



Central Murray
Football Coaches Association

NEWSLETTER

Issue No.1 May 2015



CENTRAL MURRAY COACHES ASSOCIATION

**WELCOME TO THE MAY 2015 EDITION OF THE AUSTRALIAN
FOOTBALL
COACHES ASSOCIATION NEWSLETTER**

JAMIE MACRI

Football/Netball is just the first domino!

We've all seen a line of dominos falling; one action sets off a chain of events that becomes greater than the individual parts. Paul Kelly wrote a ripping song about it – *from little things big things grow*.

The recently launched Latrobe University research project, conducted in partnership with AFL Victoria and the AFL, found that community football clubs (the first domino) generate a range of positive effects for local communities.

Holding a significant role in a football/netball club means we're part of something so much more than just that role; what we do spreads throughout our communities and adds value beyond the boundary line.

Highlights of the study include:

- For every dollar spent on a community football club, at least \$4.40 is returned in social value in terms of increased social connectedness, wellbeing, mental health status, employment outcomes, personal development and physical health.
- A football club's reach is significant and extends beyond the players, coaches, administrators and volunteers within the club; for every one player, football clubs reach 10 people in their community.
- Football clubs provide individuals, particularly those aged 15-24, with significantly increased chances of securing employment via the social networks provided by the club.
- The self-reported mental health of people aged 18-24 associated with a football club is substantially higher than the general population.

So, when we embark on the journey of this new season take a moment to reflect on the impact we have as coaches and that there's so much more to our game than just the 'wins and losses' domino.

Jamie Macri, AFL Central Murray Football Development Manager

Central Murray Region Youth Coach of the Year 2014:

Phil Treacy – Wandella Football Netball Club

After being selected as the Central Murray Region Youth Coach of the Year in September, Phil Treacy was shortlisted as a **semi-finalist in the AFL Victoria Coach of the Year Awards**.

Phil and his family were then invited to attend the prestigious AFL Victoria Coach of the Year Awards dinner on Friday 14th November 2014 at the Melbourne Cricket Ground.

Joining Phil at the evening was Wandella Football Netball Club representatives including Secretary Bernie Robinson. Also



there to support Phil was AFL Central Murray Region Commissioners Alan Mitchell and Jim Hirst, AFL Central Murray Development Manager Jamie Macri and AFL Central Murray, Sunraysia and Wimmera Region General Manager Bruce Petering.

Phil's résumé was outstanding and we were all confident that his name would be read out as the 2014 AFL Victoria Youth Coach of the Year. Unfortunately, this was not the case as the other three semi-finalists also had excellent résumés.

This newsletter provides an appropriate opportunity to showcase Phil's outstanding coaching record and coaching philosophies to other coaches throughout our region (especially those who are not aware of Phil's achievements.) It also reinforces the role of junior and youth coaches in the overall development of young people.

Phil's coaching record is listed below:

Reserves: 2000, 2001, 2002, 2008 (Premiership)

Under 14: 2009, 2010, 2011, (All Premierships)

Under 17: 2012, 2013, 2014 (All Premierships)

(As you can see, Phil has coached 7 successive Wandella Football Club premiership teams, including the last 6 at Youth level.)

Golden Rivers Football League Under 14 Coach: 2009 - 2011

Golden Rivers Football League Under 17 Assistant Coach: 2012 - 2014

Phil's success as a Youth coach should not only be measured by his incredible record of six successive Youth Grade premierships, but his ability to successfully communicate with his players and earn their respect enabling a trusting relationship to be developed. From this foundation, Phil has the capacity to teach them the many facets, skills and disciplines of our great game, Aussie Rules. His ability to mould and motivate a

team of diverse players within an age group of 13 to 18 years is a great accomplishment in itself. He not only challenges his players to improve but also gives them the necessary tools to do so successfully. Phil understands that his players have varying skill levels and are at different stages of their football development. This is what makes Phil so valuable as a junior coach. His great asset is his ability to teach to all different skill levels and work out which players need assistance and in what particular area. Phil's ongoing success is testament to this skill. Phil understands the importance of getting the basics right before anything else and he has been instrumental in producing many well-rounded and skilful Senior grade footballers.

Phil is a student of the game and he always wants to learn more in order to extend himself. His communication and relationship skills allow him to learn from opposition coaches, senior coaches at the club and from the general football community. His keen thirst for football knowledge is evident by the way he listens attentively to advice from more experienced coaches within the region.

Phil is a great club man and embraces the Wandella Football Club philosophy of inclusiveness and fair play. He has a sound knowledge of opposition teams and always implores the boys to be respectful of their opposing players, the umpires and opposition coaches – something that isn't always easy to get across to teenage boys! Phil's thorough pre-game planning accounts for most scenarios that may arise during a game but he also has the ability to 'think on his feet'. One of Phil's greatest assets as a coach is his ability to strategically think towards the future with his coaching. He knows what's needed to develop both the player and the team and he is prepared to use the weekly match situations to do this.

However, Phil is much more than a football coach to the players that he coaches. He is a significant adult role model who genuinely has an influence and impact on the development of their character as a whole. Many foundational life skills are taught, nurtured and enhanced through Phil's coaching. His players are taught about the importance of teamwork, resilience, respect, persistence, work ethic, discipline and leadership. Through the development of these characteristics you can see his players grow in self-esteem and become valuable members of the community.

Phil has also had the pleasure of coaching his sons Dylan and Mitchell to multiple premierships. He is uncertain about his coaching future for the 2015 season but there is a whisper out there that he might be switching codes and coaching one of the Wandella Netball Club teams. Just another thing to add to his already impressive coaching resume!

The Central Murray Region is proud of Phil's coaching achievements and would like to also acknowledge the fantastic ambassadorial role that he has given to football within the region.

Impressive Insight for Local Coaches

Ex Hawthorn Premiership player and VFL side Williamstown senior coach Andy Collins gave Northern Victoria football coaches a rare opportunity to be involved in a detailed, up close and personal training session with the Seagull's at their weekend camp. He and his team of coaches recently lead 60 odd players through an intense morning session at Cohuna open to regional coaches.



Tatura Senior Coach Jamason Daniels said, he was amazed by the emphasis and planning that was put into training which related to on field and match day and how Andy and his coaches' addresses throughout the morning's training gave ownership to the players.

Northern Victorian Coaches were schooled with the Seagull players in video analysis and training strategies, then put through physical training and game preparation and watched, learned and listened and were allowed to ask questions as players were personally debriefed.

Wakool Senior Coach Lachie Gleeson said, he was amazed with the attention to detail in video analysis and what he thought was ok, how quickly the negative points of a basic play were pointed out and how to correct and improve those things in the future.

He said he was also impressed by the emphasis on decision-making and game sense drills used during the morning.



The opportunity to get such an up close and in depth during the training session with one of the game's legends, his coaches and team was invigorating. All who attended appreciated the high level of professionalism shown and very down to earth communication; and yes those attended would have certainly walked away with a number of useful points to help give them an edge in the future.

Geoff Kendell, Mallee Eagles Central Murray AFCA Committee member, Tyntynder Football Netball Club

Keeping The Bus On The Road

Recently announced as a finalist in the VicHealth 2014 Victorian Health Promotion Foundation Awards in the *"Building Health Through Sport"* category and, knowing the protective factors that come into play by being part of a team, Tyntynder Football Netball Club is working to develop a safer, healthier sporting and social environment for its members. With the understanding that sporting clubs can provide an audience for far reaching and ongoing positive impacts around physical, social and mental health. Tyntynder supports its members towards outcomes sustainable for the community and individual health.



Level Three Good Sports accredited and, with the ongoing encouragement of Northern District Health's Good Sports Project Worker Greg Currie, the club is working hard to minimise harm from the effects of alcohol. Offering subsidised Responsible Service of Alcohol (RSA) programs to its membership at least on an annual basis. The club is working toward having at least one hundred members accredited by the end of 2015.

Now in its sixth year, a partnership with Cohuna Football Netball Club will see the clubs compete for the 6th Annual *"Beyond Blue Cup"* in 2015. While on field competition is fierce, both clubs have an ongoing commitment to raising awareness of depression and anxiety related issues and to promoting positive mental health messages to players and members.

The AFL's "Taking the Tackle Program" promotes "anti violence / respect for women" messages and was presented to thirty five young footballers in 2014 by a combined team of Robyn Hosking (Mallee Family Care Carer Support Services), LSC Andrew Downes (Vic Police) and AFL Vic Football Development Manager Jamie Macri. This was combined with a light-hearted "boxing" demonstration by the Swan Hill Leisure Centre and healthy food choices. The night was an outstanding success in how to engage our youth members.

While acknowledging 2014 was a lean year for our senior footballers on the sporting field, our netball and junior football numbers are strong, going against the current local trend of declining rural membership.

Recognising family focussed events are our most popular, the club works hard to create socially inclusive low cost events. With transport provided to and from the venue, a venue that is smoke free and a variety of food and drink choices available, the Annual "Tyntynder Barn Dance" attracts in excess of two hundred and fifty participants and provides families with an opportunity to partake in a night that ensures plenty of "good old fashioned fun".

With support from Mallee Sports Assembly's, Delia Baber, completing the VicHealth Healthy Sporting Environments (HSE) Program provided the Tyntynder Football Netball Club committee and indirectly its membership, with an awareness of the potential for sporting environments to promote good health to a wider audience. Given the role they play in the community and the number regularly involved in sporting clubs, the HSE Program was created to support clubs across Victoria to become healthier, more welcoming and inclusive.

Vic Health CEO Jerril Rechter quoted America social commentator Will Rogers when she spoke to a large audience at the 2014 awards ceremony held on in Melbourne on December 3rd - *"even if you're on the right track, you'll get run over if you just sit there"*

Time to stoke up that bus....

AFL Conference an Awesome Experience

The 2015 AFL's National Coaching Conference held at Etihad Stadium on the 30th, 31st January & 1st February had an inspiring start with reigning Premiership Coach Alistair Clarkson presenting.



Clarkson sat on a bar stool in front of approximately 450 coaches and others who had gathered from around Australia and internationally where he talked about bringing fun back into footy and how the Hawthorn FC had done this successfully. He asked participants, "How do we make a training session fun at junior level so they come back to play and especially next year?"

He used John F Kennedy's announcement when the Russians beat the US to orbit the earth, Kennedy announced, The US was going to the moon. Hawthorn got to the moon in 2008 but didn't know what to do then.

He stated you need to identify what you want to achieve with your group, plan a pathway but create it in a fun environment to succeed.

The main lectures covered topics including Emotional Intelligence, Supplements & Performance, Indigenous Cultural Awareness, Physical Game Sense Coaching with the Dandenong Stingrays and Shane Pill from West Adelaide.

Brendon Bolton talked about creating a learning environment and the art of teaching, allowing you to better communicate with your players. An insight Brendon shared was his life philosophy, "Find work you like and compensation will follow even if it's not in monetary terms". He spoke about failing harder so you can succeed easy later, an absolutely awesome speaker.

The charismatic Shane Crawford was guest speaker for the Conference Dinner and he filled the room with his infectious enthusiasm, quick wit and exuberance for life. He spoke about his tough up bringing as a sports crazy kid who got a break at 14. His time as a player and his overwhelming feeling after winning a premiership when he thought his time as a player had past him by.



Wayne Campbell the AFL's National Head of Umpiring spoke about the need to look after our umpires especially in the match day environment. We play 18 000 games but only have 11 000 umpires and lose about 3 000 a year but recruit the same, so they are refining their recruiting program and yes they believe we will have a woman central AFL umpire within 5 years like Chelsea Roffey in the goals.

Josh Vanderloo the AFL's National Development Manager, spoke about Junior football playing on smaller areas with less kids and rotating ends so as to actively give every kid the chance to get a kick and maybe even kick a goal thus making it fun for everyone and keeping all players enthusiastic for the game.

He then spoke on the AFL's massive growth area, Female Football. In 2008 there was 5 000 women playing the game and now in 2015 there are 15 000 players and 18 000 in football programs. We now have a complete player pathway and a comprehensive talent pathway U10, U12, U14, U16, U18, Reserves, Seniors Interleague, State Games and this year, Women's Exhibition Matches, one at Etihad Stadium and one at the MCG as curtain raisers to the main AFL games of day.

Coaches and others participated in 5 concurrent sessions on all facets of the game during the weekend in which they had 35 different options to choose from, being conducted by the best in the land.

David Parkin finished the weekend with a real coaching session on life values and what has worked for him in his 70 years. A great finish to a an inspiring first hand look into the best coaching techniques, drills, strategies, skills, videos, nutrition, life values and products being used at this elite level today.

Geoff Kendell, Central Murray AFCA Committee member