

# AN INTRODUCTION TO CoachAFL



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## An Introduction

Following extensive research, analysis & consultation, it was identified that an opportunity existed to materially enhance the support and development of coaches nationally. CoachAFL has been created with these key objectives in mind:

- A deeper understanding of the coaching community
- Creating a more accessible entry level accreditation
- Providing a centralised accessible resource centre that delivers content tailored to the playing profile of the team





## Understanding the Coaching Community

*"A deeper understanding of and connection to the coaching community"*

- Who is the coaching community?
- Where they are coaching?
- Who they are coaching?

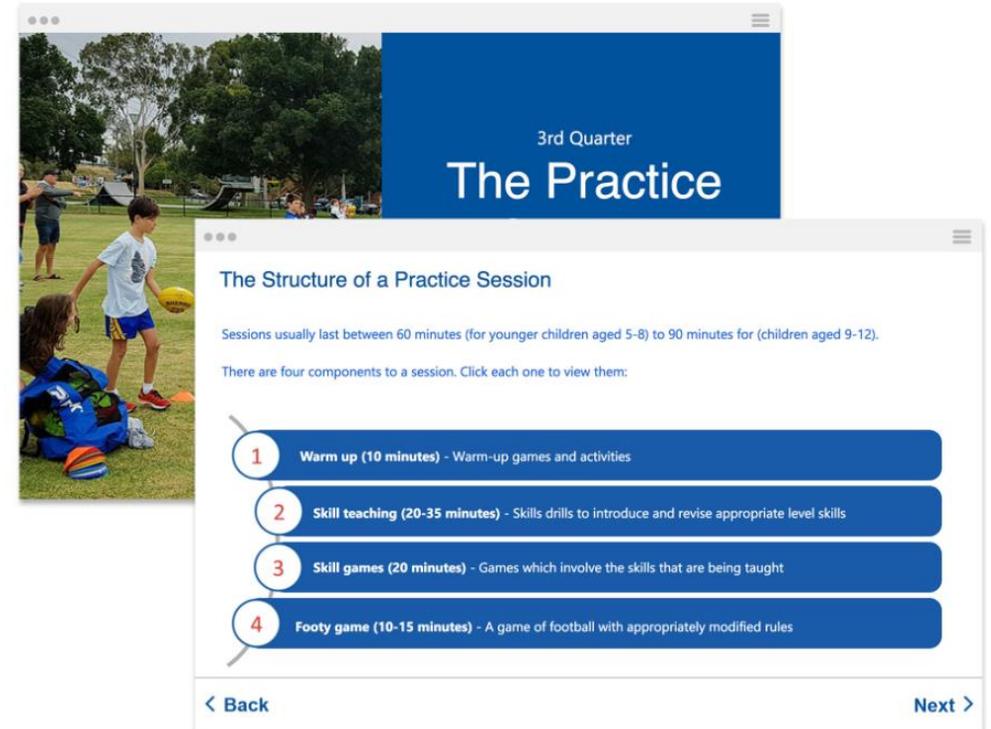
When becoming a CoachAFL member the first step coaches take is to create an online coaching profile. By gaining this deeper understanding, coaches are provided with more relevant support, resources and ongoing education/development opportunities.

## Accreditation – A New Starting Point

CoachAFL has streamlined entry level coaching accreditation, in the form of a Foundation Coach Accreditation (previously Level 1) included as a benefit of membership. Coaches without an active accreditation will complete an online Foundation Course specific to the age of the team they coach (Senior, Youth or Junior).

**For the avoidance of any doubt, face-to-face workshops will no longer be mandatory for entry level accreditation.** Coaches are encouraged to attend optional face-to-face workshops conducted under the leadership of the State and Regional Coaching Managers to further develop their coaching.

The development of coaches beyond Foundation (Level 1) is a key focus of the new national coaching strategy. The content and delivery of Level 2 & 3 courses will be remodelled to make progression along the coaching pathway more accessible. Changes to the accreditation pathway will be implemented through 2018 in readiness for the 2019 football season.



The screenshot displays a web page titled "3rd Quarter The Practice". The main heading is "The Structure of a Practice Session". Below this, it states: "Sessions usually last between 60 minutes (for younger children aged 5-8) to 90 minutes for (children aged 9-12). There are four components to a session. Click each one to view them:"

- 1 Warm up (10 minutes) - Warm-up games and activities
- 2 Skill teaching (20-35 minutes) - Skills drills to introduce and revise appropriate level skills
- 3 Skill games (20 minutes) - Games which involve the skills that are being taught
- 4 Footy game (10-15 minutes) - A game of football with appropriately modified rules

Navigation buttons for "< Back" and "Next >" are visible at the bottom of the page.

## Registration vs Accreditation

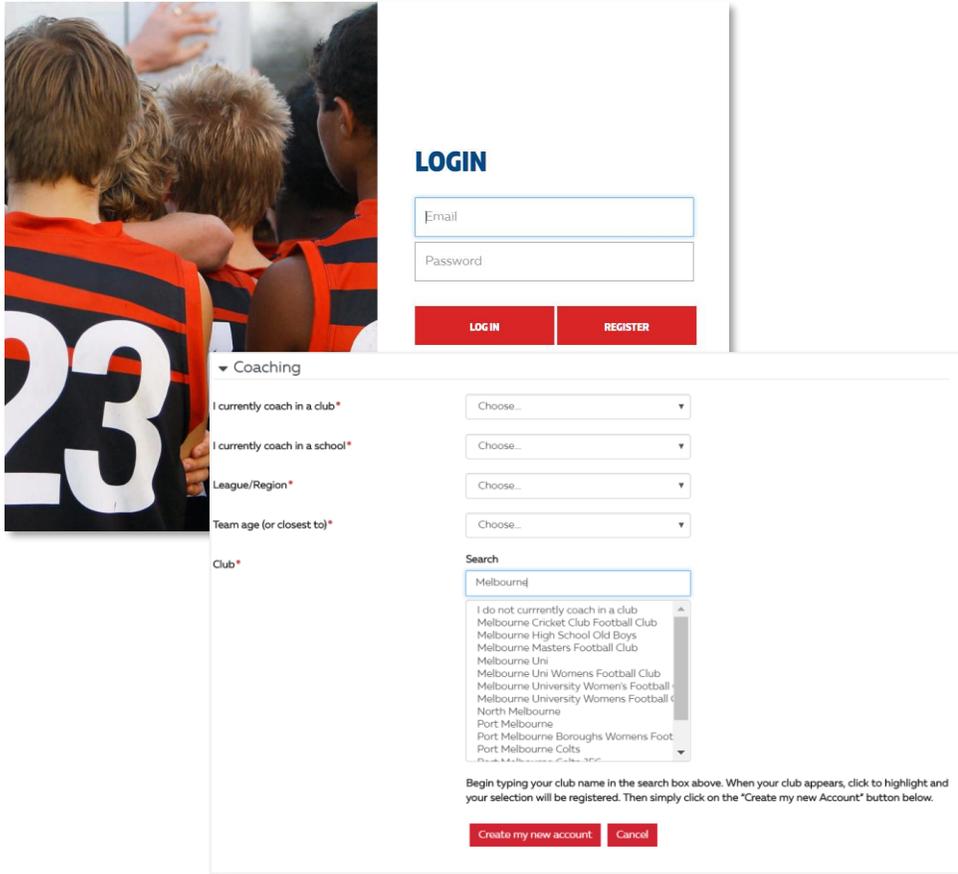
The roll out of CoachAFL through 2018 will remove the ambiguity that exists between the Accreditation & Registration processes.

When one joins CoachAFL, as a requirement of membership they must be accredited. At the time of joining the coach nominates the region and club they are coaching in, agreeing to the Terms and Conditions.

With the introduction of CoachAFL, in order to become a member the coach will need accreditation, which will effectively mean the coach is registered, further supporting the long-standing policy of mandatory accreditation.

## The Short Term Solution

In the short term, coaches will be required to register via Footyweb to their club, however, upon completing this will be prompted to become accredited through CoachAFL. By July 2018, this process will be phased out, with the registration and accreditation process becoming one through CoachAFL.



The image shows a screenshot of the CoachAFL registration process. On the left, there is a photograph of a group of young football players in orange and black jerseys, with the number '23' visible on one player's back. To the right of the photo is a 'LOGIN' form with fields for 'Email' and 'Password', and buttons for 'LOG IN' and 'REGISTER'. Below this is a 'Coaching' section with a dropdown menu. The form includes the following fields and options:

- ▼ Coaching
- I currently coach in a club\* (Choose...)
- I currently coach in a school\* (Choose...)
- League/Region\* (Choose...)
- Team age (or closest to)\* (Choose...)
- Club\* (Search: Melbourne)

The search results for 'Melbourne' include:

- I do not currently coach in a club
- Melbourne Cricket Club Football Club
- Melbourne High School Old Boys
- Melbourne Masters Football Club
- Melbourne Uni
- Melbourne Uni Womens Football Club
- Melbourne University Womens Football Club
- Melbourne University Womens Football Club
- North Melbourne
- Port Melbourne
- Port Melbourne Boroughs Womens Foot
- Port Melbourne Colts

Below the search results, there is a note: "Begin typing your club name in the search box above. When your club appears, click to highlight and your selection will be registered. Then simply click on the 'Create my new Account' button below." At the bottom of the form, there are two buttons: "Create my new account" and "Cancel".

# Coach.AFL

**Coach.AFL** is the centralised resource for the coaching community. Here, coaches will have access to information regarding accreditation, pathways, resources and membership benefits and support. **Coach.AFL** will be constantly updated to provide new information and development opportunities.



\***Coach.AFL** will be compatible with all internet browsers and will be compatible with mobiles and tablets.

coach AFL

MEMBERSHIP RESOURCES PATHWAYS

LOG IN JOIN

## JOIN THE AFL COACH COMMUNITY

Online courses, accreditation, resources and more to assist you on your coaching journey.

JOIN COACH.AFL WATCH FREE

The hero section features a background image of a female coach in a grey polo shirt with 'IRONDOX' on the collar, looking towards the camera. The navigation bar includes 'coach AFL', 'MEMBERSHIP', 'RESOURCES', 'PATHWAYS', 'LOG IN', and 'JOIN'.

Coaches play a significant role influencing the culture at clubs and enhancing the quality of the experience that our 1.5 million participants have. It is for this reason that all individuals with a coaching role must become an accredited member of coachAFL.

It is imperative that those with a coaching role have a clear understanding of their responsibilities and have access to the resources they need to fulfil this role. As a member of coachAFL coaches will be provided with this support.

### WHAT IS COACH.AFL?

DISCOVER >

### BECOME A COACH

DISCOVER >

### ACCREDITED COACHES

DISCOVER >

The content section features three images. The first shows a group of players on a field with the text 'WHAT IS COACH.AFL?' and 'DISCOVER >'. The second shows a man in a red turban and a woman talking, with the text 'BECOME A COACH' and 'DISCOVER >'. The third shows a group of people, with the text 'ACCREDITED COACHES' and 'DISCOVER >'.

# The Process

## Welcome to Coach AFL

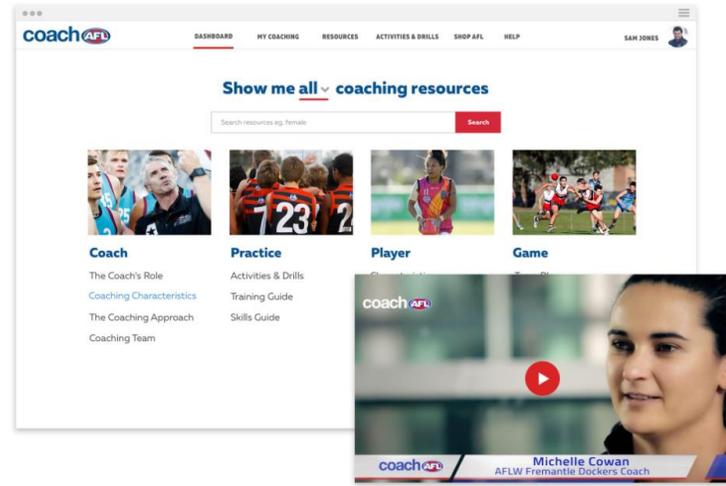
Follow the steps below to complete your accreditation. When you're done you'll have complete access to our growing library of resources to help you on your coaching journey.



Currently Accredited	✓	Complimentary for remaining years of current accreditation	✓	Complete 15 minute concussion module
Previously Accredited	✓	✓	✓	Exp 2017: Concussion Exp pre-2017: Foundation
Never Accredited	✓	✓	✓	Complete Foundation Course

\* Cost of Membership \$49.50

*On completing the steps to become a CoachAFL member, the coach will gain access to the membership area containing hundreds of resources and training activities.*



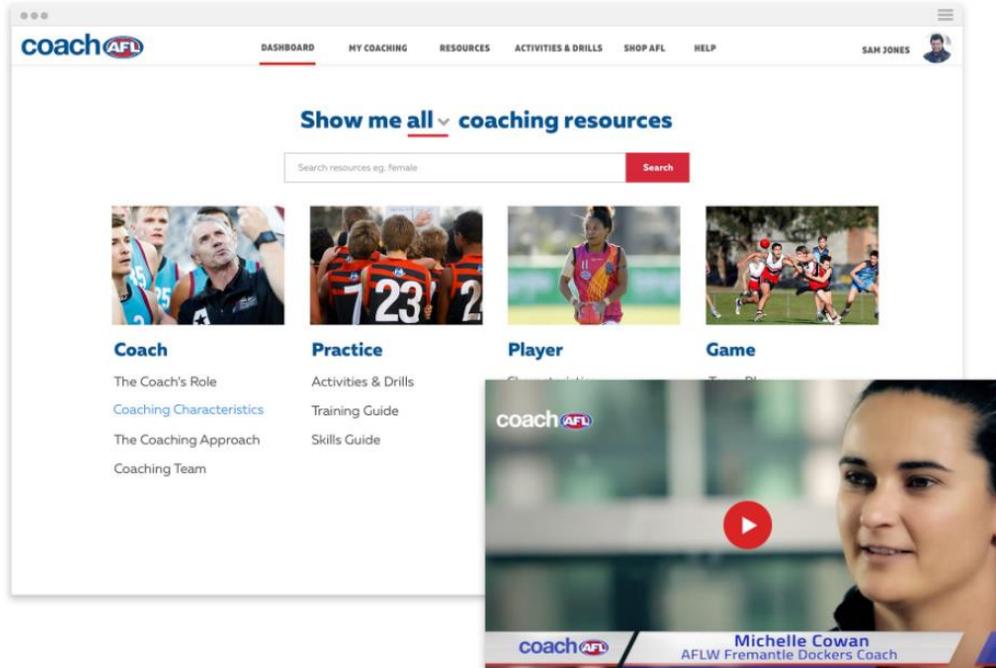
## Supporting Coach Development

As a way of supporting the national community of coaches, an extensive resource library has been curated exclusively for CoachAFL members.

The resource library contains articles, videos, downloadable PDF documents and a range of training activities for CoachAFL members to access at their finger tips. This resource library also include a Training Drills library that will contain activities that coaches will be able to implement at their own training sessions.

All content within the CoachAFL Resource and Training Drills Library will be tailored to the coaching profile of the CoachAFL member. For example, the content will be automatically filtered to deliver age appropriate information. However, coaches will have the ability to change this through a drop-down box located at the top of the page.

The CoachAFL Resource Library and Drills Library will continue to be expanded and refined over time.



## Providing Support

CoachAFL provides a support team for coaches. Trained and specialising in all things coaching, the team will be able to assist coaches with the following and more:

- Trouble shooting;
- Accreditation status;
- Technical support;
- Workshop information;
- Generally help coaches navigate through the introduction of CoachAFL.

The *Coaching Support Team* will be contactable via email ([coaching@afl.com.au](mailto:coaching@afl.com.au)) or the '**Get in Touch**' form on *coach.afl*



GET IN TOUCH

Hi, my name is [Sam](#), I'm from [ACT](#) ▾ and I'd like to know more about [Membership](#) ▾ you can give me a call on [0430123456](tel:0430123456) or email me back at [sam.jones@email.com](mailto:sam.jones@email.com)

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SEND MESSAGE

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