



LIAM MURPHY

AFC LICENSED COACH & ANALYST

CONTACT

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I am a forward-thinking, creative and ambitious AFC Licensed Coach and Analyst who has cultivated a portfolio of experience through coaching and analyst roles at Brisbane Roar FC, Brisbane Strikers FC and Brisbane City FC.

Throughout my professional career, in the Women's and Men's game, I have demonstrated a proficiency in the design of innovative coaching programs to enhance the development of players under my guidance.

I am adept in player, team and opposition analysis and utilise this expertise to further my player development processes; I remain committed to my own professional development and have attained a Masters of Sports Coaching.

EDUCATION & PROFESSIONAL QUALIFICATIONS



- University of Queensland

Masters of Sport Coaching

Masters thesis looked at Developing Player Creativity through an Ecological Dynamics Framework

Graduated 2022

- University of Queensland

Bachelor of Health (Hons) Sport & Physical Education

Graduated 2019

"Liam is an exceptional coach with an ability to balance applied and theoretical knowledge with strong relational coaching practices. Having read his Masters Thesis and seen him coaching, Liam sees things differently but he can effectively communicate with players in a manner which is easy to understand." - Dr. Alexandra Lascur: Skills Acquisition Specialist & Researcher, University of Canberra



- AFC B Coaching Licence (2022)

- Association of Professional Football Analysis: Opposition Scouting & Analysis (2022)

Additional qualifications available upon request

ANALYSIS SOFTWARE EXPERTISE



- Hudl
- Instat
- Imovie

- Veo
- Smartabase
- Microsoft

- Sportscode
- Play by Metrica

- Wyscout
- Mavic Drone



PROFESSIONAL CAREER HISTORY



Brisbane Roar FC

Women's First Team Assistant Coach
Women's First Team Analyst

Oct 2023 - Feb 2024
Oct 2022 - Oct 2023

Women's First Team Assistant Coach Responsibilities

- Promoted to Women's First Team Assistant Coach after one year as Women's First Team Analyst
- Assisted the Head Coach in planning and organising training sessions, including designing drills, exercises, and tactical sessions based on performance analysis and upcoming opposition
- Provided constructive feedback to players based on performance analysis, assisting in individual skill development and tactical understanding
- Collaborated with the coaching staff to create detailed reports on team and individual player performances, providing insights for improvement and strategic adjustments
- Worked with players who were returning from injury to integrate them back into the team from a technical and tactical standpoint
- On game days, managed the team warm-ups ensuring players were both physically and psychologically ready to perform
- Liaised and worked with the First Team Analyst to provide the Head Coach with key point feedback, supported with video analysis footage, about what we were doing well and areas we could look to strengthen

Women's First Team Analyst Responsibilities

- Performed the First Team Analyst role within the club's Elite Football Environment, provided support and assistance to coaching and multidisciplinary staff with regards to individual player, team and opposition analysis
- Worked in conjunction with an analyst colleague to ensure all analysis duties and responsibilities were carried out within a timely manner
- Assisted and supported the Head Coach with on-field training routines and drills, with specific focus on opposition
- Operated drone and camera equipment to film training session and capture match-day footage
- Responsible for uploading video footage to Hudl and also utilizing Sportscode to code footage
- Prepared and presented in-depth training analysis reports to the coaching team to enhance the review processes of sessions
- Utilised various scouting analysis software; Instat and Wyscout, to conduct opposition analysis to enhance preparation for matches
- Led player analysis sessions, edited and presented clips to further players development, prepared and presented game reviews to coaches
- Assisted and supported coaching staff with the setting up of training sessions

PROFESSIONAL CAREER HISTORY

"Liam has been a welcome addition to the Roar A league Women's analyst team. He has built the skillset across our analyst department and he has a good level of football knowledge. He is diligent in his analyst work and is a learner when it comes to adapting his knowledge. He would be an asset to any team he is on." - Lachlan Leong: A League Women's Assistant Coach & Lead Analyst, Brisbane Roar FC



Brisbane Strikers FC

Academy Head Coach & Analyst

Oct 2019 - Present

- Work across various age-group squads within the Academy operations; U11 and U12 Head Coach, U14, U15 and U18 Assistant Coach, as well as U18 Opposition Analyst
- Contribute to the club's coach development processes through the design and delivery of presentations, including tactical understanding and person-centred pedagogies; lead coach education events for new club coaches
- Monitor, manage and drive the performance and development of the U11 and U12 squads through the design and implementation of age-appropriate coaching programs aligned to the club's philosophy, ethos and vision
- Liaise and work in conjunction with coaching staff to further the technical and tactical development of Academy players
- As Assistant Coach work with players on a one-to-one basis, as well as small groups, with emphasis on skill development
- Forge positive working relationship with parents and ensure clear communication with regards to the direction and training processes of the respective age-group squads
- Manage and support teams on match days
- Responsible for scouting forthcoming U18 opponents and compile and present informative opposition reports which focus on their strengths, weaknesses, style of play and key players

Player Development: ✓ Three players coached and developed within the U18 squad have progressed to represent the first team

"Liam is a passionate coach who goes above and beyond for his players. He uses a range of coaching strategies to help not just the team but also the individuals to perform at their best. He is a great asset to any club as well as a top man." - Darryl Cash: Director of Football, Brisbane Strikers FC



QAS
Queensland Academy of Sport

Brisbane Roar FC &
Queensland Academy
of Sport

Assistant Coach & Team Manager

Oct 2018 - Oct 2019

- Assistant Coach and Team Manager of the Brisbane Road U17 NTC Girls team, as well as a member of the coaching staff of the W-League side and worked alongside Matilda's Assistant Coach Mel Andreatta
- Contributed to the creation of a high-performance and learning environment, while also focused on individual player development and progression
- As Team Manager, responsible for pre-match and match-day administrative duties; including player reporting
- In conjunction with the Head Coach and coaching staff, designed, developed and delivered training sessions
- Led training drills and routines to further the technical and tactical development of the players
- Responsible for Micro and Macro cycle training development
- Worked with players one-to-one and devised Individual Development Plans through identifying areas of strength and improvement
- Liaised with staff from Football Queensland and maintained communication channels with parents and guardians
- Utilised Hudl to create clips from matches and delivered presentations to players during training to further their development, as well as used fitness software Smartabase to manage player loading and rating of perceived exertion (RPE)

Player Development:

- ✓ Five players from the U18 Women's team I coached are now in the Brisbane Roar FC's Senior Women's Squad
- ✓ One player has progressed to make her debut for the Australia Women's National Team



Brisbane City FC

Head Coach & Club Coordinator

Jan 2017 - Oct 2018

- Head Coach for the U14 BYPL squad, as well as the U12 BYPL squad
- Managed and drove the performance and development of the squads through a tailored coaching program in line with the club's philosophy
- Led on match days, responsible for team selection and ensuring the players were confident to showcase their skillsets
- As Club Coordinator responsible for the development of coaching staff and led coaching education events
- Observed and evaluated coaches, including their training design, communication and delivery

Key Achievements: ✓ Brisbane City FC's U14 and U15 squad reached consecutive Grand Final appearances

ADDITIONAL ANALYST EXPERIENCE



Total Football Analysis Online

Football Analyst

2020 - 2021

- Created articles on matches which identified trends, structures and patterns within each team by utilizing data from statistical database
- Utilized data to identify unique players and their overall success to a team

• [Total Football Analysis Article 1](#)

• [Total Football Analysis Article 2](#)

Further references are available