

# COACHES CHARTER and the 5 C's of COACHING

Steve Teakel  
Coach Developer  
AFL Victoria

coach  **AFL**  
VICTORIA



# OVERVIEW

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- Coach Developers
- Coach Education and Development
- Coaches Charter
- 5 C's of Coaching



## CONTACT DETAILS

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**Steve Teakel**

**[steventeakel@gmail.com](mailto:steventeakel@gmail.com)**

**0417 312 612**

**Emily McKie**

**[mckie@emilymckie.com](mailto:mckie@emilymckie.com)**

**0430 764 587**





# AFL VICTORIA

## COACH DEVELOPER

### 1 WHAT

AFL Victoria Coach Developers are located across the state to deliver Coach Education in Leagues, Regions & Clubs.



### 2 WHO

The Coach Developers have a vast range of coaching experience at all levels of the game and also in other sports. They are great coaches and educators who will support all Victorian Coaches.

### 3 WHY

The Coach Developer network is designed to support Community Coaches through their development which will provide great coaching experiences within the community for all participants.

### 4 HOW

There are many ways to access a Coach Developer at your club. You can contact your League/Region Manager, or contact AFL Victoria through the link in the QR Code below.



### 5 REGISTER

Follow the QR code below to register your interest for the use of a Coach Developer at your club.



## SIGN UP TO COACH



# AFL VICTORIA



## 2024 OFFERINGS

# 1

### WORKSHOPS

On CoachAFL you will see all of the workshops available to you across the state and more specifically within your league.

**SCAN QR CODE**



# 2

### COURSES

In 2024, new courses will be offered that are tailored to our leagues and our coaches. AFLV will support these courses, academies and teacher opportunities.

**SCAN QR CODE**

# 3

### FEMALE COACHING

2024 is set to be bigger than ever, with female coaching academies across the state, female coaching workshops and the NEW Coach Your Way Program.

**SCAN QR CODE**

# 4

### COACH DEVELOPERS

AFLV have a network of Coach Developers who are there to deliver coach education across the state. Please **scan QR Code** for more information.



# 5

### EVENTS

In 2024, AFLV will be hosting Coaching events across the year with keynote speakers and plenty of networking opportunities. **SCAN QR CODE**



## SIGN UP TO COACH





**GAIN THE KNOWLEDGE, TOOLS  
AND SUPPORT YOU NEED TO  
CONFIDENTLY STEP IN TO  
COACHING.**

Establish your own vision and philosophy,  
shape your team environment, build  
relationships and guide learning to be a  
great leader within our great game.

**REGISTER YOUR CLUBS  
INTEREST HERE**

**AFL COACH YOUR WAY**

coach 

# JUNIOR COACHING CURRICULUM



GUIDEBOOK



# WHY A COACHES CHARTER?

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**Formal statement**

**Understand Roles and Expectations**

**Group Agreement**

**Provides Clarity**

**Align your coaching team**

**Ensures a pathway to success**





## DEVELOPING A JUNIOR COACHES CHARTER

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What is our shared purpose?

What are our indicators of success?

What are the traits that we'd like to pride ourselves on?

What specific behaviours do we expect from each other?

What are the behaviours we **do not** want to see?



# SBFNC JUNIOR COACHES CHARTER

## SEASON 2023



### OUR SHARED PURPOSE

To create **safe, inclusive, enjoyable environment** where kids and their families feel a **genuine sense of belonging** and **become raving fans!**

### OUR INDICATORS OF SUCCESS

- Not only **good attendance** but **happy kids that look like they are enjoying training and playing footy**
- **Strong retention and an increase in overall numbers** (due to positive word of mouth)
- **Lots of positive (and constructive feedback)** from players and parents
- **Strong levels of respect from players towards coaches** due to upholding good standards

### TRAITS THAT WE'D LIKE TO PRIDE OURSELVES ON

- A **development focus** that is specific to players needs (e.g., general confidence, fundamental skills, game sense)
- A **collaborative and supportive** approach amongst each other
- **Consistent, strong communication and messaging** (to both parents and players)
- Lots of **empathy, encouragement and positive reinforcement**
- **Teaching the players initiative**

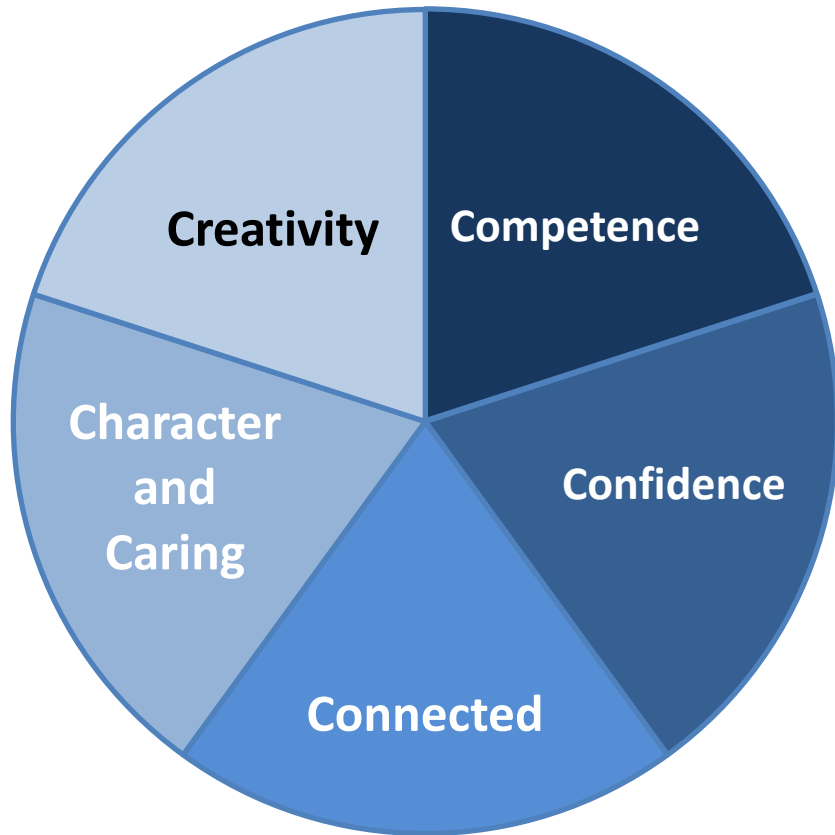
### SPECIFIC BEHAVIOURS WE EXPECT FROM EACH OTHER

- **Being measured when you are addressing the group** (more calm, less chaos)
- **Being engaged, enthusiastic & encouraging** every training session and every game
- **Being yourself**
- **Being planned/organised and giving explicit instructions**
- **Good sportsmanship** (e.g., remaining humble, being fair, being respectful of umpires/opposition, thanking volunteers etc)

### BEHAVIOURS WE DON'T WANT TO SEE (FROM EACH OTHER)

- **Losing your cool** (e.g., excessive swearing, abusing the opposition or the umpires)
- **Excluding kids**
- **Trying to be someone that you are not**
- **Being unplanned/little or no preparation**
- **Negativity**
- **Singling out players in front of the team**
- **Bad sportsmanship** (e.g., encouraging rough play)

# COACH PHILOSOPHY – THE 5C's





# 5C's of COACHING - COMPETENCE



## Competence

'being able to do things'

Every session, activity or game be designed with the development of the player's abilities in mind.

Our responsibility is to ensure the players leave every session and game 'a little more able' than before.

**Set developmentally appropriate practice sessions**

# 5C's of COACHING - CONFIDENCE



## Confidence

'self-worth, resilience, belief in one's ability to do things'

Developing the players skills in a non-threatening learning environment where they can build self-reliance and their understanding of themselves.

Value effort and persistence over outcomes and results.

Emphasize the growth mindset.

We should make sure that they are able to perform under pressure so that they feel comfortable in such surroundings

Self-referenced success, reward effort, learning to cope with failure, mistakes are OK

# 5C's of COACHING - CONNECTED



## Connected

'positive connections with people and being part of a team and club community'

Building a connection and relationships with their teammates, coach and parents.

Develop an understanding of players needs and individual characteristics to help them develop as people and players

Use peer coaching as a tool to encourage players to work together, foster individual development and team cohesion

**Understand the benefits of team, work with and help others**



# 5C's of COACHING – CHARACTER and CARING



## Character and Caring

'respect for rules,  
sense of right and  
wrong, empathy'

Nurture and develop players personalities through football with the principles of fair play and equality.

Explore and understand how their personal characteristics affect their team-mates and own performance

Ensure they know where and how their role fits into the bigger picture, changing positions on the ground.

Use conditioned games to introduce and reinforce the concept of rules and sanctions.

**Being in an  
environment that  
respects rules and  
one another**

# 5C's of COACHING - CREATIVITY



## Creativity

'be able to find own solutions to challenges'

Encourage players to develop their own solutions to challenges they face in the game. By doing this they will develop a sense of ownership of their abilities.

By creating activities and games that challenge the players and encourage them to find ways of dealing with them.

**Think and understand by themselves, not just repeating**

# COACHING PHILOSOPHY

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**Conduct your own  
personal audit  
using the  
5C's**

