



Tim Adams <chairman@ellersliefootball.org.nz>

Ellerslie AFC Newsletter 7 - 16th May 2025

1 message

Ellerslie AFC <email@ellersliefootball.org.nz>
Reply-To: Ellerslie AFC <email@ellersliefootball.org.nz>
To: Tim Adams <chairman@ellersliefootball.org.nz>

Fri, May 16, 2025 at 4:07 PM

**THIS NEWSLETTER
PROUDLY BROUGHT TO YOU BY****Issue 7 - 16th May 2025**

Hi Everyone,

Welcome to our regular newsletters for 2025 - We hope the information we bring you fortnightly on this newsletter helps you remain engaged and well informed about the club. If you need more instant information we recommend you follow us on social media - our pages are listed at the bottom of this newsletter.

Just as a reminder in our previous newsletter we covered the following topics:

1. Tāmaki League fixtures
2. Ellerslie AFC AGM
3. This Weekend
4. Michaels Ave Community Centre
5. Member Offers
6. Shoutouts
7. First Team fixtures this month

If you wanted to find out more about any topics we covered in previous newsletters (including 2024 newsletters) you can click [here](#) and looking at our newsletter archive.

For today's Newsletter we have a few topics to cover:

1. A-League Premiers Plate coming to Michaels Ave
2. Director of Football Update
3. Ellerslie AFC AGM - Reminder

4. Director of Coaching Update
5. Michaels Ave Community Centre - Quiz
6. Member Offers
7. Shoutouts
8. First Team fixtures this month

Thanks for reading our newsletter, we appreciate your support!

Cheers
Tim Adams

Chairman - Ellerslie AFC

The Premier's Plate is coming to our Ellerslie AFC!

Celebrate Auckland FC's incredible debut season by getting up close with the Premier's Plate. As a thank you for our support, Auckland FC are bringing the trophy to our club on 22nd May from 5:30pm to 7pm.

Don't miss your chance to see it in person! See you at Michaels Ave Reserve.

As players prepare for the semi-final, we can't confirm any Auckland FC players will be in attendance.



DIRECTOR OF FOOTBALL UPDATE

Auckland FC Development Squad at Ellerslie AFC

Last week we welcomed the Auckland FC Development Squad to Michaels Ave for the first of their weekly training session. The players, from a range of clubs around the Auckland region, spent time at the adjacent YMCA and then had their training session on the grass. It is a great opportunity for Ellerslie players to see firsthand the level of the players in the development squad, and it also gives our coaches the chance to view how Auckland FC approach their trainings at this level.

Fred De Jong (Ellerslie AFC Director of Football)





club agm

Notice is hereby given that the AGM of the Ellerslie Football Club Inc. shall be held as follows :

Thursday, 5th June 2025

6:00pm

Michaels Ave Community Centre, Michaels Ave Reserve, Ellerslie

Contact · secretary@ellersliefootball.org.nz



click on the image above for more information, including the full advert

DIRECTOR OF COACHING UPDATE

Development & Enjoyment to the Front

Dear Club Members,
As we move through the first few weeks of our season, I'd like to take a moment to reflect on something that's really important to us as a community club — especially for our younger teams playing junior football at Ellerslie AFC.

At this stage of football, our focus is on **skill development, enjoyment the game, learning valuable sports lessons, and developing great habits** that will last a lifetime. Our mission is to help kids fall in love with football, while learning skills, teamwork, and respect along the way. Let's develop not just good footballers, but also good people!

One thing that sometimes happens in junior football is a game where one team is much stronger than the other. That's no one's fault — kids are all



learning at different speeds, and teams grow at different paces. When this happens, it's important that we, as coaches, players, and parents, think about what's best for **everyone's development** — on both teams.

If a Match is One-Sided — What Can We Focus On?

When your team is clearly ahead in a game, it's a great time to switch focus from just scoring goals to **learning in new ways**. Here are some great things coaches and players can try:

- **Passing goals** – challenge the team to make a certain number of passes before they can shoot
- **Weaker foot only** – a great way to improve both feet
- **Individual challenges** – we can task our players with all trying to dribble past 1 opposition player, or all pass successfully to a teammate as examples, and we keep track of their success of their skills on the sideline
- **Set team goals** – like completing a set number of passes, switching the play from one side of the field to the other and then trying to score, or scoring a team goal that every player on the field touches the ball before we score

And What About the Team That's Struggling?

When a team finds themselves on the back foot, there's still so much to gain from the experience. Here are some things coaches, parents, and players can focus on:

- **Celebrate effort & attitude** – hard work, positivity, and never giving up are massive wins
- **Individual challenges** – similar to above and can focus on making a successful pass, being first to the loose ball, and taking the ball from the opposition instead of kicking it away
- **Defending as a team** – closing down space, tracking runners, and supporting each other
- **Learn from the other team** – what did the other team do well that we think would make us better. Discuss that as a team after the match and now we have buy-in to work on it at training
- **Focus on small victories** – a great save, a big effort play, a clever idea — all worth recognising
- **Shift the mindset** – "Tough games make us better" is a message that sticks

The scoreboard doesn't tell the whole story — sometimes the team that learns the most is the one that didn't win.

These kinds of ideas keep the game fun, challenging, and most of all — educational. They help the stronger team keep improving without making the other team feel disheartened. They also give the other team things to focus on to be successful in that match. It also gives players a chance to grow in confidence and try things they might not get to in other games.

A Quick Note to Our Parents and Supporters

Your encouragement from the sidelines is powerful — especially for younger kids who are still learning how to process winning and losing. Please keep cheering effort, teamwork, and good play — not just goals. When a match is clearly uneven, encouragement of the players working on their skills, praising their effort, and good sportsmanship sends a great message to all the kids on the field.

Building a Positive Football Culture

At our club, we believe that football should always be about more than just the score. For kids playing junior football at Ellerslie AFC, the most important things they should leave the pitch with are:

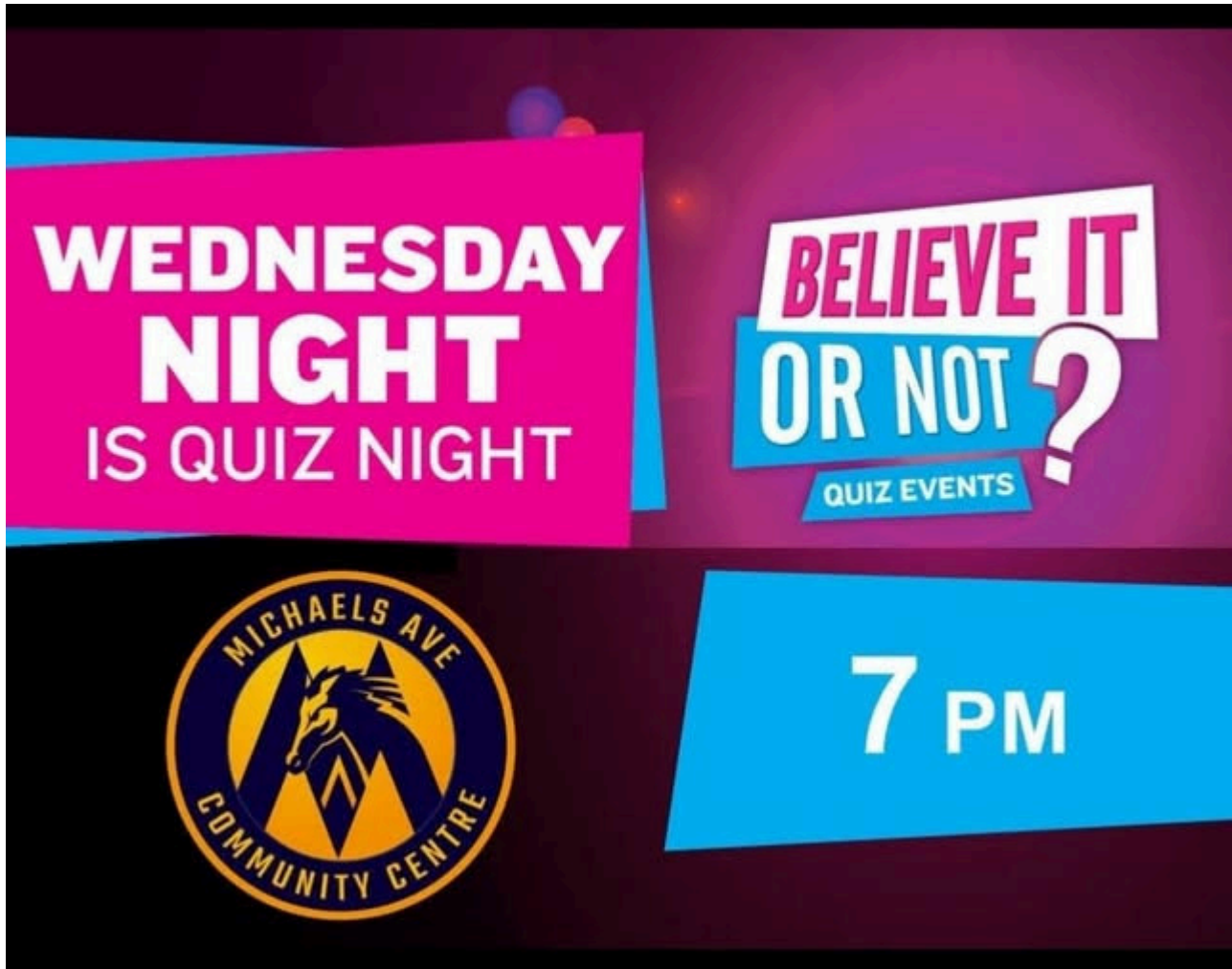
- A smile
- A sense of improvement
- A growing love for the game
-

Let's keep building a football environment that helps every child feel included, challenged, and supported — no matter the scoreboard.

Thanks as always for your support and commitment to our club values.

Ryan Shiffman
Director of Coaching

Michaels Ave Community Centre



Just a reminder that the MACC Cafe and kitchen will be open Saturday mornings for players, spectators, parents etc to come in and grab coffee, food, soft drinks etc - if the weather is bad it's not a bad place to hide out of the rain before and after your game - and for those staying around later in the day the bar will be open from 1pm - click on the image below to learn more about the MACC.

MEMBER OFFERS



Join the Friends of Ellerslie Partnership today!

Ellerslie AFC and Ellerslie YMCA have been busy over Christmas and the New Year period sorting out this amazing deal for Ellerslie AFC members - this deal which has a significant discount (30% off) for a 3 month membership which enables users to access both YMCA Ellerslie and the YMCA Lagoon facilities.

The deal also includes a payback model to the club, for every membership sold the club will collect a small payback which will be used in our player development space to keep the amazing services we offer at the lowest available price point.

If you are looking for a quick blast in the gym to get ready for the middle of winter then please check out this amazing offer by clicking on the image above or scanning the QR code - full deal details below:

Special Membership Price: Access a special rate of \$220 for 3 months, a significant saving from the regular price of \$312. Thats a massive 30% discount!

Full Facility Access: Enjoy full access to The Y Ellerslie's welcoming fitness centre, including top-notch gym equipment, group fitness classes, and qualified staff.

Pool and gym access included: Your membership also includes access to The Y Lagoon Pool Facilities, featuring another gym, swimming pools, and aquatic fitness classes.

Community Connection: Be part of a supportive and motivating Ellerslie community that encourages a healthy and active lifestyle.

We're giving back to your club: Each membership earns rewards for your organisation, club or business which can be used to benefit your club!

INTRODUCTION TO JASON @ SPINEWORKS

New local Chiropractic practice now located at Michaels Ave Leisure Centre next to the YMCA reception.

Local Chiropractic Jason Payne has now opened a small practice serving the local community conveniently based next to Ellerslie FC. Offering holistic family-based care with a background in high performance coaching and athlete development. Chiropractic can help with corrective care, postural alterations, injury rehab, back and neck issues, headaches, general wellness, and sports performance.

Jason hopes to work closely with Ellerslie AFC and the supporting community looking to get themselves back track and running at their best in the off-season and preseason. Discounts for members on initial consultations and ongoing care, free advise anytime. Feel free to book in online for a **free spinal assessment** on the on the website below, mention you are a member of EAFC in the notes, or just call into the practice for a chat to learn more about the benefits of care or advise on any existing injuries.

ACC accredited and Southern Cross easy claim provider.

Jason Payne, Doctor of Chiropractic

Spineworks Chiropractic

spineworks.co.nz

09-525-0789

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SHOUTOUTS



PLAYER MILESTONE | 50 GAMES

Congrats to Abby Wright who played her 50th game for the club a couple of weeks ago.

A massive belated congrats Abby!

INTERNATIONAL CALLUP | BEN PEREZ BALDONI

Excited to congratulate Ben Perez Baldoni on his call up to the NZ U16 team for a tour (more details here:

Ben plays in our Men's NRFL teams and has made 6 apps for the First Team and registered 2 assists and scored 1 goal

#UpThePonies
#InternationalPonies
#FallinLoveWithFootball



COMMUNITY KNOCKOUT CUP

Some really awesome results in the Knockout cup this past weekend from our senior teams - click on the picture to see the results and find out more on our social media pages

#UpThePonies
#FallinLoveWithFootball

MENS FIRST TEAM | PLAYER FAREWELL

It's bittersweet to finally confirm this - Rowan our big man upfront is moving to the UK and last night played his final game for the club, bowing out at home, with the armband and with a goal and an assist.

It's hard to put into words the impact Rowan has had on the club, an absolute terror of opposition defenders and a man whose values align so closely to this club, he will be missed.

His 133 games make him the 2nd most capped player in the modern era (since stats were kept from 2004) and with 52 goals he sits 4th on the list of top scorers, behind other legends like Nathan Palmer, Warrick Hart and Will Roper.

Read more on our facebook page by clicking the image



TOURNAMENT HIGHLIGHTS

U12 TOURNAMENT

Congratulations to the U12 Red team for coming out on top at the Northern Rovers U12 Tournament on May 4th. This is the second year running that this team has won their section of this tournament which is a great achievement.

Nathan Carella also picked up the prize for the top goalscorer.

Well done team!

[#UpThePonies](#)
[#FallinLoveWithFootball](#)



U10 TOURNAMENT

U10 Red boys played in Albany 10th grade tournament last weekend and won the plate trophy. Awesome work team!

[#UpThePonies](#)
[#FallinLoveWithFootball](#)



FIRST TEAM FIXTURES

Please note there is a rescheduled game between Ellerslie AFC and Manukau Utd to be played in April.

WOMENS FIXTURES

may.

 **hibiscus coast (a)**
FRI 2ND MAY 19:00 KICK OFF

 **fencibles utd (h)**
SUN 11TH MAY 15:00 KICK OFF

 **tauranga moana (h)**
SUN 18TH MAY 15:00 KICK OFF

 **auckland utd (a)**
SAT 24TH MAY 17:00 KICK OFF

 **Gebrüder Weiss**
Transport and Logistics

WOMENS FIXTURES

MENS FIXTURES

may.

 **cambridge (h)**
SAT 3RD MAY 15:00 KICK OFF

 **ngaruawahia utd (a)**
SAT 17TH MAY 15:00 KICK OFF

 **onehunga mangere (a)**
FRI 23RD MAY 19:30 KICK OFF

THOMPSON 

MENS FIXTURES

Full draws found here:

[Women's First Team](#)

[Men's First Team](#)



FACEBOOK



INSTAGRAM



TWITTER (or X)

Follow us on social media for updates on fixtures, results and to see goals etc - also if your team has a bit of content you would like to share get in touch with us on chairman@ellersliefootball.org.nz or tag us in on your platform of choice.

 **THOMPSON**

- Project Management
- Development
- Sustainability

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