



# COMMUNITY FOOTBALL WEEKEND

MAY 10-11, 2008

HANDBOOK FOR COMMUNITY  
LEAGUES AND CLUBS



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## INTRODUCTION

# A note from Kevin Sheedy

To ensure that the entire football community has the opportunity to celebrate 150 years of Australian Football, Community Football Weekend has been scheduled for May 10-11, 2008. On this weekend, no AFL home and away matches will be played, providing the opportunity for Australians to get back to their original or local community football club and celebrate this historic year.

The AFL and state football bodies would like all football enthusiasts around the country to visit their original community club on this weekend. Community football is the heart and soul of our game – in 2007 more than 600,000 people played Australian Football and many more coached, umpired, officiated, volunteered and supported our game at all levels.

This weekend is not just for players – it's an opportunity to celebrate the game with all the people who support your community club. This includes your officials and volunteers, or the mum who has made the post-match sandwiches for the past 20 years, grandpa who still brings out the oranges at quarter and three-quarter time, or the children who watch dad or mum play each week. It's a weekend where everyone from your community club can get together and celebrate Australian Football 150 Years.

By encouraging the entire football community to get together, it is anticipated that, collectively, we will set an attendance record with more than 1300 senior matches across the country on this weekend. This can only be achieved with your club's support. The space has been created for a national celebration of our game, you are now encouraged to take the lead and celebrate this historic moment as Australian Football turns 150.

This handbook has been designed to help get you started with your club's planning for Community Football Weekend. For further information on Australian Football 150 Years contact your state football body or from March, visit 150years.com.au.

I look forward to your involvement in Community Football Weekend.

**Kevin Sheedy**  
Australian Football  
150 Years Ambassador







# Australian Football 150 Years

## Our objectives for the year are to:

- Connect with community football, foster our existing fans and engage new fans.
- Reinforce Australian Football as the leading sport in this country.
- Reinforce the key values of Australian Football.
- Deliver major programs that have a lasting effect on community football and the game's overall growth.
- Celebrate and enjoy this memorable year.



## Our key Australian Football 150 Years messages are:

- Recognising the past, the present and the future of Australian Football.
- Celebrating the role of Australian Football in society and reinforcing its strength and position within the Australian community.

*“This weekend is not just for players – it is an opportunity to celebrate the game with all the people who support your community club.”*

KEVIN SHEEDY



# Calendar of Events

Celebrating Australian Football 150 Years is a great way to connect your club not only to the local media but to the wider community.



## February

Telstra Community Camps

### February 9

NAB Cup commences

NAB-AFL Roadtrain commences

Schools program commences

## March

### March 9 (Labour Day holiday in Victoria)

Launch of Australian Football 150 Years including launch of *The Australian Game of Football* book

**March 13** Toyota AFL Season Launch

**March 20** Toyota AFL Premiership Season commences



**08 SEASON LAUNCH**



## May

**May 8** Australian Football Hall of Fame Induction and Dinner



**May 10** Hall of Fame Tribute Match (MCG)

### May 10 and 11

Community Football Weekend

1. Community football round
2. Volunteer recognition



## July

**July 24-27** Australian Country Football Carnival (Shepparton)

Queensland University of Technology: Origins of Australian Football Exhibition, 1858-1900.

## August

**August 7** Kick Around The World

**August 7** Tom Wills Oration

**August 7** Melbourne International Film Festival – Australian Football Film Evening

**August 8** Round 19: Tom Wills Round including Melb-Geel match at MCG

**Aug 25-Sept 7** International Cup

## September

Unveiling of the Australian Football 150 Years painting

### September 22-26

Toyota AFL Grand Final Week

### September 27

Toyota AFL Grand Final



## October

NAB-AFL Roadtrain concludes

## November

Australian Football Industry Conference



### Kevin Sheedy

- First senior community club was Prahran Football Club

#### Richmond player 1967-79

- 251 games, 91 goals
- Premiership player 1969, 1973-74

#### Essendon coach 1981-2007

- 635 games; 61% success rate
- 7 Grand Finals
- 4 premierships (1984-85; 1993; 2000)
- Night series premierships 1981, 1984, 1990, 1993-94, 2000
- 886 games combined as a player and coach; the most in VFL/AFL history
- Holds the Essendon record for games coached
- Is second only to Jock McHale all-time for games coached

#### All-Australian coach 1984-85, 1993, 2000

#### Australian International Rules Coach 2005-06



Michael Long

## Our Australian Football 150 Years Ambassadors

**The AFL has a number of high profile ambassadors who work in the media and community to promote our game and in 2008 each will carry our Australian Football 150 Years message.**

**T**hese individuals ensure that wherever they go the message of Australian Football and our 150 years is prominent in the community.

However, they are not our only ambassadors for our game. Each person at your football club is an ambassador of the game and in 2008 we all have the opportunity to spread the Australian Football 150 Years message.

The 150th year of Australian Football is something we should be proud of, something that we want all Australians to embrace. Australian Football, our game, is Australia's only indigenous

game. As such, you and your club are encouraged to become a proud ambassador of our game and promote our national celebration of Australian Football 150 Years.

It is an opportunity to recruit new fans to the game — in Australia and around the world.



Robert 'Dipper' DiPierdomenico



Neale Daniher



Michael Voss

### Other Australian Football Ambassadors include

- Robert 'Dipper' DiPierdomenico
- Michael Long
- Jason McCartney
- Neale Daniher
- Michael Voss
- Luke Darcy
- Chris Grant
- Nathan Buckley
- Stan Alves
- David Parkin

## PAST PLAYERS AND SUPPORTERS

**C**ommunity Football Weekend presents the opportunity to contact all your past players, supporters and individuals to join the celebrations. There is no better way for everyone around the country to celebrate community football and Australian Football 150 Years on this weekend than with the very people who have been the backbone of your club.

Contact everyone from the star full-forward, to the mums who serve in the canteen, to the fellas on the gate. Contact your past coaches and umpires and even the old back pocket players. It doesn't matter where these individuals are now; we all have our original community club that we can never forget, a place where it all began.

Some of these people may now be involved with football at the highest level — the AFL competition — they may be involved in your state football competitions or they may still, after all these years, be helping out your community club on the weekend. It's up to you: rally the troops, get everyone together and celebrate the history of your club and the significant part it has played in strengthening Australian Football's position across the country.





# Getting Involved in Community Football Weekend

**Community Football Weekend is about everyone around the country celebrating the significance of Australian Football in our society.**

To ensure the success of this weekend you are encouraged to appoint an individual at your club to coordinate activities.

On this weekend, of course, 50 per cent of teams will be playing at home and 50 per cent away. To make sure all community clubs around the country benefit from fixtured matches on this weekend, it is recommended that both clubs arrange a joint celebration after the fixtured match. This may be a BBQ, short presentation and drinks in the clubrooms or even a grand dinner.

After celebrating at the ground some teams playing away may also wish to go back to their club to continue the Australian Football 150 Years celebration. Throughout the year there may also be other opportunities to celebrate. Examples include your fixtured bye weekend or during the AFL split round held on the weekends of June 28-29 and July 4-5.

Listed below are examples of how your club can celebrate Australian Football 150 Years.

- Joint Australian Football 150 Years function — this may be a breakfast, lunch, post-match BBQ or official dinner for competing clubs.

- Schedule your own Hall of Fame night — recognise great players, volunteers, umpires and administrators.
- Past player and supporter function — if you don't already schedule this event it is a great opportunity to get one started.
- Organise a function leading into the Hall of Fame Tribute Match, which is scheduled for the evening of May 10 at the MCG.
- Paint your town or suburb in your team colours. If you are hosting your historical rival, it could create a great atmosphere. Your local council might like to get involved, or at the other end of the scale, it could be as easy as placing posters or streamers in shop windows to let everyone know the game is on.
- Your club's history exhibition. Encourage the community to donate/loan important items. Your local council may supply space for the exhibition.
- Celebrate an important day in your club history. Do you have any milestones in 2008? For example, the year your club was founded, the anniversary of a premiership, the day you posted your biggest ever score, the day a full-forward kicked 15 goals?
- Invite every player who has ever played with your club to one match next year.
- Organise a photo of all current club participants — juniors, seniors, administrators, volunteers.
- Write or update your club history.
- Celebrate generations at your football club. For example, do you have four generations still involved in your club?



## AUSTRALIAN FOOTBALL 150 YEARS LOGO

All community clubs and leagues are encouraged to use the Australian Football 150 Years logo. It has been designed to provide the opportunity for everyone to unite together and celebrate the reach of the game nationally and internationally. For consistency, it is requested that at all times the year is referred to as Australian Football 150 Years. Your assistance in using this designation without abbreviation or alterations is appreciated.

Listed below are some examples of how you may be able to utilise the logo throughout your football year:

- Footballs
- Guernseys
- Premiership medals
- Publications and newsletters
- Website
- Signage
- Corporate and community communications

The Australian Football 150 Years logo is to be used in accordance with the official style guide which has been forwarded to all state football bodies.

It is important to note that the Australian Football 150 Years logo is not to be altered in any way and co-branding is not permitted without prior approval from the AFL. The logos are licensed by the AFL in accordance with specific terms and conditions, which must at all times be strictly adhered to. For any queries regarding the style guide and use of the logo, please contact your state football body.



# Community Clubs and the Media

**Taking a proactive approach will help your club celebrate Australian Football 150 Years in your community.**

**T**he AFL and the state football bodies will be conducting a number of events and activities throughout the year. Your club can create an event that celebrates your history.

To ensure your events and activities are covered in your local paper or on the radio you could consider the following:

**Find an idea:** Think about what you would like to read in your local paper or hear on the radio.

**Timing:** If celebrating on Community Football Weekend is not suitable for your club, find a week or month that is clear of other local community activities. Avoiding any competition for page space or airtime will work to your advantage.

**Contact the paper:** Most clubs would be in regular contact with one or more reporters. If you do not have a contact, contact the paper and ask for the editor, sports reporter or general reporter (the number of reporters will depend on the size of the publication). Take the time to explain who you are, what club you are from and what you are planning to celebrate Australian Football 150 Years.

Speaking to the paper is a great starting point to discuss your idea. They should be able to give you tips on how you can structure your event to make it attractive to them. The paper will look for photo



opportunities, local characters and local celebrities, so plan your activity around this. It would also be beneficial to supply the paper with the Australian Football 150 Years logo.

**Contact your local council:** Your local council might be willing to get involved with your celebrations. It, too, could provide advice, supply a venue or even contribute financially.

**Write a media release:** Once you have confirmed your activities and event, it is important to let people know it is on. Send details of your club's activity in the form of a media release to the paper, radio and TV stations (where appropriate) at least one month prior to Community Football Weekend. Remember to include all the important information, including who will be involved, what type of

activity it is, where it is, when it is and, of course, why it is being held – to celebrate Australian Football 150 Years.

Always ensure the most important information is at the top of the media release. It is important to include a spokesperson's name and contact number as he or she may be asked to do interviews if the media outlet needs more information.

Suggested media release templates are available by visiting the Community Football Weekend section of 150years.com.au.

**Involving the media:** Inviting the local media to attend your Community Football Weekend activities. This initiative can go a long way to getting a story in the paper, which will become a piece of your club's history.

## 150years.com.au

**Designed specifically for Australian Football 150 Years, 150years.com.au will be critical to the success of Community Football Weekend.**

**T**he site has been designed to engage your club in all Community Football Weekend activities. This will be achieved by providing community clubs with the opportunity to upload information regarding their Community Football Weekend on a simple template that has been specifically designed.

To access this site, clubs will be asked to register online and will receive a secure user name and password allowing them to enter information. All community clubs that take part in this will go in the draw to win a major prize which will be announced in March.

Your club's Community Football Weekend webpage will detail the following:

Match specific information:

- Details of the scheduled match – teams playing, day, date, time,



venue, address (this can be provided by your league).

- History of the scheduled match – wins, losses and draws. Community Football Weekend information:

- Your club's activity schedule for the day.

- Key 'legends' in attendance on the day (this could be past club legends, state league or AFL players, etc).

- Photo gallery (post-match).

- Volunteer recognition – an opportunity for your club to list long serving/outstanding volunteers.

- Recognition to the individual who coordinated your club's Community Football Weekend webpage.

- A link to your community club website (if available).

Your club's web page will link in to our Community Football Weekend Match Locator. This will provide the wider community with an easy-to-locate option to find out how and when your club is celebrating this historic weekend.

Through this website, a function will be developed for your club to register how many people attended its football matches on this weekend. We hope to set an attendance record which will be communicated in the week following Community Football Weekend. More information on this will be provided throughout the year.

Finally, your club will be able to provide an email address where regular Community Football Weekend information, along with broader Australian Football 150 Years news, can be forwarded throughout the year.



## A FINAL WORD

To assist you in promoting Community Football Weekend, the AFL and state football bodies will embark on a national promotional campaign. All clubs will be provided with promotional resources which will be available in 2008 and distributed through state football bodies. Your club's involvement in Community Football Weekend and the broader

Australian Football 150 Years celebrations is important. Together everyone around the country has the opportunity to celebrate together on this weekend.

It will be a time to reflect on the past 150 years, celebrate the present and ponder the future of our great indigenous game and where the next 150 years will take it.





## STATE FOOTBALL BODIES

### AUSTRALIAN FOOTBALL 150 YEARS CONTACTS

#### **NSW/ACT**

Sam Bowes  
Marketing and Communications  
Manager  
(02) 8333 8026  
[150years@aflnswact.com.au](mailto:150years@aflnswact.com.au)  
[aflnswact.com.au](http://aflnswact.com.au)

#### **NT**

Gaye Messer  
Events and Projects Coordinator  
(08) 8980 4804  
[150years@aflnt.com.au](mailto:150years@aflnt.com.au)  
[aflnt.com.au](http://aflnt.com.au)

#### **QLD**

Penny Chapple  
Corporate Relations Officer  
(07) 3394 2433  
Email: [150years@aflq.com.au](mailto:150years@aflq.com.au)  
[aflq.com.au](http://aflq.com.au)

#### **SA**

Desiree Szlazak  
Media and Events Manager  
(08) 8424 2202  
[150years@sanfl.com.au](mailto:150years@sanfl.com.au)  
[sanfl.com.au](http://sanfl.com.au)

#### **TAS**

Daniel Smedley  
Manager — Aurora Stadium  
(03) 6333 0583  
[150years@footballtas.com.au](mailto:150years@footballtas.com.au)  
[footballtas.com.au](http://footballtas.com.au)

#### **VIC**

Peter Harley  
Marketing Manager  
(03) 8663 3000  
[150years@aflvic.com.au](mailto:150years@aflvic.com.au)  
[aflvic.com.au](http://aflvic.com.au)

#### **WA**

Kellee Flatt  
Marketing and Sponsorship  
Coordinator  
(08) 9381 5599  
[150years@wafc.com.au](mailto:150years@wafc.com.au)  
[wafball.com.au](http://wafball.com.au)

FOR MORE INFORMATION VISIT [150YEARS.COM.AU](http://150YEARS.COM.AU)