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A NEW SEASON AWAITS: Welcome to this special guide to Cambridge Soccer Club for the 2011 season. We extend to our players, supporters, sponsors and friends our best wishes for a successful season!

2011 CLUB DIRECTORY

Cambridge Football Club

John Kerkhof Park
Vogel St, Cambridge

Join the Cambridge FC NZ Facebook group



www.cambridgesoccer.co.nz



Membership

This year we are introducing a new membership system which recognises those who support the club but who don't play.

We're introducing a Non-Playing Membership, for \$20 a year, that will give people a number of benefits including discounted bar prices, automatic entry into club spot prize draws and voting rights at our AGM.

We feel it's timely to include Non-Playing Members in our plans for the club and we'll be on a membership drive at both our senior and junior clubrooms to sign people up!

Non-Playing Members and registered players will be given

numbered membership cards as soon as they have paid their subscription fees.

The cards will be needed to claim discounted bar prices and to win prizes in regular clubhouse draws.

Our club depends heavily on subscription fees which remain among the lowest for clubs in our region.

We have held fees despite pressure on our costs.

If you need more information about the membership card system, or want to sign up friends to the club, see any member of the club's committee.



Cambridge SEVENS

Two days of football fun!

Men's Tournament
Saturday March 12

Women's Tournament
Saturday March 19

Ask at the club for more details!



Junior club shop

Visit our shop to buy pre-loved boots and gear, order club jackets or simply to tuck into some decent grub!

Menu

Sausage	\$2	Hot chips	\$3
Powerade	\$3.50	Water	\$2
Ribena	\$2	Choc fish	\$1
Choc bar	\$2	Lollipops	\$0.20

www.cambridgesoccer.co.nz




Our helpers

Our club has ambitious plans for the next five years — and we need the help of enthusiastic supporters and parents to make it happen.

We're seeking volunteers who believe they have the skills to help us deliver our goals. At committee level, we've organised ourselves into teams — responsible for revenue, grounds, facilities and kit. We need helpers willing to become parts of those teams.

Don't be shy! If you are the parent of a junior player, this is your chance to help build an outstanding club so your son or daughter will have the best possible facilities when they graduate to senior football.



Our 450 junior players now have their own clubrooms thanks to the work of many volunteers, sponsors and organisations who worked together to provide these facilities. In particular, we thank the Waipa District Council, Trust Waikato and Pub Charity for providing financial support.



Vacancies

Men's Reserves Coach Youth Development Manager

Interested? See any committee member for more details.

The best seat in the house

Our first team needs a statistician to help analyse performance in Northern League games. If you're analytically-minded and want to enjoy games from the best seat in the house — our dug out — find out more now. This is your chance to help your first team!

Josh Easby
First team manager
Ph: 021 0558854
Email: josh@hurricane-press.co.nz

Chris Ryan Plumbing
2 Oliver St, Cambridge
Ph: 07-827 9969





Our history

Cambridge Football Club has been serving its community for more than 60 years. The club was formed in 1948 with two junior teams but held its first official meeting on March 20, 1951.

The first Club Patron was R.S. Entwistle. The first President was Viv Butler.

1957 — All games were played on the Town Square until 1957 when a two room wooden shed was erected on the Leamington Domain for £134.19.

Cambridge adopted the now familiar red and white club colours instead of the local Cambridge blue as Vic Butler was an Arsenal supporter. Vic became our first Life Member three years later.

1964 — On December 1, the Cambridge Borough Council agreed to provide land on the town belt in Vogel Street for the club and plans were then drawn up for the clubrooms to be built.

1967 — The club moved to the new grounds.

1972 — The clubrooms were debt free and the club applied for its senior team to join the Northern League competition.

1974 — Extensions to the clubrooms and playing fields became

necessary and two years later the extensions were built and new junior grounds established from the Polo Club area.

1978 — The club elected its first women committee member.

1983 — Junior teams (11,12 and 13 year olds) entered the Waikato competitions for the first time.

1984 — Our senior men's team won the Northern League 4th Division.

1985 — The clubrooms were connected to the town sewerage system.

1993 — Our senior men's team won the Northern League 2nd Division.

1995 — Car park concreted.

2005 — Club acquired use of the old polo fields next door as new Junior Grounds.

2007 — Old Polo Clubhouse knocked down to make way for new junior building.

2007 — Cambridge junior teams win all five 8th-Open grade WJSA knockout trophies, a first for both Cambridge and the WJSA.

2009 — The clubrooms survived a tornado!

2010 — The club launched a five-year plan for its membership which has now grown to more than 600 players and many supporters.



Our goals



Steve Thomas is the chairman of Cambridge Football Club and is passionate about the club and its place in the community. Here he explains the club's goals . . .

Cambridge Football Club is one of the Waikato's fastest-growing sports clubs with more than 600 players, plus hundreds more who support and follow the club.

We estimate every tenth home in Cambridge (population 14,000) has at least one family member with a connection to the club. That's why we're so committed to ensuring our club represents the Cambridge community in a manner that befits the town — a town that proudly claims to be the Home Of Champions.

The rapid growth of our club means we have to be clear about our priorities in our planning.

Since the end of last season, a strategy team has developed a five-year plan which was given unanimous support at our Annual General Meeting in November.

Our plan places much importance on the way we help our young players get the most from their game, and to retain them as senior club players.

The plan says we should focus on four goals:

- ① Nurture and retain our young players with a football and self-development pathway that is considered the best in the sport.
- ② Enable all our players to play at the highest level to match their desire and ability.
- ③ Provide self-funding social and football facilities that our members consider the best in Waikato football.
- ④ Realise our goals through prudent financial management of our club.

Our club has a reputation for providing an environment that encourages social activity and friendship among its teams — we're seen by many in the football community as a 'social club'.

While we are pleased to have such a reputation, it's important we also build strong senior teams for our young players to aspire to.

Enjoy your 2011 season!



Five-year plan

Our club's five-year plan has four key goals. Here we examine what they mean for our members, and why it's important we all strive to achieve them.

GOAL: To nurture and retain our youth players with a football and self-development pathway that is considered the best in the sport.

WHY: In recent years, the playing strength of our club has been in its junior ranks, with more than 450 players registered last year. Our young players provide a significant number of rep players and three of our players represented New Zealand at the Under 12 World Cup in South Africa.

But many of our youngsters drop out of the club — and often from the game itself — when they reach 16. We estimate that of the 50–60 players who graduate from junior football each year, only two or three progress to our senior teams.

HOW: The way we'll reach our goal is to provide a clear development pathway from the junior club to the senior teams. We want players and parents to understand exactly how young boys and girls can progress through our teams.

We're establishing an Under 15



Scott Parsonage

team, coached by Waikato rep coach and Cambridge first teamer Scott Parsonage. The team will play in a new Waikato league on Sundays, and will showcase the region's best young players.

Scott's role, with team manager Ben Feaver, is to coach a team that our best boys aspire to.

This season's Federation 2 squad will be built around players who are under 19 and who will comprise the core of the youth squad we'll take to national tournament in Napier in October.

Coach Marc Thomas, with the help of a small group of 'mentor' players, aims to develop the teenagers so they can progress to our first team.

We're also planning to appoint a Youth Development Manager to help players and parents plan their progression to senior ranks.



Staying in touch



The home page of our website

The club maintains a website to help members keep informed about vital information such as the season's fixtures, results and match reports.

Webmaster Ken Graham updates the site every week and invites players and members to send him their news, reports and any photographs suitable for the club's image gallery.

Contact Ken at kg@sway.co.nz
www.cambridgesoccer.co.nz

A great way for our players and supporters to stay in touch is through our Facebook group, called Cambridge FC NZ.

If you're among the 1.8 million New Zealanders who use Facebook, just search for our club's page and become a member. At the start of this season we had more 170 members.

Some of our teams, including the Men's Feds, B, C and D2 teams from last season, also set up their own Facebook groups.

The Facebook pages are full of photographs, banter and even a few videos guaranteed to raise a smile.



The club's Facebook page

RICOH

Join the Cambridge FC NZ Facebook group



What we believe

OUR VISION

To be recognised as a leading community-based football club that players aspire to join; benefitting from a supportive learning environment, with superior coaching, training facilities and equipment, and becoming part of a great self-funding social club atmosphere.

OUR MISSION

To develop well-balanced, successful individuals who have the passion, commitment and capability to create pleasant and professional team environments throughout their lives; regardless of gender, physical abilities or background, through instruction of the technical, tactical, physical and psychological aspects of football.

OUR VALUES

Our attitude and behaviour are guided by eight club values which we expect all members to adhere to:

Capability: we are responsible for player development and accountable for developing winning teams in all leagues and competitions chosen to compete in.

Professionalism: we abide by our code of conduct and commit to training and personal development programmes organised by our coaches and managers.

Unity: we are a club of many teams supporting each other in times of need, ensuring the collective drive of the club is harnessed for our future success.

Achievement: we are focussed on overall player development and retention as our future success is built on talent identification and competitive excellence.

Leadership: we provide effective club leadership, exemplary coaching and insightful sports education to achieve our vision and undertake our mission.

Teamwork: we make decisions based on what's in the best interests of our players without compromising our cohesive and inclusive club environment.

Collaboration: we promote the club's facilities and membership benefits for the overall betterment of the Cambridge community and our supporting sponsors.

Passion: we enjoy playing football for the club and are loyal to the game, the club and our fellow members.



THE LION FOUNDATION

Our thanks to The Lion Foundation whose donation has helped us replace much-needed playing kit.

GOAL: Enable every player to play for a club team in the highest league that reflects their ability and desire.

WHY: Everyone plays for different reasons! Some train all week with dreams of making the All Whites, others want to keep fit while many just want to have fun with their friends.

Our responsibility is to run the club in such a way that as many people as possible can get they want from their football.

As a result, we believe our senior men's and women's teams should play at the highest possible level, giving our best players their best chance of progressing to national and international football competition.

Let's not forget that Chris Wood, who made his debut for Cambridge's first team as a 14-year-old, represented the All Whites at last year's World Cup finals in South Africa and is now making a living as a professional player in the English leagues.

HOW: We have structured our men's and women's teams so players can be matched with the team that best meets their levels of desire and ability.

This is how we envisage this season's teams will operate:

FIRSTS (MEN)

This is our flagship team and it aims

to play at the highest possible level (currently Northern League Division Two). The first team squad trains twice a week and players need to be available for home and away (mostly to Auckland) games on Saturdays. Players need to set a standard of behaviour on and off the pitch that is an example to other senior and junior players.

FEDERATION 2

This team seeks to be competitive within the Waikato Federation 2 league while providing an environment for young players to develop their skills sufficiently to compete for places in the first team squad. The squad will have a significant number of youth players (Under 19) playing alongside experienced players capable of providing support and setting high standards of discipline. This team also trains twice a week.

RESERVES

The reserves seek to be competitive at the highest possible level within the Waikato Federation league structure. In 2011, that will be either Waikato A or B division, depending on player strength. Members of this team train twice a week and aspire to play for our first team.

INTERCHANGE OF PLAYERS

It is anticipated that members of the above squads will regularly train together and play practice games with each other. Ideally, players

will be comfortable about moving between these teams to achieve the best overall outcomes for the club.

LEGENDS

The Legends are a team of former first team players who play together primarily for social reasons but to the highest possible level in the Waikato A division (in which they are current champions). The club and the Legends acknowledge that as age catches up with players, this team will either disband or drop into lower divisions where it will become a purely social team. The Legends train once a week.

B/C TEAMS

These teams consist of players who are experienced and wish to play social football, alongside young players who may wish to develop their skills sufficiently to progress into the Feds or Reserves teams.

These teams train once a week.

D TEAMS

These teams are primarily seeking to play social football in a way that allows players to compete to the level they feel comfortable with. These teams train once a week.

Depending on playing numbers, the club might also field a team in the E Division.

WOMEN'S FIRSTS

This team plays in the Waikato Women's A Division (Sunday fixtures) and trains once a week on Wednesday evenings.

Players strive to perform at the highest possible level and last year reached the semi-finals of the Waikato Women's Cup. But while they are competitive, they also put plenty of effort into their social activity, and having fun.

WOMEN'S SECONDS

This team is an ideal entry point for girls and women either starting out in football or who want to play for fun. The team has strong links with school teams and is recruiting for new players.

They also train once a week, on Wednesdays.

New coaches

Cambridge has new coaches at the helm of its top sides this season.

We welcome Stu Dunbar as our Northern League coach, and Marc Thomas as coach of our Federation 2 squad.

Stu is a former National League player with Dunedin City, Nelson United and Auckland clubs such as Manurewa and Papatoetoe where he also moved into coaching. Last season he coached Wanderers' reserves.

Marc is a highly-qualified coach who is Director of Football at St Peter's School and was co-coach of last season's Waikato Under 20 squad.

What we're doing

We are working hard this year to ensure that:

All teams have the equipment they need for training and games.

- Coaching is available and it will be a requirement for all coaches to attend.

- Coaching manual with all club information is provided for each coach.

- Grading is completed effectively and efficiently.

- Communication to all members is paramount.

- We have an enjoyable and successful season.

For this to happen we are going to need your help. If you are not receiving emails, please leave a message at the Junior Club Shop and we will sort it for you.

If there is a problem or question that you email us or speak to us personally so we can do all we can to solve it.

What you need

To play, children will need:

Red shorts, red socks with white stripes at the top, shin pads (to be worn under socks) and boots.

The club provides the playing shirt for the season.

Please note: We do have some pre-loved boots at the club for \$5 or swap a pair.

How we grade teams

When registering junior players, please check you have the correct birth date recorded and the correct grade.

Born	Grade
2006	5 th grade
2005	6 th grade
2004	7 th grade
2003	8 th grade
2002	9 th grade
2001	10 th grade
2000	11 th grade
1999/98	Open grade

Muster and trials

Muster for 8th — Open grade players will be held on Sunday March 6 and Sunday March 13.

Please arrive 15 minutes before kick off so we can allocate players with a numbered bib. Times:

8th grade — all trial at 2pm

9th grade — all trial 3pm

10th grade — all trial 4 pm

11th grade — all trial 5 pm

Open grade — all trial 6pm

Trial times remain the same for both dates. The trials are designed so that at the general muster all identified children can then trial for the top teams.

Please leave selectors to focus on the children trialing —to allow every child the best opportunity.

All teams will be finalised by April 4 as the teams need to be registered with the WJFA soon after.



Our juniors



Can you help our young players?

We are looking for supporters of the club who would be happy to take responsibility for:

- The junior shop – stock and roster.
- The 5-7 grade nets — up keep.
- The gear — upkeep of the balls and cones.
- The loo's — monitor the toilet paper and cleanliness.
- The clubrooms — just a quick once over each week to make sure it stays clean and tidy.
- Prizegiving co-ordinator for our end of season function, to organise the chocolates, wine, certificates and medals.

We need coordinators for each grade.

The job mostly involves forwarding the emails you receive from the junior captains and helping to clarify queries with parents.

We need someone or a team who are prepared to take over from Bryan and myself for the 2012 season. After our 3rd season in the job we feel we owe our sons their parents on the sideline.

Maree & Bryan Woodall
Junior Club Captains

email: cfcjuniors@gmail.com

GOAL: Provide self-funding social and football facilities that are considered by members as the best in the Waikato region.

WHY: The rapid growth of our club in recent years has meant we've often struggled to keep up with the standard of our footballing and social facilities.

Our junior clubrooms serve our young players well and we're grateful to parents, supporters and funding organisations such as the Waipa District Council, Trust Waikato and Pub Charity who made it possible to provide our existing facilities.

However, we know we have to find ways to improve the number and quality of our senior players' changing rooms and showers.

And we all hanker for the day we can enjoy a post-match drink in the best possible surroundings.

HOW: Our best long-term option is to extend and develop our senior clubrooms. We have drawn up builder's plans which would cost close to \$300,000 to fully implement.

We're now going through the process of deciding whether those plans are the best way forward or whether variations may give us a better result. Plus we're looking at the different ways to seek funding.

We expect to have an agreed plan, including a strategy to raise funds, this season.

But in the short term, we need

to find ways to ease pressure on the facilities. We're doing this with some 'quick fix' measures, including making sure we schedule games as efficiently as possible, and cost effectively maintain our current facilities.

This is such a major project, we're looking for extra help from members who have appropriate skills — whether that's related to the building, maintenance or helping us raise the funds for development.

GOAL: Realise our goals and secure our future through prudent management of membership fees, sponsorships, events, grants and donations.

WHY: Simple. Without money, we will fail to achieve the rest of our goals. Our main constraint as a club is our funding, so it's vital we run it in a business-like manner.

HOW: Your committee will do its utmost to manage costs and to raise money in the most appropriate ways to pay for its growth.

First team manager Josh Easby has been appointed the club's revenue manager, and he's looking for support from all members with ideas and suggestions of how to raise money.

The club has produced a four-page Sponsorship Pack that members can use to show prospective sponsors. Don't hesitate to ask for a copy.



Cambridge Football Club 2010



And then there's time for a drink . . .

While our players put plenty of effort into their on-field performances, we don't miss the chance to enjoy ourselves afterwards as well.

Our Senior Clubrooms bar, ably managed by Greg 'Dutchy' Zeuren, is open on Wednesday and Thursday evenings during the season, and for Saturday matchdays. It's also open whenever our Women's Firsts

are playing at home on Sundays. At weekends, visitors can also buy hot food prepared by Tania Zeuren in our kitchen.

We love to see new faces at our club so don't hesitate to bring friends and families along!

RICOH

We thank the following for their support of our club:

- Waikato's 92.0 MoreFM
- Ricoh
- Waipa District Council
- Trust Waikato
- The Lion Foundation
- Pub Charity
- FM Surface Coatings
- Sportsworld Cambridge
- Amcal
- Chris Ryan Plumbing
- George and Lee McNally for providing new goalposts.



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