



Men's Senior Coach

**Expressions of Interest
Season 2021**

Contact:

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General Manager
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The Opportunity

The Bond University Bull Sharks AFL Club is seeking a Men's Senior Coach for the 2021 AFLQ season. This is a part-time contract position which carries modest remuneration. The Club is seeking a coach for an initial three-year term but with a review after 2021.

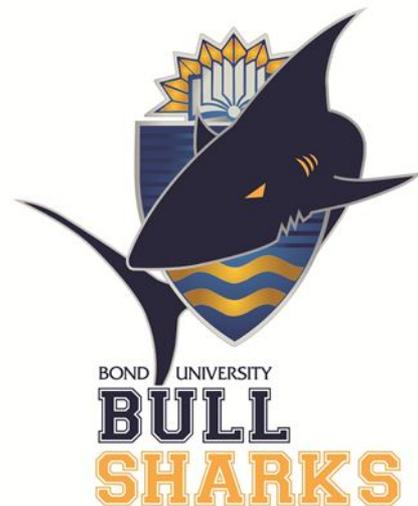
The Coach is responsible for assisting with player retention and recruitment; organising pre-season and season training activities; skill acquisition and development; selection of teams; determination of team tactics and playing strategy; game-day coaching; and mentoring of reserves and assistant coaches (as required). As such, the Coach is ultimately responsible for the Men's playing squad.

The successful applicant will ideally hold a current level 2 coaching qualification; possess at least five years' experience in coaching an adult team; be able to devote sufficient time; commit to, and live, the Club's values; and be determined to build on a culture of sustained success.

Applications from any gender are welcome.

Expressions of interest close at 4pm on 30 October 2020.

Applicants should email their coaching resume, listing qualifications and experience, and include a short statement (250 words) outlining their vision.



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Background Information

Context

Founded in 2011 with just one Men's team playing in the Northern Rivers competition, the Bond University AFL Club has quickly developed into a strong and sustainable entity that now fields four clubs across various grades in South-East Queensland.

The Club has grown to around 120 registered players comprising two Men's teams and two Women's teams.

The Men's teams currently play in the QFA Division Two (South) competition. The Men's teams have won premierships in various AFLQ competitions in 2014, 2015 and 2019. Since 2014, the Men's Senior team has only failed to make the finals in one season.

The Women's teams play in the QAFLW Premier division with the Senior team finishing runners-up in 2019 and minor premiers in 2020.

The AFL Club sits within a wider entity of the Bond University Bull Sharks strategy that includes other sports such as rugby, netball and swimming.

The umbrella brand of the Bull Sharks represents all sporting clubs at Bond University, yet each club has its own culture and is encouraged to do so.

The playing group of the AFL Men's team draws heavily on the University's students and former students. Bond University attracts around a quarter of its students from the southern and western states of Australia, many of whom arrive with an AFL background. The playing group is supplemented by locally-based players without a direct connection with the University but are expected to align with the Club's culture.

The Club has a goal of ensuring that at least half of its players have a direct connection with the University, but this is not enforced as a strict rule on a season-by-season basis.

The Coach Position

The Bull Sharks departing Men's coach (Sam Wish-Wilson) has decided to step down after seven successful seasons at the helm due to growing work pressures. The Club has recently honoured Sam with life membership, after 123 games and a 72% winning record and three premierships.

It has been made clear to all stakeholders that the incoming coach will commence with a clean slate. While the Club is keen for the new coach to have conversations with current assistant coaches and related staff, the Club understands that any new coach must not be constrained by history and believes that a coach can only be accountable if they are able to paint from their own blank canvass.

As detailed below, the Club seeks a Coach that is focussed on developing the player group. The Club is in a healthy position off-field and the usual distractions associated with a community club are less at Bond.

The player group is diverse and the Coach must have empathy, an understanding of individuals, and recognition that one approach to all will not succeed.

The Club is seeking a person that has the capacity to improve skills among some players, communicate extremely well, and be a magnet for recruitment where players want to arrive at a destination that allows them to grow and develop, while enjoying the fun of footy.

The role will best suit an individual who loves footy, is committed to developing young men on-field, can act as a mentor off-field, and can commit sufficient time for training and match-days.

A track record in skill development, at least five-years' of adult coaching experience at the community level, a level 2 coaching qualification (or willingness to obtain), and an understanding of where sport sits within a broader University context are essential. At a personal level, the successful Coach will need to have a sense of humour, enjoy life, and become a Bull Shark.

Player Recruitment and Retention

The Men's squad has a strong cohort of current players that have largely committed to 2021.

The Club's recruitment strategy is five-fold:

- Rely upon the natural influx of new university students especially those from southern and western states who roll-over every 2-3 years;
- Leverage the University's connections and natural reach into senior high schools to attract players that wish to play AFL beyond Year 12;
- Seek players that are locally based including former students who are working on the Gold Coast to groom into 5-10 year players;
- Build a brand that attracts committed players at rival clubs who seek a different culture and opportunity to reach their community-level potential; and
- Top-up with a handful of high quality student-players from a national scholarship scheme.

Many of the Club's student players study professional degrees which do not have a natural career progression on the Gold Coast (eg medicine, law, business). Hence, while these student-players are fully committed through their studies, they seek career opportunities in major cities or overseas. As a result, the Club faces a significant turnover of players each season.

Several students come to the University with a strong AFL background and after a season with the Bull Sharks get noticed by QAFL or NEAFL teams and thus are recruited into higher level clubs. The Club's philosophy is not to hold these players back. We believe that every player should be encouraged to pursue their potential.

Many of the student players are great mates outside of the football club and spend their week studying together, living together and are in constant and close communication. This creates a challenge for the Coach as the interaction and messaging at training can be watered down over a training week by talk amongst their peers. Hence, the Coach must be strong and consistent in their messaging.

Governance and Support

The Men's coach is responsible for both the Senior and Reserves teams. They report to the Director of AFL Coaching (David Ashkar), who in turn reports into the University's Executive Director of Sport (Garry Nucifora). Both of these individuals have significant experience in sport, at the community and professional levels.

The Club is overseen by an Advisory Board comprising the Club President (John Le Lievre) and key stakeholders. The Advisory Board leaves much of the in-season and operational running to staff. The Advisory Board has a mantra of leaving the recruitment, selection and game-day decisions to the coaching staff whom are expected to be accountable for their decisions.



The Club employs a full-time General Manager (Michael Swann) who provides operational and back-office support, and liaison with AFLQ.

Various game-day support staff are sourced from the University and volunteers which includes medics, physio, runners and media.

The Club's finances are overseen by Bond University which manages sponsors, fund-raising and game-day expenses. The Club has a number of loyal and long-standing sponsors whom have each committed through 2021 and beyond. The Club's finances are not a concern of the Coach.

To be clear, the Men's Coach is not expected nor required to engage in fund-raising other than occasional promotional and stewardship activities.

Infrastructure and Finance

With the strong support of the University, the Club's facilities have been rapidly expanded to include a Clubhouse, elevated coaches boxes, air-conditioned change rooms, medical rooms, grandstand seating for 300 spectators, a digital scoreboard and associated PA system. These facilities have hosted national under-age championships, AFL club pre-season training and AFLQ neutral-venue finals games.



The Club also has access to the University's world-class sports centre, FINA-accredited aquatics centre and the Bond High Performance Centre located just five minutes drive from the main campus to Robina adjacent to Cbus Stadium. The High Performance Centre has played host to English Premier League soccer clubs, the Wallabies Rugby Union team, various NRL and AFL teams.

All Bond AFL teams and players have access to these facilities affording the Club a distinct advantage in pre-season preparation, in-season training and recovery.



Community Engagement

The Club has long-standing and strong partnerships with the Brisbane Lions and AFLQ. These partnerships are committed through 2021 and there is ample opportunity to further leverage these partnerships.

As above, the Club has a strong base of sponsors and several philanthropic supporters. These organisations and individuals are keen to see the new coach embrace their support. The Club's home ground is branded as the "Canal" and regular season games attract crowds of between 200-400. The Club has a strong desire to grow its supporter base.

Utilising the University's media production facilities, occasional games are already streamed utilising existing infrastructure and the Club wishes to expand the streaming of games to reach past players, interstate and overseas alumni.

Culture

The Club has a strong culture of playing for each other, inclusiveness and striving for success. The Club's relatively short history has been dotted with successful seasons and the University continually pushes the line of 'reaching potential'. However, winning at any cost has never been the ultimate pursuit, and the Club has demonstrated over the years through its ethical decision-making its respect for the opposition, officials and the game. Notwithstanding, the Club has no intention to run its teams to finish in second place.

The values of the Club are: Brave, United, Formidable and Committed (BUFC). The Clubhouse displays various honour boards recognising former servants both on-field and off-field. The Club has a spiritual place at the Canal and a strong physical symbol where home victories are celebrated. The playing group regularly comes together after a game, and partners and friends are welcome.

Disciplinary breaches, while rare, are enforced internally and where this is challenging to do so, the University is willing and able to step in and take decisive action. The diversity of the playing group serves as a somewhat self-regulatory mechanism but the Coach needs to be a coach-first and not a mate with the playing group. The balance of the Women's and Men's teams assist to create a culture of respect for diversity, which is naturally supported by the multi-racial nature of a University campus.

Terms & Benefits

The position is available for the AFLQ season 2021. However, the Club is seeking an individual who can develop a longer-term plan and hence an initial term of three years is envisaged, but with a review after the 2021 season. As noted above, the Senior Men's team has missed the finals only once since 2014. There is a minimum expectation that the team make the finals every season.

The position carries a modest remuneration reflecting the part-time nature of the role and the amateur nature of the Club. The remuneration is paid to an approved ABN contractor.



POSITION DESCRIPTION

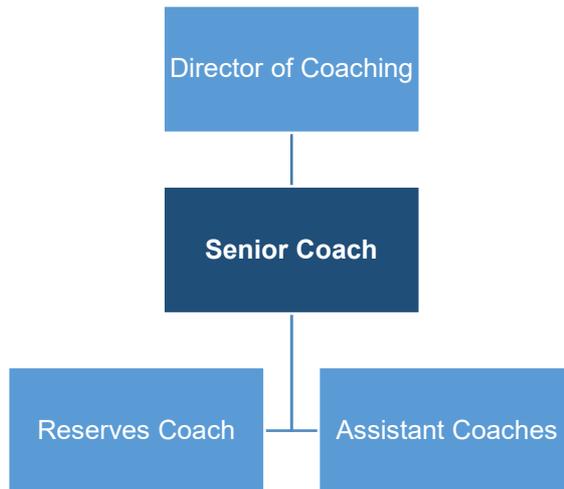
POSITION TITLE: Senior Coach	CLASSIFICATION LEVEL: Consultant
SCHOOL/OFFICE: Bond Sport	APPROXIMATE SCOPE: 12-15 Hours Per Week

PURPOSE OF THE POSITION:

The Senior Coach will apply their personal leadership qualities and technical sporting experience to develop a productive and cohesive environment for the players and staff involved in their allocated squad. The position provides oversight to a Reserves Coach and a group of Assistant Coaches (as required), whilst reporting to the Director of Coaching and, in turn, the General Manager of the AFL Club.

REPORTING RELATIONSHIP:

This position reports to the Director of Coaching:



ESSENTIAL ATTRIBUTES:

- Strong interpersonal communication skills
- Demonstrated experience as a leader of productive and cohesive teams
- Robust technical and strategic knowledge of Australian Rules football
- Ability to think clearly and solve problems in fast-paced environments
- Current AFL Coaching Accreditation
- Current Blue Card (or ability to obtain)

COMPETENCY:	RESPONSIBILITY:
<p>People Management</p>	<ul style="list-style-type: none"> • In conjunction with the Director of Coaching, co-ordinate the Reserves Coach and Assistant Coaches (as required) to a point where they are empowered to be self-sufficient in their own duties. • In conjunction with the Director of Coaching, oversee list management for the allocated squad including active involvement in recruiting processes and awareness of player availability. • Ensure that a shared understanding of the club trademark and values is held by all players and staff within the allocated squad. • Foster an environment of effective communication where feedback is openly given by and received from each of the playing group, leadership group and coaching group. • Manage group dynamics within the allocated squad with a view to creating a productive and cohesive team environment. • Understand and model the club's behavioural expectations, whilst holding others accountable to those expectations when required.
<p>Football Strategy</p>	<ul style="list-style-type: none"> • Develop a clear game plan for the allocated squad which outlines the desired ball movement, running patterns and set structures. • Design and implement training drills and scenarios which educate players and improve their ability to execute the game plan. • Plan game day routines and timings for the allocated squad to allow for efficient and effective preparation into both games. • Observe Reserves matches to identify developing players, evaluate application of the game plan, and provide feedback. • Prepare concise pre-game instructions for Senior matches which provide players with a clear understanding of any expectations. • Monitor and respond to changes in gameflow during Senior matches, seeking input from Assistant Coaches (as required). • Review matches using video recordings (if available) and provide relevant education to players within the allocated squad. • Develop a knowledge of opposition team players and game plans.
<p>Player Development</p>	<ul style="list-style-type: none"> • Assist players with the creation of Individual Development Plans, or oversee the implementation by Assistant Coaches (as required). • Provide feedback to players throughout the allocated squad on training standards, match performance and game plan execution. • Create key selection criteria, oversee weekly selection meeting, and provide personal feedback to any affected players.

Media Engagements	<ul style="list-style-type: none"> • After confirming with the General Manager the suitability of any interview, provide relevant comments to media organisations.
Facilities Management	<ul style="list-style-type: none"> • Arrive before training to set up relevant drills. • Ensure that all equipment has been returned to the appropriate storage facilities after the completion of training and games.
Communication and Working Relationships	<ul style="list-style-type: none"> • Contribute to the positive working relationship within the club. • Act in accordance with Club values when representing the Club, for example when corresponding with opposition players or staff and when attending Club functions.
Time Management	<ul style="list-style-type: none"> • Attendance at training sessions and games. Please note that this includes weekend commitments - most games are on Saturdays. • Appropriately prioritise competing administrative demands.

It is not the intent of this position description to limit the scope of this position in any way but to give an overview of this role at Bond University. You may at times be required to work at other tasks and areas as directed by the General Manager - AFL.