

"I really enjoyed the conference! Different sessions and content gave inspiration and new ideas. Well organised and fun. A good emphasis on practical rather than academic."

*Cameron Paterson, Basketball Coach, The Shore School, NSW.*

## CONFERENCE BOOKINGS

Numbers are limited so book early! An 'early bird' discount price of \$695.00 is available if full payment is received by 30th June (for Brisbane) or 1st September (for Melbourne & Sydney)

*(Full conference registration is \$745.00)*

Book in to any conference by 30th June and receive a **FREE COPY** of the Sportsmind High Achievement Log, valued at \$7.50.

Your Conference registration includes:

- \* attendance at all sessions;
- \* morning and afternoon tea, and lunch each day;
- \* comprehensive, bound conference notes for all sessions.
- \* to ensure the highest quality of teaching, each conference will be limited to 80 delegates.

**SPECIAL OFFER**

## POST CONFERENCE WORKSHOPS

An 'early bird' discount price of \$ 225.00 is available if full payment is received by 30th June (for Brisbane) or 1st September (for Melbourne & Sydney)

*(Full tuition is \$295.00)*

Book in to a Mindmatters for Coaches workshop by 30th June and receive a **FREE COPY** of the Seven Skills of the Sportsmind audio tape, valued at \$22.00.

Complete the enrolment form below, and post with your cheque / money order payable to :

**Sportsmind Institute, 77 Flaxton Mill Road, Flaxton. Qld 4560.**

For more information Phone: (07) 5445 7994 or email: [jhodes@sportsmind.com.au](mailto:jhodes@sportsmind.com.au)

**SPECIAL OFFER**

## CONFERENCE REGISTRATION

**YES!** Please enrol me for the **Coaching Excellence Conference** in:

- Brisbane 25 - 26 August    Melbourne 20 - 21 October    Sydney 10 - 11 November  
 Early Bird **\$695.00** (paid by 30.6.04 or 1.9.04)    Full Fee **\$745.00**

**YES!** Please enrol me for the **Mindmatters Workshop** in:

- Brisbane 27 August    Melbourne 22 October    Sydney 12 November  
 Early Bird **\$225.00** (paid by 30.6.04 or 1.9.04)    Full Fee **\$295.00**

Enclosed cheque / money order payable to Sportsmind Institute for TOTAL \$ \_\_\_\_\_

- I'm sorry, I can't attend this time, but please keep me in mind for future coaching conferences.

Name..... Address.....

..... P'code ..... Sport .....

Ph ( ) ..... Mob ..... Email .....

# SPORTSMIND

The HeART  
of  
Coaching

Getting the BEST out of others - coaching excellence - is an **ART**, not just a science.

It's an art because athletes are people first, then sportspeople. It's an art because passion, loyalty, courage, spirit and HEART are just as important as physical fitness and sports skills. It's the mystery, the emotions, the human 'magic' - not logic or rationality - that uplifts our spirit and keeps us returning to the playing fields to experience a force greater than our single selves.

The HEART of sport.

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77 Flaxton Mill Rd  
Flaxton. Qld. 4560

**HURRY !!!**  
**NUMBERS LIMITED TO 80**  
**DELEGATES !!**  
**CALL (07) 5445 7994 TO**  
**REGISTER IMMEDIATELY.**  
**LOOK INSIDE for full**  
**conference details !**

# COACHING EXCELLENCE CONFERENCES 2004

**BRISBANE**  
August 25 - 26

Bardon Centre,  
Simpson's Rd,  
Bardon

**MELBOURNE**  
October 20 - 21

Rydges Riverwalk Hotel,  
Bridge Rd,  
Richmond

**SYDNEY**  
November 10 - 11

Sancta Sophia College,  
8 Missenden Rd, Sydney  
University

**PLUS!**

**Jeffrey Hodges**, founder and director of the Sportsmind Institute will share some of the techniques and ideas he taught to Dave Alred (superboot Jonny Wilkinson's kicking coach) prior to the Rugby World Cup, in special one-day post conference workshops on Mindmatters for Coaches : Brisbane Aug 27; Melbourne Oct 22; & Sydney November 12.

### THE CONFERENCES

The disturbing examples of player (and spectator) behaviour in football this year come as a timely reminder that coaching should be more than simply designing training programs, selecting players and developing sports skills. It is truly an - the art of bringing out the best in people. Making better people - not just good players. Elite sportspeople **ARE** major role models in our society - particularly for young men, so there is a great obligation laid upon coaches to develop the whole person. Yet, until recently, most coaches

have had little education, experience or even desire to address these important areas of athlete development.

In 2003 the Sportsmind Institute sponsored the inaugural Coaching Excellence conferences to provide professional development for coaches in these key 'human' area of coaching. In 2004, we again are proud to present a world class collection of brilliant speakers who address the HeART of Coaching Excellence. The aim of the conference is to provide coaches with a range of practical tools and innovative ideas and techniques within

an intensive workshop format. This is NOT an academic conference. All presentations will be practical, insightful and offer new ideas and tools which you can immediately use to significantly improve your own coaching and your athletes' performances.

If you're a serious coach, if you care about your players as people as well as athletes, then I urge you to make every effort to attend. Come and be inspired! I look forward to welcoming you personally.

**Jeffrey Hodges**  
B.Sc. M.Sc.(Hons) B.Ed.  
Conference Organiser.

### Comments Coaching Excellence 2003

"I enjoyed the conference and have benefited already! I thought all the presenters contributed in a very professional manner, and the content was excellent. I've spent the best two weeks coaching since the conference : I have renewed enthusiasm, my delivery is so much better, my enjoyment of the coaching is ten fold, and I know my students are the beneficiaries. What a pleasure to be able to still be inspired and be able to look forward to every day. Thanks!"

**Barry Bent**, golf coach NSW.

"Excellent! Would have been happy with one 'take away' - I have ten times that amount!"

"Thankyou for running such a highly motivational conference. I was inspired by all the presenters, and it made me a lot more aware of what it is to be a proper coach, and I left the conference a different person to the one I was when I arrived. I have learned so much from the conference - on a personal level, and for who I am looking forward to teaching these skills to!"

**Lyn Hahn**, Netball Coach, NSW.

"I've learned to look at things, especially problems, in a sometimes different way, and seeing demonstrated for the first time the power of negative thoughts and influences."

**Craig Bellamy**, Head Coach, Melbourne Storm RLFC

"Excellent conference! It gave me new ideas and material to use with my athletes / students"

**Mark Greer**, PE Teacher, ACT

BRISBANE	WEDNESDAY 25th August		THURSDAY 26th August		FRIDAY 27th August
	<p><b>8.00am - 8.45am Registration</b>  <b>8.45am Official Welcome</b></p> <p><b>9.00am - 10.30am</b></p> <p><b>Enlightened Coaches and Athletes</b> <i>David Dangerfield</i></p> <p>Traditional martial arts enshrine a balanced integration of mind/body/spirit principles and practices, in a progressive format that remains unsurpassed in coaching. We will explore the heritage of modern sport and the vital, connecting role it plays in society. How and why has it moved from these roots, and how by restoring the original sense of holistic purpose, we can identify key principles and processes important to the enlightened coach for re-igniting the passion for extraordinary human performance.</p> <p>David Dangerfield is a senior martial arts instructor in Yoshinkan Aikido and Shinto Muso Ryo Jodo with 20 years experience working with Corporate entities, Police Riot squads, intellectually/physically disabled children/adults, Olympic/ Paralympic athletes, and youth at risk.</p> <p><b>11.00am - 12.30pm</b></p> <p><b>Coaching the Whole Athlete: Making a Better Person</b> <i>Don Parry</i></p> <p>Your athletes as more than sporting robots - they are people with deeper unique personal needs that when addressed in your coaching lead to not only improved performance, but less injury, and more satisfaction and enjoyment. Further, coaches have an ethical obligation to help the athlete become a better person, not just a super star athlete. Learn holistic techniques for coaching the complete sportsperson.</p> <p>Don Parry B.Bus. is a Level 3 Rugby coach. He has coached many elite age boys teams before taking on the Australian Women's team (2000 - 2003) including 2003 Women's Rugby World Cup in Barcelona, Spain.</p>	<p><b>1.30pm - 3.00pm</b></p> <p><b>Extending Yourself : Pushing the Boundaries of Your Body</b> <i>Mark McKean</i></p> <p>Sports science has studied the human body so completely that we now understand the function of every muscle, enzyme and neural transmission. If this is the case, why do so few athletes reach their potential? In this session we will explore the new frontiers of human physical performance and present options as to how you can best challenge your athletes to make the most of these areas for improved performance.</p> <p>Mark has a Diploma of Teaching (Health &amp; PE/Science) and is completing his Ph.D. at USC. Mark has received international and national recognition, winning the Australian Fitness Network author of the year 2001 and was Australian Personal Trainer of the year 2003.</p> <p><b>3.30pm - 5.00pm</b></p> <p><b>Coaching Relationships and Team Development</b> <i>Jon Pratlett</i></p> <p>Jon's session will be highly experiential, and surprising, and in the debrief will draw out many critical issues that influence the effectiveness of the coach/player, coach/team, player/player relationships. A high powered and highly charged session that will leave you with much to ponder as well as providing some crucial guidance.</p> <p>Jon Pratlett B.Ed (Hons) is Managing Director of <i>Going For It Consulting</i> and has worked for Westpac, AGC, AMP, CBA, IBM, CSL, Foxtel, and others. He is President of the Bondi Running &amp; Triathlon Club (NSW Club Champions 2002 &amp; 2003), was a member of the Australian Team to The Ironman Triathlon World Championships, Hawaii 2000 &amp; 2001.</p>	<p><b>9.00am - 10.30am</b></p> <p><b>Sports Flow and the Meditative Mind</b> <i>Dr. Chris Kang</i></p> <p>By the application of the attitudes, principles and techniques of meditation, this experiential session will touch on how the meditative mind can be used for eliciting 'flow' to enhance sports performance. Coaches will be introduced to methods of meditation, flow state access and mental reframing for elite performance.</p> <p>Chris Kang owns Mindful Occupations, a leading-edge coaching and training business that empowers people to realise their full potential for creative, awakened lives and futures.</p> <p><b>11.00am - 12.30pm</b></p> <p><b>Getting into the Peak Performance 'Zone'</b> <i>Peter Knight</i></p> <p>As a concept, the peak performance 'zone' is one of the most sought after, yet least understood in sport. As individuals our optimal performance zone is unique to us. There are however similarities among elite athletes. Find out what these similarities are, and how to train them for yourself and your athletes.</p> <p>Peter Knight is a golf professional, NSW State Coach and Head Coach of the NSW Institute of Sport golf program. He is one of Australia's foremost golf coaches, rated Level 3 and AAA with the Australian PGA.</p>	<p><b>1.30pm - 3.00pm</b></p> <p><b>Balance in Coaching</b> <i>Sensei Joe Thambu</i></p> <p>In all traditional martial arts BALANCE is a focal point. It is this that we spend most of our time trying to polish and maintain. As one's martial training progresses we discover that this word has numerous levels and tangents each leading to the development of a skilled practitioner. It is through this word that Sensei Joe will share with you what martial arts has to offer the sports coach, athlete and team.</p> <p>Joe Thambu is an inspiring international speaker, reflecting the dynamic and effective nature of Yoshinkan Aikido in both his techniques and teachings. His exceptional skill and proficiency as a martial artist is the result of a lifetime commitment to Budo.</p> <p><b>3.30pm - 5.00pm</b></p> <p><b>The Heart of Coaching</b> <i>Russell Trotter</i></p> <p>What makes up the heart of coaching? What are the parameters that we can use as our 'operation manual', for coaching passion, loyalty, courage and spirit? We will look at the link between vision and goals as a coach, and how best to achieve them.. We will look at both individual and team coaching, as well as examine how we might need to vary our coaching techniques for females and males.</p> <p>As ARU National Referee Development Officer then as Referees Manager from 1992 - 2003, Russell Trotter set up the professional development network that established rugby match officials best practice - recognised as a world leader</p>	<p><b>9.30am - 4.30pm</b></p> <p><b>Mindmatters for Coaches</b></p> <p><i>Jeffrey Hodges</i></p> <p>Mindmatters is an exciting new application of the modelling excellence technology of Neuro-Linguistic Programming (NLP) for coaches and teachers. Mindmatters workshops are outcome oriented and provide practical skills and techniques for coaches to apply to their players to significantly enhance their performance.</p> <p>Jeffrey Hodges B.Sc. M.Sc.(Hons) B.Ed. is a performance consultant and educator who has worked extensively with coaches, elite athletes and sports clubs to enhance individual and team performance. He is the author of "Sportsmind" and "Champion Thoughts, Champion Feelings" books and tapes, and Director of the Sportsmind Institute for Human Performance Research.</p>

MELBOURNE	WEDNESDAY 20th October		THURSDAY 21st October		FRIDAY 22nd October
	<p><b>8.00am - 8.45am Registration</b>  <b>8.45am Official Welcome</b></p> <p><b>9.00am - 10.30am</b></p> <p><b>The Five Caps of Coaching</b> <i>Phil Allison</i></p> <p>People who take on the responsibility for the supervision of others are given various titles : managers, leaders, supervisors, coaches, teachers, etc. They all wear five different but important caps. These caps provide coaches with a critical insight into the roles that they need to play to ensure that their people are performing at peak levels. Understanding what these caps are, the difference between them, and when they should be worn is the purpose of this workshop.</p> <p>Phil Allison is an executive coach who facilitates others to achieve their absolute best. He is a graduate of the Australian Institute of Executive Coaching and since starting his own business, Corporate Edge Coaching, has established himself as an outstanding coach, having consulted for Woolworths, Harvey Norman, Westfield, Rebel Sport, Reebok, Dymocks, and other leading companies.</p>	<p><b>11.00am - 12.30pm</b></p> <p><b>Meditation : Clearing Your Mind for Better Performance</b> <i>Simon Prone</i></p> <p>Simple meditation techniques can help to not only focus the mind immediately after mediation, but also instil a discipline of being present in the moment, whether that moment is while competing or in any other situation. This talk will focus on what the meditative state is; briefly from a theoretical perspective, and then more importantly provide you with an experience of a few simple techniques that you can use for yourself and/or your players.</p> <p>Simon Prone is a Tibetan and Seichim Reiki Master, who has studied metaphysics, Ericksonian Hypnosis and NLP. He has an honours degree in Economics from Sydney University. Simon teaches as a consultant for the corporate sector, and in private classes.</p>	<p><b>1.30pm - 3.00pm</b></p> <p><b>Intuitive Awareness</b> <i>Dr Jon Hodson</i></p> <p>Jon's presentation will cover an overview of: "What is intuitive awareness?"; benefits of a developed intuition as a whole of life skill, (ie. beyond just the sports performance context); ways to improve intuition in a sporting/martial arts context; a practical break-out session where participants get to discover a level of intuitive insight; breaking down the mystery of intuitive awareness; and concluding with personal path notes from Jon as a senior Ninjutsu Black Belt practitioner and instructor.</p> <p>Jon has studied various martial arts over 23 years, having been involved with Judo, Boxing, Karate and for the last 10 years specifically with the art of Ninjutsu. Jon is a Japanese qualified Shidoshi 5th Dan Black Belt licensed to teach the art of Bujinkan Ninjutsu (Ninpo Taijutsu) directly from the Grandmaster of the art, Soke Dr Masaaki Hatsumi in Japan.</p> <p><b>3.30pm - 5.00pm</b></p> <p><b>Extending Yourself : Pushing the Boundaries of Your Body</b> <i>Mark McKean</i></p> <p>For details see Brisbane, Wed 25th August.</p>	<p><b>9.00am - 10.30am</b></p> <p><b>Self-Hypnosis: Accessing Hidden Resources &amp; Capabilities</b> <i>John Bermingham</i></p> <p>Hypnosis is a state of supreme inner mental focus, in which extraordinary physical and psychological achievements can be accomplished. With self-hypnosis, a person is able to consciously induce the hypnotic state. For sportspeople, it provides a powerful method for immediately accessing the optimal performance zone, allowing access to hidden resources and capabilities. Self hypnosis is easy to learn, and with practice, will contribute to superior sports performances.</p> <p>John Bermingham is an experienced teacher with an MA, Dip Ed and a Diploma in Solution-Oriented Psychotherapy. For the past two years, he has worked closely with Matthew Armstrong - former assistant coach of the Brisbane Lions and now coach of the Tasmania Devils.</p>	<p><b>11.00am - 12.30pm</b></p> <p><b>Getting into the Peak Performance 'Zone'</b> <i>Peter Knight</i></p> <p>For details see Brisbane, Thur 26th August.</p> <p><b>1.30pm - 3.00pm</b></p> <p><b>Balance in Coaching</b> <i>Sensei Joe Thambu</i></p> <p>For details see Brisbane, Thur 26th August.</p> <p><b>3.30pm - 5.00pm</b></p> <p><b>The Heart of Coaching</b> <i>Russell Trotter</i> For details see Brisbane, Thur 26th August.</p>

SYDNEY	WEDNESDAY 10th November		THURSDAY 11th November		FRIDAY 12th November
	<p><b>8.00am - 8.45am Registration</b>  <b>8.45am Official Welcome</b></p> <p><b>9.00am - 10.30am</b></p> <p><b>Enlightened Coaches and Athletes</b> <i>David Dangerfield</i></p> <p>For details see Brisbane, Wed 25th August.</p>	<p><b>11.00am - 12.30pm</b></p> <p><b>The Heart of Motivation</b> <i>Dr. Darren.Morton</i></p> <p>Motivation, or lack thereof, is a major obstacle for many athletes. So why does it seem to come so naturally to some and not others? In this session we consider the force that drives behaviour as we learn that motivation is a 'heart thing' not a 'head thing'. In turn we consider some strategies for keeping athletes motivated.</p> <p>Dr. Darren Morton holds a PhD in Physiology and is a world authority in his field. He has competed and coached at National level, and has a particular interest in the physiology of fear, and how athletes cope with fear and anxiety. His presentations are engaging and provide insights into sports performance from a physiological perspective.</p>	<p><b>1.30pm - 3.00pm</b></p> <p><b>Meditation : Clearing Your Mind for Better Performance</b> <i>Simon Prone</i></p> <p>For details see Melbourne, Wed 20th October.</p> <p><b>3.30pm - 5.00pm</b></p> <p><b>Coaching Relationships and Team Development</b> <i>Jon Pratlett</i></p> <p>For details see Brisbane, Wed 25th August.</p>	<p><b>9.00am - 10.30am</b></p> <p><b>Self-Hypnosis: Accessing Hidden Resources &amp; Capabilities</b> <i>John Bermingham</i></p> <p>For details see Melbourne Thur, 21st October.</p> <p><b>11.00am - 12.30pm</b></p> <p><b>Getting into the Peak Performance 'Zone'</b> <i>Peter Knight</i></p> <p>For details see Brisbane, Thur 26th August.</p>	<p><b>1.30pm - 3.00pm</b></p> <p><b>Motivation through a compelling vision</b> <i>Phil Allison</i></p> <p>Great leaders know the secret to motivation starts with a compelling vision - which is essential to personal and team success. Learn the building blocks of motivation and understand what motivates others.</p> <p>Information about executive coach Phil Allison's extensive experience can be found in the Melbourne conference schedule where he discusses "<b>The Five Caps of Coaching</b>".</p> <p><b>3.30pm - 5.00pm</b></p> <p><b>The Heart of Coaching</b> <i>Russell Trotter</i> For details see Brisbane, Thur 26th August.</p>