



From Not Making the School Team - to Coaching Pros in Australia

It doesn't matter if you're not elite from the start. Football is for everyone. Our development programme improves every player.

I remember a mate of mine—he wasn't the greatest. He never made the school team, but he kept trying. Always gave 100%. But there were just better players ahead of him. Still, he trained. We trained together, using the principles we now teach at Escalate Elite. As time passed, the talented players started falling off – life got in the way, jobs, uni, distractions. But this guy kept believing.

At 19, he finally got a break as a semi-professional footballer. The guy who couldn't even get into the school team was now playing semi-pro. People laughed when they heard it. They couldn't believe it.

But he had the #ToBelieveIsToKnow mentality. And then... he got invited to trial in Australia.

Unfortunately, an injury ended his career. But the story doesn't stop there.

Today, in 2025, he's a professional FQPL coach in Australia, producing players who are making it professionally. He's won awards like Coach of the Month and is changing lives. From "not good enough" to coaching pros.

Football creates opportunity. Don't end your child's story before it begins.

Football. Family. Future.

It all starts with Escalate Football Development.

#ToBelieveIsToKnow