



DAMIAN FARROW

Professor



Dr. Damian Farrow is the Coaching & Innovation Manager for the Australian Football League (AFL) where he leads special projects designed to enhance the game of Australian football. He is also an Emeritus Professor of Skill Acquisition at the Institute of Health and Sport, Victoria University, Australia. Prior to his current role, Damian was the inaugural Skill Acquisition Specialist at the Australian Institute of Sport, a position he held for 17 years where he was responsible for the provision of evidence-based support to Australian coaches seeking to enhance the design of their skill learning environment.

He worked closely with a wide range of elite Australian National Sporting Organisations including Surfing, Netball, Swimming, Cricket, Tennis and the Wallabies (Rugby Union) as well consulted to numerous international sports organisations including the Philadelphia 76ers, Otago Highlanders, Sports Canada, UK Sport, NZ Sport, Finnish Olympic Committee and ASPIRE.

His research interests centre on the development of sport expertise with a particular focus on practice methodology and decision-making skill. Damian is world renowned author and speaker on the topic of Skill Acquisition having published 7 books, over 150 peer reviewed articles and book chapters and 100s of inter/national presentations. Damian practices what he preaches devoting his spare time trying to enhance his surfing, golfing and saxophone skills.