



Good coaches are the key to a participant's football experience. If you have a good coach, players will enjoy the experience. You will retain them and recruit their friends. Miss this, and your efforts elsewhere will be wasted.

- Ash Callaghan, Player, Coach and Football administrator at FFV

## BUILDING A SUPPORTIVE ENVIRONMENT

Player and coach behaviours are a key factor in establishing and maintaining a positive club culture and therefore recruitment and retention of quality coaches contributes significantly to this culture.

However, the majority of coaches involved in sport are volunteers who are generally unable to commit time for any additional professional development. Given that best practice suggests "on the job" training provides optimum results and therefore delivery of coach education and support of coaches should be provided within the club environment to support the development of coaches and enhance positive football experiences for young players.

To this end FFA is establishing in club support in the form of a Club Coach Coordinator. Clubs who recognise this role will have the capacity to support new and inexperienced coaches at a time and place to meet the needs of these coaches.

### The Club Coach Coordinator (CCC)

The main function of this role is to provide relevant and valued coach support in the club environment, and to monitor and mentor coaches to conduct appropriate quality football activities that will enhance the players' and coaches' experience.

This will be achieved through:

- ▶ Supporting a positive club coaching culture
- ▶ Ensuring all coaches are registered on My Football Club (MFC)
- ▶ Promoting inclusive practice within the coaching at the club
- ▶ Monitoring and mentoring club coaches and provide support based on their needs/wants
- ▶ Ensuring coaches have access to appropriate learning opportunities and resources including websites, courses and workshops
- ▶ Valuing the contribution of the coaches by welcoming them at their commencement and thanking them at the conclusion of the season
- ▶ Presenting parents with relevant information at the start of the season and update at regular intervals

### The volunteer coach

They are mostly parents who coach because their children are involved. Their primary motivation is seeing their child having fun and achieving something.

They see coaching as a good way to spend time with their children and feel that their involvement sets a good example.

Many may be 'new' coaches: they may never have coached or played football before; some may have been coaching for a while, possibly in other sports

Whether they are new or have some experience, they are all developing and will be supported by the Club Coach Coordinator.

It is important to recognise that coaches for young players in the Discovery phase will be provided with football specific information including the session plans to be conducted. Any new coaches will be supported by the Club Coach Coordinator who will provide tips and

I think it would be fantastic to have a holistic 'introduction' day/night to a club for all senior female players where they can socialise and be informed of the clubs activities. You could also gauge interest in coaching, admin/committee roles or refereeing and sign them up on the spot!

- Women's Football Survey Respondent

hints to support the experiences of the coach and players.

The CCC is in a position to support the growth and development of individual coaches and consequently the club. This increased effectiveness would facilitate the enjoyment not only of the coaches and players but of the whole club and so help to develop the appropriate club culture. Great club cultures arise through conscious behaviours which in turn will form positive and pleasant experiences. Some of these behaviours might include:

- ▶ Building a strong sense of inclusion and belonging
- ▶ Welcoming of new players, members and supporters
- ▶ Maintaining good communication between all stakeholders and most importantly:
- ▶ Creating a positive, safe and non-threatening environment in which players and coaches feel that they can try new things, make mistakes and learn