

# AFL SYDNEY JUNIOR CLUB DEVELOPMENT CONFERENCE

SUNDAY, MARCH 17  
NOVOTEL, SYDNEY  
OLYMPIC PARK



# MORNING SESSION

9:00am - 9:15am: **Welcome**

*An overview of the day for all attendees*

9:15am - 10:15am: **Volunteer Management**

*Volunteer retention, how to get them and keep them*

9:15am - 10:30am: **Injury Prevention**

*'Prep to Play' Coaching Workshop*

9:15am - 10:30am: **Social Media**

*Facebook, Instagram and the power of a social presence*

9:15am - 11:00am: **Ground Managers**

*Ground Management 101*

9:15am - 11:00am: **Team Managers**

*Manage the team, the players and Footyweb*

9:15am - 12:00pm: **Vital First Aid**

*Accredited Emergency Response Course*

*Prerequisite training required: First aid and CPR certificates*

10:30am - 12:00pm: **Sponsorship, Grants & Funding**

*Money!!! How can your club get it?*

10:30am - 12:00pm: **Coaching Coordinator Workshop**

*How to be an effective Coaching Coordinator*

11:00am - 12:00pm: **Discipline & Tribunal**

*What happens at the Tribunal?*

11:00am - 12:00pm: **Councils & Facilities**

*How to work with the Council to get the facilities your club needs*

11:00am - 12:00pm: **Cerebral Palsy Alliance**

*How to create an inclusive environment for your club*



# AFTERNOON SESSION

1:00pm - 1:15pm: **Welcome**

*An overview of the day for all attendees*

1:15pm - 2:15pm: **Volunteer Management**

*Volunteer retention, how to get them and keep them*

1:15pm - 2:30pm: **Injury Prevention**

*'Prep to Play' Coaching Workshop*

1:15pm - 2:30pm: **Social Media**

*Facebook, Instagram and the power of a social presence*

1:15pm - 3:00pm: **Ground Managers**

*Ground Management 101*

1:15pm - 3:00pm: **Team Managers**

*Manage the team, the players and Footyweb*

1:15pm - 4:00pm: **Vital First Aid**

*Accredited Emergency Response Course*

*Prerequisite training required: First aid and CPR certificates*

2:30pm - 4:00pm: **Sponsorship, Grants & Funding**

*Money!!! How can your club get it?*

2:30pm - 4:00pm: **Coach.AFL Guided Tour**

*Questions and answers for the online resource*

3:00pm - 4:00pm: **Discipline & Tribunal**

*What happens at the Tribunal?*

3:00pm - 4:00pm: **Councils & Facilities**

*How to work with the Council to get the facilities your club needs*

3:00pm - 4:00 pm: **Cerebral Palsy Alliance**

*How to create an inclusive environment for your club*

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# WORKSHOPS

## INJURY PREVENTION – ‘PREP TO PLAY’ COACHING WORKSHOP

**Presented by Darren Pfeiffer (AFL Sydney Coaching Development Manager)**

The Injury prevention workshop covers the important safety aspects of coaching and how to ensure longevity for players. The workshop caters to all levels of coaching ability and ensures that coaches know how to coach in a safe manner. It covers the best practice for returning to play after injury. Accreditation points for coach.afl are available for completion of this workshop.

## TEAM MANAGERS

**Presented by Kirsty Garrard & Daniel Morrison (AFL Competition Administrators)**

This workshop provides tips on being an effective team manager and the Competition requirements to ensure that By-Laws and policies are followed throughout the season.

- Footyweb training covering the ins and outs as well as team sheets
- The transfer and permit process
- Ideas for team organization without the role taking over your life

## GROUND MANAGERS

**Presented by Sharlene Cormack (Western Sydney Regional Committee)**

Ground managing is a juggling act of games, players, timings and spectators. Learn the skills and knowledge to become a ground manager who maintains control of their ground and ensures a great match day experience for our footballers.

- Field set up
- Safety of all parties at the grounds
- Dealing with conflict situations
- Prioritising throughout the day
- Reporting / Administrative requirement

## EMERGENCY RESPONSE COURSE (ERC)

**Presented by Vital First Aid (External)**

Vital First aid will present a 3-hour accredited practical training course. The AFL endorses the training of **Emergency Response Courses** to support clubs, teams and volunteers to build their skills to meet the minimum requirements for the management of Injuries and Medical Emergencies in Community Football. Note: All attendees must have a current HLTAID003 Provide First Aid and HLTAID001 Provide CPR to complete the ERC course.

## COACHING COORDINATORS

**Presented by Darren Pfeiffer (AFL Sydney Coaching Development Manager)**

The Coaching Coordinator Session covers the roles of a successful coordinator and the positive impact it can have on your club. Topics covered include the ideal club structure, required accreditations as well as club culture tools and communication examples for coach coordinators.

## COACH.AFL GUIDED TOUR + Q&A

**Presented by Darren Pfeiffer (AFL Sydney Coaching Development Manager)**

All questions and queries around the coach.afl online resources platform will be asked and answered. Tips, tricks and quick facts for all things coaching on offer.

## TRIBUNAL & DISCIPLINARY PROCESS

**Presented by Brian Gillard (Sydney Harbour Regional Committee) & Bob Robinson (Regulatory Manager)**

Ensure your club is prepared for tribunal if the time comes. This workshop explains the disciplinary and tribunal processes for AFL Sydney. It will provide information regarding the club's requirements when attending Tribunal Hearings as well as best practice club management in mitigating the risk of tribunal incidents.

## SOCIAL MEDIA STRATEGIES FOR CLUBS

**Presented by Caitlin Arnold (Social Media Content and Operations) & Nicole Greentree (Independent Schools and Operations)**

Facebook, Instagram and Twitter, which one is important? Having a social media presence is becoming more important but what is a good post? This workshop covers the basics of social media and how to make the most of your clubs' online platform.

## VOLUNTEER MANAGEMENT

**Presented by Sean Hogan (Chair of Western Sydney Regional Committee)**

Volunteers are the most important people to community football and the hardest to keep around. This workshop looks at best practice strategies for the recruitment, retention and motivation of key volunteers.

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# WORKSHOPS

## COACH & VOLUNTEER TRAINING FOR PLAYERS WITH A DISABILITY

**Presented by Cerebral Palsy Alliance (AFL Disability Partner)**

With the success of the inclusion carnival Australia wide, AFL Sydney are looking to widen the scope for participants with a focus on players with disabilities. Cerebral Palsy Alliance will be speaking about how to support players and families throughout their journey to join AFL.

## SPONSORSHIP, GRANTS & FUNDRAISING

**Presented by Jacinta Houston (AFL Community Football Support Manager)**

AFL Sydney works with many clubs to help them gain the funding they need for resources and facilities. This workshop will cover how to successfully apply for funding grants and gain sponsorships.

## COUNCILS & FACILITIES

**Presented by Matthew Baigent (AFL Facilities Coordinator)**

Working with councils can be a daunting task but positive relationships ensure the best outcomes for community clubs. This workshop looks at how to work with council to get the facilities your club and community needs.

