



INFRASTRUCTURE


**MV**

PROJECT





At Melbourne Victory  
**our vision** is to  
**lead, unite, connect**  
and **inspire** through  
football.



Every child that dreams of playing for Melbourne Victory should be able to, and we are striving to provide both the programs and infrastructure to support their journey to do so.

Football is the world game and its popularity and impact is far reaching across the globe. The game provides a powerful tool to build and create communities by offering a sense of belonging and cohesion, while also providing pathways for young people to be the best athlete and football player they can be.

**We are a Club for all Victorians, and we take pride in being able to leverage our unique platform as a leader in sport to give back to all Victorians.**

In order to achieve our goals, work within and elevate the local community and provide spaces that will enable us to build the next generation of Victory Men, Victory Women, Matildas and Socceroos, the Club is focused on creating world-leading facilities. These **state of the art facilities** will amplify our comprehensively developed pathway programs across convenient locations, to **minimise barriers to participation** while **expanding our opportunities for success.**

# Leading Programs

Over the journey, as we have looked at, developed, and strategised around the best infrastructure project to adopt. We have simultaneously had a keen eye and staunch focus on building the programs in our Academy to create the strongest elite pathway opportunities and football development training for our players.

**At the heart of this project** - and the success of our pathways, elite women's program and Academy - **is our people.**

Melbourne Victory continues to invest heavily in designing and implementing programs to ensure that our people - and every young person who is part of our Academy, leaves Melbourne Victory as a more intelligent and skilled footballer, and a more rounded individual and member of the community than they were when they started with us. This is the case, regardless of whether they leave our Academy to:

- join one of our elite senior teams
- take up another football opportunity away from the Club (either domestically or internationally); or
- leave football for the next challenge altogether.

While success on the pitch is critical to us, the personal growth of each player and our ability to impact and influence both their football and individual journeys through our well developed programs and learnings, is integral to the fabric and DNA of Melbourne Victory.

**Our programs drive success.**

**Our infrastructure will supplement our programs to drive even higher standards at our Club.**



# Development and Success



In recent seasons, as our programs have developed we have been able to produce performances on the pitch that have resulted in the Club securing a place for our senior men's youth team in Victoria's highest competition, the National Premier League Victoria, which goes some way to demonstrating the overall success of the programs we continue to develop and enhance.

## Most notably in 2024:

- Melbourne Victory were the first ever team in Victoria to win each junior age level NPL championship, securing 1st place in the Under 14s, 15s, 16s and 18s.
- Our Senior Academy was crowned VPL1 Champions, leading to promotion into the NPL
- We transferred our first Club developed academy player into Europe, with Franco Lino being transferred to Norway after joining the Club as a 12-year-old and working his way through the Club's entire pathway - from Pre-Academy to the A-League Men's team
- We started the A-League Men's season with nine professionally contracted players having graduated through our Academy
- We started the A-League Women's season with nine professionally contracted players having graduated from the pathway programs established by the Club to support the development of girls and women in football

**With owned bespoke infrastructure now set to complement the high quality talent we have across our Club**, there remains no limit to the potential that we can continue to unlock as part of our vision to use football to Lead - Unite - Connect and Inspire.

# Infrastructure project background

In order to deliver an infrastructure project that can accommodate our growing development programs and community, while being a Club for all Victorians, **we look forward to expanding our footprint and developing a campus model of sites that will see Melbourne Victory offer programs and opportunities for the North, South, East and West of the State through strategically located geographic hubs. This strategy will help us accommodate our requirements, and supplement surrounding communities.**

Our ideal infrastructure model has evolved over time, in line with the growth of our programs.

Over 10 years ago, when the discussions around infrastructure and its importance to the development of our Senior Mens, Womens and pathway programs was first spoken of, we certainly had a vision to develop a site within a 10km radius of AAMI Park, that could provide all the benefits of a true second home to the Club.

At that time, the requirement was 2-3 pitches to support our programs.

Now in 2025, along with the A-League Women's program, we have our elite girls pathways, 6 Academy teams (including a team in the NPL) in the boys/mens competition and the Afghan Women's Team program, all of which we need to accommodate in a Melbourne Victory home, both for training and playing matches.

We also provide annual Pre-Academy programming for more than 1,000 children (male and female) each week (and run football led community programs for over 16,000 children each year). Many of these programs also require a home.



With the demands of the Club in mind, both now and in the future, our infrastructure project must:




**DELIVER AN ARRAY OF HIGH PERFORMANCE ELITE FACILITIES** for Club development programs across the State.



**PROVIDE ACCESSIBLE PATHWAYS** to all our participants, regardless of geographical location.



**ENABLE US TO MAINTAIN AND GROW TALENT** with no talent leakage based on geographical drivers of a campus model.



**DRIVE THE CLUB INTO NEW AND VARIED COMMUNITIES** to exponentially increase our fandom and footprint, and in time, deliver sustainable membership growth.



**REDUCE BARRIERS TO TRAIN AND PLAY** we have our mind on the impost on parents who have to travel with their kids to help breed success and want to minimise their obstacles.

# Why a campus model makes sense

To achieve our goals, strategically, the Club will adopt a campus model, which will:



**Unlock common opportunities** for the sport



**Create greater accessibility to talent** across the State



Enhance our ability to **grow football's footprint**



**Expand** community connection

## THIS MODEL HELPS BREAKDOWN GEOGRAPHICAL BARRIERS TO SUCCESS

Melbourne's extensive geographical footprint surpasses that of cities such as London, Rome, and Madrid. This means, establishing campuses across the city's Northern, Eastern, Southern, and Western regions is an effective strategy to attract talent from all corners of the State, provide a local home for the Melbourne Victory "family" across Victoria and develop a closer connection to more communities through football.

BUILT-UP URBAN AREAS BY LAND AREA		
WORLD RANKING	CITY URBAN AREA	SQUARE KILOMETERS
<b>#31</b>	<b>Melbourne, AUS</b> <sup>[1]</sup>	<b>2,880</b>
#32	Paris, FRA	2,854
#39	Mexico City, MEX	2,530
#43	Toronto, CAN	2,344
#68	London, GBR	1,738
#89	Madrid, ESP	1,365
#109	Rome, ITA	1,145

<sup>[1]</sup> Largest in Australia  
 (URBAN FOOTPRINT): 2023 | source: <https://demographia.com/db-worldua.pdf>



# To realise our vision, we need to:



These goals are also essential to **driving greater football fandom, increasing attendance and creating sustainability for our code**. Each campus will play a role in creating a connection with the local community and attracting new members and fans from surrounding areas.

Important to the campus model and overall structure of our programs is to ensure that we do not narrow the accessibility options for either **pathways** or **community participants**.

With that in mind, Melbourne Victory intends to develop a campus in each of the North, South, East and West of Melbourne, **with a central campus also being developed to elevate success of this model**.

We are deep into a review and assessment of sites in each area that will allow us to commercialise the space, own the facility and both:

- deliver on the objectives of a Women's and Youth Academy; and
- meet all of the goals of the Club both in the short-term and long term.

Completion of the entire project is a 5+ year journey, and we will be staging the announcement, implementation and delivery of each campus over that period.

# Strengthening Victoria's Sporting Future

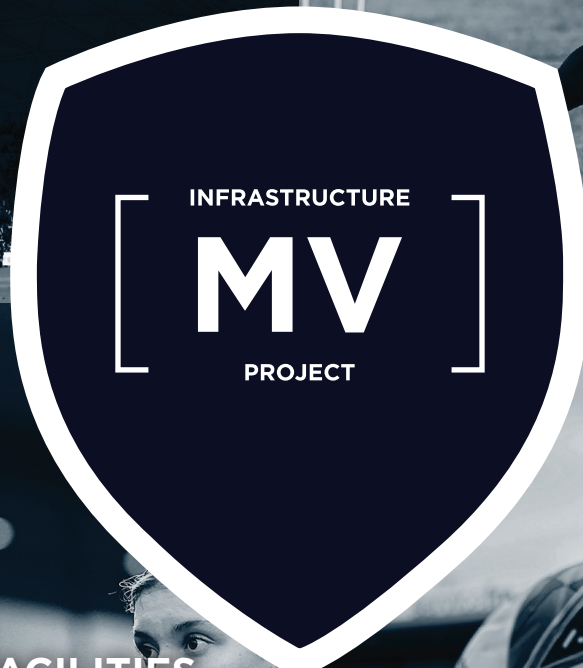
As we start to move into the implementation phase, a campus model of infrastructure will deliver holistic outcomes for Victorians, including:



## **BUILDING AND MAINTAINING**

Victoria's capacity to attract and retain major significant events

## Supporting **ATHLETE DEVELOPMENT**



## **PROVIDING FACILITIES** including both full size pitches and futsal courts that support participation in sport and recreation **TO HELP BUILD OUR CODE AND GAME**

## Supporting the **STATE-WIDE ADMINISTRATION OF SPORT**

This project is not only **critical to the Club**, but as we all know, sporting infrastructure is an **integral part of local communities**, with the **ability to create great social and economic impact**.

We look forward to developing campus sites across the State, and in time announcing an overview of how we will leverage the relevant campus for programming, partnership benefits, and all associated benefits for each region.



\*Suburbs noted are for illustrative purposes only - to provide a meaningful sense of the 1-hour radius from AAMI Park.



MELBOURNE VICTORY FOOTBALL CLUB

GPO BOX 1967, MELBOURNE VIC 3001