



**Papakura City Football Club is proud to announce the establishment of the**

## **Papakura City Football Academy**

**With Academy Director Brian Derby.**

Papakura City FC is in its 50<sup>th</sup> year of providing the people of our area with the opportunity to participate in an active lifestyle through football.

We have been successful in delivering the participation side of football and in 2008 had over 900 people involved in our club through the winter junior, youth and senior grades in winter and summer social tournaments.

However we have been less successful in realizing the potential of the players within our area that show talent for our sport and providing a pathway to higher achievement.

This has lead to a drift of talented players North to clubs who offer less to the participation and social aspects and more to recruiting an elite level of player.

The formation of a quality Football Academy, based as closely as possible to a professional environment, is seen as an important development strategy to prepare talented and committed individuals from our area and keep them in our area.

It is important to note you do not have to be registered with Papakura City FC to attend the Academy. The Academy is only open to youth ages from 10 to 19 years, both male and female.

The sound basis of the facilities offered at McLennan Park has always been acknowledged and that is now matched with the contracting of a person with the experience, qualifications and passion to deliver a comprehensive and holistic development program through a recognized Academy system.

Introducing Brian Derby, a Scotsman who immigrated to New Zealand four years ago, after 30 years of professional football experience in the UK and Europe.

Qualifications list: UEFA A License, SFA Advanced License, FA Academy Managers License, FA Youth License and FA Generic Tutor credentials, (plus more).

Brian has held coaching positions with Leeds United, Barnsley FC and Halifax Town FC, with roles including Director of Football, Youth Development Officer, Centre of Excellence Director, Academy Staff Coach, U/9 to U/16 and U/19 Academy Coach and FA Coach Educator Devon FA, FA monitor for Academies / Centre of Excellence NW.

Brian is also New Zealand's agent for First Point USA, and is responsible for the identification of football talent in New Zealand for potential placement into USA Universities. Brian has also continued to maintain his contacts with his previous UK employers.

Combine Brian's knowledge and talent at coaching Football at junior, youth and senior levels, with the facilities that Papakura City FC provide and we believe we can offer your child the opportunity to enhance not only their football skills but also their social, physical and educational development levels further than currently exist.

We will be holding a presentation night 7pm Wednesday 11<sup>th</sup> March, where Brian will present to you on:

- What is an Academy?
- How it all works?
- All Academies in Europe are professional?
- How can an Academy be set up in an Amateur environment?

If interested, please contact Brian on [Academy@papakuracityfc.org.nz](mailto:Academy@papakuracityfc.org.nz) for more details.

Location: Papakura City Football Club, McLennan Park, Arimu Place, Papakura.

