



East Fife Sports Council in partnership with SRUC and Active Fife invite you to a:

Club & Coach Conference

**SRUC, Elmwood Campus,
Cupar Fife KY15 4JB**

**Sunday 21st February
10am - 3pm**

Cost: Free for East Fife Sports Council Members and students £10 to all other clubs/coaches.
Lunch provided



www.fifedirect.org.uk/activefife

Club Committees

Grow Your Sports Club Morning Session

A workshop packed with entertaining and informative ideas and help on how to make your club vibrant, visible and viable provide great experiences, communicate better and grow your income



Svend Elkjaer

Holding a Master in Business Administration, MBA, Svend founded the Sports Marketing Network (SMN) in 2005 for people involved with the commercial, community and marketing issues across all sports and physical activity; be it club, governing body, local authority or private sports deliverer.

Over the last eight years, more than 4,000 sports providers have benefitted from SMN's services attending our workshops and presentations, being mentored or receiving consultancy. SMN has also advised, consulted and trained a number of organisations and public bodies including the RFU, FA, Cricket Scotland, Amateur Swimming Association, British Gymnastics, Sport Wales, Football Association Wales, England Athletics, **sportscotland**, etc.

Grow Your Sports Club Afternoon Session

The afternoon session will include presentations from two local clubs highlighting their success in growing their club and what they felt were key factors in developing their club.

This will be followed by a presentation from **sportscotland** on their Club First Tool. The tool has been designed to support clubs of all sizes to establish where they are performing well and where they can develop. It will help your club to identify and prioritise areas for improvement and provide helpful information and support which is tailored to your answers.

The day will be rounded off with a Q & A session with all speakers throughout the day.

Coaches

Developing Your Coaching Morning Session

A seminar on how to develop your coaching in relation to skill acquisition and player development



Graeme McDowell, MPhil

Graeme has a Master of Philosophy (MPhil) degree in sports coaching from the University of Birmingham and is a full time Golf and Sports coaching lecturer at the SRUC in Scotland. He is also an associate lecturer and a PhD student at the University of Abertay Dundee. His main area of research is skill acquisition in sport and as well as being a lecturer in this area he is also a practitioner with the high performance

golf program at the SRUC. He is currently involved in a project with some of the world's leading experts in non-linear pedagogy & constraints-led coaching, this initiative is aimed at bringing coaches, academics and education professionals together to raise standards in coaching and player development. Graeme recently presented at Europe's largest coaching and teaching conference, the PGA Show in Harrogate, on the role of a constraints-led approach in junior coaching.

Graeme will be talking about a number of issues relating to the coaching of sport, and will examine current practice in relation to contemporary thinking in skill acquisition and player development.



Gary Anderson, BSc

Gary is a graduate of the University of Abertay, Program Manager for Sport & Golf at SRUC Elmwood Campus and Head Coach of St Andrews University WRFC. He has been working in coach education in FE for over 16 years and has been an active coach throughout this time. As an advocate of athlete-centred and game-sense approaches to developing skill he has recently travelled to New Zealand to attend the Game Sense in Teaching and Coaching Conference hosted by the University of Canterbury.

Gary will be disseminating information from the conference which had the leading academics and practitioners in the field of game-sense including a keynote from by John McKee Head Coach of the Fijian National Team who presented on Decision Making in Rugby.

Practical Workshops: Afternoon Session

Graeme will be leading a practical workshop that will demonstrate the practical application of a constraints-led approach to coaching football. The session will show how by introducing 'functional' constraints to the session players are forced to adapt their behaviour to meet the demands of the task.

Gary will be leading a practical session focussing on applying a game-sense approach to developing decision-making and performance in sport and fostering an athlete-centred approach to coaching.

Booking Form

Please return this booking form to
secretary@eastfifesportscouncil.org.uk or post to:

The Secretary
East Fife Sports Council
PO Box 14720
Cupar KY15 5YB

Please mark which session you are applying to attend:

Grow your sports club (club committees)

Develop your coaching (coaches)

Name

Club

Are you a member of a club affiliated to East Fife Sports Council

Yes No

(If no please return payment of £10 with this application, cheques to be made payable to East Fife Sports Council)

Address:

.....

..... Postcode:

Tel: Mobile:

Email address:

Please state any dietary requirements you have

.....

or book online <https://goo.gl/8N0sYW>