



# Coaching Philosophy



# A little about me





# Tell me about you



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# What is coaching?

- Skill development
  - Respectful relationships
  - Care and respect for all
  - Being a role model
  - Inclusive
  - Communicating
  - Teaching
  - A responsibility
- 



## Why do we coach?



I coach because I love it.



I coach because I get great satisfaction out of watching players love their footy.





# Why do children play AFL?

- For fun.
- To be part of a team.
- They love the sport.
- Life goals.
- Their parents make them.
- Their friends or parents play
- For exercise and to be healthy.







Why are children dropping out of sport?





Are they your players, or are you their coach?











# Coaching Code of Conduct

- I will respect the rights, dignity and worth of all individuals within the context of my involvement in Australian Football, including refraining from any discriminatory practices on the basis of race, religion, gender, ethnic background or special ability/disability.
- I will abide by and teach the AFL Laws of the Game and the rules of my club and league/association.
- 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.
- 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.



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- I will have due consideration for the varying maturity and ability levels of my players when designing practice schedules, practice activities and involvement in competition.
  - 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.
  - I will stress and monitor safety always.
  - 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.



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- I will endeavour to keep informed regarding sound principles of coaching and skill development, and of factors relating to the welfare of my players.
  - I will at all times display and teach appropriate sporting behaviour, ensuring that players understand and practise fair play.
  - I will display and foster respect for umpires, opponents, coaches, administrators, other officials, parents and spectators.
  - I will ensure that players are involved in a positive environment where skill learning and development are priorities and not overshadowed by a desire to win.
  - 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 policy.



# Coaching Agreement



## 2019 Coaching Agreement


The AFL North Coast vision for the Junior Competition is “***By 2024, a competition comprising 12 strong, sustainable clubs, each fielding a team in at least four age groups.***” This vision was created in late 2017 with the input of all clubs.

Everyone associated with AFL on the North Coast has a responsibility to ensure that their actions contribute towards achieving the League vision.

Coaches have a unique responsibility to ensure that not only the players in their team enjoy their AFL experience, but also to ensure that their match day approach isn't detrimental to the players in the opposing team.

The AFL NSW/ACT Regulations and AFL North Coast By-laws are designed to encourage and facilitate the growth of Junior teams, clubs, and the overall competition. It is not optional whether teams adhere to these Regulations and By-laws on match day. These are competition rules that must be played to every week, so it is vitally important that coaches understand the rules and uphold them on match day. These include but are not limited to:






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- Mercy rule (By-law 4.7)
- Number of players – Junior and Youth Competitions (By-law 9.4)
- Coaches (By-law 12.1)
- Approaching Umpires (By-law 13.12)
- Footballs (By-law 20.3(A))
- **Players and Officials Code of Conduct (Regulations, Appendix "A")**

*Non-adherence to these By-laws has a potentially significant negative impact on the League's ability to achieve its vision. In instances where coaches do not comply with these By-laws the League has the capacity to impose suspensions upon the coach.*






*The capacity to suspend coaches also includes instances where the result of the match is determined under the mercy rule with a scoreline of 60 points to nil on more than one occasion. To avoid results of this nature coaches need to consider strategies such as:*

- i. Loaning the most competent players to the opposition from the outset of the match (where loaning is applicable).*
- ii. Matching players of similar ability, loaning one of the matched pair to the opposition, and have the pair play against each other as direct opponents (where loaning is applicable)*
- iii. Play the most competent players in the forward line rather than on the ball.*
- iv. Rotate the most competent players through the bench more than usual.*

*These strategies can assist in the development of players by teaching the team to win from behind on the scoreboard, playing against similarly skilled opponents, and playing in different positions. These are all useful learnings if the player wants to extend themselves and progress in the sport.*

*Where coaches do not sign and return the agreement the coach's team will play for zero (0) competition points until such time as the completed form is returned.*






# What are your expectations?

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- Clear communication
  - Consistency
  - Appropriate language
  - Organisation
  - Capacity building
  - Game Plan
  - Open to ideas
  - Encouraging, supportive
  - Skill Development
  - Advocate



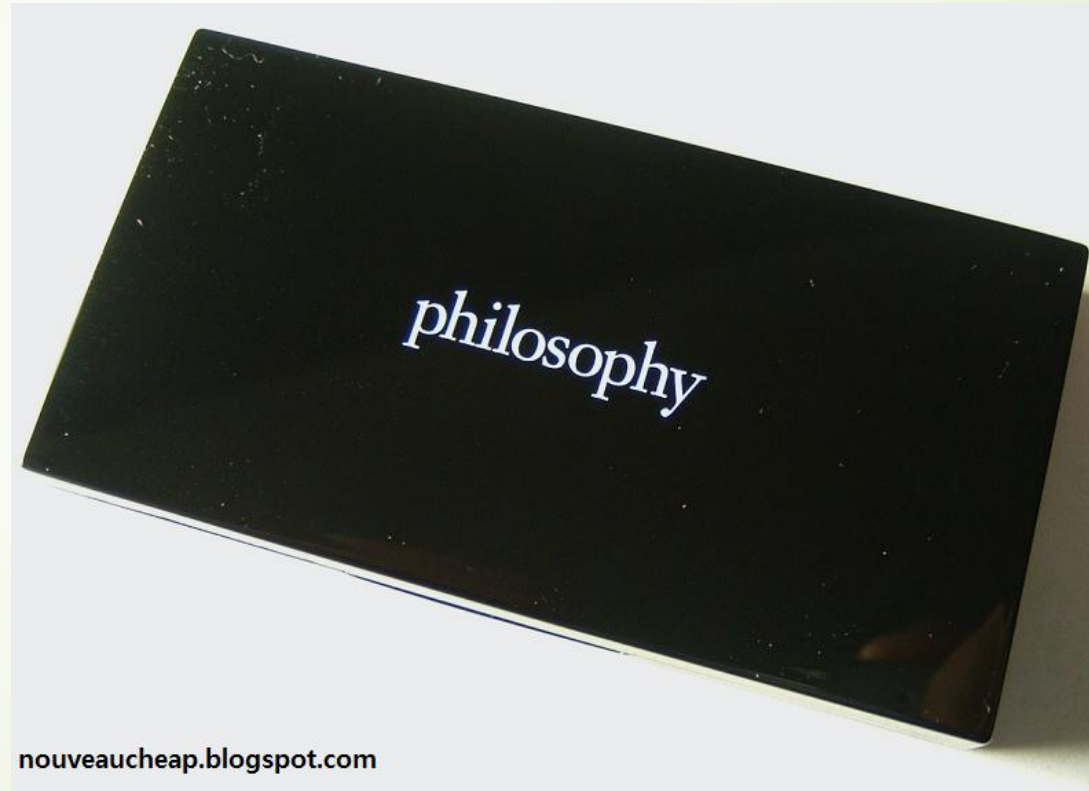


# What are the expectations of your players?

- Commitment
  - Respect
  - Inclusive
  - Conduct on and off the field
  - Sportsmanship
  - Team player
  - Coachable
  - Try their best
- 




# Why a Coaching Philosophy




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# Your Coaching Philosophy – What are your beliefs?

- Youth or Age?
  - Character or Ability?
  - Athleticism or Skill?
  - Risk or Safety?
  - Defence or Attack?
  - Motivation or Inspiration?
  - Individual or Team?
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# Things to consider in your philosophy?

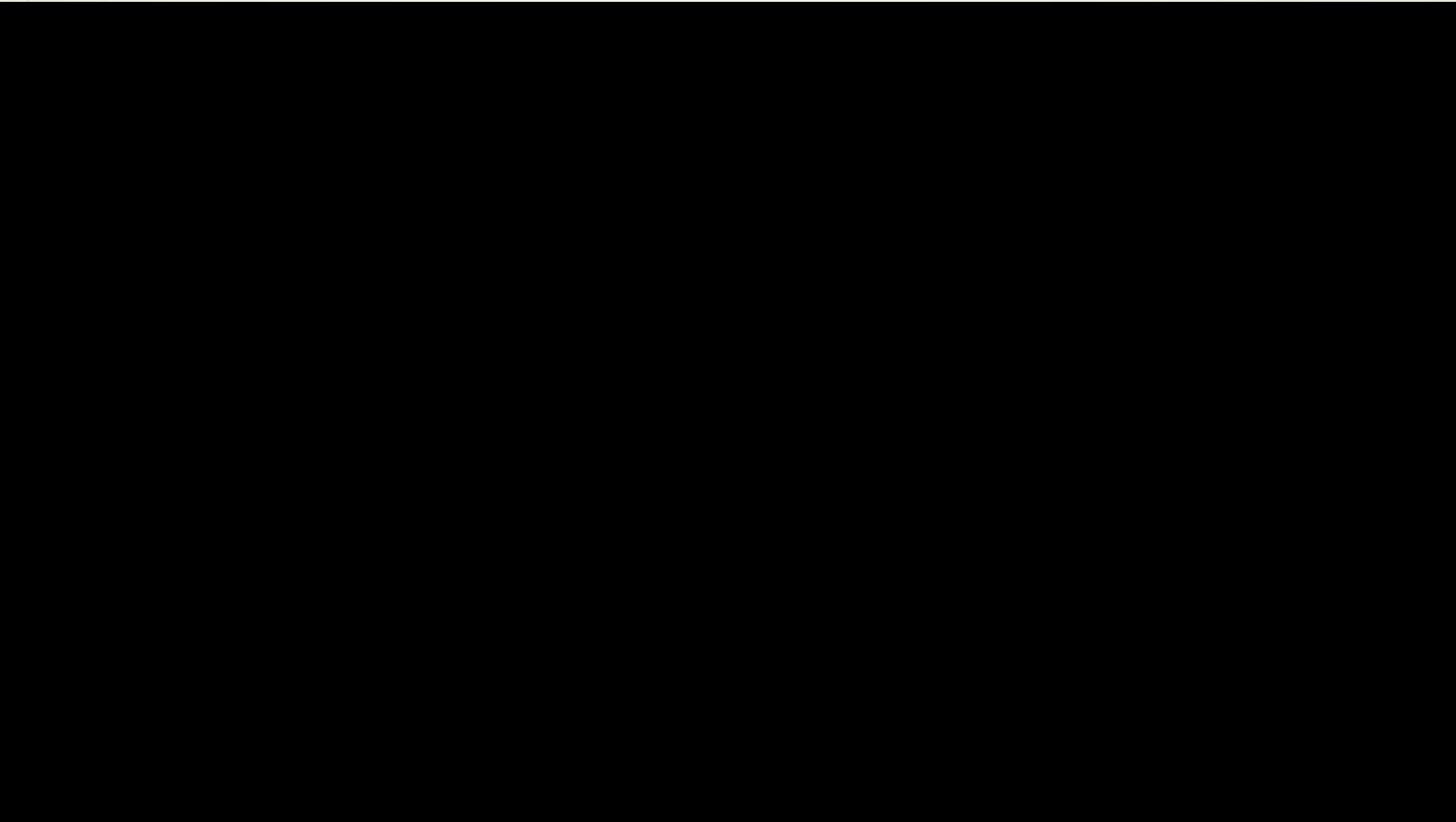
- Teaching
- Leadership
- Care and Interest
- Planning and Preparation
- Innovation
- Success
- Criticism
- Recruiting
- Feedback

People Management  
Character  
Discipline  
Training  
Strategy and Tactics  
Failure  
Assistant Coaches  
Communication  
Honesty







# Brad Scott's Philosophy



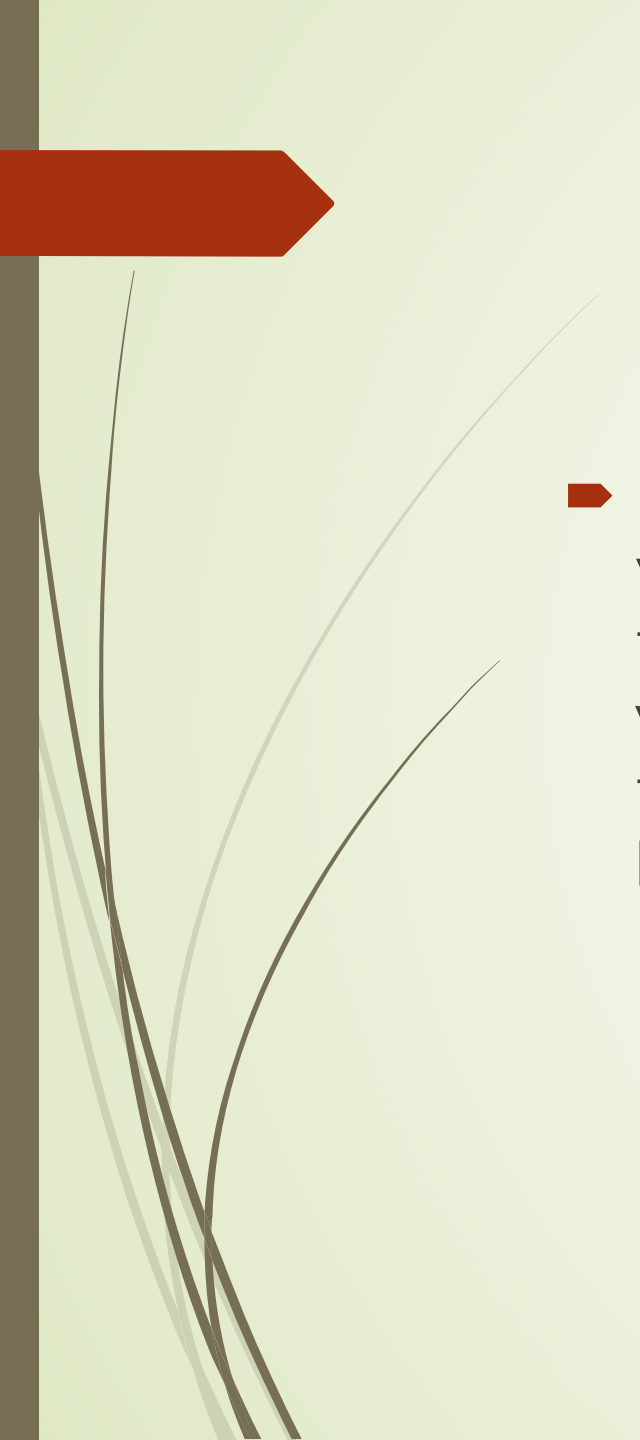




Some time for you to work on your  
philosophy





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- “When times are tough and wins are few and far between, you need a strong system of coaching. It's not appropriate to significantly change your philosophy. Confidence in what you believe is negated rapidly, if the coach 'loses their way'. Have confidence in your coaching philosophy - have the faith and belief to live by it. ” Lawrie Woodman





# References



- ▶ Lawrie Woodman (Manager Coaching and Volunteers, AFL) and David Parkin (AFL Coaching Ambassador) at the 2010 National Coaching Conference
- ▶ Coaching Philosophy delivered by David Wheadon (Skill Acquisition/Game Development Coach, Geelong Cats).
- ▶ Play by the Rules Sport
- ▶ AFL North Coast
- ▶ AFL NSW