



## MEMBERSHIP 2020

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An event-based program providing football clubs and their people with access to an elite range of mentors, industry professionals, and resources, enabling them to grow and improve inline with today's game.

### Events For:

- Coaches
- Leadership teams
- Players
- Administrators
- Parents
- Support Staff

# LETTER FROM THE CEO



Dear Prospective Member,

I am excited to launch the Max Mentors Membership Program, which aims to support and develop the game of AFL, at a community level. Throughout my career, I have been fortunate to be involved across all levels of football, and have always been passionate about seeing players and teams get the best out of themselves.

I have always felt there has been a gap between the grassroots and elite levels of the game - Max Mentors aims to bridge the gap through providing local football communities with never-before-seen access to an impressive team of experts. Our goal is to create access to the elite, for all, through our series of education-based events held at AFL Max.

Our Mentors will share their knowledge and experience through storytelling, keynote presentations, practical demonstrations and Q+A's, throughout the football season. Our Mentors all have professional AFL experience, including a combination of both current and past players and coaches. They are all just as passionate as I am about transferring their learnings about the game and seeing our community clubs grow.

The Membership also provides the opportunity to network and connect with people within community football and sport. During my time in the game, I always found attending events to be beneficial as they allowed me to hear from other players and coaches about their team and experiences. There was always something to learn, that I could apply to my own game and team - which is what we want for all Max Mentor Members.

We look forward to welcoming you and your club to Max Mentors. We believe that this is the first time something like this has been available to "grassroots" and we can't wait to add value to your journey.

If you have any questions or would like to know more information please contact us on (08) 8312 6585 or [bookings@aflmax.com.au](mailto:bookings@aflmax.com.au).

All the best.

James Podsiadly  
CEO AFL Max

# LEVELS OF MEMBERSHIP

What level of membership is right for your club?

The right level of membership will depend on the size of your club and its needs.

**Gold:** This membership gives any four of your club stakeholders access to our full calendar of events (18) and provides the opportunity to learn from experts in all areas of the Football Industry.

**Gold (Single):** This membership gives an individual access to our full calendar of events (18) and provides the opportunity to learn from experts in all areas of the Football Industry.

**Silver:** Gain insights to a high-performing club through a selection of 6 Personal and Club Development and Industry Insights events (6) for three of your stakeholders.

**Bronze:** Access to our Industry Insights events (6) for three of your stakeholders.

Inclusions/Membership	Bronze	Silver	Gold	Gold (Single)
2020 Season Membership (GST inc)	\$990	\$1950	\$2970	\$990
6 x Football Industry Insight Events	✓	✓	✓	✓
12 x Personal and Club Development Events	✗	Choice of 6	✓	✓
Number of Guest Passes per Event	3	3	4	1
Additional Guest Passes per Event*	\$55	\$55	\$45	-
Coach.AFL Premium Membership (valued @ \$90 each)	-	3	4	-
Additional Benefits	Bronze	Silver	Gold	
Discount For Venue Hire	-	5%	10%	-
Discount For Team Training Session @ Max	-	5%	10%	-
Discount For Team Dinner @ Max	10%	10%	10%	-
Entry Into Summer Indoor Football Comp @ Max**	Free	Free	Free	-

\* Non-Member Guest Pass is \$90 and subject to availability

\*\* Normally \$150 registration fee

# INDUSTRY INSIGHTS EVENTS

The aim for the Insights Series is to help clubs improve awareness and understanding about specific topics relating to AFL. The series focuses on the stories and learnings of industry experts and how they can be applied in state based junior and senior competitions. Events are targeted towards all club people, including; coaches, players, administrators, volunteers, parents and support staff.

Each event is hosted at AFL Max and includes light snacks and an opportunity to network with other community based clubs.

## Draft Events 2020

Industry Focus	Topic	Targeted To
Culture and Leadership	Building an environment that supports high performance	All
Coaching	Tactics and Trends of the current AFL game	All Coaches
Mental Performance	Expanding capacity to perform at your best	All
Club	Building club membership and loyalty	Administrators
Culture and Leadership	Bring the club together	All
Fitness	Injury Prevention Activities and Techniques	Coaches and Fitness Staff

\*Events will run for approximately 90mins at AFL Max. Start time for each event to be confirmed (~6:30pm). See Calendar for dates.

**Bronze Membership:** Access to all 6 events

**Silver Membership:** Access to all 6 events

**Gold Membership:** Access to all 6 events

# PERSONAL AND CLUB DEVELOPMENT EVENTS

The aim for the Personal and Club Development Events is to help clubs improve their knowledge on a broad range of football topics. Hear from our Max Mentors about their AFL journey and how their learnings can be applied to state-based junior and senior competitions. Events are targeted towards all club people, including; coaches, players, administrators, volunteers, parents and support staff.

Each event is hosted at AFL Max and includes light snacks and an opportunity to network with other community-based clubs.

## Draft Events 2020

Industry Focus	Topic	Targeted To
Education	Best Practices for education of young players	All Coaches
Coaching	Importance of craft and skill sessions	All Coaches
Fitness	Combining fitness and football drills in-season	Coaches and Fitness Staff
Coaching	Kicking and Decision Making Drills	All Coaches
Culture and Leadership	Importance of positivity and passion	All
Mental Health	How sport has a positive effect on mental health	All
Culture and Leadership	Importance of player leadership	Players
Coaching	Lessons from training young girls	Coaches and Parents
Education	Tools and techniques to best teach a game plan	Coaches
Coaching	Stoppage craft and midfield strategy	Coaches
Resilience	Overcoming adversity	Players and Coaches
Fitness and Coaching	Preparing for and playing finals	Coaches and Fitness Staff

\*Events will run for approximately 90mins at AFL Max. Start time for each event to be confirmed (~6:30pm). See Calendar for dates.

**Bronze Membership:** No access

**Silver Membership:** Choice of 6 events

**Gold Membership:** Access to all 12 events

# MAX MENTORS SPEAKERS



Rory Sloane  
Current Adelaide Crows Captain



Tom Jonas  
Current Port Adelaide Captain



Matt Wadewitz  
Former Teacher and current  
Lead Learn Consulting MD



Dan Menzel  
Former Player who overcame  
5 knee reconstructions



Chelsea Randall  
Current Adelaide Crows  
Co-Captain



Scott Camporeale  
Former Player and Long-term  
AFL Midfield Coach



Heath Younie  
Former Teacher and current Head  
of Development Adelaide Crows



James Podsiadly  
Former Player and Assistant Coach  
current CEO AFL Max



Daniel Dymond  
Sport & Performance Psychologist

\*Further Mentors to be announced.

# FAQS

## Who can attend each event?

Anyone that is affiliated with your club may attend. Each event is broadly targeted at different stakeholders, however clubs can nominate whoever they believe will benefit most, in the lead up to each event.

## As a Bronze Member can I attend the Personal and Club Development Events?

No. These are exclusive to our Silver and Gold Members.

## Can Non-Members attend any of the events?

Only if there are passes available, which will be priced at \$90 per person.

## When will the topic of each event be finalised in the calendar?

The topics for each month will be released and communicated the month before.

## Are memberships limited?

Yes. We have capped the amount of memberships available in 2020 to make sure individuals attending have a great experience. To avoid disappointment, we encourage you to book your place in Max Mentors immediately.

## Is Max Mentors for Junior or Senior clubs?

Both. The topics and the content to be presented at each event will be relevant for all levels of football.

## What are the objectives of the Max Mentors Program?

- 1) Bridge the gap between local community football and the elite
- 2) Support and develop the game of AFL, at a community level
- 3) Connect the football community, enabling them to grow and develop their personnel

## SECURE YOUR CLUB'S INAUGURAL MEMBERSHIP TODAY.



[bookings@aflmax.com.au](mailto:bookings@aflmax.com.au)



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