



AFL Coaching Newsletter - September 2008

AFL National Coaching Conference returns to Melbourne

Coaches are already asking about the 2009 AFL National Coaching Conference. The conference is returning to Melbourne next year and will be conducted from Friday (evening) 30 January to Sunday 1 February 2009.



As in previous conferences, top coaches and specialists will provide information on the art and science of coaching Australian Football through presentations, workshops and practical sessions.

Work on the development of the program has commenced and coaches who may wish to present at the conference are invited to put in expressions of interest by contacting Jim Cail at jim.cail@afl.com.au

Keep a look out in the coaching section of the AFL website for further information about the conference, including on-line registration details in coming months. More information will be provided in the future monthly newsletters.

LEVEL 2 COACHING COURSES

TASMANIA

Date: 8th & 9th November

Contact: Nick Probert on 0418 998 361 or nprobert@footballtas.com.au

QUEENSLAND

Date: 16th & 17th November

Contact: Dean McClare on 07 3394 2433 or deanm@aflq.com.au

VICTORIA

Date: 22nd & 23rd November

Contact: Steve Teakel on 03 8663 3015 or steve.teakel@aflvic.com.au

Venue: Mannix College, Wellington Rd, Clayton (opp. Monash Uni.)

More information and an application form www.afl.com.au



SPORTS TRAINER & SPORTS FIRST AID COURSE

The AFL/SMA Combined Level One Sports Trainers and Sports First Aid course introduces the basic skills required for Sports Trainers.

The course commences Sunday 12th October 2008 at Sports House, 375 Albert Rd, South Melbourne.

The Course offers an opportunity to become a Sports Medicine Australia Nationally Accredited Sports Trainer.

Course participants receive various course manuals and all materials are provided.



On successful completion of the program participants will receive an SMA/AFL certificate, SMA I.D Card, be a SMA Nationally Accredited Sports Trainer for three years and also receive complimentary state and national newsletters.

FOR INFORMATION CALL:

Sports Medicine Australia – 9674 8777 or email: tate@vic.sma.org.au

Application forms and more information are also available from the Development (Trainers) section of the AFL website <http://www.afl.com.au/Development/Coaching/Trainers/tabid/648/default.aspx>

2008 AFL International Cup – a great success



The 2008 AFL International Cup was the most successful Australian Football tournament of its kind ever with over 700 international players and officials, representing 16 countries (plus multicultural challenge teams, Asia, Africa and Tonga). The teams raised over \$2.5 million to make the trek down under to compete in this year's cup and experience the raw emotion and beauty of the greatest game in the world.

There were 5 new teams introduced to the event - India, China, Finland, Sweden and the Peace Team made up of combined Palestinian and Israeli players and right from the outset there was a feeling of warmth and friendship that permeated throughout the tournament. The official welcome function took place at the MCG, where AFL legend coach and 150 year ambassador, Kevin Sheedy spoke of our great game and how "This is the sort of carnival that builds bridges, not just throughout Australia, but right throughout the world!"

Matches were played in a carnival atmosphere at Royal Park in Melbourne before the event headed to Warrnambool for 2 rounds of matches.

A highlight of the Warrnambool leg was the semi-finals played between New Zealand and Ireland and South Africa against Papua New Guinea under lights in front of over 4,000 people. Locals said the crowd was larger than their Hampden League grand final in 2007.

All countries played 5 games in 10 days and although the early rounds were somewhat one-sided, the final rounds produced the closest games of the tournament with Finland, Sweden, The Peace Team and China recording their first wins ever and South Africa stealing a thrilling one-point victory against Ireland with an after the siren goal to Simphiwe Mbahlo.

The Grand Final of the 2008 AFL International Cup between Papua New Guinea and New Zealand was held at the MCG as a curtain raiser to the Qualifying Final between Hawthorn and Western Bulldogs and produced the highest quality football of the tournament. New Zealand led by 16 points at half time however Papua New Guinea never gave up and hit the front in the last quarter and were 2 points in front when the final siren went. 17 year old Amua Pirika (pictured below) then kicked a magnificent banana goal from the boundary after the siren (his 4th for the game) which lifted the MCG crowd to their feet and gave the Papuans an 8 point victory after being runners-up in 2002 and 2005.

All teams experienced victory except for India, although they celebrated like winners after their final game loss to China and they did win plenty of fans with their passion for the new game.

The 2008 AFL International Cup was a huge success and all 16 countries take home many special memories from the tournament. Many friendships have been made and bridges formed between Australia and the rest of the world. To quote Kevin Sheedy, "The smaller the world gets the more I see other games such as soccer, rugby and American Football, the more I am convinced that we have the greatest game on the planet and we should be sharing it with the rest of the world"

After the amazing success of this year's International Cup, the AFL would expect at least 20 countries to attend in 2011.

Ireland's Centre Half-Back, Mike Finn won the Best & Fairest award and Canada's Scott Fleming and New Zealand's Richard Bradley won the goalkicking award.

2008 AFL International Cup final placings:

1. Papua New Guinea
2. New Zealand
3. South Africa
4. Ireland
5. Nauru
6. Canada
7. USA
8. Japan
9. Great Britain
10. Samoa
11. Denmark
12. Sweden
13. Peace Team
14. Finland
15. China
16. India



Visit www.ic08.com.au for all the news, results, pics and videos on this year's International Cup.



AFL and AFLPA enhance Illicit Drugs Policy

The AFL has adopted a series of improvements and enhancements to its out-of-competition Illicit Drugs Policy as AFL players volunteer to step up their campaign against illicit drug use.

A trial of hair sample testing will be conducted when AFL players return from their holiday period this year – the first of its type in Australian sport.

Other policy changes include a further increase in testing of up to 1500 tests every year and the penalty for a third failed test extended to a maximum of 18 weeks, up from 12 weeks.



The changes to the out of competition Illicit Drug Policy were announced today by the AFL and the AFLPA, after extensive consultation and feedback from experts in the field of drug and alcohol prevention and treatment, the Federal Government and AFL clubs.

The AFL and the AFLPA said that the changes demonstrated that AFL players, who had volunteered to undertake testing, were continuing to show leadership in the fight against drugs by volunteering to trial holiday period hair testing.

AFLPA President Joel Bowden also revealed that the players had approached the Federal Government to volunteer their assistance in national programs aimed at tackling the broader community-wide problem of illicit drug use.

"The steps we have taken as players are driven by a genuine concern for health and welfare of players, but given our high profile position we also see an opportunity to send a strong message to the community that using illicit drugs is incredibly dangerous," Bowden said.

AFL CEO, Andrew Demetriou said today that the AFL was one of only three sports in the country to have an out-of-competition policy that tested for illicit drugs.

"It is important to understand that the AFL has two drug policies – the AFL's 1990 Anti-doping code which tests for performance enhancing drugs 365 days a year, and is the same as all other sports in Australia, and the AFL's Illicit Drugs Policy which was introduced in 2005," Mr Demetriou said.

"Our Illicit Drugs Policy is above and beyond the WADA policy and is about testing players out of competition for illicit drugs that are harmful to their physical and mental health."

"Our policy is backed by Australia's leading drug and medical experts. We are determined to have a policy that works – that actually leads to behaviour change and education and the evidence shows that our policy is working. We refuse to have a policy that is 'name and shame' and which benefits no-one," Mr Demetriou said.

Other changes to the AFL out of competition Illicit Drug Policy include:

- Sanctions now apply on the first and second time a player fails an out of competition illicit drug test. A fine of \$5000 applies to the first failed test and a 6 week suspension applies on the second. Both sanctions are suspended and are activated on the third failed test, bringing suspension up to a maximum of 18 weeks.
- Testing has been increased with up to 1500 illicit drug tests to be conducted over a 12-month period.
- Every AFL player will be tested out of competition for illicit drugs at least once a year.
- Greater target testing of players returning to the club out of season will take place from the end of 2008.
- The suspension for a failed third test for marijuana has been increased to a maximum of 12 weeks in line with the other illicit drugs, on the advice of experts of marijuana's increasingly harmful effect on mental health.
- The illicit drugs to be tested for will be expanded to now include Ketamine and GHB, currently not tested by any sport or under the WADA code;
- When a player who has failed a test is traded to, or drafted by, another club, the new Club's Chief Medical Officer is informed of the failed test(s).
- Where multiple failed tests have occurred at a club, the Club's CEO is formally informed of the failed tests but the identity of the Player(s) involved remains confidential.
- A players' failed test will now lapse after a period of four years.

A website www.afplayerssaynotodrugs.com.au has been created detailing information about the AFL's Illicit Drug Policy and the responses from players and experts in the drug prevention field.

Coaching Physical Presence

Dr Les Fabre is the principal consultant at Aced Academy. He has an AFL and ruby union background and is qualified in Education, Curriculum Development and Fitness.

Dr Les has worked with the Western Australia state under 16's & 18's squads and has been developing coaching resources to



assist coaches in teaching the physical skills and the mental mind set of AFL.

Some of his resources include:

Building Physical Presence Skills. A comprehensive 'Coaching Booklet' designed for coaches involved at the Auskick, junior and youth levels.

Building Balance, agility and Strength for Juniors in Sport. A strategic 'Coaching Manual' designed for coaches of junior teams, teachers, parents and grandparents.

'Coaching Physical Presence Skills' A handy 'DVD' designed for coaches with many progressive steps for educating beginners, youth and league players in the fundamentals of tackling and physical presence.

For more information contact Les Fabre on email drfabre@highway1.com.au or phone 0417 956 522

Also view his website for more Information: www.drfabre.com.au

The SANFL Coach Awards Dinner

Venue: AAMI Stadium, Magarey Room,
Date: Friday November 7th from 7pm to 11pm.

Guest Speaker: Kevin Sheedy (pictured).
State Wide Coach Awards presented, including League Coach of the Year.

Any coach wishing to attend should contact the Development Manager of the SANFL Club in whose zone the coach resides/coaches.

Other coaches should contact Samantha Blades on 08 8424 2286 on a Tuesday or Wednesday up to and including Wednesday the 8th of October.



Deliberate Out of Bounds

The law surrounding deliberate out of bounds is often cause for debate as confusion exists as to how an umpire determines whether the player has deliberately forced the ball over the boundary line. To help clarify this law it is worthwhile understanding the thought processes and factors that the umpire considers when making decisions on whether to award a deliberate out of bounds free kick.



When determining whether to award a deliberate out of bounds free kick, the primary factor the umpire needs to consider is: What is the player's intention?

Secondary considerations to use in determining what the player's intention is are:

- Are there any team mates in the vicinity of where the ball crossed the boundary line?
- What is the level of force of the kick or handball?
- What is the degree of pressure the player is under?

AFL field umpire Michael Vozzo has provided an article for afl.com.au on the guidelines he follows and what goes through his mind when awarding a free kick for deliberate out of bounds. To view this article please click the link below.

<http://www.afl.com.au/News/NEWSARTICLE/tabid/208/Default.aspx?newsId=55430>

To further clarify this we have provided a video clip where Campbell Brown (Hawthorn) attempts to rush a behind but misses his target and knocks the ball over the boundary line. The field umpire then correctly awards a deliberate out of bounds free kick.

In this instance, Brown's sole intention was to take the ball out of play by rushing a behind. If a player attempts to do this and through error knocks the ball over the boundary line or into the behind post a

free kick must be awarded as the ball is deliberately taken out of play.

To view the video please click the link below.

<http://bigpondvideo.com/afl/70302>

Understanding the considerations an umpire takes into account when determining the player's intention will help the players avoid situations where they are penalised for deliberate out of bounds.

AFL Rec Footy Kicks Off!

Its time to register your team in AFL Recreational Football (Rec Footy), with the 2008 - 09 summer season kicking off next month in competitions across Australia.

Rec Footy provides a great opportunity for all Australians to participate in a modified game of Australian Football in either a male, female or mixed team. Played in a friendly social environment the modified rules make the game less physically demanding and allow people of all ages and abilities to get involved.

The Rec Footy season runs from mid-October till the end of December.

In its fourth year an estimated 70 competitions, involving over 700 teams and 7,000 participants will take part in a Rec Footy competition across the country.



The main changes to the traditional game of Australian Football are:

- The field (100m x 50m) is divided into three zones, a 60m mid zone and two 20m scoring zones.
- The games consist of 2 x 20 minute halves (minimal time commitment)
- Teams score by kicking the football to one of three designated forwards in their scoring zone, only forwards can kick for goal after marking the ball in their scoring zone.
- If a turnover occurs (i.e. when loose ball makes contact with the ground) the opposing team gains possession of the ball from where the ball first made contact with the ground.
- The player with the ball is dispossessed when one or both of his/her flags are completely removed by an opponent (flag belts worn).
- There is no tackling, bumping or shepherding.

So round up your friends and work mates and register your team in the 2008 - 09 AFL Rec Footy summer season. For more information on AFL Rec Footy visit www.afrecfooty.com.au

OHA Football Club's jumper named 'Australia's Favourite'

The Old Hobartians Association (OHA) Football Club guernsey has been officially named 'Australia's Favourite', with the club set to receive \$10,000 worth of Nike training gear.

The 'Australia's Favourite Football Jumper' competition ran as part of the 150 Years of Australian Football celebrations, which have taken place throughout the year.

The competition was open more than 2,600 community football clubs across Australia. The winning design received more than 5,800 votes.



Australian Football 150 Years Ambassador, Kevin Sheedy, said the OHA Football Club was a deserving winner.

"This competition was judged on both the originality of the design and the history behind the playing kit- the Ships guernsey is undoubtedly unique and there is a great link with the club's hometown of Hobart."

The distinctive design, featuring a ship in the centre is a tribute to Hobart's iconic maritime history, with the club's ground situated next to the Geilston Bay Boat Club in Hobart.

A special category was also made available to international entrants; the prize was won by the New York Magpies.

To view the OHA Football Club's entry and other finalists, visit www.150years.com.au

What's On !

2008 CONFERENCE SEASON

2008 SWINBURNE UNIVERSITY SPORT AND RECREATION CONFERENCE

"Australian Football – Developing Winning Ways at all Levels"

Supported by AFL Victoria

Olympic Room, MCG; Tuesday 7th October 8:30am – 4:00pm

Click here for more information and an application form:

<http://www.tafe.swin.edu.au/swinergy/documents/conference.pdf>

3RD ANNUAL FOOTBALL AUSTRALASIA CONFERENCE

"SHARING KNOWLEDGE ACROSS THE CODES"

Supported by the AFL Research Board

Telstra Dome, Melbourne; Thurs 23 to Sat 25 October 2008

Visit the conference website: www.footballaustralasia2008.com.au

ELITE PERFORMANCE – THE PSYCHOLOGY EDGE

"Providing Athletes with a mental edge"

Melbourne: Hawthorn Football Club, Saturday 8th Nov,– 9:00am – 4:00pm

Hobart: Old Woolstore Hotel, Saturday 15th Nov, 9:00am – 4:00pm

Presenters: Anthony Klarica & Chris Fagan

Contact info@eliteperformance.com.au or call (03) 9889 3837

2ND ANNUAL EVOLUTION OF THE ATHLETE COACH EDUCATION CONFERENCE

Presenters include: Ric Charlesworth, John Buchanan & Drew Ginn

University of Queensland, St Lucia; Sunday 26 to Tuesday 28 October, 2008

www.eoaconference.com.au

COACHING SELF AWARENESS

"Improving Sports Performance through Developing Self Awareness"

Bardon Centre, Brisbane, Tuesday 25th & Wednesday 26th November

Call (07) 5445 7994 or click here

www.sportsmind.com.au/library/CE_08_Flyer_2.pdf

ELITE SPORT COACHING SYMPOSIUM

Sport Knowledge Australia; Sydney NSW, 8-12 December 2008

http://www.sportedu.org/product_escs04.asp



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<http://www.afl.com.au/Development/Coaching/Newsletters/tabid/12196/default.aspx>