

NAME: ASHLEY ROSS (B Ed.)



QUALIFICATIONS

Bachelor of Education (P.E)

Level III Accredited Coach

Level III Accredited Coach

Accredited Level I Bio mechanist

ICCE / NCDA Coach Developer

NSSU / ICCE Advanced Coach Developer

(Deakin Uni.)

(Cricket Australia)

(New Zealand Cricket)

(NZ Sports Science)

International Centre for

Coaching Excellence

(Trainer)

Twitter: @CoachLearningS1

Linkedin: <https://www.linkedin.com/in/ashley-ross-b38a6a32>



CoachLearning
S O L U T I O N S

COACHING BIO 2021

Ashley Ross has been professionally involved in coaching for 35 years, working in and with many countries and across sports. He has coached athletes from grass roots to World Championship winning teams (2000 NZ Cricket Black Caps ICC Knock Out Trophy in Kenya) and across genders (1997 World Champion Australian Women's Cricket team) and across Sports, (coaching adviser to NZ Bowls Team, World Champions, Christchurch 2008)

As South Australian Sports Institute (SASI) Coach Development Lead (the first and at the time only one in the NIN network) Ashley built the HP Coach Development system and structures from the ground up and delivered this world recognised, bespoke HP coach development program to Olympic facing coaches and those working in pathway programs. The independent report commissioned by SASI into the impact of this role on its coaches was glowing in its findings (see excerpts below. The full report is available as required).

Ashley has completed and been accredited as an Advanced Coach Developer by the world renowned Nippon Sports Science University / International Council for Coaching Excellence Nippon Coach Developer Academy (NCDA). He continues to develop international coaches across the globe across many sports.

Ashley is sort after as an international presenter and consultant having been a member of HP Sport NZ's "World Class Coaching Working Group" and presented to NZ Elite Rugby Coaches for NZ Rugby on "World Class Coaching" and the ICCE International Symposium in Japan 2017 on "Coaching From an International Perspective".

Ashley now works for Coach Learning Solutions delivering services directly to HP and Pathway coaches, training for Coach Developers within organisations, complete Coach Development system builds for organisations and curates Coach Learning and Development Communities to create coach development through self-directed, informal, and social environments.



CoachLearning
S O L U T I O N S

COACH DEVELOPMENT REFERENCES & TESTIMONIES

SOUTH AUSTRALIAN SPORTS INSTITUTE

COMMENTS FROM SASI COACHES ABOUT THE SASI COACH DEVELOPMENT PROGRAM & SASI COACH DEVELOPMENT LEAD

from South Australian Sports Institute (SASI) - Coach Developer Impact Evaluation Project, June 2020

“This is the first exposure that I’ve had to someone in this role. At the beginning I didn’t really know what it was or what we were doing, but having worked with Ash now I’m thinking that if there’s a situation where I don’t have someone like Ash – what will I do?”

“... in the early days it was just me coming to him with potential problems or issues that he could help me with”, but that in recent times the coach had moved to a more formal planned structure for their interactions with the CD.

“He draws you in to thinking about things that happened in your sessions. You then find yourself sitting down at home and evaluating your coaching without having a direct session – he’s definitely helped to draw that out of you”.

“... probably the main impact is giving me more of a focus around thinking about my own coaching, and ways of trying to reflect and review, and to improve”.

“He’s helped me change the style in which I coach, and the way I draw things out of players. I guess it’s driving athletes - rather than being directive, it’s been a lot more push-pull, a lot more questioning. He’s videoed and microphoned [sic] me. We’ll then sit down and review weekly, and set some new goals.”

“I really like just having someone come in and evaluate my coaching session. My feedback, what they can see, how the athletes reacted to what I’m doing and saying – sometimes it’s easy to get caught up in the moment, so it’s hard to judge that. Just the general feedback from that session is really valuable. I want to continue with that.”

“[The CD] doesn’t really need to have a knowledge of [my sport], because he’s got a knowledge of sport and coaching and delivery. He’s able to ask me some really good questions about how to make my delivery more efficient and effective without knowing the sport. That’s really what coaching development is, isn’t it? Asking questions that make the coach think is more important than telling them how to think.”

“I get a lot more out of working with Ash than I do in those courses. It’s tailored specifically to you, which is awesome.”



CoachLearning
S O L U T I O N S

“Having someone in your environment is crucial, to see how you operate day-to-day with your athlete group in your own comfort zone. That’s where you’re going to get the biggest bang for your buck.”

“Being able to get PD on the job, weekly or monthly, works way better for me [than formal coaching courses]. It’s in small chunks, it’s digestible, you can go and practise it the next week and get feedback on it the day after.”

“Because you’re doing it, getting the feedback, and going out to do it again, you’re getting much better change than sitting in a course that you get 10% gain out of. You’re getting real time feedback on what you just did, and that will reinforce the message as well. The environment, and the practise you get, is vital I think.”

“I think courses play their part, but having a more personalised, consistent and ongoing approach to it is going to bring about more habitual change. Compared to just walking out of a conference all excited but a week later most of it washes out.”

Please access the following link for video testimonies from Coaches Ashley Ross worked with as the SASI Coach Developer.

<https://youtu.be/D6aeaYeHLS4>

TESTIMONIES FROM FELLOW COACH DEVELOPERS

“Before meeting Ash, I didn’t know exactly what a coach developer was, or did. He has introduced me to a new way of thinking about what I do, and has also broadened my ‘toolkit’ with a range of approaches to developing coaches. I have had the pleasure of watching him in action as a Coach Developer, and have taken so much from his warm, inquisitive, and detail-focussed interactions with coaches. He was an asset to SASI, and will be to any organisation fortunate enough to have his services in the future. One of the very best in the business.”

Rob Mason. Port Adelaide FC Coach Developer



CoachLearning
S O L U T I O N S

"Ashley is a true developer of people and coaches. He is equipped with the ability to facilitate and inspire growth with meaningful and lasting impact for individuals and organisations. Ashley has a unique talent for bringing people together, creating supportive communities on a global scale. Sewing together a network of sports coaches and athletes in order to create a multi lateral performance culture requires a special type of person. Ashley is an exceptional leader who I would highly recommend across the sporting landscape."

Lauren Soderberg Olympic Beach Volleyball coach and Coach Developer

ASHLEY / COACH LEARNING SOLUTIONS HAS, OR IS CURRENTLY PROVIDING PROFESSIONAL SERVICES TO

Asian Cricket Council, Athletics South Australia, Australian Council for Health Physical Education and Recreation, Australian Football League, Australian Football League Northern Territory, Australian Institute of Sport, Blackwell Golf, Bowls NZ (New Zealand), Brad McGee (Cycling Australia), Coach's Companion, Cricket ACT, Cricket Australia, Cricket Northern Territory, Cricket Tasmania, Cricket Victoria, Drexel University (US), Deakin University, Flinders University, Gymnastics Australia, Gymnastics Singapore (Singapore), Gymnastics South Australia, Hawthorn Cricket Club, High Performance Sport NZ, Hockey South Australia, International Cricket Council Academy (Dubai), International Cricket Council (Dubai), International Centre for Coaching Excellence, Kensington District Cricket Club, Leanne Choo (Director of Coaching for South Aust Badminton), Melbourne University Cricket Club, Nippon Sports Science University (Japan), NZ Cricket (New Zealand), NZ Rugby (New Zealand), NSSU Coach Developer Academy (Japan), Netball Australia, Netball South Australia, New South Wales Institute of Sport, Northern Territory Institute of Sport, South Australian Cricket Association, South Australian National Football League, South Australian Institute of Sport, Sport NZ (New Zealand), Sri Lanka Cricket (Sri Lanka), Swimming South Australia, Tasmanian Institute of Sport, University of Melbourne, Victoria University, Water Polo Australia, Zimbabwe Cricket (Zimbabwe)



CoachLearning
S O L U T I O N S