

FULL-TIME

ACADEMY PROGRAM

2027

PARENT INFORMATION EVENING

BORN TO
INSPIRE

ictane
INTELLIGENCE

ictane
EVENTS

FA

FOUNDER & DIRECTOR JORDAN CVITKOVIC

Jordan Cvitkovic is the Founder and Director of JCFA, and the driving force behind one of Melbourne's fastest-growing football development academies.

From a young age, Jordan developed his football through some of Victoria's leading academies before progressing through the National Premier Leagues (NPL) system. His playing journey culminated in making his senior debut against Western United, providing valuable insight into the standards, professionalism and demands required to compete at the highest levels of Australian football.

Transitioning into coaching, Jordan quickly established himself as one of Melbourne's emerging young coaches. Despite his age, he has already coached at several respected clubs including Moreland City, Keilor Park, Green Gully and Melbourne City, while leading Division One NPL squads and successfully coaching players both within and above their age groups.

However, Jordan's greatest passion has always been player development.

Throughout both his playing and coaching journey, Jordan recognised a significant gap within Melbourne's football landscape. Too many talented young players were missing out on quality coaching, genuine individual development and affordable opportunities to maximise their potential. Rather than accepting the system as it was, Jordan decided to create something different.

At just 18 years of age, he founded **Jordan Coaches Football Academy (JCFA)** with one simple vision:

“ TO PROVIDE EVERY YOUNG FOOTBALLER ACCESS TO AFFORDABLE, HIGH-QUALITY COACHING IN A PROFESSIONAL ENVIRONMENT WHERE DEVELOPMENT ALWAYS COMES BEFORE RESULTS. ”

What began as a small academy has experienced remarkable growth in a short period of time.

At the beginning of 2026, JCFA consisted of just 20 players.

Through a commitment to delivering exceptional coaching, building genuine relationships with families and creating a player-first environment, the academy has grown to **more than 125 players** in just twelve months.

This rapid growth has not been driven by advertising alone—it has been built through reputation, word of mouth and the trust families place in the academy's coaching philosophy.

Today, JCFA has become one of Melbourne's fastest-growing football development academies, with players travelling from across the city to be part of its unique environment.

Jordan's long-term vision extends far beyond growing player numbers.

His ambition is to build an academy recognised throughout Australia for producing technically gifted, intelligent and confident footballers while also developing respectful, disciplined and resilient young people.

By surrounding players with passionate, knowledgeable and relatable coaches, Jordan aims to create an academy culture where every child is inspired to become the very best version of themselves—both on and off the pitch.

For Jordan, success is not measured by trophies or enrolment numbers.

It is measured by the number of young footballers who leave JCFA with a lifelong love for the game, the confidence to pursue their ambitions and the character to succeed wherever football may take them.



WHO WE ARE



LEADERSHIP. DEVELOPMENT. RELENTLESS COMMITMENT.

In the full-time 2027 academy program, Jordan will be key in **overseeing the development of all coaches and players**, taking a **technical director** role for the juniors at **Westside Strikers**, as well as continuing to **oversee every single program and aspect of JCF Academy**.



TOP YOUNG COACHES

JCF Academy is bringing in top young coaches, all under the age of 24, who have the highest level NPL playing experience.



A DIFFERENT STANDARD

This will give us an environment that separates us from the rest, bringing youthful, knowledgeable, and passionate coaches for these young children to relate to and to look up to in a time where young role models are not visible in the world.



EDUCATION & GROWTH

Jordan will provide regular coaching education, ensuring our coaches continue to grow, learn and stay ahead in the ever-evolving game.



PRESENT. SUPPORTIVE. COMMITTED.

Jordan will be present at all team sessions and games whenever he can to assist and ensure the program is running at the highest level possible.

OUR COMMITMENT IS SIMPLE:

TO DEVELOP PEOPLE FIRST, ON AND OFF THE PITCH.
BETTER PLAYERS. BETTER PEOPLE. BRIGHTER FUTURES.



DEVELOPING PROFESSIONAL PLAYERS

BORN TO INSPIRE



At JCF Academy, tactical and technical development is at the heart of everything we do. We prepare players not for NPL football, not for senior football, but for **PROFESSIONAL FOOTBALL**.



We conduct frequent match analysis and detailed review of goals conceded, mistakes made in games, positive plays, goals, and more.



We provide players with visual education using game footage to help them understand, learn and apply improvements to their game.



JCF Academy, with our young and driven coaches, understand the power of technology and how it can be used to **fast-track player development**.



JCF Academy will look to incorporate AI in the 2027 season to track not just JCF Academy players, but the progress and trends in football to stay up to date and above the curve.



PLAYER FEEDBACK.

DETAILED. FREQUENT. IMPACTFUL.

JCF Academy understands how important it is to give players and families frequent feedback in the most detailed way possible.

THREE KEY MEETINGS THROUGHOUT THE SEASON



PRE-SEASON

Set goals, discuss expectations and starting points.



MID-SEASON

Track progress, review development and adjust focus areas.



POST-SEASON

Detailed report and guidance on next steps for the following year.



CONSISTENT TRACKING & DETAIL

Coaches will track player development in their books, write detailed notes on individual and collective improvements, and ensure every player receives the attention to detail they need across all levels.



TOOLS THAT DRIVE GROWTH

From reviewing game footage and team discussions to individualised homework and real match analysis - we use every tool available to give our players the feedback they deserve to become the best version of themselves.

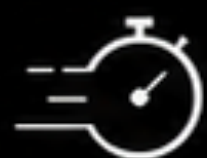


OUR COMMITMENT: BETTER FEEDBACK. BETTER PLAYERS. BRIGHTER FUTURES.



OUR IDENTITY. ONE STYLE. ONE STANDARD. ONE JCFA.

JCFA Academy is also bringing in a **clear footballing identity** and **consistency** across all teams when it comes to how we do things on the football pitch.



HIGH-TEMPO

We play fast,
we play intense.



DISCIPLINED

Defensive shape
and structure
comes first.



RELENTLESS

We run, we press,
we never stop.



PHYSICAL

We are strong
in duels and
competitive.



CONSISTENT

Same level.
Same detail.
Across all teams.



JCFA looks to **dominate possession**, play **percentage football**, and **frustrate teams** by keeping the ball and displaying the **technical quality** that all our players have through our training methodology.

It is imperative that when people watch our teams, they know it is a JCFA team, something that will **differentiate us from the rest** and bring a unique game style to Melbourne to **prove who we truly are**.

Details on how we press, how we defend, how we tackle, how we move as a block, are all things that will be **integrated across all teams**, and all coaches will receive the required education through our continued meetings and communications throughout the season.

DEVELOP. EDUCATE. ELEVATE.

Tools such as booklets, interactive video sessions, and team meetings will be ways to help fast-track the players' understandings of how we play football.



BOOKLETS



VIDEO SESSIONS



TEAM MEETINGS



A photograph of a youth soccer game. In the foreground, a player in a black jersey with the number 17 is kicking a soccer ball. Other players in black jerseys are visible, including one with the number 13. The background shows spectators in bleachers and a blue banner with the text 'CHEMIS WAREHOUS'. A large, white, distressed-style text overlay reads 'TIME FOR THE PRESENTATION'.

TIME

FOR THE PRESENTATION

SLIDE 1

JCF ACADEMY

ELITE FACILITIES. ELITE DEVELOPMENT.



All JCF Academy squads train out of **Brookside Recreation Reserve** in pre-season and **Taylors Hill Recreation Reserve** in the winter season. Two amazing facilities located in the west of Melbourne.



Our coaches lead the JCF Academy program throughout the year and during the winter season, we train and play exclusively with **Westside Strikers**, giving players a home in the winter season.



JCF Academy brings our elite program, standards and development philosophy into **Westside Strikers** for the winter season, ensuring players continue to develop within the same environment and under the same coaching team.



One program. One standard. Year-round development. We prepare players for success through a consistent pathway, across all seasons.

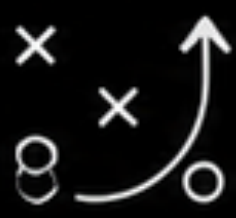


OUR VISION

At JCF Academy, our mission is to provide young footballers with an elite, professional environment where they can maximise their **technical, tactical, physical and mental** development.



TECHNICAL



TACTICAL



PHYSICAL



MENTAL



Our aim is to create an academy that develops **complete players** while fostering **outstanding people** through discipline, **education** and a genuine **love for football**.



Throughout Jordan's **4+ years** coaching at the **highest level** of junior football, the **most effective methodology** and **training sessions** will be brought into the program to make JCFA one of **Melbourne's best**.



SLIDE 3

AGE GROUPS

BOYS



UNDER 8



UNDER 9



UNDER 10



UNDER 11



UNDER 12

GIRLS



UNDER 8



UNDER 9



UNDER 10



UNDER 7 PROGRAM

Community coached during the winter season, with **weekly access to JCF Academy training sessions** to begin developing our academy philosophy from an early age.



THE ACADEMY CALENDAR



SUMMER

⚽ Represent JCF Academy

Tournaments, gala days and elite events in the summer season.



WINTER

⚽ Represent our partner club

Continue your academy development while playing in the winter season.



POST SEASON

⚽ Return to representing JCF Academy

Back in tournaments, gala days and elite events after the winter season.

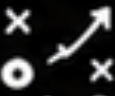
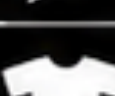
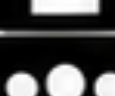


**FOOTBALL DEVELOPMENT
NEVER STOPS.**



THE ACADEMY DIFFERENCE

OUR ACADEMY PROVIDES YEAR-ROUND DEVELOPMENT THROUGH:

	ELITE TECHNICAL COACHING
	TACTICAL EDUCATION
	PHYSICAL DEVELOPMENT
	MENTAL RESILIENCE
	INDIVIDUAL PLAYER FEEDBACK
	POSITION-SPECIFIC COACHING
	SMALL GROUP LEARNING
	PROFESSIONAL STANDARDS



DEVELOPING THE NEXT GENERATION OF ELITE PLAYERS

Our academy is built on **experience**, driven by **passion**, and focused on **results**.



WHY IS IT DIFFERENT?

JCF Academy is addressing a gap in the market. No one has young, passionate, dedicated and experienced coaches who have played NPL level Football.

We have it, and we know how valuable it is.



JCF Academy has modernised approaches to everything, and we have a **REAL** understanding of what it takes to play at the highest level of modern football.



The unique connection the coaches have with the players have **proven to get results**, and already in a short time the academy has developed



20+ players competing in the NPL system and **+5** players playing in A-League academy set ups.

WEEKLY STRUCTURE



TUESDAY

CLUB TRAINING (MANDATORY)

Technical / individual focused session, high intensity.



U8-10: 5:30PM

U11-12: 7:00PM



THURSDAY

CLUB TRAINING (MANDATORY)

Collective / team focused,
preparing for gameday.



U8-10: 5:30PM

U11-12: 7:00PM



FRIDAY

JCF CIRCUIT TRAINING

Station training, all individual work, developing the physical condition and technical ball skills of each player.

\$20 PER SESSION – OPEN TO EXTERNAL PLAYERS



SATURDAY

JCF ACADEMY GROUP SESSIONS

A topic is focused on in each session, changing every week. The primary goal is to help players develop in the focused topic of that session. JCFA looks to cover all key footballing elements across all Saturdays in the year. Players are split into groups based on skill level, and performing players get pushed up. There are no fixed groups.

\$120 A MONTH FOR 4X SESSIONS OR \$40 CASUAL RATE, 50% OFF FOR SIBLINGS.



Players complete a minimum of three football sessions each week, ensuring a balance between club football and elite academy development.



A session on either **Friday OR Saturday** must be attended to satisfy the **third training session** attendance requirement.



One day is kept free for players to pursue A-League pathways if desired by families.

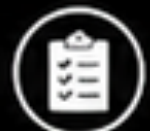


PHYSICAL DEVELOPMENT

EVERY ACADEMY PLAYER RECEIVES:



STRENGTH & CONDITIONING PROGRAM



INDIVIDUAL PHYSICAL DEVELOPMENT PLAN



INJURY PREVENTION EDUCATION



SPEED DEVELOPMENT



AGILITY TRAINING



MOBILITY PROGRAM



NUTRITIONAL EDUCATION



PLAYERS IN PRE SEASON WILL BE CONDITIONED TO BE AS FIT AS POSSIBLE, HAVING SESSIONS ON THE BEACH, SWIMMING POOLS AND RUNNING TRACKS TO HAVE EVERY PLAYER WORKING TO THEIR MAXIMUM LEVEL.



BEACH
CONDITIONING



SWIMMING POOL
RECOVERY & CONDITIONING



RUNNING TRACK
SPEED & ENDURANCE



OUR OBJECTIVE IS SIMPLE: DEVELOP ATHLETES WHO ARE PHYSICALLY PREPARED TO TRAIN HARDER, RECOVER FASTER AND COMPETE AT THEIR MAXIMUM POTENTIAL.



TOURNAMENT STRUCTURE

Throughout the year JCF Academy will provide **opportunities** including:



6+ TOURNAMENTS

(Maccas Cup, Georgies Cup, and JCL guaranteed)



GALA DAYS

Against Melbourne's strongest teams



ADDITIONAL ACADEMY COMPETITIONS



These opportunities allow players to consistently test themselves against **high-quality opposition**.



TOURNAMENTS UNDER JCFA

- ✓ Players will earn their place in the top squad by consistently demonstrating the **right attitude** at their club and **attending JCFA training sessions**.
- ✓ Two teams will be entered in every age group for tournaments. While preference will always be given to our full-time academy players, selection is based on meeting the required academy standards.
- ✓ Rewards and opportunities must be **earned** through commitment, development and performance.



TOURNAMENTS UNDER THE CLUB

- ✓ The club team selected will 100% play together in every tournament.



LEARNING FROM PROFESSIONALS

Players will regularly hear from **guest speakers** including:



A-LEAGUE COACHES



PROFESSIONAL FOOTBALLERS



HIGH-PERFORMANCE PRACTITIONERS



STRENGTH & CONDITIONING SPECIALISTS



PERFORMANCE PSYCHOLOGISTS



These relationships have been developed through Jordan's experience working within **elite football environments.**



INTERNATIONAL OPPORTUNITIES



BARCELONA 2026

SEPTEMBER 2026

JCFA in 2026 will tour Barcelona in September, experiencing the culture of the **strongest footballing nation in the world.**



At the end of every season, JCFA will attempt to put squads together and give our families the opportunity to **experience football at another level**, with our strong overseas network.



JAPAN 2027

OUR NEXT DESTINATION

In 2027, JCFA looks to organise a Japan tour.



DEVELOPING PLAYERS. BUILDING EXPERIENCES. CREATING MEMORIES.
Opportunities that last a lifetime.

BARCELONA

*More than a tour.
A life experience.*



WHY CHOOSE JCF ACADEMY?



Our objective is to give our families the **best academy program in Melbourne** as well as send as many of our players as possible into **professional football**.



We have staff of young, passionate and motivated coaches who all want to make something out of Football. That alone is something you **WILL NOT FIND** at any club or academy.



Every child has **extra care** and every child is at every coach's **best interest**.



DEVELOPING PLAYERS. BUILDING CHARACTER. CREATING FUTURES.
That's the JCF Academy difference.



PARENTAL EXPECTATIONS

WORKING TOGETHER FOR YOUR CHILD'S SUCCESS

At JCF Academy, we believe the greatest development occurs when players, parents and coaches work together as one team. A positive and professional partnership creates the best environment for every child to thrive.

WHAT WE ASK OF OUR PARENTS



PROFESSIONAL PARTNERSHIP

- Work collaboratively with coaches throughout your child's academy journey.
- Support the academy's philosophy, values and coaching direction.



CLEAR COMMUNICATION

- Inform coaches promptly regarding attendance, availability or any issues affecting your child.
- Maintain open, honest and respectful communication at all times.



POSITIVE MATCHDAY & TRAINING BEHAVIOUR

- Conduct yourself professionally at training sessions, matches and academy events.
- Communicate respectfully with coaches, officials and other families.



RESPECT WITHIN THE ACADEMY COMMUNITY

- Foster a positive culture amongst all academy families.
- If concerns arise, discuss them directly with the coaching staff rather than through informal conversations with others.



SUPPORTING YOUR CHILD

- Encourage your child with positive language and constructive support.
- Reinforce the coaching messages rather than providing conflicting instructions.
- Allow players to learn, make decisions and enjoy the game.



ACADEMY STANDARDS

Once accepted into JCF Academy, all players and families will receive a comprehensive handbook outlining the academy's expectations, standards and code of conduct.



These guidelines are designed to create a professional environment where every player has the opportunity to maximise their development.

**CONTINUED PARTICIPATION IN THE PROGRAM
IS DEPENDENT ON PLAYERS AND FAMILIES
UPHOLDING THESE STANDARDS.**



OUR COMMITMENT



We don't simply coach football.
JCFA gives full commitment from
every coach for **12 months**.



BETTER FOOTBALLERS



GOOD TEAMMATES



FREE THINKERS



PROBLEM SOLVERS



DISCIPLINED INDIVIDUALS



Every training session is designed with **long-term player and human development** to not only set them up for football but more importantly **everyday life**.



PLAYER PATHWAYS

Players who complete the JCF Academy program are supported into the next stage of their football journey.



01

ACADEMY GRADUATION (UNDER 12)

Players who complete the JCF Academy program are supported into the next stage of their football journey.



02

OPTIONAL DEVELOPMENT YEAR

Families may choose for their child to remain with Jordan for one additional year in an Under 14 community team coached by him, providing valuable 11v11 full-pitch experience at an early age.



03

A THOUGHTFUL DEVELOPMENT PHILOSOPHY

Jordan's experience within the NPL system has shaped his belief that earlier exposure to the full-sized game can better prepare players for the demands of higher-level football.



04

INDIVIDUAL PATHWAY GUIDANCE

For families choosing a different pathway, Jordan will provide honest advice on the environment and playing level best suited to each player, while assisting with identifying suitable clubs and programs for their continued development.



05

LONG-TERM GOAL

Through consistent training, regular competition against strong opposition, and ongoing exposure to A-League academy environments—particularly during the Under 12 years—the aim is to position players for opportunities within NPL and, ultimately, A-League academy pathways.



ACADEMY
UNDER 12



OPTIONAL DEVELOPMENT
YEAR UNDER 14
WITH JORDAN



NPL CLUB
PATHWAY



A-LEAGUE
ACADEMY
PATHWAY

SLIDE 15

JOIN THE JOURNEY

JCF ACADEMY FULL-TIME PROGRAM

LAUNCHING 2027

"BORN TO INSPIRE"



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JCFA

JORDAN COACHES FOOTBALL ACADEMY

