



SOUTH FREMANTLE FOOTBALL CLUB ROGERS CUP HEAD COACH | 2024 - 2025



In recent seasons we have focused upon building a sustainable business to underpin football. We have taken significant steps in improving our financial performance, growing our membership base, and achieving brand and consumer gains, all whilst sustaining stable and high-achieving football results.

It gives us the foundation to deliver on our vision - *The Premier Family Club*.

Our “Bullish” approach to Club operation is centered upon four (4) key strategic ambitions, being *Football, Fundamentals, Future and Finance*.

Each ambition guides our planning and performance, offering clarity and accountability across the entire Club.

Within the strategic overview, we highlight:

1. Our Purpose and Vision
2. Our Key Values
3. Our Strategic Ambitions

We look to the future with great anticipation and belief in our Club, our people, and our performance aspirations.

The Opportunity

The Rogers Cup Head Coach works closely with the Manager – Female Football & Administration and support staff to lead and drive the creation of a positive learning, wellbeing, and growth environment with a focus on player growth and development in preparation for WAFLW in the coming years. The Rogers Cup Head Coach will also work with coaches in the Development Squad programs to educate and guide them on preparing players for Rogers Cup football.

In this role you will also be responsible for the development of a strong performance culture where team values are respected and consistently met by the Playing Group, as well as the development and implementation of the coaching panel, football program and match day coaching strategy.

The Head Coach will also play a key role in the retention of players and working to build strong relationships with key stakeholders including players, parents, support staff, SFFC senior program staff, SFFC administration staff, state academy staff and AFLW clubs.

What We're Looking For

To be considered for the role, candidates **must** have the following essential skills and experience:

- Level 2 AFL Coaching Qualification
- Coached their own team and have a sound knowledge of coaching practices
- Sound knowledge of IT platforms used at state league level such as HUDL (vision platform)
- Highly developed communication skills, both verbal and written
- Strong interpersonal skills with a strength in building relationships with players and staff
- Exhibits high levels of sound ethical foundations in decision making and strong consistent principles underlying management and leadership behaviours
- Willingness to uphold the values & behaviours of the South Fremantle Football Club (SFFC)
- Available to work 2-3 evenings during the week for training and one day on the weekend as per the WAFL season fixture
- A current Driver's License
- Current Working with Children's Check (or ability to obtain)

Other skills, experience and attributes which are highly desirable:

- Flexible and responsive to change in direction and priorities, as required
- Teaching or training background
- Prior experience coaching youth aged footballers (15-18 year olds)

- Growth mindset around coaching

Key Performance Indicators (KPIs)

A requirement of the role is to ensure clarity and expectations around KPI's as listed below;

PILLAR	INTENT	KPI
Development Squads	<i>Provide leadership, support, enthusiasm, and knowledge share with the Head Coach and coaching staff.</i>	<ul style="list-style-type: none"> • Attend at least one game in the coach's box. • Co-deliver a minimum of two training sessions
Best Practice	<p><i>Regular communication, list management, transparency, and collaboration with the Manager – Female Football & Administration (FFA) & WAFLW Head Coach</i></p> <p><i>Seek continuous improvement in personal, staff and program performance.</i></p>	<ul style="list-style-type: none"> • Prepare and present training plans to coaches, WAFLW Head Coach and FFA prior to each block being implemented (preseason and in-season). • Actively participate in a weekly operations/selection meeting with key staff (in-season). • Attend and be actively involved in a monthly operations/list management meeting with key staff. • Actively participate in and end of season program review. • Facilitate at least one professional development opportunity for each assistant coach per season.
High Performance	<i>Use of technology and tools to Develop players (game awareness/IQ & skill development/decision making) is paramount in long term sustainable success.</i>	<ul style="list-style-type: none"> • Weekly match review meeting(s) using vision and/or statistics (in-season). • Use of statistics as measurements for team performance such as a whiteboard(s) at breaks (minimum). • Communicate with high performance staff and base strategy around information available.
Development & Feedback	<i>Develop a structure that utilizes a development coach and provides on-going player feedback.</i>	<ul style="list-style-type: none"> • Individual Development Plans (IDPs) for all players in the squad reviewed monthly driven by the IDP coach. • Weekly structured player feedback.
Culture	<i>Continually set and deliver a strong, inclusive all of club culture ensuring respect for all players and staff across the entire club</i>	<ul style="list-style-type: none"> • Provide direction and support to the leadership group. • Uphold and drive standards of the playing group (on field and off field). • Be involved with and support the player group in the application of the club wide trademark.

Remuneration

Payment package will be commensurate with experience.

Tenure

This contract covers the 2024 and 2025 seasons, inclusive of pre-season, in-season and post-season activities and responsibilities. Any extension of the contract will be by mutual agreement between SFFC and the incumbent.

Accepting the terms and position

TBC - Head Coach

Charlie Burke – Head of Football

Date: _____

Date: _____