

2. COACH EDUCATION

At Sydney FC, a key part of the Academy Director's brief is to educate, mentor and develop our coaches. Kelly 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	Ex-Sydney FC and Brisbane Roar Assistant Coach
Tony Popovic	West Sydney Wanderers Head Coach	Ian Crook	West Sydney Wanderers Academy Director
Kevin Muscat	Melbourne Victory Head Coach	Phil Moss	Ex-Central Coast Mariners Head Coach
Kenny Lowe	Perth Glory Head Coach	Steve Corica	Sydney FC Assistant Coach
Ante Milicic	Socceroos Assistant Coach	Zeljko Kalac	West Sydney Wanderers 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')

He 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)

Kelly 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