

# WOMEN of Carlton

NEWSLETTER NO 9



Sponsored player Shaun Hampson with WoC representatives Renee Costa, Giannina Zei, Anne Ali and Di Fletcher



## PRESIDENT'S MESSAGE

JUDY MULLEN

**The AFL footy season is over for another year and I am sure most of you will be pleased with the efforts of our team, making it to the finals and playing some great football. Congratulations to all the players, coaches and administration staff...we acknowledge the incredible commitment and focus needed to achieve in the AFL and our appreciation is extended to all involved.**

Our role as supporters is vital to the Carlton Football Club. Membership grew to a record 43,294 in 2009. Carlton CEO Greg Swann believes the Club is very fortunate to have such

a loyal supporter base with so many getting behind the Club to ensure Carlton continues to grow and develop.

Women of Carlton membership also continues to grow and as one of the many supporter/coterie groups, is a valued contributor to the Club. This year we aim to donate \$10,000 to the Carlton Football Club Foundation, which provides funding to a number of community projects including the AFL Multicultural Academy Camp and the redevelopment of the Elite Training Facility at Visy Park.

The generosity of our sponsors, Yering Station and Centastaff Recruitment, allows us to coordinate the VIP female ambassador program and the Player Ambassador of the Year Award. Both programs give Women of Carlton recognition at the Club and in the wider community. In addition, the provision of the Private Dining Room at Etihad Stadium by Stadiums Limited has given Women of Carlton an enviable viewing point and meeting place at home games!

Sponsorship of Jarrad Waite and Shaun Hampson through the Guernsey Club has also

provided Women of Carlton with much enjoyment and we are pleased to announce that this involvement will continue in 2010. A highlight on the WoC calendar is 'Dinner with the Boys'. Our final event for 2009 will be What's In Store in December - invitations will be issued closer to the event - but if you want to meet and find out about the new recruits, this event is not to be missed.

Thank you to all Women of Carlton members for your support in 2009, and we look forward to welcoming you again in 2010.

# DINNER WITH THE BOYS



WoC sponsored player Jarrad Waite with young members Grace Kerr, Sophie Mullen and Eliza Cooper.

More than 140 Women of Carlton members and their guests made for a full house at this year's 'Dinner with the Boys' at the Treacy Centre in July. As always, the night was a huge success, with those in attendance really enjoying the chance to mix with the players and hear their stories.

Our own sponsored players Jarrad Waite and Shaun Hampson were joined on the night by Michael Jamison, Ryan Houlihan, Adam Hartlett, Adam Bentick, Shaun Grigg and Sam Jacobs, who were all terrific sports and provided some interesting insights into the working of the team and the progress of individual players.

Women of Carlton members and player relatives,

Margaret and Stephanie Kreuzer, Dee and Stephanie Hampson, Robyn Grigg and Anna Koutoufides were joined by a VIP group of supporters at the dinner.

Yering Station, WoC's major sponsor, supplied boutique wine for the event, with owner and CFC Ambassador Ann Rathbone also providing her sponsored player Ryan Houlihan to attend.

Thanks go to Shirley and John McCuspie, Lois McCormack and Maureen Evans, and Bruce and Elaine Nibbs for also generously providing their sponsored players to Women of Carlton for the dinner.

All players were a credit to the club, and we look forward to seeing them again next year!

**YERING**  
*Station*

**Centastaff**  
RECRUITMENT

# OUR SPONSORS

Our warmest appreciation and support is extended to CFC ambassador Ann Rathbone and the team at Yering Station, who have supported Women of Carlton since its inception in 2003. I am sure most of you will be familiar with Yering Station's superb range of wines and award-winning cellar door facility in the Yarra Valley! **How lucky we are to have such a terrific sponsor.**

Anne Ali and her team at Centastaff Recruitment have been the driving force behind the Player Ambassador Award, which is presented annually to the player who displays outstanding attributes both on and off the field. We encourage you to refer or discuss your HR needs with Anne.

Women of Carlton ambassadors come from all walks of life, united by their love of the Carlton Football Club. In this issue we profile Melbourne PR dynamo Leanne Tyrrell.

Leanne is a highly successful PR consultant to the Australian tourism and hospitality industries with a string of awards to her name, but she would really rather talk about Carlton!

"I have been a paid up member of the Blues since I was five years old," she says. "My parents and my grandparents were all mad Carlton supporters, and as my dad grew up in Brunswick and my mum in Coburg, they were all locals."

The extended Tyrrell family continue to be a strong presence at Carlton games. "My nana is 91 and she still goes to all the home games. We have four generations going together — my nana, my mother, my godmother and my eight-year-old nephew Josh, who loves Chris Judd."

As a young girl her favourite player was Wayne Johnston, but she is now a Jarrad Waite fan – and particularly pleased that he is one of Women of Carlton's sponsored players! "There must be some benefits in that, surely..." she says.

"My family are very passionate about Carlton...I remember the 1995 Grand Final win especially."

Leanne has been involved with a number of Carlton PR committees and was a founding member of the young supporters' group Generation Blue.

Professionally, her company Tyrrell Publicity & Promotions is a powerhouse in the tourism and hospitality field, winning the Australian Society of Travel Writers Award for Best Australian Regional Tourism Organisation in 2007, 2008 and 2009 — a record for any public relations company in Australia.

She founded the firm in 2001 after working in PR with Ansett Airlines, the Hilton on the Park and the Windsor Hotel. "I believed there was a real need in the local market for a PR consultancy that specialised in the local tourism and hospitality industries," Leanne says.

It could not have been a more challenging time to work in the tourism industry, with the first 12 months bringing the collapse of Ansett, 9/11 and the SARS crisis which crippled tourism worldwide. But she and the firm survived, and her passion for promotion of regional Victoria has grown apace.

"Tourism is one of the state's biggest employers, and we need to encourage Victorians to travel to the regions and experience the hidden gems — the wineries, villages, attractions and stunning accommodation options – especially in light of the recent bushfires," says Leanne.

She is particularly pleased to be working with the Regional Victorian Tourism Bushfire Recovery Scheme, using her expertise to promote a return of visitors to the stricken regions.

And what does she see in store for her beloved Blues?

"I think we have good couple of years to come. The draft picks from the last few years are going well - Kreuzer, Gibbs and Murphy – but we as passionate Carlton supporters need to focus on the future and the culture of our proud club and move forward" says Leanne.

"I would be really disappointed if we didn't finish in the top four next year."

No-one at Women of Carlton is going to argue with that!

# GET TO KNOW YOUR AMBASSADORS

THIS ISSUE: LEANNE TYRRELL



LEANNE TYRRELL



## PLAYER AMBASSADOR AWARD

# DENNIS ARMFIELD 27

The Women of Carlton Player Ambassador Award is designed to recognise and reward a currently listed Carlton Player who shows a high level of achievement on and off the field, and has contributed in a significant way to the wider community.

Voting for the award comes from three segments of the club, the coach, the managers of football operations and members of Women of Carlton.

This year, Women of Carlton was proud to present the Player Ambassador Award to Dennis Armfield.

Dennis was recruited to Carlton from Swan Districts at the end of 2007 and made his debut for the Blues in round 10, 2008.

He has firmly established himself as a Blues regular in season 2009.

Club patron and Women of Carlton ambassador Jeanne Pratt presented the award to Dennis at the John Nicholls Medal night on September 28.

The Women of Carlton Player Ambassador Award is proudly sponsored by Centastaff Recruitment. The winner receives a beautiful Tag watch.



Photo courtesy of [www.carltonfc.com.au](http://www.carltonfc.com.au)



Club patron and Women of Carlton ambassador Jeanne Pratt presents Dennis Armfield with the Player Ambassador Award.



Award sponsor Centastaff Recruitment CEO Anne Ali with winner Dennis Armfield.



WoC members Charlottle Frimodt, Marina Catoggio and Cassandra Frimodt enjoying the John Nicholls Medal presentation night.

## MATCH DAY LUNCHEON

The Women of Carlton annual match day luncheon was held on 18 July (round 16) at the Carlton v Sydney Swans game at Etihad Stadium.

The event was well attended by more than 56 people, and thoroughly enjoyed by members and their guests.

We were fortunate to have as our guest player speaker Jarrad Waite, one of our sponsored players. As we know, Jarrad has had to spend most of the year watching from the sidelines following his knee injury early in the season.

Jarrad filled us in on how his rehab was progressing, how he spent his days and his affection for the newest member of his family – Bentley the dog!

Jarrad then answered members' questions from and was a charming and witty guest – we extend our warmest thanks for his time and good nature.

To top off a very successful event, Carlton won the game against the Sydney Swans convincingly, for the first time in over a decade!!

CARLTON  
124

SYDNEY SWANS  
63

The easiest way for us to keep you up to date with what is happening at Women of Carlton is by email. If you have an email address and have not been receiving information from us, we may not have your address listed. Please send your email

address to Mandy Hunter on 9389 6256, by mail to PO Box 83 Carlton North 3054 or at [mandy.hunter@carltonfc.com.au](mailto:mandy.hunter@carltonfc.com.au) to be included on the Women of Carlton database. More information: [www.carltonfc.com.au/corporate/supportergroups](http://www.carltonfc.com.au/corporate/supportergroups)