

FOOTBALL NSW

# COACHING *Conference*

20  
**25**



SATURDAY SUNDAY  
**22 23**

VALENTINE SPORTS PARK

9 AM - 5 PM





FOOTBALL  
NSW

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# JOHN TSATSIMAS

**FOOTBALL NSW CEO**



Welcome to the 2025 Football NSW Coaching Conference.

On behalf of Football NSW, I am delighted to welcome you to the 2025 Coaching Conference at Valentine Sports Park.

We are thrilled to see the event return in 2025, with over 1000 coaches registered to attend across two action-packed days. We are confident that this Conference will be a rewarding and inspiring experience for all involved.

The fact that this year's Coaching Conference sold out for the second consecutive year and in record time, speaks volumes about the value it provides to our football community embedding it as the largest football symposium in Australia yet again.

A special welcome to our presenters, who will generously share their knowledge and expertise over the weekend. We are proud to host highly esteemed guests, including:

- Kimura Yasuhiko, Director of Coach Education, Japanese FA
- Damir Dugandzic, Technical Head, DFB Talent Development Program, German FA
- Ian Buckman, Academy Manager, Brighton & Hove Albion FC

- Silvia Piccini, Assistant Coach, Italian U17 Women's
- Amy Price, Women's National Coach Developer, English FA

We are also honoured to welcome one of Australian football's most respected figures, Tom Sermanni, recent Matildas Head Coach, as our Conference Guest of Honour. Tom has been an incredible advocate for the game and has played a vital role in developing some of Australia's finest footballers at both club and national levels.

Finally, thank you to all the coaches attending this weekend. Your dedication to developing your own skills, supporting your players, and contributing to the growth of our game is invaluable. Each of you plays a fundamental role in our football family, and we hope you leave the Conference inspired to bring these learnings into your clubs and communities throughout the 2026 season and beyond.

Welcome, and enjoy the Conference.

**John Tsatsimas**  
Football NSW CEO



# EDWARD FERGUSON

HEAD OF FOOTBALL DEVELOPMENT



Welcome to the Football NSW 2025 Coaching Conference.

This coaching conference brings together not only coaches from all levels of our game but the innovators, thought leaders and technical pioneers that have the potential to transform football development in Australia. Over the last two years we have been ecstatic at the engagement and impact the Conference has had on the NSW football community and this year it is no different with a strengthening alignment across our landscape towards creating better environments and better experiences for all involved in the game.

The Conference is more than just the X and O's on the training park or matchday fixture. It is the knowledge, psychological insights and approaches taken to give each coach and player their best opportunity to realise their potential and perform.

Our Conference serves to bring together our core Technical pillars in NSW, Player, Coach and Club Technical Development. This allows us to take a whole of club and whole of environment approach to the modern enhancement of our game.

The impact left by our speakers and presenters in 2024 have set the stage for this year as we welcome more National team staff and International guests to stretch our thinking and provide new perspectives. I trust everyone will enjoy the weekend and myself and the technical department team looking forward to working with our clubs and coaches across the landscape to bring into practice the learnings and lessons.

Enjoy your days at VSP. Continue to challenge the status quo and put football first.

Yours in football,

**Edward Ferguson**  
Head of Football Development



# CHRISTOPHER ADAMS

COACH EDUCATION

& DEVELOPMENT MANAGER



It is my great pleasure to welcome you to the 2025 Football NSW Coaching Conference – Australia's biggest and premier coaching event. Over the next two days, we're joined by more than 1,000 coaches from across the country, with attendees travelling from every state and territory. Your presence here reinforces why this conference continues to be the must-attend event for coaches of all levels.

This year, we are especially proud to welcome our five international guests joining us from Germany, Japan, England, and Italy, alongside a world-class lineup of domestic-based speakers. Together, they represent some of the brightest minds in both local and global football, ready to share their knowledge, experience, and passion with you.

We're also excited to introduce new conference streams, including dedicated Grassroots and Technical Director sessions. These additions

ensure that every coach, no matter their level or pathway, can find content tailored to their needs and interests.

As we gather to celebrate, connect, and learn, I want to take a moment to thank each and every coach here for your hard work, dedication, and commitment throughout the 2025 season. Your efforts on and off the field continue to drive the growth and development of our game across Australia.

Enjoy the weekend, take the opportunity to share ideas, make new connections, and be inspired. Remember, no coach is alone in our shared mission to develop football in NSW and Australia.

Here's to a fantastic conference experience and an even brighter future for the game we all love.

**Chris Adams**

Coach Development Manager





# 2025 *quest* OF HONOUR

## TOM SERMANNI

Tom Sermanni is one of the most respected and influential figures in international women's football. Across a distinguished coaching career spanning more than three decades, he has led national teams in Australia, the United States, and New Zealand, and coached professionally in the NWSL with Orlando Pride.

Best known for his multiple tenures with the Matildas, Sermanni guided Australia to two FIFA Women's World Cup quarter-finals and the 2010 AFC Women's Asian Cup title. His global experience and leadership have helped shape the modern women's game, with a career defined by player development, tactical innovation, and a lifelong commitment to advancing opportunities for women in football.



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# Black Friday

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# STEPHANIE BRANTZ

**MEDIA PERSONALITY  
& CONFERENCE HOST**



Stephanie Brantz is a freelance television sport presenter and well known to many in the football community as one of the key anchors of a number of football and sporting events. Outside of sport, Stephanie was the host of the ABC's coverage of the World War One commemorations from both Gallipoli and the Western Front in France, as well as the Australia Day Citizenship Ceremony in Canberra. With over 20 years of experience in the media including many years at SBS TV, the Nine Network and Fox Sports, as well as on radio, Stephanie is in high demand for corporate MC roles. She has a wealth of experience in hosting events including Awards Galas, Corporate and Sports functions and running Business Conferences both here and abroad. As such, Stephanie is returning once again to lead the 2025 Football NSW Coaching Conference where she will be Master of Ceremonies and coordinate activities on the day.



# KIMURA YASUHINKO

**DIRECTOR COACH EDUCATION  
JAPANESE FA**



Kimura Yasuhiko is a highly regarded expert in football coach education with extensive experience in youth development. As the Director of Coach Education for the Japan Football Association (JFA), he has been a key figure in advancing coaching standards and structures throughout Japan. His deep commitment to youth football is reflected in his extensive coaching experience, having worked with several Japan youth national teams across various age groups.

Kimura has attended multiple FIFA Youth World Cups as part of the technical staff, where he gained invaluable insights into international youth football and contributed to the development of Japan's next generation of football talent. His hands-on experience in high-level international competitions has further enriched his understanding of the unique needs of young players in elite football environments.

In addition to his coaching roles, Kimura delivers the prestigious AFC/FA Pro Diploma course for the JFA, shaping the future of top-level coaches in Japan. He also serves as a member of the AFC Coach Education Panel and a FIFA Technical Expert, offering his expertise to improve global coaching practices and youth development strategies. His comprehensive experience across coaching, youth development, and coach education makes him a key figure in shaping the future of football in Asia and beyond.



# DAMIR DUGANDZIC

TECHNICAL HEAD OF THE DFB TALENT  
DEVELOPMENT PROGRAM  
GERMAN FA



Damir Dugandzic is the Technical Head of the Talent Development Program (TDP) at the German Football Association (DFB), where he leads the strategic planning and implementation of Germany's football development framework. His primary focus is on nurturing young talent, supporting coaches, and advancing the sport at all levels in Germany.

With over 15 years of experience at the DFB, including roles as Regional Coordinator and Research Associate at the University of Konstanz, Damir has developed a comprehensive understanding of talent development and coaching education. He oversees a team of 29 full-time regional coordinators and more than 1,200 freelance coaches, managing the development of over 14,000 young players across 350 locations in Germany.

In addition to his leadership at the DFB, Damir has also served as an Assistant Coach for various youth national teams and Head Coach for multiple state representative teams (U15-U19). Combining his expertise in sport science with practical coaching experience, he is committed to preparing the next generation of footballers for future success and ensuring the long-term sustainability of German football.



# IAN BUCKMAN

ACADEMY MANAGER

BRIGHTON & HOVE ALBION FC



Ian Buckman is the Academy Manager at Brighton & Hove Albion Football Club, a role he has held since September 2022. With over 11 years of experience at the club, Ian has contributed significantly to the development of the academy, previously serving as Head of Academy Coaching from 2019 to 2022 and Assistant Academy Manager from 2017 to 2019. He has also coached within the club's youth development program, including as Professional Development Coach and Lead Youth Development Coach.

Ian has played a pivotal role in the development of several current first-team stars, including Jack Hinshelwood and Evan Ferguson, as well as high-profile players who have moved on to major clubs. Notably, he helped nurture Viktor Gyökeres (Sporting CP), Robert Sanchez (Chelsea), and Ben White (Arsenal), all of whom began their careers at Brighton's Academy before securing big transfers to top clubs.

Before joining Brighton & Hove Albion, Ian worked at Portsmouth Football Club, where he spent nearly six years as Assistant Academy Manager for players aged 6 to 16. Throughout his career, Ian has played a key role in shaping the next generation of football talent, focusing on coaching, player development, and leadership within the academy system.

Ian's extensive experience in academy management and coaching continues to make a lasting impact on player development and youth football.



# SILVIA PICCINI

ASSISTANT COACH ITALIAN U17 WOMENS  
COVERCIANO COACHING SCHOOL



Silvia Piccini is a UEFA A Licence coach educated at Italy's prestigious Coverciano coaching school, one of the world's leading centres for football education and coach development.

She is currently the assistant coach of the Italian U17 Girls National Team, where she plays a key role in preparing the next generation of Italian talent as the team works toward qualification for the FIFA U17 Women's World Cup.

Prior to this, Silvia served as assistant coach of the Italian U19 Women's National Team, contributing to the team's impressive semi-final finish at the UEFA Women's U19 Euro 2025 in Poland—a significant milestone that reflected both the group's progress and her impact within the national program.

At club level, Silvia has worked with two of Italy's most prominent organisations—AC Milan and Juventus within their youth Academy—where she focused on the technical and tactical development of emerging female players. Her time in these elite environments further strengthened her expertise in youth development, game model implementation, and individual player mentoring, shaping her approach to coaching.



# AMY PRICE

**WOMEN'S NATIONAL COACH DEVELOPER  
ENGLISH FOOTBALL ASSOCIATION (FA)**



Amy Price is the Women's National Coach Developer at the English Football Association (FA) where she leads the development of coaches across the women's game, from grassroots to elite level. A UEFA A Licence holder and UEFA Advanced Youth Award recipient, Amy also works as a coach educator on courses up to the UEFA A Licence. In her time working with the FA Amy has also worked as an assistant coach for the England U15 girls team.

She is the lead coach developer and curriculum designer for the FA Women's Elite Coach Programme, supporting high-potential female coaches in the professional game. Amy brings valuable experience from academy roles at Fulham FC and Chelsea FC, where she contributed to long-term player development.

With a Master's in Pedagogy and a PhD in Coach Learning, Amy previously served as a senior lecturer at St Mary's University. Her innovative work particularly applying video game design principles to coaching—has earned international recognition. Amy is a passionate advocate for inclusive, player-centred coaching and a regular speaker at global conferences.





## MICHAEL COOPER

HEAD COACH

U17 JUNIOR MATILDAS

AUSTRALIA YOUTH NATIONAL TEAM

Michael Cooper is a distinguished youth football coach currently leading the U17 Junior Matildas, developing the next generation of Australian female footballers. Previously Technical Director at Football South Australia (2022–2025), he developed elite player pathways. He has served as Assistant Coach for Australia's U-17 Men's National Team (Subway Joeys) since 2019, gaining extensive international youth football experience.

Prior to his national team roles, he worked as Coach Educator and Developer with Football Australia (2014–2019). Holding a Football Australia/AFC A Diploma and Bachelor of Physical Education and Teaching (Hons), Cooper combines academic expertise with elite coaching credentials, making him a leading figure in Australian youth football development.



## ALEX EPAKIS

HEAD COACH

U20 YOUNG MATILDAS

AUSTRALIA YOUTH NATIONAL TEAM

Alex Epakis is a leader in women's football, currently Head Coach of the U20 CommBank Young Matildas, developing elite female footballers through possession-based, attacking football. His diverse experience includes Head Coach at Perth Glory FC Women (2020–2024), Technical Adviser at Football NSW (2024), Technical Director at Sydney University SFC NPL Women (2017–2020), and Lead Opposition Scout for the Philippines during the FIFA Women's World Cup 2023™.

Holding a Football Australia/AFC Pro Licence and Master of Education (Sports Coaching), he's also an accredited Coach Educator and Developer, playing a key role in shaping Australia's women's football future.





## CATHERINE CANNULI

ASSISTANT COACH

AUSTRALIA YOUTH NATIONAL TEAM

Catherine Cannuli is a former CommBank Matildas forward and elite coach currently serving as Technical Director and Head Coach at Southern Districts (Football NSW) and Football Australia "Team Of Coaches" member. Previously Head Coach of Western Sydney Wanderers FC Women (2021–2022) and Assistant Coach (2017–2021), she built competitive teams while nurturing emerging talent.

Her coaching philosophy emphasises attacking football, technical excellence, and structured yet creative play. A respected mentor to young female coaches, Cannuli champions Australia's future coaching leaders, positioning her as a key figure in shaping women's football development across professional and grassroots levels.



## TONY VIDMAR

HEAD COACH

AUSTRALIA YOUTH NATIONAL TEAM

Tony Vidmar is one of Australian football's most respected figures, renowned for his versatility and leadership. The Adelaide-born defender earned 91 Socceroos appearances, including 76 full 'A' internationals, and scored in the dramatic 2006 FIFA World Cup qualification penalty shootout against Uruguay. His club career spanned top European leagues including NAC Breda, Rangers FC, Middlesbrough, and Cardiff City, before returning to shape the A-League with Central Coast Mariners.

Transitioning into coaching, Vidmar is currently the Head Coach of the Australian u23 Football Team. Previously, he worked within national youth development pathways, as well as within the A-League, and served as Assistant Coach to the Socceroos under Graham Arnold, contributing his international experience and tactical insight to Australian football's next generation.





## DAVID PLOWRIGHT

GOALKEEPING COACH

AUSTRALIA YOUTH NATIONAL TEAM

David Plowright is a highly accomplished goalkeeper coach with extensive experience across Australian and international elite football. Currently Talented Player Pathway Goalkeeper Coach at Football NSW and Coach Education Tutor for Football Australia, he delivers FA/AFC 'C', 'B', and 'A' Diploma goalkeeper modules. As U17 Men's National Team Goalkeeper Coach, he contributed to the 2024 ASEAN U-16 Boys Championship victory.

David has been instrumental in women's football, serving as Goalkeeper Coach for the Philippine Women's National Team at the 2023 FIFA Women's World Cup and previously as Interim Goalkeeper Coach for the Matildas and U20s. His work with Sydney FC's A-League Women saw them win two Premierships and set a league-record nine consecutive clean sheets. David has also contributed significantly to futsal and grassroots football development, serving in various roles with Football NSW, including Futsal Development Manager and Game Development Officer.



## HELEN WINTERBURN

ASSISTANT COACH

AUSTRALIA YOUTH NATIONAL TEAM

Helen Winterburn serves across Australia's female youth national teams and participates in the AIS Gen32 Coach Programme. She began coaching in the United Kingdom at 16, earning her UEFA B Licence before accepting a scholarship at Limestone College. Moving to Australia in 2019, she held roles with South Melbourne and Football Victoria's NTC programme, serving as head coach of the FV Emerging Matildas in NPLW Victoria while also working as Coach Education Coordinator and CCC Programme Manager.

In 2022, she became inaugural assistant coach for Western United in the Liberty A-League Women, helping guide them to a Grand Final runner-up finish. Helen was assistant coach for the U20 Young Matildas' successful AFC U20 Women's Asian Cup campaign, securing 2024 FIFA U20 World Cup qualification.





## MICHELE LASTELLA

ASSISTANT COACH

U17 JUNIOR MATILDAS

AUSTRALIA YOUTH NATIONAL TEAM

Michele Lastella is an accomplished coach, researcher, and educator currently serving as Assistant Coach of the Junior Matildas (U17 Women's National Team). Based in South Australia, he serves as Head Coach of the Football South Australia NTC Women's programme and previously as Assistant Coach with Adelaide United FC in the A-League Women's competition, nurturing elite female talent transitioning into professional and international football.

Beyond the field, Michele is a Senior Lecturer and Research Fellow at CQUniversity, leading research in sport science, sleep, and athlete wellbeing while coordinating academic programmes in sport and exercise sciences. He brings a unique, evidence-based perspective to athlete performance, recovery, and development within the women's game.



## MIKAYLA LYONS

SPORTS SCIENTIST

U17 JUNIOR MATILDAS

AUSTRALIA YOUTH NATIONAL TEAM

Mikayla Lyons is an accomplished sports scientist with extensive experience across elite women's football and high-performance sport. Since 2022, she has served as Sports Scientist for the Junior Matildas (U17 Women's National Team), supporting player performance and development at the national level. Alongside her Football Australia work, Mikayla contributes as an Adviser with Gaining Ground WA, advancing opportunities for women and girls in sport, and previously served over two years as a Board Member.

She brings rich experience in applied sports science, strength and conditioning, and athlete rehabilitation from leadership roles with the Fremantle Dockers AFLW programme and Fremantle City Football Club. As Sessional Lecturer and Tutor at The University of Notre Dame Australia, she mentors future sport and exercise science professionals.





## **SIMON ZAPPIA**

**ACADEMY DIRECTOR**

**MELBOURNE CITY FC**

Simon Zappia is a highly experienced football development professional currently serving as Senior Manager at Melbourne City FC Academy. With over a decade in elite youth development, coaching, and football education, he has played a pivotal role in shaping young talent within the City Football Group. Since joining Melbourne City FC in 2013, Simon has held key positions including Academy U15s Head Coach and Football School Programme Coordinator, developing structured pathways for aspiring footballers.

Prior to this, he spent over two years as U13-U16 Programme Coordinator for Manchester City Football School in Abu Dhabi, contributing to global player development initiatives. With deep understanding of talent identification and high-performance training, Simon remains committed to fostering the next generation of footballers.



## **STUART McDONALD**

**ACADEMY COACH**

**MELBOURNE CITY FC**

Stuart McDonald is a dedicated football coach with experience across youth and senior levels, currently working as an Academy Coach at Melbourne City FC. Since joining the club, he has served as U21's Head Coach and is now Senior NPL Assistant Coach, playing a key role in developing emerging talent. He previously spent four years at Bentleigh Greens SC in various coaching roles, including Senior Assistant Coach and Head Coach for both U21 and U16 squads.

Stuart also has a strong background in education, having worked as a PE Teacher in Victoria's Department of Education for over a decade. Before his coaching and teaching career, Stuart served in the Royal Marines Commandos, bringing leadership and resilience into every role.





## JACK ROLFE

**DIRECTOR**

**THE COACHING LAB**

Founder of The Coaching Lab, Jack Rolfe is an unconventional coach, former international hockey player, and business owner who has worked alongside elite sports organisations including Arsenal, West Ham, and Crystal Palace FC, as well as within leading educational environments and the AFL. Jack's mission is to challenge sports leaders to think differently, encourage more game-based learning, and nurture players who excel in adaptive decision-making.

The Coaching Lab, now trusted by grassroots coaches and world-class organisations alike, has made its mark in 77 countries, including top teams like the England Football Team, the German Hockey Federation, and numerous Premier League academies. Jack's passion is helping coaches answer the age-old question, "Can we play a game now?" with a resounding yes through dynamic, game-centric coaching strategies.



## WARREN MOON

**TECHNICAL DIRECTOR**

**LIONS FC**

**FOOTBALL QLD**

Warren Moon is an AFC Pro Licence holder and interim Head Coach of Central Coast Mariners for the start of the 25/26 A-League season. He currently serves as Technical Director of Lions FC in Queensland, where he has established the club as a Gold-ranked youth academy within the Football Queensland Academy model. Warren implements a comprehensive football philosophy centred on youth development, fostering a culture of excellence and continuous improvement.

A former professional player, he has previously served as Academy Manager and Head Coach of Brisbane Roar A-League Men's team and Head Coach of Papua New Guinea Men's National Team, leading them through multiple OFC and FIFA tournaments, bringing deep understanding from both player and coach perspectives.





## SEAN DOUGLAS

TECHNICAL EXPERT

FIFA

Sean has a keen interest in helping coaches learn, holding an AFC/FA Pro Diploma, Masters of Coaching (University of Queensland), and training as a Master Coach Developer through the International Council for Coaching Excellence (ICCE) Coach Developer Academy. Involved in coach development for over 13 years across different countries and sports, Sean brings playing experience at professional and international level, plus coaching at national league level and with various international age group teams.

Currently, E-Learning Development Manager for Oceania Football Confederation and key member of FIFA's Technical Expert Team under Arsène Wenger, Sean supports and develops coach education growth within International Football Associations, consulting with several National Associations on course design from C Diploma through Pro Diploma.



## JON MOSS

HEAD OF REFEREES

FOOTBALL AUSTRALIA

Jon Moss is Head of Referees at Football Australia, bringing extensive experience and leadership to the role. With over 500 professional matches officiated, including 285 in the English Premier League and every major Cup Final, Moss is recognised as one of the game's most accomplished referees. Before joining Football Australia, he served as VAR Manager for the Scottish Football Association, playing a key role in integrating and advancing video-assisted refereeing.

In his current role, Moss oversees match officials' development programmes, implements best practices in officiating, and enhances professionalism and accountability within the refereeing community. He focuses on improving technology integration and fostering stronger relationships between referees, clubs, and stakeholders, working to elevate refereeing standards from grassroots competitions to the A-Leagues.





## JASON EAGAR

HEAD OF FOOTBALL

HILLS FOOTBALL

& HILLS UNITED

Jason Eagar is a highly experienced football coach and technical director with deep passion for player and coach development. After his playing career, he completed a Master's in Sports Coaching at the University of Queensland through an Australian Institute of Sport programme and earned his A Licence. In 2006, Jason joined Northern Tigers FC as Men's Under-20s Head Coach, guiding them to a Grand Final and league title in 2008 before stepping into Men's First Grade coaching in 2009.

As Technical Director for NSFA and Northern Tigers, he shaped the club's football philosophy through strategic planning, coach mentoring, and player development. In 2025, Jason became Head of Football for Hills Football and Hills United, overseeing development across both organisations.



## ANDREW FEARNLEY

REGIONAL DEVELOPMENT

MANAGER

FOOTBALL NSW

Andrew Fearnley is the Regional Football Manager at Football NSW, overseeing player and coach development across regional New South Wales. Passionate about supporting growth in all areas of the game, Andrew works closely with local associations, clubs, and coaches to enhance football experiences and development pathways in regional communities.

With extensive experience in both coaching and coach education, Andrew is dedicated to creating learning environments that empower players and coaches to reach their potential.





## LUKE HARRIS

COACH EDUCATION TUTOR

FOOTBALL NSW

Luke Harris is an experienced educator, coach, and football development leader with a background in Primary and Secondary PDHPE teaching. Recently Community Football Manager at Northern Suburbs Football Association, Luke combines his passion for education with sport to make significant impact. Throughout his teaching career, he has been recognised for innovative classroom technology approaches, presenting at conferences and receiving a Director's Choice Award for Early Career Teaching.

As Head of Coach Education at Lindfield FC, Luke provides learning and professional development opportunities for parents and coaches, ensuring strong, supportive football culture at community level. He created the Functional Football Podcast to share coaching insights, remaining committed to enhancing participation, improving standards, and fostering inclusive environments.



## NADINE SHIELS

PLAYER DEVELOPMENT

MANAGER GIRLS

FOOTBALL NSW

Nadine Shiels is a highly experienced football professional dedicated to developing talented female players and elite pathways in Australian football. As Player Development Manager for Girls at Football NSW, Nadine has been instrumental in identifying, nurturing, and advancing the next generation of female footballers for nearly two decades. With 15 years as Football NSW Institute Head Coach, she has played a key role in shaping the technical and tactical growth of young female players, ensuring they have the best foundation to succeed at higher levels.

Nadine holds an AFC/FA A Diploma and a Bachelor of Sports Management and Exercise Science from the University of Technology Sydney, combining sports business and science knowledge to provide a well-rounded approach to player development.





## PAUL HIGGINS

GRASSROOTS COACH

DEVELOPMENT LEAD

FOOTBALL NSW

Paul Higgins is an accomplished football development professional currently serving as Grassroots Coach Development Lead at Football NSW, playing a pivotal role in shaping football programmes and fostering player growth across New South Wales. With strong background in coaching, mentoring, and programme development, Paul has held various leadership roles including Football Development Manager at Northbridge FC, Technical Director at FC Five Dock, and Coach Lead at Liverpool FC International Academy NSW. He holds AFC B and C Diplomas, demonstrating commitment to continuous learning and excellence.

Beyond football, Paul is a brand and marketing strategist and business owner, bringing strategic mindset to his leadership roles and combining his passion for the game with expertise to inspire players, coaches, and enthusiasts.



## PHIL MYALL

PLAYER DEVELOPMENT

MANAGER BOYS

FOOTBALL NSW

Phil Myall is a professional football coach with over 15 years' experience in Australia and England. Currently Player Development Manager, Boys at Football NSW, he oversees high-performance and talent development pathways across boys' youth competitions, including the TSP programme and NSW State Team programmes. His experience spans grassroots through professional academies including Sydney FC, Watford FC, Southampton FC, and Australia U17s. Phil holds his AFC/FA A Diploma and is a qualified Coach Education Tutor delivering Football Australia courses.

He graduated from the University of Chichester with a Sports Coaching Science degree and holds Certificate 4 in Fitness. Phil is passionate about youth development, ensuring all players reach their full potential.





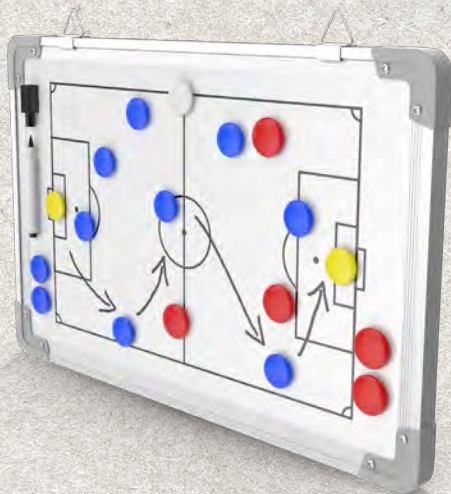
## VICTORIA MARTIN

COACH EDUCATION TUTOR

SYDNEY FOOTBALL

Victoria Martin is a rising female champion within coach education in New South Wales, delivering Football Australia courses from grassroots through to the AFC/FA C Diploma. She currently plays for NWS Spirit FC's NPL Women's NSW team. Her football journey began at Beecroft Wombats, inspired by her father's love for the game. Scouted into the pre-SAP development squad at NWSF, Victoria's commitment extends beyond playing as she focuses on coaching and developing young female footballers.

Drawing from her experiences in NWSF developmental pathways, she aims to shape positive, resilient athletes. With aspirations to establish herself within Football Development, Victoria represents the new wave of women making their mark in football on and off the pitch.



**VIEW  
THE FULL  
SCHEDULE  
OVER THE  
PAGE**





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FOOTBALL NSW

# COACHING

Conference

2025

Day 1

 SATURDAY  
**22**  
 NOVEMBER

8:00-9:00	DOORS OPEN & NETWORKING							
9:00-9:45	MAIN HALL Conference Opening Ceremony							
	Field 1	Field 2	Field 3		Upstairs Charles Valentine Building Main Room		Main Hall	
10:00-10:45	Defensive Principles - Young Matildas Alex Epakis, Catherine Cannuli & Helen Winterburn	The Goalkeeper and Defensive Unit Dealing with Narrow Crosses and Cutbacks David Plowright	Melbourne City FC Coaching Methodology in Action Simon Zappia & Stuart McDonald		Developing the Individual Within a Team Setting Tony Vidmar		Goal Scoring Trends from the English Womens Super League Amy Price	
11:00-11:45	Defensive Principles - Young Matildas Alex Epakis, Catherine Cannuli & Helen Winterburn	One Activity, Many Possibilities - Saving Time as a Grassroots Coach Victoria Martin	Melbourne City FC Coaching Methodology in Action Simon Zappia & Stuart McDonald		Emerging Socceroos Championships Technical Review Phil Myall		Insights into the Italian Female National Team Program Silvia Piccini	
11:45-12:10	BREAK & EXTRA TIME PODCAST SESSION WITH IAN BUCKMAN							
12:10-1:00	MAIN HALL Insights Into the JFA Youth Development Model Kimura Yasuhiko Director Coach Education, Japanese FA							
1:00-1:40	LUNCH BREAK & EXTRA TIME PODCAST SESSION WITH SILVIA PICCINI							
	FEMALE FOOTBALL DEVELOPMENT Futsalroos Function Room	YOUTH DEVELOPMENT Main Hall	JUNIOR DEVELOPMENT Learning Room	LEADERSHIP & CULTURE Upstairs Charles Valentine Building Main Room	GRASSROOTS FOOTBALL Paramatildas Room	PLAYER WELFARE Downstairs Charles Valentine Building	GOALKEEPING Upstairs Charles Valentine Building Side Room	TECHNICAL DIRECTOR Pararoos Room
1:40-2:20	Goal Scoring Trends from the English Womens Super League Amy Price	Stages of Development at Brighton & Hove Albion FC Ian Buckman	Rethinking Session Design so Your Players Learn Jack Rolfe	Leadership - Cultivating a High Performance Environment Sean Douglas	A Teaching Framework for Effective Grassroots Coaching Paul Higgins	Load Management In Practice: Insights From The Junior Matildas Mikayla Lyons	Goalkeeping Trends from Football Australia's 2025 Emerging Championships David Plowright	Beyond the Role: How to Be an Impactful Technical Director Jason Eagar
2:35-3:15	Insights into the Italian Female National Team Program Silvia Piccini	Stages of Development at Brighton & Hove Albion FC Ian Buckman	Rethinking Session Design so Your Players Learn Jack Rolfe	Leadership - Cultivating a High Performance Environment Sean Douglas	A Teaching Framework for Effective Grassroots Coaching Paul Higgins	Load Management In Practice: Insights From The Junior Matildas Mikayla Lyons	Goalkeeping Trends from Football Australia's 2025 Emerging Championships David Plowright	Beyond the Role: How to Be an Impactful Technical Director Jason Eagar
3:15-3:35	AFTERNOON TEA & EXTRA TIME PODCAST SESSION WITH TONY VIDMAR							
3:35-4:30	MAIN HALL The Evolution of German Football Damir Dugandzic Technical Head of the DFB Talent Development Program, German FA							

■ BREAK ■ KEYNOTE ■ THEORY BREAKOUT ■ PRACTICAL BREAKOUT





FOOTBALL NSW

# COACHING

Conference

20  
25

Day 2

SUNDAY

23

NOVEMBER

8:00-9:00 DOORS OPEN, NETWORKING &amp; EXTRA TIME PODCAST SESSION WITH KIMURA YASUHIKO

MAIN HALL

9:00-9:45 Strengthening the Coach &amp; Match Official Relationship

Jon Moss Strengthening The Coach &amp; Match Official Relationship

Field 1

Field 2

Field 3

Upstairs Charles  
Valentine Building Main  
Room

Main Hall

10:00-  
10:45 **Attacking Principles  
- Junior Matildas**  
Mike Cooper, Helen  
Winterburn & Michele  
Lastella**Modifying Your  
Possession Practices to  
Support Goalkeeper  
Development**  
David Plowright**DFB Talent  
Development Model In  
Action**  
Damir Dugandzic**Developing the  
Individual  
Within a Team Setting**  
Tony Vidmar**Insights into the Italian  
FA Talent Identification  
Model**  
Silvia Piccini11:00-  
11:45 **Attacking Principles  
- Junior Matildas**  
Mike Cooper, Helen  
Winterburn & Michele  
Lastella**Grassroots Football  
Helping Your Players to  
Learn Through Games**  
Jack Rolfe**DFB Talent  
Development Model In  
Action**  
Damir Dugandzic**Emerging Matildas  
Championships  
Technical Review**  
Nadine Shiels**Leadership - Cultivating  
a High Performance  
Environment**  
Sean Douglas11:45-  
12:10 BREAK & EXTRA TIME PODCAST SESSION WITH AMY PRICE

MAIN HALL

12:10-1:00 The Italian Way: Lessons in Coach Development &amp; Methodology

Silvia Piccini Assistant Coach Italy Under 17 Girls

1:00-1:40 LUNCH BREAK &amp; EXTRA TIME PODCAST SESSION WITH STUART McDONALD

**FEMALE  
FOOTBALL  
DEVELOPMENT**  
Futsalroos  
Function  
Room**YOUTH  
DEVELOPMENT**  
Main Hall**JUNIOR  
DEVELOPMENT**  
Learning  
Room**GRASSROOTS  
FOOTBALL**  
Upstairs  
Charles  
Valentine  
Building  
Main Room**TACTICAL  
TRENDS**  
Paramatildas  
Room**PLAYER  
WELFARE**  
Downstairs  
Charles  
Valentine  
Building**GOALKEEPING**  
Upstairs  
Charles  
Valentine  
Building  
Side Room**TECHNICAL  
DIRECTOR**  
Pararooms  
Room1:40-2:20 **Insights Into  
the England  
Womens  
& Girls  
National Team  
Program:  
Developing  
Future Goal  
Scorers**  
Amy Price**How Do the  
JFA Develop  
Youth Players**  
Kimura  
Yasuhiko**Melbourne  
City FC Junior  
Development  
Model**  
Simon Zappia  
& Stuart  
McDonald**Engaging  
Parents In  
Grassroots  
Football**  
Luke Harris**Womens Euro  
2024 Key  
Trends**  
Andrew  
Fearnley**From Routine  
To Ready:  
Pre Training  
Preparation  
& Warm Up  
Strategies  
To Maximise  
Player  
Engagement  
& Readiness**  
Mikayla Lyons**How Modern  
Set Piece  
Trends  
Challenge the  
Goalkeeper  
and Defensive  
Unit**  
David  
Plowright**Develop Your  
Coaches,  
Develop Your  
Club**  
Warren Moon2:35-3:15 **Insights Into  
the England  
Womens  
& Girls  
National Team  
Program:  
Developing  
Future Goal  
Scorers**  
Amy Price**How Do the  
JFA Develop  
Youth Players**  
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Yasuhiko**Junior  
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Set Piece  
Trends  
Challenge the  
Goalkeeper  
and Defensive  
Unit**  
David  
Plowright**Develop Your  
Coaches,  
Develop Your  
Club**  
Warren Moon

3:15-3:35 AFTERNOON TEA &amp; EXTRA TIME PODCAST SESSION WITH DAMIR DUGANDZIC

MAIN HALL

3:35-4:30 Running a High Performing Academy

Ian Buckman Academy Manager, Brighton &amp; Hove Albion FC





**VIEW THE  
SCHEDULE  
& PROGRAM  
SCAN THE  
QR CODE**



# Extra Time

## LIVE PODCAST SCHEDULE

### Saturday ↘

**11:45AM-12:10PM**

3 KEY TIPS FOR REALISTIC  
PRACTICE DESIGN

**IAN BUCKMAN**

ACADEMY MANAGER  
BRIGHTON &  
HOVE ALBION FC

**3:15PM-3:35PM**

3 KEY TIPS TO DEVELOP  
YOUR DEFENDERS

**TONY VIDMAR**

HEAD COACH  
U23 OLYROOS AUSTRALIA  
YOUTH NATIONAL TEAM

**1:00PM-1:40PM**

3 KEY TIPS FOR COACHING  
GENERATION Z AND  
GENERATION ALPHA PLAYERS

**SILVIA PICCINI**

ASSISTANT COACH ITALIAN U17 WOMENS  
COVERCIANO COACHING SCHOOL

### Sunday ↘

**8:15AM-8:40AM**

3 KEY TIPS TO IMPACT  
YOUTH DEVELOPMENT

**KIMURA YASUHIKO**

DIRECTOR COACH EDUCATION  
JAPANESE FA

**1:00PM-1:40PM**

3 KEY TIPS TO TRANSITION  
YOUTH PLAYERS INTO  
SENIOR FOOTBALL

**STUART MCDONALD**

ACADEMY COACH  
MELBOURNE CITY FC

**11:45AM-12:10PM**

3 KEY TIPS FOR REALISTIC  
PRACTICE DESIGN

**AMY PRICE**

WOMEN'S NATIONAL  
COACH DEVELOPER  
ENGLISH FOOTBALL  
ASSOCIATION (FA)

**3:15PM-3:35PM**

3 KEY TIPS TO BE A  
GREAT COACH

**DAMIR DUGANDZIC**

TECHNICAL HEAD OF DFB  
TALENT DEVELOPMENT  
PROGRAM  
GERMAN FA







SIGN UP TO THE

# TECHNICAL

*Area*

**Football NSW’s monthly newsletter where you’ll receive insights and ideas from the Coach Development Team and gain early access to all CPD events!**



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THANKYOU FOR ATTENDING THE

FOOTBALL NSW  
**COACHING**  
*Conference* 20  
**25**



FOOTBALL  
NSW