



COACH, MANAGER & SUPPORT STAFF

VALUES



LEAD BY EXAMPLE

Model the behaviours you expect from players: discipline, respect, and humility on and off the field.



DEVELOP PEOPLE, NOT JUST PLAYERS

Success is measured in growth — building confidence, character, and capability alongside skills.



CLEAR & HONEST COMMUNICATION

Keep players, staff, and families informed. Say the hard things with respect, and celebrate the small wins out loud.



CONSISTENCY & FAIRNESS

Be steady in your decisions. Treat every player with fairness, balancing accountability with care.



PROTECT THE JERSEY

Safeguard the integrity of the program, its culture, and its reputation in both Australia and the Philippines.



SERVICE BEFORE SELF

Support roles are about giving — time, energy, and knowledge — to ensure players thrive and the team succeeds.



COMMUNITY CONNECTION

Strengthen ties with the Filipino community, sponsors, and supporters. Remember, you represent more than just a squad.