



National Coaching Conference

AAMI STADIUM, ADELAIDE
JANUARY 29TH-31ST, 2010



Australian Government
Australian Sports Commission



WELCOME

From Andrew Demetriou

The influence and impact of Australian Football coaches continues to grow, both inside and outside the football club. The coach has a significant impact on both a participant's football development and, more importantly, their enjoyment of the game. Coaches establish the environment in which the game is played and are capable of influencing support staff, club administrators, parents and supporters. The coach's approach when teaching players how to play Australian Football is a major factor in a player continuing to improve as a footballer.

With the development of coaches critical to the success of Australian Football, I am pleased to invite you to the eighth annual AFL National Coaching Conference. This conference will be held from Friday, January 29-Sunday, January 31. The event will be held at AAMI Stadium in Adelaide; the first time the conference has been held in South Australia.

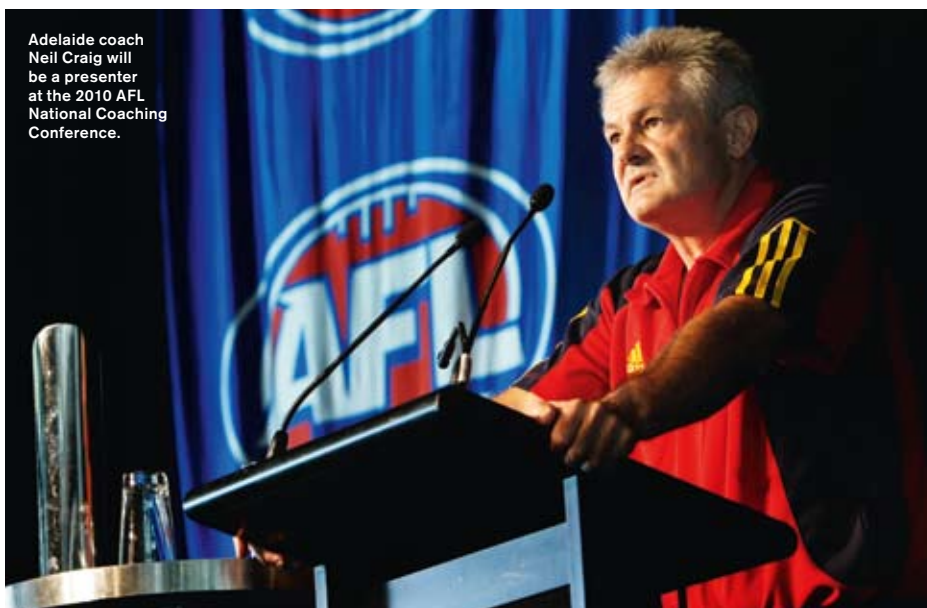
The 2010 program continues the tradition of giving coaches at all levels of football access to some world-class presenters. The conference will, once again, involve some outstanding presentations from coaching experts within and outside our great game.

Please enjoy the 2010 AFL National Coaching Conference

Andrew Demetriou
Australian Football League CEO



Adelaide coach Neil Craig will be a presenter at the 2010 AFL National Coaching Conference.



GENERAL INFORMATION

The conference will be conducted at AAMI Stadium in Adelaide from Friday, January 29 (evening)-Sunday, January 31, 2010. The program is aimed at giving Australian Football coaches an opportunity to access 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 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 through to senior coaches, high-performance managers and fitness specialists.

The program includes six outstanding keynote addresses and 36 optional presentations and workshops spread over six sessions. This year part of the program will involve a practical kicking session in which all participants will work through the fundamentals of kicking as developed by the AFL Kicking Working Party. This practical session will be interactive and allow participants to explore key issues and challenges when teaching kicking.

To register please go to the link below.

SPECIAL PROGRAMS

Coaching Juniors

While the 2010 AFL National Coaching Conference is designed for coaches at any level, this conference will see the introduction of a Coaching Juniors program. This will be a separate program to the conference program, but will allow coaches to participate in a series of workshops on Saturday, January 30.

Umpire Coaches

In 2010, for the first time the AFL National Umpire Coaches Conference will be conducted in conjunction with the AFL National Coaching Conference. All Umpire Coaches who participate in the AFL Umpire Coach Professional Development Program are invited to attend this conference as part of their development program. The schedule for umpire coaches will include attending all keynote presentations, selected concurrent sessions as well as participating within their own specific umpire coach professional development sessions. Umpire coaches are also welcome to attend the conference dinner.

Work Shop details for both Special Programs can be seen on page 5. To register for all programs please go to the link below.

 [CLICK HERE TO REGISTER www.afl.com.au/coachingconference/register](http://www.afl.com.au/coachingconference/register)

EARLY-BIRD OPPORTUNITY

Delegates whose registration is received by Monday, January 12 will go into a draw for a chance to have an AFL assistant coach visit their local football club during the 2010 season. This will be available for two early-bird winners.

REGISTRATION AND PAYMENT

Registration for the 2010 AFL National Coaching Conference must be completed online at www.afl.com.au/coachingconference/register.

Coaches need to select their elective sessions during the registration process. Please note: conference program is subject to change. As the conference is fully tax deductible, once payment has been received you may also print out a completed registration form, which can be used as a compliant tax invoice.

CONFERENCE VENUE

The conference will be held at Adelaide's AAMI Stadium, which is located on West Lakes Boulevard, West Lakes. The stadium is about 15-20 minutes from Adelaide Airport and about 20 minutes from the city centre.

The opening night will be held in the new Adelaide Football Club training and entertainment facility, which is located near the bus terminal at 105 West Lakes Boulevard.

CONFERENCE PACKAGES

Conference costs are detailed below.

Accredited coach

WHOLE CONFERENCE	\$330	Includes Saturday night dinner
FRIDAY ONLY	\$85	Does not include Saturday night dinner
SATURDAY ONLY	\$210	Does not include Saturday night dinner
SUNDAY ONLY	\$155	Does not include Saturday night dinner

Non-accredited coach

WHOLE CONFERENCE	\$360	Includes Saturday night dinner
FRIDAY ONLY	\$125	Does not include Saturday night dinner
SATURDAY ONLY	\$230	Does not include Saturday night dinner
SUNDAY ONLY	\$175	Does not include Saturday night dinner

Special Programs

UMPIRE COACHES CONFERENCE	\$105	Includes Saturday night dinner. (Umpire coaches must be part of the AFL Umpire Coach Professional Development Program.)
JUNIOR COACHES CONFERENCE	\$105	Does not include Saturday night dinner

Dinner

SATURDAY DINNER ONLY	\$95	
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All packages are inclusive of GST.

ACCOMMODATION

A special rate has been negotiated by the AFL for all conference participants at the following hotel:

Arkaba Hotel

150 Glen Osmond Road, Fullarton. Located about 25 minutes from AAMI Stadium on the eastern side of the city. (08) 8338 1100, arkabahotel.com.au

Participants need to specify they are attending the conference when they book.

CATERING

Whole-conference packages include all keynote and concurrently run sessions as well as refreshments after Friday night's opening addresses, morning tea, lunch and afternoon tea on Saturday and Sunday and dinner on Saturday night. Other packages only include catering on that day and do not include the dinner.

CANCELLATION POLICY

Cancellations received in writing prior to January 22 will receive a full refund less an administration charge of \$30. No refunds will be available for cancellations received after January 22; however the registration can be transferred to another participant.

WAIVER

When registering for the conference all participants must understand that they willingly participate in all aspects of the 2010 AFL National Coaching Conference at their own risk. They take full responsibility for any injury, loss or damage to themselves and/or property (however arising) from their participation in the conference. They will not seek to penalise, prosecute or claim compensation from the organisers, sponsors, presenters or participants of the conference for any injury, loss or damage. They also understand that they may be photographed, video-taped or audio-taped during the conference and the AFL will own the copyright in any such film, tape or recording and can use it for any commercial or non-commercial purposes without their permission.

FURTHER INFORMATION

For further information please contact Jim Cail on (03) 9643 1930 or jim.cail@afl.com.au or Peter Romaniw on (03) 9643 1863 or peter.romaniw@afl.com.au.

This event is an approved updating activity for AFL coaching accreditation.



“The conference provides a unique opportunity to not only listen to expert presenters, but also mix with fellow coaches.”

STAN ALVES, AFL coaching ambassador

AFL National Coaching Conference Program

Friday, January 29, 2010

TIME	SESSIONS
5pm	Registration commences
7pm	Welcome and opening MC – STAN ALVES LEIGH WHICKER <i>(SANFL Executive Commissioner)</i>
7.15pm	OPENING KEYNOTE ADDRESSES Keynote Address MARK WILLIAMS <i>(Port Adelaide FC)</i> Keynote Address "TBC"
9.15pm	REFRESHMENTS
10pm	CLOSE



“The conference sees coaches at all levels of football including AFL level come together to discuss new ideas and to share experiences.”

NEALE DANIHER (above), West Coast Eagles FC

Saturday, January 30, 2010

TIME	SESSION A	SESSION B	SESSION C	SESSION D	SESSION E	SESSION F
	GAME-DAY STRATEGY & TACTICS	TRAINING SKILLS & DRILLS	COACHING YOUTH	COMMUNICATION & LEARNING	FITNESS & PLAYER PREPARATION	COACHING PHILOSOPHY & CULTURE
8.30am	1A On the Mat – Strategies & Tactics ANTON GRBAC <i>(AFL Victoria High Performance Manager)</i>	1B Skill Acquisition for AFL Football DAMIAN FARROW <i>(Australian Institute of Sport)</i>	1C Club Football Talent Programs for Youth Players DAVID OATEY <i>(Norwood FC)</i>	1D Educating Players & Learning Environments GAVIN BELL <i>(West Coast Eagles FC)</i>	1E Pre-season Training Programs PAUL HAINES <i>(Geelong Cats)</i>	1F Developing Club Cultures JUSTIN PECKETT & JIM PLUNKETT <i>(Leading Teams)</i>
9.45am	MORNING TEA					
10.10am	KEYNOTE ADDRESS TBC					
11.05am	BREAK					
11.15am	2A Coaching Stoppages MARK STONE <i>(Sydney Swans)</i>	2B Teaching Drills & Skills DAVID WHEADON <i>(Geelong Cats)</i>	2C Developing Youth BRENTON PHILLIPS <i>(SANFL)</i> JASON McCARTNEY <i>(AIS-AFL Academy)</i>	2D Communication & Teaching Syles TBC	2E What Coaches Need to Know About Fitness STEPHEN SCHWERDT <i>(Adelaide FC)</i>	2F Consolidating a Coaching Philosophy LAWRIE WOODMAN & DAVID PARKIN <i>(AFL)</i>
12.30pm	LUNCH					
1.20pm	3A Coaching Kicking Workshop <i>Practical session on AAMI Stadium</i>	3B Coaching Kicking Workshop <i>Practical session on AAMI Stadium</i>	3C Coaching Kicking Workshop <i>Practical session on AAMI Stadium</i>	3D Coaching Kicking Workshop <i>Practical session on AAMI Stadium</i>	3E Coaching Kicking Workshop <i>Practical session on AAMI Stadium</i>	3F Coaching Kicking Workshop <i>Practical session on AAMI Stadium</i>
2.50pm	AFTERNOON TEA					
3.15-4.15pm	KEYNOTE ADDRESS – TBC					
4.15pm	BREAK					
4.25pm	4A Game Day Coaching – in the coaches' box NEALE DANIHER <i>(West Coast Eagles FC)</i>	4B Developing & Conducting Effective Drills STAN ALVES <i>(AFL Coaching Ambassador)</i>	4C Youth Player Workloads DAVID TILLER <i>(North Adelaide FC)</i>	4D Communication & Development of Indigenous Players CHRIS JOHNSON	4E Mid-season Training Programs JOHN QUINN <i>(High Performance Coach)</i>	4F Building a Game Plan ALAN MCCONNELL <i>(Team GWS – High Performance Manager)</i>
5.40-7pm	BREAK					
7 for 7.30pm	DINNER – ADELAIDE FOOTBALL CLUB ENTERTAINMENT – MICK MOLLOY (<i>comedian – Before the Game</i>)					



AFL National Coaching Conference Program

Sunday, January 31, 2010

TIME	SESSION A	SESSION B	SESSION C	SESSION D	SESSION E	SESSION F
9am	KEYNOTE ADDRESS TBC					
10am	MORNING TEA					
10.30am	5A Developing an Effective Forward Line PAUL WILLIAMS (Western Bulldogs FC)	5B Game-sense Training RAY BREED (North Melbourne FC)	5C Strategies for Teaching & Learning GLENN STEWART (West Coast Eagles FC)	5D Beating the Self Beat-up – Overcoming Mental Hurdles JASON PATCHELL (AIS Psychologist)	5E Physical Development/Preparation & Performance Recovery JAMES VEALE (AIS-AFL Academy)	5F Teaching Culture to Emerging Players TREVOR POTTS (Hahndorf FC)
11.45am	BREAK					
11.55pm	KEYNOTE ADDRESS "Inclusive Coaching Strategies" DON ELGIN (Paralympian)					
12.25pm	LUNCH					
1pm	6A Developing an Effective Backline TBC	6B Developing a Physical Presence & Tackling Skills DR LES FABRE (WAFC)	6C Effective Training ROB WILEY (WAFC High Performance Coach)	6D Finding the Next Job at Any Level of Coaching DANNY FRAWLEY & PAUL ARMSTRONG (AFLCA)	6E Nutrition Strategies to Enhance Performance for Developing Athletes MICHELLE CORT (Sydney Swans/ AIS-AFL Academy)	6F Coaching Philosophy for all Athletes CHARLIE WALSH (Adelaide FC)
2.15pm	AFTERNOON TEA					
2.35pm	KEYNOTE ADDRESS "The Culture of Football" PANEL INCLUDING: NEIL CRAIG (Adelaide FC), ALAN STEWART (Adelaide FC), ROBERT OATEY (SANFL), PETER JONAS (Adelaide FC)					
3.30-3.45 pm	REVIEW & CLOSE					

Coaching Juniors Program

Saturday, January 30, 2010

TIME	SESSIONS
8.30-9.45am	Junior Match Day Policy
9.45-10.10am	MORNING TEA
10.10-11.05am	KEYNOTE ADDRESS
11.05-11.15am	BREAK
11.15am-12.30pm	Junior Game-Sense Training
12.30-1.20pm	LUNCH
1.20-2.50pm	Coaching Kicking Workshop <i>Practical session on AAMI Stadium</i>
2.50-3.15pm	AFTERNOON TEA
3.15-4.15pm	KEYNOTE ADDRESS
4.15-4.25pm	BREAK
4.25-5.40pm	Best Practice Auskick Centres
5.40-6pm	REVIEW & CLOSE

AFL Umpire Coach Program

Friday, January 29, 2010

TIME	SESSIONS
5pm	Registration commences
6.10pm	Umpire Coach Program Introduction
7pm	Welcome and opening MC - STAN ALVES LEIGH WHICKER (SANFL Executive Commissioner)
7.15pm	OPENING KEYNOTE ADDRESSES Keynote Address MARK WILLIAMS (Port Adelaide FC) Keynote Address "TBC"
9.15pm	REFRESHMENTS
10pm	CLOSE

Saturday, January 31, 2010

TIME	SESSIONS
8.30am	Coaching Conference Electives
9.45am	MORNING TEA
10.10am	KEYNOTE ADDRESS
11.15am	Coaching Conference Electives
12.30pm	LUNCH
1.20pm	Game-sense Practical Workshop
2.50pm	AFTERNOON TEA
3.15- 4.15pm	KEYNOTE ADDRESS
4.15pm	BREAK
4.25pm	Coaching Methods – match day & non-match day
5.40-7pm	BREAK
7-7.30pm	DINNER - ADELAIDE FOOTBALL CLUB ENTERTAINMENT - MICK MOLLOY (comedian - 'Before the Game')

Sunday, January 31, 2010

TIME	SESSIONS
9-10am	KEYNOTE ADDRESS
10am	MORNING TEA
10.30am	Review Keynote Address
11am	Umpire-based Elective Sessions
11.55pm	KEYNOTE ADDRESS
12.25pm	LUNCH
1-2.15pm	Coaching Conference Electives
2.15pm	AFTERNOON TEA
2.35-3.30pm	KEYNOTE ADDRESS
3.30-3.45 pm	REVIEW & CLOSE