

**2015 ELITE
SUMMER TRAINING
PROGRAM**



PLAYER & PARENT HANDBOOK

'Be better everyday'

FROM THE GENERAL MANAGER'S DESK

Welcome to the 2015 Elite Summer Training Program (STP). I hope you are as excited as I am to get started!

2015 has been a monster year for DFS. After coaching within the company since its inception in 2011, I was honoured to become the inaugural General Manager in February. The growth of DFS has been enormous over the past 5 years, something that Simon and Tala should be very proud of.

In 2015 we held our first ever Elite Camp, which saw 25 DFS players represent their state in matches against the Warriors from Western Australia. The Elite Camp mirrors many aspects of the trips taken by AFL clubs when they play interstate, and exposes players to the type of environment experienced by elite footballers. Planning is already underway for the 2016 Elite Camp.

We were proud to introduce the MasterClass Series in 2015, a free development program that engaged more than 800 junior footballers across Melbourne. In July we partnered with the Richmond Football Club at their 'Before the Pounce' event, and we recently helped the North Melbourne Football Club launch their Multicultural Talent Pathway.

A special thank you to all the parents, guardians and families who have allowed these players to take part in the 2015 Elite STP.

To all the participating players... have fun, and 'Be Better Everyday'.

Jarrad Carey
General Manager



KEY INFORMATION



www.dynamicfootyskills.com.au



www.facebook.com/DynamicFootySkills



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KEY CONTACTS

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Adrian Talarico
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Media Officer

Jason Turner
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TRAINING VENUES

'Ascot Vale' Fairbairn Park.

Newsom St, Ascot Vale

'Baxter' Baxter Park.

Moorooduc Rd, Frankston South

'Bulleen' Bulleen Park.

Bulleen Rd, Bulleen

'Bundoora' Loyola College.

Grimshaw St, Watsonia

'Burwood' RHL Sparks Reserve.

Canterbury Rd, Box Hill



TRAINING TIMES

Bulleen Park

2004/2005/2006/2007	4:30pm - 6:00pm
2000/2001/2002/2003/YG	6:15pm -7:45pm

Loyola College

2004/2005/2006/2007	4:45pm - 6:15pm
2000/2001/2002/2003	6:15pm -7:45pm

RHL Sparks Reserve

2004/2005/2006/2007	4:30pm - 6:00pm
2000/2001/2002/2003	6:15pm -7:45pm

Baxter Park

2004/2005/2006/2007	4:30pm - 6:00pm
2000/2001/2002/2003	6:15pm -7:45pm

Fairbairn Park

2004/2005/2006/2007	4:30pm - 6:00pm
2000/2001/2002/2003	6:15pm -7:45pm



TRAINING DATES

What	Bulleen	Loyola	Sparks	Baxter	Fairbairn
Sheedy Induction	Mon Oct 19	Mon Oct 19	Mon Oct 19	Mon Oct 19	Mon Oct 19
Training	Mon Oct 26	Tues Oct 27	Tues Oct 27	Wed Oct 28	Thurs Oct 29
S&C <i>(optional)</i>	Mon Nov 2	Tues Nov 3	Tues Nov 3	Wed Nov 4	Thurs Nov 5
Training	Mon Nov 9	Tues Nov 10	Tues Nov 10	Wed Nov 11	Thurs Nov 12
Training	Mon Nov 16	Tues Nov 17	Tues Nov 17	Wed Nov 18	Thurs Nov 19
Training	Mon Nov 23	Tues Nov 24	Tues Nov 24	Wed Nov 25	Thurs Nov 26
AFL Train & Tour	Sun Nov 29	Sun Nov 29	Sun Nov 29	Sun Nov 29	Sun Nov 29
Training	Mon Nov 30	Tues Dec 1	Tues Dec 1	Wed Dec 2	Thurs Dec 3
Match Day Finale	Sun Dec 6	Sun Dec 6	Sun Dec 6	Sun Dec 6	Sun Dec 6

AFL DRAFT COMBINE FITNESS TESTING

All Elite STP players are entitled to undertake our AFL Draft Combine Fitness Testing. It is up to each player to select the session that suits them best, by logging onto their 'MYDFS' member page (see page 18). Numbers will be capped for each session so we encourage you to register early. Players are only permitted to attend one testing session. Each session runs for 90 minutes.

OPTIONS

- Sunday November 1. Parade College, Bundoora.
1:00pm or 2:30pm

- Sunday November 8. Wesley College, Glen Waverley.
10:30am or 12:00pm

- Sunday November 15. Hallam High School, Hallam.
11:30am or 1:00pm

- Sunday November 22. Essendon Keilor College, East Keilor.
1:30am or 3:30pm

- Sunday November 22. Toorak College, Mount Eliza.
9:30am

- Sunday December 13. Parade College, Bundoora.
12:30pm or 2:00pm



THE AIMS OF THE ELITE STP

AIMS OF THE ELITE STP:

- To introduce and implement a structured football development program.
- To assist with player individual improvement
- To provide a healthy, disciplined training atmosphere.
- To create an environment that is conducive to player and team development.
- To challenge players, preparing them for interleague and TAC Cup programs.

METHOD OF ACHIEVING AIMS:

- By introducing and exposing the players to the basic disciplines, principles and requirements relating to elite junior footballers
- By exposing the players to a wide range of issues that they need to consider should they want to become the best footballer they can be.
- By providing the best junior football coaches available, to implement training and guide the players through the Elite STP.
- By demanding a respectful, tolerant, engaging and enjoyable atmosphere where every player has an opportunity to develop and feel comfortable.

FROM THE DIRECTOR OF COACHING

Congratulations to all players who have registered for the 2015 Elite STP. The dream for most Junior Footballers is to play AFL football. I am sure this is the case for the majority of you. Experience tells us that to become the best player you can be, you need to commit fully to your training, apply the correct time management techniques, look for improvement at every training session and seek assistance from your coach. As well as planned training sessions, the dedicated player participates in additional sessions such as this program. The aim of this program is to assist you in becoming the best footballer you can be.

Success in football and in life requires planning, commitment, dedication, persistence and mental toughness over a long period of time. It is also about belief in yourself and a genuine desire to improve. This is the basis of any Junior Footballer who wants to improve and succeed. If you really want to be successful, the answer lies in total commitment... it is as simple and clear as that.

“The best coach for individual improvement is you.”

- Denis Pagan, Dual AFL Premiership Coach

Throughout this program, DFS will provide some of the best Junior Football coaches available. However, it doesn't matter if we have Alistair Clarkson as your coach. It is you that will determine how much you will get from this program! I cannot emphasise that enough.

Your coaches will provide guidance in specific areas to develop your whole game. Our Strength and Conditioning coaches will examine your fitness testing results. I will examine your kicking technique.



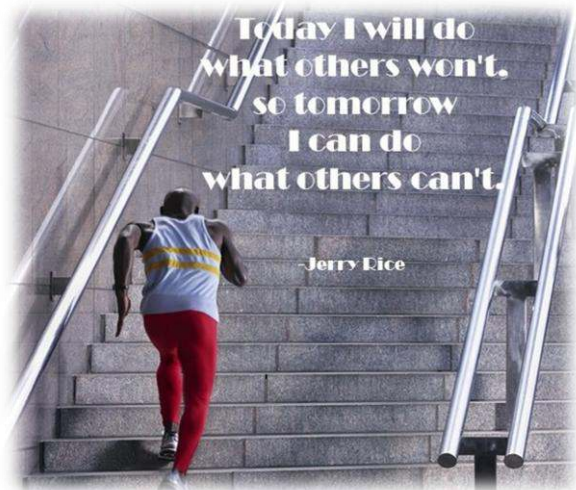
You will be taken through specialist sessions from AFL players, TAC Cup coaches and highly experienced specialist coaches. Nutrition and Mental Skills experts will provide you with great insight into how to prepare and train your body and mind. And we will all provide you with feedback. Why? To help you become the best footballer you can be.

All we ask of you is a commitment to want to improve.

All the staff and coaches at Dynamic Footy Skills will assist you with and provide the best possible learning / development environment they can and we wish you all the best on this exciting and hopefully rewarding football experience. Together, let's take your footy to the next level.

Look forward to seeing you at training.

Adrian Talarico
Director of Coaching



CODE OF CONDUCT

Players and staff members from DFS must at all times behave in a manner that is not likely to be detrimental to the image of DFS, their local club, league, associated program partners or themselves.

It is expected that all players and staff strive to achieve the following conduct standards:

- responsibility for all actions on and off the field
- respect for team mates, staff, facilities and equipment
- professional preparation for training and other training related activities
- support teammates and staff

DFS staff and teammates will assist you in acting as responsible young people and keep clear of situations that can lead to undesirable outcomes.

Any indiscretion will attract varying forms of disciplinary action. DFS, after due consideration, reserves the right to penalise or remove that person/s from the program. In order to assist you to achieve your personal goals from this program, we expect you to prepare and conduct yourself in a professional and disciplined manner as a proud representative of the 2015 Dynamic Footy Skills Elite STP.



PLAYER RESPONSIBILITIES

TRAINING

Players are expected to organise themselves to ensure they are in attendance at all training sessions and Elite STP events. It is the player's responsibility to make sure the Coach is informed of any injury that will stop him/her from participating in normal training. No player is to leave the training track without first seeing the Coach or his/her nominated member of the Coaching Staff.

TRAINING APPAREL

All STP players are to bring good quality running shoes, football boots, Elite STP training Jumper, football or running shorts (NO board shorts), mouth guard, training cap to all training sessions.

PERSONAL BELONGINGS

Elite STP players will be responsible for their own items of clothing and property. Please refrain from bringing unnecessary valuables to training. Please collect all of your belongings after each training session. Staff may not always be in a position to collect unclaimed items after training.

TRAINING FACILITIES

STP players & staff are asked to keep the training facilities clean and clear of rubbish (tape, unwanted drink bottles, etc)



FROM THE HEAD OF S&C

It is essential to develop your body so that it meets the demands of our physically challenging game. If you think about it, your body needs to be strong enough to hold tackles, break tackles, bump and position yourself better than your opponent. You require the speed to break away from players, agility to maximize your evasive skills, power to leap into marking contests and aerobic endurance to compete for four quarters and run your opponent into the ground.

With the strength and conditioning (S&C) programs we have designed, you will work on each of these key physical attributes to ensure you optimize your performance and become a more rounded player.

As always the Elite STP offers fitness testing, identical to the AFL Draft Combine which I have been involved in for the past few years. It is important to test your fitness capacities early in the program in order to give you the opportunity and responsibility to improve throughout the STP.

We have three optional extras in the S&C area that will be of great benefit to individual players. The first occurs during the week of the Melbourne Cup, with a 90 minute session dedicated specifically to S&C. Between November 9 and December 3 , the S&C pre-session program is held, with players spending 30 minutes prior to the start of training working with our S&C gurus. We are holding an additional testing day, after the completion of the Elite STP.

Full details can be found on the following page.

David Veli
Head of Strength and Conditioning



OPTIONAL S&C PROGRAMS

STRENGTH & CONDITIONING PERFORMANCE PACKAGE

Includes all 3 options listed below.

\$100 (25% discount for previous participants)

DEDICATED S&C SESSION (Melbourne Cup week)

Item price: \$30

This is a 90 minute S&C session, available at all locations. Sessions will be held during Melbourne Cup week as there is NO skills training during this week. Our S'n'C gurus have specifically designed this session to focus on the physical attributes required to play AFL football. During the 2013 & 2014 Elite STP, 270 players completed this optional session.

PRE S&C SESSIONS (November 9 to December 3)

Item price: \$10 per session

There will be four specific S&C sessions offered prior to training starting between November 6 and December 3. Each session will be held 30 minutes prior to your Elite STP training session. Our S'n'C gurus have specifically designed this program to focus on the physical attributes required to play AFL footy. During the 2014 Elite STP, 115 players completed this optional program. Place are limited, so book early via your 'MYDFS' page.

POST ELITE STP COMBINE TESTING (December 13)

Item price: \$30

This session gives players a chance to complete the AFL Draft Combine Fitness Testing after the completion of the Elite STP. The session can be used to compare results to testing performed at the start of the Elite STP, gauge improvement in athletic component and provide a starting point before the Xmas break.



'MYDFS MEMBER PAGE'

Your 'MYDFS' member page is the primary source of information for Elite STP players and families. This page will be accessible to players and families whenever you need it. DFS will post testing results, training information, coaches feedback, educational videos and much more.

Players will be emailed their unique log-in details (different to the registration log-in details) in the lead-up to the first training session. Players and families are advised to regularly log-in to the MyDFS page, in order to keep up to date with all things Elite STP.

The log-in area is located at the top right of the DFS homepage.



INDIVIDUAL PEAK PERFORMANCE

INDIVIDUAL PEAK PERFORMANCE PACKAGE

Includes both items listed below.

\$100 (25% discount for previous participants)

VIDEO KICKING ANALYSIS

Item price: \$50

This is a dual angle video camera analysis of your kicking action, completed by Director of Coaching, Adrian Talarico. Adrian has completed more than 400 kicking analysis videos over the course of the Elite STP. The video link will be emailed directly to you, allowing you to access it anytime. You will also receive exclusive access to the DFS AFL player 'model kicks', to help you understand the exact areas that are mentioned during your kicking analysis.

XMAS TRAINING PROGRAM

Item price: \$50

This is an individual program designed for you by our Strength & Conditioning 'gurus', based on the results you achieve during the AFL Draft Combine Fitness Testing. Our 'gurus' have written over 250 XMAS training programs for previous Elite STP players. The program will focus on specific areas you want to develop, improve or maintain. It includes a 6-week program, detailing week-to-week, day-to-day activities for you to perform during the XMAS break.



ELITE CAMP INFO

The Elite Camp was introduced in 2015 to provide talented and dedicated DFS players with another opportunity to develop and improve their game. Only players who participate in the Elite Summer Training Program are eligible for selection in the 2016 Elite Camp.

The Elite Camp mirrors many aspects of the trips taken by AFL clubs when they play interstate, and exposes players to the type of environment experienced by elite footballers. DFS General Manager Jarrad Carey is responsible for all of the logistics surrounding the camp, and bases planning around his experiences with the Collingwood Football Club. Jarrad served in many full-time roles at the Magpies, including Team Manager, where he was charged with arranging all interstate matches, pre-season camps and AFL community trips.

All players from the 2015 Elite Camp were recently surveyed, with their identities remaining anonymous to ensure the integrity of the feedback;

- 100% of respondents stated that their football had improved in 2015 as a result of the camp
- 100% of respondents would recommend the Elite Camp to their friends
- 100% of respondents were “Very Satisfied” with their experience
- 100% of respondents will be applying to be part of the 2016 Elite Camp



ELITE CAMP HIGHLIGHTS

Based on direct feedback from the 2015 squad, the main highlights of the Elite Camp were;

- The opportunity to represent Victoria in two matches against the Western Australian Warriors
- Playing Game 1 at the Whitten Oval (home of the Western Bulldogs)
- 'Bunking' with teammates and coaches at a city hotel for 2 nights
- Special guest speaking appearances by;
 - Carlton Recruiting Officer
 - AFL Player Manager from Stride
- Intimate team-only workshops
 - 'Mental skills for footy' with an AFLPA Sports Psychologist
 - 'Diet and nutrition' with Nutrition Melbourne
- Making so many great new friends
- Getting the hoodie, playing jumper and other cool gear
- AFL-style Match Review of Game 1
- Watching Richmond and Melbourne training sessions
- AFL-style recovery at Melbourne City Pools after Game 1
- Being mentored by elite junior coaches
- Getting our own DVD copy of Game 2
- Team bus to and from games
- Meeting AFL players like Tyson Goldsack (Collingwood) and Heritier Lumumba (Melbourne)

To enquire about the 2016 Elite Camp please email jarrad@dynamicfootyskills.com.au



ELITE STP HEAD COACHES

ADRIAN TALARICO

Our Director of Coaching, “Tala” is a Level 2 accredited AFL coach and has vast experience in junior football coaching. He has coached and mentored at TAC Cup, League Representative, School and Local Level. Tala also spent 3.5 years as the Head of Football development & Recruiting at the Northern Knights, as well as coaching at the Calder Cannons. Tala has been involved in the development of many AFL players who now enjoy successful careers at the elite level.

JARRAD CAREY

Now DFS General Manager, “JC” has immense experience in coaching and administration at both AFL and community level. JC spent 7 years at the Collingwood Football Club, fulfilling full-time roles such as Player Recruiting Officer, Team Manager and Opposition Analyst. JC also held the key position of Football Operations Manager at the NFL where, amongst many things, he oversaw the implementation of the Junior Development Program.

DAVID WITCHELL

“Witch” has an extensive junior coaching record, which includes 9 years coaching and selecting players for the Under 12 and Under 15 Victorian schoolboys teams. Witch was also a member of the coaching panel for the VAFA Under 18 Victorian team that toured New Zealand. In 2015, Witch was the Head Coach for the Inaugural DFS Elite Camp squad.



BRETT POTTER

“Pottsy” has been coaching non-stop for 16 years at various levels, and is currently a Talent Identification Officer for the Carlton Football Club. In addition to this role, Pottsy is also a TAC Cup Development Academy Manager, and Junior Representative Manager and Coach within the AFL Victoria Junior Metropolitan Championships. He is also Level 2 accredited AFL coach.

JOEL STEINDL

For 13 years Joel was an integral part of the match day operations at the North Melbourne Football Club, fulfilling coaches box duties for the coaching staff. For the past 4 years Joel has acted as a Development Coach within the TAC Cup system, and been described as “one of the best 1 on 1 coaches going around”. Joel is a Level 2 Accredited AFL Coach.

BEN SHELTON

A decorated senior player at Bundoora, “Sheltz” has coached at both interleague and representative level in recent years. The vice-captain of the 2011 and 2013 Bundoora premiership teams and 3 time member of the NFL Division One Team of the Year, Sheltz was the Director of AFL at St Monica’s College for many years.

DARREN ELDRETT

“Dazz” has coached junior football for the past 9 years, having been involved heavily within the TAC Cup system as the head coach of Under 15 and Under 16 Development Squads. Dazz has also been involved with Junior Interleague teams for the past 7 years, coaching in all age groups from Under 11 through to Under 15. He is a Level 2 accredited AFL coach.



TEAM APP

Team App will be used to provide updates on training sessions, events, news and competitions throughout the Elite STP.

See below for details on how to register.

If you have any issues please contact
jarrad@dynamicfootyskills.com.au

Follow these steps:

- 1. Download Team App from the Apple or Google Play app store.**



- 2. Sign up to Team App. You will be sent an email to confirm your registration.**
- 3. Log into the App and search for "Dynamic Footy Skills".**
- 4. Choose your applicable access group(s).**
- 5. If you don't have a smartphone go to dynamicfootyskills.teamapp.com to sign up and view this App online.**

NEW JUMPER COMPETITION

To celebrate having our brand new Elite STP jumpers, we have decided to have a bit of fun.

Upload a photo of yourself in your new DFS jumper to our Facebook page (using Mum or Dad's account to do this is fine).

The best 3 photos, as decided by our esteemed judging panel, will win a DFS PRIZE PACK, consisting of a DFS training singlet, training cap and football.

Some ideas and tips for the competition;

- Action shot in the park
- Doing your '300 touches'
- Footy card style getting ready to handball
- Individual shot pumping up your muscles
- Photo with someone famous
- Getting lots of 'likes' on your photo can't hurt your chances
- We would love to see something unique and interesting

Competition closes at 11:59pm, Saturday October 24.



300 TOUCHES

The work you do away from the training track is just as important as the training itself. At every level of the game, the truly great players are always the ones who work harder than anyone else.

They train away from training... they train in their backyard, in the local park, at school, and even during the ads of their favourite TV show. Great players always have a footy in their hands.

This is where the DFS '300 touches' comes into play.

Between now and your first training session, we encourage you to do your 300 touches EVERY SINGLE NIGHT.

Log into your 'MYDFS' page for full details on 300 touches, which includes a video for you to watch and learn from.

**Be
Better
Everyday**





www.sgprinting.com.au



