



# COACHING BROCHURE

THE SHARKS ACADEMY IS A WORLD-CLASS RUGBY ACADEMY WHICH IS ACCREDITED BY SA RUGBY AND UNIQUE IN ITS STRATEGIC PARTNERSHIP WITH THE SHARKS

# PROGRAMME

The Sharks Academy provides an educational foundation based on a good balance between the following components:

## ACADEMIC OPTIONS

1. Higher Certificate in Fitness (eta College) / 1 Year
2. Higher Certificate in Sports, Recreation and Fitness Management (eta College) / 1 Year
3. Diploma in Sport and Exercise (eta College) / 3 Years
4. Diploma in Sport and Recreation Management (eta College) / 3 Years
5. Bcom Degree in Marketing and Management Science (IMM Graduate School) / 3 Years minimum
6. BBA Degree in Marketing Management (IMM Graduate School) / 3 Years minimum
7. B.Ed Degree in Intermediate Phase Teaching (Stadio Multiversity) / 4 Years minimum
8. Gap Year Program (non-academic offering facilitated by The Sharks Academy) / 1 Year

## SHARKS ACADEMY MEDICAL TEAM

All the players have access to medical services at The Sharks Academy Medical Centre. This sets us apart and ensures we are unique in the South African Market.

1. Doctor
2. Physiotherapist
3. Biokineticist

## FACILITIES

All Academy activities at JONSSON KINGS PARK, Home of The Sharks.

1. Lecture rooms
2. Gym facilities
3. Training fields
4. Lunch facilities
5. Offices
6. Medical rooms

## ADDITIONAL ELEMENTS INCLUDE

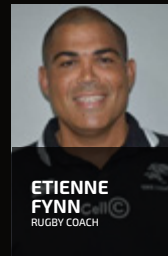
1. Range of clothing
2. Healthy and nutritious lunches
3. Gym facilities
4. Team building
5. Attending Sharks matches at JONSSON KINGS PARK

# THE TEAM

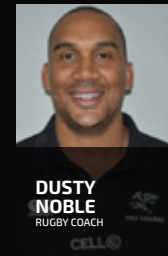


"The continued success of our graduates and the pride with which they play for The Sharks, Springboks and other professional teams is testament to the unique balance of our offering. This is based on a strong partnership with The Sharks and various academic partners allied to an international class coaching team - blending into a product which has a proven track record. Talented players joining us from school become part of a proud structure which can develop them into becoming world-class players."

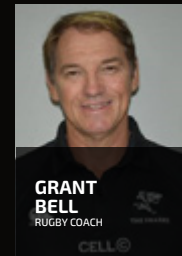
**ETIENNE FYNN**  
MANAGING DIRECTOR



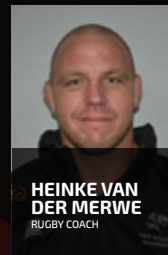
**ETIENNE FYNN**  
RUGBY COACH



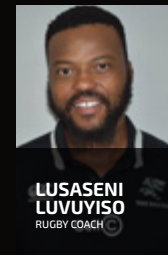
**DUSTY NOBLE**  
RUGBY COACH



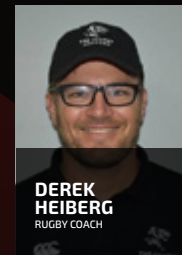
**GRANT BELL**  
RUGBY COACH



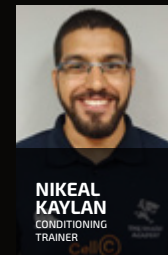
**HEINKE VAN DER MERWE**  
RUGBY COACH



**LUSASENI LUVUYISO**  
RUGBY COACH



**DEREK HEIBERG**  
RUGBY COACH



**NIKEAL KAYLAN**  
CONDITIONING  
TRAINER

# WEEKLY PLANNER

TIME	MONDAY	TUESDAY
07h45 - 08h00	All players meet on KP6 registration	All players meet on KP6 registration
08h00 - 09h00	Rugby session shadow/participate	Rugby session shadow/participate
09h00 - 10h00	S&C - rugby specific Observe / understand	S&C - rugby specific Observe / understand
10h00 - 10h30	Shower	Shower
10h30 - 12h30	Academic lectures or practice review	Academic lectures or practice review
12h30 - 13h30	Lunch Venue: Fidelity	Lunch Venue: Fidelity
13h30 - 14h00	Extras - PSS/ CORE	Extras - PSS/ CORE
14h00 - 14h30	Practice preview (academy & club) or Review for academic participants	Practice preview (academy & club) or Review for academic participants
EVENING	Club - forward, back or head coach role	Club - forward, back or head coach role

WEDNESDAY	THURSDAY	FRIDAY
All players meet on KP6 registration	All players meet on KP6 registration	All players meet on KP6 registration
Rugby session shadow/participate	Rugby session shadow/participate	Rugby session shadow/participate
S&C - rugby specific Observe / understand	S&C - rugby specific Observe / understand	S&C - rugby specific Observe / understand
Shower	Shower	Shower
Academic lectures or practice review	Academic lectures or practice review	Academic lectures or practice review
Lunch Venue: Fidelity	Lunch Venue: Fidelity	Lunch Venue: Fidelity
Extras - PSS/ CORE	Extras - PSS/ CORE	Extras - PSS/ CORE
Practice preview (academy & club) or Review for academic participants	Practice preview (academy & club) or Review for academic participants	Practice preview (academy & club) or Review for academic participants
Evening off	Club - forward, back or head coach role	Club - forward, back or head coach role

# SHARKS ACADEMY COACHING PROGRAMME



**“SUCCESS IS WHERE  
PREPARATION AND  
OPPORTUNITY MEET.”**  
- BOBBY UNSER

## MENTORING

1. Establishing a Relationship
2. Profiling Individuals / Groups
3. Empathy – Not Weakness – Emotional Intelligence
4. Question Technique
5. Structure – Outcome Based
6. Differing Approaches to Individuals – Based on “B” Why is it Important
7. Man Management – How / Why?
8. Assessments
9. Evaluations
10. Feedback
11. Self-Reflection
12. Self-Evaluation
13. Access to Experts both Internally & Externally to bounce ideas off

## OPPORTUNITY

1. Standard Format applied to all Evaluations
2. Reports – Quarterly
3. Knowledge – Rugby Specific
4. Coaching Methodology
5. Player Management – How does the coach manage individuals / teams
6. Playing Philosophy
7. How to Self-Reflect
8. Planning
9. Execution
10. Reflection
11. Evaluation of the Team's Performance
12. Outside Expert Input and Evaluation

## EVALUATION

1. Graded as suited to U19 / U21 / Seniors
2. Education Pillar fully completed
3. Mentoring by assigned mentor – report complete and clear on potential
4. Agreement signed – individual held to it
5. Committed to a minimum of one (1) year back to local KZN Rugby
6. Floating – 1, 2, 3 which is adjustable release at all times
7. Evaluation
8. Exchange options – UK / Europe
9. Placement by committee – to club rugby

# COACHING MODULES

## MODULE 1: PRINCIPLES OF PLAY - ATTACK / DEFENCE

- Attack
- Gain Possession
- Go Forward
- With Support
- Continuity
- Pressure
- Reward
- Defence
- Contest Possession
- Go Forward
- With Support
- Continuity
- Pressure
- Reward

## MODULE 2: POSITIONAL REQUIREMENTS

- Prop loosehead /  
tighthead
- Hooker tight / loose
- 4 Lock
- 5 Lock
- Openside Flank
- Blindside Flank
- Eightman
- Scrumhalf
- Flyhalf
- Inside Centre
- Outside Centre
- Wingers
- Fullback

## MODULE 3: CORE SKILLS

- Catch & Pass
- Evasion
- Contact Continuity
- Ruck & Maul
- Tackle
- Decision Making

## MODULE 4: POSITION SPECIFIC SKILLS

- Prop loosehead /  
tighthead
- Hooker tight / loose
- 4 Lock
- 5 Lock
- Openside Flank
- Blindside Flank
- Eightman
- Scrumhalf
- Flyhalf
- Inside Centre
- Outside Centre
- Wingers
- Fullback

## MODULE 5: UNIT SKILLS

- Scrum
- Lineouts
- Kickoff Receipt
- Kickoff Attack
- Backline
- Scrumhalf / Flyhalf
- Centres
- Back Three (Wings/  
Fullbacks)

## MODULE 6: TEAM PLAY

- Attack Systems
- Defensive Systems
- Patterns of Play
- The Kicking Game

## MODULE 7: SPECIALIST SKILLS

- Front Row / Scrummage
- Lineout Play
- Breakdown
- Kicking
- Tackle / Defence

## MODULE 8: INTERVIEW WITH SPECIALISTS

- Front Row
- Lineout
- Breakdown
- Kicking
- Tackle / Defence

# CONTACT US

**CONTACT US FOR MORE DETAILS  
ON OUR PROGRAMMES**

**ADDRESS:**

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PARK Stadium, Jacko Jackson Drive, Stamford  
Hill, Durban, 4001

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**EMAIL:**

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**WEB:**

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



# INTERESTED?

FILL IN THE FORM BELOW TO FIND OUT MORE

NAME

DOB

CELL

E-MAIL

SCHOOL

PROVINCE

PROGRAMME

RUGBY

SOCCER

REFEREE

POSITION *(IF APPLICABLE)*

GUARDIAN'S NAME

GUARDIAN'S CELL

GUARDIAN'S EMAIL

NOTES

RETURN THIS FORM TO THE SHARKS ACADEMY STAND OR  
VISIT [WWW.SHARKSACADEMY.CO.ZA](http://WWW.SHARKSACADEMY.CO.ZA) TO APPLY



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