

Coaching Resume - Anthony Hatton

Current Occupation

Since 2007 I have owned and operated Kids Football Club Pty Ltd (Kids FC), a boutique community club specialising in development coaching of young children ages 3 to 12 years. The club conducts its programs all year round. Kids FC was admitted as a member club of Capital Football in Jan 2008 and left the association at the end of 2014.

As a gateway development organisation we are proud of our role of improving the game attributes of our young players. This improvement allows players to graduate successfully to the competitive club environment after the age of 10.

Many of our players graduate and quickly progress into Division one, NPL teams and State squads.

The development program at Kids FC is unique because it has concrete goals of what a player will achieve by time they finish playing their under 9, under 10 and under 11 seasons. This curriculum guarantees the success of all our young players in being able to play the game.

Current Roles and Responsibilities

1. **Technical Director** - responsible for every aspect of football program development and delivery.
2. **Program Development Specialist** - responsible for all program planning, creation and field testing of all age group sessions.
3. **Coach Education Director** - responsible for the recruitment, orientation and training development of all staff and coaches in the club. Since 2008 I have personally trained and mentored over 150 young coaches employed by the club.
4. **Business Operations Manager** - responsible for all business operations including planning, club administration, finance, marketing, web development and staff recruitment.

Note:

Although responsible for all parts of the Kids Football Club operations my greatest joy is the education and mentoring of our young coaches. Coach education and mentoring is the lever through which great programs are delivered and this benefits the young players and their parents. In my mind... it is the best job in football and one that I know can have a positive influence on the future of our game.

Current Team Coaching

Women's SL 5 team - Tequila Mockingbirds, Majura FC. Coach - 2018, 2019 and 2020

The initial team was a collection of mature women aged 29 - 51 years who were first time players and novices. Although still beginners the team has adapted well to a possession style game and regularly has the best possession stats for their competitive matches. Where they lack in power and kicking ability they can still compete against more experienced and younger players because they can keep the ball.

In 2018, my co-coach Karl Webber and I shared the award for Senior Coach of the year at Majura FC.

Industry Learning

Coaching Courses and Qualifications

- Levels I and II Soccer Australia coaching certificates, 1983, (VIC).
- Level III Soccer Australia coaching course. 7 day residential course, HMAS Cerberus, 1984, (VIC).
- Army Training and Develop Course (6 weeks residential), 1986 (NSW)
- Levels I, II Australian Coaching Council certificates. 1998, (ACT).
- Sports Commission Community Coaching Course. 2009
- Level 1 Futsal Coaching Certificate. 2010 (ACT)
- C License FFA Advanced Course - Senior. October 2013
- C License FFA Advanced Course - Youth. Feb/Mar 2014

Professional Football Development - Seminar and Courses

- Attended ACT State Coaching Conference 2013, 2014 and 2016
- Attended Coerver Youth Diploma Course Feb 2014
- Attended all Capital Football Professional Coach Development workshops, 2010 - 2014
- Community Coaching Course Revision 2011
- Sports Commission Coaching Disabled Athletes 2010
- IYCA Youth Fitness Specialist Level 1, 2009
- FFA National Coaching Conference, Sydney February 2008
- Brazilian Soccer School Coaching Seminar, 5 day course, 2006
- Attended all six Capital Football Coach Development seminars, ACT 2006
- Level 3 Referee, ACT 2005.
- Workplace Training Assessor courses, ACC, ACT 2001
- Attended Coaching Elite Youth Players seminar, Soccer Australia, 2001
- Strength and Conditioning Seminar, Adrian Faccioni, Deakin, 2000
- World Football and Sports Science Conference, Sydney 2000
- Australian Coaching Council Sports Convention, Melbourne 2000
- Australian Coaching Council Sports Convention, ACT 1999
- Faccioni Speed Seminar, AIS, 1999

Professional Football Development - Self Development

I have a personal library of several hundred books, articles, papers and videos that concern football development in all its aspects. I'm an active learner continuously looking to improve my craft and professional skills.

My particular interest, in the last few years, has been the creation and field testing of innovative coaching solutions to address the declining physical attributes and mental capacities of the modern child (compared to previous generations).

Specifically, how elite skill-sets can be taught and learned by beginners who are poor in general motor skills, coordination and strength and who exhibit lower self reliance and confidence attributes compared to children of previous years.

Team Coaching Experience

Club Coaching Experience - Junior

- 2015 - U11's Open, Div 2, Canberra FC 2015
- 2012 - U10's Open, Div 2, Kids FC 2013 - hosted by Weston Molonglo FC
- 2012 - U9's Roo Ball team - Kids FC 2013 - hosted by Weston Molonglo FC
- 2011 - U9's Roo Ball team - Kids FC - hosted by Western Creek FC
- 2011 - U15's, Div 3, Canberra Girls Grammar
- 2010 - U18's Girls, Div 1, Canberra Girls Grammar
- 2007 - U18's Boys, Div 1, Woden Valley Soccer Club
- 2006 - U18's Boys, Div 2, Woden Valley Soccer Club
- 2005 - U16's Boys, Div 2, Woden Valley Soccer Club
- 2004 - U15's Boys, Div 3, Woden Valley Soccer Club
- 2003 - U14's Boys, Div 2, Woden Valley Soccer Club
- 1984 - Head Coach - Fawkner Boys U16's Super-league

Club Coaching Experience - Senior

- 2018/19/20 - Women's State League 5 - Majura FC
- 2008 - Premier League Mens Pathways U23's, Canberra Olympic
- 2003 - Technical Director, ACT Women's Soccer Association, 2003
- 2003 - Women's State 1, Tuggeranong Women's Soccer Club 2003 (no Premier League team)
- 2002 - Women's Premier League, Tuggeranong Women's Soccer Club
- 2001 - Women's Premier League, Tuggeranong Women's Soccer Club
- 2000 - Women's Premier League, Tuggeranong Women's Soccer Club
- 1999 - Premier League, U19's, Capital City Sun's
- 1998 - State League 1, Reserves, Capital City Sun's
- 1997 - State League 1, Reserves, Capital City Sun's
- 1997 - Assistant Coach Premier League (Canberra FC) - Preseason
- 1979 - Captain / Coach - Hellenic SC - Darwin. My first coaching role!

Representative Coaching Experience

- 2003 - Technical Director, ACT Women's Soccer Association, 2003
- 2002 - Co-Coach ACT women's state team (2002)
- 1999 - Assistant Coach of ACT U16 boys (1999)
- 1987 to 1991 - Selector, Australian Combined Military Teams
- 1989 to 1991 - Queensland Combined Military Services Coach
- 1989 to 1991 - Queensland Army State Coach
- 1984 to 1988 - Victorian Army State Coach
- 1987/88 - Victorian Combined Military Services Coach

Other Relevant Coaching / Football Experience

Football Experience

- 2014/5 - engaged by Canberra FC for a one year contract as the Coaching Development Manager to improve the numbers and coaching opportunities within the junior club. On assuming the contract in Jan 2015 the club had a handful of registered players. By mid-season, I successfully increased the number of registered players to over 100 and another 75 training under the Canberra FC banner. The club entered four junior teams in the U10's and U11's and provide a Saturday morning 90 min session for the 7's, 8's and 9's that combined a competitive game and coaching by the Kids FC staff coaches.
- 2012 - Conducted a winter season development program at Burgmann Anglican School for 65 children.
- Co-founded with Eamonn Flanagan the initial A-League4Canberra bid.
 - o Organised supporter bus trip to Sydney FC game that received local and national coverage.
 - o Petitioned and collected over 20,000 signatures to send to the FFA in support of our bid.
 - o The enthusiasm of our campaign persuaded the FFA to hold a full Australian international game in Canberra.
 - o Appointment of Club Ambassadors.
 - o Held several public information nights with keynote speakers.
- 2010 - 2013 - Conducted Kids FC weekly sessions at five locations around Canberra and at its peak, registered 1400 child for its programs in a calendar year.
- Schools coaching programs 2008 - 2013. Over 350 coaching sessions.
- Individual Player Development Coach (1997 – current). 14,000+ hrs. Small groups and individuals
- Conducted School Holiday football programs. Participation increase from 80 players in 2008 to over 600 players in 2013.
- Initiated, planned and ran education courses for coaches in ACT, 2004, 2005 and 2006
- Woden Valley Soccer Club Referee's Co-ordinator 2006 and 2007
- Woden Valley Soccer Club administrator 2006 (paid position)
- Initiated, planned and held instructional sessions on Technical Match Analysis. (2000 and 2001)
- Experienced game clinician, carried out Technical Match Analysis for NSL (1999, 2000, 2001)
- Chosen as an independent industry authority to assess the AIS soccer traineeship, 1999.
- Founder of ACT Soccer Coaches Association 1998. (Secretary '98 and President '99-2003).
 - o Organised NSL 'match day' coach education session. Invited visiting NSL coaches to speak with local coaches.
 - o Got coaches to sit 'on the bench' with our NSL coach and be a guest of the coaches during the match and including change room access with the players.
- Match Day Operations Manager for the Canberra Cosmos in the National League (1998 and '99)
- Senior League Delegate for Capital City Suns Soccer Club (1997 and 1998)
- Senior League Administrator - Capital Football 1998
- Secretary to ACT Soccer Federation (Capital Football) Resource Committee 1997

Other Relevant Information

Self Published Papers and Websites

- Weblog, Women's SL 5
- Weblog, [U11's Div 2](#) (2015 for U11's Div 2 Open)
- Weblog, [1touchfootball.wordpress.com](#) (2011 for U15's Div 3 Girls)
- Weblog, <http://pathways08.wordpress.com> (2008 for Olympic Men's Pathways team)
- Hatton A., Tactical Elements – The Building Blocks of Successful Football (2008)
- Hatton A., Developing Toughness in Female Players, Tuggeranong, 2003
- Hatton A., The Philosophy of Football Development, 2002
- Hatton A. & Mackillop C., The Building Blocks of Elite Soccer performance, 2002
- Hatton A., Guide to Parents - Developing the Elite Soccer Player, 2002
- Hatton A., Competitive Power – A Team's Defining Quality, 2001
- Hatton A., Preventing knee injuries in young female soccer players, TUWSC, 2001, 2002

Please note: as of March 2019, the weblogs have been transferred to a new host site and have not yet been published

Experienced Coaching Education Trainer

I have run coaching education sessions at:

- 2011 - Canberra Girls Grammar - 10 students, 6 hour course.
- 2012 - Gungahlin College - 18 students, 6 hour course
- 2012 - Burgmann Anglican School - 30 students - Guest Speaker on Coaching Experience
- 2012 - Trained and mentored 6 student coaches from Burgmann Anglican School and gave them paid employment as coaches in the school's after school program.

Coach Education and Mentoring 2019

Apart from the Kids FC in-house coach development I've initiated a pilot program with three U10's coaches from Gungahlin, Belsouth and Majura Football Clubs. This is a private arrangement with the three coaches and is the testing phase of a wider pilot project to educate and mentor coaches locally, nationally and internationally.

Future Opportunities

I'm actively seeking opportunities to educate and mentor junior coaches with the result of them delivering a more relevant program to their young players. This doesn't conflict with any development curriculums already offered by the football authorities. Rather, it's providing a clear plan for junior coaches and their parents which gives them simple actionable programs that have already proven effective with thousands of young players.

My future ambitions are to provide actionable development plans to parent coaches in junior clubs.

Insight - Head Coach, Tuggeranong Women's SC, 2000 – 2003.

During my four year tenure, I took a group of Div 2 players with poor physical condition and low levels of playing ability and assisted them to become a competitive team at the Women's Premier Level.

With their dedication, I inspired and developed a core of players who became the fittest in the league and constantly displayed superior mental toughness and fighting spirit in our games.

More importantly, this team of the league's lesser players were consistently competitive due to the player's understanding and application of the team's aggressive pressing strategy, implemented in the first season. Nobody liked to play against our style and that became our advantage on the field.

The season training was complimented with three per week "off season" sessions to improve speed, core strength and strength endurance. An important part of the physical training regime was to help each player understand and reach their optimum body composition. Since leaving the club, I was proud to see many of these players continued to playing successfully at the Premier League level for many years.