



Mid-Western Regional Council General Manager (and former Max Potential coach) Brad Cam said Max Potential is a great thing for both the local community and the businesses – like council – who are involved. Pictured with Mr Cam are 2015 Council Max Potential coaches Richard Cushaway, Andrew Drummond, and Emma Hayne.

280415/LSMFCONNECT/2455

Council invests in youth through Max Potential

By LAUREN STANFORD

For the past seven years, Mid-Western Regional Council has invested time and effort into the youth of the community through the Club Mudgee Max Potential program.

General Manager Brad Cam, who has been a Max Potential Community Coach on several occasions, said because council has such a strong connection with the community, he felt it was important that council was shown to be investing in and giving something different back to region.

“Not only do the participants get a great deal out of it, but also all of the coaches are continually coming back to the office with something out of it, including myself,” Mr Cam said.

“It’s such a nice feeling to

give something back to youth in our community, and a great way for council to be connecting with young people in the region.”

Mr Cam said this connection is why he has encouraged council staff to become involved with the program each year.

“Our staff become more confident too, especially those who are fairly quiet,” he said.

“Many of the coaches from the past years have taken on leadership roles and spoken up more in their everyday work.

“There’s a two-fold benefit, not just for the young adults but for the coaches as well.”

MWRC Manager Plants and Facilities Andrew Drummond has been a Max Potential coach five times.

He said Max Potential benefited all parties involved –

‘I have always wanted to give back to the local community and have a positive impact on someone else’s life!’

Emma Hayne

the young adult, the community, Club Mudgee, and the community coach.

“There are many skills, habits, and behaviours that are useful in everyday life and in the work environment,” Mr Drummond said.

“I think anyone who has the opportunity should become a coach at least once.

“Over the years I have seen great changes in all the par-

ticipants and would highly recommend the program.”

Accountant Emma Hayne is fairly new to the region but that hasn’t stopped her from wanting to make a difference with the younger members of the community.

She said the chance to become a Max Potential coach was something she jumped at with great enthusiasm as it was an opportunity for her to contribute to the community she calls home.

“My involvement with Max Potential has been a massive learning curve, requiring me to look deeper at my values and motivators, which by no means has been an easy task,” he said.

“I have always wanted to give back to the local community and have a positive impact on someone else’s life.

“As a coach I can do that.”