

## AOFC IFF COACH MENTOR ROLE/STRUCTURE

### 1.0 BACKGROUND

1.1 The IFF and AOFC have previously discussed the appointment of a person as a Development Officer (DO) for the AOFC. Some initial work to identify the role and person has been done but it is proving difficult to identify/agree the following

- Right person needed
- Location to base the person
- Funding
- Reporting requirements
- Who manages the person

### 2.0 DISCUSSION

2.1 Given the very diverse levels at which AOFC countries currently are in terms of development it has become obvious that the initial proposed structure of having a person based in the SEA region (probably Thailand) is problematic to ensure the best outcome of any funds invested by IFF into this program.

2.2 There would also be a high potential for politics within AOFC countries to play a part in the use of the DO and so I believe the role must be managed by IFF

2.3 The question that needs to be answered first is what do we want to achieve with the role. I see 2 Goals to consider as follows

- Close the gap which infers being more competitive at International Level
- Lift the level of local coaches while implementing a coaching structure and easy useable content
- New members from the AOFC region

2.4 These 2 questions can be addressed with the following options

- Have a DO to carry out Train the Trainer type development in all AOFC Countries to Close the Gap at the International level have a DO to focus on getting new countries and helping the less developed countries

2.5 It is very unlikely that one person could achieve both goals and unlikely we can find any person from inside AOFC who could carry out the roles as most countries are busy with their own internal development

### 3.0 OPTION

3.1 I think that in the initial stages it might be best to focus on the goal of Closing the Gap as this will assist greatly at the International Level and the IFF already has processes in place to follow up potential new members.

3.2 An option to consider is

- The IFF pay for a European person (IFF Coach) to do very targeted **Train the Trainer** work within the countries of AOFC that are currently competing at any IFF Event or are registered to compete at an IFF Event
- IFF only pays for the person and travel. The host country must supply accommodation and internal transport and all equipment. Budget to pay the

coach would be up to 2,000CHF per week up to a maximum of 5,000 CHF for any individual trip. Not all countries may take up this option

- As the program develops the goal would be to have an IFF Coach Mentor for each AOFC country that participates at WFCQ for the AOFC region who can assist initially in the role for one National team but also through the mentoring of National Coaches the impact is aimed at all National teams in a country.
- Target is one National Team is the focus of the program but coaches from the other National Teams to participate in the program
- The IFF Coach would visit a country on the following MINIMAL timeframe to work directly with the National Team Coaches and form part of the countries coaching team
  - National Team Selection Camps/Trials (2 weeks in country)
  - AOFC Qualifications (1-2 weeks at tournament and any pre-tournament camp)
  - WFC if they make it (1-2 weeks at tournament and any pre-tournament camp)
  - This commitment would then be for 3-6 weeks every year with 3 trips with a total maximum cost to IFF of 15,000 Swiss Francs per annum per country. Initial focus to be on the senior National Teams as this will be the most visible impact at the International Level.
  - It is crucial to invest in juniors. The IFF Coach must also push for a national coaching education content book. Help to provide the right things. Push various coaches for exchanges also via internet outside the face to face meeting times. The national coaches should be determined to help to build the whole country stronger. If the association has people who are involved in the local national education structure or educate future coaches and school teachers, they all should be involved too. To have a sustainable growth and payback, we need all on board. If the IFF Coach only provides expertise only to National team and they don't share... it is an expensive exercise for IFF with too little potential outcome.
  - Ongoing the Countries National Coaches can contact the IFF Coach for mentoring as required

#### **4.0 RECOMMENDATIONS**

- 4.1 I propose the following for the initial consideration of the IFF and AOFC Central Boards. I don't believe it is an AOFC decision, but they obviously need to be part of the process.
- 4.2 This project can be included in the EOTO program
- 4.3 IFF appoint an IFF Mentor Coach to initially work with Korea men starting next AOFC Qualifications next year.
- 4.4 The type of person proposed would need to be high level coach with International or Top 4 Experience and capacity to train others. Ideally, the DO also knows the requirements from the developing countries (habits, local situation, cultural aspects) Someone in the mould of Juerg Kihm would be suitable.
- 4.5 The program initially be for a 12 month period for review at the end of the 12 months. A set of KPI's would need to be developed to judge progress against

4.6 For ongoing years and for other Associations they would need to make application to the IFF Development Function

## **5.0 ACTIONS**

5.1 Discuss the proposal in more detail within the IFF Development Function

5.2 If agreed to pursue the option the following actions are proposed

- Target person to take on the role. I have spoken to Juerg Khim and he would be prepared to do the role subject to further discussions
- Develop a budget
- Talk to Korea
- Ask for AOFC input
- Implement the program starting at AOFCQ in Korea in January 2018
- Initial assessment after the tournament

5.3 A plan would need to be developed by the Federation and Coach for submission to the IFF Development Function before the first visit occurs