

**KICK  
ACADEMY.**

**KICK BACK PROSPECTUS.**



# OUR STORY



With over 10 years experience coaching children in soccer development programs, we know a thing or two when it comes to making movement fun. Born of a family love for movement, healthy lifestyles, and a love of community environments, we have developed an approach to supporting healthy and socially active kids through the sport of football.

The game of football is energising. It brings people together, creates a sense of joy and helps us escape the everyday. It inspires passion. We take this passion for the game and share it with others.

That's why we created Kick Academy. Our community-focussed academy uses the power of play to equip future footballers, aged 16 months to 13 years old, with the skills they need to succeed both on the pitch and off it. The Kick Academy and Kick JNR programs are about taking action on activity.

We want to instil in our kids fundamental skills for sport and life, but always with an emphasis on fun. Our players develop skills that will set them up for an active life through the power of play.



GOAL!



# MEET OUR FOUNDERS

Marissa and Robbie Krasic founded Kick Academy driven by their mutual passion for fostering healthy lifestyles in children and recognizing its profound impact on their well-being. With over a decade of experience as an electrician (Robbie) and a fashion designer (Marissa), their focus shifted after becoming parents to three boys. This led them to seek a venture that prioritized the physical and mental health of young kids. Since 2013, they've cultivated a community of junior soccer enthusiasts across the Geelong Region.

Soccer is to them, the 'beautiful game'! It is the world's game, beloved by communities in every country around the world. As each participant enters their doors and embraces the power of play, Robbie and Marissa hope to encourage inspiration, open-mindedness, education, a sense of belonging, and a community.

The space they've created at Kick Academy is truly exceptional, offering Geelong an unparalleled experience. Marissa and Robbie hoped to bring the outdoors, indoors, speaking to soccer on the streets in all its informal, edgy and grunge glory. It's a place you can visit and step directly into an experience. From the moment you enter, you're taken on a journey, educating whoever steps inside on the rich history of soccer, and where it all started—on the streets. Kick Academy strives to continue bringing the sport to its high and honourable state, where every kid learns to play with honour, pride, respect, strength and as a team.





# OUR VALUES

## With heart

We put our heart into everything we do and from this create a sense of community around our programs and participants.

We care about the physical and mental wellbeing of the kids under our care and we'll take every step to ensure they're happy, engaged and progressing.

## On their level

We aim to connect with our players on their level so they have a strong sense of belonging, participation and respect. We talk with our players, not at.

We're an open, accepting community, so whether it's your first session or you've been with us all the way, we've got your back.

## Energetic

We're here to have fun. Gone are the days of relentless drills and discipline.

We're bringing the Brazilian flair!

We strive to deliver experiences that are elevated and value-added, from our curriculum, to our operations and our brand in action.

## Considered

We are creative and considered in how we power our play. We connect to our kids by disguising learning and development through fun.

We ensure every touchpoint of the brand has a deeper meaning and enriches the overall experience.





# WE BELIEVE IN THE POWER OF PLAY.

It's through play that kids embrace their creativity and imagination, along with physical, cognitive, and emotional strength.

Play is how children create, explore and celebrate their world while connecting with others. Our purpose is to set kids up for an active life.

That means both on and off the pitch, kids have the skills and knowledge to keep moving forward, whatever game they choose to play.





# JOGA BONITO

A variation on the Portuguese phrase for 'The Beautiful Game', Joga Bonito encapsulates both the style and lessons that Kick Academy impart on their students. It is the concept of returning soccer to its high and honourable state. To play with honour, pride, respect, strength, and as a team.

Two simple words that in literal translation mean 'play pretty', but are left for each and every player to define with their own style.

JOGA  
BONITO





# KICK JNR.

At Kick JNR, we create soccer programs for kids aged 16 months - 7 years that set them up for an active life.

That means whether it's in sport or in life, our kids have the skills and knowledge they need to keep moving, whatever game they choose to play. Through the power of play, our programs are designed to provide kids with a space to develop not only their physical skills, but their social and emotional understanding of the world around them.

Kick JNR is about learning, fun, friendships, community... and a whole lotta attitude.





# A COMMITMENT TO COMMUNITY

## Home - Christmas Giving Tree

Thanks to the generosity of our members and the Kick Academy Community, and in partnership with St Vincent's de Paul Geelong, we have been able to impact hundreds of families over the Christmas period. Our aim is to continuously provide positivity for all children and families, bringing them joy and happiness. No family should ever have to do it alone, and no child should go without. Our Giving Tree provides a wonderful opportunity to teach children the importance of giving to those in need and spreads kindness and joy to others.

## Away - Timor and Tanzania

Through our partnership with Park and friends at The Good Business Foundation, we have been able to deliver KA x Park soccer balls to remote communities in Timor and Tanzania, helping more children experience the beautiful game. We strive to help as many children as we can - on and off the pitch - and aim make a difference in their lives. We are excited to see where this program takes us next.





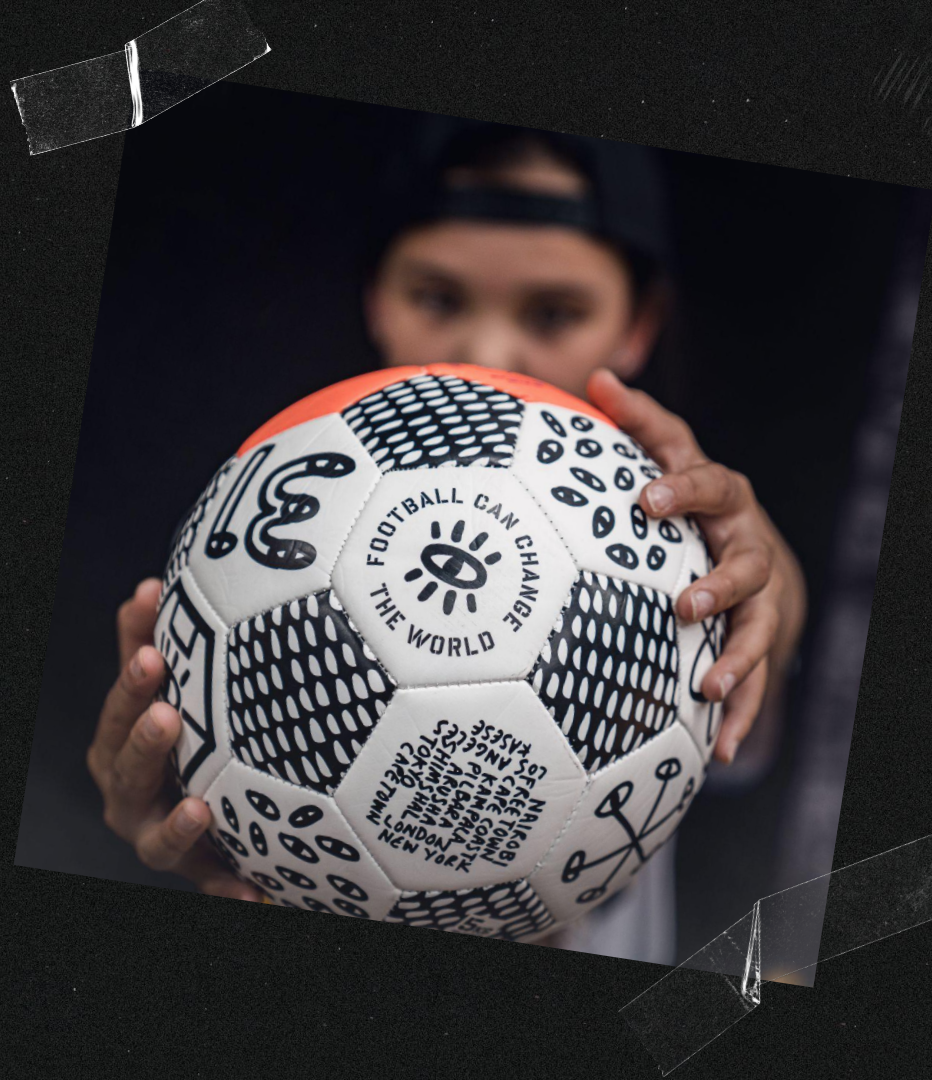
# KA X PARK

We have teamed up with PARK to bring positive change to kids in need.

PARK is the impact football brand for people and planet, believing that football can change the world- and it all begins with the kick of a ball.

At Kick Academy we strive to help every child that walks through our doors, and now we get to help even more kids through the Pass-a-ball project. A 'one for one' football program created by PARK, that sees one ball donated to a child in need for every PARK ball purchased. Every child deserves to play the beautiful game. All they need is a ball. Now we are helping make that happen.

Not only do we use PARK balls for all our training sessions and games, but our Community can also purchase balls through us and know that they are helping make a difference to a child's life with their purchase.





# THE KICK BACK PROGRAM



**At Kick Academy, we're all about community. Whether it's the community we live in, or the special one we've created here on the pitch.**

That's why we want to do what we can to support our people where we can. We want to make Kick Academy accessible to everyone by offering subsidised scholarships for eligible players from disadvantaged backgrounds.

Soccer is the world's game. No matter where you are in the world, everyone knows and respects soccer and its roots.

Everyone should have the opportunity to experience it.

**This is the opportunity for your business or workplace to make an impact in the lives of local children, giving them access to activity with clear health, social and developmental outcomes.**





# KICK JNR KICKBACK (16MTHS - 7YRS)



**\*1 CHILD  
(ONE MONTH)  
INCLUDES PERSONALISED  
UNIFORM**

**\$155\***

**\*THEN \$90 PER  
ADDITIONAL MONTH**



**\*1 CHILD  
(ONE TERM)  
INCLUDES PERSONALISED  
UNIFORM**

**\$340**



# KICK ACADEMY KICKBACK ( 7 - 12 YEARS)





**IS YOUR BUSINESS LOOKING TO KICK BACK?**

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**KICK  
ACADEMY.**