



2026 Football NSW • Club Development
Conference

Creating a Positive Coaching Culture within your Club

Lessons from Lindfield FC

Paul Grundy (*Lindfield FC Coaching Director 2018-2025*)
pgrundy@gmail.com

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Why I started



My daughter Juliet in 2006, aged 8

Coaching Culture – outcomes from today' session

Coaching Culture



What our coaches value



The environment they create



How they behave

Objectives

1. What we mean by Culture and Coaching Culture
2. Discuss the framework used by LFC
3. Identify 3 actions to take back your club

Our **FIT** Promise

Love your football with Lindfield!

FUN

- Enjoy playing every session.
- Try new things, bring your energy.



IMPROVEMENT

- Get better each week through practice and effort
- Progress, not perfection

TEAM

- We play together, support each other.
- Show respect



As Lindfield FC players:

Have fun. Get better. Play as one.
That's our player promise!

The 3 Cs + O: A Club Coaching Compass

Strong foundations. Better football experiences.

Community



Football for all

Coaching



Developing Excellence

Contact Hours



Time on the Ball



Players First, Club Strong

ORGANISATION

People, Process & Tools



Player feedback — LFC Net Promoter Score



NPS score is calculated by counting “Excellent “ and subtracting “Needs Improvement” - ignores “Good” and “Meets Expectations”

Overall NPS-style score

+37 - Good

Promoters 57.8% • Detractors 20.5%

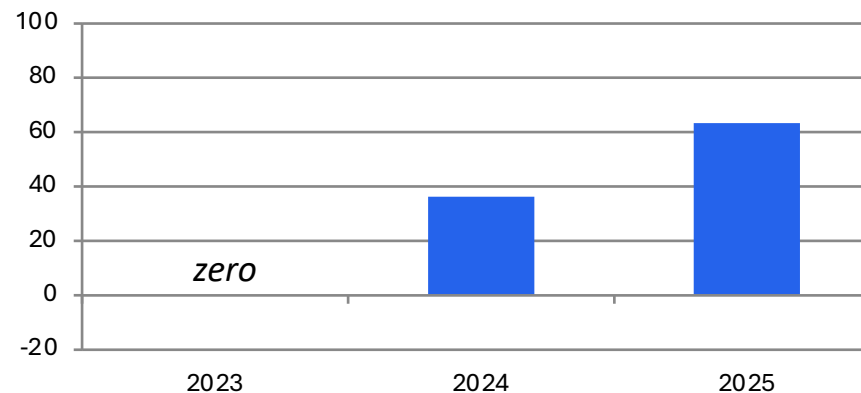
2025 NPS-style score

+63 - Excellent

Strong uplift vs 2023 (0)

NPS-style trend

2023 → 2025 shows steady lift



What drove the uplift

- Biggest change: fewer detractors (esp. match day)
- Overall is most influenced by Training
- Comment themes shifted from “game-day coaching” issues to engagement & development.

Detractors collapsed (2023 → 2025)

Overall “Needs improvement”

42.3% → 8.5% (-33.8 pts)

Match “Needs improvement”

38.5% → 9.2% (-29.3 pts)

Training “Needs improvement”

30.8% → 7.8% (-23.0 pts)

Representative comments (anonymised)

2023

“Mostly junior coaches were too quiet on the sideline ...”

2024

“Overall I really appreciate the time the young coaches put in and the support for the kids.”

2025

“Extremely diligent in preparation ... a great mentor to the team this season.”

Champion of Champions: Lindfield leads overall — powered by a girls & women surge since 2022



Overall CoC titles

15

#1 overall

Margin at the top: +1 title over Lilli Pilli

Broad footprint across junior → senior divisions

Girls & women dominance

10

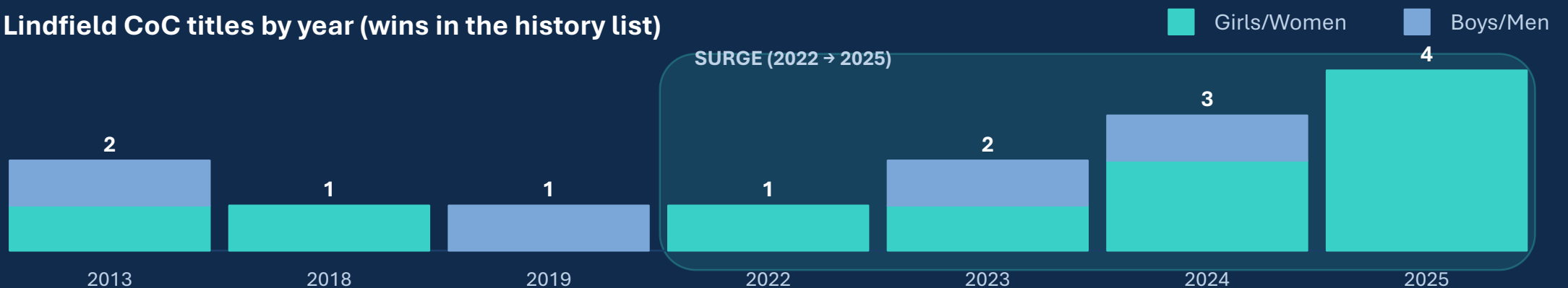
girls/women CoC titles

All-time: #1 (next best: 5)

Since 2022: 8 titles (next best: 2)

80% of Lindfield's titles since 2022 are girls/women

Lindfield CoC titles by year (wins in the history list)



Note: this PDF is a winners history list (titles), not a record of participation or finalists.

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COMMUNITY

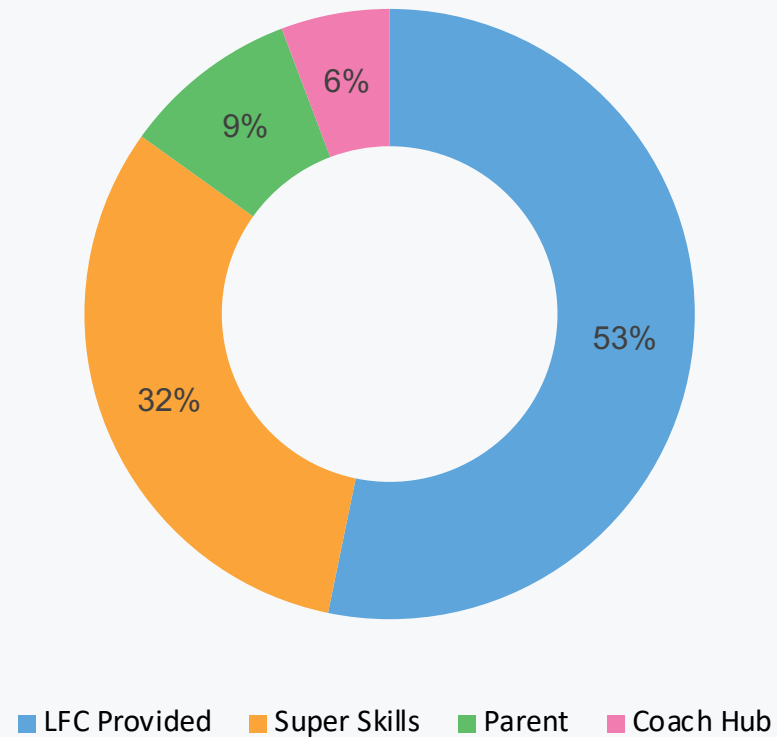


Football for all

Access to Development for Social and Development teams

Teams access to development programs - 2025

(139 teams)



Goal

Coach access for every team's midweek session

91%

(127 teams) in club-led coaching pathways – development program + Super Skills + coach Hub

12 teams

(9%) Parent or 3rd Party coached



Today

- Any team that wants a coach, can join a program
- Some parents prefer to pay for an Academy coach (which costs more than LFC Programs)

Social Program 1 - SuperSkills (MiniRoos U6–U11)

Who can sign up?

- Mixed & Girls MiniRoos social teams (U6–U11) on a Friday
- For not graded teams - development squads train separately
- Girls can attend: Friday Mixed or Tuesday “Mini Matildas”
- Team-based sign-up (not individual)

How sessions run

- Teams train together for the season
- Each team has assigned coaches for the season
- Sessions designed and overseen by the Head Coach
- Includes basic match-day tactics: positioning & shape – older age groups

Coaching Structure

- All teams assigned 1-2 coaches for the season
- Coaches assigned based on friendships / supporting experience levels
- Program and run by the Head Coach – planning and session design
- Senior coaches mentor and oversee team based coaches



High engagement • Short, focused blocks • Strong team connection

Social Program 2 - Coach Hub & Development Programs



Coach Hub

- Social teams: U12–U18
- 4 teams per hub
- Dedicated coach for teams (next level of coach)
- Age-group aligned

Benefits

- Aligned to FIT / game model
- Combine teams when short
- Develop coaches — experience leveraged

Challenges

- Game day support – parents run matches not the coach – due to clashes with coach's game

Development Program

Teams are selected – based on trials

U8–U11	3 coached teams per age group	12
G8–U11	2/3 coached teams per age group	8
U12–U18	2 coached teams per age group	12
G12–18	2 coached teams per age group	12

Total development teams

44 teams

Discussion: How can you commence / extend your programs ?



LFC Programs

- U6-U11- approx. >100 players per age group
- 80% attendance
- 1 junior coach per 10-15 players
- 1 senior coach per 6 teams
- Senior coaches lead social programs and run their own team

Your Development Program

1. Which age groups ?
2. Social, Development or both ?
3. What night of the week
4. How many coaches might you need ?
5. Can coaches do social & development?

Example Model

- 8 teams (U9,U10,G9,G10) – 90 players
- 4 Development teams (U10,U11,G10,G11)
- 6 Junior and 4 Dev coaches
- Coaches double up – total 6 Coaches
- 1 Senior Coach overseeing

COACHING



Developing Excellence

Lily's Story



Why Our Coaches Come **From Within**

Real voices. Real connection. One club.

 **Culture is lived, not delivered**

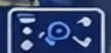


“I don’t need a handbook to know our standards — I live them every week.”

 **Coaching develops people, not just teams**




“Coaching here has made me a **better leader, communicator** and footballer.”

 **Better understanding creates better players**




“If I can teach it clearly, I understand the game properly.”

 **One playing style, one football language**



“When I moved teams, the way we played already felt familiar.”

 **Stronger connections across the club**



“My coach plays for the club — that makes me want to play for it too.”

 **Clear pathways and real role models**



“I can see where I want to be, **because my coach** is already there.”

—— **One club. One culture. Players and coaches growing together.** ——

Strong youth pathway — sourced primarily within the club



Coaches sourced from LFC

82/101

81% of all coaches

Coaches under 25 (valid DOBs)

66/98

67.3% of valid ages

Assistant coaches (pipeline)

10

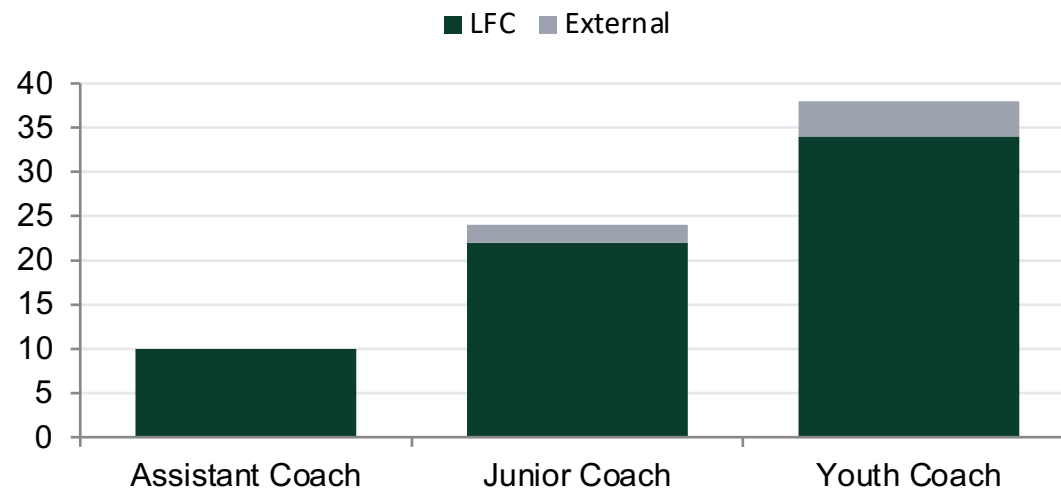
100% LFC • median age 16

What stands out

- The pathway roles (Assistant / Junior / Youth) are overwhelmingly homegrown.
- Assistant Coaches are entirely internal and typically teenage-aged, indicating an active player-to-coach pipeline.
- Youth + Junior roles make up most of the coaching workforce (62 of 101).
- External coaches cluster in Senior Coach and Social Coach roles to bring experience or specialist coverage

Role	Median age
Assistant Coach	16
Junior Coach	17
Youth Coach	19

Pathway roles: LFC vs external (counts)



Developing female coaches — strong base, leadership gap



Female coaches

34/101

Female coaches sourced from LFC

34/34

Female leadership representation

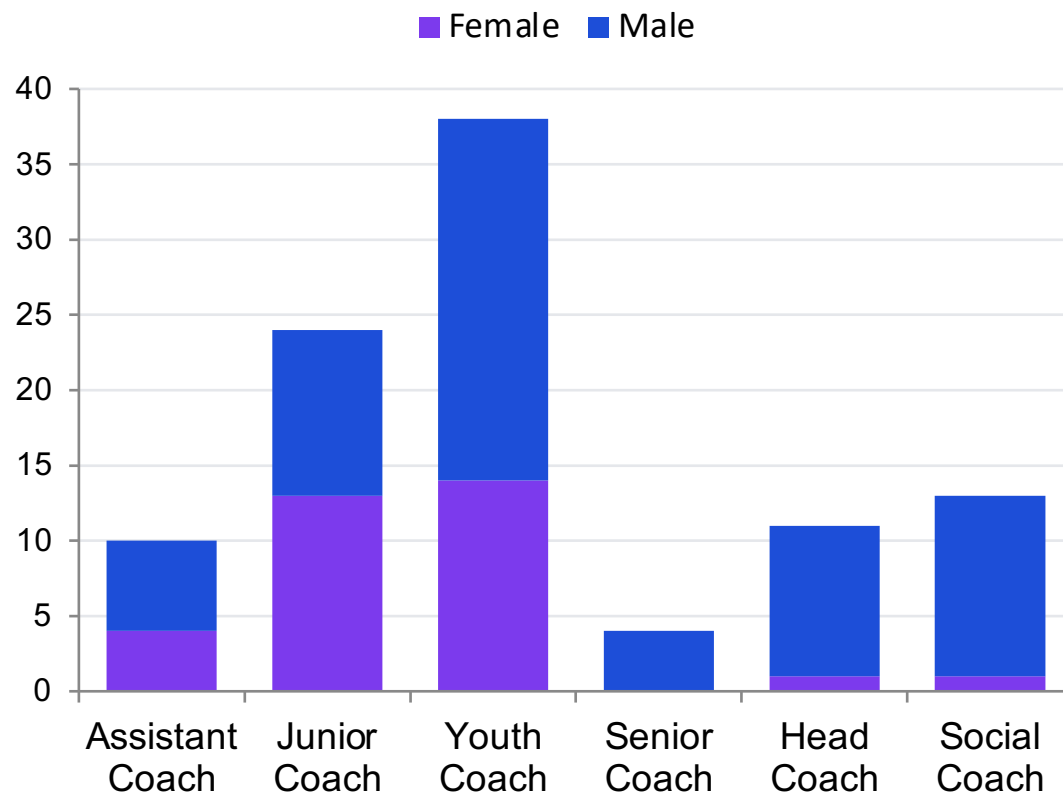
Head: 1 • Senior: 0

What the mix suggests

- Female representation is strongest in the pipeline roles (Junior, Youth, Assistant).
- Female representation is lower in leadership roles (Head Coach, Senior Coach).

Role	Female share
Junior Coach	54%
Youth Coach	37%
Assistant Coach	40%
Head Coach	9%
Senior Coach	0%

Gender mix by role (counts)





Coach Levels (with experience guidance)

Six-level structure from Assistant Coach to Head Coach



1	Assistant Coach Experience: 1st year coach	Supports Super Skills program and/or assists senior coaches.
2	Junior Coach Experience: 2nd–3rd year coach	Supports Super Skills or Coach Hub programs, or coaches social / junior development teams
3	Coach - JDL Experience: min. 2 seasons	Coaches specific teams in the U6–11 age range.
4	Coach - Youth Experience: min. 4 seasons	Coaches specific teams in the U12–U18 age range.
5	Senior Coach Experience: 6+ years	Coaches JDL, SL or DL teams.
6	Head Coach Experience: 10+ years	Oversees coaches across SL, DL, JDL or Social team programs.

Promotion governance

- Head Coaches recommend → Coaching Director approves
- Head Coach appointments confirmed by Exec Committee

Promotion rules that reduce bias

- Promote on readiness (experience + skill), not one season
- Independent assessment required for promotion
- 'Effective' rating is sufficient (not only 'high

Predictable decision windows

- Promotions occur twice per year: June and December
- Improves planning and reduces ad-hoc requests

1) Clear ladder

- Define coach levels + expected experience
- Make promotion criteria explicit
- Create predictable promotion windows

2) Consistent evaluation

- Assess the same core areas every season
- Shift emphasis as coaches become senior

3) Development engine

- Workshops + mentoring + shadowing
- Subsidised courses and licences
- Shared resources

Academy Partnership: Benefits, Challenges & Learnings



2018–2022: LFC partnered with an Academy for training delivery

Why

- Access to a broader base of experienced coaches
- Specialists (ie. GK /1on1 training)
- Accredited coaches aligned to our outcomes

Challenges

- Fees → other clubs (diluted coach quality)
- Not always aligned to FIT (playing style)
- Loss of LFC coaches to the academy (used for other clubs)

Tips for Success

- Keep control — don't outsource everything (keep reviews, rewards, coach audits)
- Use to supplement with experience
- Ensure focus on coach development for your players who want to coach
- Agree KPIs — align incentives to:
 - Development of club coaches
 - Parent / player feedback

Tread carefully - use as a stepping stone to a future model

Discussion: How can you get your players into coaching?



LFC Programs

- Never a shortage of young coaches
- Word of mouth
- Coaches start in U15/16 and G15/16
- Coaches continue into MAA / WAA = Premis/Res and Div 2

Your Development Program

1. How many coaches might you need ?
2. Which age groups to target ?
3. How many from each team to deliver your programs?
4. What night of the week ?

Example Model

- Coaches from 4 U15/U16 and 3 G15/G16 teams
- 2 Coaches per team – 14 coaches
- 1 or 2 Senior Coach(es) overseeing

CONTACT HOURS



Time on the Ball

Ideas to Increase Contact Hours with Players for **Additional Football Training & Matches**

In-Season (Apr–Aug)

- ✓ Additional training sessions (2+ per week)
- ✓ Shared short-field training between teams
- ✓ Align age groups for mixed-squad scrimmages

Out of Season (Sep–Mar)

- ✓ Pre-season and post-season tournaments
- ✓ Organised trials & preseason kick-offs in November
- ✓ Tours interstate or overseas (pre- or post-season)

Coach-Supported Opportunities Anytime

- ✓ Summer 5-a-side football (split squad into small teams)
- ✓ Inter-club friendlies during off-season
- ✓ Grass field sessions focused on techniques (no boots)

To drive additional football coaching, clubs can provide more chances for players to train, bond, and compete.

Typical Season: Match Volume & Sources



Illustrative breakdown of match-count components across a season (range)

Match Sources

Pre-season

- Tournament
- Friendlies

3–4

5–6

Regular season

- League matches

16–18

Tournament

- Kanga Cup

4–5

Other (cups)

- State Cup
- Champion of Champions
- NSFA/MWFA Champions Cup

0–4

0–4

0–1

Total Matches

28–42 matches

Compared to 18

$28 \div 18 \approx 1.6\times$ (~+50% more)

$42 \div 18 \approx 2.3\times$ (~+130% more)

Planning Implications

Player load & recovery

Squad depth / rotations

Training cycle periodisation

Ellie and Angie



Discussion: How can you increase contact hours?



LFC Programs

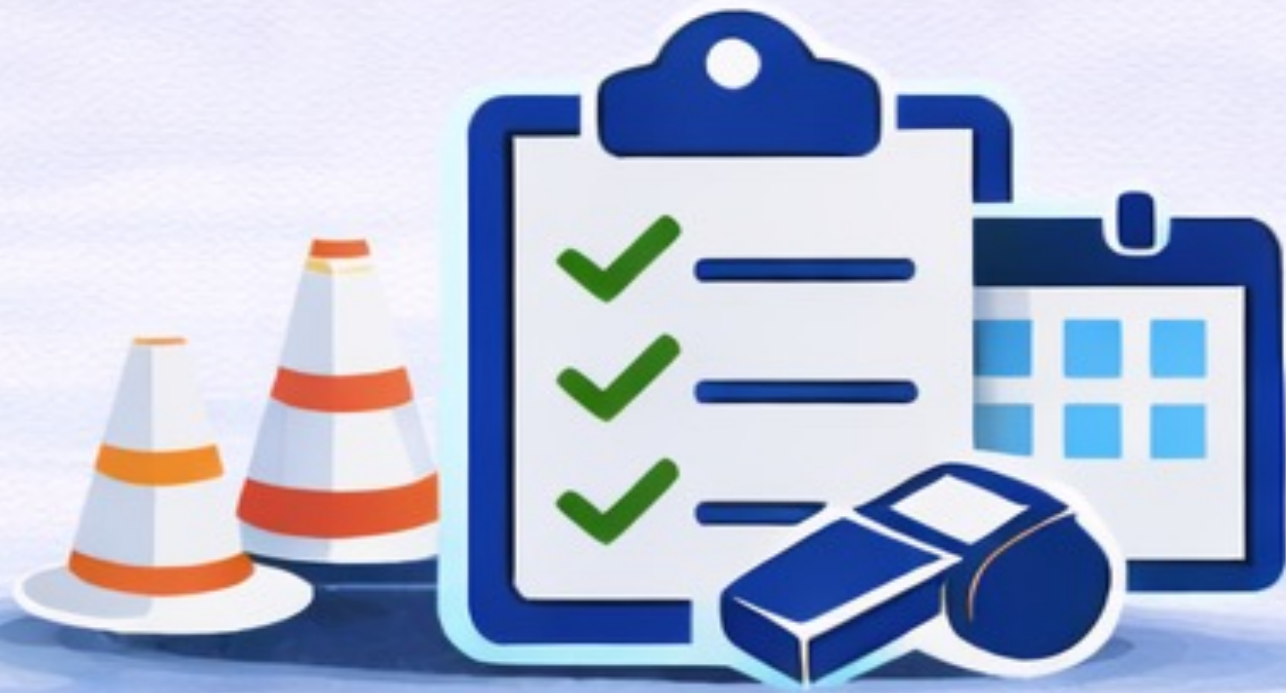
- LFC Development teams have started training
- LFC teams have average of 6 preseason games
- This weekend – LFC teams play internal friendlies
- My LFC WAA Reserves have a beach session tomorrow morning

Your Development Program

1. How can you improve the training experience
2. What can you do to create additional time on the ball for your teams
3. Can coaches do social & development?

Example Model

ORGANISATION



People, Process & Tools

LFC Coaching Structure



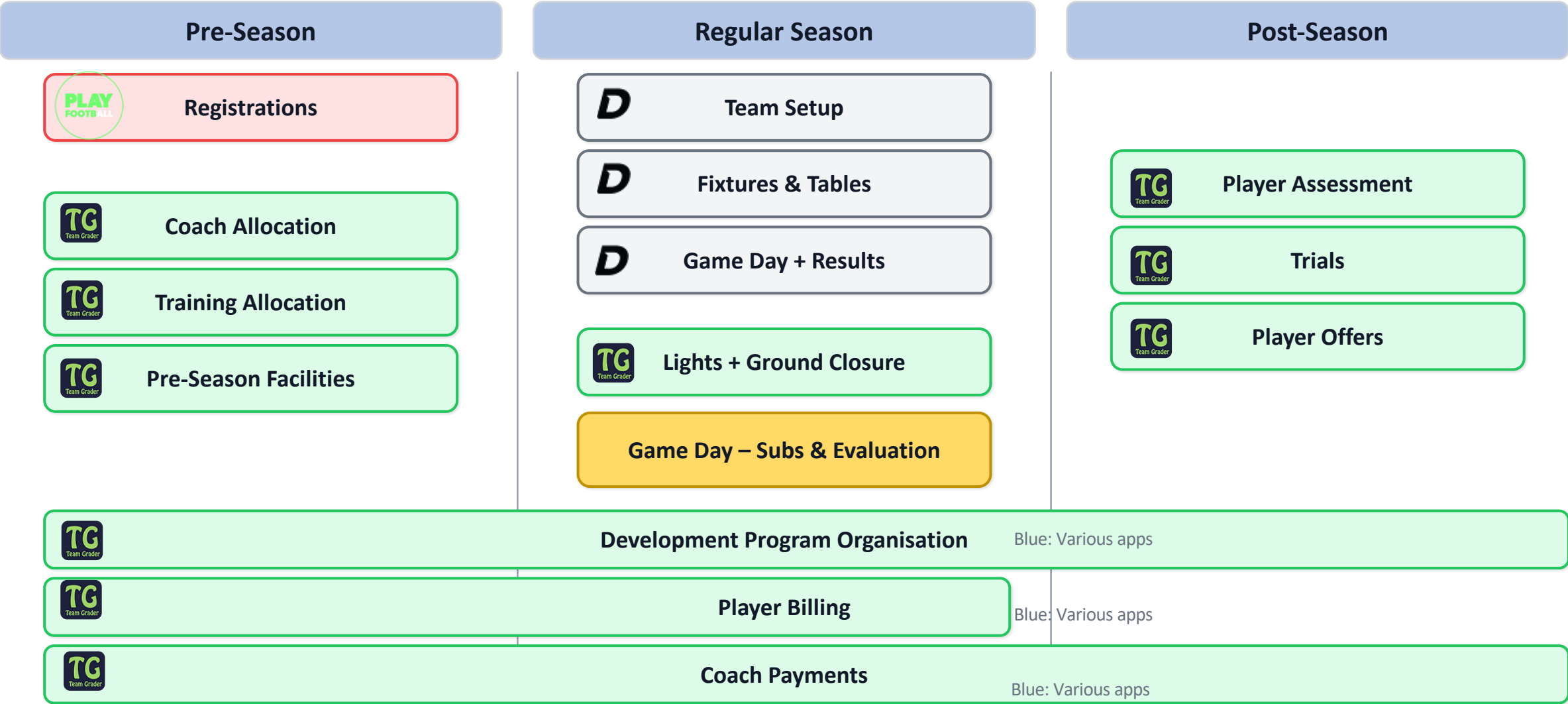
Roles and program groupings drawn from the LFC Development Leagues Football Document (2024).

Coaching Structure – key roles



Roles and program groupings drawn from the LFC Development Leagues Football Document (2024).

Coach administration tools - TeamGrader



Legend

Grey: TeamGrader functionality

Green: Supported by DRIBL

Red: Supported by playfootball

Yellow: other apps

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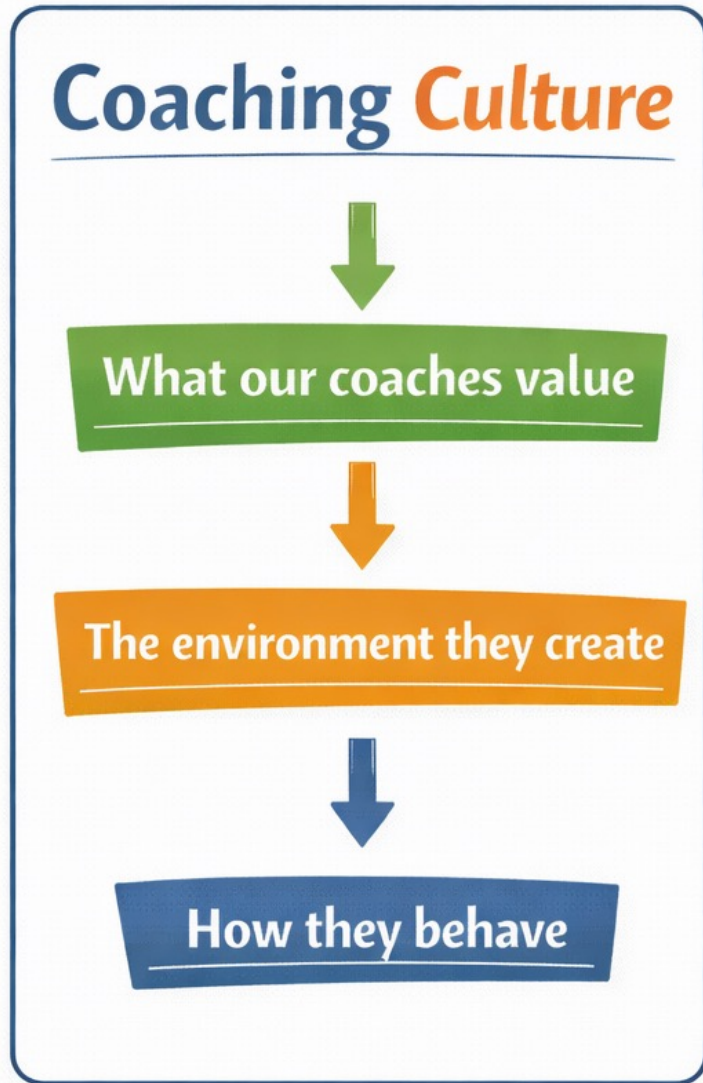
Players First, Club Strong

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Wrap-up and Q&A



Session Outcomes

1. Appreciate the value of a **strong Coaching Culture**
 2. Developed an understanding of the framework used at LFC – **4 C's and O**
 3. Identified **3 actions** to take back your club
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Get in touch...

- *Understand more about the Club Coaching Compass*
- *Growing your coaching program*
- *TeamGrader - details and licencing*

Email: pgrundy@gmail.com