

428

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Publishing Support for
Football Clubs

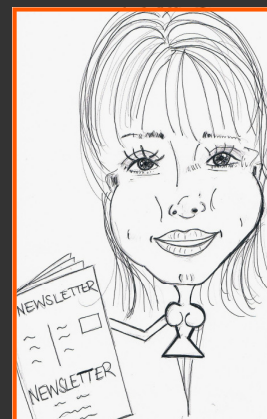
The 428 Update

With the NAB Cup kicking off and lots of off-field ~~scandal~~ err...activity happening as well, footy is well and truly back. (Yay! Cricket puts me to sleep!) 428 Publishing Services are already in full swing with clubs ordering sponsor booklets, player information brochures and club newsletters.

If you are involved with running a football club, then you will no doubt be busy recruiting players and coaches, organising the committee and trying to attract sponsors. However, for a club to succeed, it needs a motivated and knowledgeable leader.

So take five minutes to sit back, relax and read *The 428 Update* and be sure to check out our website to discover how we can help your club - www.428publishingservices.com.au

P.S. Don't forget to contact us to order your club newsletter - info@428publishingservices.com.au or call me directly on 0438 025 181



Lynda Cahill
- Chief Editor



Taking Your club to the Next Level

Most footy clubs have been around for a long time, so they have a sound structure in place to keep the club running. But a club that is 'running' is not necessarily a club that is performing at its best. To operate at optimum level on the field, your club needs a strong support system off the field.

Here are 4 ways to help your club move to the next level.

Improve Communications - The best way to ensure that players, sponsors, members and the community share your vision and passion for the club is to open the channels of communication between everyone. Your club website and newsletter are fantastic tools to keep stakeholders informed, up to date and involved.

Swot Analysis - (Strengths, weaknesses, opportunities and threats) One of the fastest ways to help your club progress is to identify your strengths to build on and opportunities to pursue. Any threats and weaknesses your club have will have been dealt with by another club at some point. Use the internet, read books and talk to officials from other clubs to help you develop strategies to deal with any obstacles you are facing.

Professionalism - The past 15 years have seen AFL clubs take it up a notch behind the scenes. As president you must lead by example and work with discipline and a clear focus. You must also ensure that every member of your club understands their role and is equipped with the knowledge, tools and motivation to move forward and take the club to success.

Outsourcing - With increasing pressure on clubs to operate in a professional manner, it is essential that operational activities are performed at a high standard. It is a smart and cost-effective tactic to get help from professionals who have the skills and knowledge to execute tasks efficiently, so that you and the committee have the time to focus on the core business of the club.

Success Tip!

Send club newsletters and copies of your media releases to your sponsors to keep them informed and up-to-date with club activities.

"Quote"

"I learned that the only way you are going to get anywhere in life is to work hard at it. Whether you're a musician, a writer, an athlete or a businessman, there is no getting around it. If you do, you'll win-if you don't you won't."

-Bruce Jenner
Olympic gold medalist and successful businessman

Who Am I?

I was born on July 27, 1933....

I initially tried out to play with Collingwood but was told to come back in a few years after building up body strength...

I made my VFL debut in Round 1, 1951 and kicked a goal with my first kick....

Playing with Footscray, I was a key member of the 1954 premiership team....

I retired in 1970 after playing a then record-breaking 321 games....

After retiring from footy, I had a successful media career...

Known as 'Mr. Footy', I am.....

Answer on Page 4

Who Am I?

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- Club Newsletters
- Sponsor Proposal Booklets
- Sponsor Business Directories
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Getting Passionate

(Not The Horny Kind)

Don't you love it when you get so immersed in something that you lose track of time? You forget about everything else that is happening in your world and give all of your attention to what you are doing.

Many people have passions in their life; working on a car, creating a beautiful garden, raising wonderful children, building a beautiful home and reading books from a favourite author are passions that people may have. A lot of folks, however, don't feel passionate about anything. And when you don't feel passion you don't get excited about much in life, you can be unproductive and you don't progress because you don't look forward to anything.

Pash Me

So how do you become passionate? Here are my tips to get some burning passion in your life. (But not the horny kind)

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- **Set some grouse goals** – You need to create goals that are so exciting that you just can't wait to achieve them. Sometimes, when I have an idea for my business, I get so excited that I can't sleep. I love feeling this way so I am always brainstorming and creating plans. Your goals should be challenging but something you know you can achieve, and something you will know will feel great achieving.
- **Read about others** – I love reading about people in my industry to find out what motivated them to reach the level of success they have and also to find out how they did it. Enthusiasm is contagious, so I love to read about people that are motivating and positive.
- **Know your job** – When you learn all you can about your chosen craft you will understand what it is going to take for you to become successful. Being armed with knowledge helps spark your enthusiasm because you can create a step-by-step plan to become the best.

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You don't necessarily need more talent or ability than anyone else to become successful. (Of course it helps to have some talent and ability!!) Feeling passionate about what you do can get you much further than the person who may have a degree in your field.

If I had to elect who was going to run my beloved football club and the choice was between someone who had multiple university degrees or someone who had left school young but lives and breathes footy, knows the ins and outs of the club, can motivate the committee and players and who will do whatever he or she can to help the club succeed - well, I know who I would be picking.

TRIVIA

1. What year did Wayne Carey leave North Melbourne?
2. Name the years that Adam Goodes won his Brownlow Medals?
3. Which team won the grand final in 1992?
4. Which club did Robert Harvey first play for?
5. Who was the first coach of the Brisbane Bears?
6. Who was the captain of St Kilda in 1980?
7. Which AFL teams did Warwick Capper play for?
8. Name the year: Collingwood won the wooden spoon, North Melbourne played off in the Grand Final, a Hawthorn player won the Brownlow and an ex-Essendon player won the Coleman Medal?
9. Name the year: A non-Victorian team won the minor premiership, but another team takes the flag. The Norm Smith Medalist is on the losing side and the Bombers miss September action?
10. Who won the 1993 Grand Final?

Answers Below

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Answers

Who am I? Ted Whitten

Trivia: **1.** March, 2002 **2.** 2003 & 2006 **3.** West Coast Eagles **4.** St Kilda **5.** Peter Knights
6. Garry Sidebottom **7.** Sydney Swans & Brisbane Bears **8.** 1999 **9.** 2005 **10.** Essendon

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