



FOOTBALL
QUEENSLAND

CLUB COACH COORDINATOR GUIDE



CLUB SUPPORT



PURPOSE OF THIS GUIDE

Player retention is vital to any sport and according to research from Football Australia, one of the main reasons why players leave football is poor coaching.

Football Australia's Club Coach Coordinator (CCC) program has been developed to address this challenge and provide valued coach support within a club environment.

Football Queensland encourages clubs to appoint a CCC to enhance the coaching and playing experience for all involved at their local club. Club Coach Coordinators must register each year with Football Queensland to ensure assistance, support and guidance can continue to be provided.

This Guide has been created based on the Club Coach Coordinator Manual to give clubs a greater understanding of the program and the CCC role.



CLUB COACH COORDINATOR

6 KEY TOPICS FOR CLUBS

**Qualities &
Requirements**

Responsibilities

**Measuring
Success**

**Coaching
Essentials**

Season Activities

**Additional
Support &
Resources**

The role of the Club Coach Coordinator is to provide support for coaches within the club environment, who in turn will deliver quality experiences for young players.

Club Coach Coordinator

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The CCC program is designed to be flexible to meet the needs of individual clubs. A key component is the appointment of an appropriate CCC to achieve desired outcomes.

Football Australia recommends that the following attributes are important when appointing a CCC:

- Minimum 12-24 months coaching experience at junior level
- Well-known and respected within the club
- Basic understanding of the Football National Curriculum
- Sound organisational skills
- Well-developed interpersonal skills, including empathy and caring qualities
- An ability to think on their feet, be proactive



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Support & Develop the Club

- Foster and support a positive club coaching culture
- Promote inclusive practice within the coaching at the club
- Be welcoming of new players, members and supporters
- Present parents with relevant information at the start of the season and update at regular intervals
- Actively recruit new coaches from a broad range of backgrounds (e.g. existing club players, parents, teachers at local schools)

Support the Coaches

- Initiate induction programs for new coaches
- Monitor and mentor club coaches and provide support based on their needs/wants
- Assist coaches to develop and review their practice and reflect on their behaviours
- Ensure the coaches have access to appropriate learning opportunities and resources including websites, courses and workshops
- Value the contribution of the coaches by welcoming them at their commencement and thanking them at the conclusion of the season
- Create a positive, safe and non-threatening environment in which players and coaches feel that they can try new things, make mistakes and learn
- Mentor your coaches to deliver the Skill Acquisition Phase Community Club training program if your club is part of this complimentary initiative from FQ.

Link to Football Queensland & Football Australia

- Liaise with Football Queensland personnel, Club Development Ambassadors, Accredited course presenters and other CCC's
- Attend meetings and workshops as required in relation to the role of the CCC
- Ensure all coaches are registered on Play Football and have a valid Blue Card – this will assist the club with communication with coaches and FQ to perform relevant security checks.



Club Coach Coordinator

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The CCC can support the growth and development of individual coaches and the club. The development of improved coaching behaviours facilitates the increased enjoyment not only of the coaches and players but all members of the club

Great club cultures arise through conscious behaviours which in turn will form positive and pleasant experiences. Some of these behaviours are mentioned throughout this guide

A CCC will work towards achieving the following throughout the season:

- Minimum level of satisfaction of support provided to new and inexperienced coaches
- Minimum level of satisfaction of parents with coaching provided
- A number or percentage of coaches recruited and retained the following season
- All club coaches registered on PlayFootball and holding valid Blue Cards.



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The critical aspect of this role is to help new and inexperienced coaches. This is achieved by providing positive experiences for young players through supported coaching behaviours and in creating avenues to consult with other coaches to determine any development needs.

A minimum requirement is that the sessions are safe, organised, enjoyable and engaging. In practice, we are looking for examples of the following:

- Ensure all players can enjoy the experience with their friends and have fun
- Devote a high percentage (80%) of time during the training session to meaningful practice where players are involved in engaging football activities/games (i.e. not standing around)
- Maximise opportunities for players to learn and develop by ensuring each player gets a minimum of 50-100 ball contacts per session
- Ensure training sessions are run smoothly and with purpose
- Activities start and transition within 2 minutes (e.g. the equipment is set out and sessions start on time)



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Coaching should always focus on the players' needs through exposure to positive football experiences.

Positive behaviours that coaches should exhibit:

- **Demeanour** – have an open, positive and enthusiastic approach. Look like you love being there. Coaches who exude enthusiasm get the same in return from the players
- **Positioning** – in the coaching situation, ensure that you can see everyone, and they can see you. Ensure you give all players equal attention by roaming around to communicate to everyone and acknowledge their input
- **Eye Contact** – Looking players in the eye shows sincerity and confidence (e.g. kneeling to discuss what they liked in the session with very young players). However, be aware that eye contact may not be appropriate in some cultures
- **Voice** – speak clearly and use words at a level that is appropriate to the players. Vary the tone of your voice to keep the interest up and adjust the volume according to the situation
- **Listening** – being a good listener is an essential coaching skill. Listen carefully to players' questions and comments
- **Feedback** – have a positive and constructive attitude when both giving and receiving feedback. Offer sincere compliments and encouragement. Try to make it specific

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The role of the CCC during the season:

- Observe relevant actions that are related to the key requirements (i.e. coach behaviour to deliver a quality session, Safe, Organised, Engaging, Enjoyable: with each player achieving 50-100 ball contacts, and 80% time playing football games)
- All discussions should be based on the quality of the experience for the player and focus on the behaviour of the coach (refer to the REVIEW tool in the additional support information section)
- The CCC should only intervene in the coaching session if a safety issue arises or when directly asked by the coach.
- Listen carefully to all comments made by the coach as their response may provide insight into how they see the session.



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PRE-SEASON

Value and acknowledge their commitment

- Email invitation/welcome back to the club.
- Establish date and venue for welcome back and induction of new coaches.
- Ensure all coaches are registered on PlayFootball and hold valid blue cards.
- Find out which coaches may want support for their development .

DURING THE SEASON

Supporting the coach

- Establish ground rules – how does the coach want you to support them.
- Develop an understanding of the coaches’ needs and wants.
- Clarify their coaching role i.e., to provide Safe, Organised, Enjoyable/Engaging practices.
- Be mindful of the coach’s experience and requests.
- Observe the agreed coaching behaviours that support the coach’s development.
- Be mindful of the coach’s other commitments.
- Walk through the REVIEW process with the coach after any observation (see the CCC Manual in the additional support section of this Guide – pg 23 Review Tool).
- Discuss any desired changes in coaching behaviours for next session.
- Thank them and ask them when they might like more support.
- Document your findings and support provided in a bi-annual report.

POST SEASON

Value and acknowledge their contribution

- Email reminder to complete post-season survey (example included in additional support section of Guide)
- Email or send ‘Thank you’ on behalf of the club.
- Write a yearly report for submission to the club executive.

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Resources to provide additional information and guidance:

- [FA Club Coaching Coordinator Program Resources](#)
- [How to Implement a CCC](#)
- [Coaches Review for CCC's](#)
- [Tips for CCC's when Observing Coaches](#)
- [CCC Job Description](#)
- [Coaches Review of CCC](#)
- [Club Coach Coordinator Manual](#)

For further information on the CCC program, contact Football Queensland coaching@footballqueensland.com.au



For more information or assistance, please contact Football Queensland
at marketing@footballqueensland.com.au



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