

SOUTH MORNINGTON JFC

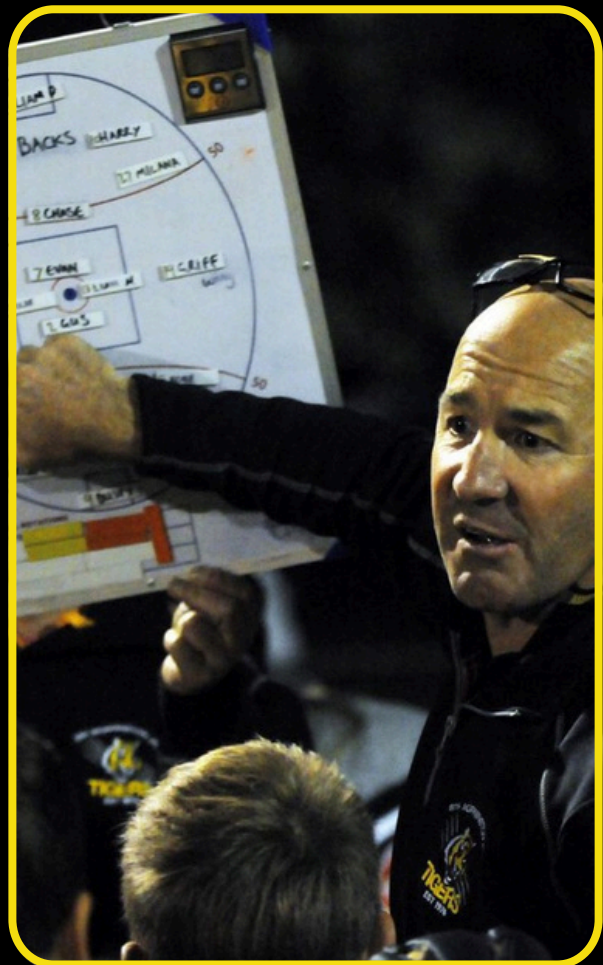
# COACHING CHARTER



VERSION 1 - 2025

# OUR SHARED PURPOSE

To create an environment that is fun and  
safe for all to come and enjoy football.  
A focus on development, community and  
well-being.



# OUR INDICATORS OF SUCCESS

**Retention** – This refers to creating an environment where players, coaches, volunteers, and families feel a sense of loyalty and commitment to the organisation. Retention means more than just keeping numbers stable; it's about fostering a community where everyone feels valued and motivated to return, ensuring that the relationships built within the club last over time. Positive experiences, personal growth, and a sense of belonging all contribute to long-term retention.

**Destination** – This is about making SMJFC a standout, desirable place for everyone involved. Whether it's the facilities, the people, or the overall atmosphere, a "destination" club attracts new members while keeping the current ones satisfied. A great place to be means a positive reputation in the local community, where individuals choose to spend their time because they feel a sense of pride in being part of something bigger than themselves.

**Culture** – Creating a culture that values inclusivity, positivity, and mutual respect is essential for the well-being of everyone. A culture that prioritises kindness, understanding, and support over competition fosters a safe space where people of all backgrounds can thrive. This leads to stronger relationships, a sense of unity, and personal growth, and ultimately strengthens the organisation as a whole.

**Growth** – Growth at SMJFC isn't just about athletic ability but also personal development. This indicator encompasses both the physical and mental growth of players, coaches, and volunteers. The focus is on developing not just skillful athletes, but also individuals who display integrity, leadership, and social responsibility. In doing so, the club contributes to the broader community by shaping young people who are well-rounded, respectful, and disciplined.

**Enjoyment** – This indicator focuses on making sure everyone involved has fun, whether it's during training, matches, or social events. When people enjoy their experience, they are more likely to stay engaged, work hard, and build lasting connections. The focus on enjoyment ensures that sport is a source of joy and relaxation, not stress or pressure, and promotes a lifelong love of the game.

# BEHAVIOURS & TRAITS WE EXPECT

**Sportsmanship** – Sportsmanship is about playing with integrity and showing respect for everyone involved in the game, whether they're on your team or the opposition. This means fair play, acknowledging the authority of officials and umpires, and treating all participants with kindness and respect. It fosters a culture of mutual respect that strengthens relationships and sets a good example for others, especially younger players.

**Focusing on Growth** – Growth at SMJFC is about continuous self-improvement, whether in skill development, teamwork, or character. The club strives to ensure that every individual, whether a player, coach, or volunteer, walks away having learned something valuable that extends beyond football. This means setting high standards for personal development and ensuring that the club environment helps everyone thrive both on and off the field.

**Self-Control** – Self-control is essential for both individual and team success. On game days and during training, players and coaches are expected to maintain discipline in their actions and decisions. This could mean staying focused, avoiding impulsive actions, or following through on game strategies and training routines. Practicing self-control allows athletes to consistently perform at their best and fosters a respectful and productive environment for everyone involved.

**Emotional Regulation** – Emotional regulation is the ability to manage emotions in a constructive way, especially in challenging situations. This includes maintaining composure under pressure, not letting frustration or anger affect behaviour, and demonstrating resilience in the face of adversity. It's essential for creating an environment where players can stay focused, learn from mistakes, and support each other, even when emotions run high.

**Be Prepared** – Preparation is key to success. Coaches and players should come to each training session and match with a clear strategy, plan, and mindset. This could mean mentally preparing for a game, studying strategies, or being physically ready to perform. Preparation ensures that players are equipped to handle the challenges they may face during training or matches, and it sets the foundation for a successful outcome.



# BEHAVIOURS & TRAITS WE EXPECT

**Encouragement** – Encouragement involves uplifting others, whether they are players, coaches, or volunteers. Positive reinforcement, constructive feedback, and celebrating achievements help to build confidence and morale within the team. Encouraging each other creates a supportive environment that allows individuals to take risks, push their limits, and grow as part of the team. It fosters a community where everyone feels recognized and motivated.

**Inclusion** - Inclusion within SMJFC is about creating an environment where every individual, regardless of their background, abilities, or identity, feels valued, respected, and supported. It's about ensuring that the sport is accessible and welcoming to all, fostering a sense of belonging for every member of the club

**Integrity** – Integrity at SMJFC goes beyond following rules and regulations; it encompasses ethical behaviour, honesty, transparency, and accountability in every aspect of coaching. Coaches with integrity build trust with players, parents, and colleagues, fostering a positive, supportive, and respectful environment both on and off the field.

By emphasising these indicators of success and expected behaviours, the club can build a strong, supportive, and thriving community where everyone feels empowered and engaged. This balance of results and personal growth ensures that the focus remains on developing great football players and great people.

