



MEDIA RELEASE

Tuesday 7th April, 2009

Youth in the Hills Go to the Max as Castle HILL RSL Launches MAX POENTIAL

Castle Hill RSL announces the introduction of a youth leadership and community coach development program across the Hills District.

The Max Potential program offers 22 weeks of personal leadership development, including coaching, to young leaders from schools and the community to help them maximise their potential during the final years at school and beyond. It also encourages students to focus on the local community and ways that they can work to improve it.

Max Potential draws on leaders within the community, business, industry, schools and churches, equipping them with progressive coaching skills and tools that apply across personal, life and employment contexts.

Volunteer coaches will be given training in a life-coaching model which explores ten personal leadership principles and the opportunity to use these in practice with Max Potential youth participants, supported by a professional life coach.

All volunteer coaches will have the opportunity to build coaching into a personal and professional leadership profile, including the possibility of further life coaching accreditation through Future Achievement Australia.

There will also be a certificate of participation which can be used for further career opportunities.

There are a few key dates, highlighted in the coach application form, which volunteer coaches will need to be available for in order to participate in the program. Volunteer coaches also need to commit to eight regular 60 -minute coaching sessions with the young person they will be coaching.



Castle Hill RSL President and Chairman said “Castle Hill RSL is committed to making a difference to youth in the Hills, Max Potential will allow us to work together with leading business and community professionals from the Hills Shire to maximise the potential of our youth”.

Volunteer coaches will also be given four one-hour coaching sessions with a professional life coach during the early part of the coaching process, with ongoing support via phone or email until the end of the program.

The cost of providing these services is approximately \$1550 + GST per coach (which also includes the cost of a young adult). This will be partly funded by the Castle Hill RSL club through a limited number of scholarships offered in 2009 as well as funding from individuals and organisations paying for their employees to be a Max Potential volunteer coach (learning, developing and practicing the skill of coaching through Max Potential then bringing their new found coaching skills back into their organisation).

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