

MEMO 22 - 24

To: FQ Academy Queensland Clubs
From: Football Queensland
Subject: Double Pass Announcement
Date: September 13, 2024

Dear Clubs,

After several months of collaboration, Football Queensland (FQ) has engaged the services of Double Pass, a leading global football consultancy renowned for its expertise in sports performance and development, to independently conduct a comprehensive audit and analysis of our statewide FQ Academy, Club Development and Assessment systems and FQ Academy competition structures.

The engagement of Double Pass is part of Football Queensland's commitment to building a world-class and sustainable football ecosystem, with an aim to refine and enhance our programs, ensuring they meet the highest standards and effectively support the development of future Matildas and Socceroos.

In October and November, Double Pass will send a team to visit Australia and engage with Football Queensland and FQ Academy clubs and technical directors. The audit and analysis will involve:

- Evaluating and benchmarking FQ Academy clubs and programs, from youth to elite level, against international standards.
- Providing detailed analysis and recommendations to ensure our programs align with global best practices.
- Identifying areas for improvement and potential growth to support our collective aim of fostering top-tier football talent.

A company comprising of over 75 football specialists around the world, Double Pass equip football bodies, from confederations down to individual clubs, with cutting-edge Team Value Management and Talent Development strategies helping to unlock player potential, cultivate excellence and elevate the game to the next level.

Double Pass are the global leaders in their field and have worked with some of the top football organisations worldwide, including the English Premier League, the United States Soccer Federation, FIFA, and several European national federations such as Italy, Sweden and Germany.

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Here are some of the recent bodies of work and case studies and Double Pass have conducted:

- [FIFA](#)
 - Analysed clubs and academies in over 130 FIFA member association countries to strengthen talent development processes and outcomes across a global network.
 - Empowered Academy Directors with tools and knowledge to drive success.
 - Transformed the global football ecosystem through data-driven recommendations and Club Implementation.
- [Italian Football Federation](#)
 - Strengthened Youth and School Development Systems to produce top-tier talent capable of competing on global stage.
 - Cultivated a thriving ecosystem for Italian football that promotes a positive culture for young talent to flourish.
 - Implemented innovative criteria and standard into the Italian Talent Development System.
- [English Premier League](#)
 - Provided club academies with insights into performance and areas of growth.
 - Orchestrate collaboration with stakeholders to ensure the Elite Player Performance Program addresses the diverse needs of clubs.
 - Increased production of high-quality homegrown players with enhanced training environments and strategic decision-making at academies.
- [The United States Soccer Federation](#)
 - Supported and advised Development Academies, Youth National Teams, and professional clubs through sport-technical academy leadership, talent development assessment and club implemented recommendations.
 - Empowered stakeholders with greater understanding and decision-making tools for effective management to help develop world-class talent.

[Find out more about Double Pass here.](#)

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