



# MT ELIZA FOOTBALL NETBALL CLUB

Incorporated



## CHARTER John Lloyd-Williams REDLEGS ACADEMY

**Doc No:** MEFNC-GOV-POL01-JLW-001  
**League:** Mornington Peninsula Nepean Football League (MPNFL)  
**Location:** MT ELIZA, VICTORIA, AUSTRALIA

Revision History

Rev	Date	Details	Author	Reviewer/Endorser	Approver
0	6 Mar 2022	Issued for Distribution	D. Spackman	Executive Committee and JLW Foundation	D. Spackman

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## 1 BACKGROUND

John Lloyd Williams (Postie) was a great Mt Eliza Redlegs Clubman. John passed away peacefully in 2021 after a long battle with illness. Postie's involvement with our club goes back to the 1970's where he was involved at all levels of our club. For 33 years he was our official senior timekeeper and spent 10 years on the committee. Over the decades Postie was involved in everything off field from fundraising and bingo nights to anything and everything else around the club that needed to be done.

John was timekeeper in our 2001 & 2005 Senior flags as well as several Reserves and U18 finals.

An amazing clubman, of not only our football club, but also the Mt Eliza cricket club over Summer. For his dedication and unwavering support, he is one of only 2 people to be honoured with life membership at both clubs.

In March 2022 the John Lloyd-Williams Foundation was formed by John's sister, Sue Lloyd-Williams in honour of her brother and his commitment to the sport in the region. The foundation bequeathed a financial commitment to the Mt Eliza Football Netball Club of \$10,000 per year for a period of 20 years.

## 2 – THE REDLEGS ACADEMY

The Redlegs Academy was borne from the need for the high volume of footballers transitioning from the Mt Eliza Junior Football Club into the senior club of the Mt Eliza Football Netball Club. Whilst both clubs are very similar in values and representation, they compete in two different leagues, FDJFL and MPNFL respectively. The senior club fields 4 senior men's football teams and 5 senior women's netball teams.



Image 1.0 – Approved Redlegs Academy Logo

It was identified that as players cross over into the senior ranks, there is a significant shift in culture, attitude, pressure and physical competition, all of which require adaptation from boys and girls who are typically around the age of 17.

With a structured approach from the JLW Redlegs Academy there is an opportunity to support these young athletes, and more importantly 'young adults', to equip them with skills to get the best from their bodies and minds as they embark on their journey into the adult world of community sport.



## 2 – PURPOSE OF THIS CHARTER

This charter sets out the objectives, values and expectations that must be considered during the development and ongoing administration of the JLW Redlegs Academy. It prospectively sets out the strategic direction, expectations and deliverables which includes the disbursements of funds bequeathed by the JLW Foundation. The MEFNC hereby commits to upholding the intention of this charter, in line with the mission of the JLW Foundation.

## 3. SCOPE

This charter will outline key values and describe their incarnation as part of the legacy left by John Lloyd-Williams. The values will be aligned with both the Mt Eliza Football Netball Club, The JLW Redlegs Academy and those of the JLW foundation itself.

From those values, this charter will set out a framework of development strategies that will need be monitored measured and adjusted to meet the changing needs of the development of young players of the MEFNC.

Whilst this charter is designed to be a high-level document that sets the overarching framework, it is not designed to give a prescriptive itemised manifest of funds dispersion and initiatives. This function will be discussed at an operational level throughout the administration of the MEFNC and its Executive Committee.

## 4. CHARTER OWNERSHIP

This document is jointly owned by the Chair of the John Lloyd-Williams Foundation and the sitting President of the Mt Eliza Football Netball Club. The evolution of this charter is to be listed as an agenda item within the MEFNC Annual General Meeting and must meet the review, endorsement and approval process as listed in *figure 1.0 – Redlegs Academy Charter Approval flow*.

Review of this charter is to be undertaken every second year (24 months) and any changes to be presented at the MEFNC AGM.

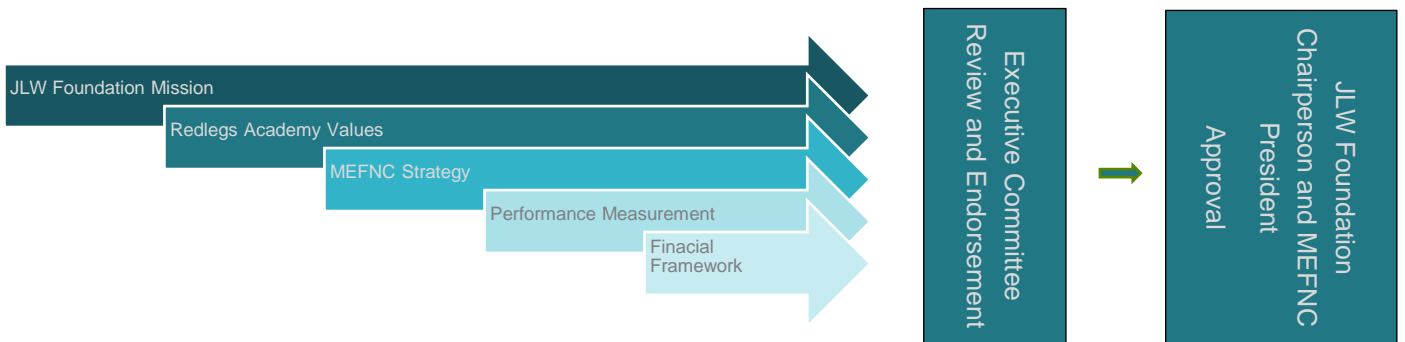


Figure 1.0 – Redlegs Academy Charter Approval flow



## 5. REDLEG ACADEMY CHAMPION

The MEFNC and its Executive Committee will appoint a Champion (Committee Member) to oversee the administration, logistics, financial proposition and outcomes of the Redlegs Academy. It is highly recommended that the Redlegs Academy Champion be a current or retired player with capacity and expertise to manage stakeholders and the communication of the Redlegs Academy and its objectives. The skillset required would include:

- Understanding the relationship between the junior and senior Redlegs clubs
- Be knowledgeable on trending issues in adolescent society
- A confident speaker with leadership aspirations
- Well versed in current skill development programs
- Empathetic and can act as a mentor for transitioning senior players from the junior club
- Would have capacity to administer the program
- Strong communication skills to ensure members of the MEFNC Exec committee and the JLW Foundation are kept up to date with Redlegs Academy activities

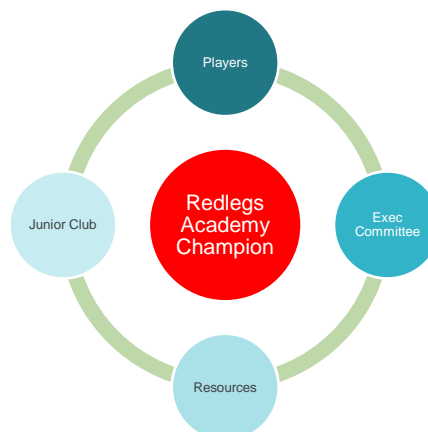
Whilst the role of champion is ultimately a voluntary position, it is proposed that a nominal payment is negotiated to ensure accountability and action close outs meet the program objectives.

### Roles and Responsibility

The following are the proposed roles and responsibilities of the Redlegs Academy Champion:

- Oversee the promotion and communication of the Redlegs Academy
- Communicate with top age junior players and their families regarding the benefits and objectives of the academy.
- Prepare a schedule of deliverables aligned to the success elements as set out in this charter
- Prepare a forecast expenditure based on the amount as allocated to the program via the MEFNC Executive Committee
- Report to the MEFNC Executive Committee all results, concerns, changes, requirements and issues in a timely manner

Figure 2.0 – Redlegs Academy Stakeholder Responsibilities





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The roles and responsibilities listed above are not comprehensive, but they do give an overall summary of the importance and accountabilities of the Redlegs Academy Champion. A full job description can be found in *appendix B – Redlegs Academy Champion – Job Description*

## 6. REDLEGS ACADEMY – BRAND RECOGNITION

The Redlegs Academy, or in its official name, The John Lloyd Williams Redlegs Academy, will be a prominent brand within the Mt Eliza Football Netball Club. Signage will be placed in appropriate areas promoting the academy and all efforts will be made to include the Redlegs Academy logo in all correspondence directed at player development.

Initially it is proposed that the club gymnasium (located in the 'away rooms' will be named the Redlegs Academy Gym. See *image 1.0 – Example Redlegs Academy Club Room Gymnasium*. In addition, players will be equipped with branded sporting equipment to identify them as members of the Redlegs academy.



Image 2.0 – Redlegs Academy, Club Room Gymnasium (example)

### Redlegs Academy – Kit Bag



Image 3.0 – Mock-up examples of Redlegs Academy Merchandise



## 7. VALUE ALIGNMENT

The John Lloyd-Williams Foundation was established in 2022 for the purpose of supporting selected clubs for their sustainable development and ongoing growth. The foundation's mission is to provide a financial grounding where every athlete, young or old; man, woman or otherwise is given the best chance to develop and succeed in their sporting life. For many young people, their first taste of success occurs on the sporting field.

### The Redlegs Academy Values

Values are essential when formulating the deliverables and outcomes for the Redlegs Academy. They need to be considered in EVERYTHING we do. The values developed for the academy are derived from those very values that were lived by John Lloyd-Williams himself. They are underpinned by John's dedication, discipline, involvement, discerning talent spotting, his jovial nature, and above all else, loyalty. As such, the values of the JLW Redlegs Academy are:

**Do what you said you'll do** - Can be described as commitment. From preseason preparation, player contract execution, pre-game readiness and on field approach – Commitment is about not letting yourself or your team down..

**Be Predictable** – Laying down expectations and meeting them. Setting boundaries and not exceeding them. Understanding what excellence looks like. Finding routine in an otherwise distracting world. Discipline can be reflected in every aspect of your life. Be predictable. Be disciplined.

**Take others on the journey** – Building an energy around yourself that creates excitement and a fear of missing out can lead to enthusiasm and leadership. Attracting others to your actions can increase involvement, on and off the playing arena.

**Be better at it** – Whatever your skill level, whatever your talent. Improve on it. Reach out to coaches, mentors, resources. Always strive to go better, go further.

**Smile at everything** – Whether you play for a season or a decade, your time at the club will be filled with every emotion possible. Find time to smile at all of them. Find joy in the lessons. Find gold in the defeats and find elation in victory. Your smile will tell your story.

## 8 – ELEMENTS FOR SUCCESS

It's important to remember that a community sporting club is a place for everybody. It's a place where people from all walks of life come together for the common goal of competing, sharing their results and striving to win. This means that players from all talent levels will converge upon the Mt Eliza Football Netball Club as a destination for their senior playing careers. The club a hub of social connection and is a safe landing place for everyone's lives to collide, whether it's for just the duration of the game or a lifetime of loyalty to the club. The Redlegs Academy has the opportunity to set the highest standards in sport and personal development and it can be the breeding ground for the new generation of this approach.



The Redlegs Academy will provide support to young athletes under the following categories:

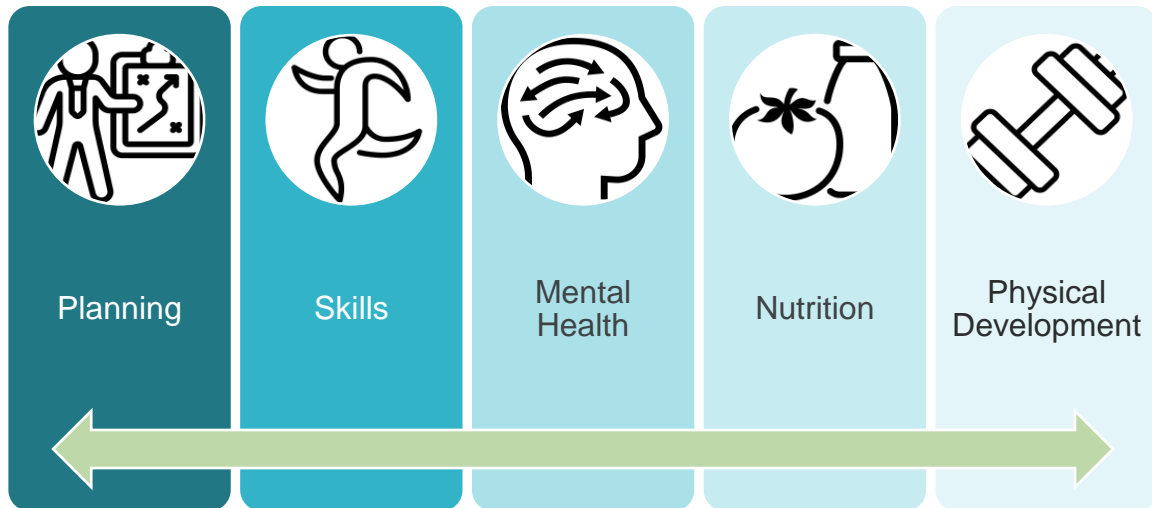


Figure 3.0 – Targeted success elements

These elements have been carefully selected to give the best opportunity to maximise each players potential both on and off the sporting field. They are based on a combination of barriers as identified by the Australia Institute of sport [1] and psychological triggers understood by Australian Psychology Society [2]. Each element has a complex set of behaviours, that with the support of the Redlegs Academy and the MEFNC, can be addressed and nurtured within our own club environment. The intention of the Redlegs Academy is to educate and develop a contemporary base of knowledge that will give each athlete the information for them to make the best decisions for their own goals. Setting each player up for sustainable success is critical for individual, team and club performance.

[1] [https://www.sportaus.gov.au/youth\\_participation/engagement\\_strategies](https://www.sportaus.gov.au/youth_participation/engagement_strategies)

[2] <https://psychology.org.au/publications/inpsych/2012/december/thomas>

## Success Elements

Below is more detailed rationale for each element and its impact on the developing athlete:

### Planning

To play senior sport at any level takes planning. Plans need to include understanding of contractual arrangements, player registration, equipment purchase and maintenance. Training plans. Transport plans. Adaption to work and study commitments.

### Skills

The key to sporting success is becoming more proficient and skilled in the art of the game. Skills can include understanding rules, practising strategies, developing particular talents to better perform in the contest.

### Mental health

In the setting of a community sporting club, a young athlete is potentially put under more pressure due to the competitive and challenging nature of elite sports. Compounded by the general toll that a busy life can take, the sense of defeat, or injury management, or social pressure. These influences can be mitigated by a number of resources available to athletes.



## Nutrition

For a young athlete to maximise their energy, performance and physical development and recovery they must understand what good nutrition is. Most teenagers have good guidance from home on what is right and wrong in terms of nutrition. However, as time away from the home kitchen becomes more common, unhealthy eating practices can creep into daily intake. This can include alcohol and drug interactions.

## Physical development

Sport is physically demanding. A young athlete transitioning from juniors to seniors is likely to be in varying stages of physical development. Growth spurts, muscle development and in some cases, the remnants of puberty are all factors that can impact their desired performance in the game.

## 9 – DELIVERABLES

Each element will require a strategic plan of deliverable initiatives that will drive the behaviours desired. With the diverse internal capabilities of the club in the form of volunteers and resources, some deliverables will require less funds and more resources. Likewise, some initiatives will require outsourcing expertise where costs will be higher.

Prior to the commencement of each preseason, a schedule will be produced that maps out the calendar of initiatives, the required resources and proposed costs associated with the Redlegs Academy program for the coming season. An example of this plan can be found as *appendix B – Redlegs Academy Season Planner*.

Whilst it is expected that the program and its deliverables would remain reasonably static, each year the Redlegs Academy Champion and the MEFNC can modify the program to meet the desired outcomes based on previous season's results.

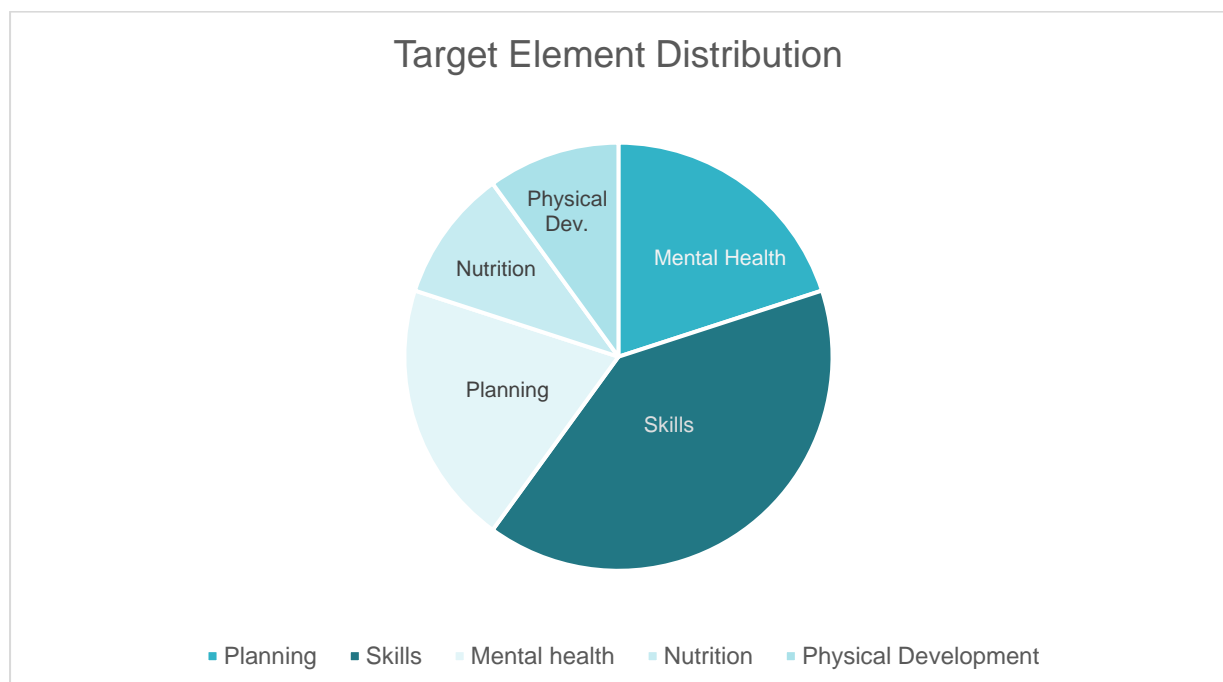


Figure 4.0 – Proposed element focus and distribution





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The Redlegs Academy is to establish and maintain a plan to deliver programs and resources to support each element. Each activity must map back to the appropriate element and have a clear measurable performance indicator. See example table below:

Element	Activity	Goal
Planning	Season Launch and Operational planning session – Covering contracts, registration, player sponsors, equipment requirements, car pooling, parents involvement	Players to be fully aware of their obligations as a member of the Mt Eliza Football Netball Club
Skills	Specific coaching sessions with High Performance Coaches – eg: ex AFL players  (in addition to regular coaching)  Example: <ul style="list-style-type: none"> <li>• Kicking drills</li> <li>• Marking</li> <li>• Tackling</li> <li>• Warm up</li> <li>• Warm Down</li> </ul>	Improved technical skills designed to suit particular position played
Nutrition	Education Sessions with qualified nutritionists  Fruit provided before games and training	Improved knowledge on best food and nutrition to reach peak performance
Mental Health	Access to an EAP style service(Employee Assistance Program)  Guest speakers to address mental health solutions  Drug and Alcohol education programs with professional speakers	Players (and members) to have access to engaging and integrated mental health support services.
Physical Development	Investment in club gym equipment to add to the JLW Redlegs Academy Gym  Education sessions with qualified allied health professionals to help understand the workings of the body	Players to develop healthy and efficient fitness practices to best improve their personal performance.

**Table 1.0 – Example of initiatives mapping back to success elements**



## 9 – MONITORING AND MEASUREMENT

For the Redlegs Academy to be effective, adaptable and sustainable it must be measured. In order to do this regular surveys must be conducted to ensure that participants and the broader club are experiencing benefits from its inputs. The following activities will be completed each season to measure the efficacy of the program:

**New Player Survey** - A survey to understand the cultural position of each new player joining the club, regardless of whether they have come through Mt Eliza Juniors or outside clubs.

**Existing Player Survey** - A survey of existing players to take a snap shot of their own playing experience to date regardless of length of time with club.

**Mid-Season Redlegs Academy Survey** – A survey of new players to assess their perception of the academy and its benefits if any.

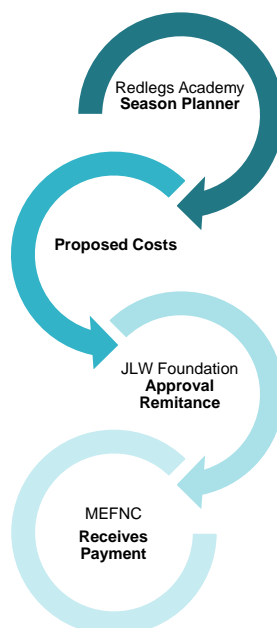
**End of Season Club Survey** – An overall assessment of the integration of the academy into the broader club.

## 10 – FINANCIAL FRAMEWORK

Due to the generosity of the John Lloyd Williams Foundation, the Mt Eliza Football Netball Club has received a 20 year commitment for funding of the Redlegs Academy to the value of \$10,000 pa. The financial inputs that are received by the club, and therefore the academy, are at the discretion and administration of the Chairperson of the JLW Academy. Financial outgoings will be managed by the MEFNC Treasurer and the MEFNC Executive Committee.

Justification for JLW Foundation funding will be submitted by way of a proposed schedule of costs – *appendix C – Redlegs Academy Proposed Costs* as established using the *Redlegs Academy Season Planner* which sets out the proposed costs for the season, either retrospective or for future funding (at the discretion of the JLW Foundation Chairperson).

Figure 5.0 – Financial approval process





# Mt Eliza Football Netball Club

**APPENDIX A**

**APPENDIX B**

**APPENDIX C**