



East Malvern Junior Football Club Coaching Charter



OUR SHARED PURPOSE/VISION

Our goal is to establish a club that fosters respect, inclusivity, and enjoyment for all players, while also creating a sense of belonging for their families within our community.

INDICATORS OF SUCCESS

- The players are highly engaged and happy, having fun while attending their footy training and games with a smile.
- Strong retention and an increase in overall numbers (due to positive word of mouth).
- There has been a considerable amount of positive and constructive feedback from both players and parents.
- Prep to Play Program philosophy adopted across program.
- Increased number of Female coaches within our Club

TRAITS AND VALUES WE TAKE PRIDE IN

- Our focus is on development and fun, tailored to meet the needs and age group of all players. Our goal is to build confidence and skills through our footy program.
- Let's aim to share best practices and be inclusive with one another.
- Consistent communication and messaging to both parents and players.
- Well organised, planned & prepared to receive and give feedback.
- "We all succeed together with a one-club mentality."

BEHAVIOURS WE EXPECT FROM EACH OTHER

- Keeping well-being at the forefront of every interaction results in more calm and less chaos.
- Being engaged, enthusiastic & encouraging at every training session and game.
- Being genuine/authentic.
- Being planned/organised and giving explicit instructions.
- Practise good sporting behaviour by staying humble, playing fairly, showing respect towards umpires, opponents, and parents, and expressing gratitude towards volunteers.

Unacceptable Behaviours

- Agitated behaviour (eg, abusing the opposition or umpires and “win-at-all costs” mentality)
- Excluding players, not adhering to rotation policy.
- Showing unfriendly behavior towards fellow coaches or opponents.
- Publicly singling out players
- Bad sporting behaviour (eg, encouraging rough play)
- We should not tarnish the reputation of our club by engaging in unacceptable behavior.