

FCA / PwC Strategic Planning Sessions

Key themes and next steps



FCA / PwC Strategic Planning Sessions

Objective

Workshop session(s) were held across Brisbane, Melbourne and Sydney to support the development of the FCA 2019-22 Strategic Plan and were facilitated by PwC management at their respective city office locations.

The meetings were held to discuss the FCA strategies within our key pillars of:

- Commercial Strategy and Marketing
- Professional Coaches
- Advocacy and Governance (National/State/Regional model to incorporate community coaches)
- Technical and Development
- Mental Health and Wellbeing/Research.

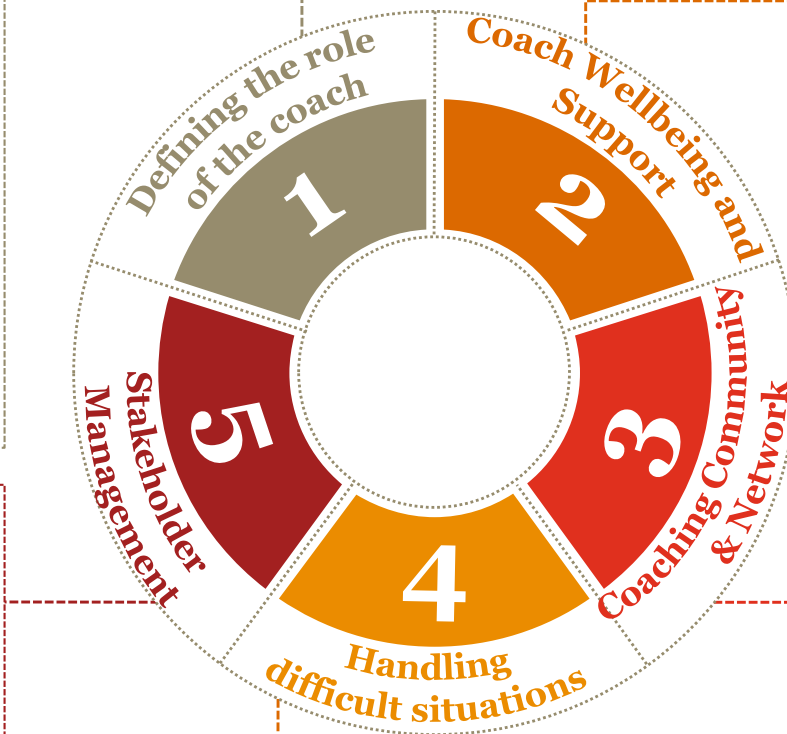
Key Themes

Clearly defining the role and remit of the coach to ensure that stakeholders are clear and aware of what the role entails. This includes:

- Delineation and definition of the role of coach vs technical director
- Providing guidance on a job description for Technical Director and Coach and closing the expectation gap
- Driving a positive culture and developing a clear coaching philosophy
- Influencing how coaches are remunerated and measured (i.e. focus on the key inputs that drive the right outcomes aligned to the institutions strategy).

Ability for coaches to manage key stakeholders involved in the management of their club, league, institution and federation. This includes focus on:

- Collaboration with a focus on outcomes
- Ability to communicate effectively to drive positive change
- Feedback from stakeholders (players, parents) to drive continuous improvement
- Providing difficult and constructive feedback to ensure that a high performance culture is maintained



Dealing with adversity and challenges in the coaching role which include:

- Team members, players, committee, assistant coaches who challenge you in the role
- Recognising signs in players (e.g. drugs, alcohol, and depression)
- Dealing with negative feedback
- Handling the media, social media and how to use this to a coach's advantage

Support

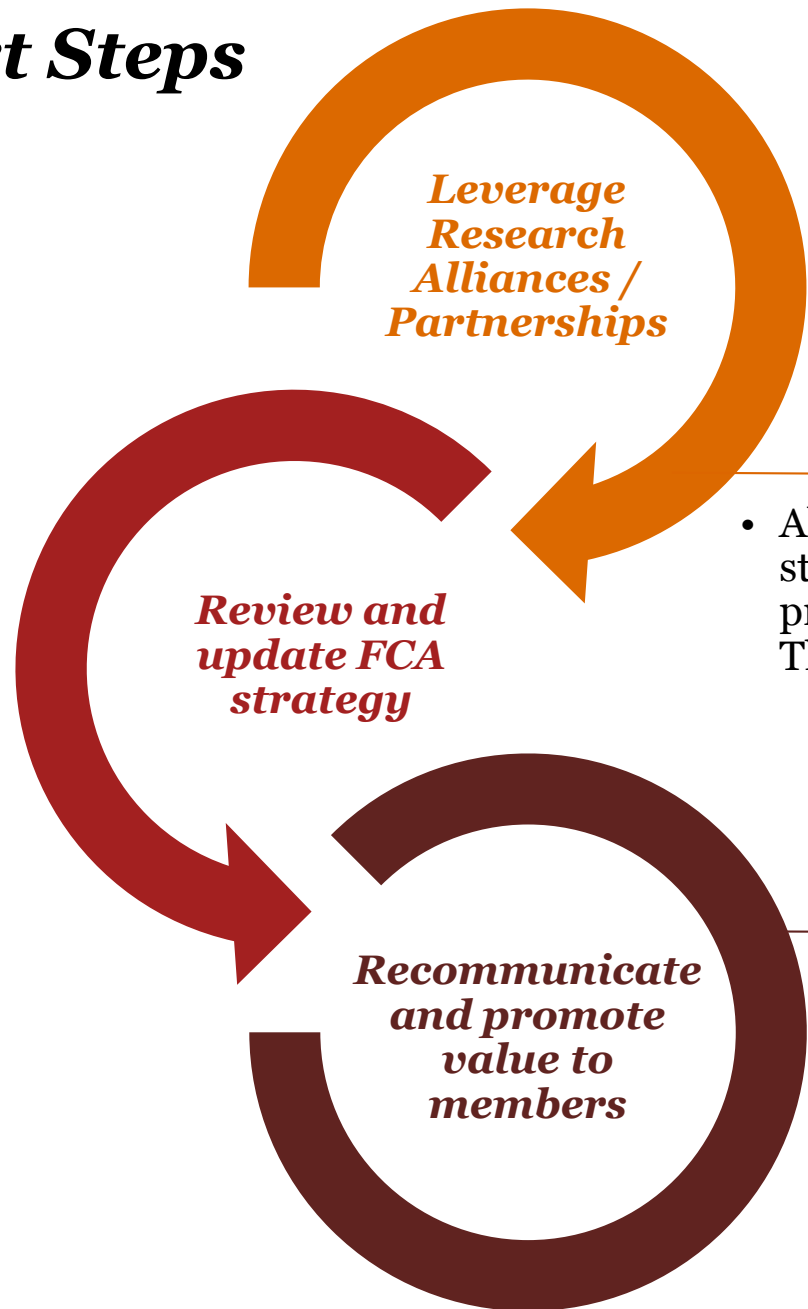
- Time Management skills and ability to compartmentalise a coaches life allowing coaches to manage “work life balance” and regain control in their work day
- Financial support in managing scarce resources including budget management
- Supporting coaches in making investment decisions to thrive outside of football (including superannuation)
- Contract Management and Legal support for complex, foreign contracts to enable coaches to select the right role

Wellbeing

- Focus on coaches mental wellbeing including support network for coaches in their role
- Building skills for life beyond coaching

- Providing a strong support network for coaches. This includes mentor program to share lessons learnt, and provide guidance for how different coaches handle difficult situations
- Job sharing network and clear progression framework within coach's institution
- Collaboration between different roles across the coaching network to learn from each other and broaden experience

Next Steps



- Leveraging existing research institutions to extend work in mental wellbeing
- Strengthen and further extend partnerships with research organisations to help take lessons learnt from other coaching bodies across the globe

• Aligned with the key strategic pillars the three year strategic plan will be developed with a focus on the professional development framework for coaches. This should also consider:

- Its future role with FFA and key national bodies
- Audience and tailoring the value proposition of the FCA membership accordingly

- Ensure that members are aware of the value of the FCA membership including focus on networking events locally and nationally to ensure members seek or have access to the value.