



Burnley Football Club Academy Australasia arrives in NZ

The search for football stars is here.....

Burnley FC Academy Australasia (BFCAA) is delighted to announce a partnership between three host clubs in the Canterbury region.

The three host clubs are **Waimak United FC, Selwyn United FC and Nomads United FC**. Further south **Green Island AFC** in Dunedin is also joining the search.

They will build a network of Development Centres which in the future will form the full time Academy tier of the program.

The three Canterbury clubs Waimak, Selwyn and Nomads have embraced the chance to host talented footballers from around the Canterbury Province on a development pathway to fulfil their playing dreams. The BFCAA Development Centres aim to attract local players from six to 16 year olds.

We invite you to a presentation for parents and players at the following locations:

7pm	Monday and Tuesday, 11 and 12 February 2013	Nomads – Tullet Park, Claridges Rc, Casebrook, Christchurch
7pm	Wednesday, 13 February 2013	Waimak – Ashgrove School, 48 Seddon Street, Rangiora
7pm	Thursday, 14 February 2013	Selwyn – Lincoln Events Centre, Meijer Drive, Lincoln

Come along if you think you have the potential to join a pathway that will help you achieve your football dreams.

At the presentations you can register to attend a trial the following week where BFCAA coaches will put you through your paces to fill squads for the Development Centre. And even if you are a bit off the pace but have a burning desire, we can improve your skills in our STRIKE IT program. If you can't make the presentation but wish to register to trial, email info@hpcfootball.com and state which centre you will attend.

After the selection trial, invitations will be issued for the 45 week development program and STRIKE IT with both programs starting in April.



In the meantime if you wish to speak with local contacts phone Graham McMann on 0210 639 501 or Martin Allen on 0275 589 890.

How does the BFCAA program operate.....

The system allows players to maximise their full playing potential by setting their own personal development plan that allows each individual to receive appropriate level of training to suit the player's current ability level and aspirations. The training model is specially designed to allow for continual progression within a professional training environment that mirrors the Academy system of professional clubs in Europe.

BFCAA allows for a complete player pathway and once selection is finalised, suitable players will be offered a position in one of two tiers - the BFCAA Development Centre or High Performance Centre.

The already successful model has three tiers.

 ACADEMYAUSTRALASIA	TIER 1 Burnley FC Academy Australasia Full Time Academy 45 weeks duration 4 sessions per week	Academy Squads U11/U12/U13/U14/ U15/U16U/18s	Hosted by a Club that meets all criteria for 2014 season including competition in the Youth Premier League
	TIER 2 Burnley FC Australasia Development Centre 45 weeks duration 3 sessions per week off season and 2 sessions per week in season plus game analysis	Development Squads U6/U8/U10 U12/U14/U16	Hosted by selected Clubs as the top tier of the HPC program for the first year and will then continue into year 2 with the best players selected for the full time Academy. Training Squads only. Will play for club of choice
 HPC FOOTBALL <small>IN ASSOCIATION WITH BURNLEY FC</small>	TIER 3 High Performance Centre in Association with Burnley FC 4 terms of 7 weeks One session per week	STRIKE IT PROGRAM Development Squads U6/U8/U10 U12/U14/U16	Hosted by selected Clubs Follows a syllabus through 4 terms Is a feeder into the BFC Development Centre

Tier 3 - High Performance Centres

The High Performance Centres (HPC) operate inside the host club and run in conjunction with players' existing club commitments. The aim of this tier is to offer youth football players an opportunity to improve their technical skills through a challenging but achievable set of progressive technical components. A program using the acronym STRIKE IT runs across a 7 week block in school term and covers the key technical aspects of the game. It will be delivered by BFCAA NZ based staff and be supported by local club coaches who will be mentored to deliver similar sessions at club level. A fee of AUD\$110 inclusive of gst per player per term is charged and numbers are based on pitch and coach availability.

Players that show exceptional achievement in the HPC will be invited to join the BFCAA Development Centre – Tier 2.

Tier 2 - BFCAA Development Centre

A recruitment drive and a series of trials will select players of the required standard to be invited directly into the Development Centres. Limited places are available and selection is based on a high level of playing proficiency. Each training squad has dual banded age structure and will operate at each host club.

These players will train throughout the year and play for their club of choice in playing season.

Club training and BFCAA will run in unison to keep a systematic and consistent training routine and to avoid 'burn out'.

Talented players with potential will then be identified for inclusion into the proposed Academy in 2014.

Development Centres operate on a pay to use system, offering up to three sessions per week off season and two in season plus match analysis. The fee includes training kit, player log-in facility, holiday clinics, and coaching by experienced licenced coaches at a cost of AUD\$660 inclusive of gst per phase (two phases April-September then October-March). The fee includes Burnley FC Puma apparel valued at AUD\$400 and over 70 training sessions making the actual cost per hour equates to less than \$6.00.

Tier 1 - Burnley FC Academy Australasia

It is planned that by 2014, BFCAA will launch this top tier in New Zealand to recruit the very best players aged from 11 to 18 into the full-time 45 week Academy. Perth, Western Australia, now has the first BFCAA Academy in the southern hemisphere after an 18 month interim program. These talented players are now receiving the exact syllabus and contact hours as their counterparts in the UK, with the very best being offered opportunities to trial in the UK, if and when they are considered good enough.

It is the intention that BFCAA will reproduce the same model and give the same opportunities in NZ, but is subject to the quality of players involved through this interim period.

The Academy mirrors the system in the UK where extensive further development in technique, tactical knowledge and fitness is required. Each player will be educated in sports science, diet and nutrition and will be assigned regular homework tasks aimed at developing the individual. All participants will receive written assessments from the Academy coaching staff with regard to areas of strength and areas for improvement within each individual's game.

Players remain affiliated to the local governing body. The games program is a prerequisite for the Elite Player Performance Plan (EPPP) as governed by the English Football Association and is a necessary step forward to offer the players a complete football education. Training and playing consistently the 'Burnley way' is the key focus of the program.

How is the program being implemented.....

Trials will identify approximately 16 players per age band for each Development Centre squad. At the same time players not selected can opt for inclusion in the High Performance Centre to continue their football education.

From April 2013 the High Performance Centres and Development Centres will be in operation within host clubs to form regional training centres. Players do not need to be registered to the host club to be in the BFCAA programs.

During 2013 players for the Academy will be identified and assessed for possible selection into the Academy for 2014.

More detail about the BFCAA program.....

The technical content has been specifically designed to develop sound technical players that are:

- good decision makers
- players who can play under pressure in tight areas
- players who are comfortable playing high intensity football.

The technical program is substantial and caters for all levels of the game. It sits in line with the National guidelines and will be filtered throughout the associated clubs so that a standard playing/coaching philosophy can be professionally built to develop and refine younger players for inclusion into the Burnley FC programs in future years.

The program focuses on the individual athlete and a specific training regime is designed and tailored to the players needs - technically, tactically and physiologically. It includes regular goal setting through a web based player log-in. This allows the player to combine the BFCAA contact time alongside their club commitments while ensuring the work is realistic, relevant and controlled.

Full detail of conditions and future opportunities of Burnley FC Academy Australasia will be available at the trials. A visit to www.hpcfootball.com is also worth a visit.

In the meantime, see your local club or club website for updates or contact Martin Allen on 0275 589 890 or email Martin on allensnz4@xtra.co.nz or Graham McMann on 0210 639 501 graham182@xtra.co.nz