

FFA COACH DEVELOPMENT

# FFA / AFC Professional Diploma

Information Guide



**FOOTBALL  
FEDERATION  
AUSTRALIA**



## **AFC/FFA Professional Diploma**

### **1 Introduction**

The aim of this course is to provide aspiring coaches with the necessary training, support and guidance to succeed in both Club and International coaching at the very highest level.

Through the development of highly educated coaches it is hoped that both Domestic professional football and National Team football in Australia will continue to improve and help support the FFA's mission to be 'A World Leader in the World game'.

The education of professional coaches to this level of qualification will create a workforce capable of having the expertise to coach and manage players in the 21st Century.

### **2 Course Objectives**

On completion of the course, successful candidates should demonstrate knowledge and competence in the following:

- Leading Self
- Leading Others
- Leading Culture
- The Business of Football
- Latest trends in World Football

### **3 Course Philosophy**

All candidates will be expected to actively participate in all aspects of practical and theoretical discussion. Where appropriate workshops will be task-centred, with an interactive approach to delivery being central to each module.

### **4 Competencies**

On completion of the course, successful candidates should be able to demonstrate competence in the following:

Leading Self	<p>Manage the Complexity of the Role</p> <ul style="list-style-type: none"><li>• Deal with multiple stakeholders with competing objectives</li><li>• Regulate one's stress response and emotional control</li><li>• Balance the impact of the role on life (family, home) to ensure sustainability</li></ul> <p>Build Self-belief &amp; Awareness</p> <ul style="list-style-type: none"><li>• Understand one's strengths and areas for ongoing development</li><li>• Ground oneself in one's coaching philosophy and beliefs</li><li>• Sustain a learning and growth mindset</li></ul>
Leading Others	<p>Inspire High Performance</p> <ul style="list-style-type: none"><li>• Inspire through an exciting and purposeful vision for High Performance</li></ul>

	<ul style="list-style-type: none"> <li>• Use story to help players, staff, the board, and fans emotionally connect to this vision</li> <li>• Cultivate high performance through a rich feedback culture</li> </ul> <p>Develop and Lead Others</p> <ul style="list-style-type: none"> <li>• Understand where others are developmentally and what they need to assist them in further growth</li> <li>• Have a systematic framework for developing others</li> <li>• Recognise where people require further support, when to leverage the network and when referral is necessary</li> </ul>
Leading Culture	<p>Create a High Performance Environment</p> <ul style="list-style-type: none"> <li>• Demonstrate confidence in your players, staff and club</li> <li>• Positively influence culture through modelling high trust and belief</li> <li>• Support players and staff to recover quickly through disappointment</li> </ul> <p>Engage Others with Clear Purpose</p> <ul style="list-style-type: none"> <li>• Have clarity on one's coaching philosophy and articulating this through a powerful vision</li> <li>• Infuse every interaction with players, staff and the media with a strong sense of purpose</li> </ul>
The Business of Football	<p>Working in Asia / Europe</p> <ul style="list-style-type: none"> <li>• Finding Roles</li> <li>• Cultural Issues</li> <li>• Contractual Issues</li> </ul> <p>The Business of Football</p> <ul style="list-style-type: none"> <li>• Ethics – Gambling, Drugs, Managing players ethically</li> <li>• Technology</li> <li>• Media</li> <li>• CEO's / Sporting Directors / Board</li> <li>• Academies / Academy Director / Integration of Youth Players</li> </ul>
Tech/Tact Trends	<p>Coaching Pedagogy / Research</p> <p>Tactical Trends (Club &amp; International)</p> <p>Scouting Teams / Players</p> <p>Latest research in Physical conditioning</p>

## 5 Course Schedule

The table below provides an example of the level of commitment required by candidates. This schedule may be subject to change.

Course Components	
<b>Distance Learning</b>	What is my NEXT self? 1:1 Developmental Discussion What is my vision for myself as a coach and what is preventing me from achieving this? Case Studies – Being and Becoming a Coach
<b>Module 1</b>	5 Days – Leading Self
<b>Distance learning</b>	360 Degree Feedback / Profiling 1:1 Debrief Given what I want to achieve, how am I currently being experienced by others, and how do I see myself and where has this come from?  Prep for Tactical Analysis & Presentation – Module 2 Reading: Motivation in Sport
<b>Module 2</b>	5 Days – Leading Others
<b>Distance Learning</b>	Action Learning Projects Case Studies – Coaching with Purpose
<b>Module 3</b>	4 Days – Leading Culture
<b>Distance Learning</b>	Course Tasks Case Studies – Coaching with Emotion
<b>Module 4</b>	4 Days – The Business of Football
<b>Course Tasks</b>	Course Assessment Tasks undertaken throughout the 12 months of the course and post course: <ul style="list-style-type: none"> <li>• Action Learning Projects</li> <li>• Football Philosophy</li> <li>• High Performance Environment Report</li> </ul>

**Module 1:** March 23<sup>rd</sup> – 27<sup>th</sup>, 2020 (5 days) **Melbourne**

**Module 2:** May 25<sup>th</sup> – 29<sup>th</sup>, 2020 (5 days) **Brisbane**

**Module 3:** August 31<sup>st</sup> – September 4<sup>th</sup>, 2020 (5 days) **Canberra**

**Module 4:** December 7<sup>th</sup> – 10<sup>th</sup>, 2020 (4 days) **Sydney**

#### **4.8 For whom is the course intended?**

Required:

- Those holding an FFA/AFC A Licence or recognised equivalent qualification for at least 2 years
- Coaches must be working at an appropriate level
  - Professional / Elite Youth / Top Level Amateur (if the professional game is not developed)
  - In Australia, coaches must be working at NPL Senior (NPL1), A-League, W-League, NYL, National Team Level

Desirable:

- Ideally coaches have at least 3 years experience at the appropriate level
- Working in Australia / Resident of Australia / Born in Australia or of Australian descent

Selection:

- A selection process will be used to identify those who are ready for the course. The process may consist of:
  - Curriculum Vitae
  - Personal Vision & Plan
  - Interview

#### **4.9 Assessment**

All candidates will have a final assessment that may include the following aspects:

- Completion of all course tasks to an agreed standard
  - Football Philosophy
  - High Performance Environment Report
  - Action Learning Projects
- Observation of the coach in their club

#### **4.10 Revalidation**

In order to retain the FFA/AFC Professional Licence, successful candidates will be required to revalidate every three years by attending 15 hours of approved CPD.

#### **4.11 Course Cost**

\$12,500 (+gst) AUD

#### **4.12 Applications**

Applications close December 6<sup>th</sup>, 2019

TO APPLY, PLEASE COMPLETE THE APPLICATION FORM HERE AT THIS LINK:

[https://ffa.formstack.com/forms/ffa\\_professional\\_diploma\\_application\\_2020](https://ffa.formstack.com/forms/ffa_professional_diploma_application_2020)

You will need the following information

Personal Information:

- Full Name
- DOB
- Place of Birth
- Nationality and/or Residency
- Address
- Phone
- Email

Current Role:

- Title
- Current Employer
- How long in current role?
- If less than 3 years, prior role?
- How long in prior role?

Qualifications:

- Current Coaching Qualification?
- How long have you held this qualification?

Attachments:

- A Detailed Curriculum Vitae (to include playing career, coaching career, copies of coaching certificates / continued professional development undertaken / academic qualifications, References x 2 (Personal and Coaching))
- A Personal Vision/Plan for your coaching career, including how this course will assist you
- A letter of Support from your club