



Study Group  
**Scheme**

**KNVB Club development**

Tino Stoop



## Programme

- Overview club development
- People & products
- Counseling & training
- Developments.



**KNVB**

**Technical affairs**

Development & research

**Academy**

Education TC & Referees

**Club Support**

Board

**Club development**

**Technical**

- Training
- Coaching (players & staff)
- Recruitment & maintenance staff/volunteers
- Education staff
- Policy of selection
- Policy of target group.

**Referee**

- Education staff
- Recruitment & maintenance staff/volunteers
- Policy of target group.

**Board**

- Playing football
- Policy & organization
- Staff
- Accommodation & material
- Organization matches
- Finance
- Climate & culture
- Relation with environment.

**Development staff**

**In company training**

**Courses (external)**





**KNVB**

**Technical affairs**

Development & research

**Academy**

Education TC & Referees

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**In company training**

**Courses (external)**





## Products

- Scan for technical staff
- In company football school
- Under 6 Football
- Football days
- Streetsoccer days
- Girlfriend days
- Regional Football Training (RVT)
- School & Sport
- Regular (traditional) courses
- In company training staff members/volunteers
- Etc...



Just a question...

What is one of the most important preconditions  
to start club development?

**attrapanovios**



# The missing links...



## The missing links...

### **Key players KNVB**

- Club coach
- Talent coach
- Teachers

### **Key players club**

- Team coordination youth football
- Technical coordinator
- Counselor of practice
- And ...

the players!



## The missing links...

### **Key players KNVB**

- **Club coach**
- Talent coach
- Teachers

### **Key players club**

- Team coordination Youth football
- Technical coordinator
- Counselor of practice



## History

- 2001-2011: Region coach
- 2011-20...: Club coach



## Similarities region coach – club coach

- Practical
- Working in company
- Technical background/roots.



## Differences region coach – club coach

### Region coach

- mainly focussed on product
- mostly short term influence
- less hints to external information
- almost 50 persons in 6 districts

### Club coach

- mainly focussed on process
- structural long term influence
- more hints to external information
- almost 25 persons in 6 districts



## Competences club coach

- Is able to support the club to develop and to implement practical cases of football policy
- Is able to promote development of competences of the staff/volunteers.



## Core business

- Stimulates and advises the staff to educate
- Organizes meetings for the staff
- Supports staff during courses
- Monitors relationship between staff development and football policy
- Keeps in touch with KNVB districts office.



## Categories clubs

**Want**  
**Not able to**

**Don't want**  
**Not able to**

**Want**  
**Able to**

**Don't want**  
**Able to**



## Priority clubs

**Want**  
**Not able to**

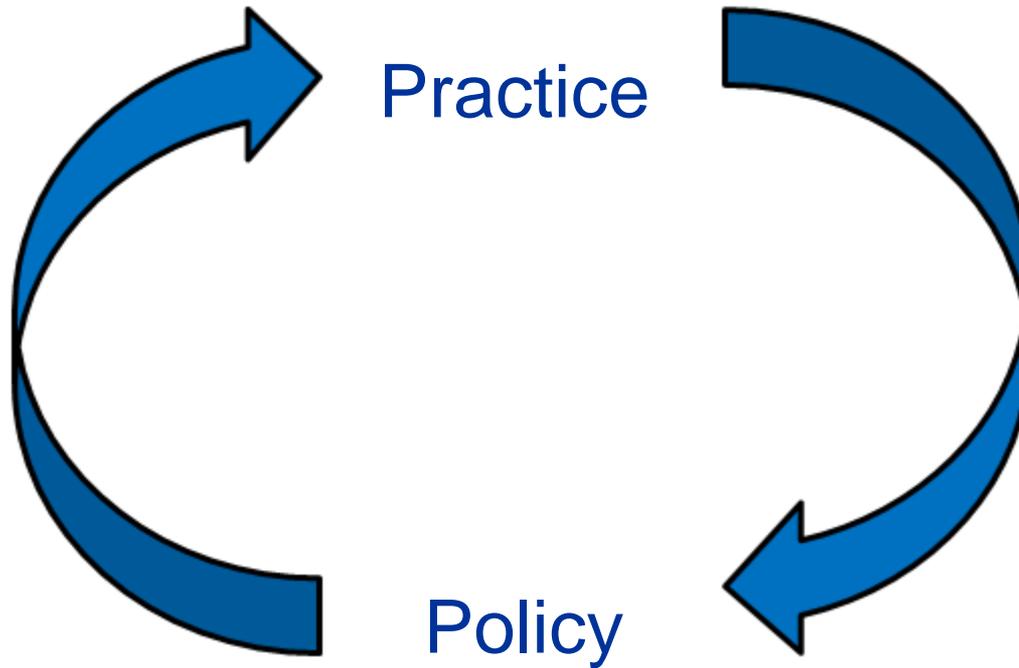
**Don't want**  
**Not able to**

**Want**  
**Able to**

**Don't want**  
**Able to**



## Relation practice-policy





## Policy

- Technical staff scan
- Quality mark amateur football
- Method of working (club level)
- Method of working (regional youth education centre/ districts level)
- Competition (model & scheme).