



CLUB PROSPECTUS

2026

BY PARTNERING WITH METROSTARS, YOUR BUSINESS WILL STAND ALONGSIDE ONE OF AUSTRALIA'S MOST PROGRESSIVE FOOTBALL CLUBS — DRIVEN BY YOUTH DEVELOPMENT, STRENGTHENED BY COLLABORATION, AND COMMITTED TO SOCIAL RESPONSIBILITY



2025 will always be remembered as one of the most defining years in MetroStars' proud history.

We celebrated our **30th anniversary** since the club's founding in 1994 — three decades of passion, growth, and community spirit. On the pitch, our players delivered another remarkable season: winning **a third consecutive NPL SA Premiership**, lifting the **Federation Cup**, reaching the **NPL Grand Final**, and once again **representing South Australia on the national stage** in the **Australia Cup**.

To finish the year by qualifying for the inaugural **Australian Championship** was an achievement that placed MetroStars alongside the very best in the country.

Off the pitch, 2025 was just as historic. The **upgrades at TK Shutter Reserve** have created some of the best football facilities in the state — a lasting investment in our players, families, and the wider community.

Most importantly, the **reunification with Metro United WFC** brought women's football back home to MetroStars. This was more than a structural change; it was a powerful statement about unity, inclusion, and building a **truly complete club for everyone**.

As I look ahead to 2026, I feel enormous pride in what we have achieved, and even greater excitement for what lies ahead. Our focus will always be on strengthening pathways, deepening our community impact, and ensuring MetroStars remains a place where young people can dream, families can belong, and our community can unite behind one badge.

MetroStars is more than a football club — it is a family. Together, we will continue to write new chapters in this incredible journey

Rob Rende
President

AFFILIATED MEMBER





OUR STORY

MetroStars was founded in 1994, born from the shared dream of a group of passionate football people determined to build one of Australia's leading clubs. First established as the Metro Knights, the club entered the South Australian Amateur Soccer League in 1995 and quickly rose through the ranks.

From the outset, the club proudly adopted the red and yellow colours and the Sicilian Trinacria emblem — enduring symbols of pride, resilience, and unity that continue to define our identity today.

In 1999, following an invitation to join the South Australian Soccer Federation State League, the Knights forged a connection with the MLS club New York MetroStars. Out of this liaison, the name **North Eastern MetroStars** was born, blending international inspiration with our strong local heritage.

Remarkably, that same year the club achieved the unprecedented feat of promotion to the Premier League in its debut State League season.

From humble beginnings in the South Australian Amateur League, MetroStars has grown into one of the most successful football clubs in Australia, with a proud tradition of excellence, development, and community.

Over three decades, MetroStars has expanded from a single senior squad into a thriving club with:

- **Over 500** registered players across MiniRoos, juniors, women's, and senior programs
- **Over 2,000** members and a strong volunteer base supporting every part of the club
- State-of-the-art facilities at TK Shutter Reserve, continuously upgraded to support the club's growth, complemented by additional training and matchday grounds at Vickers Vimy Reserve and Pooraka

This growth reflects our mission to provide pathways for all ages and abilities, ensuring football is accessible, inclusive, and driven by opportunity.



A United Future

A significant chapter in our journey is the reunification with Metro United WFC, one of South Australia's most respected women's football clubs.

Founded in 2006, Metro United WFC was created to provide a dedicated home for women's football at the highest level. In less than two decades the club established itself as a powerhouse, winning multiple Women's National Premier League (WNPL) titles, producing state and national representatives, and becoming a leader in the growth of the women's game in South Australia.

Metro United also built a strong reputation for developing young talent, with many players progressing through its junior ranks into elite senior football. The club's commitment to professionalism, inclusivity, and community engagement made it a trusted name in women's sport — and a pioneer in creating opportunities for female athletes at all levels.

In 2020, members of Metro United WFC voted overwhelmingly to reunite with MetroStars, bringing together two proud football traditions that once shared the same origins. By 2026, this integration is complete — uniting men's and women's football under one banner. Together, we are stronger, more inclusive, and better positioned to provide equal pathways and opportunities for players at every level of the game.

Looking Ahead

As we enter our fourth decade, MetroStars remains committed to building on its proud legacy. With a united club structure, world-class facilities, and a culture grounded in excellence, inclusion, and community pride, we continue to set the standard for football in South Australia and beyond.

OUR SUCCESS

Our success at all levels of South Australian Football, as well as recent National successes, has enhanced MetroStars image as one of the most recognised and respected clubs in this state and a club of choice in the football community

METROSTARS MEN, WOMEN & JUNIOR BOYS



METRO UNITED WOMEN & JUNIOR GIRLS



OUR BRAND



Colours and Emblem

The **red and yellow** of MetroStars are instantly recognisable across South Australian football. These colours not only symbolise passion, energy, and pride – they also reflect the **Italian heritage of our founding members**, whose vision and culture remain embedded in the club today.

Our logo honours our history and achievements:

- **Six stars at the base** represent our pre-2025 **Federation Cup triumphs**.
- **Three stars** at the top celebrate our **South Australian League Championship** victories.
- The **large singular star** symbolises our greatest honour – the **National NPL Championship** in 2014.

This emblem proudly retains design influences connecting our club's Italian roots, our original Metro Knights origins, our global MetroStars links (New York MetroStars – now Red Bulls New York), and our proud achievements in South Australian and Australian football.



Club Motto

Our motto, **“Building Soccer for the Future”**, encapsulates our purpose. It is a commitment not only to winning today but also to laying the foundation for tomorrow. It reflects our focus on player development, community engagement, and creating opportunities for generations to come.

Recognition in the Community

For more than three decades, MetroStars has built a strong identity as a respected and progressive football club. Our brand is recognised for:

- **Excellence on the pitch**, with success at state, national, and international level.
- **Development pathways**, producing players who progress to the A-League, overseas leagues, and the Australia Cup stage.
- **Cultural pride**, where Italian heritage and multiculturalism blend to create a club identity that resonates deeply in the community.
- **Inclusion and unity**, highlighted by the reunification with Metro United WFC, ensuring equal pathways and opportunities for women's football.

The MetroStars brand represents far more than football. It is a celebration of heritage, ambition, and community pride – a badge that carries with it a legacy of success and the promise of a bright future.





2025 IN REVIEW







COMMUNITY ENGAGEMENT

At MetroStars, our purpose extends far beyond the pitch. We are more than a football club — we are a community hub that connects people of all ages, backgrounds, and abilities through the game we love.

>500

Number of Players

>150

Number of Volunteers

>2,000

Number of Members (Total)

A Club for All

Our programs span from **MiniRoos (Under 6)** to **senior men's and women's football**, ensuring pathways for everyone, regardless of age or gender.

At MetroStars we believe that our ability to promote a business is one of our strengths as our network and relationships with local traders and the corporate world are well developed. With the strengthening of our club on and off the field, our reach continues to grow exponentially in the South Australia and Australia.

All home games are now filmed in conjunction with the Football SA which means increased exposure to our sponsors through video highlight packages spread throughout the league.

Our reach continues to flourish off the back of our ongoing successes.



INDIGENOUS PROGRAMS & PARTNERSHIPS

MetroStars is proud to celebrate and strengthen ties with Aboriginal and Torres Strait Islander communities through a range of initiatives:

- **Collaboration with the South Australian Aboriginal Secondary Training Academy (SAASTA):** Our partnership with SAASTA provides young Aboriginal and Torres Strait Islander students with opportunities to connect through football, develop leadership skills, and celebrate their culture while staying engaged in education.
- **Indigenous Recognition Match:** Each season, MetroStars hosts a special Indigenous Recognition Match. Players wear a **pecially designed shirt in partnership with Beyond Bank Australia**, which incorporates Indigenous artwork and storytelling to honour culture and identity. The match builds awareness of NAIDOC Week and Reconciliation Week while showcasing the contribution of First Nations communities to our game.
- These initiatives are underpinned by our **Statement of Reconciliation**, published on our website, which reflects our commitment to respect, inclusivity, and education.



COMMUNITY WELLBEING & INCLUSION

- **Wellbeing Program:** Training for coaches, players, and volunteers in mental health awareness and crisis support, ensuring football remains a safe and supportive environment for everyone.
- **Scholarship Program:** Providing opportunities for young players from culturally diverse or financially challenged families to pursue football pathways.
- As a Level 3 Good Sports Club and STARCLUB member, MetroStars is committed to providing a safe, welcoming, and inclusive environment for all.

MetroStars is more than a club — it is a community of people united by football, working together to grow the game and make a lasting social impact.

REACH & EXPOSURE

SOCIAL MEDIA

Social media has become one of the greatest marketing tools for our club with our marketing and media reach gaining increased recognition every year.

Our affiliation with the Football Australia's National Premier League also means that our social media is drawing greater exposure and attention. Our online presence is not only limited to Facebook, Twitter and Instagram, but also on LinkedIn, TikTok and YouTube.

FACEBOOK FOLLOWERS



6,690

INSTAGRAM FOLLOWERS



7,860

TIK TOK FOLLOWERS



1,003

YOUTUBE SUBSCRIBERS



479

TWITTER / X FOLLOWERS



2,056

LINKEDIN FOLLOWERS



434

Audience Demographics :

Total Audience

20K



57%



43%

Age 13 -18:

9%

Age 19 -34:

30%

Age 35 -55:

35%

Age 55+

26%

Average Instagram Story Views **3,105**

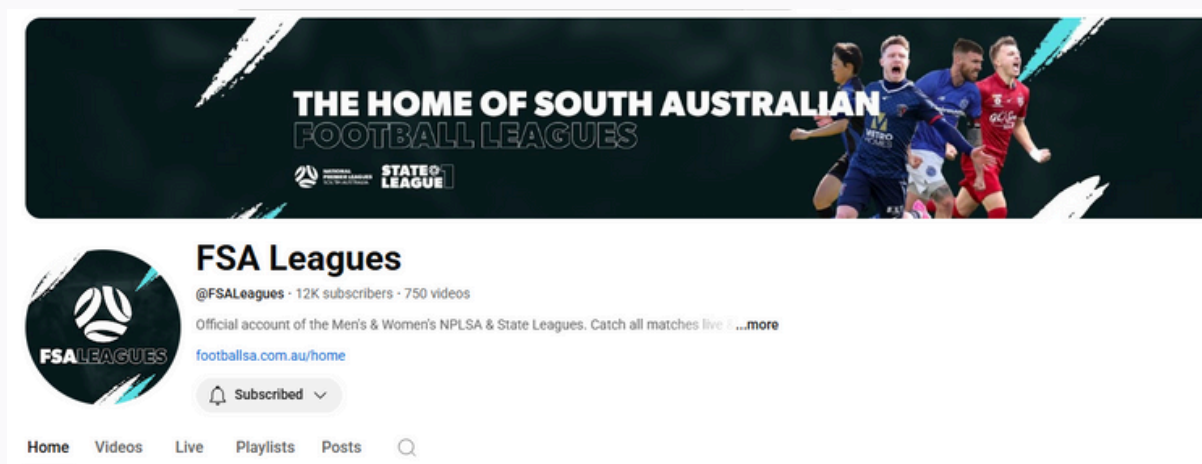
Average TikTok Post Views **3,027**

MEDIA COVERAGE

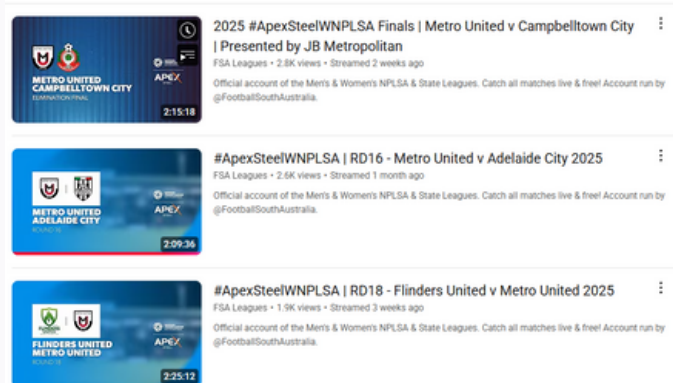
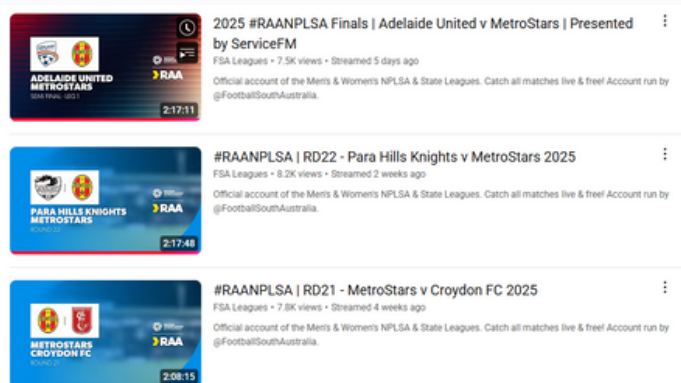
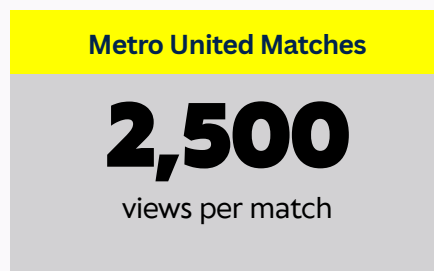
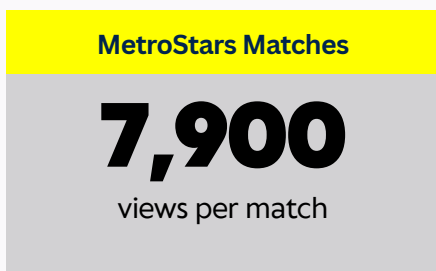
FSA LEAGUES - YOUTUBE

All NPL SA matches are live streamed on YouTube.com via the FSA Leagues. Currently FSA Leagues has over 12,000 subscribers.

The platform delivers premium live and on-demand 24/7 streaming services and coverage of all 374 matches across the NPL SA, WNPL SA and State League One fixtures. This means more eyes than ever are on our games each and every week.



Matches involving MetroStars recently attracted an average of 7.9k views per match, while Metro United have averaged 2.5k views per match.



MEDIA COVERAGE

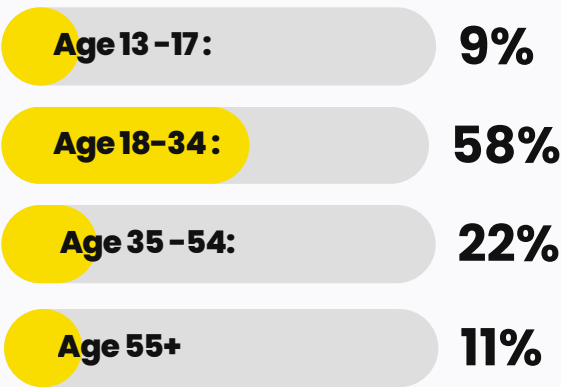
METROTV - YOUTUBE

MetroStars have a YouTube channel called MetroTV. This channel allows the club to showcase highlights, club events, interviews and much more through our YouTube channel linking from various social media platform posts.

In recent years, MetroStars has also invested in a series of new TV commercials to celebrate and acknowledge our key sponsors. Running during the season (April to July 2023) on free to air TV, the commercial was seen by over 1 million viewers during this period.

Audience Demographics :

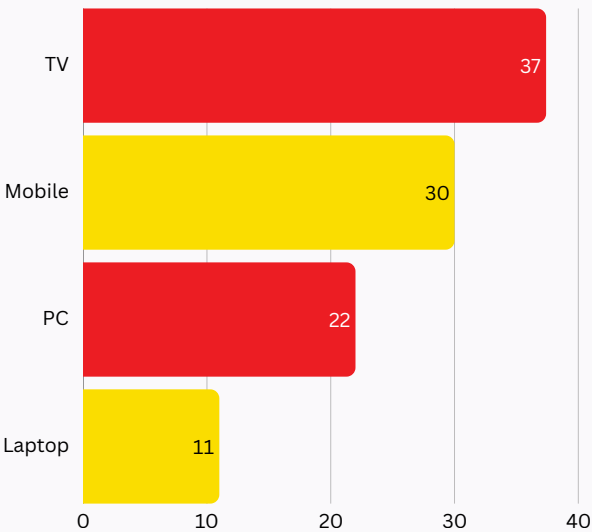
Lifetime Audience
July 2011-Sep 2025



Average Monthly Viewers
January 2025 - September 2025



Device Type (%)
January 2025 - September 2025



Views by Location (%)
January 2025 - September 2025





WHY METROSTARS?

Partnering with MetroStars is about more than sponsoring a football club — it's about investing in people, in community, and in a healthier, more connected future.

Make a Difference

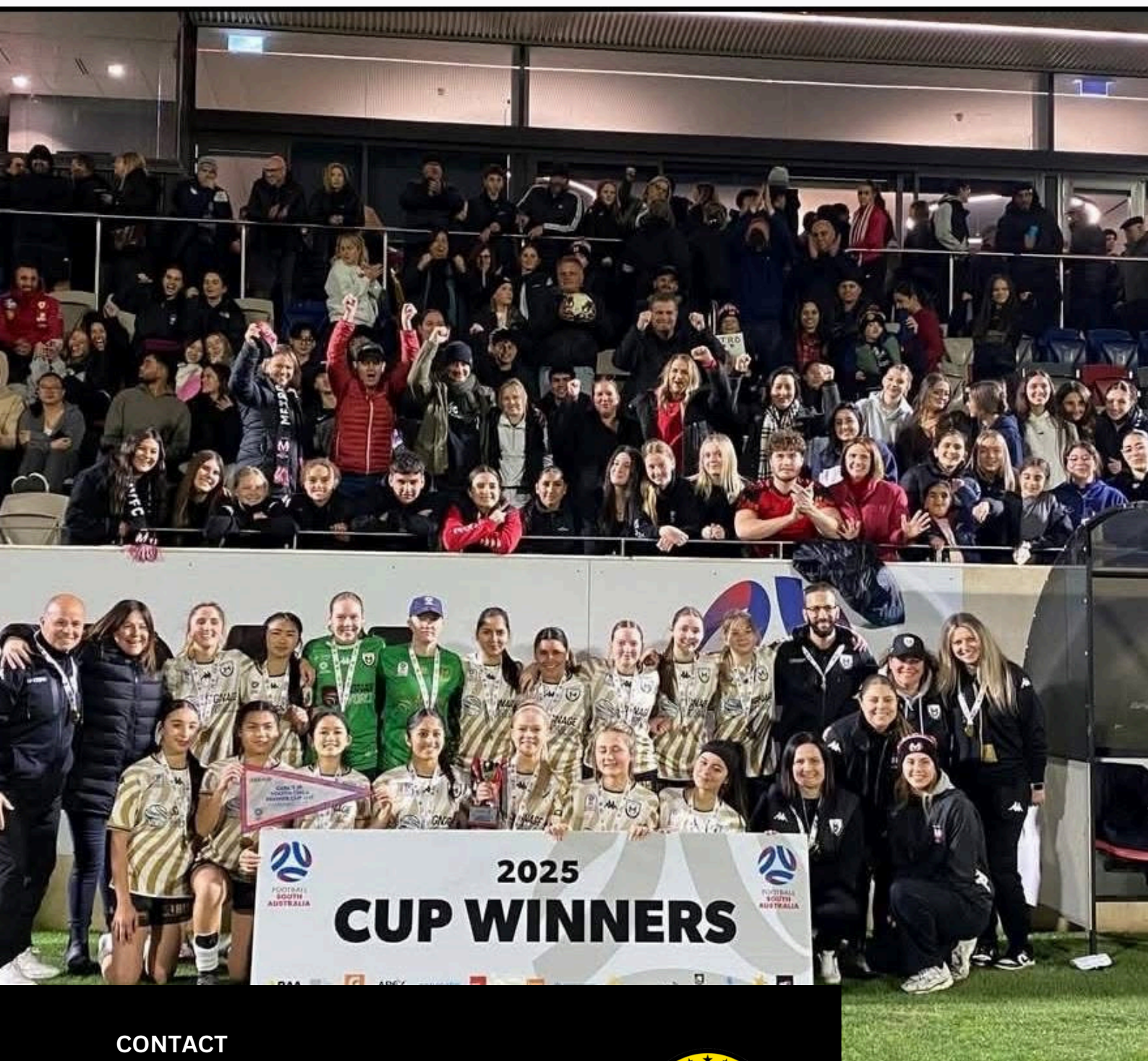
When you support MetroStars, you are directly helping:

- **Youth Development:** With over 500 players from MiniRoos to seniors, your support provides clear pathways from grassroots to elite competition.
- **Community Inclusion:** From our Shooting Stars program, our Indigenous Recognition Match with Beyond Bank to scholarships for underprivileged young people, we create opportunities for everyone to play, learn, and thrive.
- **Healthy Living:** Football is a vehicle for fitness, teamwork, mental wellbeing, and lifelong friendships.

Your investment fuels programs that change lives, build resilience, and strengthen communities.

Real Benefits for Your Brand

- **Maximum Visibility on the Field:** Shirt sponsorship puts your brand front and centre on the playing kits of seniors, juniors, or MiniRoos — seen by thousands of players, parents, and fans each week.
- **Ground Signage at our Home Venue:** Pitch-side signage at TK Shutter Reserve provides ongoing exposure, reaching members and visiting clubs from across South Australia and interstate.
- **Community Impact:** Sponsorship isn't just advertising — it shows your business backs grassroots sport, inclusion, and positive community values.



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