

ACADEMY DIRECTOR

KELLY CROSS

When Sydney FC decided to build its own Youth Academy, the Board identified Kelly Cross as their ideal Academy Director based on his impressive CV.

Cross, former Assistant National Technical Director of Australia, exceeded all the requirements in the five critical areas:

1. Youth Development Experience
2. Coach Education Experience
3. Experience in Curriculum Development
4. Coaching Qualifications
5. International Experience

1. YOUTH DEVELOPMENT

Cross has an enviable record of identifying and developing young players who have progressed to represent Australia at Socceroo level.

Harry Kewell	Luke Wilkshire	Aaron Mooy
Brett Emerton	Nathan Burns	Terry Antonis
Jason Culina	James Holland	Erik Paartalu
David Carney	Bruce Djite	Paul Reid
Alex Brosque	Michael Beauchamp	Matthew Thompson
Brett Holman	Adam Federici	Archie Thompson
	Andrew Durante (NZ)	

Cross has also helped over 40 players reach Australian U17 and U20 teams.

Other players Cross identified and trained who have progressed to professional careers include:

Sebastian Ryall	Jason Hoffman	Dylan Macallister
Danny Vukovic	Andrew Redmayne	Jess van Strattan
Pedj Bojic	Trent McClenahan	Zenon Caravella

From 1993 to 1997, Cross built the fledgling football program at Westfields Sports High School from a Year 7-only program into one of Australia's premier football schools.

He then became Head Coach of the NSW Institute of Sport Football Program until 2006, leading the squad on numerous international tours with a win ratio of over 60%, including victories over the likes of Ajax, Borussia Dortmund, PSV Eindhoven and Arsenal, as well as an incredible draw with Argentina's national team.

Cross was Assistant Coach of Australia's U17 team for two years, and in 1999 they became the only Australian team ever to reach a World Cup Final, losing to Brazil 8-7 on penalties. The Australian squad contained seven of Cross's NSWIS scholarship holders, as well as Josh Kennedy, Jade North, Scott McDonald, Adrian Madaschi and Iain Fyfe.

Kelly coached four NSW U15 State Teams at National Championships, winning three titles and reaching a semi-final.

2. COACH EDUCATION

Cross has been a member of FIFA’s global list of Coaching Instructors since 2007, conducting FIFA courses around the world, and an Elite Instructor for the Asian Football Confederation since 2006

At home, Cross has a reputation as Australia’s leading Coach Educator. He was responsible for introducing and writing all of FFA’s Advanced Coaching Courses, right up to the Professional Diploma, as well as being the main instructor on all of the courses for many years. In this role, he has taught many of the country’s leading coaches and is widely credited as a driving force behind the dramatic improvement in coaching standards across Australia in recent years.

Among Cross’s most notable past students are:

Aurelio Vidmar	Socceroos Assistant Coach	Rado Vidosic	Brisbane Roar Assistant Coach
Tony Popovic	West Sydney Wanderers Head Coach	Phil Stubbins	Newcastle Jets Head Coach
Kevin Muscat	Melbourne Victory Head Coach	Phil Moss	Central Coast Mariners Head Coach
Kenny Lowe	Perth Glory Head Coach	Steve Corica	Sydney FC Assistant Coach
Ante Milicic	Socceroos Assistant Coach	Zeljko Kalac	Sydney FC Assistant Coach
Paul Okon	Australia U20 Head Coach	Michael Valkanis	Adelaide United Assistant Coach
Tony Vidmar	Australia U17 Head Coach	Ufuk Talay	Australia U17 Assistant Coach

Cross wrote ‘The Football Coaching Process’ which is the resource manual for all of FFA’s Advanced Coaching Courses, as well as two books for junior coaches (‘Football for Kids’ and ‘Coaching Grassroots Football’)

Cross has been invited to present at numerous coaching seminars around the world, including six times at the convention of the National Soccer Coaches Association of America (the largest coaching association in the world)

3. CURRICULUM DEVELOPMENT

Cross’s experience in curriculum development began at Westfields Sports High School and was extended at the NSW Institute of Sport. However, his work as a major contributor to FFA’s Australian National Football Curriculum (2013), was a key factor in Sydney FC’s evaluation of Cross.

Not only did Cross work as Han Berger’s right-hand man in the development of the Curriculum, he was also a main protagonist in implementing it across the country.

Cross is seen by Sydney FC as the man who will construct the club’s unique Player Development Program, based on the National Curriculum and instilling our specific football DNA.

4. COACHING QUALIFICATIONS

Cross is one of less than thirty Australians who hold the AFC Professional Diploma. The Professional Diploma is the highest qualification available in Europe and Asia.

He also gained the Advanced National Diploma in the USA in 2004 and the International Coaching Diploma from England in 1994.

Cross holds a degree in Physical Education and has previous experience as a High School teacher.

5. INTERNATIONAL EXPERIENCE

Through his various roles, Cross has coached, studied and taught football in over 40 countries across five continents.

Major experience:

- Deputy Chairman of the Technical Committee of the Asian Football Confederation since 2012.
- Member of FIFA's global list of Strategic Consultants
- Member of FIFA Technical Study Group, U20 World Cup, Canada, 2007
- Member of FFA Technical Study Group, FIFA World Cup, South Africa, 2010
- Member of FFA Technical Study Group, FIFA World Cup, Brazil, 2014

Academies visited include:

- HOLLAND: Ajax, PSV Eindhoven, Feyenoord, Willem II
- GERMANY: Borussia Dortmund, Schalke 04, Koln, Borussia Moenchengladbach
- BELGIUM: Racing Genk, Anderlecht
- FRANCE: Clairefontaine National Institute, Paris
- SPAIN: National Training Centre, Madrid
- CZECH REPUBLIC: Sparta Prague
- DENMARK: Brondby, Copenhagen
- NORWAY: Rosenborg
- ARGENTINA: Boca Juniors, River Plate, San Lorenzo
- ENGLAND: Arsenal, West Ham, Leeds United, National Training Centre (St. George's Park)
- JAPAN: Urawa Red Diamonds, Shimizu S-Pulse, National Academy Osaka, Vissel Kobe
- SWEDEN: AIK Stockholm, Hammarby