Jeff Scotland – Coaching CV

**Summary**

I have been involved in Amateur football since 1980. In that time I have played senior football in A Grade, B Grade, D Grade and E Grade (D2). I have also coached at Senior and Reserve Grade level; representative level with the VAFA U19s; and Auskick, Junior and Youth levels with the Murrumbeena JFC. It is fair to say that I have broad and extensive coaching experience across a range of skill and ability levels and have coached in an environment of fundamental teaching of the basics to the demands of implementing sophisticated game plans and strategies at a representative level.

Outside of football I have worked in senior management roles in large organisations, worked as a management consultant in the IT field for 15 years and run my own business for 10 years before eventually selling that business. I now work as a sole trader providing consulting services, currently to the Department of Education. I have worked in leadership roles for over 20 years and I believe I am highly regarded for my leadership and communication skills.

I am also a father of 3 teenage boys and am very capable of bridging the communication gap. I am President of my cricket club and a life member of both the Power House Football and Cricket Clubs.

**Playing and Coaching History and Qualification**

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| **Jeff Scotland**  Level 1 – Junior(lapsed); Level 1 – Youth; Level 1 – Senior | |
| **Playing Experience** | |
| **Year** | **Experience** |
| 1980 - 1981 | Power House AFC - U19s |
| 1981 - 1984 | Power House AFC - Seniors D Grade |
| 1985 | Caulfield Old Grammarians – Seniors/Reserves – B Grade |
| 1986 - 1987 | Caulfield Old Grammarians – Seniors A Grade |
| 1988 – 1997 | Power House AFC - Seniors D1-D2 Grade (incl. 1995 B&F) |
| 1998 – 2012 | Power House AFC - Spare parts Reserves Player |
| **Coaching Experience** | |
| 1990 | Power House AFC - Reserves Coach (played seniors) |
| 1993-1994 | Power House AFC - Senior Playing Coach |
| 2000-2005 | Murrumbeena JFC – Auskick Coach |
| 2007-2008 | Murrumbeena JFC – U13 & U14 Coach |
| 2009 - 2010 | Murrumbeena JFC – U13(Premiers) & U14 Coach |
| 2011 | Murrumbeena JFC – U15 Assistant Coach |
| 2012 | Murrumbeena JFC – U14 (Finalists) Coach |
| 2000-2002 | VAFA U19 Representative – Assistant Coach/Chairman of Selectors |
| 2002-2008 | Power House AFC - 4 years as Assistant Coach |
| 2012 | Power House AFC - Senior co-Coach |

**Communication**

My experience across all levels of the game has taught me that clear direct communication is a critical attribute for any coach. The Auskick and junior coaching is important as it teaches a coach how to deconstruct and reconstruct fundamental skills of the game such as kicking, marking and handball. Being able to implement a game plan at U13 & U14 level requires a coach to be very clear and simple in the instructions provided and also to develop a training regimen that reinforces each facet of the game plan; identifying areas of execution that require work on developing the drills to reinforce the requirement.

At representative level, the coaching staff has 7 weeks to select a squad of 25 from the 60+ nominations; develop a game style; drill the players and identify those who ‘get it’ and can execute at the level required.

A critical component is to be able to communicate not just with the group but with each individual to ensure that they understand their role in the team, what they are doing well and what they need to work on. This communication needs to occur at training, on match day and during the week as required.

**Philosophy**

My coaching philosophy has a few simple key points that I reinforce continually:

* Build from the back up. All finals winning teams are built on a strong defence which to me means an ability to win the ball back
* Transition – all players must be able to transition from attack to defence and defence to attack instantly
* Accountability – it is not enough to win the footy and run forward. All players are accountable for their opponents
* Discipline – discipline in executing the game plan, in trusting your team mates and respecting the umpires are integral to my football philosophy
* Running, play-on football is paramount to moving the ball quickly especially through the middle third of the ground
* Know your opponent – at any level of football having plans to counter key players and to nullify opposition game plans is essential. Many teams have one plan only – so disabling that is an important means to winning games.

**Football Management**

A key element in my coaching style is to measure the KPI’s that we are seeking from the playing group. There are core elements that I measure and manage each week but also tactical measures that will be a focus for a given week.

Key measures may include:

* Tackles, shepherds & blocks (work rate)
* Handball receives (game plan)
* Switches (game plan)
* Stoppages (work rate, game plan)

A tactical measure may be ‘opposition marks in centre corridor’. This will be important against a team whose whole plan involves chipping into the corridor. Closing that avenue down will force them to kick down the line where a lack of size will hurt them.