

Athlete Development Australia

Contents

Executive Summary	3
Mission	4
Vision	4
Core Values	4
Objectives	5
Directors	6
Programs	7
Training	7
Appraisal	8
Policy and Guideline Manual	8
Insurance	8
Program Evaluation	8

1. Executive Summary

Athlete Development Australia (*ADA*) design, implement and deliver community programs using elite athletes as role models.

ADA provide quality, experiential training for elite athletes, resulting in employment in meaningful community programs.

Directors of *ADA*, Kraig Grime, Justin McFarlane, Ray McLean and Gerard Murphy, have many years experience working in education, business and professional sport.

They bring on-going access to specialist marketing, training and sports administration expertise, network contacts, institutional memory, people management skills and strategic planning.

ADA was founded on the advice of professional athletes in order to enable elite sports people to develop a wide range of lifeskills outside their professional sporting careers.

Recognising that sport is their first priority, *ADA* programs are designed to offer athletes an employment opportunity that is flexible enough to meet their training requirements while simultaneously enhancing their sporting performance.

Athletes are encouraged to remain within *ADA* to assume positions of responsibility in areas such as marketing, administration, training, finance and strategy. It is anticipated that within five years *ADA* will be controlled and managed by athletes.

ADA has a formal relationship with a Registered Training Organisation (RTO). This enables athletes to gain formal certification for a number of courses as they experience a range of training and program opportunities.

2. Mission

Athlete Development Australia (ADA) exists to maximise the performance of elite athletes by providing quality experiential training and practical application through employment in meaningful community programs.

3. Vision

‘Athletes and community working together for a brighter future’

An extensive network of elite athletes will deliver life skills training to communities throughout Australia. They will be among the best sporting role models in the world. As a consequence of their involvement in programs, we will see participants making positive life style choices that will improve their emotional well-being and enable them to make a more positive contribution to their community.

4. Core Values

- Development
- Excellence
- Integrity
- Innovation
- Transparency

5. Objectives

- To improve the Australian community as a result of high quality programs which are delivered by ADA athletes.
- To increase the number of elite athletes participating in quality community programs.
- To provide a structure that allows athletes to remain associated with ADA for as long as their developmental needs require.
- To provide a graduated range of quality programs for elite athletes to deliver, which challenge them to develop lifeskills through a dynamic, stimulating and rewarding environment.
- To provide a structure that allows athletes to deliver quality programs without any interference to their sporting commitments.
- To develop high quality community programs with measurable outcomes.
- To provide comprehensive appraisal and reporting procedures for all program partners, sponsors, athletes and parent sporting organisations.
- To provide a wide range of experiences which will assist each athlete participating in an ADA program to identify employment opportunities after their sporting career.

6. Directors

Kraig Grime completed his trade and professional training whilst serving 20 years in the Navy and Air Force. After leaving the services in 1996 Kraig established and is now Managing Director of Evans Grime and Associates, a training and consulting company specialising in supporting the human aspects of Organisational Development through participative learning. Kraig has lectured on management throughout Australia and New Zealand and in 1999 Kraig was awarded a scholarship to research ways of enhancing the learning outcomes of Indigenous students. Kraig is currently the facilitator of the cultural change program at the Richmond Football Club. Kraig is completing a Masters of Management.

Justin McFarlane has been working as a business and management consultant in a number Australia's top 500 companies. The majority of this work involved development and implementation of new systems and processes at all levels of the organisation. Prior to this Justin was involved in providing technical training and support to orthopedic specialists and other health care professionals. Justin has had an elite sporting background, representing Australia at various international levels over a seven year period. Justin has a university degree in science.

Ray McLean has been working as a training consultant in his company, Esprit de Corps, for the last eight years. In this period Ray has conducted leadership training at St Kilda Football Club, Collingwood Football Club, several of the VSFL teams and many corporate groups. Ray was responsible for the training of the athletes who participated in a national lifeskills program. Prior to establishing his own consultancy, Ray spent five years in the RAAF as a training and leadership officer. Ray holds a Bachelor of Education with nine years teaching experience.

Gerard Murphy was responsible for implementing the national lifeskills program with the sixteen AFL clubs in 2000. In his capacity as National manager of this project, Gerard was responsible for recruiting and training the athletes, securing government and corporate funding and implementing a structure to enable the program to function effectively. Prior to this Gerard was Communication and Public Relations Manager at the Melbourne Football Club. Gerard has a Bachelor of Education with eight years teaching experience, a Graduate Diploma in Sport Management and is currently completing a Master of Arts in public relations.

7. Programs

Athletes who facilitate programs use experiential learning techniques. They conduct activities that lead to audiences discussing issues that have arisen, before they arrive at learning outcomes and future strategies. The athletes enhance the learning outcomes by discussing actual life experiences, which assisted them to make more constructive life style choices.

All programs are graded according to the degree of difficulty in delivering the program. Criteria has been developed for the progression of athletes from 'Level 1' to 'Level 4' programs.

8. Training

All athletes undertake quality, experiential training prior to facilitating program sessions. Their performance is monitored and as their skills develop, they are encouraged to undergo further training and deliver the 'next' program. As a result, the further they progress through the training system, the more challenging the programs they are able to offer.

An integral part of athlete development in the ADA structure is the supervision of other athletes. As athletes become skilled in a particular program, they are encouraged to supervise and appraise less experienced athletes. Athletes are also encouraged to conduct training sessions as they gain experience. Any athlete taking on a supervisory or training role is given specialist training.

Supervisors are appointed for each program to assist the participating players. This ensures effective appraisal after each session. All supervisors undertake a specific training program.

ADA has a formal relationship with a Registered Training Organisation (RTO). This enables athletes to gain formal certification for a number of courses as they experience a range of training and program opportunities.

9. Appraisal

Athletes' presentation and communication skills during each session are evaluated. A supervisor attends each session until they are confident that the facilitators are able to handle any situation. The supervisor then assesses the facilitators every three weeks to ensure development.

As athletes become more experienced, they will act as supervisors for other athletes.

A formal report on each facilitator will be written annually and forwarded to the athlete.

Each program will have a formal survey and appraisal annually.

10. Policy and Guideline Manual

A Policy and Guideline Manual has been developed which contains information, procedures and strategies for each of the areas addressed in this document

11. Insurance

All parties involved in the program are covered by Public Liability and Professional Indemnity insurance.

12. Program Evaluation

A formal evaluation of each program will be undertaken.

This evaluation will cover:

- overall penetration to the target audience
- results/outcomes
- review of players
- potential/necessary changes to personnel and program
- publicity
- data base evaluation
- budget/accounting