

JAMES HIRD

ACADEMY

WELCOME MESSAGE

Hello and welcome to another edition of the James Hird Academy newsletter! It has been a very busy and highly enjoyable few months, with a number of successful events being held, and some significant achievements by many of the boys on the field.

Our first official event for the year was attending the Essendon vs. Richmond "Dreamtime" game at the MCG where the boys watched the Bombers run out 17 point victors, and finished the night in the changerooms after the game watching the team belt out the theme song.

A few weeks later, Jett Bewick and his father Darren were special guests of the Diamond Dons at their pre-match function before the Essendon vs. Sydney game at Etihad Stadium, where they conducted a highly entertaining Q&A session. This was also a great opportunity to provide Essendon members and supporters with an insight into the James Hird Academy, and the range of initiatives the football and recruiting departments are undertaking to ensure we create a culture of sustainable success.

Also in June, we held a function for the Baby Bombers and their families before the Essendon vs. Western Bulldogs game at Etihad Stadium, followed by almost 20 youngsters making a guard of honour for

the team as they ran through the banner. The evening was very well attended, with almost 50 people attending including many of our recent Premiership players.

And finally, at the start of July we had the James Hird Academy boys undertaking a range of on-field and off-field sessions at a 2-day camp at Windy Hill.

Amidst all this action, we had a number of our boys earn significant achievements on the football field. In particular, Joe Daniher was named at full forward in the Under 18s All-Australian Team following some stand-out performances in the National Championships. In addition, Jedd Clothier (NSW) and Kieran Brennan (QLD) also represented their states during the National Championships whilst Jydon Neagle was selected in the NSW squad but was unable to play due to injury.

It's been a successful few months and highlights the significant momentum the Academy has achieved over the last 2 years.

To ensure you remain up to date with all that is happening, please be sure to check our website at essendonfc.com.au/team/jha or feel free to contact me at rlegudi@essendonfc.com.au at any time.

Ryan Legudi
James Hird Academy Co-Ordinator

James Hird Academy Members - Scholarship Holders

PLAYER	AGE	SCHOLARSHIP
Kieran Brennan	18	NSW Scholarship
Jedd Clothier	17	NSW Scholarship

James Hird Academy Members - Father/Sons

PLAYER	AGE	FATHER
Joe Daniher	18	Anthony Daniher
Jordan Williams	18	Darren Williams
Daniel Thompson	18	Mark Thompson
Chris Carey	18	Steve Carey
Jydon Neagle	18	Merv Neagle
Callum Daniher	17	Chris Daniher
Todd Vander Haar	16	Paul Vander Haar
Jake Long	16	Michael Long
Nathan Neagle	15	Merv Neagle
Tom Wallis	15	Dean Wallis
Jett Bewick	15	Darren Bewick
Harvey Daniher	14	Chris Daniher
Matthew Neagle	14	Merv Neagle

James Hird Academy Members - Baby Bombers

PLAYER	AGE	FATHER
Jaxon Neagle	12	Merv Neagle
Mason Fletcher	12	Dustin Fletcher
Ricky O'Donnell	11	Gary O'Donnell
Darcy Denham	11	Sean Denham
Kurtis Barnard	11	Paul Barnard
Tom Hird	11	James Hird
Max Fletcher	9	Dustin Fletcher
Joshua Misiti	9	Joe Misiti
Nyawi Lovett-Murray	9	Nathan Lovett-Murray
Alexander Hird	9	James Hird
Tex Wanganeen	8	Gavin Wanganeen
Luca Alessio	7	Steve Alessio
Will Hamilton	7	Paul Hamilton
Luke Barnard	7	Paul Barnard
Noah Caracella	6	Blake Caracella
Alex Alessio	5	Steve Alessio
Logan Daniher	4	Chris Daniher
Mara Lovett-Murray	4	Nathan Lovett-Murray
Aidan Ramanauskas	3	Adam Ramanauskas
William Hird	3	James Hird
Thomas Caracella	3	Blake Caracella
Koby Bewick	3	Darren Bewick
Max Alessio	3	Steve Alessio
Lucas Ramanauskas	2	Adam Ramanauskas
Rylan Johnson	1	Mark Johnson
Noah Peverill	1	Damien Peverill

A WORD FROM HIRD

Hello once again to all members of the James Hird Academy.

Unfortunately our 2012 campaign has come to a premature end which is very disappointing considering the way we started the year; however there were still many positives to come out of season, particularly the emergence of some of our younger players. The first half of the season showed we are on the right track and we will endeavour to work hard in the off-season to rectify the areas where we went wrong and strive for continual improvement and excellence.

I hope all of your seasons have been successful to date and would like to wish you the best of luck in finals. Work hard and try to get the best out of yourself but remember to enjoy your football as well.

Best wishes for now and Go Bombers!

James Hird, Senior Coach



MERV NEAGLE

7 March 1958 - 23 August 2012

Essendon: 1977 – 1985	147 Games	52 Goals
Sydney: 1986 – 1990	56 Games	19 Goals
Total	203 Games	71 Goals



The Essendon Football Club and the James Hird Academy are deeply saddened by the tragic passing of premiership player Merv Neagle, he was 54. Neagle, a member of Essendon's 1984 premiership team, played 147 games for the Bombers from 1977-1985.

Neagle arrived at Essendon from Dimboola in 1977 and quickly established himself as one of the competition's most exciting players. A match winner on his day, Neagle was famous for his distinctive loping run, aggressive attack on the ball and long, raking drop punt kicks.

Neagle played on the wing in the 1984 premiership team and his famous goal from 55m sealed the victory for the Bombers in their remarkable last quarter comeback.

Four-time premiership coach Kevin Sheedy remembers him as a 'brilliant footballer' and 'real character'. Sheedy said Neagle was a great person to have around the football club during his time in charge. "I was lucky enough to coach Merv and he was not only a brilliant footballer but was a real character and a highly respected teammate and friend to many people," Sheedy said.

"Merv was a tenacious, hard running player and his courage and toughness were typical of Essendon teams of that era. He had a great physicality for a wingman and was a terrific kick for goal on the run."

In addition to the playing in the 1984 premiership, Neagle also played in the losing grand final side in 1983 and was named the club's best player in the finals series. He was also unlucky to miss out on the 1985 premiership as he was a late withdrawal from the team due to injury. He was runner-up in Essendon's Best and

Fairest award in 1980 and equal runner-up in 1981. He also finished runner-up in the Brownlow medal in 1980, with 20 votes and was fourth in the Brownlow in 1981 with 15 votes.

At the start of the 1986 season, Neagle moved to the Sydney Swans where he played 56 games. After spending five seasons with the Swans, he retired at the end of the 1990 AFL season.

Since the conclusion of his AFL playing career, Neagle has coached and played at various clubs around Australia including Merbein and Sale in Victoria, Eastlake Football Club in the Australian Capital Territory Australian Football League (ACTAFL), Mount Barker Football Club in the Great Southern Football League (GSFL) and Balranald Football Club in the Central Murray Football League (CMFL).

In 2009 he coached St Marys to the Northern Territory Football League (NTFL) premiership. He also coached North Albury and Mangoplah-Cookardinia United-Eastlakes in NSW.

This year he took over as senior coach of the Walla Walla Football Club in the Hume League and has led a remarkable resurgence of a team, which had won a combined two games and a wooden spoon in the last two seasons, to eighth on the ladder with eight wins this year.

President of the Hume Football League, Merv Wegener spoke of Neagle's contribution to the community, his love of sport and his impact on the Walla Walla Football Club saying "Merv always helped out wherever he could in the community. If we were a player short in the cricket or tennis Merv would always fill the gap. He had enormous ability as a tennis player, cricketer and footballer - he was a great all round sportsman."

He continued "Merv was very competitive. He had a brilliant football brain and was very astute - he could look at a player and sum up their strengths and weakness in the game and guide them based on that. With his coaching he could be stern and cranky at times with the boys but would then relax with them after the game. Merv liked his fun but knew when to be serious - he was a loveable larrikin."

Neagle's connection to the Essendon Football Club didn't end when he left for Sydney as his oldest son Jay was drafted to the Bombers under the father-son rule in 2005 and played 28 for the club. His four younger sons – Jydon (18), Nathan (15), Matthew (14) and Jaxon (12) are all members of the James Hird Academy.

Merv was a massive proponent of the James Hird Academy and truly embraced its meaning and spirit. He would enthusiastically attend every camp to support his sons and reminisce about the glory years with many of his old teammates, themselves fellow fathers of Academy members.

His second oldest son, Jydon, is a wonderful young man – as are his other boys. As Jydon has expressed recently, we will do everything possible to help him realise his dream to wear the red and black proudly just like his dad.

From everyone involved in the Essendon Football Club and the James Hird Academy, we would like to send our deepest condolences to Donna and the entire Neagle family. Merv will always hold a special place in the hearts of all Bombers players, staff and supporters alike and may his legacy live on through his sons.

2 DAY CAMP

Our first 2-day camp of 2012 for the James Academy was held at Windy Hill in early July. As with previous camps, the program aimed to provide a holistic insight into what is required of AFL players. The boys were put through a range of on-field skills and game simulation sessions, gained an understanding of the nutritional requirements to prepare their bodies for optimal game-day performance, participated in warm-up and stretching sessions the senior players undertake,

gained an understanding into the role of psychology in maximising performance, and saw how the club uses video analysis to review individual and team performance.

Special thanks to Robert Forster-Knight and Adriano Leti for their assistance in the co-ordinating the 2-day camp, as well as Jesse Campisi (Strength and Conditioning Coach), Hayden Skipworth (Bendigo Coach / Development Coach), Rick Ladson (Development Coach), Jonah Oliver (Club Psychologist), Matthew Egan

(Assistant Coach), and senior players Scott Gumbleton, Tom Bellchambers, Ariel Steinberg, Elliot Kavanagh, Hal Hunter, Anthony Long and Mark Baguley for their contribution to delivering a range of sessions.

Attendees: Daniel Thompson, Chris Carey, Jydon Neagle, Jordan Williams, Todd Vander Haar, Kieran Brennan, Callum Daniher, Jett Bewick, Tom Wallis, Harvey Daniher, Matthew Neagle and Jaxon Neagle.



BABY BOMBERS EVENT

Our first Baby Bombers event for 2012 was held before the round 14 Essendon vs. Western Bulldogs game at Etihad Stadium. The evening kicked off with a function in the Crest Room where Ian Robson (Chief Executive Officer) and Adrian Dodoro (List Manager) welcomed almost 50 guests, amongst them many of our recent greats including Anthony Daniher, Blake Caracella, Damian Peverill, Darren Bewick and Joe Misiti. Following this function, the Baby Bombers made their way down to the ground

where they formed a guard of honour for the team as they ran through the banner. In addition, an interview with Essendon's first graduate of the James Hird Academy, Joe Daniher and his father Anthony was conducted on the ground prior to the game and broadcast live on the big screen at the game, as well as an interview with Tom and Alexander Hird.

Highlights of the evening were aired in a segment of "The Hangar" on the Fox Footy channel on 5 July, which can be viewed (from 4min 20sec onwards)

by clicking on this link <http://www.essendonfc.com.au/news/a/Video:-The-Hangar-segment-one/9536>.

Special thanks to Adriano Leti, Justin Rodski, Ryan McKee, Nicholas Tait, Marc Bertieri, Shane Potter, Michael Perrin, Sophie Szabo, and Michelle Ferrari for their assistance in organising this event.

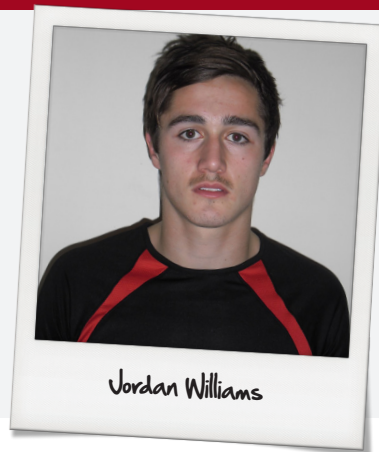
Attendees: Joe Daniher, Jordan Williams, Daniel Thompson, Jedd Clothier, Tom Hird, Kurtis Barnard, Alexander Hird, Joshua Misiti, Will Hamilton, Luke Barnard, Noah Caracella, William Hird, Thomas Caracella, Koby Bewick, Noah Peverill.



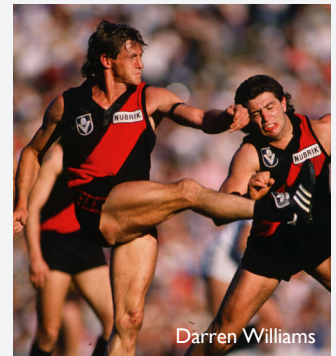
MEMBER IN PROFILE

JORDAN WILLIAMS

AGE	18 years old
TEAM	Eastern Ranges (TAC Cup)
POSITION	Rover
FAVOURITE PLAYER	Joel Selwood
HOBBIES & INTERESTS	Music and guitar
FAVOURITE MOVIE	Step Brothers
FAVOURITE TV SHOW	The Simpsons



Jordan Williams



Darren Williams

PSYCHOLOGY WORKSHOP – CLUB PSYCHOLOGIST JONAH OLIVER

Make yourself fatigued in games and training – want it don't fear it. In the AFL every player is playing exhausted after the first quarter... so get used to it – make it your friend. Then train your decision making while fatigued. This is critical to making it in the AFL.

Make yourself scared in games, training and outside of sport. Fear is always present in sport – especially in front of big crowds and TV. Therefore, do things to feel scared so you get used to it! Go ride that rollercoaster, take that kick off the line in training or go back for a mark without flinching in a game. Read out loud in front of your class mates, play an instrument in front of people, nominate yourself for class captain, do anything that might make you nervous. The more you do, the more you get mentally tougher at handling fear.

Make yourself heard - it doesn't matter if you are naturally a loud-mouth or quiet as a mouse. Talking, directing, shouting, pointing, asking and telling are ALL COMPLUSORY to being an AFL player. Practice it every day like your kicking!

Make yourself physically strong and hard – do whatever it takes to be tough. Do boxing, karate or judo for example. In training run hard, tackle hard, complete hard. NEVER back down. Being classy and skilful is great in the AFL but you won't make it unless you are HARD. A few bruises are like trophies of hard work.

jonaholiver.com

PLAYER BIRTHDAY'S

Noah Caracella	6 June - Age 6
Logan Daniher	19 June - Age 4
Callum Daniher	30 June - Age 17
Max Alessio	31 July - Age 3
Alex Hird	7 August - Age 9
Chris Carey	11 August - Age 18
Thomas Caracella	15 August - Age 3
Lucas Ramanauskas	20 August - Age 2
Jydon Neagle	29 August - Age 18

SPONSORSHIP OPPORTUNITIES

JAME⁵HIRD
A C A D E M Y

Major sponsor or individual player sponsorship opportunities exist for the James Hird Academy.

If you are interested in any sponsorship opportunities, please contact:

Ben Slack on 0402 483 576 or at bslack@essendonfc.com.au