

## SHINING A LIGHT ON AFL COACHING AS A CAREER FOR WOMEN

### The Women's Coaching Crusade will:

- ▶ Provide awareness around the AFL Coaches Association's Coaching Pathway so that we can attract and upskill more females to prepare them for coaching at the highest level for years to come
- ▶ Provide an amazing opportunity for two lucky AFLW Players over the next two years (one in 2019, and one in 2020) to be assisted to realise their coaching potential and fast-track their development to coach at the highest level through the AFL Coaches Association & Lucky Chicken Eggs Coaching Pathway Scholarship.
- ▶ Feature four female AFLW Coaches in **Natalie Wood** (Geelong), **Shannon McFerran** (Carlton), **Jane Lange** (Melbourne) and **Lauren Morecroft** (North Melbourne) on the cartons of Lucky Chicken Eggs at Coles Supermarkets during the 2019 AFLW Season.

## AFL COACHES ASSOCIATION'S COACHING PATHWAY

The coaching pathway for incoming coaches wanting to coach at the highest level is a framework based on the following 4 criteria:

1. Coach your own team;
2. Develop an understanding of pedagogy (possibly via our Next Coach program);
3. Gain experience managing people; and
4. Complete the AFL's Level 3 accreditation.

### Recommendations for immediate upskilling are:

#### ▼ Certifications:

1. Level 1, 2 & 3 Coaching education qualifications
2. Certifications with SportsReady
3. Complete AFL Coaches Next Coach Program

#### ▼ Practical:

1. Coach a community AFL men's or women's team
2. Find a mentor coach and work with them and, if possible their team.

For more information on the AFL Coaches Association's Coaching Pathway, please visit:

[WWW.AFLCOACHES.COM.AU](http://WWW.AFLCOACHES.COM.AU)

## SUPPORT THE WOMEN'S COACHING CRUSADE

- Get into a Coles supermarket and purchase the Lucky Chicken Eggs Women's Coaching Crusade cartons featuring four of the female AFLW coaches on the pack!

- Get involved on social media:

- Like and follow Lucky Chicken Eggs and AFL Coaches Association
- #womenscoachingcrusade
- Cook and share a Crusade's recipe!



- Enter to win 1 of 7 Crusade Sports Packs (valued at \$1,500 each) - Submit your Coles receipt number online at [luckychickeneggs.com.au/crusade](http://luckychickeneggs.com.au/crusade) when you purchase a carton between 1<sup>st</sup> February to 22<sup>nd</sup> March 2019.