

A photograph of a coach interacting with a youth basketball team in a gym. The coach, wearing a dark blue shirt with 'SWSAS Academy Coaching Staff' on the back, is gesturing towards the players. The players are wearing red and white SWSAS jerseys with numbers 9, 5, 13, and 28 visible. They are standing in front of a wooden wall with glass display cases containing trophies and certificates. The floor is covered with blue and grey hexagonal tiles. The entire image has a blue tint.

MAXIMISING THE COACH EXPERIENCE

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The Academy encourages their coach and support staff to maximise their experience as 'Coach' within their program through six key principles, which in turn will assist the coach to maximise their potential throughout the experience within the sporting program structure.

These keys are;

Gain appropriate Knowledge

Be Active in your role

Teach! do not preach

Uphold the Academy

Maintain the Professionalism

Know your 'Why'



Gain Appropriate Knowledge

Ensure to seek to gain knowledge of your sport's state/national pathway and technical expectations.

- Apply and implement this knowledge within the respective Academy program.
- Ensure what we are teaching is tried, tested and what is beneficial to the sport.
- Update your accreditation and knowledge often.
- Seek a mentor or senior coach and ask their advice on current coaching trends within the respective sport.
- Take advantage of coach education opportunities provided by both the State Sporting Organisation and the Academy, in a bid to develop not only yourself but develop others.



Be Active in your Role

"Be Active" within your coaching position, no matter the role, and encourage fellow Coaching Staff to do the same.

- Head Coaches should use the whole coaching 'Team' to service all athletes within a squad.
- Encourage assistant and trainee coaches to speak-up, ask questions and learn by doing.
- Meet regularly, invite questions and provide detailed training plans that actively encourage all coach and support staff to participate in training and development sessions.
- Take ownership of the role and responsibility, lead from the front and get hands (and uniform) 'dirty'. This includes washing up, doing laundry and supervising athletes whilst on camp.



Teach! Do Not Preach

Encompass the methodology of 'Teach! do not Preach'.

- Meet the athletes where they are in their respective pathway. Recognise that some may be further along, and therefore more skilled and experienced than others.
- Promote the athletes experience with the Academy as one of success by learning and development, not just winning.
- Teach by doing and practice the skills required to be successful in their chosen sport, and life; do not be a lecturer and simply preach to them.
- Be an active participant in your athletes skill development and personal growth.



Uphold the Academy

Know and Uphold the Academy values and expectations, not only of the Academy athletes, but of each coach and coaching peer.

- Provide equal service and opportunity to all athletes within the program, not just own club or representative/state athletes.
- Recognise that Academy Coaches are not the athletes only coach or voice the Athletes may have.
- Recognise the level of the athletes involvement outside the Academy ie local, representative, school, individual or State.



Maintain Professionalism

Maintain a high level of professionalism and conduct whilst representing the Academy.

- Be conscious of the verbal and non-verbal messages being communicated to athletes within Academy programs and the image you portray through speech, conduct and dress.
- Model the behaviours expected from athletes and coaching 'team', including language and respect of others. Do you listen to the head coach when they are explaining or teaching a drill?
- Ensure a safe training environment by having program sessions that are well planned and documented, equipment set up promptly, and communication maintained with all involved.
- Demonstrate a high level of sportsmanship during competition opportunities.
- Provide equal opportunity for athletes to develop, even if it results in not winning.



Know your 'Why'

Know the Why, Who and What of your coaching.

- Have a developed coaching philosophy that helps you determine your purpose, own values and definition of success as a coach.
- Understand your position, purpose and power as a coach, and as a person of influence in not only the sporting, but overall lives of the Academy athletes.
- Continually undertake training and development, including self-reflection to evaluate self performance.

The Core Four

Coach and support staff are encouraged to utilise a 'core-four' of self-reflection questions to continually evaluate their performance and personal coaching philosophies.

These core four key questions, courtesy of the 3D Coaching Institute are asked of all Academy Coaching staff as a part of their ongoing development.



1. **WHY** do you coach?
2. **Why** do you coach, the **WAY** that you coach?
3. **WHAT** is it like, to be coached by me?
4. **What** is your definition of **SUCCESS**?

