



**ROYALS ACADEMY  
HANDBOOK  
2024**

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# WELCOME TO THE ROYALS ACADEMY

Dunedin City Royals F.C was formed in 2021 with the amalgamation of Dunedin Technical, Caversham, Melchester, and Hereweka. The next step in our evolution is an exciting one, the introduction of our Royals Academy.

From the outset of the "Royals" when we chose to be a football club that embraced both community and competitive spaces, we have strived to be better. One of these components has been the need to implement a football development pathway for our girls and boys.

It has always been our aim to be sustainable, and to nurture senior teams with a strong local core, that can compete at a national level. The creation of this Talent Development Pathway will afford us a pathway into the Youth National League space, which will only strengthen our ability to turn ambition into reality.

We are excited by the programme being led by Blair Scoullar, who has a proven track record in setting up, and running development programmes. He will be supported by our own nationally licensed coaches, along with local footballing icon and coach Danny Ledwith.

In this handbook, you will see background information about our coaches, along with our Mission and Values, Pathways, Content, and our Partnership with the Wellington Phoenix.

**Phil Collings**  
Dunedin City Royals F.C.  
PRESIDENT

Developing and nurturing our home grown talent is key to the sustainability of our club for future generations. We will implement and deliver a club pathway for both male and female players within our club structure, to create highly competitive and successful teams.

Providing an environment focused on the player first, enables them to grow and learn within the Royals Academy, and will provide opportunities for our players to compete at the highest level possible.

Our ultimate goal is to help develop technically efficient players, and help these players progress in their football journey. The Royals Academy is a huge step in leading football development not only for Dunedin City Royals FC, but also in the Southern Football region.

The Royals Academy will create pathways, and provide key support and guidance to inspire and support the dreams of our young players. By working hard and developing good standards, our youngsters will be well prepared to succeed in whatever they choose to do or pursue in their lives.

Finally to our parents, we truly believe that we must work together to develop our aspiring young footballers, so building a trusting relationship with you is very important for us to make a successful professional programme.

**Blair Scoullar**  
Dunedin City Royals F.C.  
ROYALS ACADEMY DIRECTOR



# OUR COACHES



## Blair Scoullar

ACADEMY DIRECTOR  
OFC/NZF B LICENCE

Former New Zealand U20/ U23 & All White, Blair is a former professional player who has spent the last 4 years learning and developing with Olé Football Academy ( NZ's longest running private football academy ) as a full time coach, recruitment and spearheading national ID camps.

Blair works with all the age groups, both boys and girls from U8s through to the Mens and Womens Spaces.



## Danny Ledwith

SOUTHERN UNITED U17 COACH  
OFC/NZF A LICENCE/ UEFA B LICENCE

Danny has professional playing experience both back in Ireland and here in New Zealand in the National League. He completed his UEFA B Licence in 2012, and has recently completed his OFC/NZF A Licence in 2023. Danny's passion is youth development - and has coached at academy level in Ireland & New Zealand. His philosophy for youth football is designed around each individual reaching the highest level possible, and providing a challenging, but rewarding environment to do so.



## Graeme Smail

DCR WOMENS DIRECTOR OF FOOTBALL/  
ROYALS WPL/SL COACH/ SOUTHERN UTD ASST.COACH  
OFC/ NZF B LICENCE

Graeme's focus in life has been contributing to the communities he has been associated with, through 35 years of policing, and 23 years of coaching. Graeme's coaching passion is focused in the female space, with the last 16 years being dedicated to coaching, nurturing and empowering both junior and senior female players. Graeme's philosophy includes creating an enjoyable and fun environment for players' to enjoy, while helping them develop both football and life skills.



## Richard Murray

DCR MENS DIRECTOR OF FOOTBALL/  
ROYALS SL COACH  
OFC/ NZF B LICENCE

From shaping young minds in the classroom to honing the skills of aspiring athletes on the field, Richard's journey from player to coach is marked by a commitment to nurturing talent and fostering pathways to success. A coaching tenure that spans from grassroots to the National League with Otago United, Richard continues to inspire and empower players of all ages at Royals in the Southern League.



# OUR COACHES



## Craig Ferguson

U15 YDL COACH  
OFC/ NZF C LICENCE

Craig is a former semi-professional player in Scotland for 15 years, who moved to NZ in 2011. He played for Caversham Premier team for 9 years, and Southern United for 6 years in the NZ Premiership.

Craig has helped coach players within the Football South Academy for 8 years, ranging from 13 - 17 years olds, and has been Head Coach of the Royals U15s YDL team for the past 2 years.



## Phil Collings

ROYALS GK ACADEMY COACH  
OFC/NZF C LICENCE/ OFC/ NZF GK C LICENCE

Heavily involved with admin with the Royals and his previous 3 clubs over 30 plus years - loyalty and culture have been a very important part of the puzzle when developing a club structure. Phil played Southern Premier League, and Southern National Regional League, and coached DCR to the SPL title in 2022. Phil enjoys seeing our members develop as individuals on and off the field, and be the best they can be. As well as holding a OFC/NZF C Licence, Phil is one of only a handful who have the OFC/NZF Goalkeeping C Licence in the South Island.



## Tim Horner

OFC/ NZF C LICENCE (B LICENCE PENDING)  
With over 100 national league appearances, and multiple championship victories with Caversham AFC, Tim's playing career is marked by success. Transitioning to coaching, he has led Caversham Men's Southern Premier League and currently serves as an assistant coach for Dunedin City Royals, alongside guiding the U16 FOYDA Northern Ireland Super Cup tour side. Tim's commitment and expertise lay the foundation for a promising football academy programme, designed to nurture and develop young talents.



## Alex Boomer

ROYALS GK ACADEMY COACH/  
ROYALS SOUTHERN LEAGUE GOALKEEPER  
Alex has been at the club since he was 6 years old, playing junior/ youth and working his way up to Southern League, where he has been the clubs no.1 gk since he was 18. He has played in NZ U20 trial games, and was invited to play for Cashmere Tech in the 2023 National League Championship. Over the last few years, Alex has coached Royals junior teams, and has been one of the main coaches at the Royals x Phoenix Pre Academy since the partnership began in 2022.



# ROYALS ACADEMY

## MISSION STATEMENT

### Vision

To provide the best football environment across our community, in order to develop world-class football players, and exceptional young people.

### Values

**RESPECT:** To be respectful towards teammates, coaches, and opposition in all communication, conduct, and competition.

**PROFESSIONALISM:** To demand and deliver excellence at all times, across all levels of our Football Club.

**COURAGEOUS AND STRONG:** To bring strength, resilience, and enthusiasm to all trainings and games.

**NUTURE:** To train and play in a safe, nurturing environment, for our players and families to love and enjoy.

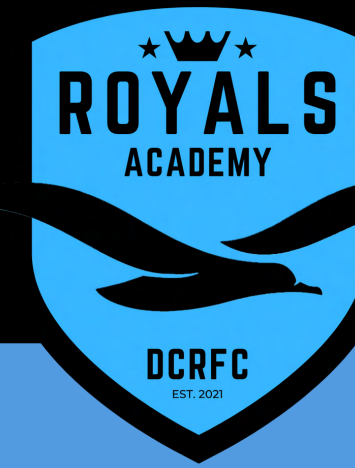
**LOYAL:** To show what it means to be a Royal, One Club - We share success, learn, develop, and grow together.

**SOAR:** Like our club badge, The Royal NZ Albatross takes flight and embarks on a wonderful journey around the world. We want our players to aspire to take their first steps in their footballing journey - together

ROYALS  
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# MALE PLAYER PATHWAY



AGE GROUP	PROGRAMME	PHASE	TOURNAMENTS	PATHWAY
U8/9	PHOENIX/ ROYALS PRE ACADEMY	EXPERIENCE	GI 7S CIC SI TOURNAMENT	ROYALS ACADEMY
U10/11	PHOENIX/ ROYALS PRE ACADEMY	GROWTH DEVELOPMENT		TALENT ID CAMPS
U12/13	SKILL MASTERY	PLAYER DEVELOPMENT	U15 YDL CHCH INTERNATIONAL CUP SI TOURNAMENT	TALENT ID CAMPS
U14/16	ACADEMY	ADVANCED DEVELOPMENT		TALENT ID CAMPS
U17	ACADEMY	ELITE DEVELOPMENT	U17/U19 NATIONAL TOURNAMENTS U17 NATIONAL LEAGUE	US COLLEGE SCHOLARSHIPS TALENT ID CAMPS DCRFC SPL/SL

# FEMALE PLAYER PATHWAY



AGE GROUP	PROGRAMME	PHASE	TOURNAMENTS	PATHWAY
U8/9	PHOENIX/ ROYALS PRE ACADEMY	EXPERIENCE	GI 7S AF MEMORIAL CUP SI TOURNAMENT	ROYALS ACADEMY
U10/11/12	PHOENIX/ ROYALS PRE ACADEMY	GROWTH DEVELOPMENT		TALENT ID CAMPS
U12/13	SKILL MASTERY	PLAYER DEVELOPMENT	AF MEMORIAL CUP SI TOURNAMENT	TALENT ID CAMPS WOMEN'S DEV. LEAGUE/WPL
U14/15	ACADEMY	ADVANCED DEVELOPMENT		

EST. 2021



# ROYALS ACADEMY/ WELLINGTON PHOENIX PARTNERSHIP

Dunedin City Royals FC entered a Pre-Academy (PAC) partnership with New Zealand's only professional club, the Wellington Phoenix (WPX) in 2022. The Pre-Academy services children aged 8-12, and follows the Phoenix curriculum.

The Wellington Phoenix Academy aims to create an inspirational and visual pathway for players and staff, to operate at the highest levels of football. We will develop a whanau, where our people showcase our values, establish meaningful connections, and be a leader and pioneer for football in New Zealand, with the ultimate goal of graduating players into our 1st teams.

The PAC Programme is designed by the WPX Academy, and is the first step into the WPX pathway, running in conjunction with partner clubs & schools across NZ.

The PAC Programme is an important part of the WPX pathway. It exists to identify players, who may have the potential to represent WPX Academy, as well as connecting more players, coaches, parents, clubs & schools to the WPX, through positive engagement and exclusive development opportunities.

WPX identified partner clubs & schools throughout NZ, who shared a similar mission and values around player development. The PAC Programme is designed to be a resource for the partner, to compliment their existing programmes, and improve their capability and reach, benefitting those within the programme.



# ROYALS ACADEMY OVERVIEW

We are excited to be able to offer and open up this Pre Academy opportunity to young dedicated footballers from all Dunedin clubs in the 8-12 age group to train, learn, and develop under the Royals x Phoenix Pre Academy training curriculum for 2024.

As a club, Dunedin City Royals believe this programme can provide opportunity for Dunedin's players who just want more football, and would like to develop with high level coaching within the Royals x Phoenix Pre Academy.

Our OFC/NZF Licensed coaches are passionate about youth development and building technically capable players that will be the future of our club competitions, and who will be able to compete at the highest levels of the game.

The Royals Academy is a 4-Term Development Programme for our talented Footballers. The Academy Programme is for Boys U12 - U17 & Girls U12 - U14 (With U16 to be added in 2025). Players who are successful in joining the Academy, commit to the annual development programme, and therefore play club football for Dunedin City Royals F.C. in 2024. We will also offer part-time training options for u17 players who are currently attached to other clubs, but have ambitions to play in the U17 National League.

The Annual Training Programme consists of:

- Four Terms ( 30 - 38 weeks )
- 3 - 4 Academy Trainings per week
- Delivered by Professional Coaches ( Licensed & Approved by NZF )
- Academy Experience Camps

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# ROYALS ACADEMY CONTENT

## Football Programme

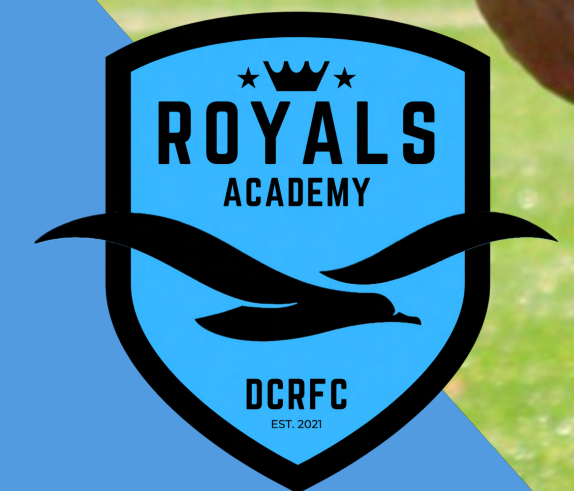
- Professional Coaching
- Full Year Programme
- DCRFC Winter Season Game Day Coaching
- Specialist GK Coaching

## Personal Development

- Individual Player Pathway Guidance
- Individual Progress Meetings
- High level Game Opportunities
- Overseas Trials
- US Scholarship Pathway ( Platform Sports Partnership )

## Sports Science

- Strength & Conditioning Gym Programme
- Education ( Nutrition, Injury Prevention, Recovery )



# ROYALS ACADEMY LICENCING

Dunedin City Royals has made a positive start with the New Zealand Football Club Licensing Programme, currently holding a Mens National League Licence.

In 2024, DCRFC will be seeking New Zealand Football accreditation for its Skill Centre Programme (U9-U12) and Talent Development Programme (U13-U17).

We will then be aiming to get an U17 National League Licence for males and females. The successful accreditations would place the Dunedin City Royals among a very select number of clubs, nationally, who have achieved these accreditations, and ensure our player pathway is as strong as possible.

To achieve accreditation, Dunedin City Royals needs to meet strict requirements in all aspects of programme delivery including: Club Development Philosophy & Curriculum, Coaching Qualifications, Health and Safety, Administration, and Equipment.

