



## **Core Statement**

Every junior coach is a development coach. Success is measured not by wins, but by the growth of all your players.

### **1. Purpose Over Results**

- Winning is not the goal — it's a by-product
- The real goal is:
  - Better skills
  - Better decisions
  - Better people
- Coaches are judged on improvement, not the ladder

### **2. Equal Opportunity to Develop**

- Every player gets:
  - Meaningful game time
  - Exposure to different positions
  - Coaching attention
- No “favourites” — development is for all, not a few

### **3. Skill Before System**

- Prioritise:

- Core skills (kicking, handballing, marking)
- Game sense and decision-making
- Avoid over-coaching structures that limit learning
- Let players explore, make mistakes, and learn

#### **4. Safe to Fail Environment**

- Mistakes are encouraged, not punished
- Coaches respond with:
  - Teaching, not yelling
  - Questions, not commands
- Confidence grows when players feel safe to try

#### **5. Long-Term Player Focus**

- Think 3–5 years ahead, not this weekend
- Avoid:
  - Early specialisation
  - Playing kids out of position just to win
- Develop adaptable, well-rounded players

#### **6. Positive Experience First**

- Players stay in sport because they:
  - Enjoy it
  - Feel valued
  - Build friendships
- A great coach creates an environment kids want to come back to

## **7. Coach as Teacher & Role Model**

- Junior coaches are:
  - Teachers of the game
  - Leaders of behaviour
- Model:
  - Respect
  - Effort
  - Composure

### **Simple Coaching Filter (Use Weekly)**

Before every session or game, ask:

- “Will this help players improve?”
- “Is this giving everyone a chance to develop?”
- “Are we prioritising learning over winning?”

If the answer is no → adjust.