



# ISN'T IT TIME...



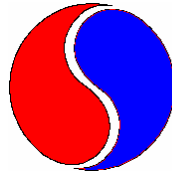
**KIDZKOACHING**

Junior Physical Education



**COACHING CONCEPTS**

Sports Management



# **COACHING CONCEPTS**

## **Sports Management**

THE PHYSICAL EDUCATION BRAND MANAGEMENT SPECIALISTS

**ACCREDITED AND ENDORSED BY:**



**SPORTS  
SCIENCE  
INSTITUTE OF  
SOUTH AFRICA**





# KIDZKOACHING

Junior Physical Education



# INFORMATION BROCHURE



***FUN, FITNESS, FRIENDS!***



A Division of



**COACHING CONCEPTS**

**Sports Management**

# OUR MISSION STATEMENT

- To instil in our children, an ethos of healthy living, active participation and mutual respect of fair play through the coaching and teaching of the basics of various sporting disciplines.
- To develop, to the best of our ability, the fundamental skills that are required to mould our Members into well-rounded and balanced individuals.
- Our focus is one of sporting-based, physical and emotional development.



## THE KIDZKOACHING DEVELOPMENT PROGRAMME

The KIDZKOACHING Development Programme underwent an initial three year research period and has been designed to give our Members a development programme that is both comprehensive as well as effective. Born out of a need to give our children the start that is so important in the successful development of their fundamental movement skills, our development programme is specifically designed to enhance the attitude of a young person toward him/herself.

Using area-specific games and exercises, our development programme aids and enhances all the essential aspects of a child's physical development that will equip him/her with the skills that are so important in leading a healthy and active lifestyle.



**COACHING CONCEPTS**

Sports Management

# CROSS TRAINING DEVELOPMENT

We believe it to be vitally important in a child's development to incorporate as many different exercises as possible into their development programme. KIDZKOACHING is a non sport-specific programme but uses diverse aspects of many structured sports to achieve our aims. These sports include cricket, netball, gymnastics, athletics, baseball, basketball, soccer and tennis. The incorporation of a number of these exercises into one lesson module is referred to as cross training development.



## FOUNDATION TRAINING

As with the construction of a house, regardless what happens in the actual structure, if the foundations are weak, the house itself will never be strong...

The skills that we focus on in our lesson modules are all considered foundation skills.

Essentially, our development programme provides our Members with a foundation of skills that they can use with efficiency, competence and confidence. Of all the sporting codes that exist today, a core of skills is needed to participate in that specific sport. Every sport requires different types of skills but there are a number of these skills that are common to ALL sports...these are the skills that make up foundation training.



**COACHING CONCEPTS**

Sports Management

# PRIMARY AND FOLLOW-UP ANALYSES

An integral part of the KIDZKOACHING Programme is the Primary and Follow-Up Analyses. These analyses will be presented to both teachers and parents at the conclusion of each term and detail their children's progress within the programme. In any type of physical education programme, it is important that a balance is found between how much a Member is analysed and how much a Member participates. We believe that we have found the perfect balance!



## INTRA-CURRICULAR INCLUSION

Over 95% of our current schools have implemented the KIDZKOACHING Programme as an intra-curricular activity.

Following the mantle of "Let the coaches coach, let the teachers teach!" we have found that by including the Programme as an intra-curricular activity, our Members gain a familiarity with their coach and the KIDZKOACHING Programme which lets them acquire the necessary skills at a far quicker rate.


Furthermore, it allows the teachers to focus on their core teaching responsibilities.



**COACHING CONCEPTS**

Sports Management

# ANALYSIS SAMPLE



## KIDZKOACHING

### Junior Physical Education

Individual Analysis – Private 2006

<b>Name</b>		<b>School</b>	
<b>Class</b>		<b>Teacher</b>	

Term 1

The first term of this year was spent focusing on hand-eye coordination, visual tracking, systematic activity.

<b>Social Interaction</b>	
<b>Hand Eye Co-ordination</b>	
<b>Visual Tracking</b>	
<b>Systematic Activity</b>	
<b>General Comment</b>	

Term 2

The second term of 2006 was spent on foot-eye co-ordination, balance and cardio vascular fitness.


<b>Social Interaction</b>	
<b>Foot-Eye Co-ordination</b>	
<b>Balance</b>	
<b>Cardio-Vascular Fitness</b>	
<b>General Comment</b>	

Term 3

The third term was used to focus on further hand-eye and foot-eye co-ordination skills.

<b>Social Interaction</b>	
<b>Hand-Eye Co-ordination</b>	
<b>Foot-Eye Co-ordination</b>	
<b>General Comment</b>	

A Division of



**COACHING CONCEPTS**  
Sports Management

THE PHYSICAL EDUCATION BRAND MANAGEMENT SPECIALISTS



# EQUIPMENT AND COACHING VEHICLES

All of our equipment is age-appropriate and of the highest quality. Where a piece of equipment has not been available, it has been manufactured for us. All of our coaches conduct coaching on the school premises with fully equipped, vibrantly branded coaching vehicles at their disposal.



## COACHING STAFF

For the KIDZKOACHING Division, COACHING CONCEPTS Sports Management employs a small but dedicated staff. One of the cornerstones in our Programme is the continuity of coaching staff. All too often, a programme might be outstanding but due to high staff turnover, progress is slow. We are proud to say that this is not the case with KIDZKOACHING.



All of our staff members must display passion, integrity, dedication, a good work ethic as well as serve an eight month apprenticeship with a senior instructor before they are able to conduct classes on their own.

## COST

We have a number of financial structures available which will not only benefit our Members, but the school as well. Please speak to your relevant coach for more information.



**COACHING CONCEPTS**

Sports Management

# ADVERTISING

All schools will be provided with handouts and posters for the school premises.

## A5 Handout and A3 Poster Samples



**KIDZKOACHING**  
Junior Physical Education & Skills Development Program

**OUR MISSION:**

To instill in our children an ethos of healthy living, active participation and mutual respect of fair play through the coaching and teaching of the basics of various sporting disciplines.

To develop, to the best of our ability, the fundamental skills that are required to mould our Members into well-rounded and balanced individuals.

Our focus is one of sporting-based, physical and emotional development.

**KIDZKOACHING develops and enhances the following:**

- Hand-Eye Co-ordination
- Spatial Awareness
- Gross Motor Skills
- Perceptual Motor Skills
- Balance
- Visual Tracking
- Systematic Activity
- Cardio Vascular
- Fitness
- Teamwork
- Confidence

Who is KIDZKOACHING for?  
We cater for boys and girls between the ages of three and seven. We coach on the school premises to maximize your convenience. Our Members are monitored and reported on once per school term.

**HELPING OUR CHILDREN ACHIEVE THEIR DREAMS!**

For more information please contact Anthony on 082-940-3521 or e-mail us at [info@coachingconcepts.co.za](mailto:info@coachingconcepts.co.za)

A Division of  
**COACHING CONCEPTS**  
Sports Management

THE PHYSICAL EDUCATION BRAND MANAGEMENT SPECIALISTS



**KIDZKOACHING**  
Junior Physical Education & Skills Development Program

**OUR PROGRAM DEVELOPS AND ENHANCES THE FOLLOWING:**

- HAND-EYE CO-ORDINATION
- SPATIAL AWARENESS
- GROSS MOTOR SKILLS
- PERCEPTUAL MOTOR SKILLS
- BALANCE
- VISUAL TRACKING
- SYSTEMATIC ACTIVITY
- CARDIOVASCULAR FITNESS
- TEAMWORK
- CONFIDENCE

**HELPING OUR CHILDREN ACHIEVE THEIR DREAMS**


For more information please call  
**(011) 468 3445**

**COACHING CONCEPTS**  
Sports Management  
The Physical Education Brand Management Specialists



# ENDORSEMENTS

CHRIST CHURCH PREPARATORY  
SCHOOL AND COLLEGE



Cnr. 9th & 11th Roads  
Erand, Midrand  
PO Box 6365  
Halfway House 1685  
Tel: (011) 318 2481  
Fax: (011) 318 2482  
E-mail: christchurch@acenet.co.za

**To Whom It May Concern**

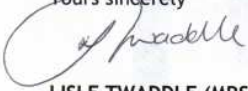
Anthony Lord, and his company, Kidzcoaching, has been involved with our school for 2 years. Anthony works with all pupils from Grade 0 to Grade 2.

He runs a fantastic programme which benefits all children. The children thoroughly enjoy their sessions with Coach Anthony.

Anthony himself is extremely well organized and always well prepared. He has developed an excellent rapport with both our children and staff. He works well with a large group of children (71 pupils) at a time, and has no problem managing the group. His activities are well thought out and are fun.

I have always been kept well informed of Anthony's activities and plans. He provides me with a comprehensive programme at the beginning of each term. We, as a school are extremely blessed to have Anthony as part of our extra-curricular programme.

If I can be of any further assistance, please do not hesitate to contact me.

Yours sincerely  


**LISLE TWADDLE (MRS)**  
Extra-Curricular Administrator

*"Christ Church Preparatory School and College exists to equip young men and women to grow in the fear of the Lord, living lives committed to Him as they develop knowledge, skills, character and leadership for a life of service in society."*



**COACHING CONCEPTS**

**Sports Management**

# ENDORSEMENTS



## Kildrummy Pre-Primary CC.

Reg. No. 2005/084203/Z3

1 September 2006

### Teaching as a Coach

~~COACHING~~ has been researched since 1967 and was established with the first lesson conducted in January 2001. All coaches are required to serve an eight month apprenticeship before they may conduct a lesson on their own. There are currently four full time coaches who are fully employed and manage their own areas. There are no ~~TEACHING~~ transitions. The ~~TEACHING~~ programme has over 2000 members in twenty seven schools in Gauteng.

Charles Anthony Lord has taught ~~TEACHING~~ at Kildrummy Pre-Primary School (formerly known as Paulshof Pre-Primary School) since 2002. He is a dynamic, enthusiastic, energetic and friendly person and coach who is extremely popular amongst pupils and staff alike. He is an outstanding disciplinarian when the children respect and admire. His rapport with the pupils is of the highest caliber. He is very perceptive with regards to identifying pupils with possible problems and communicates this well to the respective teachers.

Anthony is the epitome of professionalism both as a coach and in his dealings with parents, staff and pupils and it is indeed a privilege working with him. Kildrummy Pre-Primary is proud of its association with Anthony and ~~recognises his contribution to the success of the school as an activity of part of the curriculum.~~

Yours sincerely,

A handwritten signature in black ink that reads "K.H. Haas".

K.H. Haas (Principal)

P O Box 591  
PAULSHOF  
2056

Tel: (011) 803-5338  
Cell: 082 560 7752

Members: K.H. Haas, A.O. Haas, J.E. Haas

67 Komari Ave  
PAULSHOF



**COACHING CONCEPTS**

Sports Management

# ENDORSEMENTS

## Paulshof Preprimary



P.O. Box 555  
MORNINGSIDE  
2057

67 KOMARI AVE  
PAULSHOF EXT 10  
TEL: 803-5338

Anthony Lord  
Coaching Concepts Sports Management  
36 Forestdale  
Amadina Road  
Douglasdale  
8 June 2001

Dear Anthony,

Thank you for giving me the opportunity to give you feedback from my school.

- Anthony is always neatly and appropriately dressed
- Anthony is always polite and thoughtful
- Anthony participates in the classes with enthusiasm
- Anthony is easy to approach and has a good sense of humour
- Classes are conducted most professionally
- Classes are well-structured
- The Development Program has been nothing short of a win, win situation
- Most of our learners have definitely gained in confidence and ability
- The apparatus and equipment used is all of an extremely high standard
- I was delighted to find Anthony who could provide a much needed service at my school. I feel that Anthony certainly has a winning formula and is so enthusiastic about his programme that this positive input can only benefit the learners at my school. I can highly recommend that anyone considering taking on Kidzkoaching do so immediately as it will definitely benefit the learners at your school.

Thank you Anthony for a job well done !

Yours sincerely,

Jill Cameron  
Principal



**COACHING CONCEPTS**

Sports Management

# ENDORSEMENTS

Montessori



Africa  
Kindergarten

Coaching Concepts  
P O Box 1655  
Paulshof  
2056

92 Ethel Street  
Fontainebleau

P.O. Box 699,  
Douglasdale, 2165

School: 011 792 4401  
Fax: 011 467 2452

30 July 2004

Attention: Jon Ross

RE: KIDZKOACHING - MONTESSORI AFRICA

Dear Jon,

This letter serves to convey our appreciation for the service offered by yourself and your organisation to our schools.

The decision was taken to introduce KidzKoaching as a compulsory activity in our schools as we identified the activity of the development of gross motor skills to be one of the essential factors contributing to the overall development of the child. We would like to take this opportunity to extend our praise for your program and the service offered by your organisation.

Your willingness to assist us in activities not directly related to your mandate is most appreciated. Furthermore, the report back received at the end of each term for each of the children is of a high standard, well presented and more importantly informative. Your professionalism in conducting your lessons and the interaction with our staff and more significantly the little people in our care has to be commended.

We thank you for your contribution to our school and look forward to a continued mutually beneficial relationship.

Kind Regards

Maria Erasmus  
Owner

Montessori Africa Kindergarten  
Registration Number: 2001/008937/25



**COACHING CONCEPTS**

Sports Management

# ENDORSEMENTS



*Morningside Pre-Primary School*

*29 November, 2006*

Dear Anthony,

Thank you for a wonderful year and all your professional input. Morningside is proud to be associated with Coaching Concepts, in particular Kidzcoaching.

We look forward to another good year in 2007.

All the best for a happy Christmas and a wonderful time over the festive period.

Regards,  
Penny and Staff

*Morningside Pre-Primary School 127 Coleraine Drive P.O. Box 1940 Rivonia 2128  
Telephone (011) 706 1582 Fax: (011) 706 1582*

*Greater seventy seven CC*

*Members: A.J. Coy. P.A. Coy. L.A. Lloyd.*

*Member of ISASA GED Registered CK No 20001034881123*



**COACHING CONCEPTS**

Sports Management

# FOR MORE INFORMATION



**KIDZKOACHING**

is a division of



**COACHING CONCEPTS**

**Sports Management**

THE PHYSICAL EDUCATION BRAND MANAGEMENT SPECIALISTS

For more information please do not hesitate to contact us at your earliest convenience.

Coaching Concepts Sports Management Head Office

info@coachingconcepts.co.za

Anthony Lord

082-940-3521

anthony@coachingconcepts.co.za

Coaching Concepts Sports Management Midrand Franchise

Michael Bow

082-874-6356

michael@coachingconcepts.co.za

Coaching Concepts Sports Management Randburg Franchise

Justin Gibson

084-500-9288

justin@coachingconcepts.co.za

Coaching Concepts Sports Management Randpark Ridge Franchise

Darren Janssen

076-421-1762

darren@coachingconcepts.co.za



[www.ccsm.co.za](http://www.ccsm.co.za)



**COACHING CONCEPTS**

Sports Management