CENTRE SCORES NEW SOCCER DEVELOPMENT MANAGER

10 June 2014

Soccer has scored a boost in Central Australia with the appointment of a development manager by Adelaide United as part of the A-League club’s agreement with the Northern Territory Government.

Minister for Sport, Recreation and Racing Matt Conlan said the new development and coaching position would help grow the round game’s popularity in the Red Centre.

“Soccer is one of the most popular sports in Alice Springs and it’s fantastic that Adelaide United is further strengthening its ties with Central Australia by establishing a full-time coaching and development manager in Alice,” said Mr Conlan.

“The new position will result in higher quality programs for young people in Alice Springs who play soccer; it will bolster current soccer competitions and attract greater participation in the sport, encouraging more of our children to lead active and healthy lives.

“Talented young players will be identified and their skills honed so that they can get the absolute best out of their abilities. It will improve pathways and opportunities for these players to progress to the elite level of the sport.

“The new full-time development manager position is part of the Country Liberal Government’s two-year agreement with Adelaide United which also includes trial matches, pre-season fixtures, the Indigenous Youth program and training camps in Alice Springs.”

Steve Jones, 25, has been appointed as the new development manager by the club, and will start in his Alice Springs based role from today.
Mr Jones is originally from Wales in the United Kingdom and has been involved in local soccer in Alice Springs since he moved to the town in 2010. He has represented Alice Springs in competitive soccer and has coached and played in senior Alice Springs club Celtic for four years.

Mr Jones said he was looking forward to increasing participation in soccer among women and Indigenous youth in particular.

“T’m passionate about the game, I love football and I am really pleased to take this challenge on. I’m really looking forward to further developing the sport in Central Australia,” he said.

Mr Jones will play a key role in the Indigenous youth program launched by Adelaide United, Football Federation Australia and the Northern Territory Government which is aimed at developing soccer skills and positive healthy lifestyles in remote Central Australian communities.

Adelaide United takes on Melbourne Heart in an A-League pre-season fixture in Alice Springs on Saturday 23 August.

**Media Contact:** Lisa Andrews 0401 579 963