



City Football Group



City Football Group Clubs



Manchester City (England)

New York City (U.S.A.)

Melbourne City (Australia)

Yokohama F. Marinos (Japan)

Girona (Spain)

Torque (Uruguay)

- Football has been my life for the last 48 years as a player, coach and administrator.
- 10.5 years at Adelaide United Football Club as CEO and Director of Football
- Project managed their new training facility from concept to completion
- No designated training facility for the first ten years
- Last 2 years as Director of Football at Melbourne City FC
- Responsible for recruitment of players and all football staff, reporting directly to Brian Marwood the Managing Director of City Football Services
- We have 4 Academy teams, W-League and A-League teams

Melbourne City FC

Etihad Campus



- Our training facilities named the “Etihad Campus” are based at La Trobe University training grounds - Home ground AAMI Park.
- La Trobe University is the number one university in Australia in sports education. Synergies with the curriculum and strategy. Land/Buildings – Connection with the University.
- 3.5 grass pitches plus an artificial grass pitch to be completed by February
- A-League and W-League/Academy wings - gym, recovery suite, medical/physio rooms, nutrition store, GPS lab, coaches rooms, changerooms, laundry, boot rooms.
- Facilities are the basis for producing the best athletes, playing the best football, provides players and staff an environment which engenders pride and professionalism in their work. Provides the best medical care and sports science preparation possible including recovery for players.
- State of the art facilities can assist in developing the best outcomes and attracting the best talent.



Melbourne City FC

The Desso GrassMaster Pitches



- Etihad Campus is based at La Trobe University training grounds - Home ground AAMI Park
- La Trobe University is the number one university in Australia in sports education.
- After a successful experience on the Desso GrassMaster system at the Etihad Stadium in Manchester, the City Football Group chose Desso GrassMaster as the base for the Etihad Campus in Melbourne.
- Melbourne now features the very first Desso GrassMaster pitches in Australia. Melbourne City will now train on the most advanced football playing surface anywhere in the country.
- The Club's youth teams now have access to the improved training pitches and facilities the first team vacated.



Installing a hybrid grass pitch: step by step

Step 1: Bespoke pitch design

Step 2: Prepare the underlayer

Excavate the ground layer and install the drainage system

Lay down the top layer of sand (enriched with compost)

Step 3: Seed the natural grass

Select the grass varieties and seed in consultation with local experts

If necessary, using sod (rather than grass seeds) can be used to accelerate the installation process

Step 4: Inject synthetic fibres

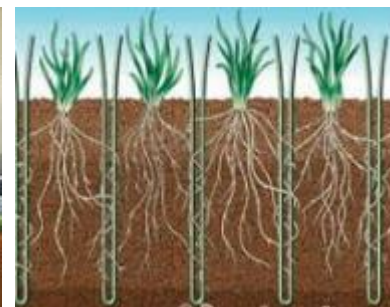
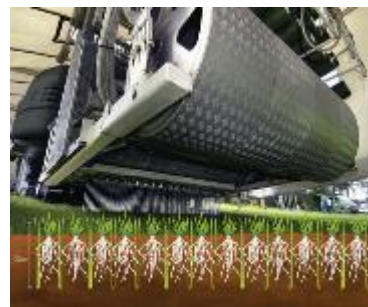
Computer-driven Desso machines inject 20 million artificial turf fibres 20 cm deep into the pitch

1 artificial turf fibre every 2 by 2 cm, maximum fibre height above the ground is 2 cm

Step 5: Symbiosis between natural grass and artificial turf

Natural grass roots intertwine with the synthetic fibres and grow deeper

Anchoring the natural grass to create a level, firm, and stable playing field



How has this facility raised the standards in football?

- Other clubs have looked at improving their facilities –it raises the bar
- Better sports science, medical/recovery for players – more match time – less injuries
- Better quality of football – pitch conditions conducive to better football

What impact does good facilities have on female football?

- Improves the perception of the game – internally and externally
- Lifts expectations of the players and the coaching staff
- Players feel better about themselves – gender equality
- Treated professionally then act professionally

What are the barriers within women's football?

- Financial constraints
- Clash of seasons – will be difficult to attract best foreign players
- Work v Play – keeping the female players involved with the game
- Acceptance of the standards