



INFRASTRUCTURE

MV

PROJECT

FAQs



Why has it taken so long for Melbourne Victory to establish an Academy?

It hasn't. Melbourne Victory has an established and well recognised Academy with leading programs in the Women's space along with our Pre-Academy and our U14s up to NPL in the boys/men's space. We have invested a lot of time in both defining and refining our successful programming for some time. This project is not about forming our Academy, but rather supplementing our existing elite women's and girls/boys academy programs with facilities that can provide them with an even greater edge.

Why has it taken so long to announce this strategy?

As has been widely publicised, the Club has been dedicated to developing the optimal infrastructure for our teams for some time. After a few initial concepts that were ultimately unsuccessful, and with our programs and teams growing and evolving, over the past three years we have undertaken a thorough evaluation to determine the best model to provide a permanent home for our teams.

It is crucial for us to adopt a model that will position the Club to effectively retain and attract talent across the State. Additionally, we are aiming to leverage our infrastructure to elevate the game and expand our reach. This approach will drive the growth of football and see Melbourne Victory engage in more communities at an elite and community level in conjunction with strong partners.

Given the false start at Maribyrnong, we have been considered in not announcing our strategic direction until we were close to locking in the first site as part of the project. We believe the campus model will be key to achieving our goals, and we're excited to share the details of the first campus with you shortly.

When will the first campus be announced?

We will be in position to announce the first campus within the next week or so. Public consultation will take place alongside this announcement, and we're excited about the potential to achieve and deliver our desired outcomes, and unlock significant football, commercial and community opportunities.

We are confident that each campus we deliver will help the Club attract a new generation of talent and fans, whilst also providing a welcoming home for our existing community to enjoy and grow with.

What will be the geographical distance between each campus?

Each of our North, South, East, and West campuses will all be within an hour travel time (by car) from our spiritual home at AAMI Park.

It is important to us that each campus is similar in terms of facility and usage and that they feature minimum standards such as:

- access to and use of, a show pitch for the Club;
- access to and use of, at least two additional training spaces and or pitches
- access to and use of, futsal courts that will benefit and engage the community.

Holistically this means our infrastructure project, over time, is aimed at delivering at least 12 pitches for Melbourne Victory's use across a range of male and female teams, and in doing so, we will further strengthen the Clubs connection to the community.

A part of the also includes smaller central campus dedicated to training, rather than necessarily playing matches. This will provide centralised access to Victory talent programs and help alleviate the travel burden on families, particularly for weekly training.

Which site will be the actual “home” for the Academy

We will have Womens, Pre-Academy and Academy programs run from each campus when the full infrastructure project has completed. In the interim, as and when campuses go live, we will be fully transparent with players, parents and other stakeholders, as to how and what programs will be conducted from each campus, and why. Each campus will be part of our home and integral to the continued growth of our player pathways, elite programs and the Melbourne Victory community.

How do you make each campus feel like its “our home”

Part of this strategy is ensuring a consistent look and feel across our campuses to ensure all our people know what to expect when they, train, play or have a connection with, a Melbourne Victory campus, regardless of where that particular campus is located and what programs it will run. The approach Melbourne Victory is taking to this project, will provide us with a broader reach, and more places for each of us to call home.

How is Melbourne Victory going to attract the best talent?

Developing infrastructure through a campus model across the North, South, East, and West regions of Melbourne will ensure that we are best placed to attract talent regardless of geographical positioning.

Establishing campuses in all corners of Melbourne is a clear strategic direction that ensures physical location will not be a barrier to attracting the best talent available. Ultimately and in time, regional campuses will be developed and play a key role in our ongoing expansion.

Is Melbourne Victory funding the entire infrastructure project?

Part of the time in determining the location of various campuses has been undertaking due diligence with relevant parties to ensure that each campus will unlock commercial opportunities for Melbourne Victory and that the development and maintenance of each relevant facility is, or will be, undertaken in genuine partnership (including as to funding) with others who will contribute and collaborate in a meaningful way, to deliver on our vision.

Does that mean the Club’s administration will move from AAMI Park?

No, our administration and A-League Men’s program are entrenched at our spiritual home, and we see our infrastructure project as only enhancing the access we have as a Club to elite facilities.



MELBOURNE VICTORY FOOTBALL CLUB

GPO BOX 1967, MELBOURNE VIC 3001