



THE ROLE OF A COACH

Presented by Rick Irwin
Level 3 Accredited Coach



Coaching

Coaching can take a number of different forms:-

- **Coach of a Team** – Weekly commitment to coordinating a team, training nights and match day.
- **Assistant or support coach** – as above, but not having full responsibility
- **Ad-Hoc Coaching** – Such things as “one off” clinics, where you run a session for a short period of time on a random basis
- **Private coach** – doing one on one sessions or taking small groups to facilitate development.

- How many coaches are represented in today's audience? X 25 per team = ?
- Why are you here?
- Forced
- Looking to update knowledge
- Genuine love for the game
- If we can take away 1, 2 or 3 things that will make us a better coach, but most importantly will create a better environment for the kids then I am very happy....



The Coaching “Map”

Develop yourself as a coach

- Know yourself
- Know the role
- Know the game
- Understand the planning & preparation needed
- Know your target “audience” or playing group
- Understand your legal obligation
- Surround yourself with quality people with similar beliefs & philosophies





The Coaching “Map”

Some questions worth considering....

- Why do you Coach Aussie Rules Football?
- What is Coaching?
- What is a Coaching Philosophy?



The Coaching “Map” – Know Yourself

Why Do You Do it ?

Why Do You Coach Aussie Rules ?

- Enjoyment, excitement, **love of the game**
- The challenging nature of the role
- Rewarding, giving something back, feel you something to offer
- No one else would do it?
- You were told or asked to do it?





The Coaching “Map” – Know Yourself

What Is Coaching?

- **COACH** (*definition of*): an instructor or trainer in sport, a private tutor; to give hints too, to prime with facts.
- Work toward your own definition, it will assist greatly:-
- For me it is ‘getting the best out of a team & each player, whilst at the same time facilitating learning & development”
- **But most of all making a difference in their lives.....**
- “Coaching is the process of equipping people with the tools, knowledge and opportunities they need to develop themselves and become more effective.
- “Coaching is teaching...it is called a lot of things, but that’s what it is, teaching”
Wayne Bennett, Brisbane Broncos
- Remember, winning isn’t everything. It is far easier to coach the more talented players but it is extremely important to develop and coach all players.



The Coaching “Map” – Know Yourself

Develop a Coaching Philosophy

PHILOSOPHY (*definition of*): - the use of reason in understanding such things as the nature of reality and existence, the use and limits of knowledge and the principles that govern and influence moral judgment:

- A guidance system for the season which provides players (and staff) with direction and consistency.
- A belief system, something you can come back to in times of pressure where it may be possible to lose the overall focus of what you are trying to achieve;
- An insight into you, some personal rules;
- A set of guidelines that form your ‘boundaries’
- **Understanding the Big picture!!**



The Coaching “Map” – Know Yourself

What is the Big Picture Of Coaching:

- You will be **remembered**
- We as coaches **can** make a difference in kids lives
- Outside of Football – Getting to know your players – Genuinely caring for your players
- Importance of communication – E.g. Parents & working with them not against them.
- Benefits of Sport – See sheet
- Benefits of structured environments – E.g. Sporting or Football Club Vs Skate Park
- Part of a family – Not just about your team or you as coach or your players, its about the Club, need to educate parents not just about their Boy/Girl or their team.
- Gen Y Vs Gen X – see DHS speech
- Elements of a team – see DHS speech
- Benefits of a team – see DHS speech
- Umpires – How are you perceived as a coach, a coach of the 80’s or a modern day professional coach who leads by example. Get with it or move on!!



The Coaching “Map” – Know Yourself

Understanding the Big picture Cont..

All Kids or Youth join Clubs - We play a critical role as coaches ensuring kids have structure in their lives, even if they don't have structure at home. Kids who don't have structure in their lives join these Clubs:

- Bully Club
- Bashing Club
- Social Media Club 24/7
- Computer game Club
- Drug Club
- Thieves in the Night Club
- Youth Detention Centre Club – Jail for the Youth



The Coaching “Map” – Know Yourself

Develop a Coaching Philosophy

Other areas worth considering also include.....

- What sort of personality do I have?
- What are my technical skills like? What technical skills do I have?
- What are my personal needs?
- What are my strengths and weaknesses...how can I improve and develop in these areas?
- How do I rate my own “people skills”?
- What motivates me?



The Coaching “Map” – Know Yourself

Develop a Coaching Philosophy

Coaching should be an expression and extension of your own personality.
Don't fall into the trap of pure imitation of somebody else

- Be prepared and organized, have plans in place
- Make training and playing enjoyable – must be fun
- Willingness to learn
- Student of the game – looking to increase knowledge
- Use assistants – reduce the coach to player ratio.!!
- Have plenty of patience, be a good listener
- Be approachable and willing to communicate
- Hands on with the appropriate equipment



The Coaching “Map” – Know Yourself

You have to be many sorts of people in your role as coach!

- Manager
- Fitness coordinator
- Social Secretary
- Treasurer and Fundraiser
- Medical and rehabilitation Trainer
- Teacher
- Psychologist
- Social Worker
- Father Figure
- Babysitter
- Advisor
- Role Model
- Property Steward
- Selector
- Motivator



DAVID PARKIN has been quoted as saying.

*“Junior Coach’s need to be a teacher,
disciplinarian, salesman, public relations officer,
guidance counselor, diplomat, organizer,
detective, psychologist, judge and jury, leader,
father figure, dictator, field general and citizen”*



The Coaching “Map” – Know Yourself

Fundamentals of the Game reinforced

- Play in front
- Keep your eyes on the ball
- Pick the ball up with two hands
- Handball using both hands
- Kick with both feet
- Marking the ball on chest, out in front or above head
- Defensive skills – tackling, spoiling, chasing, smothering
- Importance of footwork, agility, speed, strength, decision making
- **ENJOYABLE TRAINING, IT MUST BE FUN!!!**



The Coaching “Map” – Know Yourself

Fundamentals of the Game Reinforced

SKILL DEVELOPMENT, REDUCED EMPHASIS ON WINNING

- The process of learning skills is long term, and must be taught well and practiced continually.
- A large part of your training program should be devoted to teaching the basic skills.

Be remembered as a teaching coach!!

- It is generally accepted that the SPIR method of teaching works well for teaching Australian Rules Football skills. SPIR is as follows

- S** – Show... Name & demonstrate the skill, giving teaching points, any questions?
- P** – Practice... Demonstrate again, allow players practice time
- I** – Instruct... observe players, offer advice, keep repeating the key points
- R** – Reward... praise players for good efforts



The Coaching “Map” – Know Yourself

GAME PLAN

- A simple out-line on how you want your team to play
- Ball movement and disposal guidelines
- How you can help your team play well
- What to do when the opposition has the ball
- Starting and finishing positions for forwards, midfielders & defenders
- Team rules
- Tactics – may vary from week to week

Reinforced the Game Plan on the training track

ALL PLAYERS NEED OPPORTUNITIES

- Equal time on the ground
- Share the leadership roles
- Positional play – opportunities forward, defence, midfield or interchange



Planning & Preparation

Planning – “Fail to plan, you are planning to fail”

- Do some planning and preparation for the year, each week, each training session and each game.
- Phases of the year (some examples)
 - Pre-season & In-season...can be broken further such as
 - Pre – Christmas
 - Christmas break
 - Pre-season
 - Practice match phase
 - In-season (then broken into blocks)
 - Mid-season



Planning & Preparation

Planning a training session

- Write out a plan for the session. For Example.
 - Warm up – start time, & who will run it...
 - Skill development drills
 - Game plan activity
 - Pattern of play drills, including game sense
 - Fitness work?
 - Warm down
 - Individual sessions using assistants
 - Leadership Group, Player & group feedback, Question & answer time?
 - Goal setting
 - Education & culture issues – injury management, diet, team uniform
 - Equipment needed



Coaching & The Law

Some legal areas to consider include;

- Negligence
- Care
- Discrimination
- Harassment
- Child Protection





Know Your Target Audience

- Everyone is different.
 - Personality types
 - Backgrounds
 - Education
 - Ability levels



- Depending upon the age group your are coaching, there will be a different set of needs

- Children - 9 years of age & below
- Early Adolescence - 10 to 14 years
- Middle Adolescence - 15 to 19 years
- Late Adolescence - 20 to 24 years



Know Your Target Audience

Coaching Young People

- ***Empathy*** Remember everyone is different, and develop at different rates. It is important that you work with everyone taking into account their particular situation.
- ***Participation*** Keep things moving, high involvement, keep things fun and rewarding with appropriate challenges.
- ***Recognition*** Key development years for self esteem, recognize the efforts of all.
- ***Belong*** Create the environment that all players have a sense of belonging to your club & team.
- ***Social skills*** Sense of team, many youngsters will arrive at your training thinking it is all about them...educate them about TEAM aspects, and Cooperation Vs Competition (some parents too!)
- ***Control*** Have a firm framework that all players understand, with simple discipline standards that all players understand.



Coaching Young People

- Once coaches become an AFL Accredited Level 1 Coach I believe you now have a social responsibility in your local club and community to ensure kids under your guidance feel involved, feel safe, valued, connected and that kids under your guidance feel like they belong.
- Believe me when I say you will be remembered and you will make a difference in kids lives!!



Assessment

Design a junior coaching session for year 8 school boys covering at least the following:

- Venue
- Participants – who are they, what are their needs, age, ability, other stakeholders involved
- Who do you need to liaise with prior to the session. E.g.. Teacher. Parents
- How will you do this effectively?
- How will you build rapport / trust ? How will you reward and recognise good behaviors.
- Objectives of the session
- Conditions / environmental factors – risks, weather, ground condition, safety etc
- Equipment needed
- Identify potential barriers to group development and performance
- Session Outline (include drills, diagrams, time schedule) – remember “SPIR” concept)
 - Warm up
 - Skills
 - Warm down
- Who can I refer participants to who have issues beyond my own level of responsibility. (e.g.. Special needs, sick, bullying)
- Session Evaluation – was it successful or not, what worked well, what would you do differently, contingency plans, etc
- What legal requirements do you have to comply with ?
- How will you cover these off ?