

12/4/78



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BRUCE D. HULLEY & CO. PTY. LTD.

11th April, 1978.

Mr. T.B. Carey,
Secretary,
Victorian Amateur Volleyball Association,
15 Hermitage Road,
NEWTOWN. VIC. 3220.

Dear Mr. Carey,

We are pleased to introduce to your organisation, the Australian Sports Development and Promotion Programme.

This Programme has been designed to provide sports within Australia assistance in the form of administration, coaching, equipment, promotion and training.

In the following pages you will see how this is achieved and in addition you will be introduced to the various organisations who will be assisting the Australian Sports Programme.

It will be necessary for your sport to participate as much as possible in order that you can derive the optimum benefits.

Yours faithfully,

Bruce D. Hulley. F.S.S.E., A.A.I.M.
PROGRAMME MANAGER.



How does the Programme work?

The Programme is to be funded from brokerage earned by the Programme Managers, marketing private motor car insurance and householders insurance throughout Australia.

The Programme Managers will donate over half of the brokerage on every policy sold, to the Programme, for the development and promotion of sport in Australia.

All policyholders in Australia have the opportunity to assist their sport, by transacting their insurances through the Programme.

These insurances will be proposed to A.G.C. (Insurances) Limited, one of Australia's major insurers.

In most cases the policyholders should save money by transacting their insurances through the Programme, however they are required to answer one additional question;

"Which sport do you wish the Australian Sports Development and Promotion Programme to give assistance to?"

All sports have the opportunity to examine the Programme, and encourage participation of members, competitors and supporters.

All sports are eligible to participate, and the degree of assistance given is directly proportional to that participation.

An example produced by the Programme will illustrate this type of assistance;

e.g. ABC Sports Association has a membership of 3,000 adults and 500 children, and plays, say, Soccer.

600 adults and the parents of 200 children decide to participate in the Programme, and additionally 1,400 policyholders who are interested in the particular sport, as spectators or previous competitors, all decide to transact their motor and house insurances through the Programme.



All these policyholders nominate Soccer as the sport which the Programme may give assistance to.

2,200 policyholders would attract assistance, averaged at about \$10.00 per head, totalling \$22,000.

Assistance will be given in the following areas, depending mainly upon the aims and objectives of the National Executive of the individual sporting bodies, or where appropriate, the State Executives.

1. Provision of coaches, equipment and facilities for school children and junior sports groups.
2. Advanced coaching, conduct of sports fixtures, incentive programmes and specialised training in selected areas.
3. Promotion, coaching and conduct of events up to State level, in association with the respective sporting bodies, where appropriate.
4. As for Stage 3, but to national level, interstate competition will be encouraged, and conducted with the assistance of the State bodies.
5. International competition, including importing top teams and coaches. Australian individuals and teams are to participate in world competition for the betterment of Australian Sport.



Your organisation will be required to assist in the following ways:-

- (a) Your Executive should examine the Programme and the Programme participants and endorse the aims and objectives of the Programme, where you agree.
- (b) Promote the Programme through any official magazine or newsletter for the benefit of members of your sport. It is important that these members are satisfied that the Executive is aware of and has endorsed this Programme.
- (c) From time to time provide editorial matter through the Programme Managers for inclusion in a proposed 70- page bi-monthly Australian Sports Programme Journal.

It should be noted that where we transact insurances in Householder and Motor classes, assistance will be generally made available to the National Executive- or, where appropriate, the State Executive. Where the Programme is requested to examine other insurances such as Marine, Personal Accident, Fire and other accident classes, the assistance may be given direct to the Sporting body or club involved. For example, if the Programme were requested to insure all the livestock within a pony club or equestrian club or all the craft within a sailing club, we would obtain insurance cover at very competitive premiums and in addition give assistance to the club, valued in excess of half of the brokerage we would normally negotiate.

All enquiries or correspondence relating to the Programme should be directed to the Australian Sports Development and Promotion Programme, 409 St. Kilda Road, Melbourne 3004, on Telephone 267-3585 or Telex 35131.