



SOUTH METRO JUNIOR FOOTBALL LEAGUE

PATHWAYS, DEVELOPMENT & TALENT

MARCH 2023



www.smjfl.com.au

INTRODUCTION

GAB SURIANO

SMJFL FOOTBALL PATHWAYS DIRECTOR

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SESSION AGENDA

ACKNOWLEDGEMENT OF COUNTRY

PATHWAYS TEAM

NAB AFL AUSKICK

JUNIOR FOOTBALL @ SMJFL

SMJFL PATHWAYS & INTERLEAGUE

NGA PROGRAMS @ ST KILDA FC

COATES TALENT LEAGUE PROGRAMS

SENIOR FOOTBALL

GOING FORWARD INTO 2023

Q&A PANEL

PATHWAYS TEAM



NAB AFL AUSKICK



JUNIOR FOOTBALL



SENIOR FOOTBALL



AFL VIC



Sam Howell
Participation
Co-Ordinator



Aslyn Witney-Jeffery
Deployment
Co-Ordinator

SMJFL



Bree Vallance
GM of Football Operations



Gabriella Suriano
Football Pathways Director



NGA



ST KILDA FC



Cam Roberts
Community Football Pathways



Josh Olver
North Hub Co-ordinator

SANDRINGHAM DRAGONS



Mark Wheeler
Head of Talent Operations



Martha Cantwell / Rob Harding
Head Girls / Boys Coaches



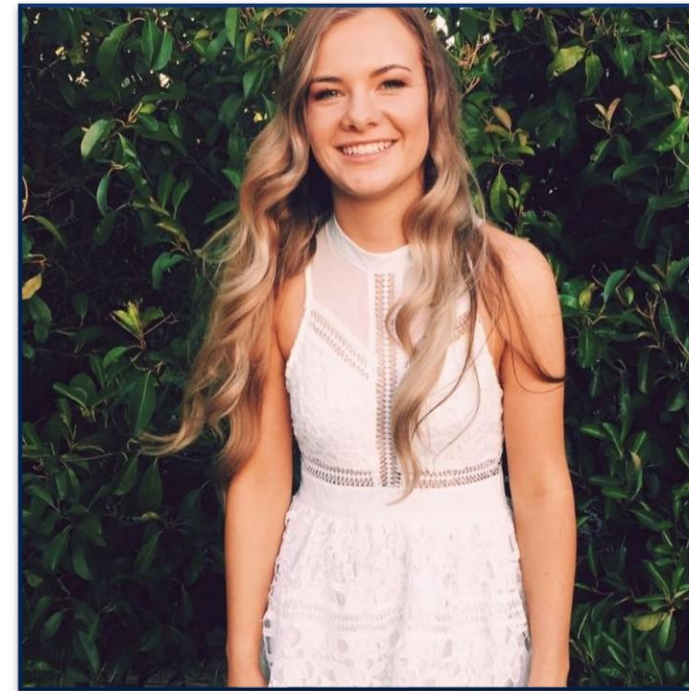
NAB AFL AUSKICK

SAM HOWELL & ASLYN WITNEY-JEFFERY

PARTICIPATION COORDINATOR – AFL Victoria

0499 303 290

sam.howell@afl.com.au



OUR ROLE TODAY

1

PARTICIPATION

ATTRACT, DELIVER, TRANSITION AND RETAIN

- We attract and retain participants through the delivery of Auskick, schools and retention and transition programs
- We deliver bespoke programs specifically designed to engage Multicultural, Indigenous, Disability and LGBTQI+ participants
- We promote the game on behalf of our community



NAB AFL AUSKICK

COMMUNITY AUSKICK

- 10-week program
- Late April – Late July
- \$91-\$100
- Community Auskick pack, junior club membership, half time opportunities
- Our traditional and optimal offering.
A community and volunteer driven program aligned to a junior football club



NAB AFL AUSKICK

AUSKICK – PARTICIPATION RECRUITMENT

Schools

- Primary Play
- Sporting Schools Program
- Kinder Play

Option 1

AFL Primary Play Program

Free

- 2 Week In School Delivery T 1 & 2

Option 2

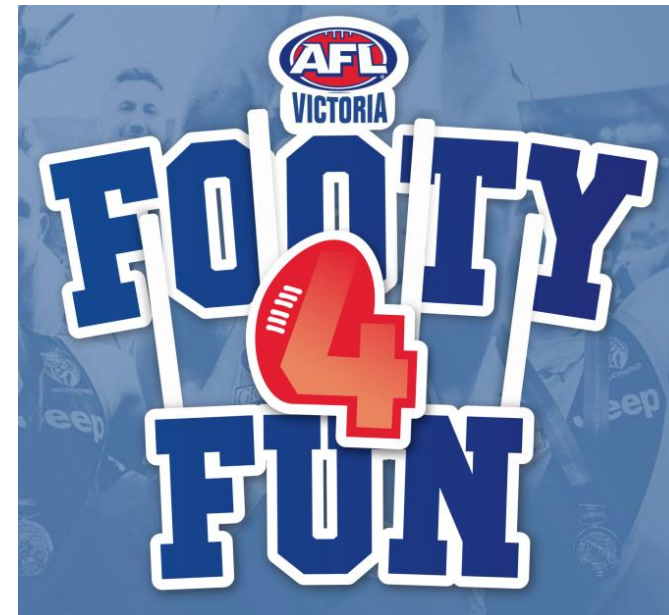
Sporting Schools
Program

Sport Australia funded

- 4 Week In School Delivery T1,2,3,4

Footy 4 Fun

- Come & Try
- Multicultural
- Junior Girls
- Inclusion



NAB AFL AUSKICK

AUSKICK – TRANSITION/RETENTION

- Centre name and location to reflect junior club
- Support centre with club representatives and helpers
- Appoint a committee member for Auskick within the junior club
- Support transition events
- Establish relationships with feeder schools/kindergartens
- Advertise junior club through Auskick Centre



NAB AFL AUSKICK



JUNIOR FOOTBALL



SMJFL: DEVELOPMENT FOR EVERYONE

SUSTAINABLE
CLUBS

BETTER
CLUB
COACHES

PLAYER
SAFETY

GIRLS
FOOTBALL

STK
COMMUNITY



SMJFL JUNIOR FOOTBALL PATHWAY

SMJFL JUNIOR FOOTBALL PATHWAY

PATHWAYS

UNDER 12

- Cost: Free
- 3 x Training Sessions
- Skills and Fun focus
- Intraleague Exhibition match/s held as curtain raisers for SMJFL U18 Grand Finals
- Equality in club representation and game time. Club nominations relied on for list building



UNDER 13

- Cost: Fee payable to St Kilda
- 8 x Training Sessions
- Skills and Contest Work
- Exhibition match during session 8 training session
- Combination of club nominations and scouting notes used for list building



UNDER 14

- Cost: NGA Fee Payable to St Kilda
- Interleague Fee payable to SMJFL for selected players
 - 12 x Training sessions (Phase 1)
- Skills, Contest Work and Game Sense
- 3 x Games: AFL Victoria Metro Junior Development Series
 - Club Nominations validated by scouts for list building. Coaches and Scouts select Interleague squads (eligibility requirements exist)



UNDER 15

- Cost: NGA Fee Payable to St Kilda
- Interleague Fee payable to SMJFL for selected players
 - 12 x Training sessions
- Skills, Contest Work and Game Sense
- 3 x Games: AFL Victoria Metro Junior Development Series
 - Club Nominations validated by scouts for list building. Coaches and Scouts select Interleague squads (eligibility requirements exist)



UNDER 16-18

- Rep Coates Talent League
- National Coates Talent AFL Championships
- Coates Talent AFL Academy
- STK NGA continues for talented multicultural & indigenous players



SMJFL JUNIOR FOOTBALL PATHWAY

SMJFL JUNIOR FOOTBALL PATHWAY

NOMINATIONS, SELECTION & ELEGIBILITY

UNDER 12

- Clubs are each asked to nominate 2 x female and 2 x male players for the program
- All club nominees are accepted into program
- Club nomination numbers are equal, regardless of size



UNDER 13

- Clubs are given a number of nominations relative to number of player registrations within age / gender
- St Kilda FC Scouts have a number of "wild card" nominations
- Nominations are validated by St Kilda FC Scouting team during training and match observation during rounds 1-6 of SMJFL season
- All clubs who field teams in age/gender group are represented



UNDER 14

- Clubs are given a number of nominations relative to number of player registrations within age / gender
- Nominations are validated by St Kilda FC Scouting team through the use of historical notes, coaching director feedback and training / match observation
- St Kilda FC Scouts have a number of "wild card" nominations
- Interleague teams are selected by a selection panel including St Kilda Scouts, NGA Head Coaches and SMJFL Pathway representatives
- Eligibility criteria exists for Interleague selection
- All clubs who field teams in age/gender group are represented



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- Clubs are given a number of nominations relative to number of player registrations within age / gender
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- Interleague teams are selected by a selection panel including St Kilda Scouts, NGA Head Coaches and SMJFL Pathway representatives
- Eligibility criteria exists for Interleague selection
- All clubs who field teams in age/gender group are represented



UNDER 16-18

- Coates Talent League Teams (Dragons, Chargers, Stingrays etc.) build player list using NGA / Interleague training / match observation, club training / match observation. St Kilda Scout and SMJFL Pathway scouting notes are shared with Coates Talent clubs (regarding relevant players only)



NGA/INTERLEAGUE PROGRAMS



STK
ACADEMY

Moorabbin
Airport

SM SOUTH
METRO
INTERLEAGUE

AFL VIC METRO JUNIOR DEVELOPMENT SERIES 2023

WED 31ST MAY

5PM, 7.15PM

SATURDAY 10TH JUNE

10AM, 12PM, 2PM

MONDAY 12TH JUNE

10AM, 12PM, 2PM

ST. KILDA FOOTBALL CLUB



CAM ROBERTS

COMMUNITY FOOTBALL
St. Kilda Football Club

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ST. KILDA FC NGA PROGRAMS

Background:

- AFL Future Directions review (2016).
- 11 – 15 age group player development offering.
- Changing face of Australia's demographic.
- Aboriginal & Torres Strait Islander participation in talent pathways.



Club Model:

Ages 12 – 15

- Academy program (open to selected players from all backgrounds) U13 > U15 boys and girls, integrated with aligned junior league program.
- Program is focused on enhancement of on-field skill development, off-field life skills & professional standards.
- Bridging program with aligned Coates Talent League partner.



Ages 16 – 19

- Selected eligible players to partake in elite squad.
- Access to specialized coaching & resources.
- Draft concession for these players.
- Players still involved in mainstream pathways.

COATES TALENT LEAGUE



MARK WHEELER

TALENT MANGER
Sandringham Dragons

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SOUTH METRO
JUNIOR
FOOTBALL LEAGUE

2023



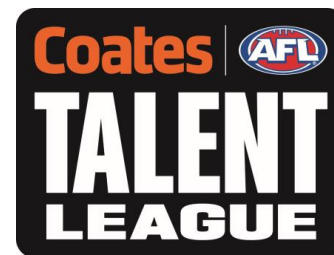
SANDRINGHAM
DRAGONS



Sandringham Dragons Pathway Outline



SANDRINGHAM
DRAGONS
FOOTBALL CLUB



FOUNDRY
ATHLETIC

New NAB League Structure 2023...*Coates* *Talent League*



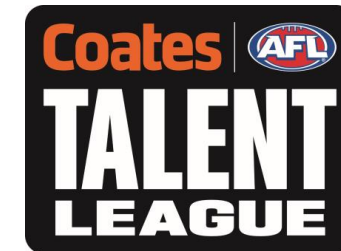
Mark Wheeler -Full time Regional Talent Operation Lead.

- The role is primarily responsible for managing the day-to-day operations of the overall program and to create an environment that will enable the most talented young footballers (male & female) in the region to meet their football potential. A high focus is community relationships with all partners, local leagues & clubs plus provide opportunities for volunteers/staff to reach a higher level.

Tia Pastore- Full time Admin & Operations Coordinator (37.5 hours)

- The role is primarily responsible for supporting the Regional Talent Operations Lead and the Coach with the operational and logistical elements on match day and training nights.

This position supports the male & female programs.



Victorian Talent Pathway – OUR FOCUS

12 REGIONS – 1 ORGANISATION

Equity and integration

- Our people work as **one team across the boys' and girls' programs** – ensuring equity in resourcing, facility access and commitment.
- We are committed to delivering on the **AFL's Gender Equity Action Plan and Women's Football Vision**.
- **Decision making considers equality and equity** to ensure all players and staff can develop and thrive.

Safe and inclusive environments

- **Safeguarding and wellbeing of young people** is clearly understood and at the core of everything we do.
- Our people demonstrate **cultural competency** and can support the needs of people from all backgrounds.
- Game day, training and workplace **environments are safe, inclusive and role model AFL values** for all involved.
- Commitment to a **'player centric approach'** in all key decision making , while **supporting priorities on and off field** and **managing expectations**.

Holistic athlete development

- Commitment to a **'fundamental skills' focused curriculum** and **ongoing support and development of individual athletes** .
- Provide a **safe, engaging and challenging high-performance environment** to develop robust athletes who are resilient to the demands of the game.
- Systematic, **primary prevention approach to mental health and wellbeing** for young people is central to our program.

Community connection

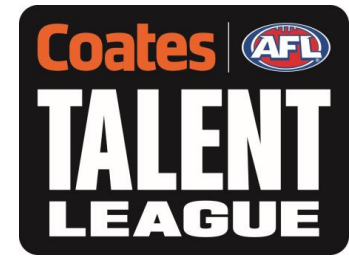
- Region have a **strong connection and responsibility to developing community and school coaches**.
- Talent program that **considers the growth and sustainability of community football**.
- Program environments that **support diverse participants to thrive** within the talent pathway.

Professional, innovative and aspirational

- **United workforce** who celebrate success and share ideas, while striving for **continual improvement and best practice**.
- A **consistent state-wide approach** to core programming, operations and curriculum to assist with pathway clarity and access.
- Opportunities for **education and development** to support the growth of our people.

Best Talent ID

- Proactively **collaborate with AFL/AFLW recruiters, state & national talent staff** to identify, engage and develop athletes throughout the season.
- **Best practice Talent ID** with a focus on identifying talented athletes including those from **other sports and developing tall athletes** for the industry.
- Seek to increase **Multicultural & Indigenous** players in the pathway in collaboration with AFL/AFLW Club and Diversity programs.



New Competition Name & Further Restructure 2023...

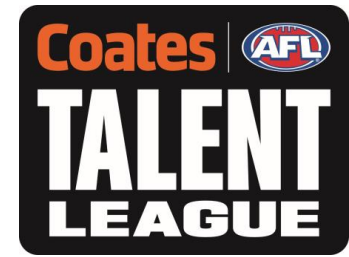
Rob Harding- Full time Regional Development Coach (Boys Program,)

Both Pathway Coaches will work closely developing school relationship within the APS/AGSV and ACC system.

Michael Harper –Part time NAB League Wellbeing Coordinator (Boys).

- This position is part time (15 hours a week)





New Competition Name & Further Restructure 2023...

Martha Cantwell- Full time Regional Development Coach (Girls Program)

Both Pathway Coaches will work closely developing school relationship within the APS/AGSV and ACC system.

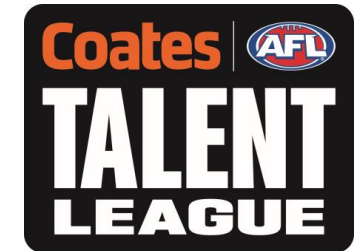
Darcy Levin—Part time NAB League Wellbeing Coordinator (Girls).

- This position is part time (15 hours a week)



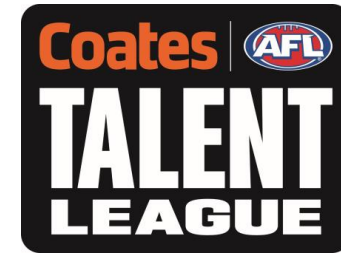
Broader Objectives of **SANDRINGHAM DRAGONS** Program

- Identify and Capture Inner Southern Regions Talented Players-
- Under 15-19 (Boys & Girls)
- Implement techniques to Advance/Educate individuals on best practice in next phase of football development to achieve HIGH PERFORMANCE.
- On field – skill sets [fundamentals] broken down, definitive role play, actual positional learning, structural learning. [set plays] 1 full time Coach...12 Assist and Development Coaches
- Off – Prep time [fitness] = Diet, effective recoveries, individual preparation, time management, power training & overall health & wellbeing. Education of being an Elite player.
- Staffing- 15 hours a week Wellbeing Coordinator, High Performance Lead, Doctor, Physio x 2, & 8 interns, 4 Trainers, 12 support staff Operations
- KPI = To produce players for the AFL/W Draft, to play VFL/W or their highest level possible-
- Most times = 's local Senior Football.



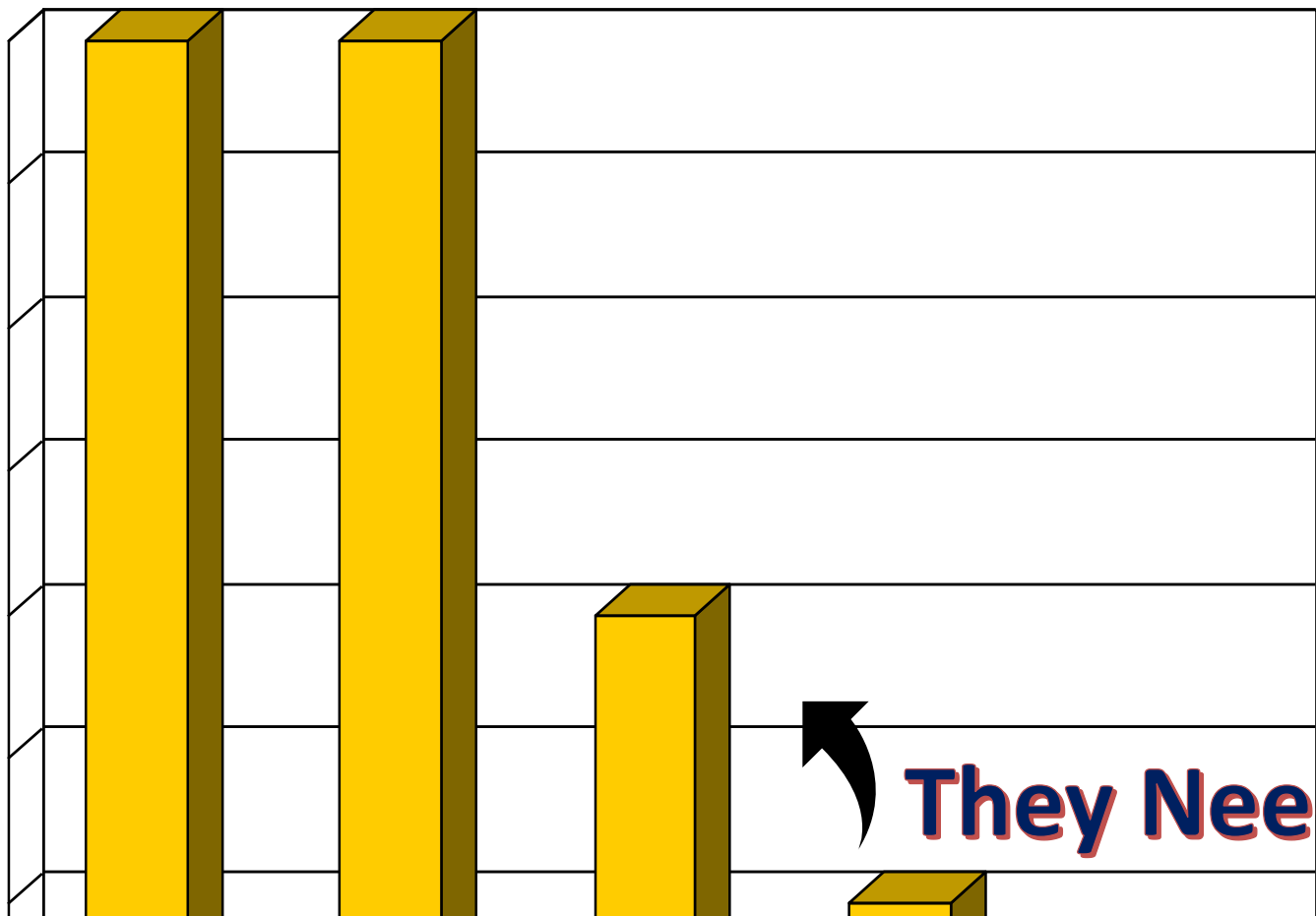
Individual Character Key must have's

1. Good listeners and willingness to learn
 2. Strong Work Ethic
 3. Ultra Competitive
 4. High Degree Self Awareness- List numbers feedback (Self Starters)
 5. Consistent/Positive Behaviours on & off field
 6. Ability to Deal With Stress & Anxiety
- Resilience under Pressure, Selfless, Respectful, Consistent, Ultra professional in their habits.





Player Life Balance...an ideal weekly snapshot!



□ % Hours
x 168

They Need to get it right!



FIND A PLAYER WHO CAN PLAY IN A VARIETY OF POSITIONS:

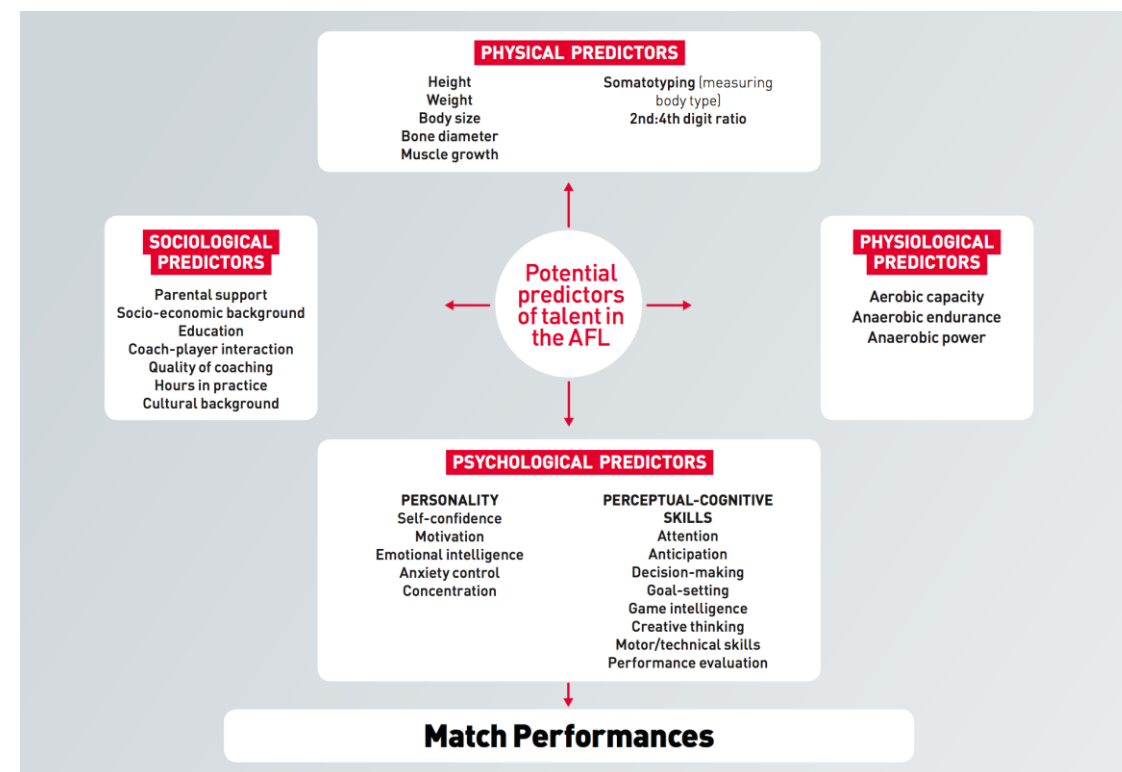
- IT TAKES ALL SHAPES TO PLAY THE GAME
- AIM NOT TO PIGEONHOLE A PLAYER TO ONE POSITION
- NEED TO GIVE TALLER & UNDER DEVELOPED PLAYERS MORE TIME TO DEVELOP

AS PRESSURE INCREASES, WE FIND OUT WHO'S WHO IN THE TEAM

SPEED, KICKING ABILITY, COMPETITIVE ARE ALL MUST HAVE'S...

RATE THEM BY 4 FACTORS:

- Win own ball (smart, competitive, football nous etc)
- Handle ball cleanly
- Deliver's ball to teammate hand/foot efficiently
- Have the fitness levels required for higher level (A to D) GPS Data
- **THEN IDENTIFY -WHAT'S THEIR TRICK?**
- **RE- CHECK PREVIOUS YEARS TALENT ID-** Follow up players, work out those you thought were at the level and work out why they didn't make it!
- **DEVELOPMENT RATE- BASELINE TESTING**, Sport & Loading Survey's, plus continual heights & Other strength and fitness measurements every 6 months.
- **OTHER SPORTS-** Over use factors!
- **Photograph versus Crystal Ball**



Photograph= Picture Of Player Today!



Crystal Ball =

Where we think, they may get to in the future!

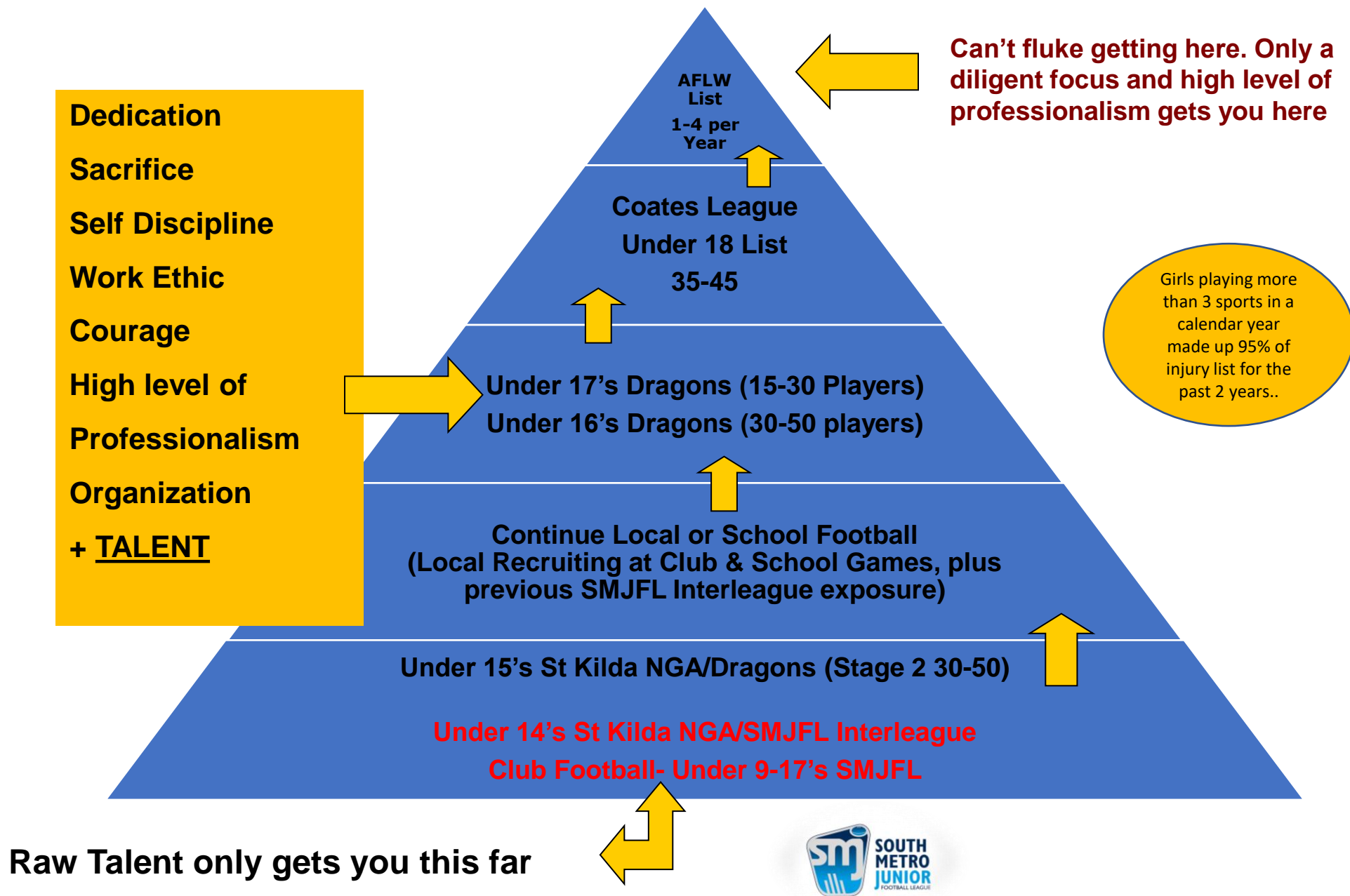


- **Body Size** – Room for improvement or have they reached their peak?
- Sufficient speed for AFL - my rule of thumb: “can’t buy speed, but 99% of the time you can build endurance.”
- **Tall Key Position Player- Male/ Female**
 1. Coates Talent League Ruckman is expected to be **199-202cm/185-188cm**
 2. Key Position Forward **195-198cm/182-185cm**
 3. Key defender **195-198cm/ 182-185cm** with competitive edge and speed
- **Midfield players:** multiple position, speed, competitive, vary in size but we have seen a shift in the past 5-10 years that more in Male program are **188-193cm**.
- Coates Talent League Under 18 = 2-year list management adding your 3rd year with the current under 16-17 crop....constantly reviewing/adding
- Football Nous- listen at the huddles are they coachable?
- Family interaction- positive or negative?
- Recruiting List- We always Compare to others who we rate in that position/size in our program: **For example** - what position will she/he play in the future at a higher level. Can it be multiple. What’s their trick? Reason we rate against other **POTENTIAL** players (too many of same type and shape- play 13-15 Coates Talent League Games a year
- **We always watch local & school football with the aim to find more players!**

SMJFL PLAYER PATHWAY (Male)



SMJFL PLAYER PATHWAY (Female)





Coates Talent League Dragon's Girls

1. Recruiting starts in Girl's 15th Year
2. We Start when Girls play Round 1 SMJFL
3. Closer look Interleague Carnival (15's)
4. July-September Dragons/St Kilda NGA Training & Selection Games
5. November 2022 List announcement 2023 NAB League Girls Under 16-19 Pre-season Squad...Train 2 nights a week December to late January
6. End February 2023 announce final 2023 Playing list (55-60) which is a mixture of 16-19-year-old Girls....Train 2 nights a week, plus 1 recovery night until Season concludes.
7. COATES Talent League Season Starts- Girls play with us or Local/school football if not selected.
8. Local recruiting continues- Girls can be added at anytime.
9. Vic Metro selections, All Australian & COATES Talent League AFLW Draft (Date TBC)
10. 2023 SMJFL Interleague & Local recruiting- players added for stage 2 (July-September 2023)
11. Announce 2023 Pre -season list (practice game)
12. End of season player exit interviews, IDP programs, medical screenings, pathway transition VFLW



Coates Talent League Dragon's U16 Boys

1. Recruiting starts in Boy's 15th Year
2. Closer look Interleague Carnival
3. July-September Dragons/St Kilda NGA Training & Selection Games...Boys chosen from Interleague and by our recruiting network...a lot of players added in this stage due to selection limitations/APS sport.
4. November 2022 List announcement 2023 NAB Futures Pre-season Squad (50)...Train 2 nights a week December to late March
5. End February/March squad trimmed back to 30 for Metro Region Challenge Championships
6. Vic Metro Selection- all remaining players to play SMJFL or School football
7. Local recruiting started round 1 SMJFL- players to be added for Stage 2 Futures (end July 2023).
8. Stage 2 Futures- 2 nights a week (one night recovery, 1 skills)
9. September Squad selection Games against another COATES Talent League Region...players from these games will make up the Under 17 Dragons 2024.
10. All remaining players back to local football and will remaining on recruiters watch list for following season at local and school football



Coates Talent League Dragon's Under 18 Boys

1. 3-year list strategy process has a pre-season squad start in November 2022.
2. November 2022 List announcement 2023 Coates Talent League Pre-season Squad (80)...Train 2-3 nights a week December to start March
3. March 2023 Coates Talent League Squad (55-60)
4. Rounds 1-4 COATES Talent League Games to help Vic Metro Selection. (3 nights a week training)
5. Rounds 5-13 COATES Talent League Continues- those non selected to play SMJFL/SFNL/VAFA or School football
7. Local recruiting started round 1 all leagues plus school football- players can be added anytime
8. Second half of the COATES Talent League season is usually when 17- and 16-year-old players get games.
9. Vic Metro selections, All Australian & COATES Talent League AFLW Draft (Date TBC)
10. September Squad selection Games against another NAB League Region...players from these games will make up the Under 18 Dragons 2024 and will be 17-year- old's or players identified from local recruiting.
11. All remaining players back to local football and will remaining on recruiters watch list for following season at local and school football
12. End of season player exit interviews, IDP programs, medical screenings, pathway transition VFL

2023 TALENT LEAGUE LIST MANAGEMENT – GUIDING PRINCIPLES

- 1) List Management to be a partnership between Talent Pathways Coach & Talent Operations Lead with support of STATE MANAGER
- 2) Collaborative approach to List Management working with broader industry stakeholders such as Local Coaches, AFL Talent Team, AFL Recruiters and State Academy Staff
- 3) Focus to be on developing & showcasing talent for both the 2023 & 2024 National Drafts.
- 4) Talent League BOYS list size ~ 35 -40

2023 Mid Season Draft 19 Years (2004 born)

Returning players have clearly demonstrated AFL attributes and realistic draft chances throughout 2023.

Continue to prioritise developing key position players for the AFL industry (195cm+)

Developing players coming off a long-term injury who have played less than 5 pathway games may be considered.

Ongoing support of Indigenous & Multi-Cultural through squad training & game opportunities

VFL Pre-Season training/games to be prioritized and encouraged.

All returning players to be set up for clear transition plan following mid-season draft (June 2023)

5-8 % of List – (Up to 3 Per Match)

2023 National Draft 18 Years (2005 born)

Players eligible for their first draft year who generally warrant selection in the best side in the early rounds of the season.

Selection of players who may be considered for National Championships.

Ongoing support of Indigenous & Multi-Cultural through squad training & game opportunities.

A clear focus on the individual development of players throughout season.

Continue to prioritise developing key position players for the AFL industry (195cm+)

Opportunity to add players to list after demonstrating outstanding form at local level.

45-55 % of Playing List

2024 National Draft 17 Years (2006 born)

Full integration into the Under 18 Talent Program for players eligible for the 2024 draft.

Enhanced development program (training & games) for this group to fast track their development.

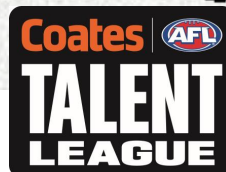
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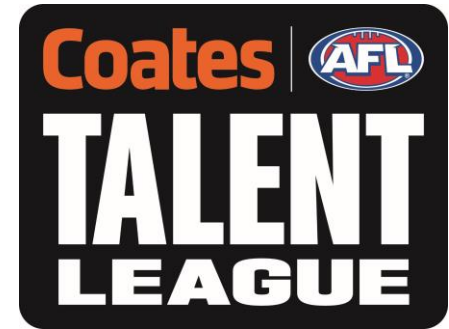
A clear focus on individual development of players throughout season.

Continue to monitor local/school football and other sports in order identify talent for emerging talent.

Continue to prioritise developing key position players for the industry (195cm+)

30-40 % of Playing List





we all see things slightly differently when analysing Talent. It's an opinion game, so be prepared to be put your case forward and be challenged...sometimes, being knocked back is the challenge SOME players need to work harder.

As a club we need you to help identify talented players across the Region. You know your players best, we don't always get the Talent ID right and is why we constantly review, cross check and revisit recruiting lists and watch games...we just need the right players identified to play Interleague and played in a variety of positions through their Junior pathway.

Summary...

- Coates Talent League Pathway—What We look for Character / Competitiveness/ Skills/ Professional/ Potential to improve!
- School Connectedness- Must be balanced and have a plan!
- Social Media Platforms – Players’ brand- build it correctly!
- We never stop looking!



SENIOR FOOTBALL

Why should we encourage Senior Footy?

- Social Benefits
- Mental Health Benefits
- Economic Benefits for the Community

Our Partner Leagues: VAFA and SFNL

- Who they are?
- Ages / Genders catered to
- Ability Level

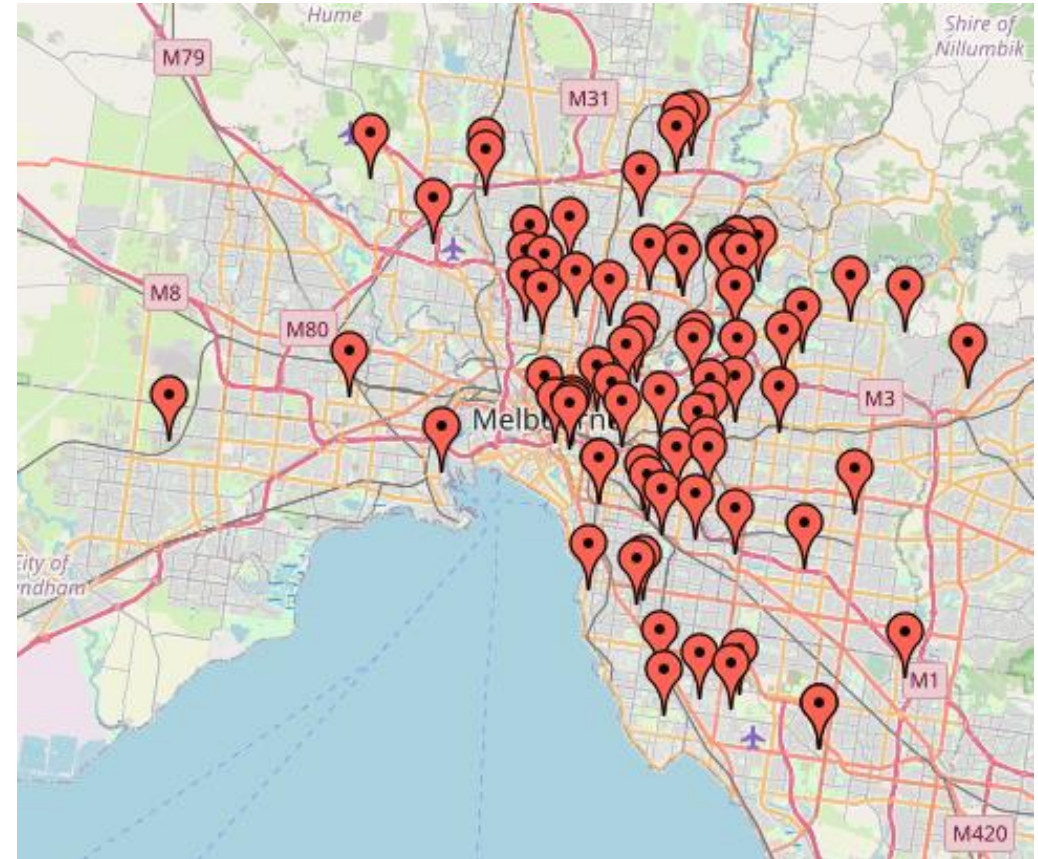


SOUTHERN FNL

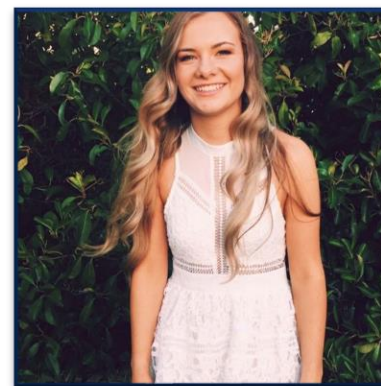
- South-east Region (Port Melbourne to South Mornington, and Ashwood to Cranbourne)
- 4 Divisions of Senior and Reserve Men's
- 2 Divisions of Senior Women's football;
- Currently working on strengthening Junior > Senior club connections
- Under 19's competition, suitable for players aged 17 to 20 years of age, as a pathway from Junior football to the Seniors; and
- The SFNL also has a 'Thirds' Men's football competition for all ages and is suited for players developing their skills or who are time poor and cannot commit to regular training throughout the week.



- Inner and Suburban Melbourne Focus
 - 7 Divisions of Senior and Reserve Men's
 - 3 Divisions of Senior and Reserve Women's
 - 3 Divisions of Senior Women's Football
-
- Under 19's competition, suitable for players aged 17 to 20 years of age, as a pathway from Junior football to the Seniors; and
 - The VAFA also has a 'Thirds' Men's football competition



Q&A PANEL



Bree Vallance
GM of Football Operations -
SMJFL

Gabriella Suriano
Football Pathways Director -
SMJFL



Cam Roberts
Community Football
Pathways - St Kilda FC



Mark Wheeler
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AFL Victoria

Sam Howell
Participation Coordinator -
AFL Victoria



SOUTH METRO JUNIOR FOOTBALL LEAGUE
Community Wing – RSEA Park
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PO Box 3, Moorabbin VIC 3189



www.smjfl.com.au