

JUNIOR SWIFTS MATCH DAY MANAGERS



SWIFTS
TALENT CENTRE



OVERVIEW

The purpose of this document is to give you, our Match Day Managers, an understanding of your role with the Swifts Talent Centre and provide an overview of how you can help the next generation of Waterside Karori footballers become better players and better people.

Included in this document is important information on:

- 1 Your role**
- 2 Game day approach**
- 3 Does winning matter?**
- 4 Your communication**
- 5 Swifts formation**
- 6 The Swifts way**
- 7 Duty of Care**



YOUR ROLE

Objectives

Your main objective as a Match Day Manager is to ensure ALL players:

- 1) have fun;
- 2) are provided with a 'safe environment' and are free to express themselves;
- 3) develop team and life skills; and
- 4) are prepared for the next step in the Swifts pathway.

Key Tasks

The Match Day Manager is responsible organising the Swifts team on game days and at tournaments.

The Match Day Manager is required to attend Saturday games and tournaments to:

- run the Swifts game-day warmup and prematch routine;
- reinforce, through pre-match briefings and post-match debriefings, principles from the 'Swifts way' and work-ons from the week's trainings;
- manage substitutions to ensure all players are given fair game-time; and
- create a fun and safe environment for all team members.

The Match Day Manager may also attend Swifts training sessions during the week to assist your Swifts coach with running the training.

The ideal Match Day Manager

Is someone who:

- Has a player centred approach, which means:
 - prioritising players' enjoyment of the game and their long term development; and
 - encourages game thinking by enquiry (i.e. by asking questions and encouraging problem solving, rather than given strict directions).
- Shows respect to all game officials, players and supporters.
- Works collaboratively with their Swifts coach to teach the 'Swifts way'.
- Is eager to develop their coaching skills and knowledge of the Swifts approach to player development.



GAME DAY APPROACH

Warm up

The **Swifts-11+**: Players will be coached at trainings how to run the Swifts 11.

The purpose behind the **Swifts-11+** is to:

- Prevent injuries
- Build long term injury resilience
- Focus players prior to kick off
- Teach leadership, organisation and communication skills

After the Swifts-11 has been completed, the Match Day Manager should run warm up activities that offer players the ability to maximise touches on the ball, require decision-making and, where possible, provide opportunities to practice goal scoring.

Game time

The Swifts policy (consistent with NZF policy) is that all players at junior level (including unto grade 14) are provided with fair game time across the season. The Match Day Manager can use a system that works best for them, but must keep a record of player game-time to ensure fairness is being achieved (and provide a clear record in case of complaints).

Playing positions

The Swifts policy (consistent with international best practice) is to ensure junior players are rotated through playing positions. Rotation should progress to a hybrid approach from age 12 (two weeks of rotation, followed by two extended periods of positional stability). Finally, we encourage positional stability at youth level and above (age 13+) where possible.

Rotation is important is because it exposes players to new challenges, and encourages the development of a range of skills and game understandings.

Rotation becomes less important once players are able to understand and apply game strategies and tactics associated to a particular positional role. At this point consistency of playing position allows players to learn and develop their game understanding and intelligence in that particular position.

DOES WINNING MATTER?

Winning is for your players

The Swifts policy on 'winning' at junior and youth level is: ***Winning is for the players, not the coach or the supporters.*** Coaches should demand a winning attitude. Competition is essential for continuous improvement. However the expectation on results for the coach comes in at **Senior level.**

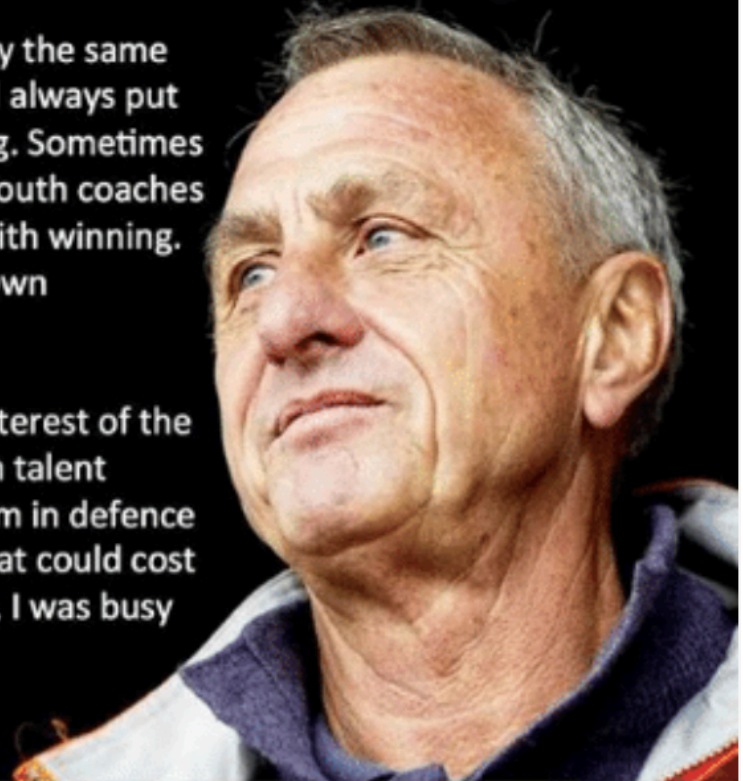
The Match Day Manager should encourage players to try their best to win, while ensuring the Swifts principles of development are maintained (even if it may reduce the chance of the team actually winning).

This means Match Day Managers should be careful to NOT:

- Encourage players to avoid situations of pressure or challenge. A common example of this is a coach encouraging players to "get rid of it".
- Focus on the scoreline.
- Keep weaker players on the bench.
- Consistently keep players in their strongest positions at junior level.
- Consistently play players in positions where they can exploit their physical advantages rather than encourage them to develop technical proficiency.

"I let all youth teams play the same way, like the first team. I always put the emphasis on learning. Sometimes I had the suspicion the youth coaches were more concerned with winning. They cared about their own reputation.

I cared only about the interest of the club. When a player with talent couldn't defend, I put him in defence so he could learn, but that could cost a point. But I didn't care, I was busy developing the player."



Johan Cruyff, Barcelona Head Coach, 3 time Ballon d'Or winner and legendary youth development coach.

COMMUNICATION

Pre-match brief

- Provide players with **one** key focus before the game, along with **one** Swifts 'winning behaviour'.
- The focus should be clear, measurable, achievable and realistic.
- Monitor and assess player development based on the chosen focus for the day.

Sideline communication

Keep it simple - less is more

- Reduce the number of topics and messages you give your players throughout the game. Comments on multiple points simply confuse a young player, and make it difficult for both the players and the coach to maintain a focus on improvement on the focus for the day.
- Avoid general terms that do not communicate of the specific behaviour required. For example try to avoid: "ball speed", "shape", etc.

Influence, don't direct.

- Set players challenges or tasks rather than telling them what to do. We want players to be thinkers not followers.
- Encourage leadership. Encourage players to communicate your messages on the field. If you provide all the information from the sideline, then the players won't. Less communication from the coach will encourage more communication from the players.

Reinforce the focus for the day through praise

- Praise players for their effort towards the focus and winning behaviour, and avoid praising only the outcome. For example, "well done for working hard to win the ball back". Instead of "well done for winning the ball".

Match debrief

- Always include the word FUN
- Praise players who worked hard to achieve the focus for the day.

Player of the day

- If you are going to run a player of the day system, make sure your system is objective. Again, focus on effort and growth mindset achievements, not just outcomes (e.g. working hard to score goals not just scoring goals)
- Ensure:
 - You have set clear achievable criteria prior to the game.
 - The criteria for the player of the day is known and understood, and can be achieved by all players in the team.
 - You provide reasons why a player selected for the award have been given it. Those reasons should relate clearly to your pre-game criteria

PLAYING FORMATION

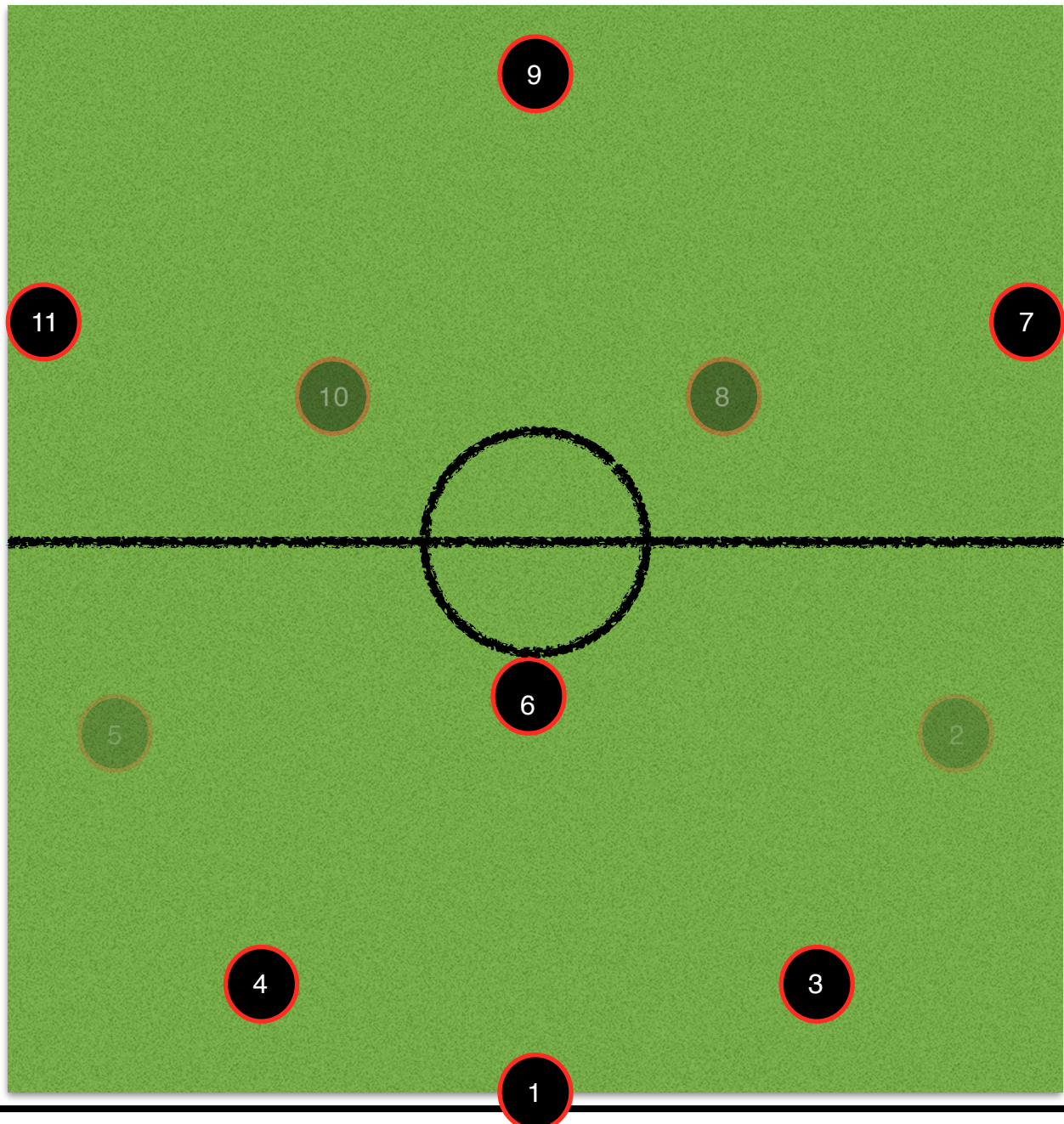
The Swifts have two main formations. Players are required to become familiar with both by the U17 age level.

The Swifts 1-4-1-2-3

To align with New Zealand Football's youth development framework, the Swifts use the 1-4-1-2-3 formation and the Dutch numbering system for position identification. Swifts players should be familiar with both the formation and the numbering system to simply transition between grades but also into the regional and national playing system.

The formation can be reproduced with the same principles of play for the different age brackets in the following way:

- Junior 7-aside: 1-2-3-1 (bold figures only)
- Youth 9-aside: 1-2-1-3-1 (including faded figures)

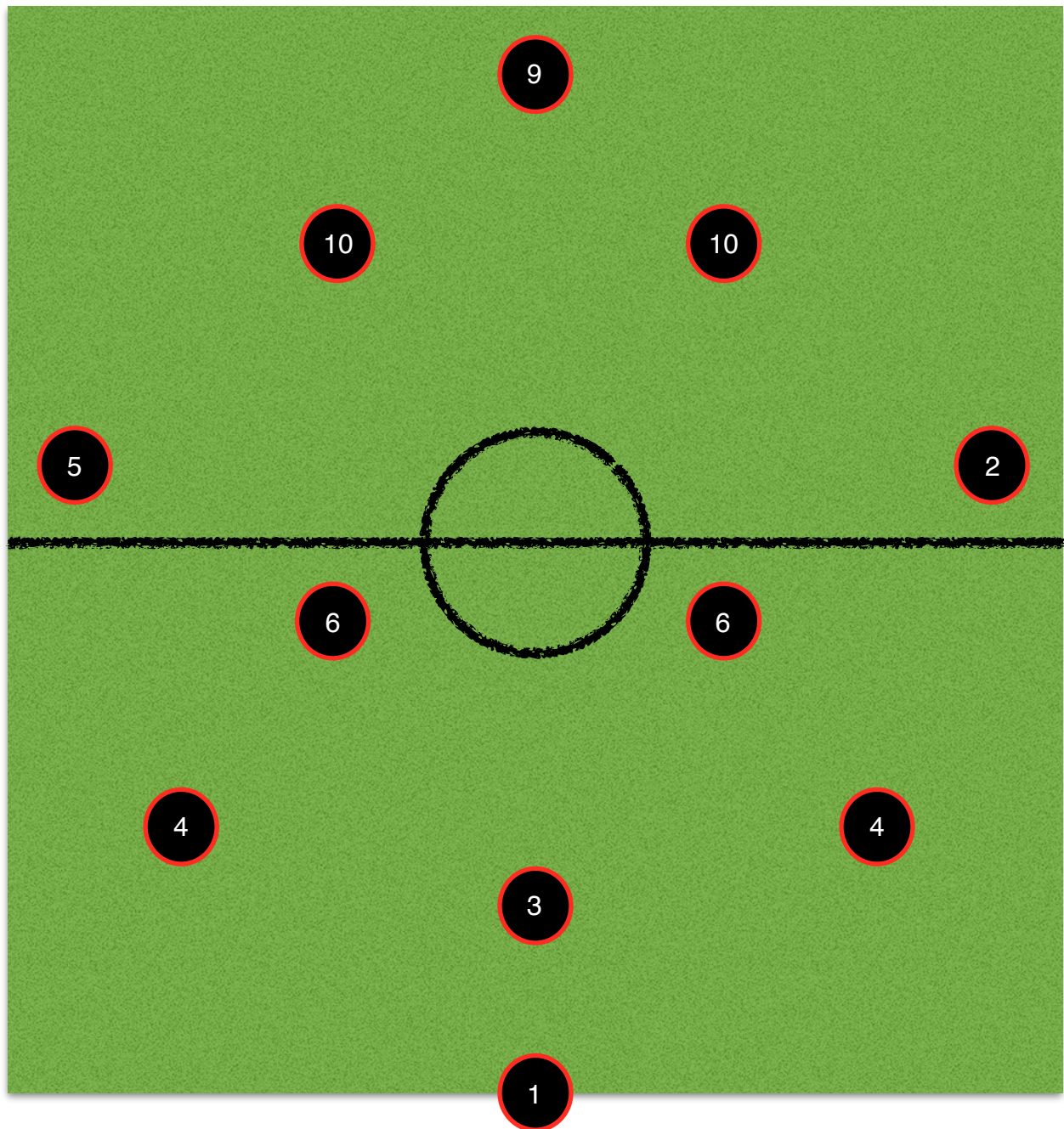


The Swifts 1-3-4-2-1

The second formation used by the Swifts is the 1-3-4-2-1.

This formation provides players exposure to a different system and the tactical adaptations that go with it. This offers different challenges: less attackers, less defenders and more movement required to create attacking and defensive overloads. This formation is introduced at the youth level (grade 13 and above).

Swifts players at U17 level are expected to comfortably change between the systems of play and devise on field tactics to adjust the formation dependent on what the opposition are doing.





THE SWIFTS WAY

The overview below of 'the Swifts Way' will be discussed over the course of the year. Have a read and familiarise yourself.

The Swifts Way is our philosophy for developing players who are strong footballers, strong leaders and strong members in the community. We will constantly develop the Swifts Way in line with our values, key principles and the playing philosophy.

We encourage our Match Day Managers to:

1. Guide players using the Swifts values, key principles and the playing philosophy.
2. Contribute to the development of the Swifts Way by providing feedback and suggestions.
3. Deliver your coaching consistently with the Swifts Way.

Values

Professionalism / Humility / Ambition / Respect

Key principles of development

Player enjoyment / Leadership / Winning mentality / Positive team culture / Freedom to express

Playing Philosophy

To win playing entertaining and attacking Football!

Offensively: having a love for possessing the ball as a team; using incisive, fast-paced, creative team play combined with individual flair to create goal scoring opportunities.

Defensively: having a passion for working hard and intelligently to win the ball back quickly. Applying high intensity, high pressure on the opponent looking to anticipate opportunities to win the ball back as quickly as possible.

Swifts Expectations

Have Fun / Work Hard / Improve

Swifts Rules

One person speaking / Straight Lines / Run in-Run off

System of play

Swifts Roar / Swifts set pieces / Blitz / Park / Four Main Moments



YOUR DUTY OF CARE

Remember that you are responsible for ensuring the safety of players in your care. This means you should:

- Encourage a friendly and positive environment that is free from bullying.
- Be conscious of hazards and take steps to eliminate/minimise those hazards. For example:
 - Check training equipment before use
 - Check playing surfaces for dangerous items such as glass
- Assist injured players from the field (with the assistance of the parent/s of the relevant player, if present).
- Have a mobile phone with you, and ensure that you have easy access to the contact details of parents.
- In an emergency, call 111.

If an incident arises that you think the club should be aware of or that you need assistance with (such as serious or repeating incidents at training, bullying, parent treatment of kids or you) make sure to contact:

swifts@wkafc.org.nz

Ryan: 022 302 2029

Lincoln: 027 318 1810

We will help you to resolve the matter (and, if it is sensitive to you or a parent/ player, will ensure the matter is kept confidential).