

Rec 22/10/79

Dear Sports Administrator,

Following our recent Sports Administration Convention, held in Melbourne last February, it has become very evident that many administrators have little idea on how to run a club on a professional basis. The following illustrates some of the problem areas -

- a) Administrators are tired of raising funds with twenty cent raffles and other ventures that yield returns no greater than \$100 at a time.
- b) Committees become frustrated when they approach local businessmen for financial support, finding their requests refused or supplemented by an amount not more than \$10 or \$20.
- c) They wonder where they went wrong when they conduct a function which receives no support and hence, results in a financial loss for the club.
- d) Large Sporting Club Administrators are tired of conducting illegal Tattsлото games, card games and various other numbers games to make money. I realize that many of these games can yield amounts up to \$10,000 if you have the population to draw from, but the problem is that such activities are illegal, and if caught, the organisers face prosecution and conviction with harsh penalties.
- e) Many Sporting Administrators have contacted me wondering how they can obtain sponsorship from companies, when they are unable to offer any exposure of the company's product which will justify the demands they are making.
- f) If a club happens to become endowed with large sums of money, then how do they spend it, or invest it to ensure that the best possible return for their investment.

These are just some of the problem areas. There are many more which will be dealt with in the newsletter. The highlight of various editions of the newsletter will be the "Fund Raising Tip of the Month" and the "Investment Tip of the Month".

Administrators and supporters have got to realize that if clubs are to compete, and in some cases simply survive, they will have to adopt a much more professional and educated approach. Their administrative expertise must be developed and continually updated with modern trends in Sports Management.

The Convention at the Melbourne Hilton was an attempt to do just that. To supplement this move, I have now developed the Ray Riordan Sports Admin. Newsletter, which will commence in January 1980. There will be eight editions per year of the Newsletter and each edition will contain a number of articles, written by qualified professionals, aimed at solving the above mentioned problem areas and thus improving the professional ability and expertise of Sports Administrators. New and exciting avenues of Investment will be discussed and analysed in each edition and maybe, just one of these avenues can provide your club with the necessary capital to survive comfortably, without having to run raffles and other activities, which yield small returns for large outlays.

The annual subscription fee to the Newsletter is \$56.00 which is a small investment for advice that could result in your club earning thousands of dollars. Just one edition could provide the investment opportunity your club has been looking for. I know that other organisations offering investment advice through similar schemes, charge in excess of \$120.00 for an annual subscription. Our intention is to help Sporting Clubs and Administrators, and with your support, we will be able to keep our prices down.

Not only are you receiving Investment and Fund Raising advice, but also a course in administrative management. If you were to apply to an Institution for a similar course, you would pay in excess of \$500.00 for one week of similar tuition. Once again, it is our objective to enable all administrators to receive this advice at the cheapest possible price. If you support us, we can do that.

Fill in the following Coupon and arrange for a one or two year subscription and I'm sure it will be one of the best investments that you have ever made. In most cases subscriptions will be tax deductible.

RAY RIORDAN SPORTS ADMIN. NEWSLETTER

P.O. BOX 15, BLACKBURN. 3130

PHONE 03/8786430

Please send me a subscription to the Ray Riordan Sports Admin. Newsletter. My subscription, if paid before November 30th, 1979, entitles me to be included in the draw for the prize mentioned.

NAME _____

ADDRESS _____ POSTCODE _____

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ONE YEAR () \$ 56.00

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