



PLAYER & FAMILY INDUCTION 2020





LUKE CURRAN

Academy & NEAFL Manager

Academy Objectives



- Retain and attract potential “AFL” players aged between 12 and 19 years of age
- Fast-track the development of these individuals by providing elite coaching, facilities, infrastructure and support services.
- Provide best practice coaching and analysis.
- Provide mental skills education & training to assist with personal development
- Provide best practice physical training to support optimal performance.
- Ultimately, increase the number of Queensland players ultimately drafted by the Brisbane Lions Football Club.



KEY ACADEMY STAFF



LUKE CURRAN
(Academy & NEAFL Manager)

DAYNE FREW (SC+WB)
LUKE CARROLL (BN)
STEPHEN WEARNE (BS)
JEFF NEUMANN (DD)

CRAIG STARCEVICH
(Director of Coaching)

JOSH HUNT
(Head Coach)

CHRIS BRENNAN
(Academy S & C)

CERAN NILSEN
(Wellbeing)

U18 Coaches
U16 Regional Coaches
U15 Regional Coaches
U13-14 Regional Coaches

U18 S&C Interns
U16 Regional S&C
Regional Medical

ACADEMY HISTORY



- **October 2009:** - AFL & Club Approval for Academy program!
- **2010 > 2012:** - Build & establish program foundations
- **2013 > 2016:** - Consolidate program and produce consistent talent outcomes > 15 players drafted
- **2017:**
 - Introduction of Youth Girls Academy program + U18 match program for boys & girls
 - First Academy Girls Drafted to Brisbane Lions AFLW program!
- **2018:** - Review and plan for next phase of Academy program
- **2019:**
 - Expanded Girls program > split into separate Under 18 and Under 16 programs
 - Expanded & Regionalised Boys Under 16 Program
 - Under 18 Boys played in AFL U18 NAB League



ACADEMY STRATEGY



- **BUILD TALENT BASE** = increased number of female players, expanded under 16 boys program
- **DRIVE ELITE PERFORMANCE IN PLAYERS, COACHES & STAFF** = drive players to become elite in physical standards, conduct coach PD sessions, online platform to share coaching information
- **PLAYER & COACH EDUCATION** = continue to review & refine Academy curriculum to meet needs
- **CLUB CONNECTION & INTEGRATION** = coach & staff integration to NEAFL program, player appearances at Academy sessions, player & parent attendance at Gabba home games



TALENT PROGRAM OPPORTUNITIES



**Various
Entry
Points**



Lions Academy U18 Squad
AFL U18 Allies / Lions NEAFL



Lions Academy U17 Games
AFLQ State U17 Team



Lions Academy U16 Games
AFLQ State U16 Team



AFLQ U15 State Champs



QSS U14 Schoolboys



QSS State U12 Schoolboys



ALL FOR ONE

AFLQ State U18 Team



Lions Academy U18 Girls Squad



AFLQ State U17 Champs



Lions Academy U16 Girls



AFLQ U15 State Champs



QSS U14 Schoolgirls



QSS State U12 Schoolgirls



**Various
Entry
Points**

ACADEMY LEVELS / AGE GROUPS



UNDER 18

UNDER 18

UNDER 17

(Split b/n U18 & U16 programs)

UNDER 16

(Regional Squads x 5)

UNDER 15 & 16's

Regional Squads x 5

UNDER 15

(Regional Squads x 5)

UNDER 13 & 14

(Regional Squads x 5)



***Note:**

- **Players can enter, and exit the Academy at any age group**
- **Continuation is subject to satisfactory attendance, attitude, evidence of football, personal & physical development etc.**

EXCLUSIVE EXPERIENCES



As part of our Academy program players, coaches and staff may get exposure to experiences that no other talent program outside of the 4 x AFL Club Academies can provide:

- **Lions players & coaches at Academy training sessions sharing their knowledge**
- **Attend Lions training sessions and watch our players in action**
- **Exposure to current AFL game plan & skill development suited to Academy age levels**
- **Exposure to fitness, medical & personal development > AFL recognised as world leaders in many of these.**
- **Select small group of 18 + 19yr old's invited to participate in AFL pre-season training**
- **Academy “High Performance Squad” made up of 16-19 players that are deemed to have some AFL level attributes**
- **Select 17-19yr old's can play in our Lions NEAFL team alongside, and against AFL players**



AFL DRUG POLICY

Please note that the following AFL rules & policies specifically apply to all players in the AFL talent pathway and AFL National Championships:

AFL Anti-Doping Policy (ASADA, WADA) – performance enhancing drugs

AFL Illicit Drugs Policy - recreational / party drugs

- AFL clubs & players are required to use supplements that have been batch tested & approved under the AFL controlled treatment list.
- Any player purchasing supplements over the internet from overseas risks being identified by Australian Customs and referred to ASADA for investigation with the likely outcome to be a sanction under the AFL Anti-Doping Code
- You do not have to be tested to breach the code and receive a sanction, and sanctions under the AFL Anti-Doping Code can be up to four years and prevent a person from performing any role at any sporting club including playing, coaching or being a support staff member.



If in doubt, use the ASADA “Check Your Substance” service via

checksubstances.asada.gov.au or ph: 13 000 ASADA (1300 027 232)



GOOD PLAYERS, BETTER PEOPLE



The Club obviously wants talented players to help achieve on field success - but that's less important than people with character, perseverance and grit. Players who are prepared to work as part of a team, who are selfless and will be happy to make their teammates better are valued highly.

As an Academy we have a priority on producing talent and we want people who can help deliver the Brisbane Lions next premiership team and sustained success.

We also want the NEAFL, QAFL and other leagues in South East QLD to be sustainable with our players and families maintaining their connection with local football clubs after your involvement in the Academy and help positively influence and support the next generation of young Academy talent coming through.

Football is a great connector of people around Australia in every state and a place to form life long individual & family friendships, career connections and support networks.



ACADEMY GRADUATES 2012-2014



(L-R) 2012 = JORDON BURKE (Morningside)
2013 = ISAAC CONWAY (Aspley/Sandgate)
2013 = ARCHIE SMITH (Rookie Search)
2013 = JONO FREEMAN (Noosa)



(L-R) 2014 = LIAM DAWSON (Aspley / Redcliffe)
2014 = HARRIS ANDREWS (Aspley)
2014 = MATT HAMMELMANN (Redland/Morningside)



ACADEMY GRADUATES 2015



(L-R) **BEN KEAYS** (Redland/Morningside) **ERIC HIPWOOD** (Aspley / Caloundra) & **REUBEN WILLIAM** (Zillmere)



(L-R) **COREY WAGNER** (Aspley / Sandgate) **MABIOR CHOL** (Yeronga) and **WYLIE BUZZA** (Mt Gravatt / Lockyer Valley)



ACADEMY GRADUATES 2016



(L-R) **JACOB ALLISON** (Aspley) **DECLAN WATSON** (Aspley) and **ELLIOT HIMMELBERG** (Redland / Mt Gravatt)



ALL FOR ONE

ACADEMY GRADUATES 2017 & 2018



(L-R) **CONNOR BALLENDEN** (UQ / West Juniors)
JACK PAYNE (Noosa)



(L-R) **TOM FULLARTON** (Caloundra JAFC),
CONNOR McFADYEN (Wilston Grange/ Kedron JAFC)



ACADEMY GRADUATES 2019



(L-R) **KEIDEAN COLEMAN** (Morningside/ Wynnum JAFC)
NOAH CUMBERLAND (Maroochydore / Maroochydore JAFC)
WILL MARTYN (Aspley / Aspley JAFC)



ALL FOR ONE

ACADEMY GRADUATES 2017 & 2018



(L-R) **GABBY COLLINGWOOD** (UQ / Jindalee JAFC) **NAT GRIDER** (UQ / Jindalee JAFC) **SOPHIE CONWAY** (Zillmere / Zillmere JAFC) **JADE ELLENGER** (Coorparoo / Coorparoo JAFC) **JACQUI YORSTON** (Wilston Grange / Jindalee JAF) **JESSE TAWHIAO-WARDLAW** (Coorparoo / Coorparoo JAFC)



ALL FOR ONE

ACADEMY GRADUATES 2019



(L-R) **LILY POSTLETHWAITE** (Maroochydore/ Moreton Bay JAFC)
BELL DAWES (Maroochydore / Coolum Beach JAFC)
TAHLIA HICKIE (Coorparoo / Coorparoo JAFC)
TARNI WHITE (Coorparoo / Wynnum JAFC)



ALL FOR ONE

ACADEMY COACH GRADUATES



NATHAN CLARKE (2010)

- Brisbane Lions NEAFL
- Western Magpies QAFL
- Simon Black Academy
- Wilston Grange QAFL



BEN DYER (2011)

- Nth Melbourne
- WA State U16 Coach (2019)



SCOTT BORLACE (2012-2016)

Brisbane Lions = Head of Player Development



HEIDI THOMPSON (2016-2018)

AFL Northern Territory = State Female Talent Manager



NAMING RIGHTS SPONSOR



- In 2010 *Hyundai Motor Company Australia* signed on as our platinum sponsor with the club and still maintains this position today
- A key part of the sponsorship arrangement is the 'Hyundai Lions Help for Kids Academy'
- *Hyundai Help for Kids* is the Australian part of Hyundai Motor Company's global Corporate Social Responsibility (CSR) program, 'Moving The World Together'.
- Established in January 2014, Hyundai Help for Kids is a collaborative partnership between Hyundai Motor Company Australia, and the 162-strong Hyundai National Dealer Network.
- The partnership was established to provide grants to a range of organisations focused on delivering assistance to **children and the families** who support them, through sport, culture, education, health, community engagement, and social welfare initiatives.



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ACADEMY TALENT ZONE



The AFL has designated clear and distinct Academy zones in QLD for each AFL club to operate in as shown in the next slide. Within our designated Academy zone we have established 4 regional training centres to help cater for players spread across our geographic area

BRISBANE = Coorparoo, Gabba, Burpengary
(Logan, Brisbane, Ipswich, Moreton Bay areas)

SUNSHINE COAST = Maroochydore Multi-Sports Complex
(Caloundra > Noosa, Hinterland & Gympie areas)

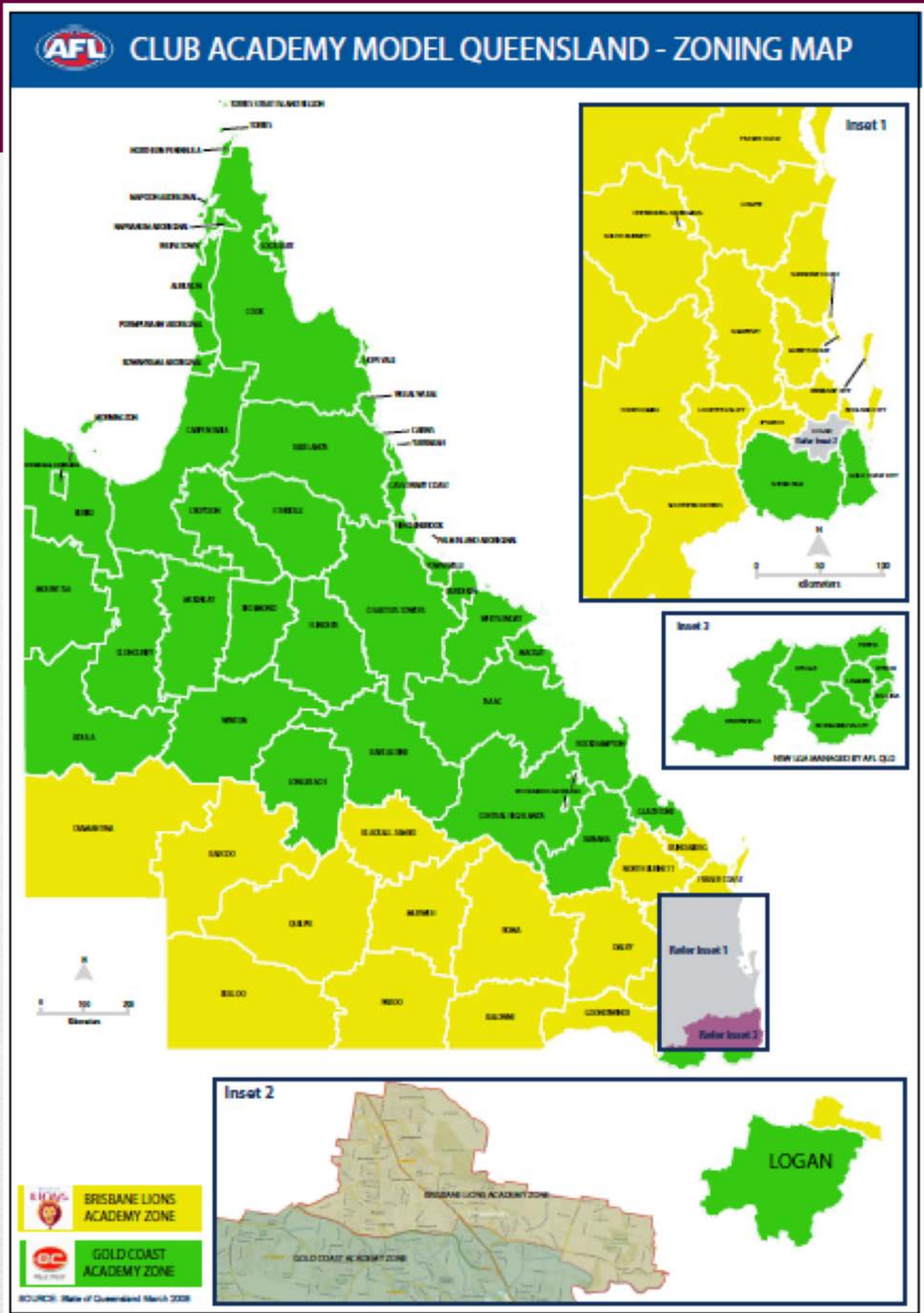
DARLING DOWNS = Rockville Oval, Toowoomba
(Toowoomba, Warwick, Dalby, Lockyer Valley areas)

WIDE BAY = Childers Showgrounds & State High School
(Bundaberg, Hervey Bay, Maryborough, Childers, Burnett areas)





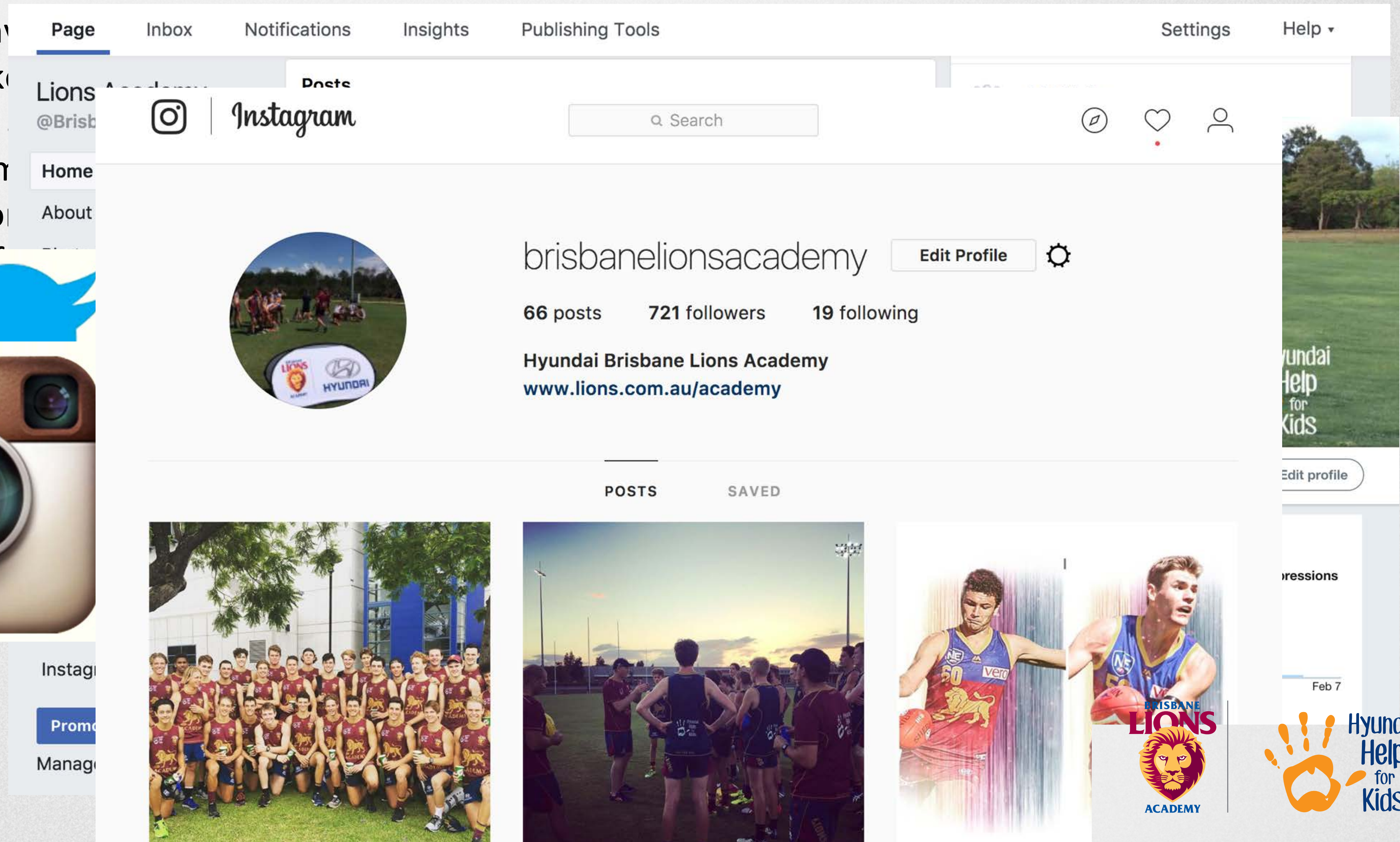
QLD ACADEMY ZONES



COMMUNICATION



- Majority of academy
- Ideally we would like guardian and these
- We also use social n



PLAYER DEVELOPMENT



Player Development is a partnership with a number of different people playing different roles in a player's development on & off the football field:

Player = want to learn, commitment, work ethic, sacrifices

Academy = specialist development program & staff

Family = support & guidance, financial, health

Local Club = playing & coaching experiences

School = academic & personal development



PLAYER EXPECTATIONS



- Open and honest communication at all times with Academy staff & coaches.
- Follow any instructions or directions given by Academy staff & coaches.
- Set a positive example for others to follow at school, club, regional, state and Academy levels.
- Suspensions from school, club football or other sports will carry over to our Academy program and you will miss training for that period. Failure to notify Academy staff may result in a longer period out of Academy training.
- **12 -14yr old:** happy for parents to communicate with Academy staff .
- **15 – 19yr old:** the players are expected to communicate with Academy staff re: training attendance, injuries etc. as part of their personal development & taking responsibility!
- Respect other peoples thoughts, views and feelings at all times.

IT'S IMPORTANT TO REMEMBER:

You are now representing not only yourself & your family, but you are responsible for the brand of the the Academy, the Brisbane Lions AFC, Hyundai and the game of football.



PARENT / GUARDIAN EXPECTATIONS



- Open and Honest Communication at all times.
- Liaise with Academy staff re: injury concerns, training issues to balance workloads.
- Follow any instructions or directions given by Academy staff.
- 12 -14yr old's: happy for parents to communicate with Academy staff.
- 15 – 19yr old's: players are expected to communicate with Academy staff re: training attendance, injuries etc. as part of their personal development & taking responsibility!
- Respect other peoples thoughts, views and feelings at all times when involved in the Academy program.



TAKE HOME MESSAGE...



BEING SELECTED IN THE BRISBANE LIONS ACADEMY PROGRAM IS AN HONOUR AND PRIVILEGE, AND SHOULD NOT BE TAKEN FOR GRANTED AT ANY TIME.

BECOMING AN AFL PLAYER TAKES HARD WORK, MAKING COMMITMENT & SACRIFICES ALONG THE WAY AND OVERCOMING SETBACKS

ENJOY YOUR FOOTBALL THIS SEASON, HAVE FUN WITH YOUR TEAM MATES AND WORK HARD TOGETHER TO ACHIEVE YOUR GOALS



KEY TAKE HOME MESSAGE:



Your TALENT determines what you can do...

Your MOTIVATION determines how much you are willing to do with your talent...

Your ATTITUDE determines how well you do it.

Lou Holtz (US College Football Coach)





**THANKS FOR YOUR ATTENDANCE,
ALL THE BEST FOR THE SEASON AHEAD!**

