of Carlton E

JULY 2013 NEWSLETTER NO 15



LEFT TO RIGHT: WOC PRESIDENT JUDY MULLEN, CFC COACH MICK MALTHOUSE AND CFC NO 1 FEMALE TICKET HOLDER VIVIENNE KERR.

WOMEN OF CARITON

PRESIDENT'S MESSAGE

Dear All,

This issue coincides with AFL's Women's Round which was marked with an AFL-sanctioned women's match as a curtain raiser to the Demons versus Bulldogs game on Saturday 29 June at the MCG.

Women's Round is a great time to celebrate the contribution of women across all areas of the game, from playing to administration to supporter groups like Women of Carlton (WoC). As the official female supporter group of the Carlton Football Club we have 300 plus members, 70 of whom represent WoC as ambassadors. A recent study on why women become supporters of Australian Rules football revealed that women become fans because of the strong social ties they have with people who are current supporters either through family or later in life through others who entered their networks.

Our story on Renee Costa's family confirms the strong family ties women have to the Carlton Football Club. I know many of you have interesting stories to tell on how you became a Carlton supporter. The most important reason members give me for belonging to Women of Carlton is to strengthen their connection with the Club at all levels including the board and administration, coaching staff and players. We do this through sponsoring players and hosting social events with coaches and players in attendance.

AFL is a stand out among sports because of its historically high proportion of female spectators. Approximately one half of at-ground spectators are women, which is significantly more than in other football codes. Whatever the reason you have for loving footy and being part of the membership of a proud club such as Carlton, we hope you continue to get great enjoyment from your support of the Navy Blues.

Best wishes,

Judy Mullen

PROUD SPONSORS







An exciting new supporter initiative has been introduced to the Carlton Football Club in 2013 - Young Carlton Professionals (YCP). YCP is a networking group aimed at attracting emerging business leaders who support the Carlton Football Club. The aim of YCP is to facilitate business networking opportunities for its members as well as providing benefit to the Club by having young emerging business leaders take a more active involvement in Carlton.

It is fantastic to see that three of the five members of the YCP Executive Committee are females. Georgie Austin is a Senior Associate in the litigation practice group at Corrs Chambers Westgarth lawyers. Georgie was born into the Carlton family - her father, Rod, played 220 games for Carlton in the 1970s and 1980s and has passed on his love for the Club to his children. Amanda Jolson (Smorgon) is a lawyer in Minter Ellison's Insurance and Corporate Risk practice group. A born and bred Carlton supporter, Amanda's family has been involved in the Club for many decades, with her grandfather being the number 1 ticket holder and her father an ex-President and Board member. Jessica Newton has been working in the property development industry for eight years and is currently a Development Manager at FKP Property Group. Jessica has been a strong Carlton enthusiast since childhood and her father, Richard, is currently a Vice President of the Club.

YCP hosted its launch event at Visy Park in March, with more than 160 young professionals in attendance. Stephen Kernahan, CFC Board Member Ryan Trainor, coaching staff and players spoke at the Official Launch, with Andy Maher as MC.

YCP's next event is a cocktail function hosted by Jeanne Pratt, AC, at Raheen on 2 July 2013, with guest speaker Mike Fitzpatrick. The final YCP Event for 2013 is a Business Breakfast to be hosted at PricewaterhouseCoopers on 23 August 2013.

Further information about YCP can be found in the coteries section of the CFC website and at the YCP Facebook page https://www.facebook.com/YoungCarltonProfessionals.

If you have any questions, please email the YCP Executive Committee at ycp@carltonfc.com.au

COMING EVENTS

SPIRIT OF CARLTON CAPTAINS' LUNCH

Thursday 8 August Grand Hyatt 123 Collins Street Melbourne

Rub shoulders with the best captains of all time at this year's Spirit of Carlton lunch. Carlton's greatest captains, together with former players and all members of the current playing list, celebrate our history in a not to be missed leaders lunch. All money raised will be donated to the welfare of players past and present. For bookings please contact Membership Services on 1300 227 586.

DINNER WITH THE BOYS

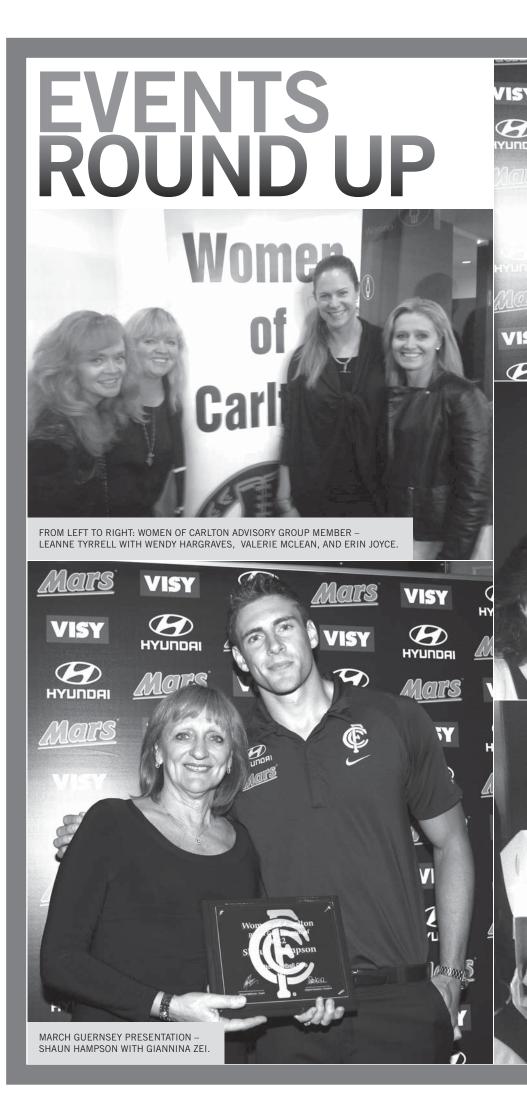
Jarrad Waite and Shaun Hampson

We are currently finalising a date for the most popular event on the Women of Carlton calendar. You will receive an invitation to this member-only event shortly. We encourage you to book early as Dinner with the Boys is always a sell-out. Contact Chris Argent for further information.

CHAMPAGNE FOOTY

Saturday 3 August Private Dining Room Etihad Stadium

Join fellow WoC members and guests in the Arena View Room to watch the Carlton versus Fremantle game from 6pm. A cocktail menu will be offered. Details to follow or contact Chris Argent at CFC.









MARCH

Guernsey Club presentation

Renee Costa, Giannina Zei and Helen Sheridan represented WoC at the guernsey presentation dinner at Crown in March.

APRIL

Geelong v Carlton 13 April Etihad Stadium Premiership Lounge

Four Arena View Room (AVR) package members Marlene Green, Beverley Hamilton, Vonnie Henderson and Vicky Madytianos represented WoC at the guernsey sponsors' match day lunch.

MAY

AVR Match Day lunch 19 May Private Dining Room

Chris Yarran held the floor at the recent Women of Carlton lunch.

Yarran was a special guest speaker at the lunch, held at the Arena View Private Dining Room in the lead-up to the Blues' round eight clash with Port Adelaide.

Forty Women of Carlton members including Chris Judd's mum Lisa Engel and Lachie Henderson's mum Vonnie were among the VIP guests.

Yarran offered insights into life at Carlton, and took questions on his career as well as life outside football.

JUNE

Elaine Nibbs' birthday

Women of Carlton ambassador Elaine Nibbs celebrated her birthday in the Arena View Room on June 14. Elaine is a dedicated Blues fan who travels from her home city Hobart to attend most matches in Melbourne and events held by the CFC and Women of Carlton. Happy birthday, Elaine.



FOUR GENERATIONS OF FAMILY SUPPORT FROM WOMEN OF CARLTON

Of the many who've committed countless time and boundless energy to the Carlton cause over the years and indeed the decades, few can truly compare with the four female family generations over which Ida Sardi presides.

Members of the clan – ranging in age from three and a half to 77 – can lay claim to a collective total of 160 years as paid-up Carlton Football Club Members – the first of them the matriarch Ida, who as a five-year-old in 1941 parted with her pocket money for the privilege.

Ida, whose two older sisters were born in the Treviso region of Northern Italy (the area from which the mother of Anthony Koutoufides hails), was born and raised in Carlton's Palmerston Street – not far from the famous hotel eatery the Clare Castle. She remembers that a family friend first led her and twin brother Elio on the blue-brick road to Princes Park of a Saturday afternoon, in what became a regular winter occurrence throughout their childhood years.

For Ida, the likes of Bob Chitty, Sergio Silvagni and Vin Waite made an indelible impression along the way, as she and her loved ones together savoured the many home and away and finals triumphs that truly set Carlton apart.

Little wonder Ida's granddaughter Renee Costa took the liberty of recently contacting the club to trumpet the family cause – which demonstrates the unbridled love of women for Carlton and indeed the game itself.

"My grandmother lived in Carlton and members of her family are all Carlton

supporters," Renee explained. "In the years that my Nanna has been a Member she's rarely missed a game and she organises her calendar around the matches.

"In the 72 years that Nanna has been a Member she has carried the love of the Carlton Football Club to the women who succeed her – starting with her daughter (my mother Giannina Zei) who has been a member for 53 years. Together they attended games, slowly but surely accruing other friends to come along."

In terms of her own involvement with the old dark Navy Blues, Renee admitted she had no real say in the matter. As a two-year-old toddler she was dragged kicking and screaming to Princes Park and almost anywhere else the Blue Boys took to the field.

Today, history repeats . . . and try keeping Renee away. Of a weekend, she accompanies her own three-year-old girl Scarlett to the games armed with the ticket Nanna bought her the day she was born. Renee also reminds us that she and the little one featured in the club's 2009/10 membership campaign when Scarlett was just four weeks old.

"Of course we are all members of Women of Carlton, attending many of the Carlton functions and events," Renee added.

"We now have a group of 13 getting along to the games each week with reserved seating, all sitting together cheering on our Blue Boys. But we don't limit ourselves to just home and away games in Melbourne. I can't manage to count how many times we've travelled interstate as a group to support our Blues ... "

Renee is of the view that her own family's story truly reflects the standing of women in football and their substantial bearing on the overall building of the great Australian game.

"When you think about it, women are the backbone of the game at junior level. They are the support to their sons and usually the transport to and from Auskick and junior games," Renee said.

"Generally women are the support behind the club and are involved in the fundraisers and also in the canteen on game day, along with washing club jumpers and cutting up the oranges. Without these women supporting their sons and the clubs they play for, some of them may not have become the footballers they are today.

"It's terribly critical that the AFL, along with the clubs, continue to openly acknowledge women in the game at both a support and playing level. The AFL needs to ensure that the Respect and Responsibility policy is promoted and encouraged across the league."

Renee's reasoning in telling her family tale is truly noble. As she said: "It's important to highlight the incredibly dedicated female supporters amongst the Carlton Members who need to be recognised and honored in true Blue fashion.

As she said: "Four generations of female support initiated by my amazing Nanna and her love for the Blues is something that is rare and should be cherished".