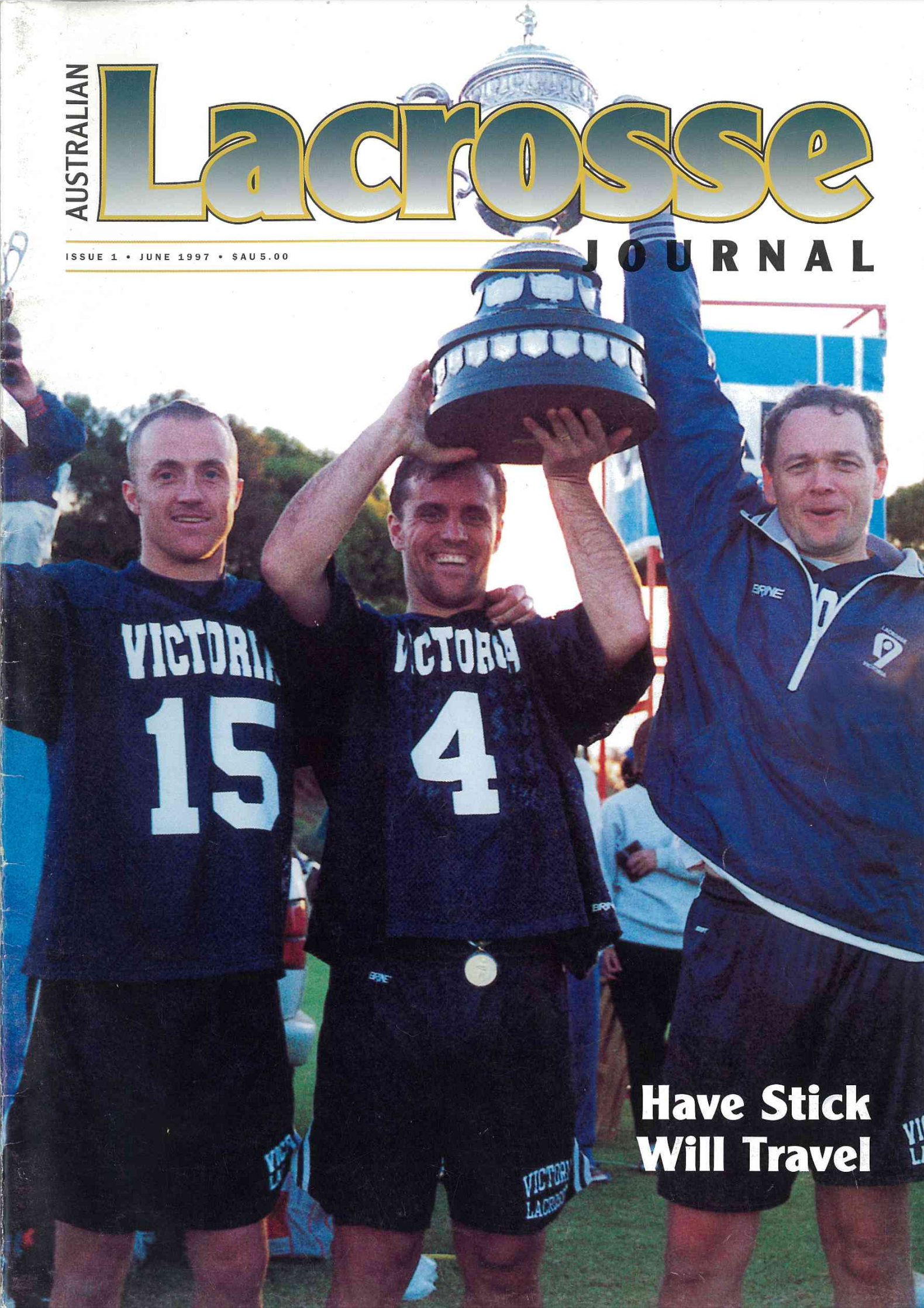


AUSTRALIAN

Lacrosse

ISSUE 1 • JUNE 1997 • \$AU 5.00

JOURNAL



**Have Stick
Will Travel**

Welcome from ALC President, **Doug Fox**



The outstanding work done in Victoria to establish and produce "The Lacrosse Player" magazine from 1992-96 demonstrated to our sport the value of a well-produced and nationally accepted communications medium.

Unfortunately, during 1996 "The Lacrosse Player" was unable to retain the unified support of all of our State Associations and also found it increasingly difficult to attract and retain volunteers with the necessary time and expertise. In order not to lose the momentum achieved through "The Lacrosse Player", the ALC called a special meeting of State Presidents in Perth during the National Championships in July. All States were represented along with the ALC Directors and Lloyd Holmes from "The Lacrosse Player".

The meeting was most positive about the ALC's proposal for a communications strategy involving a truly national magazine supported by an Internet site. All State Presidents indicated their "in principle" support for the magazine to be developed under the auspice of the ALC, with a subscription fee of up to \$10 to be applied to all registered members. Detailed planning work was undertaken by Mavis Owens, ALC Promotions, Media and Marketing Director and a proposal was submitted to and taken up by all State Associations. The AWLC was also invited to participate but at this stage has declined.

Following national advertising to find an Editor, Malcolm Stokes was appointed and we are delighted to now have before us the inaugural issue of the **"Australian Lacrosse"** journal. The process of building a national editorial panel, promoting advertising sales and recruiting individuals to gather news items and stories has begun in earnest and will continue.

Effective communications are essential if we are ever to overcome our relatively small participant numbers, limited coverage in the major media and the great distances which separate our competitors. Our journal deserves the support of all lacrosse players and supporters. If you would like to help please offer your services.

Doug Fox
ALC President

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SPONSORS...Who and Where
adapted from "Sponsorship in Sport"

ISSN 1328 7729

NEXT ISSUE

(Deadline for material - August 16, '97)

- Simply Mal Taylor - A lacrosse visionary
- Schools and Clubs - Ideas for working together



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Cover Picture: Victorian Captains, Jamie Buchanan, Darren Gibson and Rod Ansell hold aloft the Garland McHarg Trophy.



Back Cover Picture: The victorious Victorians.

*The Australian Lacrosse Council Ltd
acknowledges the support provided by the Australian Sports Commission.*

"Australian Lacrosse" is the Journal of the Australian Lacrosse Council Ltd. The dictionary defines a "journal" as a "diary; log-book; daily record; newspaper; periodical..."

Publications such as newspapers, newsletters, magazines etc play an important role in providing a record of events at any time. We reproduce in this issue of "Australian Lacrosse" some excerpts out of newspapers from the 1920s which provide a picture for us of lacrosse in those days. State and national lacrosse associations have produced newsletters or magazines (eg, "The Lacrosse Player" in Victoria, "Lacrosse WA Gazette" in WA, "Lacrosse" in SA, "Lacrosse" from USA Lacrosse Foundation) which provide an important historical record of the game in those places. "Australian Lacrosse" will provide that record for lacrosse in Australia, providing information which is of national relevance, and which when reviewed in future years, will present our children and grandchildren with a glimpse of the past.

This journal is not being published simply because someone thought it would be a good idea. The Australian Lacrosse Council (ALC) has long recognised the importance of communications and from 1991 included in the ALC Development Plan a strategy "To produce a national lacrosse publication in conjunction with AWLC". One of the top 10 priorities identified in the 1996 ALC Business Plan is to "Lift the profile of lacrosse by developing a co-ordinated national publicity 'machine'...." The journal is one cog in that machine.

As with many projects which are managed and implemented by volunteers, "Australian Lacrosse" will strive to deliver a professional product which meets the needs of the market but also be conscious of the demands this will make on the people who provide the information and the expertise to create a successful publication.

We are also conscious of the need for financial prudence and, while we may look with envy on the full colour, glossy productions of government funded agencies and large sports associations, we will be as creative as possible in presenting an attractive publication.

Our first issue is not a model for future editions. Much of our time and energy has been directed to the managerial and administrative tasks involved in establishing the Journal. We have not yet been able to conduct any research to identify what you, our readers, want from this publication. We are conscious that there are many important segments of our market who will feel they have been 'left out' of this first issue - referees, junior players are notable. In apologising for not being able to identify or produce articles of relevance and interest to all readers let us offer you the challenge - prepare an article which would be interesting to your colleagues and send it to us. Research is not just about asking questions. It also involves gathering information through many different channels - so don't wait to be asked! Just write down your thoughts and send them to us - mail, fax, e-mail - we'll be pleased to hear from you.

We look forward to working with you to produce a lacrosse journal which is interesting and relevant to you.

New South Wales

Administration

In the later part of 1996 a business plan for NSW Lacrosse was developed in conjunction with the NSW Sports Management Advisory Service. Since then we have been working towards putting the business plan into operation, which has involved development of a new constitution which has been adopted, as well as trying to fill the positions in the new organisation structure. At the same time the Competitions Committee has put together the organisation of the 1997 season.

NSW Senior Competition

The 1997 season in NSW has got off to a good start with six teams participating.

NSW Juniors

Progress with the development of a Junior (Under 15) competition has not been as good as hoped. Chatswood has a good group of promising juniors (about 8 training regularly), and Mosman has also had a number of juniors ready to play. However, it has been difficult getting enough juniors together for a proper match. So far we have managed by making up teams with some Under 17 and senior players, however this is less than ideal, and consideration is being given to changing the games to a week night.

Australian Under 17 Men's Championship and Tournament in July

Fields at the University of Sydney have been secured for this event and teams can expect to receive more details shortly.

NSW Lacrosse Web Site

The NSW Lacrosse web site is up and running, and can be accessed from a link at the ALC web page (<http://www.alc.lax.org.au>) or directly at <http://www1.tpgi.com.au/users/laxnsw/>.)

Western Australia

1997 sees 12 senior teams and 15 junior teams drawn from 6 clubs competing in 5 WALA competitions (Division 1, Division 2, Under 17, Under 15 and Under 13). The Iroquois Club was unable to sustain its Division 2 team and so that team and that club was lost to WALA competitions though they are still working in the modcrosse area.

THE NATION

The 1997 season commenced with a "Shootout" hosted by Bayswater Club at Halliday Park. A new innovation for this season is the introduction of an Under 23 competition played once each month on a Sunday, preceded by a Masters game. The Under 23 competition is restricted to players aged between 16 and 23 years with a wide range of trial rule variations being used - eg, no faceoff, 20 seconds to clear the ball from defence, 20 seconds to get the ball into the 'box', no zone defence when both teams even, etc. The two rounds played to date have been well received.

On the administration scene the fact that the WALA Board of Directors have three vacancies is severely hampering the management of lacrosse in Western Australia. With no one prepared to nominate for the positions of Director of Junior Lacrosse, Director of Publicity or Special Projects Director those people who are in office have an even more difficult task.

South Australia

The Foster's Men's League Competition is at its strongest for some years, with a good balance of experience and developmental sides.

Last year's premiers, West Torrens, has been strengthened with the recruitment of Paul and John Kernaghan from Sturt.

It has been one of the most controversial transfers allowed and saw the governing



The New South Wales contingent

body, Lacrosse SA, taking some well deserved flak for allowing the strong to get stronger.

Nonetheless under new coach, Craig Treloar, West Torrens is looking far more disciplined and focused than last year, making them favourites to retain their title for the third year.

Glenelg, who have been bridesmaids since time began, are under threat to even retain second place on the ladder. The loss of last year's goalkeeper, Darren Nayda, has weakened the defence line. The inclusion of Dan Kelly from the United States and Australian player John Brewer, from Western Australia will certainly help their cause in the latter part of the season.

Woodville has been promising great things for the last two years and now are looking to deliver. Coach, Peter Brown, has had his charges ready to roll since January. The team boasts some of the most amazing talent in the competition - James and Peter Inge, Craig Schicker, Brett Howe, Richard and Anthony Feleppa. Once the team has defeated the West Torrens hoodoo and play four quarters of disciplined lacrosse they will be virtually unstoppable.

Sturt, coached by South Australian coach, Craig Jaeger, is capable of producing the big upset if they can hold their discipline and play a team approach to the game. Even with the loss of the Kernaghan brothers to West Torrens, the addition of Dave Thatcher from West Torrens and live-wire Robbie Rigg from Southern Districts should bolster their depth.

Burnside certainly won't be an easy beat but will not overly trouble the top four. They may cause some headaches and a few close calls but next year could see their fortunes change.

Brighton is a young team and as such will not have any impact on the end of season result. Coach, Bob Carter, will have a better prepared side in the next year or so.

North Adelaide will struggle this year. Their lack of depth will be tested on many occasions and they may well write this season off and start preparing for 1998 instead.

New South Wales Teams

Chatswood	Chatswood has once again been struggling for numbers and trying to cope with a very large turnover of players. The first few weeks were difficult, however things now appear to be coming together.
Hills	With their debut season in 1996 now behind them, and with the experience that this team of mainly young players has gained, they are always challenging opponents.
Sutherland	Sutherland also has a high proportion of young players, and has not had a very successful start to the season. However, the enthusiasm of the players is obvious and the field which they have the use of on the banks of the Woronora River is sure to be a major asset for them in the future.
Mosman	Mosman has a strong team with good numbers, and may once again be the team to challenge Woollahra.
Woollahra	Woollahra has been the strongest team in NSW and this year has branched out to also field the Bondi team.
Bondi	Bondi has been making up their team with some Woollahra players to ensure sufficient numbers. They are a competitive team and it is hoped that they will gain players so that they will have a separate team list.

Way Back When...

Perth - From "The West Australian" August 1, 1928

LACROSSE. A Rough Game. (By "Attack.")

Rough play was freely indulged in throughout the match between Westral and the Deaf Adult teams and an example should have been made when breaches of the rules were evident. Defenders were frequently at fault and checked their opponents before the ball was within distance of play. Deliberate slashes were made and the contest developed into a veritable scramble with the nippy, spectacular features of the game completely eliminated. An observer claims the match to be the worst exhibition of the game seen in "A" grade this season. Westral, usually associated with fast, clean lacrosse, are reported to have received a gruelling in the first half and in the later stages checked more closely. E. Le Bitzke and C. Blackmore forced severe body checking by their go-through tactics repeatedly having players in scoring positions, and failing to pass. This example has had a detrimental effect on team play and requires immediate attention. McGrath's nippy play was possibly his best effort to date. Deaf Adult defenders were so frequently making gross mistakes and fouling by checking a man when the ball was not within playing distance that my contributor claims that they unconsciously committed a breach of the rules through lack of knowledge of the game. This gives food for thought and the young club must attend to this matter at once in the interest of the game. Referees are at fault through not exercising their power.

If a clean exhibition is not to be characteristic of W.A. lacrosse, the sport will lose favour. The clean traditions of the game must be kept. In defence of the referee, it must be allowed that the task of interpreting the rules to the Deaf Adult team is no easy one, and his lenient attitude was misinterpreted for weakness. The game does not warrant description but Owens of Westral was undoubtedly the star of the day.

Perth are on the improve and gave East Fremantle a hard game. The forwards found a weakness in the defence and a tally of nine goals was a creditable performance.

With more dash the forwards should develop into a good scoring combination and require only the judgment to go through at the right time. Keen training is having its effect and Fremantle will be fully extended on Saturday to defeat this combination.

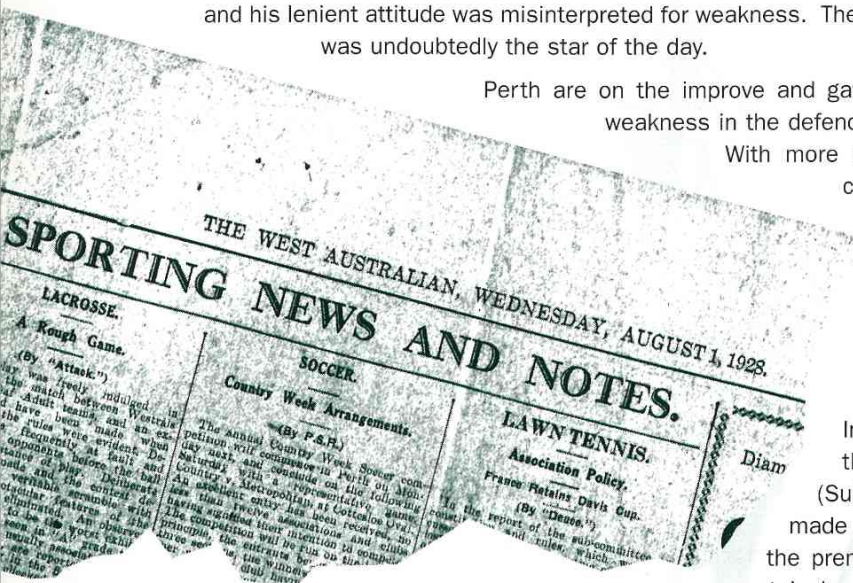
"B" Grade.

In "B" grade, the leaders (Subiaco Swans) made their hold on the premiership more certain by defeating the

improving Westral combination. Selby, in goal, greatly added to the strength of the defence and was responsible for making Westral forwards' attempts look weak. R. Mills showed excellent judgment and requires a fast defender to hold him. Watts (defence) held Banks effectively. Wright and Miller missed numerous scoring opportunities for Westral. Swans are a strong well-balanced team and represent a progressive junior club.

North Perth lost their opportunity to draw level with Westral when they went down to Fremantle. The latter team is now within striking distance for inclusion in the first four, and if North Perth accounts for Westral on Saturday we will find those three level for fourth place. On the other hand, should Westral win and Bassendean go down to the leaders, Westral and Bassendean will be level for third place. The junior struggle has reached an interesting stage.

Lacrosse can boast of a long and proud history in Australia which is recorded in many different ways. How the media has reported the game over the years provides an insight into the relative prominence of lacrosse at different times as well as offering a glimpse of the social values and style of past eras. "Australian Lacrosse" delves into the newspapers of yesteryear to reproduce the stories which were news way back when... (Note: The stories are reproduced as reported at the time, quirks included.)



"A" Grade.

	P	W	L	D	For	Agst
Westrals	11	8	2	1	120	45
Fremantle	10	7	2	1	108	54
Guildford	10	6	3	1	94	74
East Fremantle	11	5	6	-	80	95
Deaf Adult	10	1	9	-	62	95
Perth	10	1	9	-	32	131

BRISBANE

Game between Queensland and Victoria.

Exhibition Oval, No. 1, at 3 p.m. Saturday, July 28, 1934

and

Woolloongabba Cricket Ground, at 3 p.m., Wednesday, August 1, 1934

VICTORIA

(Dark Blue)

1. J. BEATTIE (Capt.)
2. H. WOODS
3. F. LANSBURY
4. M. LOGAN
5. T. CLANCY
6. B NEWGREEN
7. K. O'BRIEN
8. E. A. EVANS
9. R. COLE
10. K. SITLINGTON
11. V. HEALY
12. C. FOSTER
14. L. BASSETT
15. F. TRANTOR

Manager - J BEATTIE

QUEENSLAND

(Maroon).

1. L. BORGER
2. G LENTON (V. Capt.)
3. S. TEALBY
4. L. CARTER
5. E. NEWCOMBE
6. N. THOMSETT
7. T. BRADNAM
8. R. HOWDEN
9. I. FORSYTH
10. E. PURCELL
11. E. HUBBARD (Capt)
12. J. CONROY
13. R. EXTON
14. H. HENDERSON
15. R. TANNER
16. A. MURRAY

Manager - H. W. KILGOUR

Visitors - S. JENKINS, H. ANDERSON, G. HEALY

Goal Umpires:

H. W. KILGOUR and H. ANDERSON.

Timekeeper - S. J. SMITH.

Referees - Saturday, E. G. STEVENS; Wednesday, H. W. KILGOUR.

SCORES EVEN AT HALF TIME.

S. TEALBY BRILLIANT.

For the first time for four years the Brisbane public had the opportunity this afternoon of witnessing a lacrosse match between Queensland and Victoria. Although rain fell all the afternoon, quite a large crowd attended, and they were not disappointed, as a fast and spectacular game was provided.

The teams were:-

Queensland: E. Hubbard (captain), G. Lenton, L. Borger, S. Tealby, L. Carter, E Newcombe, N. Thomsett, T. Bradnam, R. Howden, I. Forsyth, E. Purcell, J. Conroy.

Victoria: L. Beattie (captain), H. Woods, M. Logan, S. Clancy, B. Newgreen, K. O'Brien, E. A. Evans, R. Cole, K. Setlington, V. Healy, C. Foster, L. Bassell.

From the rake off Queensland gained possession, but Vic. warded them off, and gained possession to come within an ace of scoring. Queensland retaliated, Conroy coming very near to scoring. The game at this stage was very keen, the ball moving up and down the field. Foster, the Vic. keeper, saved a very hot shot from Arobhard.



N.S.W.



lacrosse match
cket-ground. Vic
s.

Play moved up to the other end, and Borger cleared beautifully from a close shot by Cole. The first score went to Vic., when Beatty scored off a pass from Wood.

Victoria, 1; Queensland, 0.

Beattie went on to score again, making Victoria, 2.

Queensland now attacked griskly, but Vic. relieved well and kept the ball around the Queensland goal. Borger relieved, but the Vic.'s were soon back worrying him. Queensland were getting their share of the ball, but were crowding the goal too much.

Howden secured the first goal for the home side, clearing from a ruck and placing a hot one at short distance. A splendid solo effort by Forsyth equalised scores, 2 all.

S. Tealling was playing a great game for Queensland in defence. At the change over Hubbard came very near again scoring. Loud cheering greeted Hubbard when he scored from a splendid shot, beating the defence completely. Ten minutes later, Cole, with an easy shot, scored with one over the heads of the other players.

Queensland now had the advantage, and the Vics. were keen to score, Borger saving a fast one from Logan. Play had quietened down until Hubbard gathered a loose pass and scored with only the goalie to beat.

Queensland 4, Victoria 3.

Victoria came back with a quick movement enabling Beattie to equalise. Four all.

The pace was very fast, Foster (Vic.) clearing, sending the ball down to his attacks for Beattie to score. From close in Wood scored another for Victoria, now making the score 6-4. Play was held up when Foster came into contact with the fence while retrieving a loose ball.

He later left the field. Conroy very shortly after added another one to Queensland's score. Victoria had the lead with 6-5. Bradshaw (centre), came through and added another. The scores were now 6 all. Trantor came on in place of Foster, Newgreen taking over the keeping. Play was very fast now, each side striving to gain the advantage at half-time, but the scores remained unaltered.

Half-time scores: 6 all.

When the team took the field again it was seen that Foster was with them again. From the rake off Vic. secured, and lost, and open play with the ball moving up and down the field was the order. The Victorians were being hard pressed. Queensland striving gamely to get the advantage. Victoria were just as keen, the players seeming to revel in the slushy conditions. Hubbard, receiving from Purcell, threw a good goal to give Queensland the advantage. Queensland, 7; Victoria, 7.

Victoria now attacked hotly. The full time whistle blew with scores:

Victoria, 11; Queensland, 7.

MELBOURNE - Monday, September 19, 1927.

M.C.C. WINS Lacrosse Final MALVERN RATTLED

After one of the most brilliant games of the season, M.C.C. won the lacrosse premiership from Malvern, at Glenhuntly on Saturday.

Final scores were, M.C.C. 8 goals, Malvern 7 goals.

The honors early in the game were with M.C.C., who clapped on every ounce of pace, and at the end of the final quarter had a lead of a goal.

Malvern's Second Term

The second term was distinctly in Malvern's favor, but M.C.C.'s defence never failed, and the quarter ended without either side scoring.

It was Malvern's failure to turn its opportunities into goals in the second quarter that lost it the game.

Malvern lacked its usual steadiness and confidence, and M.C.C.'s continued attacks rattled the side.

M.C.C. had a very even side, but it is doubtful if Reid, the tall back, has played better. To his effective work against Beattie can be attributed much of M.C.C.'s success.

Totton initiated nearly every attack, and the McIndoe brothers were both in great form. The steadiness of Freemantle, Waters, Robson, and Jarvie in the final stages saved many goals.

Towler, Turnbull, and Wrixon were outstanding also, and Towler's two goals in the last quarter was the turning point in the game.



and Mr. A. Wise.
good prize list is private.

LACROSSE.

"C" GRADE MATCH.
The "C" Grade fixtures will commence to-day
when teams representing Maylands and Subiaco
Swans will play on the Maylands Oval at 2 p.m.

HERE'S A TOBACCO OF SINGLE
MERIT.
TEMPLE BAR (Sweet S
Judge it not on price nor
on its superb smoking qual
2oz. Oblong or Airtight

al-
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o goals in the
point in the

est players were
Healy as fine as
Edwards and Har-
llis in goals was
while Brierley and
age positions, were
Beattie was
against him.
re: - M.C.C.: Towler
Douglas, Turnbull,
Malvern: Beattie (4)

Backs were Strong

Like M.C.C., Malvern's best players were in defence, with Watt and Healy as fine as anyone on the ground. Edwards and Harrison did splendidly. Ellis in goals was always safe and reliable, while Brierley and Webb, although in strange positions, were always in the picture. Beattie was splendid, but the odds were against him.

The goal-throwers were: - M.C.C.: Towler (2), McIndoe (2), Douglas, Turnbull, Wrixon, Robson. Malvern: Beattie (4), Edwards (2), and Brierley.

SYDNEY - "Australasian" June, 1926.

SYDNEY MATCHES

(By Iroquois.)

Mosman defeated Dulwich Hill (8 goals to 5). This was Mosman's first win for the season. The game was fast, with good passing and catching. Henderson netted first goal for Mosman, who had 2 goals to 1 at quarter time. In the second quarter Mosman again scored 2 goals to 1. Dulwich Hill improved their position in the third term, but Mosman forged ahead in the final struggle. Leechi, Galt, and Thomas were the winners' best in defence, and Clarke and Jackson for Dulwich Hill.

The goal-throwers were: - Mosman. - Harrison (3), Eyrie (2), Henderson, Warg, and Maling. Dulwich Hill. - Pike (2), McGlee, Shortus, and Flannery.

Eastern Suburbs threw 10 goals to nil against Drummoyne, who had a weak team. Nine of the winners' goals were gained in the first half. Eastern Suburbs, playing a defensive game, kept their opponents down to 1 goal in the second. The goal-throwers were:- De Dear (3), Fletcher (3), Cummins (2), Dark, and Beacon. Gray and Young were the losers' best.

In the B grade Mosman I, beat Mosman II. (8 goals to 2); Drummoyne beat Petersham II. (4 goals to 2); Manly beat Petersham I. (5 goals to 3).

ADELAIDE - "Australasian" June, 1926.

ADELAIDE MATCHES

At the end of the first round of the premiership matches, reached on June 12, the positions of the teams in the senior grade are as follows: - Goodwood, with but one lost game, are ahead; Sturt, with one lost game and a draw (with University), next; then come East Torrens and North Adelaide level, with two losses each; University is next, but well behind, having lost four games and drawn one. West Torrens and Port Adelaide, who have lost all their games but one, are at the bottom of the list.

Sturt beat East Torrens by 7 goals to 4. East Torrens had the better of the first quarter, netting 4 goals to 2. In the second term the play was very even. Sturt's defence was just two good for East Torrens, and the scores were evened (4 goals each) at half-time. After unsuccessful attacks by both sides, in the third quarter Hosking put Sturt ahead. Torren's forwards again failed, and the scores were 6 to 4 in Sturt's favour at the final change of ends. The game was marred by rough play in the last quarter. Sturt's best were: - Tonkin, Martin, Selth, and Cook. The most conspicuous for the losers were: - Thomson, Tileman, Clark, Davis, and Symons. Hosking netted 2 goals for Sturt, McCormick 2, Cook, E Selth, and V. Selth 1 each. Pearce scored East Torren's goals.

Goodwood beat University easily (17 goals to 3). The students played well in attack, but the Goodwood defence was too strong for them. The winners' goal-throwers were: - Gordon (8), Neal (6), Phillips (2), and Cocks; and their best players were: - Mackenzie, Gordon, Neal, and Mathews. For University, Morris, Joyner, and Davis scored. Leader, Joyner, and Samuel were conspicuously good players.

North Adelaide beat West Torrens (6 goals to 4). The winners' best were: - Flavel, Hyde, Waddy, and Gillingham; and their goals were thrown by Flavel (3), Hyde, Sutherland, and Steer. Tamlin, Edge, McGregor, and Sloan played well for West Torrens. Trickett, Watt, Edge, and Noblett netted.

In B grade Goodwood I, drew with Adult Deaf and Dumb (8 goals each). North Adelaide drew with West Torrens (5 goals each); Port Adelaide II, beat Sturt (12 goals to 10); University beat Port Adelaide I (2 goals to 1); Goodwood II, forfeited to East Torrens.

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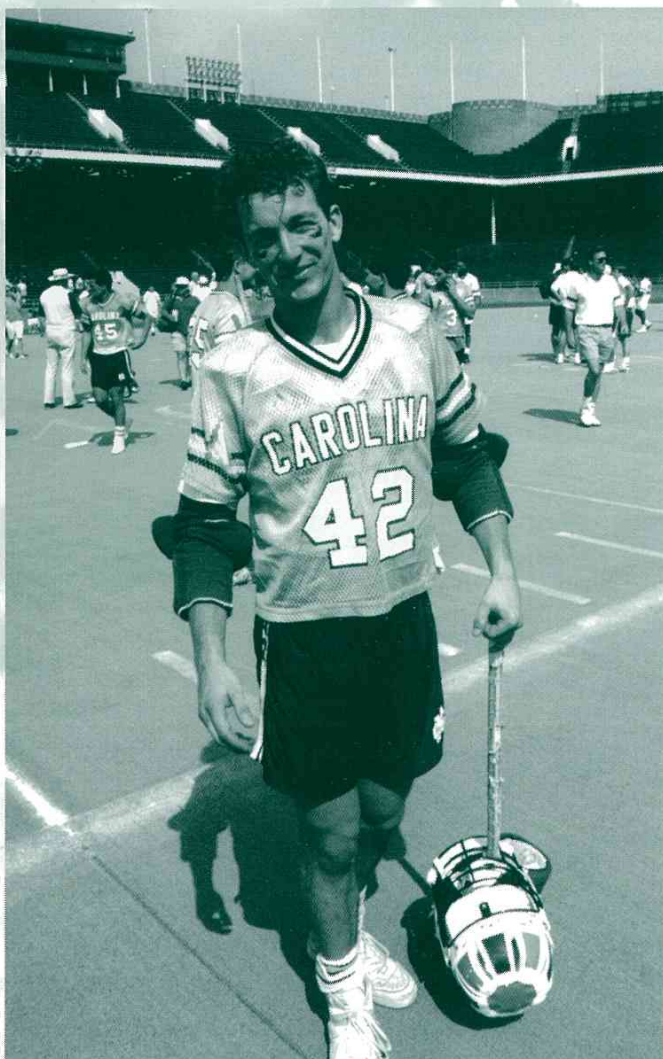
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Have STICK - WILL Travel

Australian lacrosse player Robin Cornish has travelled the world thanks to lacrosse. His father Patrick Cornish, a feature writer with The West Magazine in Perth, tells of the family pride in Robin's achievements.

Robin has been a member of Australian lacrosse teams in 1988, 1989, 1990, 1994 and 1996 and selected in Australian All Star teams in Australian Championships in 1989, 1995 and 1996. He has represented Western Australia in State Junior teams from 1982-87 and Senior teams in 1989, 1993, 1995 (coach) and 1996. He has been a member of the Subiaco Division 1 team since 1986 and attended University of North Carolina in 1991 and 1992, playing in all 16 games for the undefeated Carolina (Tar Heels) team which won the 1991 NCAA Division I Lacrosse Championship.



Philadelphia, May 1991 - after a Tar Heels (UNC) victory over University of Pennsylvania, Philadelphia

GOALS are what most team sports are about. For Western Australian attack/midfield player Robin Cornish, goals mean world travel, as well as the net where he and his team mates have so often landed the ball.

Seven years after his first playing visit to the United States, Robin is there again, lining up with the Capital Club in Washington DC. Among his team

mates are people he played with while studying and playing at the University of North Carolina (UNC).

For me, as a parent, it's great to see young people getting a double dividend from sporting achievement. As well as accolades for team victories and dashing individual efforts, there is education in the widest sense, including seeing new cities and landscapes, and meeting a wide range of

people on and off the field.

In 1982, as a 12 year old student at Perth's Hollywood High School and star of the Subiaco club's junior sides, Robin was selected in the WA under 14 side to play in Melbourne and Adelaide. Now 27, he has made friends through lacrosse in places ranging from New Jersey to Japan - where he and his mates climbed Mt Fuji. At each step along the international way he has extended his range, notably playing for his country in both the 1990 World Series in Perth and the 1994 World Series in England.

The boys of Landon private school in Washington could hardly have a better role model for seeing how a lacrosse stick can beat a path to a wider world.

"I've been coaching at Landon for a few weeks, since arriving in Washington in late March," Robin tells me by phone. "The school is near where I'm living in Bethesda, Maryland, which is

just outside the Washington and District of Columbia border. Many of the boys come from wealthy backgrounds - sons of Congressmen, that sort of thing."

"I've had knee problems, which have prevented me taking the field for as many matches as I'd hoped, but I'm now going to try it with a knee brace. We train two or three nights a week. I'll be with Capital until the season ends on



Vail, Colorado, USA - in action at the Vail Lacrosse Shootout, 1996.

June 15, and have really enjoyed this latest experience. Most of our games have been close, decided by one or two goals either way, some after overtime.

"Some of our players were in our team at North Carolina - the Tar Heels - six years ago. They include Ryan Wade, whom a lot of lacrosse people in Australia would know of."

While visiting Robin at Chapel Hill, NC, in 1991 I saw his team beat the University of Pennsylvania in Philadelphia. The win gave me the

biggest smile since I'd heard, a week previously, that he'd got an "A" for French conversation, underlining his commitment to academic as well as athletic activity.

His liberal arts degree from UNC, and the fact that his company in Perth is called Tar Heel Roofing, are tangible results of his travels that may well endure long after he becomes a spectator rather than a player.

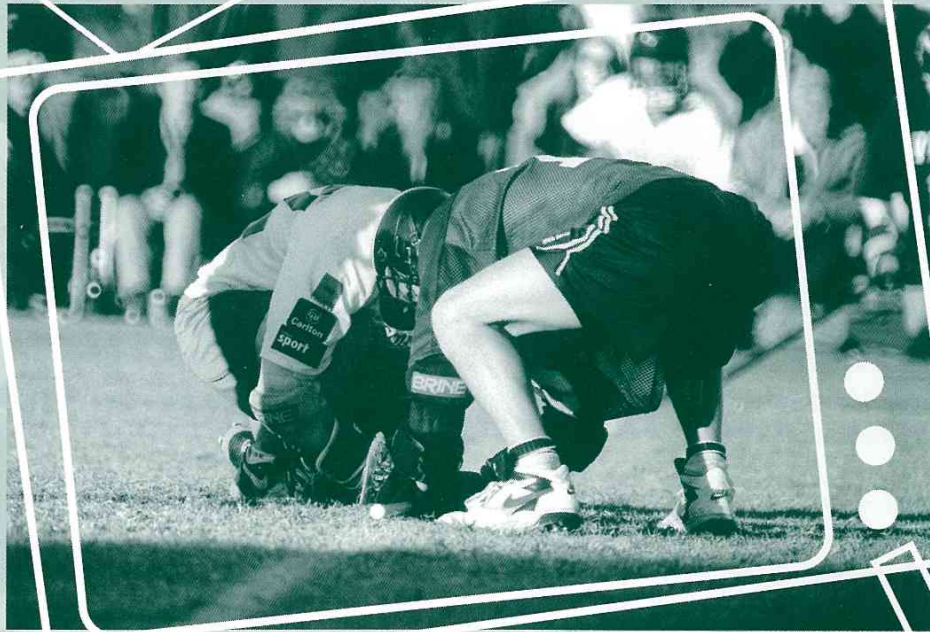
He is hoping to play for Subiaco again, after returning to Western Australia from Washington in June, and of course has his sights on next year's World Series in Baltimore.

His mother, Susan, deserves much of the credit for his early successes, not only by encouraging him directly, but also for the voluntary work she did for his club over many years. My efforts have largely been restricted to cheers, and requests for explanations of rules, during games. Oh, and I've also done a lot of lurking with my camera, sneaking pictures of a player who has never been a publicity seeker. Once upon a time it was a boy, smiling in his first golden Western Australian team shirt. Then, many whistles and midfield charges later, I made him stand still for snaps in Philadelphia, on a fine spring afternoon near the hub of world lacrosse.

Photographers discover what Robin's opponents already know - he's easy to see but hard to catch.



Robin and Patrick at a 27th birthday breakfast, Cottesloe, WA, November 1996



Lacrosse and the Box

In 1995 the Australian Lacrosse Council committed to the establishment of a National Lacrosse League as a key strategy in gaining television coverage for lacrosse. Eric D Jenney works for GTV Channel 9 and is a member of the Surrey Park Lacrosse Club. In this (edited) article he suggests changes to the game which he considers essential to attract television support. The ALC has recognised that changes to the game will be necessary for the National League and your views on the thoughts expressed in this article will be welcomed at "Australian Lacrosse", PO Box 162, Wembley WA 6014.

Thank you for your time and attention. I would first like to thank the members and representatives (Victoria) of the Australian national lacrosse team who volunteered their time in February, at the State Hockey Centre. We were able to try a number of things, some of which will be discussed in detail in this paper. The aim of that day, and of my efforts at GTV 9, were to experiment with certain refinements of the traditional game with the aim of quickening the pace of the game. For three years I have been hammering away at friends who work on Wide World of Sport and Sport Sunday with little or no effect. That is until this year. There has been a

personnel change at the helm of Wide World of Sport, in Melbourne, and she has expressed a definite interest. (This in no way means we are limited to GTV9, or Seven, Ten, etc!) Anne-Maree Sparkman has been kind enough to listen more than once to my passionate, if not fanatical polemics concerning lacrosse's rightful place amongst the world's leading sports. (Above the call of duty, on her part!) Anne-Maree subsequently plays the devil's advocate, and reminds me that in Australia, lacrosse is considered a minor, if not "boutique" sport, where the only people watching are the extended families of the individuals playing. If lacrosse is going to break free of those

insidious labels, and rise to a popular spectator sport, then it must enlist the interest of individuals who have never, and will never lift a lacrosse stick in their natural lives. It must be fast, entertaining and, most of all, easily understood without constant rule explanation. (A statistic that readily comes to mind, is a study done by the marketing firm who represents the MILL (Major Indoor Lacrosse League) in North America; and they found that 60% of the spectators at MILL games had never played one second of lacrosse.)

Apart from subtle refinements to the game, and promoting the sport of lacrosse to non-

lacrosse playing potential spectators, there are other inherent problems with televising field lacrosse. In this time of so called economic rationalism - another euphemism for economic Darwinism - television stations are relying more and more on independently produced shows, ie, drama, sitcoms, docos, and sports events. Major sponsorship plays a key-role in getting a station to televise an event, whether it's the Foster's Grand Prix, the Benson and Hedges Cricket World Cup, or the Kleenex Netball Championships. These sponsors provide the operating and production capital necessary to get a minor sporting event off the ground. Then, and only then, will a major or cable television station come on in and broadcast the event. This way the station does not bear the cost of producing the event, and the sponsor gets to see their names plastered all over the stadium. A match made in heaven. Major sports such as football, cricket, car racing have the spectator interest to begin with, so sponsors are generally crawling over one another's backs to get the gig. Minor sports on the other hand must make it economically feasible for a station to broadcast an event. (Most minor sports have a hard time putting together a sausage sizzle, let alone a television event!) Thus the need for corporate sponsorship becomes a necessity,

more so than eliciting passive indifference from one of a few television stations. Just think back a few weeks ago when the Carlton Football Club handed in their traditional navy blue guernsey for a one-off light M&M blue substitute - blasphemy in the eyes of most mighty Blues fans I have talked to. To demean what some believe as a sacred image/symbol for something so tenuous as approximately \$200,000 might be construed by some as a sad sign of the times, or by others as the economic reality of our times.

Lacrosse Evolution

For me, lacrosse has always been an evolving game. A sport which is able to absorb subtle changes without compromising its intrinsic nature. If the sport is to make the jump towards an entertaining spectator sport with access to and for a television audience, then it must alter some of the basic rules. This is not just my opinion, but the opinion of seasoned television sports commentators, analysts, and reporters. The same people who have witnessed over the years changes to football, gridiron, cricket, basketball, ice hockey, etc. The changes have not perverted or denigrated the game, but have produced a free-flowing game, accentuating all the best

aspects of the game. Lacrosse already has that free flowing dimension, but with the talk of a national league, utilising Australia's best lacrosse talent, just think of the game's potential with a few minor changes.

1. Clearing the ball.

The aspect of lacrosse in Australia which tends to slow down the game considerably is clearing the ball. In the NCAA, the defensive team has 10 seconds to clear the ball outside their own restraining box, then they have as much time as they like to get it into their offensive restraining box. Once inside their offensive restraining box, if they move the ball outside of the box, then they have ten seconds in which to move the ball back into the offensive area. This time rule, moves the game along; the ball tends to be pushed up the field, which creates either fast break situations, or on the other side of the coin, ample opportunities to regain possession of the ball on an effective ride.

2. Technical Fouls

I don't think you could get rid of technical fouls altogether (I'll try my hardest!), but there has to be a re-working of how they are called. I think it slows the game down in a very unnecessary way.



Clearing the ball - should we impose a 10 second time limit ?

ABOUT COMPETITIONS

We are all involved in our own State Championships during the lacrosse season, but we should not forget that every year there are several national championships and tournaments played around Australia. There is also a range of Tournaments overseas which may be of interest. Here are a few:

July 6-12, 1997 : Australian Under 17 Championships/Tournament Sydney, NSW.

This will be the first national competition conducted in NSW for many years and deserves your support by attendance if you can.

The New South Wales Lacrosse Association had a team in the Australian Under 15 Tournament in 1995 (Melbourne) and in the Australian Under 17 Tournament in 1996 (Perth). They will host teams from South Australia, Victoria, Western Australia and two teams from USA - the American Eagles sponsored and organised by Mr Brad Du Pont and the Connecticut Lacrosse All Stars managed by Mr Bill McGowan who has become a regular visitor to our shores.

Games will be played on grounds in Sydney University.

September 28 - October 4, 1997 : Australian Under 15 Tournament Adelaide, SA.

Regional teams from SA (3), Victoria (3), WA (2) and NSW are expected to be participating.

(Juniors are encouraged to make enquiries with their club coaches about participating in these championships/tournaments.)

Mid July, 1997 : European Lacrosse Championships Stockholm, Sweden.

June 29 - July 6, 1997 : Vail Lacrosse Shootout Colorado, USA.

October 30 - November 2, 1997 : Paradise 2000 Lacrosse Tournament Broadbeach Soccer Club, Qld.

Registration notices from:

Paradise 2000 Tournament, PO Box 1090, Caboolture, Qld, Australia 4510.

Congratulations to the Australian Senior Women's Lacrosse Team on winning the Silver Medal in the 1997 World Cup played in Japan.

On major infractions, play is allowed to continue, why not on technicals? Just to hand the ball to the team who eventually came up with it in the first place. (If this has already been discussed, then the refs have to enforce it this way.) An offensive player, in going to the net, steps inside the crease, ball pops out, ref sees the technical infraction yet waits to see the outcome of the mad scramble for the ball (his raised hand means he sees the infraction), the defensive team comes up with the ball and the fast break is on. Beautiful.

3. Faceoffs

The last rule change which may be considered is the faceoff. THE CLAMP. For myself, it's quite simple. I think the clamp is nothing more than withholding the ball. Delay of game....call it what you want. The ball should be in play as quick as humanly possible. I'm sure this will be met with a roomful of chuckles and guffaws, but the fact is if I clamped my stick on top of a ball in play for 2, 3, or 4 seconds, then I could rest assured that the lovely and sober sound of a referee's whistle could be heard in Mildura. The ball should be in play as soon as possible. One law for all!

Television

Last, but certainly not least, are those haunting questions that we ask: "What radical changes will lacrosse endure to gain a wider audience?" Will the game have to be modified to the point that it will no longer resemble the game we love? Will Australia have to take the game indoors, build pseudo-ice hockey rinks, allow ten minute brawls, just to cultivate a larger, blood-thirsty audience? That road is already tried and true.

What I attempted to do at the State Hockey Centre in February were a few experiments, with the help of a camera crew, in modifying the game of field lacrosse. Knowing full well what a television audience responds to: a fast paced, non-stop, aggressive game. I was able to try a few modifications. 1. Time restrictions on clearing the ball. 2. A 30-second shot clock for the offense. 3. No clamps on the faceoff. 4. Modify the fields

to a smaller dimension (crowd the play theory). 5. Fewer players on the field, ie, two attackmen, two defensemen. Or more radical still, as in MILL, five players (plus goalkeeper) per side, without offside rules.

The results were, for the most part, somewhat predictable. The time restrictions clearing the ball worked well. Yet, I found that the 30-second shot clock was superfluous. With the calibre of player playing in an elite national lacrosse league, those good offensive players will naturally go to the cage without the added motivation of a shot clock.

Modifying the field a few metres at the ends and sidelines didn't seem to make a difference, as did moving the goals closer together. My feelings about the more radical modification of playing on a smaller field, with only six players on the field per team, are quite simple. You should then make the logical next step and just build yourself a box-lacrosse arena. Once the general viewing public gets a sniff of Box/MILL lacrosse, they will never give field lacrosse the time of day. Like its close cousin, ice hockey, Box/MILL is made for television and the spectator. Played on a relatively small, compact area, the action is fast and intense. It is hard hitting, go to the cage, all guns blazing team sport. No waiting around for the goalie to walk the ball up the field!

My advice to you as someone who works in television, who knows what people instantly react to, (pulling the right strings is the unofficial term), is that you start building Box/MILL lacrosse arenas. My advice to you as someone who harbours a lifetime love of field lacrosse, who would practically die to protect the game's integrity and traditional roots, is that you come together as a community, synthesise a long term vision of lacrosse in Australia, slowly gain corporate sponsorship (lord knows the government funding is not there), and keep lobbying the major and cable television stations. Once you get the backing of the corporate "dollar", and logo, those TV stations that once ignored lacrosse will sit up and eventually take notice. Funny about that.

*Sincerely,
Eric Dawson Jenney*

1998 WORLD LACROSSE CHAMPIONSHIPS



Warming up - for Baltimore in 1998 !!

1998 WORLD LACROSSE CHAMPIONSHIPS

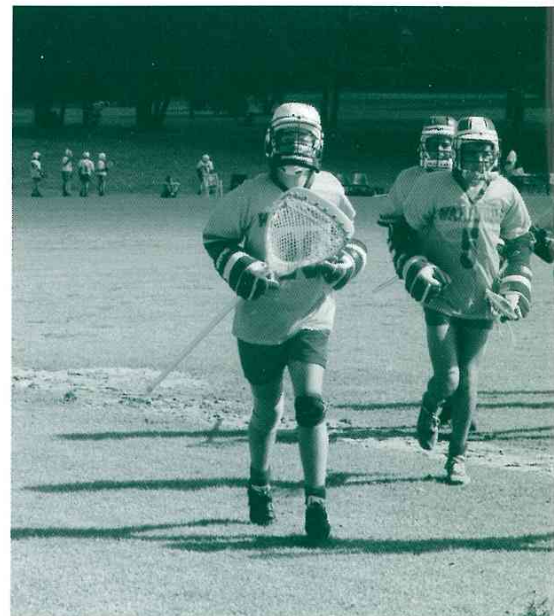
The Australian Lacrosse Team will be "going for gold" at the 1998 World Lacrosse Championships in Baltimore, USA. This is a great opportunity for Australian lacrosse supporters to visit "the home of lacrosse" and throw their support behind a hard-working Australian team.

Baltimore, USA has developed a profile as "the home of lacrosse" and it is Baltimore which will be host to the 1998 World Lacrosse Championships. Homewood field at Johns Hopkins University will have a new AstroTurf surface to accommodate the heavy schedule of 11 teams playing 36 games from July 15 until the final on July 24.

The stadium accommodates 10,000 seated spectators and approximately 2000 standing-room-only fans. Tickets will be available only in "full tournament strips", ie. series tickets and the event will be sold out before the first game starts. The lacrosse population in the Maryland region alone would probably monopolise the event without considering the demand from all over the United States and other competing nations. Tickets have been reserved for Australian Team supporters and these will be a critical component of the Australian Team Supporters Packages which will be promoted with brochures to all State Associations in June, 1997.

The Supporters Packages have been designed to provide maximum flexibility so Australian supporters can design their own tours on the way to Baltimore or at the end of the Championships. The basic components around which the packages are designed include airfare (Australia-Baltimore return but round the world tickets can be used) departure tax, return

transfer between airport and hotel, 11 nights accommodation, reserved seats at the games, Presentation Banquet ticket, Welcome to Baltimore function, exclusive "Meet with the Australian Team" function and team supporters clothing souvenir to make you part of the team.



Warming up - for Adelaide

These packages will be available through nominated travel agents in each State.

Some of the interesting add-on tours include the Great Eastern Cities and Niagra Falls visiting New York, Washington DC, Gettysburg, Buffalo and Niagra Falls in an air conditioned coach with 4 nights accommodation and a professional Tour Director.

If you are just starting to save for this lacrosse trip of a lifetime you need to be saving \$60 every week, **so plan now to ensure you are part of the party.**

The Australian squad has been preparing for this event since the 1994 World Championships finished. Coach, John Denic, is the first Australian Coach to be appointed to coach a Senior Australian team for the second time. With Assistant Coach, Ken Nichols, and a team of colleagues including Glen Revel, Graham Fox and Jeff Kennedy, they plan to reduce the squad to around 32 players after the National Championships, then review players currently in USA after the USA NCAA finals. The team is expected to be selected after a 5 day camp in Adelaide during February 1998.

The coaches have been pleased and impressed with the depth and talent available for selection and those players who have been squad members through this process can be proud of their achievements to date.



in October, 1997 then ?

THE SENIOR NATIONALS 1997

Victoria is the Australian Senior Champion lacrosse team for 1997.

Adelaide is a happy hunting ground for Victoria who last won the Senior Championships in 1994 in that fair city.

The Woodville Lacrosse Club home at Findon Oval played host to the Australian Senior Championship and Tournament and also the Australian Senior Women's Championship at the same time.

In a trial, which has now been extended to 1998, the Australian Lacrosse Council determined that the Senior events would be conducted in May to, hopefully, take advantage of better weather and other factors.

The weather was terrific, making the grass playing surface great for our game.

The competition involves two different events, played concurrently.

The Australian Senior Lacrosse **Championship** involves competition between representative teams from Australian Lacrosse Council Member State Associations - currently South Australia, Victoria and Western Australia. The Championship is decided by a final game played between the two teams which finish first and second after all Championship teams have played each other. Victoria and South Australia played the Championship final game.

The Australian Senior Lacrosse **Tournament** involves competition between the Championships teams (SA, Vic, WA) plus other teams from ALC Associate Member State Associations, other countries, Australian Teams and other developing teams as approved by ALC. It was great to have a team from New South Wales comprising players who are virtually all resident in that State competing in 1997 along with a Victorian Colts team. The Tournament is won by the team which finishes first after all games, except the Championship final game, have been played. Victoria finished on top of the table and so were winners of the Tournament.

Lacrosse is not just about running around a lacrosse field and there were many other activities associated with the nationals or scheduled to take advantage of the coming together of the lacrosse fraternity at this time.

The **Opening Ceremony** was held at 6.30pm on Saturday, May 10, immediately before the first game of the Championship between Victoria and Western Australia.

A **Masters** game was played at 10.30am on Thursday and was well supported by the Over 35s.

The **Australian Lacrosse Council Fellows Dinner** was held at the Unley Community Sports Club (Sturt Football Club) on Thursday night and a large attendance saw Bill Brown inducted as a Fellow of the ALC and heard from Lacrosse SA Historian, Graham Gatley, and Guest Speaker, Jon Johanson (Aviator).

A **Civic Reception** was held on Tuesday at 6 pm in the Woodville Town Hall to welcome the lacrosse visitors. A **Farewell Dinner** was held at the Greyhound Club in Angle Park after the games and this was a combined event with men's and women's teams celebrating after a week of competition.

The **Annual General Meeting** of the Australian Lacrosse Referees Association was held on Tuesday.

The **Australian Lacrosse Council Board of Directors** met from Friday, May 16 to Sunday May 18.

A **Coaching Forum** with Australian Team Coaches, John Denic and Ken Nichols, was conducted at Brighton Lacrosse Club on Friday, May 16.

So it is a busy week for many people.

The organisation of these events is a large project and Lacrosse South Australia (LSA) did a great job with the support and involvement of many people and organisations. LSA Executive Officer, Eric Freeman, and Championships Co-ordinator, Helen Keane, along with the Woodville Lacrosse Club team deserve special mention for their efforts in creating a successful event.

Every Coach is a Teacher



The distance should be reduced between player and coach

Whether you are coaching new players at softcrosse, modcrosse, or lacrosse or a senior State team, this article written by Noel Speck for the ALC Level Two Lacrosse Coaching Workbook provides advice which will benefit your players if put into practice.

Good teachers are aware of the factors influencing learning and plan their sessions accordingly. Several factors need to be taken into account to enable the player to concentrate. The factors can be grouped under two broad headings "attention focussing" and "relevance".

Attention Focusing

Where transmission of information is the coach's aim then:

- a) The player should be squared up on the coach or demonstrator.
- b) The distance should be reduced between player and coach.

- c) Attention focussing formations should be employed.
- d) Physical factors of the area should be taken into account. The Sunday morning training where 30 players sit on the grass, looking up at the coach who manages to stand so that the sun is his halo and shines directly in the players' eyes is poor organisation.
- e) Distractions should be recognised and utilised to maintain players' attention rather than competed against.

Relevance

- f) The coach must first convince the players of the relevance of each exercise or drill so that the player will give it full commitment.
- g) The coach must also recognise that each player is an individual with his own specific requirements and allow time to spend with individuals within the group for both assessing and teaching.

SPECIFICITY OF TRAINING

Lacrosse is made up of some simple and some complex skills carried out at high intensity for short durations 90% of the time, and at high intensity for extended duration 10% of the time. Both conditioning training and skills training should reflect this.

- a) The many sprints in lacrosse are interspersed with jog, walk or seated recovery intervals. The coach must tailor the training dose so that it is close to the game situation. In lacrosse players sprint 8-10 minutes, jog for 30 minutes and walk or stand the remainder of the time. Training needs to reflect these proportions.
- b) The skills of lacrosse are used in a competitive situation and the coach should structure sessions so that the skills are practised at the game speed and under game pressure.
- c) Despite the fact that training should be specific, the coach must use a systematic approach to the teaching of skills and tactics, moving always from the simple to the more complex. Once the basic skill is understood and acquired, then the exercise or drills should be gradually increased to match tempo and pressure.

SELF ASSESSMENT

Coaches should assess themselves and take note of their own weaknesses and plan to counter their own weaknesses by:

- a) Attending seminars and accreditation courses.
- b) Reading.
- c) Reviewing progress.
- d) Utilising assistants in coaching skills, fitness or generally to administer a session.

PREPARATION

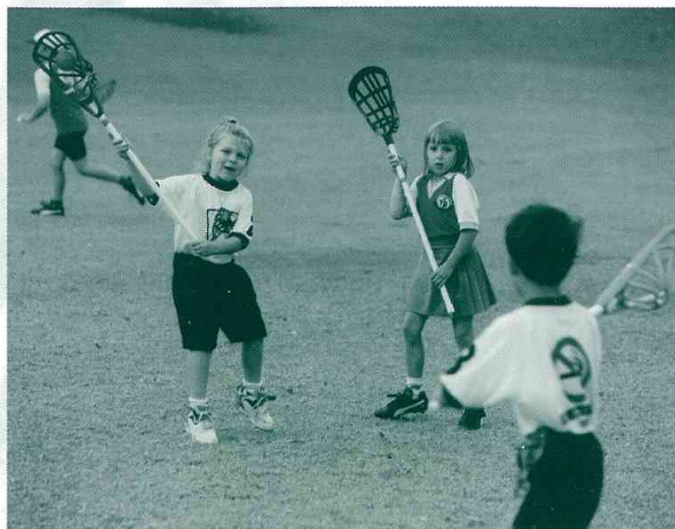
The coach needs to be prepared in advance of each session having his aids and equipment ready. A coach planning for maximum ball contacts for each player each session is obviously going to need more than one ball.

FLEXIBILITY

The coach needs to be flexible, recognising and utilising interest and input from the players. He needs to be able to adapt his planned session to what the players want and still stick to his master plan.

KNOWLEDGE AND TEACHING SKILL

Every coach is a teacher and must identify and isolate the particular points he wishes to teach. He must present the information and skill in such a way or in a variety of ways so that each player will acquire an understanding of the skill or concept being taught. Good teachers provide a variety of practice exercises to teach each skill both in isolation and as a part of an integrated whole. Every coach is a teacher.



Putting the basic skills into practice.

GOAL SETTING

For all of the above to occur, a coach obviously has to have a fixed idea of where he is going. A good coach will review his progress and alter his plans and goals or alter his schedule to reach his original goal, but he has that goal.

Coaches may set goals for:

- a) Short term from week to week.
- b) Season goals.
- c) Longer term goals by planning several years ahead.
- d) Individuals, teams, administrators.

It is absolutely essential that the coach assess where his players are by measuring and recording the points he wants to change. This may be done by questionnaire, observation or physical tests. Only by measuring the starting point and again measuring progress and reviewing progress towards ultimate goals can the coach and players be sure of improvement.

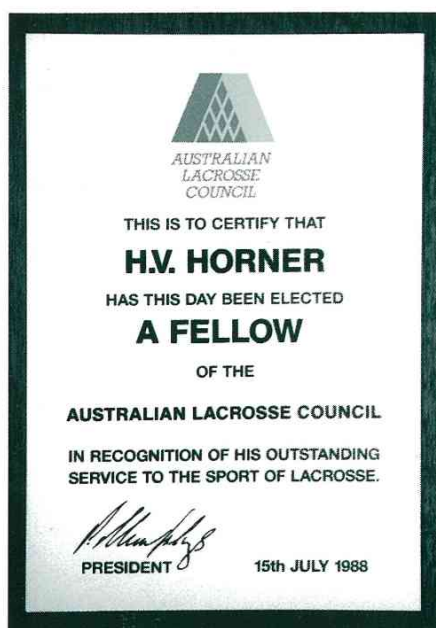
Training organisation is far more than being able to administrate one session so that it is enjoyable and productive and provides training specific to the game situation. Training organisation is done well before the coaching term starts and involves a planned progressing towards a goal where each session is part of that plan.



Line drills - conditioning training and skills training ?

Jolly Good Fellows

A new Fellow of the Australian Lacrosse Council is inducted at the ALC Fellows Dinner held in association with the Australian Senior Championships each year.



There are a wide variety of trophies and awards which recognise the achievements of clubs, teams and individuals in lacrosse. The highest individual award which can be presented in Australian lacrosse is the ALC Fellows Award.

It is ten years since this award was introduced by the Australian Lacrosse Council to provide recognition for people who have provided outstanding service to lacrosse.

After six inaugural Fellows were inducted in 1988 and 2 Fellows inducted in 1989 the guidelines for the award provide for only one Fellow to be inducted each year.

The status of ALC Fellow is well earned with nominees being required to have been recognised with an ALC Certificate of Merit and have given outstanding service to lacrosse in Australia at all levels for a period of not less than 10 years since being awarded the Certificate of Merit. Each nomination must be endorsed by the nominee's State Association or the ALC Board of Directors and to be accepted as a Fellow the successful nomination must be approved unanimously by the ALC Board of Directors.

The Fellow is inducted at the annual ALC Fellows Dinner and is presented with a plaque by the President of the ALC.

ALC Fellows previously inducted are:

1988 (Inaugural Fellows) -	Len Berry, Clive Carr, Don Hobbs, Harold Horner, Laurie Turnbull, Henry Volk.
1989	Terry Allington, Frank Lansbury
1990	Harold Balinski
1991	George Tillotson
1992	Phil Humphreys
1994	Russ Page
1995	Cedric Isaachsen
1996	Ken Forrest
1997	Bill Brown

When the Wembley Lacrosse Club was founded in 1938, Bill Brown was a 13 year old member of the first "D" grade team. He played in junior grade premierships teams in 1941, 42, 43 and 44 and in "A" grade premierships teams in 1953, 54, 55, 56, 57, 58, 59 and 60. He was captain of the 1948 Western Australian Colts team and a member of Western Australian Senior State teams in 1950, 52, 53 and 58.

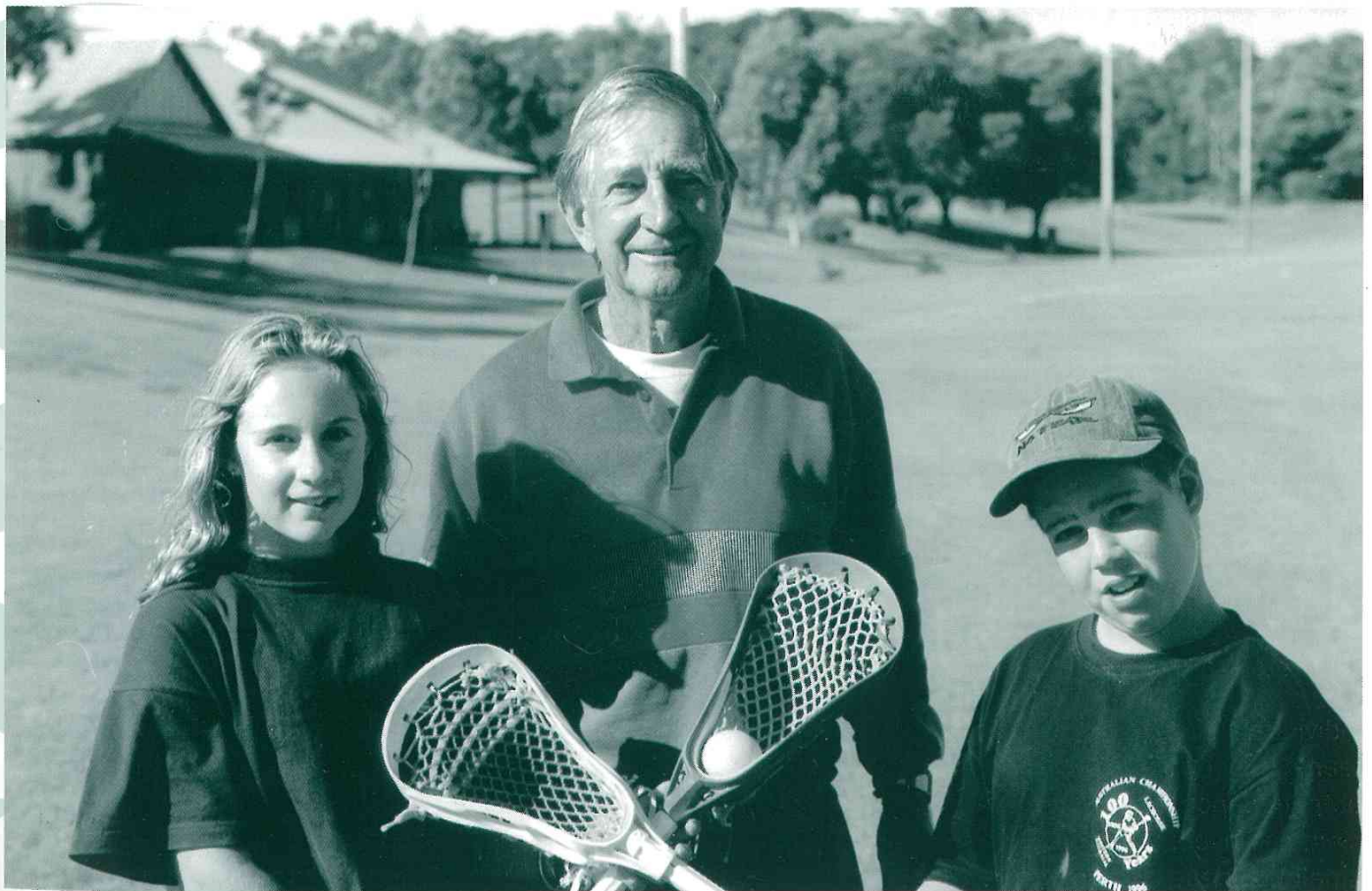
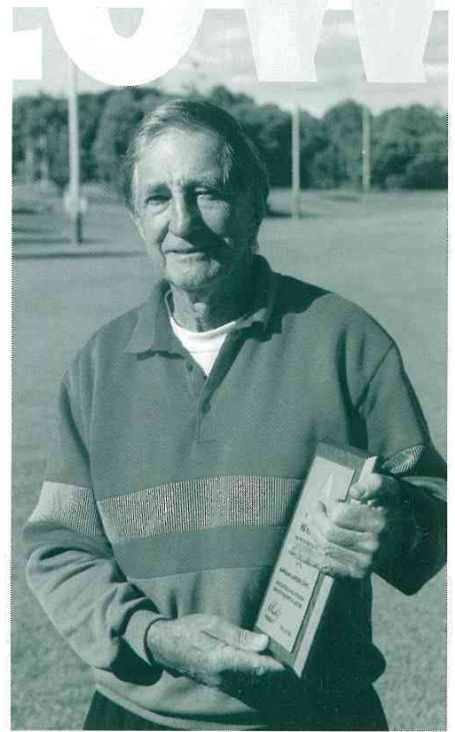
Bill was a selector for the 1956 WA Senior team, Manager and Coach of the 1964 WA Under 16 team, Manager of the 1970 WA Junior team and 1973 WA Colts team. Throughout this period he was also involved in coaching Wembley Club juniors.

In his administrative career, Bill was WALA delegate from 1940-43, Club President in 1960, 61 and Club Treasurer and Editor at various periods. He was WALA Publicity Officer for 9 years and served on committees for a 1958 American Team visit, the 1990 World Series, the 1994 Australian Under 17 Championships and the 1996 Australian Senior and Under 17 Championships. He was WALA Vice President in 1958 and has also served on the WALA Rough Play and Disputes Board.

Bill has also been a referee at all levels of WALA competition including officiating at Australian Junior and Colts Championships. He still serves as a referee for Junior and Masters games.

Bill was elected as a Life Member of the Wembley Lacrosse Club in 1956 and he was awarded the ALC Certificate of Merit in 1957. He was elected a Life Member of the Western Australian Lacrosse Association in 1979 and Life Member of the Australian Lacrosse Referees Association (WA Branch) in 1996.

The commitment and service to lacrosse by Bill Brown over a period of 60 years is celebrated with his induction in 1997 as a Fellow of the Australian Lacrosse Council.



SPONSORS

Who and Where

Sponsorship is important to lacrosse. This article provides advice on gaining and retaining sponsors.

As a general statement, the days of the philanthropic patron are over. Whilst there is invariably some affinity or link behind the great majority of sponsorships, business people today more than ever consider sponsorships with specific strategic and marketing objectives in mind. Of course there will always be a place for sponsorships borne out of community interest or personal involvement but, more likely final decisions today will be based on hard-nosed commercial considerations.

The Australian Lacrosse Council and State Associations will find potential sponsors in major industrial and commercial sectors where the competition for limited resources is extremely fierce, and where direct commercial or strong personal interests are of importance.

Individual lacrosse clubs and teams may be more likely to find potential sponsors in purely local circumstances; the successful small business, the service station proprietor, the publican or the branch of a national

organisation with funds for the local community good.

No matter which case, the first and cardinal rule of sponsorship is that a structured and professional approach is crucial in attracting commercial investment to sport.

ALWAYS COUCH YOUR APPROACHES IN TERMS OF WHAT LACROSSE OR YOUR EVENT CAN ACHIEVE FOR SPONSORS, NOT WHAT THEIR SUPPORT CAN DO FOR YOU.

Commerce and industry consider sponsorship for three basic reasons....

1. To advertise and promote, directly and indirectly, their product, brand or company name and service;
2. To become involved in a local community where a business may have staff or customers; and
3. To support specific

personal interests in lacrosse.

Media exposure and **publicity** is almost always the prime objective, principally through television but also via national and local newspapers, and in specialist publications and radio.

The **image** of a company or its products can be enhanced through association with complementary high-stature events. Properly promoted, direct association of the sponsors products or services can, by example, stimulate awareness and ultimately sales action among participants or enthusiasts of lacrosse.

Ill-matched combinations of sports and sponsors are invariably short-lived and counter-productive to proving and demonstrating to commerce that lacrosse sponsorship is good value for money.

Community or employee interests are another important sponsorship potential. Many businesses want to support

community events; some because managers or executives are themselves local, or simply because the branch operation of a multi-national organisation wishes to become integrated and accepted in the community.

Personal interests of company executives or managers should never be underestimated. There are many instances of successful sponsorships arising from a businessman or woman's interest in bringing together work and recreation.

NO MATTER WHAT THE REASON FOR THE SPONSORSHIP DECISION, THEY MUST BE GIVEN VALUE FOR MONEY.

Quantifying the returns and benefits achieved is often very difficult if not impossible, but if the progress of the sponsorship has been administered efficiently and professionally, with all undertakings satisfied, and the sponsor treated as a VIP, he or she will be well on the way to renewing the sponsorship, convinced that the involvement was worthwhile.

SPONSOR WHAT?

What does lacrosse offer the prospective sponsor?

Special Occasions and Events such as finals, premierships competitions, special competitions, visiting teams, national championships etc lend themselves to particular sponsorship. They are able to

be easily identified and the more prestigious and visible the better the chance of sponsorship.

The guarantee of television coverage, live or recorded, or major radio and press involvement, is certain to interest potential sponsors. Television coverage puts events into the first division of revenue-earning capacity, the more so when a company or product name can be

built into the event's title. Although resulting titles may be somewhat ponderous, this type of co-operation is an integral part of providing commercial interests with what they need and of lacrosse meeting its part of the commercial bargain.

Attracting sponsorship money is one thing, attracting television coverage is another. Your event, of course, must be visually appealing and attractive to the TV producers. Sports coverage is planned months, and in some cases years, in advance. The earlier the warning of a special lacrosse event the more chance you have of interesting television networks. And you will generally have to have your media coverage arrangements in place before seeking out a sponsor.

Borderline events may require you to consider a special underwriting arrangement with the television station.

When considering events it is important to spell out the other facilities and benefits being offered to the sponsor.

“Many businesses want to support community events”

“Your event, of course, must be visually appealing and attractive”

- How much arena and perimeter advertising space is available?
- Will there be a programme and how much advertising will the sponsor be allocated?
- Will there be a PA system and, if so, can you include sponsor announcements or commercials?
- Is there to be a press conference to announce the event?
- Will you use or create special stationery?
- * Is there to be a launch function?
- Can the sponsor have some input to the official guest lists?
- Can the sponsor's senior representative help with the awards presentation or coin-toss?
- Will VIP guests be under cover, seated or standing?
- Will there be amenities for sponsor hospitality?
- Will blocks of tickets be available free for staff, customers and guests?
- Will the sponsor be able to host or be at the top table of celebration or award ceremonies?

Event sponsorship, as in all other forms of sponsorship, should be budgeted carefully so that the sponsor knows exactly what the sponsorship does and does not include. Try to incorporate as much of the direct and indirect costs into your

budget as possible, and where necessary, highlight those areas that are to be at sponsors cost.

Of course, you should always include a margin for administration and other hidden costs, as well as a fair margin for a profit contribution to general funds.

Teams and Clubs competing in international, national or even local competitions can offer opportunities for prolonged exposure of company or product names and it is increasingly common to include a sponsor's name in team or club titles.

Successful performances make sponsorship more attractive, but even teams languishing in a lowly position may find a sponsor with a keen local or lacrosse interest anxious to help it to better fortune through his support.

Individuals can be sponsored in many ways; through equipment, clothing and transport deals, employment opportunities, scholarships and grants or through financing attendance at training courses.

Facilities. One of the most practical forms of assistance with sporting facilities is through loans for new or improved facilities. In some overseas countries it is not unusual to find examples of corporations providing sports and leisure centres for use by employees and the public. Premises named after an organisation, a company or a product are a long-time reminder of commercial support.

Training and coaching activities offer many benefits to sponsors.

Skills Development Schemes can help to raise individual competitive standards at all levels of lacrosse. The commercial benefits to sponsors can be considerable in being associated with a fast-growing and popular sport.

Sponsorship's part in increasing exposure for lacrosse will in turn lead to enhanced prestige for the sponsor.

Funds can be used to produce training films, coaching manuals and other materials which can promote company logos or sponsorship messages.

National or State teams with well-known personalities can help to attract sponsorship funds for preparation and training programmes.

Specific training and development programmes can be established with the help of companies anxious to assist promising young lacrosse players.

Corporate sponsorship is possible with selective packaging of benefits and resources at the disposal of the association or club. Perimeter advertising, clubhouse honour boards, fixture books, annual reports, newsletters, stationery all provide excellent opportunities to carry sponsor references. Plaques, specially embroidered clothing or uniforms, attendance at special functions are other options. Preferred supplier status can often be quantified and incorporated into a special sponsorship arrangement.

Other Help. Apart from events, teams, individuals, facilities,

coaching and corporate sponsorships there are many other examples of worthwhile sponsorship assistance including use of premises or office services; receptions, dinners; equipment discounts; gifts for prizes; assistance from sponsor's professional staff; job opportunities; transport, travel facilities; etc etc.

In almost all of the foregoing examples, further opportunity to meet your side of the commercial arrangement is possible through offering the sponsor access to venue signage, newsletter advertising, fixtures advertising, clubhouse honour boards, sponsorship plaques, end-of-season prize givings, product preference undertakings, etc etc.

SECURING THE DEAL

Be a good listener. By knowing what a sponsor needs, lacrosse organisations will be in a better position to prepare the right kind of package to clinch a deal.

But who do you approach, and how? What companies should you contact? Identify your target. Look around for locally important or successful businesses. State operations of national or international companies, financial institutions, banks and, indeed, any major commercial concern are worth approaching, provided you feel confident that you have something of specific interest. Above all else, establish whether or not you can be introduced by a friendly third party person.

Personal contacts are vitally important and so, too, is identifying specific sporting interests of key management figures.

"The commercial benefits to sponsors can be considerable"

Be aware of current marketplace activities especially where fierce competition for market dominance or share is concerned. Identify new companies opening in your area with either sales or manufacturing operations, which might wish to be established quickly.

Has the company sponsored a sport or an event before? Is the business activity compatible with lacrosse?

- A sunscreen lotion manufacturer would be more interested in water sports than lacrosse, for example.
- A soft drink or juice manufacturer would be more likely to support under-age lacrosse than adult events.
- A health insurance organisation would rather support an event for school leavers than for masters.

Be innovative and flexible. The potential sponsor needs to be sold the event on offer and organisations must be flexible in matching lacrosse needs to the commercial interests of the potential sponsor. Be prepared to alter dates, timings, venues and other plans. The sponsor may know very little about lacrosse, so a thorough brief is important. Within reason, be prepared to negotiate on your opening asking price. Take nothing for granted.

Be early. Too many make last minute approaches, frustrating their hopes and leaving potential sponsors unimpressed. Most companies plan budgets at least six months before the end of their current financial year, which could be any month, but more

usually, June or December. Even a year is short notice in many cases. The earlier the approach, the greater the chance of a fair hearing - and of success. If the answer is no, there is still time to canvass other sponsors.

Find the right person. The Chairman and Chief Executive might be the figureheads and their tacit support might be crucial, but sponsorship issues are more likely to be handled by marketing, sales or public relations departments. Many companies employ independent public relations consultants, and others have charity or public affairs committees or even sponsorship departments. Identify the right person - a phone call can take care of that - and make sure you have the proper designation and the correct name spelling. Never leave "return my call" messages, but be sure to let the secretary know that you have called.

Anyone who does not trouble checking such basic facts is as likely to miss important details in broader organisational work - and would hardly inspire the would-be sponsor's confidence.

Face-to-face meetings are best, however if all else fails most potential sponsors are happy to discuss broad principles and requirements by telephone. Follow through with a careful and well-presented typescript proposal of your offer and what you have identified as the sponsor's likely return. Write individually to each potential sponsor.

No matter how small the sponsorship, give it the full first-class treatment. If your presentation does not reflect an

organisation that knows what it is doing and where it is going, you can hardly expect to be successful. Be prepared to invest at this early stage.

NEVER SEND A HANDWRITTEN OR DUPLICATED NOTE

Be totally thorough and list the likely benefits to the sponsor. Be honest and realistic because the sponsor will be able to assess these better than you.

What is the purpose of the event? Is there any connection between the sponsor, the product and the activity?

Do the images of lacrosse and the sponsor complement each other?

Append a full but brief description of your organisation, including numbers and type of membership, rate of development, affiliations, successes etc.

Be prepared to commit to a fair and reasonable assessment of the value of the sponsorship required or details of in-kind help or support. Do not under-sell, but do not be greedy. Allow for administrative expenses and if you feel the market can stand it, some fixed profit contribution. Be flexible, but do not gamble on an inflated and unrealistic opening price; you may not get to offer a second bid.

Include press cuttings indicating past successes.

Detail any television contracts or undertakings. Indicate whether or not there are opportunities for direct commercial involvement within the TV coverage.

Can the sponsor's staff become involved?

Be candid about other sponsorship agreements but never play one potential sponsor off against another.

Indicate where the sponsor can find out more about your association or organisation and put yourself out to give him the additional information he might require.

Invite him to meet your people and inspect your premises and facilities.

When you do cross the threshold of his business, be prepared and rehearsed and present your case simply, authoritatively, confidently and unashamedly. Don't overwhelm him with numbers, your deputation should consist of the minimal number of essential people.

Never get involved in internal arguments in front of a sponsor. Resolve problems before or after, but never during meetings.

Make your sponsor special. Do not let a sponsor feel just one of a number, or second or third choice. Sponsors do not like to be treated as the second choice backer of an event rejected a week earlier by another company.

THE COMMERCIAL RESPONSIBILITY

The cardinal rule of sponsorship (and the one most often overlooked or broken) is that the association or club must not forget about the sponsor after receiving the cheque. Agreeing a deal is only the start, not the end of the relationship. Work hard, and it is hard work, to look

after the sponsor's interests.

Never promise what you cannot fulfil. If an event will not attract a large audience, be honest. A small turn-out can insult or embarrass a sponsor, and media criticism of poor support, or of the quality of competition, will cause irreparable harm to the relationship.

If last minute problems arise, affecting the level of crowd or publicity previously promised, for example, tell the sponsor immediately.

All dealings should be as professional as possible and the sponsor's name should always be in the forefront of your thinking. As many public mentions as possible should be made of the sponsor, especially in press and television interviews.

Keep the sponsor informed. Try to answer questions before they are asked. Always supply plenty of copies of programmes, entry forms and other information about events and activities.

At events, company executives should be treated as the VIPs they are. Ensure they are properly looked after, assign a key person to look after guests.

Even business tycoons like to be introduced to well-known sporting personalities and in turn to be able to introduce their suppliers or clients.

Try to meet all requests for publicity opportunities and encourage competitors to assist in attending media functions, photo-calls with the managing director, etc. The publicity achieved will be to the benefit of

lacrosse and the sponsor.

Nominate a liaison official for all dealings with the sponsor. Everyone on the lacrosse side should keep the liaison official fully informed about all other sponsorship dealings. This "account manager" should be available to meet the sponsor during working hours.

An internal publicity official should be designated to work closely with principal organisers, the sponsor and his publicity department and specialist trade or sports journalists and publications.

Be sure there is no ambiguity in describing what the sponsor is supporting. If a business believes it is sponsoring a national championship and ends up with an inter-club game, the result will be disastrous. If dealing with a number of sponsors, ensure that all know about the others and that there is no clash of interests.

Keep your sponsor. Seek to enter into a term contract of, say three years, and encourage your sponsor to become involved, thus providing both sponsor and lacrosse with the continuity that will benefit both. Be prepared for annual reviews to keep you and your organisation on its toes.

COMPLACENCY CAN LEAD TO CATASTROPHE

MULTIPLE SPONSORSHIP

Multiple sponsorship can be both useful and hazardous.

The cake has to be very large before it can be cut in this way.

Considerable skill and ingenuity are required to devise the essential ingredients, and it is generally in the broad corporate sponsorship area that multiple sponsorships work best.

In large events, sponsors should all receive a realistic return on their investments and must not be placed in competition with one another.

This can be achieved by parcelling out clearly distinguishable sections of the event or activity. Some events may warrant a principal sponsor, but each game could be sponsored separately, with the prior agreement of that principal sponsor.

Be very wary of trying to service and accommodate multiple sponsors from within the same industry group. As a general rule it will not work.

A BRIEF CHECK-LIST

Sports sponsorship is the only team game in which both sides can win, **but be aware of the responsibilities.** You are entering into a commercial relationship and you must give value for money.

Give your presentation a "first-class" look. Nothing has ever suffered from a good first impression. Talk in terms of sponsor benefits, not your needs.

Be totally thorough and ruthlessly honest. Write and re-write your presentation. Cover everything

and do as much for the sponsor as can be reasonably expected of you. Don't promise what you cannot give nor claim what you cannot support.

Observe all of the standard business etiquette. Always keep in mind that you are the applicant.

Talk with the right person and be sure those with whom you discuss sponsorship have the responsibility to enter into agreements. Some organisations have been misled by junior executives into believing that sponsorship deals have been agreed when in fact they had to be referred to boards for confirmation.

Be flexible and agree all deals in writing, but never forget that whoever pays the piper calls most of the tune. Detail the payment terms and be sure to render invoices in time for accounts department processing.

Impose and insist upon a process of mid and full-term reviews. Make sure the sponsor understands lacrosse and share its successes and its problems with him. Involvement is one of the key satisfaction factors.

Set your internal responsibilities and particularly agree responsibilities with the sponsor in dealing with the media.

Maintain the integrity of your relationship by preparing an honest appraisal and report of the sponsorship at the end of the event or period. Note

adherences, departures and variations to the original agreement.

Use sponsorship income as an extra finance source but never rely on it for basic club or organisation revenue. Subscriptions, enrolments, grants and allocations, supporter or coterie groups fund raising should provide all of your basic income requirements.

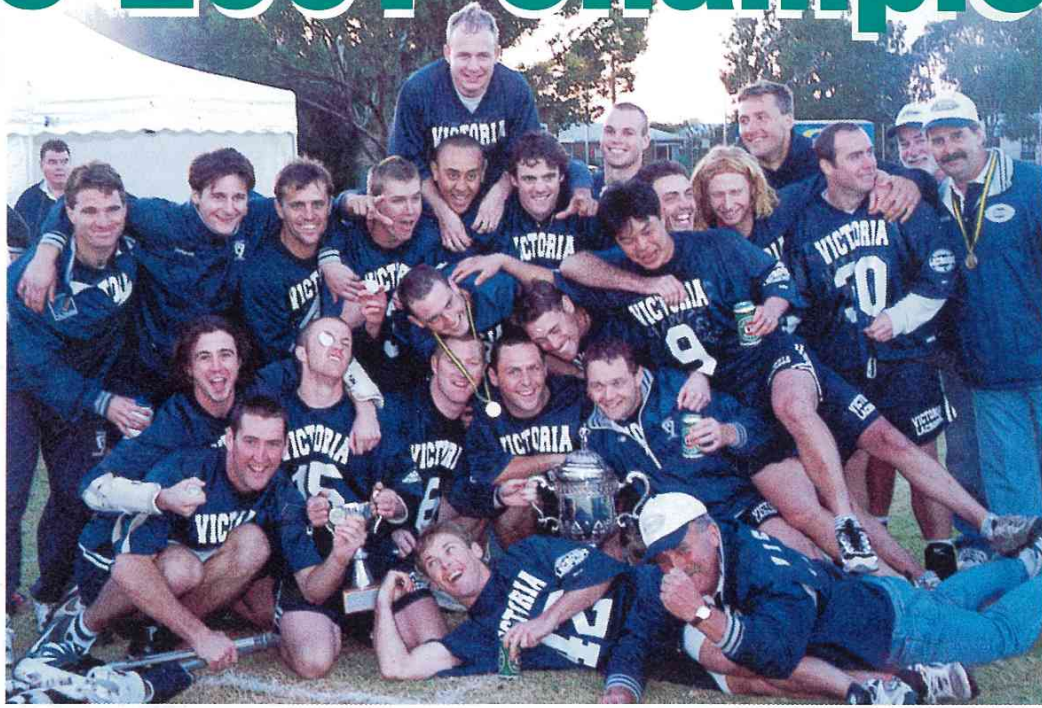
Always remember to include an allowance for administration and general overheads in your costings. Phone calls, facsimiles, stationery, couriers etc can run up substantial costs at the end of the day. Unless you have made a conscious decision to only cover above and/or below-the-line costs, apply a fair margin of profit requirement to your costs.

It is not possible to over-service a sponsor, but perhaps your objective should be in trying to achieve this "impossibility". Put yourself out to co-operate with a sponsor and **ALWAYS AIM TO GIVE GOOD VALUE FOR MONEY.** Try and find at least one opportunity to give the sponsor an extra benefit outside of the agreed arrangement.

Never take the sponsorship for granted and seek confirmation of renewal in sufficient time to allow for a replacement sponsor if required.

Never forget one of the most overlooked courtesies of sponsorship....say thanks at every opportunity. And remember, it's just as important at the end of a sponsorship as it is at the beginning.

The 1997 Champions



ON-FIELD RESULTS

Australian Championship

Game	Matchup	Team	Score	Score	Score	Score
Game 1	Victoria vs. Western Australia	WA	6	7	11	15
		Vic	3	10	12	14
Game 2	Western Australia vs. South Australia	SA	2	5	8	10
		WA	1	3	4	5
Game 3	South Australia vs. Victoria	Vic	3	7	12	15
		SA	6	8	8	10
Final	Victoria vs. South Australia	Vic	4	8	13	19
		SA	7	12	12	14

Quarterly Scores

Australian Tournament - Championship Games plus the following:

South Australia vs Victoria Colts	SA	6	13	16	24
	VC	2	2	3	5
Victoria vs Victoria Colts	Vic	3	10	22	29
	VC	0	1	1	2
South Australia vs NSW	SA	6	12	21	37
	NSW	0	1	1	2
NSW vs Victoria Colts	VC	4	9	18	25
	NSW	4	5	6	7
Western Australia vs NSW	WA	11	19	28	45
	NSW	1	4	6	6
Victoria vs NSW	Vic	10	18	26	42
	NSW	2	2	2	3
Western Australia vs Victoria Colts	WA	6	11	14	21
	VC	0	1	4	5
Tournament Winners	Victoria				

AWARDS

**Australian Championships
Australian Tournament**

**Best Player
Best Player (Tied)**

**Greg Larwood (SA)
Murray Keen (WA)
Robert Lawson (SA)**

All Stars Team

Robert Lawson, Steve Reppucci, Greg Larwood, Peter Inge, Tony Sellan (SA).
Matt Schomburg, Aaron Stubbs, John Brewer, Murray Keen (Captain) (WA).
David Spreadborough, Greg Moore, Terry Sparks, Darren Gibson (Captain) (Victoria).