….. Football Club Coaching Handbook

(Insert club logo)

(Insert club info)

Location

History

*\*Please note: This document is designed to be used as a guiding template for community football clubs to develop their own Club Coaching Handbook to provide to all coaches within the club. The content examples can be adopted by the club for this document or modified to suit each club.*

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1. Introduction

**Club Coaching Philosophy**

At the ……………………….….Football Club we strive to provide a professional standard of coaching focused on maximising enjoyment, develop and retention of players. Each coach’s biggest focus is on ensuring all players have an enjoyable experience with the game and come back the following season. Our club’s coaching philosophy for each age group can best be defined using the below breakdowns.

**Auskick**

**Development 10%**

* The Auskick Activity Guide session plans are used for best engaging and learning activities

**Fun 90%**

* Give all kids a fun first experience with the game so they want to come back next year!
* No lines, laps, or lectures - players highly involved in activities, not waiting for turns

**Winning 0%**

* All games should be focused on having a great time while learning the game

**U8s – U11s**

**Development 40%**

* The Junior Coaching Curriculum session plans are used for best training methods

**Fun 60%**

* All coaches use a positive, supportive and enjoyable coaching approach – football should be fun!
* No lines, laps or lectures - players highly involved in activities, not waiting for turns
* Equal game time is provided game day

**Winning 0%**

* There are no scores kept and results have no importance in these age groups

**U12s – U16.5s**

**Development 45%**

* Activities are a mix of fundamental skills activities and small numbers, game based activities
* Max learning by asking questions, rather than telling answers and making decisions for the players

**Fun 45%**

* All coaches use a positive, supportive and enjoyable coaching approach – football should be fun!
* No lines, laps or lectures - players highly involved in activities, not waiting for turns

**Winning 10%**

* Players begin to learn basic game plans, tactics and specifics of different positions

We are an inclusive club, ensuring that we are welcoming and providing opportunities to all players, regardless of ability, gender, nationality, age, religion or background.

Player retention through safe, enjoyable learning environments is extremely important as we take great pride in developing and retaining young players to progress into our senior program.

We understand the significant positive impact we can make on game day environments and club culture. All coaches lead by example and act respectfully to all people both within and outside of our club.

**All coaching decisions and actions at our football club should always reflect the above philosophy.**

1. Code of Conduct

**Coaches Code of Conduct**

I………………………………………………………………………………... of

……………………………………………... FC

hereby commit, to the best of my ability, to uphold the AFL Coaches’ Code of Conduct.

**I understand that as an integral component of my accreditation, I must maintain a standard of behavior and conduct in the best interests of the game and the players/staff in my care.**

**In representing myself in an honest manner, and without bringing the coaching profession or the Game into disrepute, I will endeavour to uphold the following to the best of my ability:**

1. I will respect the rights, dignity and worth of all individuals within the context of my involvement in Australian Football, by refraining from any discriminatory practices including, but not limited to, discrimination on the basis of race, religion, gender, ethnic background, special ability/disability or sexual orientation, preference or identity.
2. I will abide by and teach the AFL Laws of the Game and the Rules of my Club and League/Association.
3. I will be reasonable in the demands I make on the time commitments of the players in my care, having due consideration for their health and well-being.
4. I will be supportive at all times and I will refrain from any form of personal or physical abuse or unnecessary physical contact with the players in my care.
5. I will have due consideration for varying maturity and ability levels of my players when designing practice schedules, practice activities and involvement in competition.
6. Where I am responsible for players in the 5-18 year old age group, I will strive to ensure that all players gain equal playing time. I will avoid overplaying the talented players aiming to maximise participation, learning and enjoyment for all players regardless of ability.
7. I will stress and monitor safety always.
8. In recognising the significance of injury and sickness, I will seek and follow the physician’s advice concerning the return of injured or ill players to training.
9. I will endeavour to keep informed regarding sound principles of coaching and skill development, and of factors relating to the welfare of my players.
10. I will at all times display and teach appropriate sporting behavior, ensuring that players understand and practice fair play.
11. I will display and foster respect for umpires, opponents, coaches, administrators, other officials, parents and spectators.
12. I will ensure that players are involved in a positive environment where skill learning and development are priorities are not overshadowed by a desire to win.
13. I reject the use of performance enhancing substances in sport and will abide by the guidelines set forth in the AFL Anti-Doping and Illicit Drugs policies.

I agree to the following terms:

1. I agree to abide by the AFL Coaches’ Code of Conduct.
2. I acknowledge that the AFL, or a body affiliated with the AFL, may take disciplinary action against me if I breach the code of conduct. I understand that the AFL, or a body affiliated with the AFL, is required to implement a complaints handling procedure in accordance with the principles of natural justice, in the event of an allegation against me.
3. I acknowledge that disciplinary action against me may include de-registration from the AFL National Coaching Accreditation Scheme.

**Note**: This “Coaches’ Code of Conduct” is to be signed and conformed to as part of the accreditation requirements of the AFL. Coaches should be aware that, in addition to this Code, they may be obliged to sign a further Code of Conduct/Ethics with their Club and/or League.

**SIGNATURE: DATE:**

**WITNESS SIGNATURE: DATE:**

**WITNESS NAME: POSITION:**

(TO BE SIGNED BY CLUB PRESIDENT &/OR CLUB COACHING COORDINATOR)

1. Player Management

**Match Day Rotation Policy**

The on-field rotation of players is a policy developed to enhance the participation and skill development of all players.

This Policy is to ensure all players feel an essential part of the team, regardless of their age, size, sex, ability or the competition they are playing in, it is critical they have an equal amount of time on the field during the season. This will keep players in the game and reduce the likelihood of them leaving to pursue other sports. It also satisfies parents expectations that their child will be given a fair go. It is recommended that all coaches keep records of weekly game time of each player to ensure each has had equal time.

Rotation for Under 8 to Under 12

The rotation of all players through a variety of positions in a game and season is designed to allow players to experience the skills and roles required in different positions, and to ensure all players are provided with equal opportunity.

Every player in a team should play at least 3 quarters of each game, with no player spending more than a half in any one position. Further, every player should experience playing on each of the five lines of field position over a three-match period.

Note: players should be rotated through a variety of positions on the field in each line, not straight up and down the “spine” or only on the left or on the right side of the field. Coaches and Team Managers must ensure that this policy is adopted and relates directly to Rule 2 – The Spirit of Junior Football.

Rotation for Under 13 to Under 18

Once children reach these age groups the emphasis shifts from players rotating through all positions on the ground every game to players gaining a level of competency in different positions. Players are allowed to remain in one position on the field to allow them to acquire that position’s basic strategies and skills. However, players should still play an equal amount of time in the forward line, midfield, and back lines throughout the year. Every player in a team should play at least 3 quarters of each game. **Equal Game & Playing Time Policy**

The……………………………… Football Club has a strict policy of “Equal Game Time” for all registered players throughout all junior and youth teams.

All selected players will be given equal game time each week. This means Coaches must provide a minimum of 3 quarters per game for all players. This policy also applies to all finals matches, where the maximum number of players or less are selected to play. The only exceptions to this rule include:

* Occasions where a player from another team or age level within our club is filling in to assist with team numbers and they have already or will play another game during the day. Preferential playing time should be given to the registered players of the specific team.
* Where it has been requested by a parent/guardian that the player play less time.
* Where a player is injured during the game.
* Where a player arrives to the game late or must depart early.

**Player Selection Policy**

If team lists extend beyond the number of players required to play, players will be required to be rostered off each week during the season. If possible, Coaches and Team Managers should give parents and players the opportunity to advice in advance, any times of unavailability to ensure these games missed are counted as games rostered off.

It is expected that all players will be rotated equitably. The coach and/or team manager is required to maintain an accurate record of player selection and dates when players were rostered off.

**Finals Selection Policy**

At our football club, selections and equal game time in finals football is no different to the home and away games. Please refer to the Match Day Rotation Policy, Equal Game and Playing Time Policy and the Player Selection Policy.

1. Support and Education

**Coach Accreditation**

In line with the AFL requirements, it is mandatory that all coaches at the …………………………. Football Club have a minimum Level 1/Foundation AFL Coaching Accreditation. All coaches must be annual members of CoachAFL each year which aligns to coach accreditation and coaching resources. Assistant coaches are required to obtain the same level of accreditation.

Our club will reimburse annual CoachAFL membership costs to each coach.

All coaches are strongly encouraged to pursue continued coaching professional development. To explore what coaching professional development opportunities exist this year please speak to our club’s Coach Coordinator (name…).

**Coach Meetings**

Our club conducts several coaches’ meetings throughout the year for all coaches to attend. The purpose of the meetings is to address issues relevant to coaching at the football club, learn from each other, share resources amongst the coaches and maintain a level of consistency amongst the coaches.

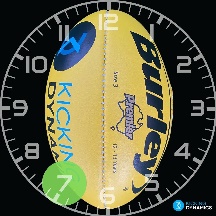
This year’s coaches’ meetings will be held on “insert meeting dates” at “insert time”.

**Resource Library**

The CoachAFL membership provides all coaches with a huge resource library that provides coaches with access to various resources such as, training activities, skills guides, the Junior Coaching Curriculum, videos and insight from AFL coaches, as well as access to workshops, webinars and online learning modules. Access can be found here <https://coach.afl/>

We also encourage all coaches to share ideas and resources amongst each other as this creates a quality learning environment for all coaches at the club.

1. Teaching the Fundamental Skills of the game - Guide



**KICKING**

1. **Cover up ears (hold comfy on both sides)**
2. **Football’s eyes facing target (ball up & down)**
3. **Kick the ball on the chin**



***\*Outcome = hold up and down & kick bottom of ball (7o’clock). Seam in line with leg.***



**PICKING UP**

1. **Feet – 1 step past ball**
2. **Bum - Bum point to oppo (protect head)**
3. **Fingers – Fingers in grass**
4. **Eyes on ball**



**CHEST MARK**

1. **Elbows close to sides**
2. **Give ball a hug**

**MARK IN HANDS**

1. **Fingers spread**
2. **Make “W” with fingers (thumbs behind ball)**

**HANDBALL**

1. **Pretend holding ice cream cone & squish cone**
2. **Sit ball on other hand, pointing towards target**
3. **Squish ice cream when punching ball**



***\*Outcome = make fist with thumb on outside, point ball to target, punch ball with top/side of index finger.***



**Tackling**

1. **Foot in the hoop (close the oppo)**
2. **Hip on hip**
3. **Head on oppo back**
4. Coaching Tips

* **No Lines, Laps or Lectures**
  + **No lines:** Avoid players waiting in lines for turns. The more they touch the ball, the more they have fun and develop. Aim for players to get 100 touches each training.
    - *Tip – 1 footy between 2.*
    - *Tip – Set up multiple groups for the activity.*
  + **No Laps:** Players are only at training for a short time, lets maximise their time doing activities.
    - *Tip – engage players in warm up games from Rookie Me where they are touching the footy, rather than laps and stretching.*
    - *Tip – Set up all activities at the start, or before the previous one finishes, or get your assistant coach to set up the next activities.*
  + **No Lectures:** Kids have such a short attention span. Less is more! Get into activities as quick as possible and minimize talking game day.
    - *Tip – Use demonstration to explain activities instead of telling.*
    - *Tip – Pregame max 1min, highlight 1-2 key themes for the day.*
    - *Tip – Game breaks just 1 topic, preferably same as pregame focus*
* **Minimise distraction:** Players have such a small attention span, even less if there are things that distract them while you’re talking!
  + *Tip – Have all players in front of you, nobody behind or side of you.*
  + *Tip – Coach faces the sun, not the kids.*
  + *Tip – Don’t wear sunglasses when talking.*
  + *Tip – Avoid having visual distractions behind you, e.g. Other teams training.*
  + *Tip – Avoid players playing with footies, all footies on ground or tucked under arm.*
* **Don’t let winning influence your decision making:** Always remember there are no scores kept, no finals, no premierships. Our focus as coaches is for ALL players have an enjoyable experience with the game, see improvement and want to come back the following season. Don’t let striving to win negatively influence the experience for the kids.
  + *Tip – Stick to the selection, rotation and playing time policies, even if it means the other team may kick more goals than your team.*
  + *Tip – Always talk about the things they are doing well and learning opportunities, rather than the result of the game.*

**Other coaching tips…**

1. Coaching Contacts

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Age group** | **Head Coach** | **Contact** | **Assistant Coach** | **Contact** | **Assistant Coach** | **Contact** |
|  |  | M:  e-mail: |  | M:  e-mail: |  | M:  e-mail: |
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**Additional Content Options for this handbook**

Below are a few suggestions that may be useful for your club to add to your coaching handbook for the following season. Please note that additions should not be limited to the below.

* Fixtures
* Club Mission and Vision Statement
* Coach Selection Policy
* Whole Club Game Plan
* Presentation Nights
* Awards and voting procedure
* Facility arrangements
* Treatment of injured players
* Parental involvement
* Match day procedure
* Event calendar
* Management of reported players