

### **League builds a new tradition**

The clubs of the previously named Moorabbin Saints Junior Football League last night voted in favour of changing the name of the league to South Metro Junior Football League.

The new name was proposed by the Board and Administration of the League and it is being positioned as “Building a New Tradition” for this large football association. The league was formed in 1988 as an amalgamation of the Chelsea and St Kilda Junior Football League’s and 21 years later the league has decided to change its name to better reflect its geographical spread.

The League found that the previous name created confusion with potential partners as the name appeared to reflect similarities to a football club rather than a league. The League was keen to propose a fresh brand that mirrored the enthusiasm of the Board and Administration of the League.

South Metro Junior Football League General Manager David Cannizzo described the new name and brand as a significant moment.

“This League now has over 8500 registered players, with clubs from Port Phillip down to Kingston, across to Monash and then through Stonnington” he said.

“This League is now one of the largest in Victoria and it is only appropriate that it has a name to truly represent its size and region. We are very excited about what this new brand will mean for our clubs and the relationships we can foster with the community.”

SMJFL Chairman Roger Teale was pleased with the support from member clubs.

“The member clubs have been supportive of the initiative and believe this name now represents each and every one of them” he said.

“The League in the last few years has embraced significant growth in junior age groups and girls’ football, with the new name now and now an impressive exposure opportunity for potential corporate partners.”



For further information:

David Cannizzo, General Manager, MSJFL

03 9553 5985