

COBURG FOOTBALL CLUB



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MEDIA RELEASE

From the President of the Coburg Football Club – Bill Balakis

Coburg faithful urged to get on board for Season 2011

The Coburg Football Club enters Season 2011 with a renewed sense of hope and optimism following a very successful preseason and better than expected financial result in 2010. "With over seventy players vying for a place on the list, competition for spots has been fierce and we certainly believe finals football is a distinct possibility for us this year," President Bill Balakis said today.

Senior Coach Adam Potter and his coaching staff continue to establish a strong and competitive team whilst off-field success and stabilising the Club remains a key priority for the Board.

"The Coburg Football Club is about to embark one of the most intensive sponsorship drives in its history and I urge all businesses in our municipality to consider being part of this exciting growth phase. The Board has committed to several key strategies to ensure our long term success," he said.

"Firstly we will play a pivotal role in partnering the Moreland City Council in redeveloping the Coburg City Oval so that it becomes more than just a football ground. In early March, we will move into our new administration base alongside the Coburg Cricket Club and the Victorian Women's Football League at the Coburg City Oval and we look forward to sharing our iconic venue with the Moreland community well into the future.

Mayor, Cr. Oscar Yildiz, JP also confirmed the importance of the redevelopment of Coburg City Oval stating "The master plan for Coburg City Oval is a crucial part of the 2020 Coburg Initiative, which engages Council, the community and stakeholders like the Coburg Football Club in helping revitalise the look and feel of our municipality."

Mr. Balakis announced, "We have strengthened our commitment to widening our supporter base by playing four games at the Highgate Recreation Reserve in Craigieburn where we also operate the new Highgate Function Centre. This is an opportunity to drive new revenues for the Coburg Football Club that we have not had in the past."

"Finally we will look at all possibilities as to how we can remain as the Coburg Football Club well into the future. Throughout this year, we will put some options to our members as to how we could potentially structure the Club into the future, however our vision is firmly fixed on staying and playing in a strong and vibrant VFL competition," Mr. Balakis said.

Recent reports suggest that traditional "stand-alone" VFL clubs could struggle to remain viable and competitive in the future. Given the ever changing nature of how football clubs operate, the Coburg Football Club will continue to look at ways to secure its future and its members, players, staff and partners will be closely consulted when any future options are considered. The Club is also buoyed by the recent announcement by the Chairman of AFL Victoria Ltd, Mr. Peter Jackson, that a 2012-2014 strategic plan and funding model will soon be developed to create certainty and stability for the VFL competition.

"My board's legacy is to hand the Coburg Football Club on to the next generation of players, members and partners in a financially viable position. Just as on-field success is vital in 2011, so is the board's commitment to securing the future of the Club".

"In partnership with the AFL, Moreland and Hume City Council, local Government, key partners and our young playing group, I urge all supporters and potential partners to join us in securing our future. We have unprecedented support from our key stakeholders and wonderful support from our two Councils. We will approach Season 2011 with a renewed focus to ensure the Coburg Football Club continues to play a vital role in our local community. I urge everyone associated with our Club to get on board".

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