



SOUTHTALK

SOUTH FREMANTLE FOOTBALL CLUB (INC)

“THE PREMIER FAMILY CLUB”

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MAY 2009

SOUTH FREMANTLE MEMBERSHIP REACHES NEW HEIGHTS

South Fremantle is enjoying its largest membership in 20 years. Chief executive officer Brian Ciccotosto said this year's unprecedented numbers could be partly attributed to the global financial crisis, with families opting to join South Fremantle rather than the higher priced AFL clubs, and partly to an aggressive marketing program and recruitment drive.

“Our members are the lifeblood of our club. We pride ourselves on being the Premier Family Club,” Mr Ciccotosto said.

In 1989 members rallied to donate money when the club had accumulated a debt of more than \$600,000 and their support saved it from bankruptcy.

“In the dark years of the club's history when nearly bankrupt, we called upon our members to rescue the club financially.”

The current membership at South Fremantle stands at 1,610 general and more than 600 junior, life, sponsor, honorary and support staff members. The figure has surpassed the club's target for 2009 and exceeded the average of 1,123 general members over the past three years. Club president Haydn Raitt said he was impressed how the board worked together to implement a marketing plan.

“The effort put in by the board to drive membership has been really great, and Brian has done an excellent job pushing his foot soldier recruitment campaign.

“Over the past six years or so the whole clubhouse at Fremantle Oval has been rebuilt, including the Griff John Function Centre, WJ (Dooza) Hughes Bar and the George Grijusich media box.

“This was done entirely from funds raised through club membership and not a cent was borrowed.”

He also said disenchantment with WA's AFL teams was influencing a drift of support back to the WAFL.

“A number of people I have spoken to said the cost and disappointment associated with their AFL teams has caused them to be more involved with their WAFL club, from a social perspective and from the point of view of game attendance.”

By Josh Nyman

CORPORATE CLASSIC WINNERS

We congratulate the following companies for winning the Corporate Classic Draw in 2009.

1 st Major Support Sponsor:	Fremantle Gazette
2 nd Prize:	Gino's Cafe
3 rd Prize:	PK Twedde
Early Bird Prize:	Sea Corporation Pty Ltd

Fremantle Gazette
Community

The Club wishes to thank all participants for their financial support.

DTMT CONSTRUCTION INDIGENOUS TEAM OF THE CENTURY

Congratulations to my co selectors Malcolm Brown and Ray Wilson on completing the difficult task of selecting the DTMT Construction Indigenous Team of the Century which will be announced at a tribute dinner held at the Griff John Function Centre on Friday 3 July 2009 commencing at 8.00 pm.

This most prestigious event funded by DTMT Construction will enable the majority of players living interstate in Darwin, Melbourne and on Melville Island to be in attendance.

Without doubt the team that will assemble in the Griff John Function centre on 3 July will be the best performed Indigenous club team in the history of the game.

With over 70 Indigenous footballers representing the Bulldogs at senior league level and 22 going on to play VFL/AFL selecting a final squad of 22 players was always going to be fraught with danger.

Four of our home grown players Stephen Michael, Maurice Rioli, Nicky Winmar and Peter Matera have already been honoured with selection in the AFL Indigenous Team of the Century so theirs was an automatic inclusion. Filling the other 18 places however was an extremely difficult task.

Tickets for this once in a lifetime function are reasonably priced at \$120 each which is fully inclusive of a delicious 3 course meal, beer, wine and soft drinks.

To avoid disappointment, book early. Dress: Jacket and Tie.



FOOTBALL NEWS

We're now a third of the way through the season and our League side is sitting on top of the ladder, exactly where we wanted to be going into our bye in Round 8. This is the first step towards finishing in the top 2 and getting a double chance come finals time.

Our win over Swan Districts in Round 1 got us off to the start we wanted and all the work put in over the summer months paid off. Youngster Cory Dell'Olio exploded onto the scene with 5 goals but it was our most experienced player in Kris Miller who lead from the front with 42 possessions.

Rounds 2 and 3 didn't go as well as planned with West Perth and Perth both getting the jump on us early. In Round 2 against West Perth the players did all they could to come back from 49 points down in the second quarter to get to within 1 point in the dying minutes of the game. But a late goal to West Perth saw them get home by 7 points.

Against Perth in Round 3 poor skills and decision making meant we couldn't mount that comeback and in the end a slick Perth outfit beat us by 41 points, leaving us with 1 win from our first 3 games. The players knew going into the following 3 games that it would show if we were good enough to be a top 2 side. The first test was perhaps the biggest in the WAFL, Subiaco at Medibank Stadium. In contrast to previous weeks it was us who came out strong and opened up a 26 point lead at quarter before going on to win by 55 points.

We travelled to Albany to play Claremont in Round 5 who were still winless for the season and despite this they played some very good football throughout the day. To our credit we fought them off and got a 17 point win.

Consistency was a big issue in 2008, with us never winning more than 2 games in a row. Having won our last 2 we came up against an undefeated East Fremantle on Anzac Day. This was a classic derby with a big crowd and a very tight contest. Our skill errors allowed East Fremantle to be in front all day but the spirit and courage shown by our players late in the game proved that we could be a top 2 side. Instead of giving up when we were 2 goals down at the 25min mark of the last quarter we clicked into gear and kicked 3 goals in a row, the last a great goal from the ice cool Toby Bairstow with just 4 seconds on the clock to win us the game.

Those 3 games the players set themselves as the test and they can look back now and say they passed. A massive 98 point win over East Perth made it 4 wins in a row and a 5 win and 2 loss start to the year. This sits us on top of the ladder going into our bye.

Perhaps even more pleasing for the club is the fact that our reserves also sit on top of the ladder, with 6 wins and just 1 loss, which came after an after the siren goal against Perth in Round 3, and our colts are in 3rd position, with only percentage keeping us from top spot.

There are still 13 more games before the finals and we must maintain the same form that has seen us get to where we are at the moment, but with such a close competition consecutive losses can mean you drop quickly down the ladder.

Jason Burton
Football Manager

SOUTH FREMANTLE WOMEN'S FOOTBALL CLUB

Season launch:

The South Fremantle women's team held their season launch at the South Fremantle Football Club on Friday, 17 December 2009. It was an excellent turnout with the new players getting a taste of what is to come this season. The evening was attended by the playing group with their partners and family members; club coaching and support staff; and representatives of sponsoring companies.

We were delighted that South Fremantle Director Rob Taylor and his wife were able to attend the event even though the men's team was playing away in Albany. Mr Taylor spoke of South Fremantle's desire for the women's team to feel at home at South Fremantle and offered club support to players and coaching staff of the women's team. We are grateful for all the support that we receive from the South Fremantle Football Club and look forward to attending many activities at the Club and hope to see many members at our home games.

This year we have a number of new sponsors, many those attending the season launch. We appreciate their support and we have the added incentive of bonus sponsorship for every game we win. Players were presented with their guernseys and the new leadership group of Jodi Vamvas (Captain) and Vice Captains, Kyra Jeffrey, Libby Senini and Chae Salbie was introduced to the attendees.

New coach:

For season 2009, the South Fremantle Women's Football Club welcomes new coach Scott Chisholm. The team appreciates being able to draw on Scott's experience as a former AFL and WAFL player with positive results already showing during the pre-season and our first game. Experienced and new players are developing quickly and the club hopes to go one better than our inaugural year in 2007 and win the flag this year. Scott will be ably assisted by club founder and last year's captain Jenna Allomes and last year's coach Derrin Kee who is unable to coach full time this season due to outside commitments.

Match Reports:

The South Fremantle Football Club website will feature match reports following each of our games so you can keep up to date on our progress for the season.

SPONSORSHIP NEWS

The marketing executive headed by director Santo Merenda has done an excellent job of attracting new sponsors to the club for the 2009 football season.

In light of the impact the global recession may have had on our corporate supporters, plans were put in place prior to Christmas to retain our sponsorship base where possible and to achieve a 25% increase in revenue through a professional marketing drive.

I am pleased to announce that our gains far outweigh our losses to the point where the above target has been exceeded.

To our sponsors who have remained loyal and are on board again this year I pass on the club's sincerest thanks. Your generosity knows no bounds.

Joining the club this year for the first time are Q Contracting & Plasterwise, WA Hino, Harvey Fresh, Chooks Fresh & Tasty Coogee, Aquanita Racing, Bentley Crane Hire, The Gate Bar & Bistro, DTMT Construction, Vassallo Corporation and Sea Corporation Pty Ltd which has been elevated to a major support sponsor.

Finally a corporate and sponsors directory will be published shortly for distribution which will provide contact details for all our corporate supporters. Please support them as they are part of the "Premier Family Club".

Marketing Executive: Santo Merenda (Chairman), Don Pasqua, Anthony Van Der Wielen, Drew Mazalevskis and Gavin Jahn ask all members to renew their membership at their earliest convenience.

BAR/TAB OPENING HOURS

Members and Guests please be advised that the Bar/TAB opening hours are as follows:

Friday - 3.00 pm until Close

Saturday - 12.00 noon until Close

Neil Ferguson
Functions & Bar Manager

LUCKY LOTTERY TICKET

Please remit your Lucky Lottery Ticket to the club at your earliest convenience as the weekly draws have commenced.

Are You Looking For A Venue???



Did you know you can book a function at the club, for yourself or a family, for a friend or colleague, for an organisation to which you belong.....? The list is endless.

Our friendly Functions Manager can provide menus and drinks packages, custom-made to suit your palate and pocket, for any occasion. The professional service we bring to any social or business function will ensure your complete satisfaction.

Think "South Fremantle Football Club" next time you are planning a seminar, business meeting, morning or afternoon tea, birthday or anniversary celebration, wedding or wake, Christening, fundraiser, quiz night, Buck's or Ladies night, dinner dance, office Christmas party or whatever. Cocktail party, buffet or dinner, whatever the form, we can cater for it.

Tell others about the Griff John Function Centre and what we can provide. There is great potential to generate income for our club in this way. For details phone Neil Ferguson 9430 4653 or 0409 409 443 (conditions apply)

Thank you to the following Sponsors for their Support in 2009

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