



CLUB COACHING COORDINATOR HANDBOOK

2024
For WFNL Club Distribution

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INTRODUCTION

It has been widely accepted that player retention is vital to any Sport and Club. Research has shown that the main reason for Players leaving our sport is a poor standard of Coaching.

Therefore, it follows that a key means of growing our sport and retaining players is to improve the quality of coaching.

With the majority of coaches involved in Australian Rules Football being volunteers, there is a limited ratio of developed coaches to players nationally.

Best practice and recent research conducted by the Australian Sports Commission suggests that “on the job” training and support is not only what club coaches prefer but also gives the best results in Coach Development. Support of Coach Development and of Coaches within the club environment will provide the best opportunities for Coaches and positive experiences for young players.



"BETTER COACHES, BETTER FOOTY"



THE VOLUNTEER COACH



WHO ARE THEY?

- Volunteer coaches are mostly parents who coach because their children are involved. Their primary motivation is seeing their child having fun and achieving something
- They see coaching as a good way to spend time with their children and feel that their involvement sets a good example
- Many may be 'new' coaches, they may never have coached or played AFL before; some may have been coaching for a while
- Whether they are new or have some experience, they are all developing and can be sensitive to criticism - they are just volunteers trying to help.
- They are satisfied as long as they feel useful and valued
- They do not want to be overburdened with extra tasks that can be deemed unnecessary

WHAT DO THEY WANT?

- To learn
- Help with footy specific skills drills
- Help with techniques to keep children engaged
- Education/training support to be in-person, practical and preferably not in the classroom
- Relevant information to the level of players being coached
- A social aspect to whatever education/training is made available, to make it an enjoyable experience
- Support provided by people they admire and respect
- Access to resources, for example: books, manuals, web links, videos, whatever they are most comfortable with - in case they want to follow up something in their own time
- Someone with whom they can get in touch if they have questions or need help



CLUB COACHING COORDINATOR



The role of the Club Coaching Coordinator is to provide support for Coaches within the Club environment, who in turn will deliver quality experiences for young players.

There are various roles that a Club Coaching Coordinator might play in the club and they are segmented into three areas: Administrative, Educative, and other potential duties.

The first two roles are seen as mandatory requirements and the final role, as the name suggests, is a list of potential duties they may undertake which will further enhance the role given time availability and other priorities. See below for an in-depth explanation of each of the three areas.

ADMINISTRATIVE

- Assist the club in the planning process specifically related to the coaching selection, including but not limited to relevant position descriptions for all coaching positions, development of interview questions and selection criteria for coaching positions as well as evaluation documents
- Assist the club committee in the appointment process of coaches and other volunteers.
- Conduct club coaching meetings to cover areas of support and coach development.
- Nominate suitable coaches for relevant coach of the year awards.
- Maintain accurate records of accreditation status of coaches.
- Assist coaches with their re-accreditation needs, processes and appropriate direction for enquiries
- Oversee and assist with Club policies relating to codes of conduct compliance and grievance procedures

EDUCATIVE

- Assist coaches to develop and encourage coaching philosophies.
- Develop a positive club coaching culture.
- Ensure the coaches have access to and complete any necessary coach accreditation requirements.
- Provide necessary and up-to-date information on current coaching trends and practices to all coaches.
- Evaluate coaching performance at training/match-day – not mandatory but if need be can get assistance from AFL Victoria and/or the WFNL
- Develop a support/mentoring program at the club.
- Promote and apply a sequential Australian Football curriculum for all age groups in line with the AFL's Stages of Development.



CLUB COACHING COORDINATOR

POTENTIAL TASKS

- Develop and implement coaching profiles for succession planning.
- Arrange the conduct of an Introduction to Coaching Course at the club for assistant coaches/parents/volunteers.
- Use expertise to work with groups of players across age groups and utilise outside resources.
- Promote online learning opportunities.



CLUB COACHING COORDINATOR



QUALITIES / REQUIREMENTS

- Respected around the club.
- 2-3 years coaching experience.
- Knowledge of National Curriculum and relevant support resources, such as the COACH AFL Platform.
- Good communication and interpersonal skills.
- Willing to contribute time to support new and inexperienced coaches.
- Complete an induction process.

RESPONSIBILITIES

Your club should have a position description available for you

- Support and Develop the Club Coaching
- Foster and support a positive club coaching culture.
- Promote inclusive practice within the coaching at the club.
- Be welcoming of new players, members, and supporters.
- Present Coaches with relevant information at the start of the season and update at regular intervals.
- Actively recruit new coaches from a broad range of backgrounds, (e.g. existing club players, parents)

SUPPORT THE COACH(ES)

- Initiate induction programmes for new coaches.
- Monitor and mentor club coaches and provide support based on their needs/wants.
- Assist coaches to develop and review their practice and reflect on their behaviours.
- Ensure the coaches have access to appropriate learning opportunities and resources including websites, courses, and workshops.
- Value the contribution of the coaches by welcoming them at their commencement and thanking them at the conclusion of the season.
- Create a positive, safe and non-threatening environment in which players and coaches feel that they can try new things, make mistakes and learn.



SEASON TASKS

PRE SEASON

Value and acknowledge their commitment

- Email invitation/welcome back to the club.
- Establish date and venue for welcome back and induction of new coaches.
- Ensure all coaches are registered on Coach AFL
- Find out which coaches may want support for their development.

IN SEASON

Supporting the Coach

- Develop an understanding of the coaches' needs and wants.
- Clarify their coaching role i.e. to provide Safe, Organised, Enjoyable/Engaging practices.
- Be mindful of the coach's experience and requests.
- Observe the agreed coaching behaviours that support the coach's development.
- Be mindful of the coach's other commitments.
- Thank them and ask them when they might like more support.

POST SEASON

Value and acknowledge their contribution

- Email or send 'Thank you' on behalf of the Club, ensure coaches feel recognized, acknowledged and valued.



TIPS FOR COACHING COORDINATORS

- Create a supportive environment
- Acknowledge their commitment to development and recognise it is a privilege to be invited into the coach's environment.
- Let the coach, coach. Be as unobtrusive as possible – Observe from a distance if need be.
- Only intervene in the coaching session if a safety issue arises or when directly asked by the coach.
- Focus on the coach but check the player's reactions to coach messages.
- Show appreciation to the coaches, they are volunteers



COACH & UMPIRE RELATIONSHIPS



- Communication is a crucial element for Coaches to possess when dealing with relevant stakeholders involved in Footy; players, opposition coaches, umpires, WFNL administration
- We know that Football is a very passionate game and Junior Football in particular is unique because there are kids and parents also involved. The most important person in the relationship is the Coach, as the Coach sets the standards on Game Day; pre and post.
- The most important skill a Coach needs to be successful is communication. How we communicate with each other and the ability to relate to everyone in the Football team – players and volunteers is critical. A Coach is responsible for communicating with not just the players but also the parents, spectators, club and the Umpires.
- Coaches must be of the understand that not all umpires will have the same ability and be at the same level. These will range vastly.
- A Coach should know the difference between what an Umpire actually has to do on game day and be of an understanding of what is involved. (Do Coaches know what distance an umpire is from the contest or the correct angle they must be from a contest). What is the Coach's position to what is happening on the ground? Need to be mindful that the Coach is on the opposite sides to the umpire so therefore will see something different and need to be aware of this.
- Important to think about how people communicate; Verbally, Physically and in today's times via Social Media. Need to be setting precedents at Club land that Social media abuse will not be tolerated.
- When looking at Verbal communication during the game; do not discuss umpires with players, focus on what you have an influence on and don't comment on decisions, it distracts the players away from team game plan and as a result they may also start arguing with the Umpires, same goes for abusing -players will follow and this will implode from a coaching perspective. The Coach sets the tone as to what is expected on game day.
- Under 8, Under 9 & Under 10 Coaches can coach on the ground – you are a role model here even more so than normal.
- In terms of physical communication, body language is critical to influence those around you.
- Some suggestions on improving this is to, get good coaching support both on and off the field to calm you down or pull you into line if it becomes too much; successful teams have this down pat.
- End of game communication is just as important. Shake hands with the opposition and Umpires.
- If you believe you have carried yourself professionally and done everything right and still have any issues, ensure you do a Post-Game Review with your Coaching group and ring the correct person (WFNL Director of Umpiring) the NEXT day. Not immediately after the game as emotions are still high. Wait until the following day and make the call.

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RESOURCES & CONTACTS



COACH AFL
[HTTPS://COACH.AFL/](https://coach.afl/)

PLAY AFL
[HTTPS://PLAY.AFL/COACH/I-AM-COACH](https://play.afl/coach/i-am-coach)

COACH ASSIST
[HTTPS://PLAY.AFL/LEARNING-RESOURCES/MICROSITE/408#RESOURCES](https://play.afl/learning-resources/microsite/408#resources)

FOR MORE INFORMATION ON COACHING PLEASE CONTACT
THE WESTERN REGION FOOTBALL LEAGUE AT:
[INFO@WRFL.ASN.AU](mailto:info@wrfl.asn.au)

WFNL DIRECTOR OF UMPIRING - STEVE KEATING
S.KEATING@WRFL.ASN.AU

