



## RESIDENTIAL COURSE

# ATHLETE & CAREER DEVELOPMENT – ADVANCED PROGRAMME

3-day live-in

27 - 29 February 2008

Melbourne, Australia

\$2,250 all inclusive\*



### Programme Overview

The focus of this professional development programme is designed for experienced athlete welfare and development managers. This programme is on higher order athlete development management skills and to provide the opportunity for full and lengthy exchanges among the participants to allow the growth of ideas and enhance practice in this challenging area. Workshops and discussions will focus on: the roles of the player development manager; identifying and influencing key stakeholders; counselling strategies; dealing with distractions and deviations; athlete identity; and current and future issues in athlete and career development and management.

### Who should attend?

People who are involved in developing and caring for elite and professional athletes including player development managers, welfare officers, counsellors, player agents and retired players with an interest in elite athlete development and player welfare management.

### How will you benefit?

On completion of this course participants will have:

- increased their ability to develop the elite athlete *and* individual
- enhanced their techniques for network building and stakeholder management
- work-shopped strategies to deal with deviance and difference, and
- advanced their communication and negotiation skills

All participants who complete the course will receive an Executive Certificate in Athlete and Career Development Management which is endorsed by the SKA Academic Advisory Council and bears the marks of the University of Sydney and the University of Technology, Sydney.

### **Making a difference: current and future issues for the PDM**

- Role of Players Association
- CBAs – knowledge of and how to use it; influencing the CBA system
- Dealing with player agents

### **Identifying and influencing key stakeholders**

- Ability to negotiate with key stakeholders at clubs and competition
- Building a network
- Capturing and using knowledge from various sources to enhance role
- Integrating within the organisation
- Understanding decision making processes/Club culture
- Athlete empowerment

#### **Case Study: Stakeholder Management**

### **Effective communication (“getting the message across”)**

- Presentation and assertiveness skills
- Being proactive
- Negotiation skills
- Understanding learning and communication styles

### **Athlete Identity**

- developing the athlete *and* the person (including communicating with others – coach/partners)
- self identity
- role model
- understanding and monitoring transitions
- retirement

#### **Case Study: University of Sydney Athlete Development Programme Cricket NSW Retirement Programme**

### **Counselling Strategies: a professional approach**

- Understanding the relationship
- Building rapport; trust
- Acting ethically;
- Boundaries of confidentiality and action
- Maintaining independence
- Case management

### **Understanding and assisting deviance and difference**

#### **What is it; How to deal with it; Network support**

- Awareness of gender/culture issues
- Drugs/alcohol/gambling
- Sexual respect/harassment

#### **Case Study: “Going off the rails”**

### **Enhancing the future for a PDM**

- Product Knowledge – know your sport; dealing with nuances
- Differences between Elite Amateurs and Professional sports
- Professional development of self – including research skills/ knowledge acquisition
- The future role of the PDM



**Steve Alessio**

*General Manager – Player Development  
Australian Football League Players Association*

Contributing twelve years playing AFL at the Essendon Football Club, combining being a part of the 2000 Premiership team, 184 games, 3 times best clubman and 2001 best finals player, whilst participating in work with the community, media appearances, business interests and formal qualifications in Business, IT and Building has enabled Steve to make the transition from Professional Footballer to Sports Administrator a successful one.

Travelling and working in the Sport and Recreation field with AFL SportsReady after his football career, provided the necessary foundation for Steve to forge a career in Sports Administration, particularly in the area of Player Development.



**Deidre Anderson**

*Chief Executive Officer, Macquarie University Sport and Recreation*

Deidre Anderson is the Chief Executive Officer for Macquarie University Sport and Recreation. Prior to this Deidre was the Program Director for the United Kingdom Sports Institute. Deidre also held the position of National Manager (AIS) for the Australian Athlete Career and Education (ACE) Program from 1995-1999. The ACE Program, which Deidre developed and implemented, was recognised as a world leader.

Over the years Deidre's expertise has been recognised in her placements to serve numerous Boards and Committees including - Performers Life skill Advisers Association (EPLAA), Athlete Professional Development Services (UK Sport), and UK Sport Elite Sports Council. Deidre's knowledge of the needs of elite athletes and coaches has been acknowledged via numerous awards, invitations to speak at international conferences and the publishing of her work in the areas of coaching and career transitions in sport.



**Paul Dillon**

*Media Liaison Manager, National Drug and Alcohol Research Centre (NDARC)*

Paul Dillon is currently employed as the Information/Media Liaison Manager at the National Drug and Alcohol Research Centre (NDARC), Sydney where his key role is to disseminate research findings to policy makers, drug and alcohol workers and the general public.

He has been contracted by the NSW Police Service, the NSW Department of Education and the AMA to give regular updates on current drug trends within the community and is the official media spokesperson for NDARC. He has appeared on a wide range of television programs including TODAY, Midday and A Current Affair discussing topical issues.

His areas of interest are drug education, anabolic steroid users and the ecstasy/dance party culture.



**Tony Lewis**

*Player Welfare Manager, Cricket NSW*

Tony Lewis has been the Player Welfare Manager for Cricket NSW since 2003. He also assisted the previous coach Trevor Bayliss with the day to day management of the SpeedBlitz Blues.

Originally from New Zealand, where he completed a Bachelor of Education at the University of Otago majoring in Education and Sports Psychology and Human Movement, Tony had a very successful teaching career in Australia, New Zealand and the UK.

Tony was the first person appointed to the Player Welfare Manager role in Australian Cricket in 2003 and was one of the driving forces in developing the new Player Welfare Framework for Australian Cricket. Late last year he convinced the federal government to establish the first Elite Sports Apprenticeship Program. Tony has travelled extensively studying different player welfare models within Australia; NZ and the UK.



**Jacqui Louder**

*Psychologist, APSMC and OPSMC*

Jacqui Louder has been a practicing psychologist for eight years, specialising in athletic transitions (retirement / entry into elite sport / etc). Jacqui has had a diverse range of experiences working as a psychologist with athletes and teams at the elite level which has included AFL football, National League netball and World University, Commonwealth and Olympic Games. Her qualifications include a Masters of Applied Psychology (Sport) and a Graduate Certificate in Athlete Career and Education Counselling.

Highlights of her career include representing Australia at the World University Games as the Australian team psychologist in 2003 and in 1999 working with the North Melbourne Football Club when they became AFL Premiers.



**David Parkin**

*Lecturer, School of Exercise and Nutrition Sciences, Deakin University*

David Parkin is rightly regarded as one of the outstanding figures in Australian sport. David's accomplishments as a football player and coach are outstanding. He played 212 for Hawthorn Football Club, captained the team for six years, leading them to the 1971 premiership. He has coached premiership teams in 1978 at Hawthorn and in 1981, 1982 and 1995 at Carlton. He was also Victorian state coach and All Australian coach once. In 2002 he was inducted into the Australian Football League's 'Hall of Fame'.

David has over thirty years experience in teaching and coaching education. Most significantly, he is a great advocate of leadership and mentoring and the transference of sporting leadership skills into the corporate sector and everyday life. Although no longer coaching actively, David maintains his involvement in sport through providing special comments on ABC radio football broadcasts, acting as an AFL Coach Ambassador mentoring young coaches throughout Australia, providing ongoing mentoring to many past students and motivational speaking in the sporting and corporate sectors.



**Dr Frank Pyke**

*Former Executive Director, Victorian Institute of Sport*

Frank Pyke has been at the forefront of sport science, sports administration and elite athlete development in Australia for more than thirty years. During an academic career in universities in North America (1968–1972) and Australia (1973–1990) he played a leadership role in many developments in sport science and sport and physical education.

He was the inaugural Head of the Centre for Sports Studies at the University of Canberra, Head of the Department of Human Movement and Sports Science at the University of Wollongong and Professor and Head of Department of Human Movement Studies at the University of Queensland, where he still holds an Adjunct Professorship.

Following this, Dr. Pyke became the first Executive Director of the Victorian Institute of Sport, a position that he held from 1990 - 2006. He was awarded an Australian Sports Medal in 2000, Life Membership of the Australian Council for Health, Physical Education and Recreation in 2002 and was inducted into the Sport Australia Hall of Fame in 2003.



**Glenn Warry**

*Managing Director, Beyond Talent*

Glenn is the Managing Director, Beyond Talent which specializes in Learning & Development Strategies for talent within sporting organisations, corporations and learning institutes.

For the past two years he has been involved in two key projects. Firstly as National Consultant to the Football Federation Australia, establishing and managing [www.myfootballcareer.com.au](http://www.myfootballcareer.com.au), a support services program for elite amateur and professional football players within the FFA. Secondly, with Macquarie University, supporting their elite student athletes and developing university links with elite sporting teams. This role has seen the Sydney FC basing their training headquarters at Macquarie University providing the opportunity for players to align their football and academic pathways. This model is being discussed with a number of other Hyundai A-League Clubs and Universities within the EAFU network.

Glenn has had twenty five years experience in professional sport – 12 years in development, recruiting and management roles with Carlton and Fitzroy Football Clubs, 5 years as a players' agent for AFL clients and 8 years providing career and education services to elite players within all professional football codes, including 5 years as National Player Development Manager of the RUPA/ ARU Career Training Scheme.

\*\*All speakers confirmed at time of printing; further speakers to be added

## Networking activities

Two special dinners will be held on Wednesday and Thursday evenings. On Wednesday evening, special guest speaker will be David Parkin, legendary AFL Coach and Mentor. On Thursday evening, course participants will have the opportunity to mix with some of the presenters and exchange ideas in an informal and relaxed environment.

## Course Materials

Course materials include pre-reading materials, notes and copies of presentations as well as further reading.

## Teaching / Learning Methods

The programme will be based around intensive lectures, discussions and case study analysis, with participants required each day to undertake, in groups, problem solving exercises in relation to a case study. The participants will have to discuss and justify their solutions. Problem solving will occur during and after class and be discussed with the lecturer and in some circumstances the focus of the case study will be present to respond to the solutions proposed by the participants. One of the features of this course is the opportunity for participants to share their knowledge and experience and cross-fertilise ideas from their various sport backgrounds.

## Students Participation Requirements

Students are required to attend the lectures and partake in class discussions as well as group problem solving. It is expected and will be assumed by the lecturers that the students will read all material supplied to them prior to attending the course and that the student will bring to class discussions and problem solving their prior knowledge, reading and experience.

An Executive Certificate will only be awarded to those students who demonstrate knowledge and understanding of the major subjects and who have attended not less than 80% of classes.

## Testimonials from Best Practice Player Welfare Seminar 2006

*"Great to get like minded people together and share experiences and gain an understanding of common problems and ways to assist athletes as well as upskilling ourselves in a relatively new area of employment."*

**Ron Watt** - Player Development Manager  
Geelong Football Club

*"For a country which boasts an almost perfect "ACE" and welfare program, it is certainly a very knowledgeable and refreshing experience for me. Moreover, the participants have loads of ideas and experiences which I found to be of so much help."*

**Hafiz Viknesh** - Deputy Head, ACE Department  
National Sports Council of Malaysia

*"Fantastic to get a great number of people in one room together who are all involved in working with athletes sharing ideas for how we can do things better."*

**Julie Worth** - ACE Advisor  
New Zealand Academy of Sport

**VENUE** Melbourne, Australia

**DATES** 27 – 29 February 2008

**COST** AU\$2,250 (incl GST)\*

Applications close on Friday 15 February 2008

\*The above cost includes all tuition (3 days); course materials; accommodation (2 nights) and meals (3 days/2 nights)

5% off for enrolments paid before Friday 18 January 2008

Scholarships and Organisation/Corporate multiple participant rates available

Sport Knowledge Australia, please visit <http://www.sportedu.org>

Telephone +61 2 93909390 Fax +61 2 93909391 Email [info@sportedu.org](mailto:info@sportedu.org)

Level 1, Building A - 1 Herb Elliott Ave - Sydney Olympic Park - NSW 2127 Australia

Level 2, Melbourne sports & Aquatic Centre – Aughtie Dr – Albert Park – VIC 3206 Australia

DRAFT\*\*  
 Athlete & Career Development Advanced Programme  
 27-29 February 2008

	Wednesday 27	Thursday 28	Friday 29
9:00			
9:30	Registration	Athlete Identity	Difference and Deviance
10:00	Welcome / Intro		
10:30	Making a Difference- current issues for the PDM	Morning Tea	
11:00		Athlete Identity	Difference and Deviance
11:30			
12:00	Lunch	Lunch	
12:30		Lunch	
13:00	Identifying and influencing key stakeholders		
13:30		Athlete Identity	Enhancing the future of the PDM
14:00			
14:30	Afternoon Tea		
15:00	Identifying and influencing key stakeholders	Afternoon Tea	Certificate Presentation
15:30			
16:00		Counselling Strategies	
16:30	Effective Communication		
17:00		Counselling Strategies	
17:30			
18:00			
18:30	Things I've seen and actions I've taken: Developing People David Parkin Dinner		
19:00		Dinner	
19:30			
20:00			



## RESIDENTIAL PROGRAMME APPLICATION FORM

NAME OF PROGRAMME/COURSE: .....

### PERSONAL DETAILS:

Title: Mr Mrs Miss Ms Other (please specify): .....

First Name: ..... Family Name: .....

Postal Address: .....

.....

City: ..... State: .....

Country..... Postcode: .....

Daytime phone number: .....

Mobile/Cell: ..... Fax Number: .....

E-mail Address: .....

Country of Citizenship: .....

**NOTE:** *Unless otherwise stated, proficiency in spoken and written English is essential for participants in all Sport Knowledge Australia residential programmes.*

**ORGANISATION:**

Name of Organisation: .....

Your Position: .....

Organisation postal address (if different from above): .....

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City: ..... State: .....

Country: ..... Postcode: .....

Title of the person to whom you report: .....

Please describe your current organisation: .....

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.....

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Please describe your current responsibilities: .....

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**OTHER DETAILS:**

If you are applying for a half scholarship, please tick through which category:

- Women in sport       Indigenous sport       Disabled sport

Please explain your role relating to the above chosen category: .....

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How did you hear about this course?

- Course prospectus/brochure       Print advertisement
- Email notification from SKA       Web search/SKA website
- Previous participant/word of mouth
- Other (please specify): .....

**DECLARATION:**

*I (the applicant) certify that all the information supplied in connection with this application is accurate and authentic.*

Signature: ..... Date: .....

**Please attach a current CV with your application form and return to:**

**By Post:**

Academic Programme Course Manager  
Sport Knowledge Australia  
PO Box 3400  
Rhodes Shopping Centre NSW 2138  
Australia

**By Fax:**

Attention: Academic Programme Course Manager  
+61 (0)2 9390 9391

**By E-mail:**

info@sportedu.org

*Notice of acceptance will be relayed within 7 days of application. Upon acceptance an invoice will be issued, and payment is required within 14 days of invoice date.*