

AFL Gippsland and AFL Victoria Coach Induction Workshop Monday 17th March 2025

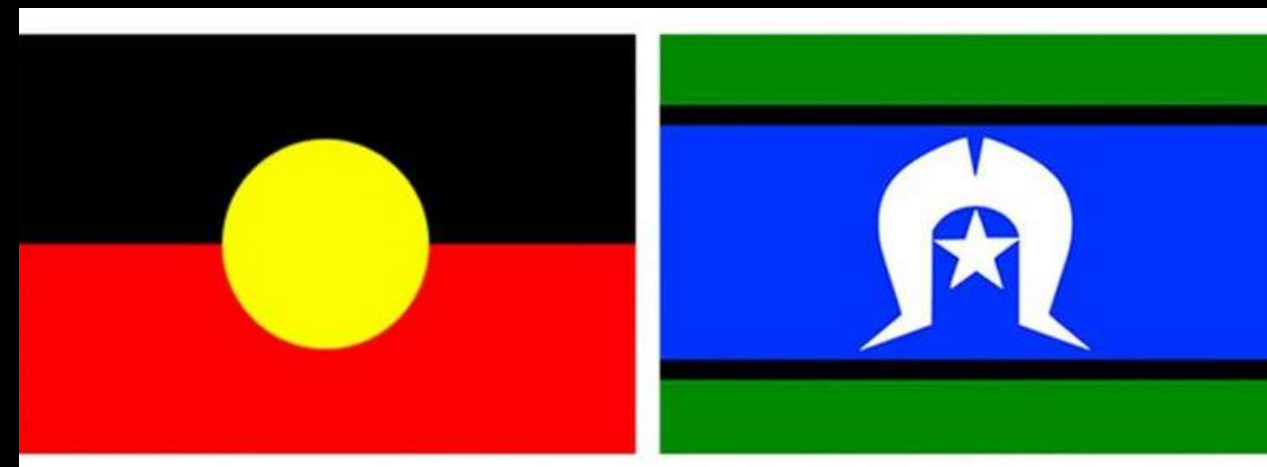


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ACKNOWLEDGEMENT OF COUNTRY



We acknowledge the Traditional Owners of the land on which we meet, train and play, and pay our respects to Elders past and present. We acknowledge we play our great game on this land and respect the cultures of all First Peoples, their contribution to our nation and contribution to the game of Australian Rules Football

Design By Dylan Bentley





Agenda for tonight's workshop

6:00 - 8:30pm

- **Overview of Coaching support for 2025**
 - Gippsland Coaching Academy
 - Gippsland Female Coaching Academy
 - Coach Developers
 - Coach Your Way
 - Coach Accreditation Framework
 - Gippsland Coaching Pathways
- **Coach Induction Session**
- **AFL National Junior Rules**
- **Local League By-Laws**
- **Questions and close**



Support for Gippsland Coaches in 2025



**AFL GIPPSLAND
COACHING ACADEMY**
WEDNESDAY 19TH MARCH
CENTRE OF EXCELLENCE, MORWELL RECREATION RESERVE

MASTERCLASS
PLAN AND EXECUTE ENGAGING, PURPOSEFUL TRAINING
SESSIONS

APPLY TODAY AT AFLGIPPSLAND.COM.AU/COACHING

SCAN TO REGISTER 



**AFL GIPPSLAND
FEMALE COACHING ACADEMY**
SILVER LEVEL COACHING ACCREDITATION COURSE

4 X 2 HOUR SESSIONS
NORMALLY \$295 - NOW \$50
FOR THE FIRST 10 APPLICANTS

APPLY TODAY AT AFLGIPPSLAND.COM.AU/COACHING

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**AFL GIPPSLAND
COACH DEVELOPER**
FREE COACHING SUPPORT

FOUR DEDICATED AND EXPERIENCED COACHES
ADVICE, MENTORING AND SUPPORT TO LOCAL JUNIOR
AND SENIOR CLUB COACHING TEAMS.

FIND OUT MORE AT AFLGIPPSLAND.COM.AU/COACHING

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**AFL GIPPSLAND
COACH YOUR WAY**
FREE 2 HOUR WORKSHOP

**EXCLUSIVELY AVAILABLE FOR WOMEN & GIRLS LOOKING
TO GET THEIR START IN COACHING**

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The Gippsland Coaching Academy is a new pilot program for Gippsland with foundation members coming from our region's leading coaches across Gippsland Power, Gippsland League, All Stars Program, AFL Gippsland Coach Developers and local Gold Level Coaching course participants.



Launched on 18th February 2025 the Academy will run for an initial 3 masterclass sessions focused on Environment, Training and Match Day focus areas.

The Academy will align with the new AFL coaching accreditation process to allow coaches to keep and increase their coaching status (Bronze, Silver, Gold) by attending sessions.

- **Academy Launch and Masterclass: Creating a high-performance environment** – Tuesday 18th February, Crown Hotel Function Room, 72 Franklin Street, Traralgon, 6:00pm – 8:30pm
 - **Masterclass: Planning, Executing and Evaluating Training** – Wednesday 19th March, Gippsland Power Centre of Excellence, 6:00pm – 8:30pm
 - **Masterclass: Being at your best on Match Day** – Monday 28th April, Venue: TBA (Local Football Club), 6:00pm – 8:30pm
- To register your interest in being a member of the inaugural Gippsland Coaching Academy in 2025, please complete the form below:

Further local courses will be offered in the second half of the 2025, including the new Elevate Your Coaching Course Bundle (previously known as the Level 2 Coaching Course).



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The Academy will be led by the AFL Victoria Coaching Leads and experienced Gippsland Coach Developer Bianca Helmuth-Pask, ensuring participants receive top-notch training and support.

Upon completion of the academy, all coaches will achieve at least Silver accreditation status, and those entering as Silver coaches will elevate their status to Gold.

The academy sessions to be run across 4 x 2-hour sessions will include:

- 1. Coaching Environment** – create a vision and philosophy, shape the environment, build relationships and guide learning.
Monday 5th May, AFL Gippsland, Travers Street, Morwell, 6:00pm – 8:00pm
- 2. Coaching at Training** – What is skills, constraints-based coaching and training session design. –*Monday 12th May, Webex Online session, 6:00pm – 8:00pm*
- 3. Training Session** – Open training session with Gippsland Power talent league coaches.
Wednesday 21st May – Gippsland Power Centre of Excellence, Travers Street, Morwell, 6:00pm – 8:00pm
- 4. Coach the game** – developing a game plan and Game day scenarios
Monday 26th May, AFL Gippsland, Travers Street, Morwell, 6:00pm – 8:00pm

As part of the program the coaches will be offered various Coaching Development Opportunities.





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SCAN TO REGISTER →



AFL Gippsland is pleased to offer FREE dedicated coaching support for Gippsland coaches for the 2025 season.

We have four dedicated and experienced coaches available to provide advice, mentoring and support to local junior and senior club coaching teams.

Allan Chandler, Bianca Helmuth-Pask and Craig McCaughan, pictured above alongside new Coach Developer Shaun Mooney, based in East Gippsland are now available to work on a season long development program with local coaches.

If you or your club is interested in engaging with the coach developer team scan the QR code.





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COACH YOUR WAY

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EXCLUSIVELY AVAILABLE FOR WOMEN & GIRLS LOOKING TO GET THEIR START IN COACHING

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SCAN TO REGISTER → 



This program is all about arming you with the knowledge, tools and support you need to confidently step in to coaching.

It's all about coaching YOUR WAY, not about fitting the mould of the 'traditional coach'. Women have so many wonderful attributes to offer in the coaching space and we can't wait to see what you bring to the role.






Workshops run for approximately 2 hours and are FREE to attend!

The Coach Your Way Program is exclusively available for women & girls looking to get their start in coaching.



Coach Accreditation Framework

- Points Based System
- Learning Opportunities
- Online Modules
- Face to Face Workshops
- Practical Coaching
- Observations
- Mentoring
- Self Directed Learning

				
REGISTERED COACH	REGISTERED ACCREDITED COACH	BRONZE COACH	SILVER COACH	GOLD COACH
OBTAIN: <90 points	OBTAIN: 90 points	OBTAIN: 100 points	OBTAIN: 200 points	OBTAIN: 400 points
RETAIN: N/A	RETAIN: +40 points	RETAIN: +50 points	RETAIN: +50 points	RETAIN: +100 points



Coaching Excellence

Insights into developing coaches and pathway opportunities

Pathway.

Identified pathway opportunities for Gippsland Coaches to progress in their coaching careers.

Coach Developers

Dedicated coaches to mentor, educate and grow the coaching fraternity in Gippsland.

Gippsland Power

V/Line Cup

All Stars

Interleague Representative

Community Club



PLAY

COACH INDUCTION

SESSION PLAN



Role of a Coach



Coaching at Training



Coaching the Game



Personal Learning & Reflection



Resources



ROLE OF THE COACH

CREATE A VISION AND COACHING PHILOSOPHY



What is your purpose as a Coach?



What are you here to do?



What does negative coaching look like?



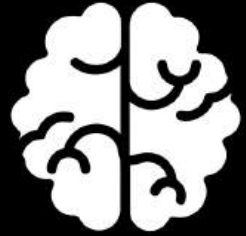
What does positive coaching look like?

What did they do to create this?
How did it make you feel?

SPEND 10 MINUTES WRITING YOUR OWN COACHING PHILOSOPHY

ROLE OF THE COACH

SHAPE THE ENVIRONMENT



Think of a good environment you have been a part of (club/team/workplace).



What did they do to create this?



How did it make you feel?



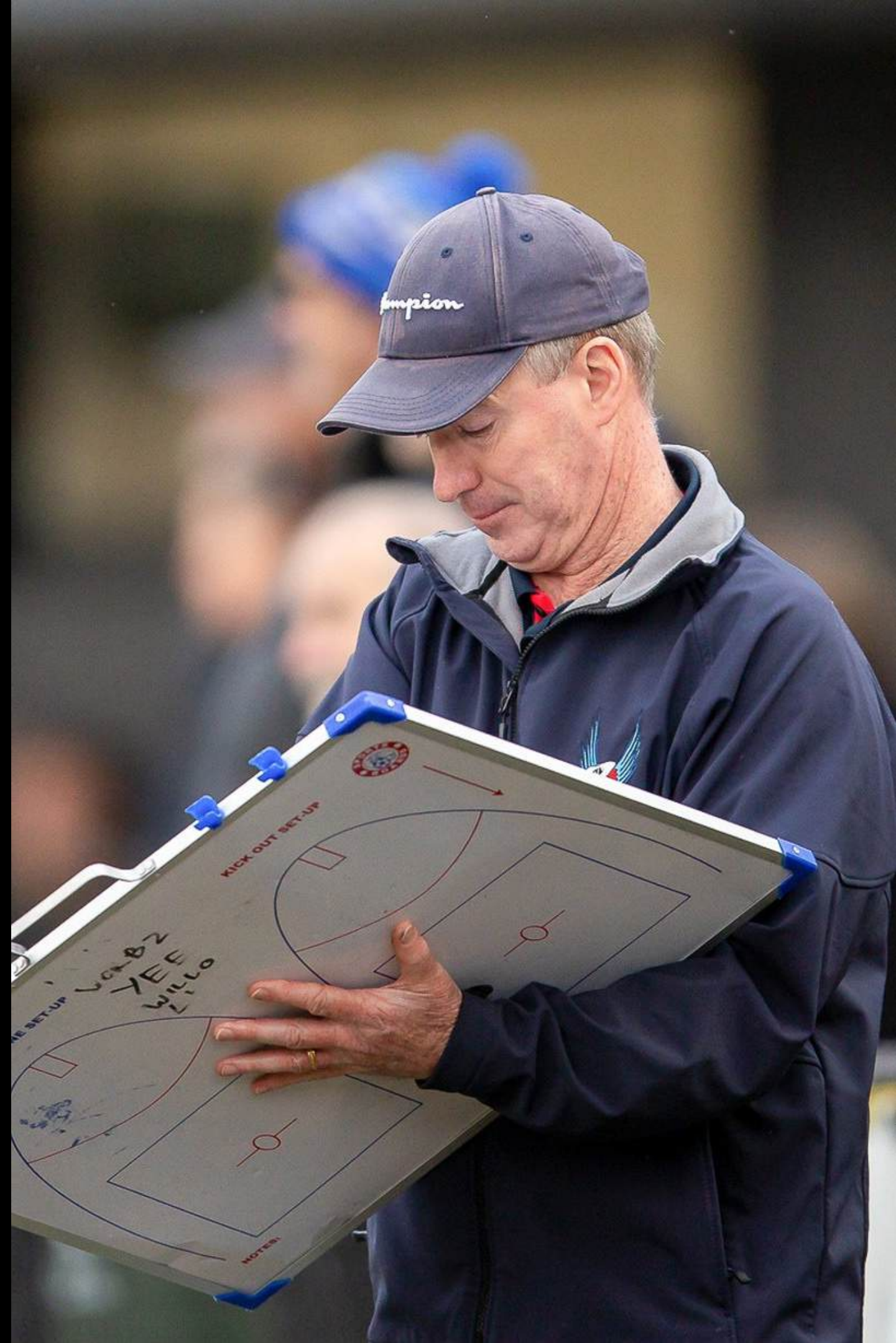
ROLE OF THE COACH

SEASON PLANNING

- PRESEASON
- IN SEASON
- POST SEASON



What is important to have planned in your phase of the season?



ROLE OF THE COACH

BUILD RELATIONSHIPS AND GUIDE LEARNING



COACHING THE GAME

FUNDAMENTALS OF GAME DAY COACHING

Development

VS

Winning

How much of a priority is winning in
Junior / Youth football?



COACHING THE GAME

FUNDAMENTALS OF GAME DAY COACHING

What kids say is the most FUN playing sport:
SOCIAL CONNECTION & OPPORTUNITY TO PARTICIPATE!

MORE FUN



1. Trying your best
2. When coach treats player with respect
3. Getting playing time
4. Playing well together as a team
5. Getting along with your teammates
6. Exercising and being active

LESS FUN



48. Winning
63. Playing in tournaments
66. Practicing with specialty trainers/coaches
67. Earning medals or trophies
73. Traveling to new places to play
81. Getting pictures taken

*Much less of a
priority than
simply having a
chance to play*

COACHING THE GAME

GAME DAY PLANNING



TIME MANAGEMENT

Example:

- 9am-9:15am: Players arrive & get changed
- 9:15am-9:30am: Team Meeting
- 9:30am-9:45am: Warm up
- 9:45am-9:50am: Individual Prep
- 9:50am-9:59am: Message from Coach & Final warm up.
- 10am: Game time!

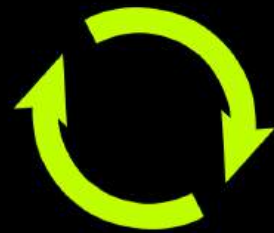


COACHING THE GAME

GAME DAY PLANNING



COMMUNICATION



ROTATIONS



COACHING THE GAME

GAME DAY PLANNING



PRE-GAME ADDRESS

Message must align with Focus during the week & Reinforce key themes

Maximum 3-4 points



COACHING THE GAME

GAME DAY PLANNING



**IN-GAME
ADDRESS**

Ask questions to
your players –

“What do you think
we are doing well?”

“What three things
could we do
better?”



COACHING THE GAME

GAME DAY PLANNING



POST-GAME ADDRESS

Keep your emotions in check

Show you care & your emotional intelligence

Keep your address brief: What we did well, what we could do better & focus areas for next week





COACH BEHAVIOUR

Why are we talking about this?

Coaches have a significant impact on player experience

- Positive behaviour helps to retain players in the game
- Coaches having wrong intentions can have detrimental effects on players, teams and clubs

Challenges of Coaching affecting Coach Behaviour

- Pressure and expectation on the scoreboard
- Experience of the playing/coaching group
- Club Environments
- Personal circumstances



Coach Behaviour

The Impacts of Poor Coach Behaviour

People leaving our game.

- Players
- Other Coaches
- Umpires

WHY? Discuss.



Coach Behaviour

COACHING SCENARIO

SCENARIO

A melee breaks out right near the team bench. Multiple players from both teams are involved, the umpire is unable to control the situation.

What action should a coach take and not take?

- Implications of different actions
- Positive response? Negative response?
- What is the coaches best course of action?



Strategies to prevent Poor Coach Behaviour

Coaches Support

- At all levels, Coaches should have game day support
- That support can be used to keep emotions in check
- This could be a parent, team manager or assistant coach

Mentoring

- Have you got a Coaching mentor?
- Benefits of a Coaching mentor?



Coach Behaviour

Strategies to prevent Poor Coach Behaviour

GAMEDAY

- Sit down to Coach where possible.
- Give your players time at quarter breaks before addressing them.
- Consider what you are saying before delivery.
- Have someone video your manner when coaching on game day.
- Use someone to make you constantly aware of your actions/behaviour if there are any issues.

What is your reaction to a poor umpiring decision?



Coach Behaviour

Strategies to prevent Poor Coach Behaviour

Review/Feedback

- Constant Self Reflection
- Reflect with your Coaches after the fact
- Always remove the emotion.

What does your post game review look like currently?



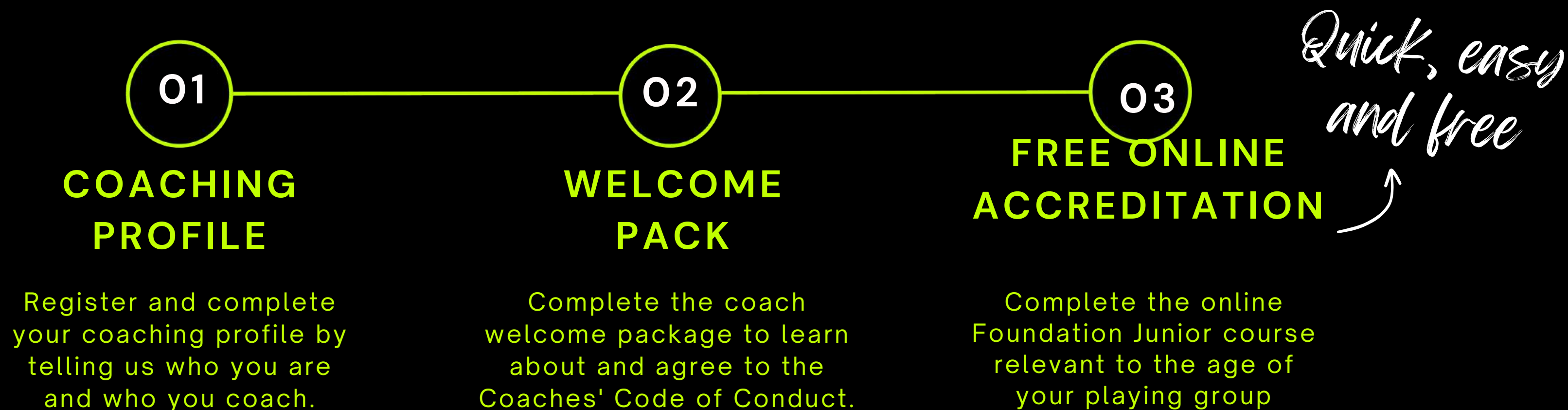
PATHWAYS & DEVELOPMENT

- Formal and informal learning opportunities
- CoachAFL LMS:
 - Online learning opportunities
 - Register for workshops and webinars
 - Access coaching resources
 - + resources and supports for mental health, wellbeing, safety and more
 - Rookie Me Coach
- Junior Coaching Curriculum Resources



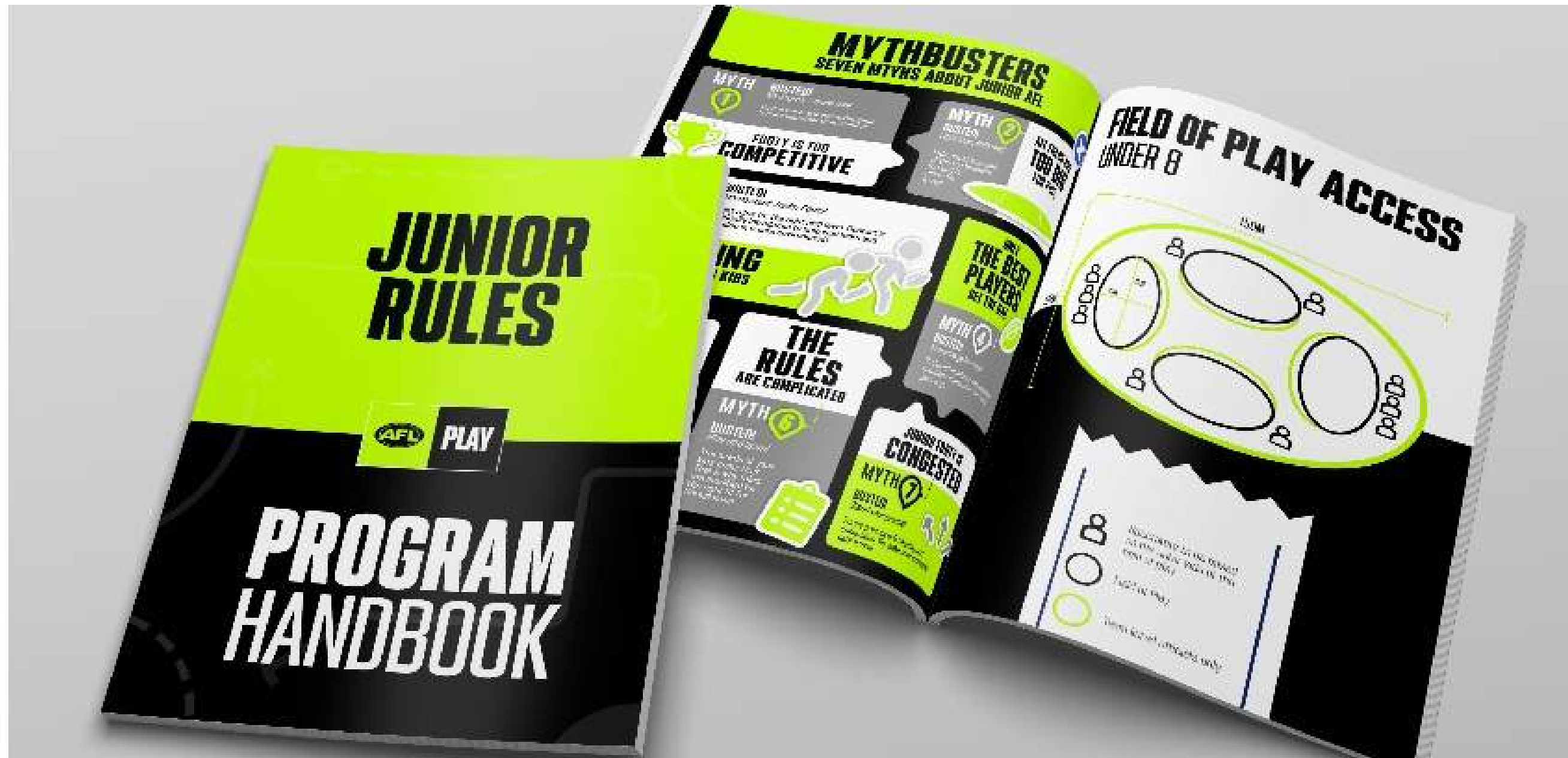
ACCREDITATION

ONLINE FOUNDATION COURSE



WWW.PLAY.AFL/COACH

AFL National Junior Rules



Club Development Lead



- Focused on providing direct support to clubs in the Gippsland region, helping to set them up for success.
- The role is an on-the-ground, visible presence working with club committees.
- Available to assist with specific issues affecting clubs, to drive the prosperity of the grassroots game.

Current club support activities:

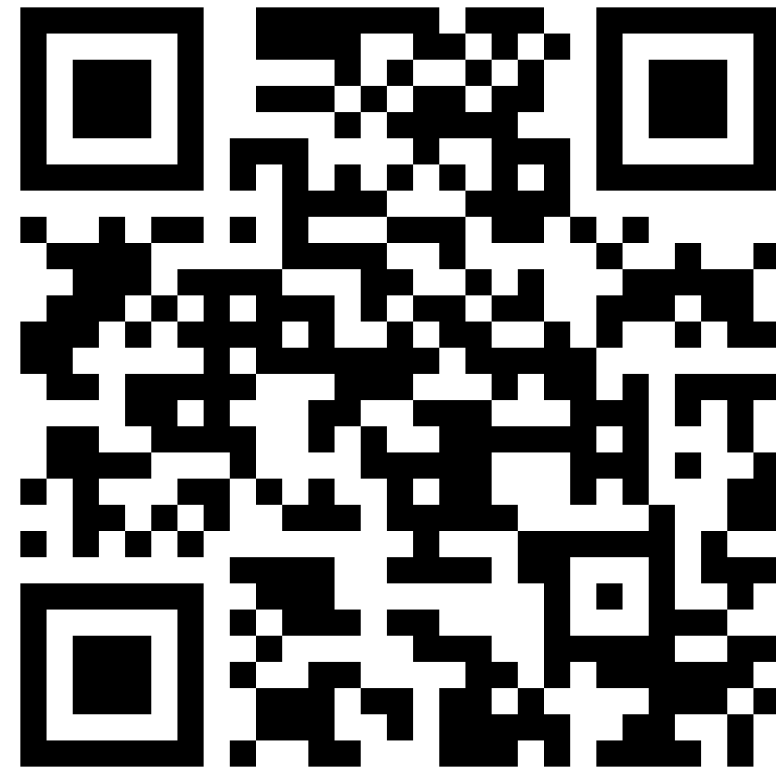
- Grants support
- Player & Volunteer retention strategies
- Developing volunteer resources toolkits
- Assistance with leagues around CSO policies
- Club Health Checks

Nicole Bertuna
Club Development Lead
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Local League By-Laws



Feedback



Questions?



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