCES

Skills Of Australian Football

Every week over the last football season we marvelled at how today’s AFL stars have become so proficient in the execution of their skills. These are gifted athletes but their breath-taking skill hasn’t happened by accident – this is the result of years of toil and sweat on the training track.

This book analyses the skills of the game individually as the stars show how it is done and explain how they become so good. Some of the best in the business strut their stuff including Gary Ablett, Matthew Richardson, Jonathan Brown, Cameron Ling, Dean Cox, Brent Harvey, Lenny Hayes and many others.

‘Skills of Australian Football’ is now on sale in most bookshops and is also available directly from the AFL. To download an order form please click [here](#).



AFL Coaching Manuals On-line

The following coaching manuals are now all available to be downloaded online by clicking [here](#):

- The Coach – The Official AFL Level 1 Coaching Manual
- AFL Youth Coaching Manual
- Junior Coaching Manual



STATE NEWS

NSW/ACT

NSW Coaching Association

The NSW/ACT Branch of the Australian Football Coaches Association was officially launched on Monday the April 20 at Riverview College in Sydney. The launch was held in conjunction with the Under 15 and 16 State Zone Trials at Lane Cove.

Approximately 50 coaches attended an enjoyable evening that allowed them to interact and participate in an open panel discussion with John Longmire (Sydney Swans), David Wheadon (Geelong Cats), Paul Armstrong (AFL Coaches Association), Rohan Smith (Western Bulldogs/NSW/ACT Rams), Danny Stevens (NSWACT Rams High Performance Coach) and Lawrie Woodman (AFL Manager: Coaching, Umpiring & Volunteers).

This was the first of five proposed NSW/ACT Coaches Association events for New South Wales and the ACT for 2009 with the aim to allow access to excellent coach education opportunities for all accredited coaches. **The next event will be held in Canberra as part of the weekend that involves Sydney playing the Western Bulldogs on May 30th at Manuka Oval.**

Coach Coordinator Program

The exciting new Coach Coordinator Program began on Monday 4th May at the Sydney Swans Learning Centre. The program has been developed and will work in conjunction with the Sydney Swans to up skill and provide educational opportunities for a coaching representative from each Greater Sydney Juniors club. The aim is to provide the resources and knowledge needed for clubs to action a positive whole club approach towards coaching. Over 40 clubs in the GSJ region have registered a Coach Coordinator as part of the program for 2009 and in doing so have accessed amazing opportunities for them to learn from AFL Legends, Ambassadors and Professionals whilst also providing their club with direct access to resources with a focus on kicking skills. It is an aim to extend the programs boundaries to include other regions of the state and territory in the future.

Coaching Courses

Coaching courses have continued to take place around the state in various locations. Over 500 participants have taken part in working towards both level 1 and 2 accreditations by attending the courses that have included presentations by Stan Alves (AFL Coaching Ambassador), David Wheadon (Geelong Skill Development Coach), Alan McConnell (AIS AFL Academy High performance Coach), Lawrie Woodman (AFL National Coaching, Umpiring and Volunteer Manager), Brett Allison (Sydney Swans), Mark Stone (Sydney Swans), John Blakey (Sydney Swans) and various NSW/ACT Talented Player Program Coaching Academy coaches. The courses have been so well received that we are currently exploring the option of running more courses in particular regions during the mid and later parts of 2009. We hope that these courses will provide opportunities for any coaches not yet accredited to do so.



Visit the coaching tab at <http://www.aflnswact.com.au> to view all things coaching including any proposed coaching course dates.

VICTORIA

Working With Children Check reminder – DEADLINE 30th June 2009 (Victoria only)

People associated with Australian Football clubs, associations or movements that provide services or conduct activities for, or directed at, children, or whose membership is mainly comprised of children must apply for their Working with Children Check by the 30th of June 2009.

For more information visit www.justice.vic.gov.au/workingwithchildren or ph 1300 652 879

What's On!

Victoria

May

AFCA Regional Coaching Seminar – Victoria (Western)
Presenter – Western Jets Coaching Staff
Topic – Match Day with the Western Jets
When – Saturday 30th May, 10am – 12pm
Where – Burbank Oval, Williamstown
Contact – Graeme Pratt (03) 9390 0611

AFCA Regional Coaching Seminar – Victoria (Northern)
Presenter – Denis Pagan (Northern Knights)
Topic – Match Day with the Northern Knights
When – Saturday 30th May, 12pm – end of the match
Where – Preston City Oval, Cramer St, Preston
Contact – Phiv Demetriou (03) 9432 2427

June

AFCA Regional Coaching Seminar – Victoria (North East)
Presenter – Denis Pagan (Northern Knights)
Topic – Upskill of Players (Basic Skills)
When – Wednesday 10th June, 7.30pm – 9pm
Where – Wangaratta Rovers Football Ground
Contact – Jeff Chandler 0400 970 446

AFCA Regional Coaching Seminar – Victoria (Ballarat)
Presenter – North Ballarat Rebels Coaching Staff
Topic – Skill Development/Enhancement
When – Wednesday 10th June, 7.30pm
Where – North Ballarat Sports Club
Contact – Tim Shearer 0408 586 536

AFCA Regional Coaching Seminar – Victoria (Mildura)

Presenter – David Wheadon
When – Sunday 14th June
Where – North Ballarat Sports Club
Contact – Trevor Ryan (03) 5024 8256

AFCA Regional Coaching Seminar – Victoria (Oakleigh)
Presenter – Kevin Ball
Topic – Teaching Basic Football Skills
When – Sunday 14th June, 11am – 12pm
Where – Warrabee Park Oval, Warrigal Road Oakleigh
Contact – Mark Smart (03) 9563 0588

AFCA Regional Coaching Seminar – Victoria (Gippsland)
Presenter – Damian Carroll Gippsland Power FC & Gary Ayres Port Melbourne FC
Topic - Coaching the Country Club and Constructing your Game Plan
When – Monday 22nd June, 7pm – 9pm
Where – Bairnsdale Football Ground Social Club
Contact – Rob Reid 0409139099

South Australia

June

AFCA Regional Coaching Seminar – South Australia (Hills Football League)
Presenter – Stan Alves (AFL Coaching Ambassador)
When – Monday 1st June
Where – Mount Barker
Contact – Hills Football League Secretary

AFCA Regional Coaching Seminar – South Australia (Barossa Valley)
Presenter – Stan Alves (AFL Coaching Ambassador)
When – Tuesday 2nd June
Contact – BL&G secretary
Note: **This is a compulsory night for all BL&G junior coaches.**

AFCA Regional Coaching Seminar – South Australia (Adelaide Plains - Mallala FC)
Presenter – Stan Alves (AFL Coaching Ambassador)
When – Wednesday 3rd June
Contact – SANFL Coaching Department on or Wednesday 12/13 May or 19/20 May for details.
Note: This night is open for all.

Northern Territory

June

Level Two Coaching Course – Northern Territory
When – Friday 12th, Saturday 13th and Sunday 14th June
Where – TIO Stadium - Darwin
Contact – Jarrod Chipperfield, Talent and Coaching Manager
jchipperfield@afnt.com.au or (08) 8980 4810

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 or (03) 6230 1806



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Copies of previous editions of the newsletter can be viewed on the AFL website by [clicking here](#).