

Ellerslie AFC – Coaching Review 2017

Summary

Following completion of the draft Strategic Plan 2016-2020, the Ellerslie AFC Executive Committee undertook a review of the Club's coaching structures and delivery. The purpose of the review was:

To consider whether the current resources, the structure and delivery of coaching programmes and the Club's game day operations are enabling the Club and its members to achieve the objectives stated in the Strategic Plan.

The review makes the following recommendations:

1. A detailed four year coaching plan, including roles and responsibilities, objectives and performance measures, should be created and communicated throughout the Club. The plan should be integrated into Ellerslie AFC's wider Strategic Plan.
2. Annual operational coaching plans for both the senior and junior clubs should be formalised and documented. Significant improvement is required in this area to ensure that the longer term objectives of the four year plan are realised.
3. Establish and implement a consistent coaching methodology across the entire club.
4. Restructure the Academy programme and provide an elite stream that engages and challenges the Club's best young players.
5. Strengthen relationships with other organisations for resource and knowledge sharing. These organisations include New Zealand Football (NZF), Auckland Football Federation (AFF), football clubs and local schools.

The Executive Committee have accepted the findings of the review and will now work to implement the recommendations with the appropriate personnel within the Club.