



**AFL Coaching Newsletter - Special Edition**

## **AFL 2009 National Coaching Conference**

**Registration closes COB Tuesday January 27th.**  
**You have less than a week to register for the conference.**

### AFL 2009 National Coaching Conference

The conference will be conducted at the MCG in Melbourne from Friday 30th January (evening) - Sunday 1st February 2009. The program is aimed at providing an opportunity for Australian Football coaches, particularly senior and youth coaches, access to the most up to date coaching methods and practices. AFL clubs and their coaches are placing significant value on the development opportunities presented through the conference. Many AFL club coaches, including a number of senior coaches have registered for the conference. This is a great opportunity for you to join them and enhance your own development as a coach.

Information on the conference is provided below. Alternatively, you can...

- click [here](#) to visit the AFL website for further information.
- click [here](#) to check out the program.
- click [here](#) to register.

Please contact Andrew Hughes on 03 9643 1953 or [Andrew.Hughes@afl.com.au](mailto:Andrew.Hughes@afl.com.au) for further information.

**“EFFECTIVE COACHING”**

**Melbourne Cricket Ground**

**PROGRAM - FRIDAY 30<sup>th</sup> January 2009**

<b>Time</b>	
<b>5.00 pm</b>	<b>Registration Commences</b>
<b>7.00 pm</b>	<b>Welcome &amp; Opening</b> <b>MC – Stan Alves</b> <b>David Matthews (AFL General Manager, National and International Development)</b>
<b>7.15 pm</b>	<b>OPENING KEYNOTE ADDRESSES</b> <b>OPENING KEYNOTE ADDRESS – Alastair Clarkson (Hawthorn Football Club)</b> <b>KEYNOTE ADDRESS – Patrick Hunt (AIS Applied Technical Advancement Coach)</b> <b>Coaching Development and Challenges</b>
<b>9.15 pm</b>	<b>Refreshments</b>
<b>10.00 pm</b>	<b>Close</b>

## PROGRAM – SATURDAY 31<sup>st</sup> January 2009

TIME	SESSION A Strategy and Tactics		SESSION B Skills and Drills		SESSION C Coaching Youth		SESSION D Communication and Philosophy		SESSION E Fitness and Player Preparation		SESSION F Club Culture	
8.30 am	1A	<u>Coaching Stoppages</u> Brendan McCartney (Geelong Cats)	1B	<u>Teaching Drills and Skills</u> David Wheadon (Geelong Cats)	1C	<u>AFL List Management and Recruitment Strategies</u> Chris Pelchen (Hawthorn FC)	1D	<u>Coach Mentoring</u> Neil Barras and David Parkin (AFL)	1E	<u>Dynamic Warm Ups and Recovery</u> Matt Hornsby (Richmond FC)	1F	<u>Developing Club Cultures</u> Ray McLean (Leading Teams)
9.45am	MORNING TEA											
10.10am	KEYNOTE ADDRESS – Peter Clark (RogenSi) Performance Psychology for Coaches											
11.05am	MORNING TEA											
11.15am	2A	<u>Developing Team Defence</u> Justin Leppitsch (Brisbane Lions)	2B	<u>Skill Acquisition for AFL Football</u> Adam Gorman (AIS)	2C	<u>Youth Player Workloads</u> Glenn Stewart (West Coast Eagles)	2D	<u>Communication and Feedback</u> Jacki Short (Psychologist - Sydney)	2E	<u>Integrating Performance Nutrition Strategies into Your Club's Preparation and Recovery Program</u> Michelle Cort (Sydney Swans/AIS/AFL Academy)	2F	<u>Teaching Culture to Emerging Players</u> Trevor Potts (Norwood FC)
12.30 pm	LUNCH											
1.20 pm	3A	<u>COACHING WORKSHOP</u>  <u>Interactive Session</u>	3B	<u>COACHING WORKSHOP</u>  <u>Interactive Session</u>	3C	<u>COACHING WORKSHOP</u>  <u>Interactive Session</u>	3D	<u>COACHING WORKSHOP</u>  <u>Interactive Session</u>	3E	<u>COACHING WORKSHOP</u>  <u>Interactive Session</u>	3F	<u>COACHING WORKSHOP</u>  <u>Interactive Session</u>
2.50 pm	AFTERNOON TEA											
3.20 pm	4A	<u>Coaching the Big Man</u> Simon Madden (Essendon FC)	4B	<u>Developing and Conducting Effective Drills</u> Stan Alves (AFL Coaching Ambassador)	4C	<u>Teaching Kicking to Youth</u> Simon Taylor (Victoria University)	4D	<u>Communication and development of indigenous players</u> Chris Johnson (Brisbane Lions) and Jason Mifsud (AFL)	4E	<u>Mid Season Training Programs</u> John Quinn (High Performance Coach)	4F	<u>Community Coaching to the Elite</u> Darren Harris (Carlton FC)
4.35 pm	MORNING TEA											
4.45pm – 5.45pm	KEYNOTE ADDRESS – Neil Craig (Adelaide FC) Effective Coaching - Philosophy, Planning, Standards, Expectations and Attitudes											
5.45 pm to 7.00pm	Break											
7.00pm for 7.30pm	DINNER – Olympic Room (MCG)  KEYNOTE ADDRESS – Brian Cook (CEO Geelong Cats) ENTERTAINMENT - Peter Rowsthorn (Comedian)											

## PROGRAM – SUNDAY 1<sup>st</sup> February 2009

TIME	SESSION A Strategy and Tactics	SESSION B Skills and Drills	SESSION C Coaching Youth	SESSION D Communication and Coaching Philosophy	SESSION E Fitness and Player Preparation	SESSION F Club Culture
9.00 am	<b>KEYNOTE ADDRESS</b> – Brian Goorjian (South Dragons – NBL Coach)					
10.00 am	MORNING TEA					
10.30 am	5A <b><u>Developing an Effective Forward Line</u></b> Josh Mahoney (Melbourne FC)	5B <b><u>Game Sense Training</u></b> Brian Cartwright (Eastern Ranges)	5C <b><u>Developing a Physical Presence and Tackling Skills</u></b> Les Fabre (WAFC)	5D <b><u>Consolidating a Coaching Philosophy</u></b> Lawrie Woodman and David Parkin (AFL)	5E <b><u>Player Preseason Preparation</u></b> Paul Haines (Geelong Cats)	5F <b><u>Club Coaching Coordinator</u></b> Steve Teakel (AFL Victoria)
11.45 am	LUNCH					
12.45 pm	6A <b><u>Opposition Analysis</u></b> Brad Scott (Collingwood FC)	6B <b><u>Kicking Technique</u></b> Kevin Ball (AIS/AFL Academy)	6C <b><u>Developing Youth</u></b> Craig McRae (Richmond FC)	6D <b><u>Positive Coaching Methods</u></b> Alan McConnell (AIS/AFL Academy Coach) and Susie Tuckwell (Being Counseling)	6E <b><u>Teaching Fitness</u></b> Stephen Schwerdt (Adelaide FC)	6F <b><u>The Role of the Football Manager</u></b> Mark Evans (Hawthorn FC)
2.00 pm	AFTERNOON TEA					
2.30 pm	<b>KEYNOTE ADDRESS – Coaching Effectiveness</b> David Parkin (AFL Research Board Member and AFL Coaching Ambassador)					
4.30 - 4.00 pm	<b><u>REVIEW &amp; CLOSE</u></b>					

## AFL 2009 NATIONAL COACHING CONFERENCE

MCG, Melbourne – Friday 30th Jan (evening) - Sunday 1st Feb 2009.

### "EFFECTIVE COACHING"

Registrations for the AFL 2009 National Coaching Conference are now open.

Registration is available online through the [coaching section](#) of the AFL website or by clicking [here](#).

To register for the conference you will need to click on the 'individual new sign up' button. The existing individual login section is for customers who have already registered who wish to log back in and update their details.



Registration is only available through the online registration system. Please note that payment is required by credit card to register online.

The conference will be conducted at the MCG in Melbourne from Friday 30th January (evening) – Sunday 1st February 2009. The program is aimed at providing an opportunity for Australian Football coaches, particularly senior and youth coaches, access to the most up to date coaching methods and practices.

The conference program will provide the latest information about the art and science of coaching Australian Football, presented by some of the top coaches and specialists in the game. It includes practical sessions and formal presentations from experts on their areas of coaching.

The conference theme, 'Effective Coaching', focuses on strategies to ensure coaches are effectively delivering on their coaching goals and objectives.

The program will also outline physical and skill development techniques for players, high performance management planning, as well as team and coach development. There are sessions for all coaches from youth levels all the way through to senior coaches, high performance managers and fitness specialists.

Presenters include:

Alastair Clarkson (Senior Coach, Hawthorn Football Club) - **Keynote Address**  
Neil Craig (Senior Coach, Adelaide Football Club) - **Keynote Address**  
Brian Cook (CEO, Geelong Football Club) - **Keynote Address**  
Patrick Hunt (AIS Applied Technical Advancement Coach) - **Keynote Address**  
Brian Goorjian (NBL Coach - South Dragons) - **Keynote Address**  
Peter Clark (RogerSi) - **Keynote Address**  
David Parkin (AFL Coaching Ambassador) - **Keynote Address**  
Simon Madden (Essendon Football Club)  
David Wheadon (Geelong Football Club)  
Brendan McCartney (Geelong Football Club)  
Justin Leppitsch (Brisbane Lions Football Club)  
John Quinn (Former High Performance Manager, Essendon Football Club)  
Ray McLean (Director, Leading Teams Australia)  
Stan Alves (AFL Coaching Ambassador)  
Brad Scott (Development Coach, Collingwood Football Club)  
Chris Johnson (Brisbane Lions Football Club)



Craig McRae (Richmond Football Club)  
Alan McConnell (AIS/AFL Academy Head Coach)

Comedian Peter Rowsthorn has also been confirmed and will perform during the Saturday night dinner at the MCG. Rowsthorn has most recently been apart of the hit TV show *'Thank God You're Here'* and *'Kath & Kim'*.

The program includes six outstanding key note addresses and 36 optional presentations and workshops spread over six sessions delivered by AFL Club coaching staff, former coaches and other specialists from football development programs, Institutes of Sport and management programs. This year part of the program will involve delegates allocating themselves to one of the following coaching workshops:

- 1) Youth (13 to 18 years old)
- 2) Senior (18+ years old)
- 3) Talent Pathway (Junior elite)
- 4) Elite (AFL or State League)

These workshops will be very interactive and will allow participants to explore key issues or challenges identified by other coaches in an attempt to develop strategies to address them. During registration you will be asked to identify a key issue/challenge you would like to explore during this workshop.

A highlight of the conference will be the traditional Saturday night dinner which will be held in the Olympic Room at the MCG.

The conference costs are as follows –

Whole Conference	Accredited Coaches	\$320.00	Includes Saturday Night Dinner
Friday Only	Accredited Coaches	\$80.00	Does <b>not</b> include Saturday Night Dinner
Saturday Only	Accredited Coaches	\$200.00	Does <b>not</b> include Saturday Night Dinner
Sunday Only	Accredited Coaches	\$150.00	Does <b>not</b> include Saturday Night Dinner

Whole Conference	Non Accredited Coaches	\$350.00	Includes Saturday Night Dinner
Friday Only	Non Accredited Coaches	\$120.00	Does <b>not</b> include Saturday Night Dinner
Saturday Only	Non Accredited Coaches	\$220.00	Does <b>not</b> include Saturday Night Dinner
Sunday Only	Non Accredited Coaches	\$170.00	Does <b>not</b> include Saturday Night Dinner

Further info: please contact Jim Cail on 03 9643 1930 or [Jim.Cail@afl.com.au](mailto:Jim.Cail@afl.com.au) or Andrew Hughes on 03 9643 1953 or [Andrew.Hughes@afl.com.au](mailto:Andrew.Hughes@afl.com.au).

This event is an approved updating activity for AFL Coaching Accreditation

