



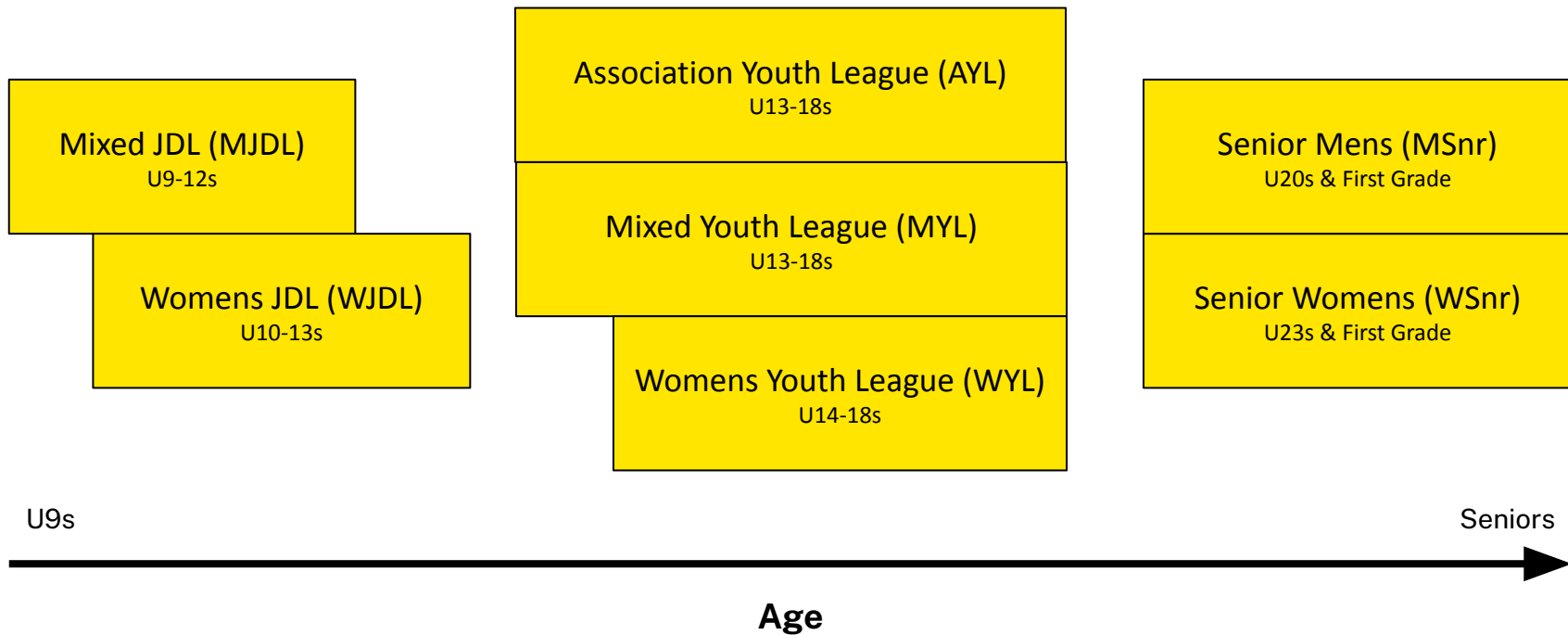
Coaches induction
2025





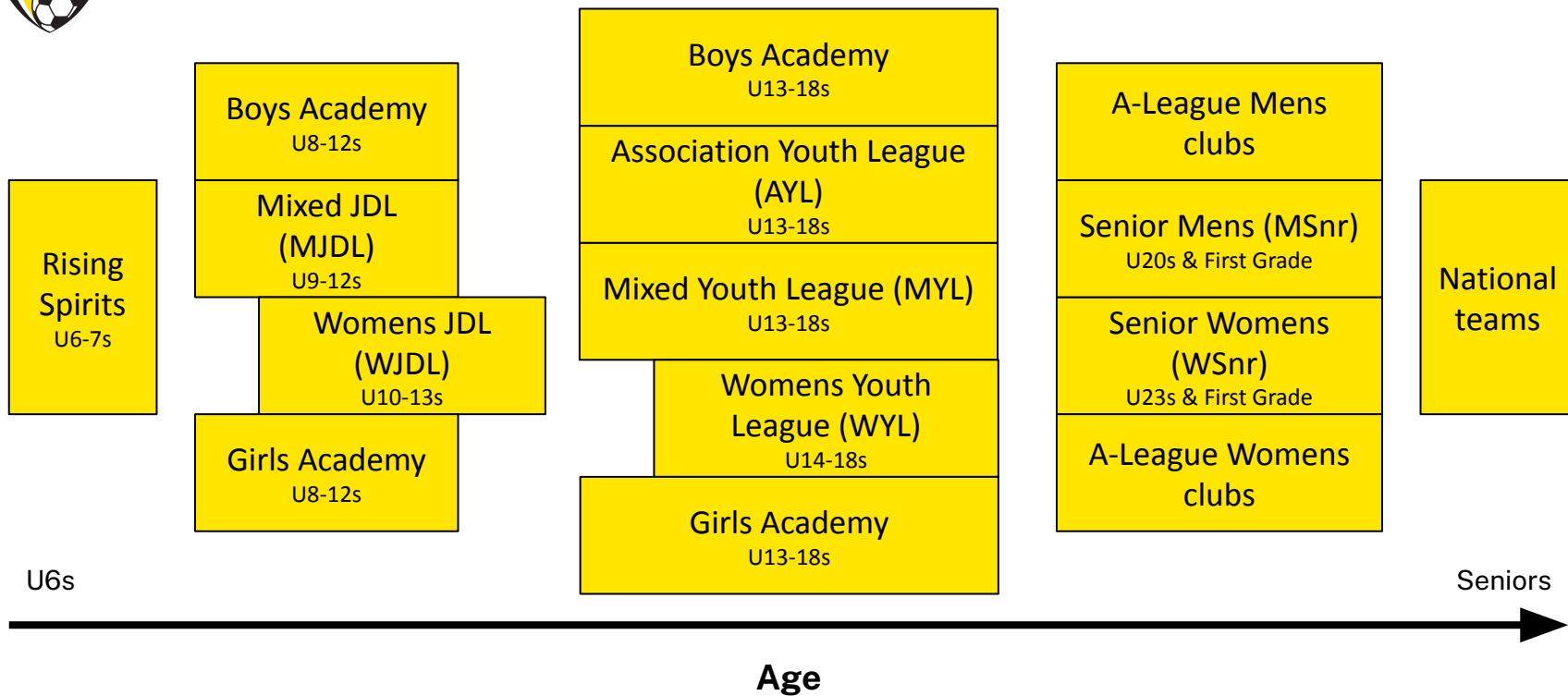


structure



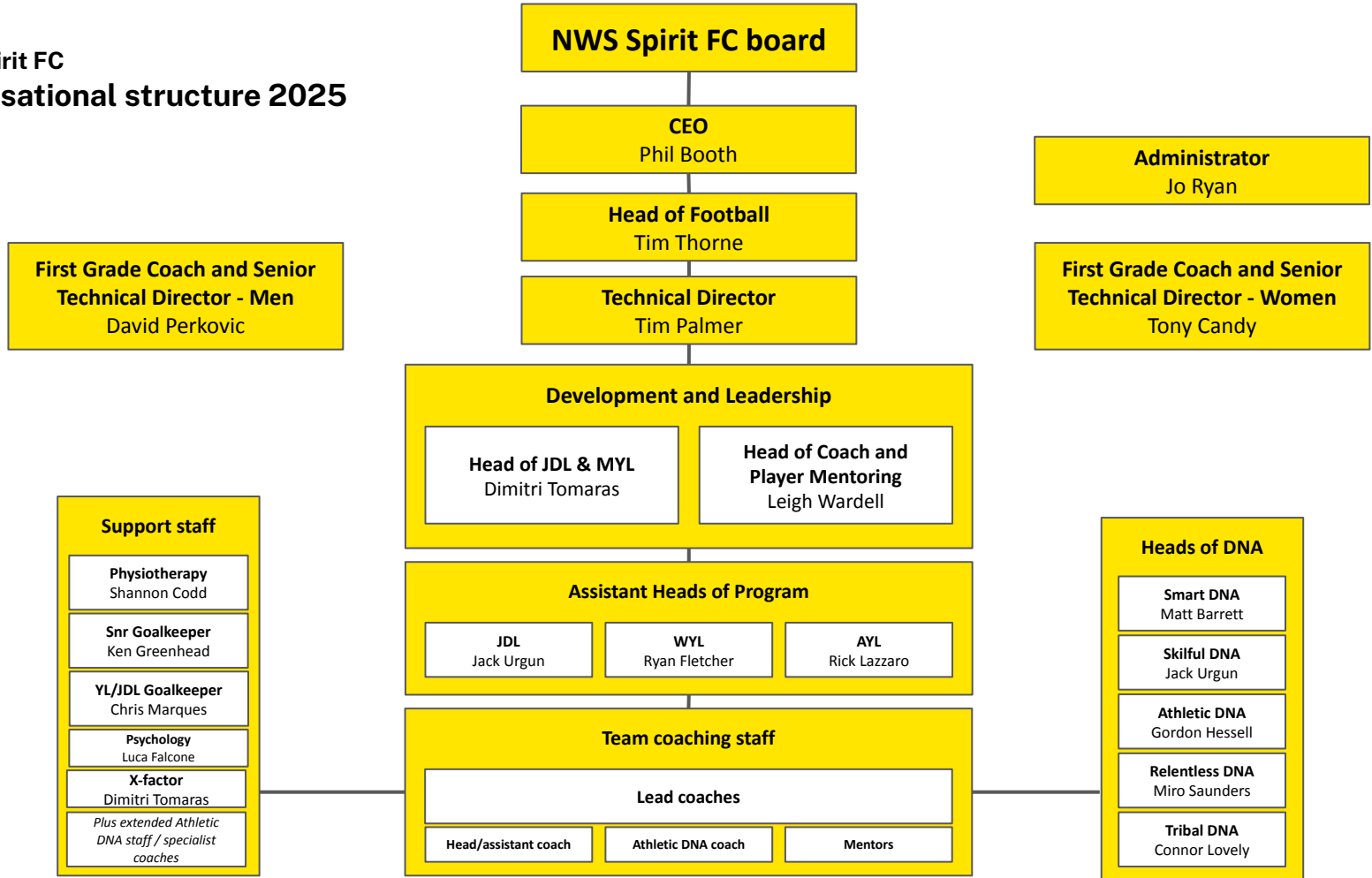


structure





NWS Spirit FC Organisational structure 2025





Our framework



Our mission

Aspiring to grow an inclusive environment that supports greatness in its players, people and community, through a best in practice integrated football ecosystem

NWSF DNA

Smart / Skilful / Athletic / Relentless / Tribal

Environment

People

Game

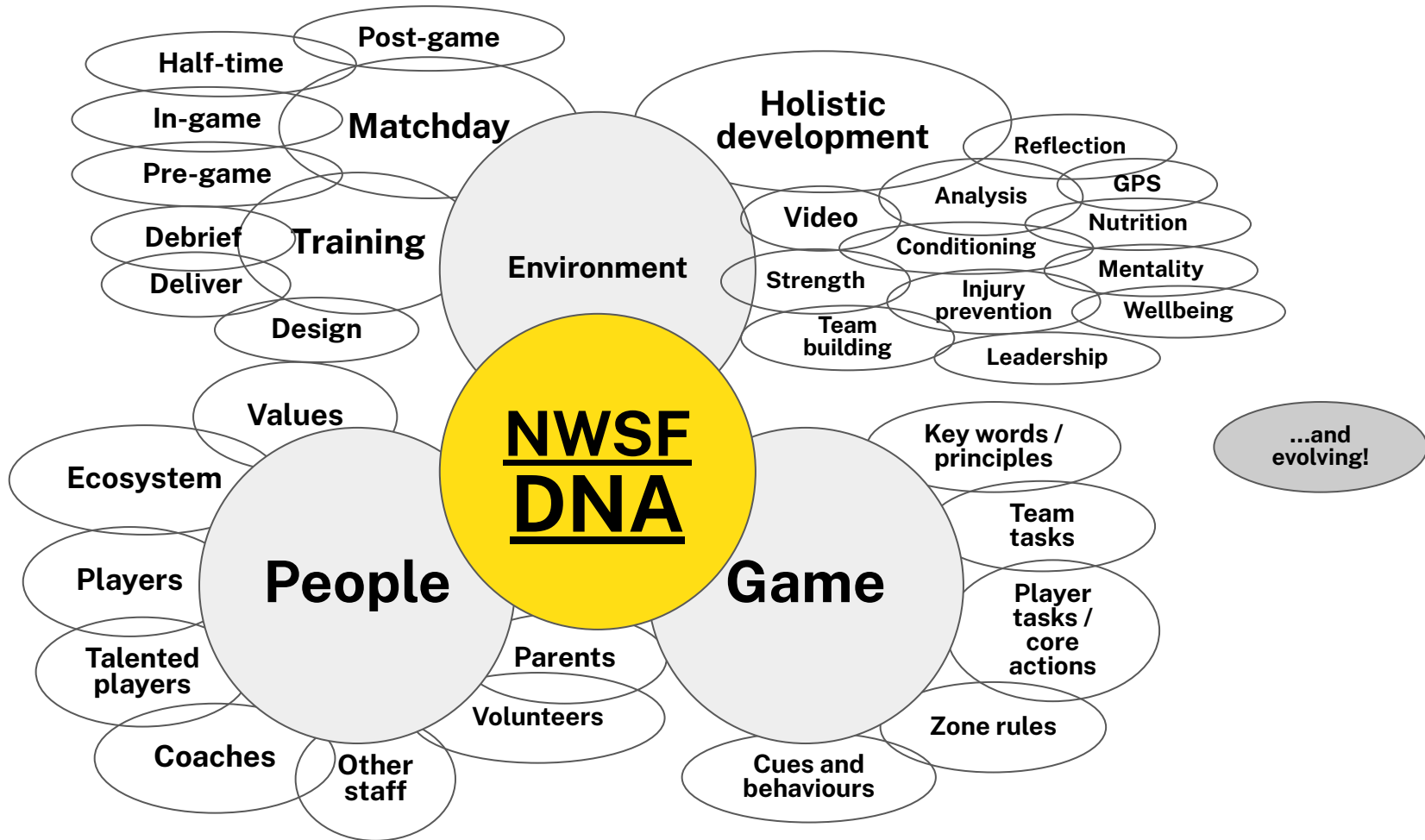
Our football goal

High quality people and players, who have the DNA qualities, and a winning mentality, that enables them to play at their highest level in football, and in life



A person with great DNA qualities...

Smart	People who understand the game and link this to the skills needed to perform
Skilful	People who have highly effective & adaptive skills and decision-making under pressure
Athletic	People who are consistently available and prepared for the various demands of football and life
Relentless	People who constantly strive to develop themselves and are resilient to challenges & setbacks
Tribal	People who are committed to their environments and the people within them
X-factors	<i>Players at the highest level typically not only develop all of these attributes, but can be distinguished or separated from their peers in one or more of these key words</i>





What we learnt from FNSW criteria & benchmarking

- **We are one of the best in NSW at what we do.**
- We can continue to develop our football knowledge and detail, so we can improve how we coach and develop our players
- More support can be provided on the ground to develop coaches in-sessions and around key periods of the season, such as retentions

... and more!

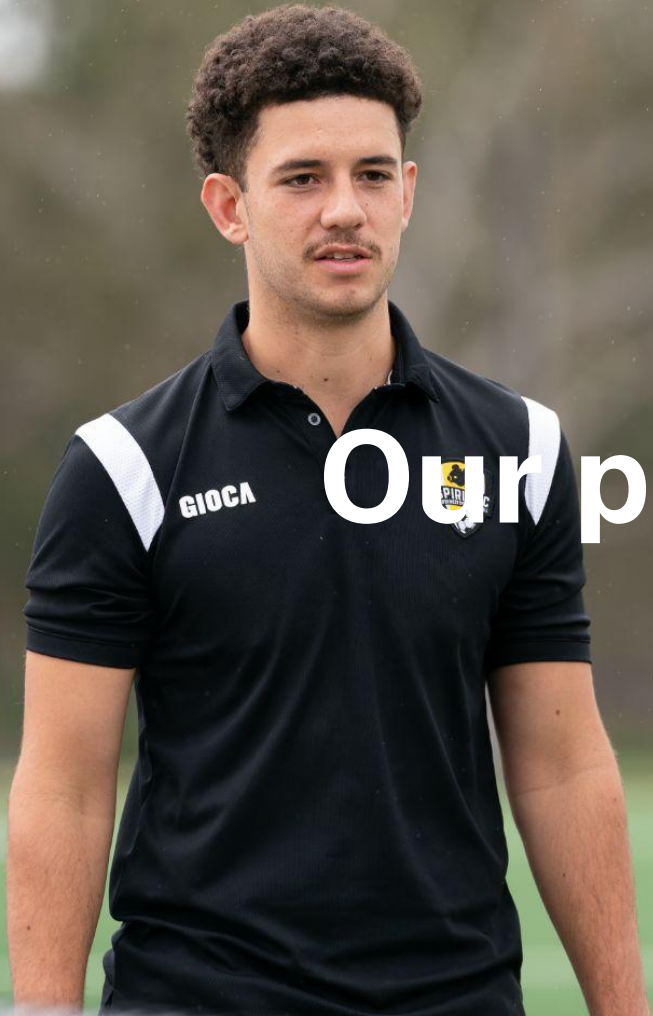


What can we improve?

- “Use of age-specific video examples to enhance relevance” *2025 internship project*
- “Provide support for coaches to educate themselves in areas such as sports science, sports psychology and analysis” *New Athletic DNA coaching roles created, more education events added to calendar*
- “Consider the specific appointment of a ‘scout’” *New recruitment team to be established*
- “Include a detailed training plan for goalkeepers” *Refreshed goalkeeper coaching team*
- “Consider providing training for all staff for mental health and create a mental health referral process” *Mental Health First Aid courses to be made available to coaches in April*
- “Upskill head and assistant coaches to C and B Diplomas” *Two on-site C Diplomas now held each year; new fund proposed for Diplomas, successful petitioning of FNSW to change the minimum age of Diplomas to 16s and above*
- “Integrate attendance and match minutes into the IDPs and use in interviews” *Refreshed attendance/match minutes collection process*
- “Set follow up tasks for players after education workshops” *New recruitment team to be established*
- “Develop an education program/workshop for coaches on effective feedback delivery in interviews” *Coach education session to be held prior to May interviews*
- “Keep assigning specific coaches e.g. striker coaches, Leigh as head of talented players” *Roles maintained & new roles developed*
- “Work on coaches delivering more detail in sessions” *JDL education day coming up in January*
- “Consider that the TD/Head of JDL delivers model sessions to demonstrate best practice” *Added into JDL scope*
- “Continue to support coaches to ensure interventions on matchday are relevant to players age and stage” *More matchday support established, especially in JDL*
- “Develop a structured feedback mechanism for players leaving the club” *Exit interviews to be conducted during retention period*
- “Provide evidence there is a structured process for collecting feedback via surveys” *Player/parent survey to be sent in March*



But...
everybody is
responsible



Our people





Values

NWS Spirit FC is guided by three club values.

- Be humble
- Work hard
- Be here for the right reasons

These link to our [player, coach and parent expectations](#).



Key coach expectations

- Coaches demonstrate being humble by **shaking hands/fist bumping all coaches & staff** on arrival at Christie Park
- This also applies on match day by **shaking the hands of opposition coaches and referees** at the end of every match
- Coaches always **work together** as a collaborative team to make decisions in the best interest of players, teams and the club
- Coaches contribute to a **safe & positive environment** by adhering to child protection requirements
- Coaches participate in additional club events and NWSF activities, such as Gala Days, tournaments & Academy, as required



What are we looking for in our training?

- Are all players involved and engaged in the session?
- Is the majority of the session focused on playing football?
- Is the design focused on scoring/stopping goals?
- Have constraints been used to exaggerate the session focus?
- Are players given simple and consistent tasks by the coach?
- Are players being driven to make quick decisions & perform quick football actions?
- Are we using mantras from the NWSF DNA?



What do coaches need?

- Spirit FC coaches kit (including GIOCA hat, white training shirtshorts/track pants)
 - These will arrive during January. Let us know if you do not have some appropriate kit to wear before then.
 - A whistle will also be provided.
- Stopwatch or smart watch
 - No phones allowed while on field
- Positive attitude with a growth mindset to learn

We also recommend...

- Clipboard & pen (for note taking)
 - We can provide access to printer for printing of session plans
- Football boots



Equipment

- JDL coaching equipment (bibs, cones & balls) will be managed by the Heads of Program and stored underneath the tower
- YL leads will be provided with an equipment pack (bibs, cones & balls) which will be their responsibility to maintain. They must bring this equipment to & from training and matchday
- SNR programs store equipment in the storeroom besides the lift. This is NOT to be accessed by any JDL/YL coach or player
- Poles, mannequins & other equipment are stored underneath the tower
- The medical room is not to be used for storing equipment and must be kept clear
- All coaches are responsible for ensuring goals & storerooms are locked
- **Any replacement equipment or balls is at the expense of the coach.**



Tribe responsibilities

- Each tribe has a dedicated area of responsibility at Christie Park
- It is the players and coaches responsibility to ensure this space is clean and professional
- If an area does not meet our standards, coaches should make the relevant coach/team responsible aware in a calm & professional way
- This does not mean, however, to neglect responsibility for collectively keeping Christie Park clean and professional
- We are all role models for how players treat and maintain the environment



Key player expectations

- Players **acknowledge all staff** with fist bumps/handshakes when arriving at Christie Park
- Players **attend all training sessions**, including when injured
 - The arrival time is 15 minutes prior to the first commitment
- Players **attend all matches**, stay until half-time of the following match, are available to play up or down teams, or be on the bench of other teams, as requested by coaching staff
 - The arrival time will be communicated by team coaches
 - When watching the next match, no phones are allowed
- Players **attend and support all** additional activities as advised



Key player expectations

- Players are in **full Spirit kit** during training, matchdays and additional events
- **Phones are not permitted** within the playing surface, and must be placed inside bags during training.
 - They are also not permitted on the balcony when watching matches
- Bags are lined neatly along fence or in seating area
- Each team has a **dedicated area of responsibility** within Christie Park. Players are responsible for ensuring the cleanliness of this area.
 - These allocations can be viewed at the entrance to the building



Training attendance

All managers have been instructed to collect training attendance via InstaTeam. Coaches are responsible for transferring these into the master spreadsheets.

This is very important for our criteria & benchmarking submission.

- Players should have an attendance rate of 90% or higher
 - Flag any below this percentage with your Head of Program at the earliest opportunity
 - Be sure to discuss with the player & parent on IDP night



Match minutes policy

NWS Spirit FC has a **match minutes policy** that outlines our philosophy and approach to match minutes.

- In JDL, players receive 60% minimum playing time
- In YL13-15s, players receive 60% minimum playing time
- In YL16-18s, players receive 50% minimum playing time

Managers will collect minutes using SubTime app and then transfer into master spreadsheets.

The full policy can be found at <https://spiritfootballclub.com/match-minutes-policy/>



Goalkeepers

Our goalkeeping program is led by **Ken Greenhead** (Seniors) and **Chris Marques** (JDL & Youth League), alongside our team of goalkeeper coaches.

- All GK training is now on-site at Christie Park as per the timetable.
- When there is a Goalkeeper allocation on-field, it is the length of the penalty box & full width of the field
- Note players return to team training after their Monday goalkeeper session



Strikers

Our striker program is led by **Yu Okubo** (Mens First Grade).

- Striker training takes place on Mondays until May as per the timetable
- Send three strikers per team during your allocation
- The striker field allocation is within the Goalkeeper field allocation (i.e. the full width of the penalty box)



X-Factor

X-Factor is additional training sessions for players who want to further develop their attributes in the DNA key words, coached by our expert team of coaches and First Grade players

What we need from coaches

- Promote X-Factor to your players!
- Direct them to the promotional posters near canteen/stairs
- Recommend it to players, as appropriate, on IDP nights

Logistics

- **Summer AM** is a 4-week Technical Skills program on Wednesdays 7.30am to 8.30am
- Term 1 is the 10-week program where players select their program of choice
 - Juniors on Wednesdays 4.30pm to 5.30pm (they use half pitch in conjunction with goalkeepers)
 - Youth on Thursdays 6.15am to 7.15am
 - Seniors on Wednesdays 5.30pm to 6pm



Rising Spirits

Weekly sessions for local NWSF U6 and U7 players focused on fun, age-appropriate activities, including small-sided games, designed to foster a love of football and individual development.

Logistics

- Led by Levon Vartanian, supported by U18 mentors
- Monday afternoons, 4.30pm to 5.30pm
- Runs on a term-by-term basis, aligned to school terms (10 week programs)
- Term 1 commences Monday 3rd February
- When allocated on the timetable, they use a quarter field



Pathway players

Pathway players **train twice a week** with NWS Spirit FC squads while continuing to play for their local NWSF club.

- Pathway players determine their training nights in conjunction with the head coach
- Pathway players participate in club events, pre-season trials & tournaments and other player events
- Pathway players also have an IDP and are part of the retention process

Further information can be found at <https://spiritfootballclub.com/pathway-players/>



Football menu

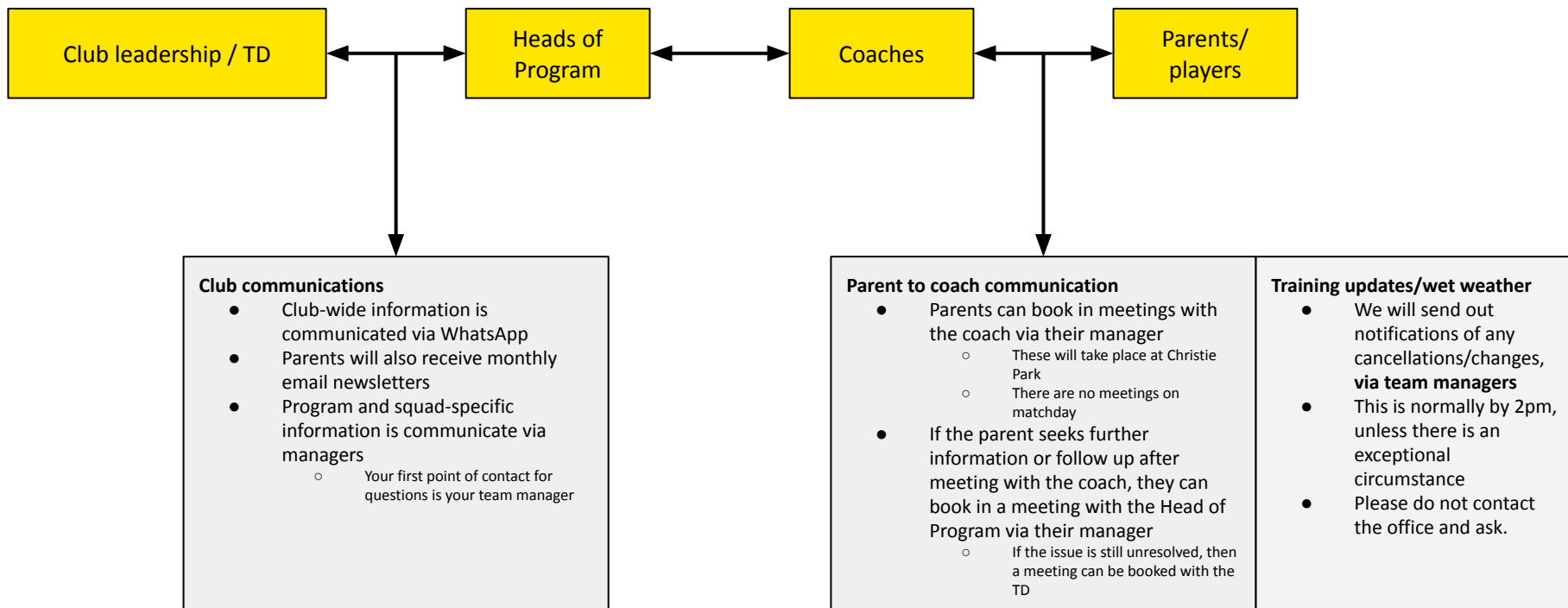
Players should not be 'locked' to training only with their designated squad, but rather, we should specifically shape a 'menu of sessions' to maximise the development of their X-factors.

- AYL players training with MYL squads (coordinated by MYL/AYL leads)
- WYL players training with MYL & AYL squads (coordinated by lead coaches)
- MYL players training at Sydney FC (Mondays; commences February)
- MYL & AYL goalkeepers training at Sydney FC (Tuesdays; commences February)
- FNSW selects TSP players (Tuesdays; fortnightly on term-by-term basis)



Club communication channels

For current Spirit FC players



In the event of duty of care/player welfare concerns, parents can contact the Technical Director or MPIO directly



Now...

Dinner is served!

- Use this time to...
 - Connect with your coaching teams
 - Coordinate anything needed so we can hit the ground running on Wednesday!
 - Get to know leadership staff
 - Introduce yourself to others (especially if new!)

Be ready to go again at 7.10pm.

A group of young women, likely soccer players, are seen from behind, standing on a grassy field at dusk. They are wearing black uniforms with yellow accents. In the background, a soccer game is in progress on a well-lit field, with players in white and yellow kits visible. The scene is captured in a cinematic style with soft lighting. A large, bright logo is visible in the top right corner.

Our environment



A person with great DNA qualities...

Smart	People who understand the game and link this to the skills needed to perform
Skilful	People who have highly effective & adaptive skills and decision-making under pressure
Athletic	People who are consistently available and prepared for the various demands of football and life
Relentless	People who constantly strive to develop themselves and are resilient to challenges & setbacks
Tribal	People who are committed to their environments and the people within them

...needs a great development environment!



Holistic development environment

Smart DNA

led by Head of Smart DNA, Matt Barrett

Filming

- We use VEOs to film all SNR and YL matches, and all home JDL matches. This is coordinated by managers & parent volunteers
- We are working through proposals from VEO & Hudl for the upgrade of the permanent camera system

Analysing

- You will receive a link to sign up for VEO via Whatsapp. We recommend you utilise the VEO tools for clipping/reviewing
- Note there will be Smart DNA sessions (by invitation) on Thursdays 4.30 to 5.30pm. Players/coaches will be contacted directly.

Presenting

- Team meetings must be thoughtfully planned as much as any on-field session is planned
- These team meetings should involve watching and analysing football as often as possible
- If you share Smart DNA with another times, you MUST pre-organise room allocations beforehand. This should be rotated each week.
 - There are currently NO TVs available in the changerooms. This will be fixed by the end of January.
- You can also utilise the [NWSF Textbook](#) to find clips to use in team meetings



Holistic development environment

Skilful DNA

led by Head of Skilful DNA, Jack Urgan

Our coaching methodology across the club is...

- Competitive games where we **keep score** and drive good decisions/actions using mantras.
- Our starting point is '**scoring goals**', in that we encourage our players to look to score and create **poacher** goals constantly
- If we can't score, we encourage our players to **keep the ball**, especially by using both feet to receive the ball, to move the ball away from defenders, and to pass with both feet
- Without the ball, encourage players to be **dominant defenders**, willing to be aggressive in 1v1 duels & **win the ball back quickly**

This comes to life via the relevant program 'handbooks', which have been provided to coaches via the relevant WhatsApp groups.



Holistic development environment

Athletic DNA

led by Head of Athletic DNA, Gordon Hessel

Delivery

- All coaches & staff, are now COACHES, working together to develop people & players. This means Athletic DNA coaches are present throughout the football session; the football coaches are engaged during Athletic DNA sessions (including strength).
- All players arrive on-time to Athletic DNA (pre-session), or within **FIVE** minutes (post-session). Plan for this in your session timings.
- 'Two lines'/FIFA11+/Perform+ should NOT be utilised for the purpose of warm ups. This is explicitly catered for in the JDL Handbook & and is part of the remit of integrating Athletic DNA coaches into our football program
 - **To be clear, there are to be NO TWO LINE WARM UPS in 2025 for U15s and below, ESPECIALLY JDL**
- Testing, and growth & maturation measurements, will be conducted as determined by Athletic DNA coaches

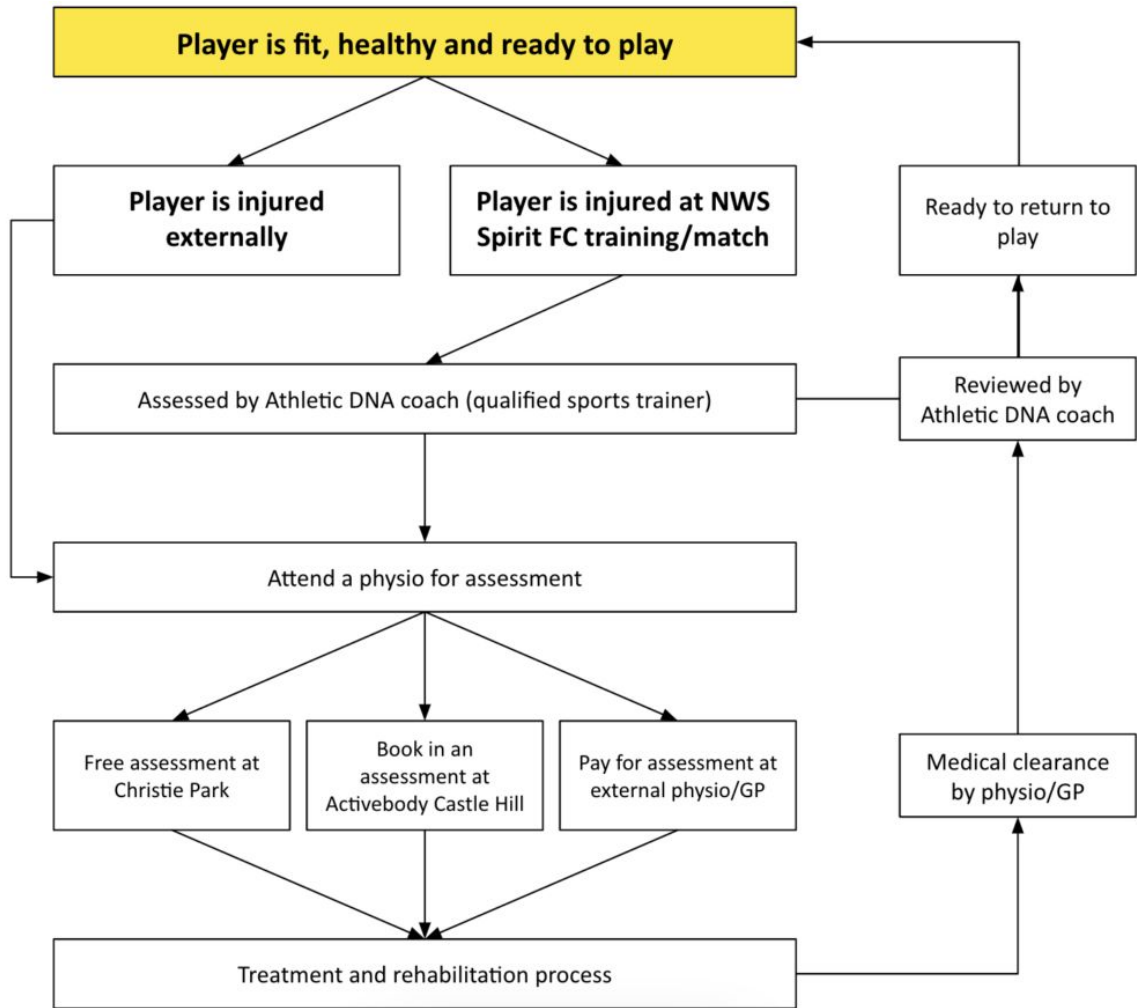
GPS

- Details, costs and orders will be collected the W/C Monday 13th January. The intent is for new players to receive their GPS by the first week of February
- It is the remit of Athletic DNA coaches to ensure adherence & uploading; and the remit of football coaches to ensure GPS data informs session design and player management





Return to play process





Holistic development environment

Relentless DNA

led by Luca Falcone & Miro Saunders

We have mentality frameworks across our club to give our people a common and consistent vocabulary to develop these attributes, which are crucial for success.

It is important coaches utilise the following vocabulary...

- **'A-Game'** to describe a player playing at their best. This can be articulated as two describing words + a hero/animal to create a clear visual for optimal performance
- **'NOTs'** as the negative obtrusive thoughts that prevent players from being in their A-Game
- **'Shifters'** as the tools they use to get back into their A-Game
- **'Safe, stretch and stress'** to describe their current experience/environment as it relates to their level of challenge

In 2025, we will be significantly expanding on our Relentless DNA offerings via...

- Access to sports psychology on-site at Christie Park, including 1 on 1 consultations
- Wider range of education and resources for players, parents and coaches
- Delivery of workshops to further enhance the mentality frameworks

We will announce further details of this exciting progression in February.



Holistic development environment

Tribal DNA

led by Head of Tribal DNA, Connor Lovely

We deliberately develop tribal attributes in our environment, so our players become great people and great leaders.

This includes:

- All squads should have at least **three team bonding activities** throughout the course of the year
- Coaches encouraged to create **unique tribal routines** that makes players feel valued & special in their smaller tribes

Throughout the year, we will have...

- Integration of **mentors** into training and matchday
- Our **First Grade Heroes** month in May, where First Grade players support JDL/YL sessions
- Special events including Unite Night, Beach Day, Tribe Day, Vintage Spirits, Back to Local Club Week, Made in AYL
- There will also be a **Spirit Run Club** on Thursdays at 6am
- **Leadership coaching** for YL players, including small group sessions for our player leaders



Player leadership groups

All Youth League squads must have a player leadership group.

- This is **optimally FOUR players**
 - It can be a minimum of 3 or a maximum of 5
 - These should be voted for by the players
 - This must be finalised by the end of your respective Bathurst Cup
- These players will receive 12 leadership mentoring sessions, delivered by coaches
- Each coaching group must select one of their coaches as the nominated leadership mentor for the entire combined squad
 - This person will attend the leadership mentoring session to be upskilled

Internal matches



Saturday January 11



As per spreadsheet



Christie Park



JDL coaches must pre-plan team allocations & matches

<i>MYL v AYL</i>	<i>M13 v A14</i>	<i>9.40am</i>
<i>Internal</i>	<i>M14 v A15</i>	<i>11.20am</i>
<i>CP1</i>	<i>M15 v A16</i>	<i>1.05pm</i>
	<i>M16 v A18</i>	<i>3pm</i>
	<i>M18 v NRS</i>	<i>5pm</i>
<i>JDL</i>	<i>M9/W10</i>	<i>8am</i>
<i>Mixed</i>	<i>M10/W11</i>	<i>10am</i>
<i>CP2</i>	<i>M11/W12</i>	<i>12pm</i>
<i>WYL</i>	<i>W13/W14</i>	<i>2pm</i>
<i>Internal</i>	<i>W15/W16</i>	<i>3.30pm</i>
<i>CP2</i>	<i>W18/W23</i>	<i>5.30pm</i>

DNA Day



Sunday January 12



JDL: 10am to 1pm / YL 12pm to 3pm

Check your arrival time if presenting



Christie Park



For coaches, players & parents

Trial matches



From W/C January 13



As per spreadsheet and Dribl



Christie Park



Be sure to set high expectations early on through your match day timings & processes

Referee education for players



Friday January 24



8.15am to 2pm



Christie Park



New YL players (coaches not required)

Jersey Presentation Day



Saturday February 1



Afternoon/evening



Allianz Stadium



Compulsory for coaches; tickets free

Bathurst Cups



Friday to Saturday

M12 to 16 & A13 to 18: February 8/9

W12 to W18: February 15/16



Arrive by 8pm on Friday



Proctor Park / The Reservoir



Accommodation provided for coaches

Also available to AYL coaches (as playing in Orange) on Feb 15/16

IDP Nights



W/C February 17

JDL on Monday 17th & Friday 21st 4.30 to 9pm

YL on Tuesday 18th 4.30 to 9pm & Thursday 20th

All interviews done by Friday 21st



Parents will book time slot online



All held at Christie Park



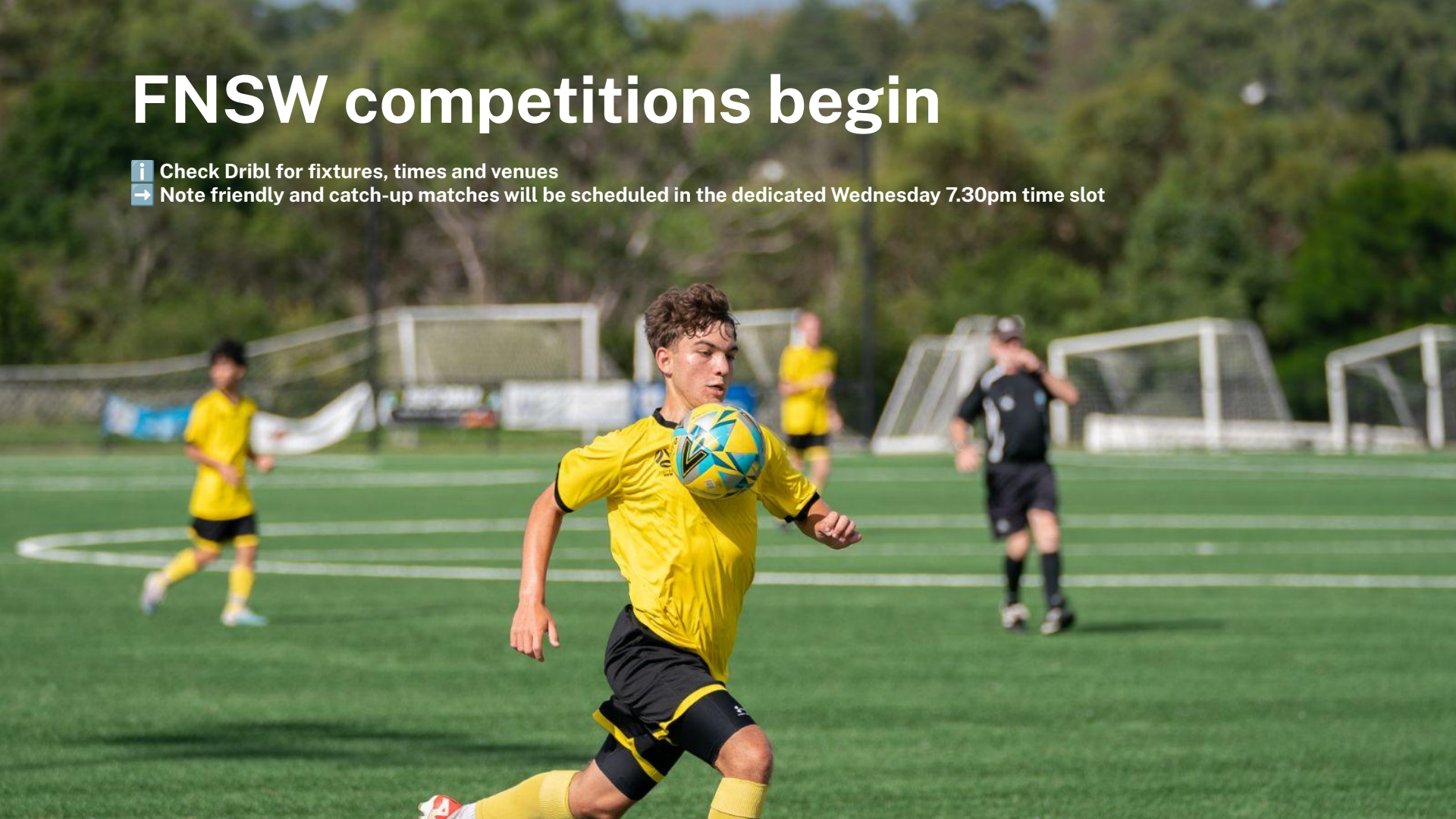
IDP process completed week beforehand



FNSW competitions begin

i Check Dribl for fixtures, times and venues

→ Note friendly and catch-up matches will be scheduled in the dedicated Wednesday 7.30pm time slot



JDL Beach Day



Saturday March 1



8am to 10am



Queenscliff



JDL players & coaches

Tribe Day



Saturday March 15



2.30pm to 7.30pm



Christie Park



Compulsory for all players & coaches





Coach IDPs



W/C March 17



Book time slot online



All held at Christie Park



IDP process completed week before



Remember...

- ⊘ **There is no training on public holidays**
Note MYL & AYL have matches on Jan 27
- **There are no currently designated weeks off training (at this stage)**
This is due to our new calendar format

Academy process begins



Scouting from April 5

Trials on April 28/May 2; program starts May 5



Saturdays & Sundays




Across NWSF association



All coaches involved



A large group of young people, likely a sports team, are seated on bleachers at an outdoor sports field. They are wearing black uniforms with yellow accents. The scene is captured from a low angle, looking down the length of the bleachers. The background shows a green field with white lines and a few people standing. The lighting is bright, suggesting a sunny day.

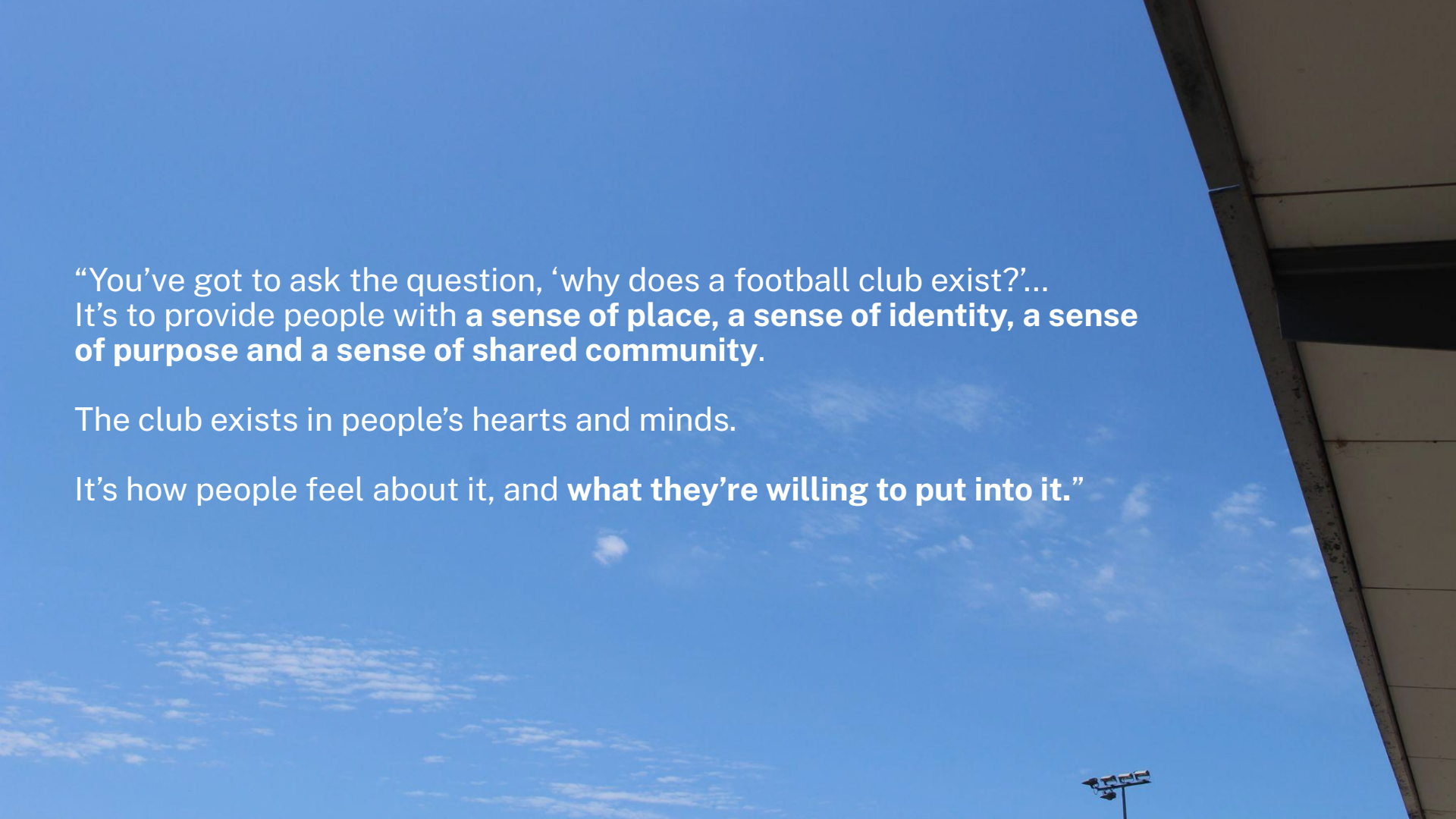
And we're
just getting
started!



Throughout the year...

- Each JDL squad have three Spirit Tribe commitments to attend through the season
 - This is where they actively support our First Grade squads
 - These are compulsory and will be communicated via your manager
- YL players are allocated to be JDL game leaders & First Grade ball kids
 - These are compulsory and will be communicated via your manager
- YL players will also be involved in supporting local club commitments, including Back to Local Club week, refereeing of NWSF tournaments & gala days
- We also have...
 - The Inclusive Cup
 - Gala Night

...and more!



“You’ve got to ask the question, ‘why does a football club exist?’...
It’s to provide people with a **sense of place, a sense of identity, a sense of purpose and a sense of shared community.**

The club exists in people’s hearts and minds.

It’s how people feel about it, and **what they’re willing to put into it.**”

**Everybody is
responsible**

