

VICTORIAN AMATEUR VOLLEYBALL ASSOCIATION

21 Pilcher Street,
BENDIGO. 3550

8/12/80

TO ALL AFFILIATED ASSOCIATIONS,
FROM: V.A.V.A. SECRETARY

SPORTS ADMINISTRATORS NEWSLETTER - No. 6

All Associations have been forwarded copies of the above newsletter automatically in the past. The last issue for 1980 has just been received, but unfortunately, is not of a clear enough quality to reproduce on the spirit duplicator. The cost of reproduction on a photo-copier makes this possibility impossible.

Below, is a list of the contents of this issue. Any Association requiring a copy, will be provided with it on request, but the issue will not otherwise be circulated.

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1. FUNDRAISING TIP - SPONSORSHIP PART 2
2. INVESTMENT TIP - TENNIS COURTS
3. INCORPORATION OF A SPORTING CLUB

Murray Mansfield
Secretary



THE SPORTS ADMINISTRATION NEWSLETTER



EDITOR: RAY RIORDAN

A NEWSLETTER FOR SPORTING ADMINISTRATORS

4th EDITION - JUNE/JULY 1980.

CONTENTS

1. FUNDRAISING/INVESTMENT TIP - CONFECTION SALES
2. PUBLICITY FOR MAJOR AND MINOR SPORTING EVENTS.

Dear Sports Administrator,

Find enclosed the June/July edition of the Sports Administration Newsletter. Our Fundraising/Investment tip of the month looks at an interesting form of confection marketing. It is something sporting clubs have never really tried and I think it is an incredible idea for any club or association to make good money and, at the same time, provide a good return.

John Craven from the Melbourne Herald has also written an excellent article on the importance of publicity in sport. John has been with the Melbourne Herald for many years and as well as excelling in journalism, he has also established himself as a top professional middle distance runner.

In our last edition on page two of the Investment article, it read the De Beers company is managing 5% of all diamonds. This should have read 85%.

I noticed with interest yesterday that a large sporting club was unable to honour a tax cheque and other cheques to creditors and players. The committee were worried because they themselves were liable personally for these problems. This says something about the concept of Incorporation, where liability is limited to guarantee. We'll look at this problem in the next couple of months.

Cheers,

Ray Riordan

FUNDRAISING TIP/ INVESTMENT TIP : CONFECTIONARY SALES.

Our fundraising tip for this month looks at a concept which has been used by many charitable institutions for some years now. The Girl Guide Association of Australia, Apex and Lions are just some of the organisations who use this concept. It simply involves the selling of chocolates. Most confectionary groups only allow retailer outlets to sell their products. One Company however, specialises in the sale of their product via a fundraising market strategy. It's an excellent concept simply because it's an ongoing concern. When you sell posters and other hardware items you've got to wait twelve months or more to repeat the sale. With chocolates the sales can be repeated every week or every month. Thus your ability to earn big money is greater. The chocolate is of excellent quality and I will guarantee that.

The company handling this concept is known as "The Worlds Finest Chocolates Company Australia Pty. Ltd." They have branches in every capital city and a special marketing branch to cater for this type of fundraising demand. Recently they purchased the giant "Smalls Confectionary" Group.

The Company makes available four products for fundraising -

- a) Chocolate Almond Bars.
- b) Chocolate Melodies (Smarties)
- c) Peanut Brittle.
- d) Vienna Peanuts.

All confectionary is packed into attractive boxes and the company will print special emblems to stick on the boxes, advertising your effort, for no extra cost. When you order, you simply provide the details and the company will do the rest.

MARKETING:

A number of questions must be considered when you devise your marketing strategy.

1. WHO WILL BUY? To my way of thinking everyone will buy this product, so your market is not just limited to sportsmen. I feel that the non-sporting sections of communities will be more appreciative of sports clubs selling chocolates rather than other beverages which so many clubs have to rely upon.

2. WHEN WILL THEY BUY? People will buy this type of product at any time of any day. And as I said before it can be sold many times over.

3. WHO WILL SELL? Every man, woman, and child in your group must co-operate in the campaign. They are raising the money themselves in an unusual, delightful and tasty way. If your club or association has a large membership then the possibilities are unlimited. Don't hesitate to provide incentives through bonus or prizes for the

FINANCIAL DETAILS.

No money outlay is involved. The company will give you 60 days credit after you receive your order. Any cartons not sold within this period can be returned for full credit freight prepaid.

SELLING AIDS:

The company can assist bookkeeping procedure by supplying a score sheet which enables you to keep an accurate record throughout the duration of your fundraising campaign. Also, whilst waiting delivery of your products, Advance Sales Order forms are available on request. These forms are of great benefit in pre-selling and can lead to many additional sales.

PRICES:

CHOCOLATE ALMOND BAR (48 Bars per carton)
 Cost - \$35.00 per carton
 Selling Price -\$ 1.00 per bar.
Profit - \$13.00 per carton.

CHOCOLATE MELODIES (Smarties) (48 boxes per carton.)
 Cost - \$35.00 per carton
 Selling price -\$ 1.00 per box
Profit - \$13.00 per carton

PEANUT BRITTLE (24 boxes per carton)
 Cost - \$28.00 per carton
 Selling price -\$ 1.75 per box
Profit - \$14.00 per carton

VIENNA PEANUTS (packed 24 boxes per carton.)
 Cost - \$28.00 per carton
 Selling Price -\$ 1.75 per box
Profit - \$14.00 per carton

My suggestion is that you choose one product for your fundraising drive and complete the drive with that product. For your next project, choose another product and so on. This way you ensure a variety.

There is a six weeks waiting period for personalised labels and the minimum order accepted is six cartons.

For generalised labels the minimum order is 1 carton and a 1 week delivery wait.

CASE STUDY:Girl Guides Association of South Australia Inc. State Fund Drive.

The Fund Raising Drive was conducted in South Australia during the month of May 1979. The group conducted an Almond Bar drive to raise a large amount of money to assist in payment of their new camping property, Douglas Scrub. The following figures indicate just how much money the guides made as a result of selling the confectionary.

1550 cartons of almond bar were ordered. The lot was sold and the total profit made by the guides was \$18,125.

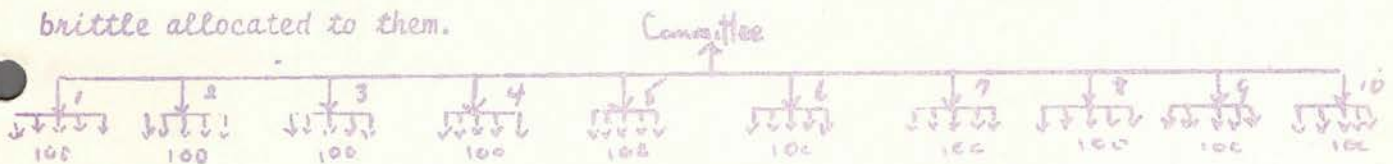
The organisation was perfect and all concerned were highly motivated. Imagine conducting such a drive three or four times a year.

If I were the fundraising officer of a club, my own personal strategy would go something like this:-

Assuming you have a committee of ten people:

i) I would have 1000 cartons of peanut brittle delivered and each committee member would assume responsibility on 100 cartons.

ii) Each committee member would then formulate a committee of five or ten within a geographical area different to the other committee members. This prevents any duplication. This committee would then be responsible for the sale of the peanut brittle allocated to them.



iii) Give them 2-3 weeks to complete the sale. It's important that a dead line is nominated, otherwise sub-committees will simply relax.

If 1000 cartons are sold within the month yielding \$14.00 profit per carton, then that will yield a profit of \$14,000.00. It's not impossible to make this type of profit if your committee and sub-committees are properly instructed and motivated.

Further information and details can be obtained from the Editor of the Newsletter.

"HEY, WHEN ARE YA GUNNA GIVE US A BIT A PUBLICITY?"

By John Craven.

There would hardly be a sportswriter throughout the length and width of Australia who has not been confronted with that irritating request at some stage of his or her career.

Ignorance of how the media operates is one of the major dilemmas sports organisations have in trying to generate publicity for themselves.

Most of them go about it the wrong way. Quite a few of them consider that it is their right to be given extensive coverage for any project they wish to undertake.

They forget, of course, that the media is a business, and that it cannot function without profits that keep the shareholders happy.

Unfortunately, activities like Australian rules football, rugby league and horse racing consume a large slice of the space devoted to sport in this country's media.

There are arguments for and against this lopsided situation and many sportswriters frequently tackle their superiors about the imbalance.

Discussions usually revolve around what the public wants and most journalists have differing views on this, based largely on personal leanings to the sports they cover.

In Victoria, the space devoted to Australian rules football in the written and electronic media borders on the sickening to a large section of the community.

But proprietors and editors counter this by arguing that during the football season, newspaper circulations increase and television and radio ratings are higher.

Of course, there could be other reasons for this - like the fact that during summer people can find plenty of ways to entertain themselves without having to rely on football.

Another is that during winter, football is so regularly rammed down the throats of every Tom, Dick and Mick that they can't help but take an interest in it.

That doesn't mean, however, that other sports don't get a "go".

Melbourne Herald sports editor Ron Reed has a suitable and telling reply to those sportswriters and members of the public inquiring about whether there is sufficient space for a particular article.

"There is always room for a good story," is his answer.

It is those words that publicity officers should keep in mind when endeavoring to generate media attention for minor or major sports events their clubs or committees are promoting.

There are plenty of publicity officers around. Most of them are hopeless and have no conception of what is required to do the job efficiently and successfully.

Their first role should be to establish personal contact with the people in the written and electronic media that they require assistance from.

This does not mean a telephone call or a letter. The best way to achieve results is to find time to "front" the journalist at his home, or her office.

By doing this, both parties will at least know what each other looks like, and the journalist will probably be impressed with the publicity officer's genuine desire to do his or her job as efficiently as possible.

Major events, of course, require more complicated planning on a publicity and promotion basis than their minor counterparts.

Let's talk about minor promotions first.

Having approached the journalist (or journalists) the publicity officer (or president, secretary or whoever is designated the task) should be capable of giving a detailed but clear outline of the event.

It is also desirable to have all the relevant details (preferably typed) written down for presentation to the journalist.

The object is to make the story as interesting as possible in an endeavor to entice the community to read or listen to it.

Hence, it is wise to aim for an "angle" to the story. For example, the event may be a local squash tournament and one of the players may have an artificial leg, or hand, or something like that.

It is much more advantageous to write a story of the coming tournament around that player than to simply lead off with: "A squash tournament will be held..."

A picture and story of the handicapped player could always end up on the back, or even the front page. Using the other method, the article will almost certainly be "buried", and there is always the chance that it will not be used at all.

Some small country newspapers do not have the resources and facilities to send

photographers flying around the countryside taking pictures.

The onus may then rest on the publicity officer to organise the pictures and supply them to the paper. "On such occasions, don't mess around and waste money with amateur photographers."

Hire a professional with a worthwhile reputation, preferably somebody who has had experience in newspaper work. It may cost a few dollars more but the results could avoid frustration and disappointment.

Always invite the journalist to cover the event. It's quite possible that he or she may decline because of pressure of other work. If so, the publicity officer should offer to do the job.

Try to reach an agreement with the journalist whereby the details are telephoned through, or the coverage is typed out and delivered.

Arranging coverage for major events requires a more sophisticated and expensive approach.

These days, such things are done with a "media launching," usually at a hotel, restaurant or some other gimmicky venue.

The organisers of the 1979 Big M Melbourne marathon erected a marquee on the course near an area known as "heartbreak hill".

The Minister for Youth, Sport and Recreation Mr Brian Dixon and a group of pretty joggers ran up the incline to the tent where representatives of the electronic and written media filmed and interviewed them.

Then everybody adjourned into the tent where a film of the 1978 event was shown and lunch and refreshments were served. All this just near the footpath on St Kilda Rd.

It was no great show, but it was different and the race launching received plenty of publicity.

Probably the most difficult problem in organising similar functions is to persuade press people to actually attend them. Again use the personal approach with the hand-delivered invitation for best results.

The Dandenong and Westernport Permanent Building Society embarked upon a novel approach for the launching of its 1980 Dandy Dollar Dash series.

Some very attractive young women, dressed in running gear, were hired to enter newspaper, radio and television offices and present journalists with their ~~invitations~~

The "invitations" were in the form of a pair of running shorts with the details

of the launching printed in white lettering on the material.

Expensive but very effective. Just another example of the gimmickry being used these days in the name of promotion and publicity.

Once the journalist makes up his mind to attend a launching, it is imperative that he not be subjected to a barrage of boring speeches once he is there.

Press kits, prepared by professionals, should be handed out. They contain photographs or anything that the organisers consider is necessary to generate publicity.

And once the event reaches its actual staging, make sure that the press is given every assistance so that journalists can do their jobs competently.

A grave mistake is to try to "boss" the press around or to exert undue pressure on journalists in trying to influence on what should be written or recorded.

The simple method for success is to treat a journalist as you would want to be treated yourself.

Remember that journalists, after all, are only human beings and, despite what some people might want to think, they do have feelings.



ADMINISTRATION NEWSLETTER

EDITOR: RAY RIORDAN

A NEWSLETTER FOR SPORTING ADMINISTRATORS.

5th Edition - September 1980.

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1. FUNDRAISING TIP - SPONSORSHIP (Part 1)
 2. INVESTMENT TIP - VIDEO CASSETTE EQUIPMENT
 3. TELEVISION COVERAGE OF SPORT - MR DICK MASON,
(Sporting Director of the A.B.C.)
-

Dear Subscriber,

Please find enclosed the 5th Edition of the Sports Administration Newsletter. Our fundraising tip is Part 1 of a two part series on Sponsorship. Part 1 looks at the concept of Sponsorship, the rationale behind Sponsorship and the availability of markets and potential sponsors. Part 2 will study Market Research and Presentation.

The Investment Tip of the month studies the concept of Video Cassette Recorders and their uses within Sports Clubs.

Finally I will present an article presented by Mr Dick Mason, Sporting Director of the A.B.C. on Television Coverage of Sports.

I indicated in our last edition that our feature article would look at Sporting Clubs and Incorporation. Unfortunately the Barrister presenting this paper has been ill and has indicated that it will be available for next month's edition.

I noticed in the media recently that a number of Sportsmen were found guilty of tax evasion and hence were penalised accordingly. Previous editions of the Newsletter have looked at methods avoiding tax for Sportsmen and women earning reasonable money from their sports. Obviously those competitors penalised for tax evasion have earned considerable sums of money and the

If you require any information or feel that some area has been neglected by the Editor, then don't hesitate to drop me a line.

Cheers,

Ray Riordan

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SPONSORSHIP - A MISNOMER.

TERMINOLOGY

Whenever possible avoid use of the word 'sponsorship'. There are many alternatives better suited to describing what is in principle, a media or marketing opportunity. If your proposal is directed to commerce, identify the end-use of the event or opportunity and describe it accordingly. eg. a media exposure opportunity, a marketing opportunity, a merchandising opportunity, etc. Be aware of commercial terminology and use it when dealing with commerce (both written and verbal). The key terms that can be used - depending on such end use - are covered by media (everything from electronic to print advertising), sales (the final retailing/wholesaling of a product or service), merchandising (the presentation or support to final sales), promotion (the activities undertaken in support of media, sales merchandising, demonstration, etc as the total co-ordination of a company's function). Marketing is the broadest term available and therefore, has an influence on all techniques a company uses in the product-cycle, ie. the distance between product or service conception through to after sales service.

RATIONALE

Explained simply, sponsorship is the integration of sport with commerce, sport seeking to relieve financial pressure and commerce wishing to use sport in support of the marketing of a product or service. Sport must remember that they need commerce, commerce does not need them - it uses them.

ALTERNATIVES

Given that commerce only uses sport, it should also point out that there are alternatives. The Sales, Marketing, or Advertising Manager can choose from a variety of resources designed to aid the sale of their product or service. Ultimately, these other resources or marketing techniques may prove more cost-efficient in achieving the objectives of the company. Sponsorship is rarely a budgeted item in any department's projected operating costs. Most companies carry a contingency within the sales, media, or marketing budget, and it is from here that sponsorship funds are drawn. If you wish a company to budget for a sponsorship proposal, it must be tabled prior to the financial year in which the event or opportunity occurs. In short, plan sponsorships a minimum of 12 months ahead - preferably 18 months. However, it may be possible to draw funds from

USE OF SPONSORSHIP

If sport is to be successful in placing sponsorship with a company, it must understand how and why that company will use it. Always remember the rationale of sponsorship - commerce uses sport. If your sport is to be used, insure that you and the company understand what value it can be when compared to conventional marketing techniques. i.e. media, merchandising, etc. Most companies will consider any proposal as long as it clearly outlines how it will save them money when used as an alternative to scheduled marketing techniques. If the proposed opportunity is a media or exposure technique - show how, if it is a support to sales - show how, if it can be used to merchandise product - show how, if it is a combination of several elements within the marketing plan - show how. One of the greatest mistakes made in the presentation of a sponsorship proposal - and the most frequent is not telling the prospective sponsor how you can specifically support his product or service. Don't leave the decision to a company, it's not their responsibility to have to interpret what you can offer.

THE ELEMENTS OF SUCCESSFUL SPONSORSHIP.

A successful sponsorship proposal is well presented, well thought out, is concise and informative, leaves nothing to the imagination, is based on quantitative research, and is logical in its presentation order. Above all, the proposal should offer a complete rationale on why the company should consider it, and how the company could use it - supported by you.

SPONSORSHIP - Appraising the PackageTHE PRODUCT

● Consider your sport as a product - a medium, which by design can be used to achieve specific commercial objectives. Never use more than one page telling a potential sponsor about the merits of your sport. Be concise and accurate, and if possible, present your sport in the form of a marketing support technique. i.e. back to how it can be used. If available, provide demographic (analysis of participant composition by age, living standards, income brackets, etc - a socio-economic profile) support to the proposal. This should be posed as part one of two markets. You can offer a sponsor the market represented by participants and their immediate family, and you can then offer other markets you believe that members or the sports image will reach. Markets are not complicated, in short they are simply numbers - people. The complexities of marketing occur only when

trying to analyse the composition of the members.

In sum, the first and possibly the most important task in developing a sponsorship proposal is to appraise your sport, only then can you offer a company a package worthy of consideration. This is not only information or knowledge that sports administrators should know for sponsorship, every sport must have an exact perspective on itself, its structure, and especially its followers.

WHAT MARKETS CAN OFFER YOU.

Once a sport knows everything about itself (by composition), it will be a relatively easy task to determine what market(s) can be reached by it. Commerce requires access to people, but not everyone. The sale of engineering equipment and the sale of fruit juice may share common end-use, however, the potential consumer groups are quite different. Engineering is specialised and specific, fruit juice is something everyone should drink. i.e. from a total of 1000 people, 900 may purchase juice, but 20 of that 900 may also purchase engineering equipment. The relevance of this point is that one market always includes a multitude of other markets. The very nature of consumption or purchase - something everybody does - means that your sport has many markets to offer. What you have to determine is, by participant analysis are there any dominant markets obvious. eg. women 18 - 25, single, middle class, 10,000 income bracket, etc, or do you have a high proportion of juniors, men, etc.

Given a comprehensive breakdown of your sports composition, either specialised or mass markets will become obvious. This data is of great assistance in selecting potential sponsor industries or commodities.

We strongly recommend that a survey be carried out within the ranks of your sport. A relatively simple questionnaire can be produced and circulated to members in each state. Alternatively, a sample group can be selected 200 members in each state preferably broken into 10 regions or divided between metropolitan and country. If you are able to support a sponsorship proposal with a survey, it will aid a company in making a decision based on known markets rather than general appeal.

THE END USER

Because of the diversity of participant composition between sports, it is not possible to be specific when considering the type of company you should approach. If research, or known composition, indicates that the market(s) are broad, then approach companies seeking broad markets. It is simple to breakdown the male to female, youth to adult structure of a sport. Herein is a base for selecting a

companies marketing items to women in the 16 to 24 age group, thus, the potential companies are narrowed down even further. The market analysis required to select a sponsor can be simply an extrapolation of very administrative necessity, it is vital that in-depth surveying be carried out, if feasible, every year.

Having established in broad terms what type of market your sport offers and the general industry groupings who may be interested, a closer assessment of your packaging is next. i.e. how such companies can or should be the opportunity.

PACKAGING

Packaging of the sponsorship opportunity should be a result of a detailed analysis covering potential industries or commodities likely to be attracted by your market(s). The next chapter outlines several techniques and/or information sources by which this can be accomplished.

However, before you examine industry, commodity, or corporate structure, determine in your own mind the application of the opportunity in terms of marketing support technique. Is the opportunity best used as an exposure technique, can it build sales, is it of use as sales support in a merchandising sense, will it dove-tail with planned or current promotional activity, etc. A decision, perhaps resulting in several possible applications, can be made in overview. eg. if your industry is consumer goods aimed at women - 18-24 years old, what are the basic facts known to you. Review your wife, girlfriend, lover, or mistress' purchase patterns. What types of products does she buy year round, on a seasonal basis, weekly, etc. What are the competitive elements of this market segment, do the companies use media, outdoor advertising, direct mail, and if so, what general theme do they use in seeking consumers. eg. price, quality, durability, value, image, etc. This process is a pre-assessment evaluation based on obvious trends in the community, or sociological patterns. Use it as a thought-starter to isolate some specific companies, then, commence research into the specific marketing strategies used by such companies. Again we emphasize the logical progression that must accompany packaging - lateral thinking is often the best means of identifying sponsors.

The key word in packaging is "creative". Don't propose a static, tried and proven formula if a more creative alternative is obvious. It becomes very difficult to explain simply, what should ultimately be an intuitive conception. Review the possibilities of the opportunity in a group, allow free and creative thought to

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come forward, document all suggestions.

If possible, discuss commercial application of the opportunity with members from commercial backgrounds, ideally in consumer goods marketing rather than institutional marketing. i.e. banking, insurance, etc, have defined policies to market within, consumer goods marketers will use any technique they can see will give results.

* industry refers to the selected industry, not your sport.

The first thing I have to say to you is, these days it depends what sort of television you are talking about. Most people, when they talk about television are talking about the direct that is live before the cameras, nation-wide if you can; four cameras or if you've got something bigger, even five, six or seven cameras.

Let me tell you right from the start that it doesn't always happen that way, unfortunately. It's been over the last twenty years very much the law of diminishing returns.

I apologise to anyone I may offend when I say that is the A.B.C. used to do things like the public schools athletic sports, the Head of the River, the odd Victorian table-tennis final, the Victorian swimming championships; those types of state only events.

Since certain happenings in early January '76 which followed the happenings of 11th November '75, our budget has been along the same lines of diminishing returns.

There is now obviously some rationale been put into the thing whereby we find ourselves restricted to events of national or international importance. It doesn't automatically exclude state-only events but we do by and large these days, do outside broadcasts of national or international events. There are some notable exceptions.

The other method of coverage on television other than film highlights (three minutes on a sports programme) is a minor one (30-45 seconds in the news.) Once again it's the law of diminishing returns.

Let's concentrate for the time being on the national or international event. The first thing that we require is something like twelve to eighteen months advance notice. We (A.B.C. in Melbourne) are currently planning the first three months of 1981 and already we have some things marked in during that period of time. There are some sporting fixtures that have already been marked in, we know the dates for them, and are already locked into them.

The first point, therefore, is that it has to be some sort of national event, and the second point is that we need plenty of notice (12 - 24 months at least).

Next, if you're talking about direct television, I believe you should think seriously about a choice of venue. It is really no use putting something on at

You have to consider your choice of venue if you're the promoter because you want some return through the gate. You must then, decide which is the most important, exposure or money in the bank. Though both may be equally important, you may settle for cash rather than the intangibles. That's your choice of venue.

Then there are the times involved - day, night, live or recorded for replay during the night. A lot of people are under the mistaken impression that we can go along and point our cameras at something and record it and play it back the same night. We use exactly the same equipment to do a live outside broadcast as we do to record it live. The only difference is that we intercept the signal from going out on transmission and put it into a tape machine. That is the difference between live and closed circuit recording.

Another thing which I think you've got to give a great deal of credence to is what other fixtures are on in the same area at the same time. For instance, I think it would be quite an horrendous mistake if you were schedule and international championship in Melbourne on the first Tuesday in November. You see the difficulties with which we are faced if there are other things on, which the various stations consider to be of some importance.

How long will it last? Is it a four day event, four week event, four hour event? The attractive thing about some sports is that they do contain semi-finals and finals. The early rounds of a particular fixture might make excellent viewing for the people who go, but might not be very entertaining or make terribly good television. So we would be interested in probably doing the semi-final and the final if it were some reasonably large event or just the finals only.

The delicate question of television rights raises its ugly head. Once again you have to make a decision whether you want money in the pocket or exposure, or both. If it's a really substantial event I'm sure you'll be delighted to sell the world rights to your event to the television stations, or world distribution or the Australian rights for instance, or your international parent body might have the controlling say in the World Television Rights, in which case your hands are, unfortunately, tied.

That's a point to consider as well, and I might make a plea there for the A.S.C. Once again, we're not overburdened with money. So if you're asking us, we would rather do it for nothing if you please. We have, of course, the exposure to give you with something in the vicinity of 185 transmitters and translators around the

could, hard cash. Why shouldn't you contribute? You are, after all, taking people away from the gate. ... 'Yes,' we say, '... if it wasn't for us, who would know it was out? It's going to cost you anyway! We, therefore, have a marvellous bargaining point. You start at \$5,000 a minute & we start at zero. We're fairly hard to move.

So far I've dealt probably only with the direct television of an event, but let's take something like World Bowls, which has been an outstanding success for us. Who would have thought World Bowls could have made such enthralling television? One of the things which comes out of it being such a success is that the bowls people are now clamouring for a series like POT BLACK. You'll see the difficulty with which television people face when you have a two and half hour singles match of bowls and want to condense that into a Pot Black series. To do a thing like that obviously administrators have to be prepared to alter the rules, or alter the timing or the procedures.

There are two instances I'd like to bring to your notice.

One was a squash series which we bought a couple of years ago when it was found that there was an undetermined length to a squash match, (three or five sets) and we weren't prepared to have a squash series on a Pot Black type segment, which goes for half an hour - the most popular time for viewing.

We weren't prepared to sit around and do nothing just to get the squash match down to an acceptable length, because it takes time and it takes money. For the rules of squash they, therefore, altered them in the following way. They played to a time formula. He who was in the front at twenty minutes was the winner. The second thing was that they altered the scoring, whoever wins the point, wins the point and continues to serve.

The other point in question is an organisation that has been going around for many years. They are athletes and have things like veterans races. They insist on putting the veteran race immediately before the main feature on the programme. Their rationale for this, and I accept this, is that these are the people who have been keeping the sport going for years, and they deserve their spot on the programme. It might be great for people who've been keeping the sport going for years, but it really makes the lights increase enormously. As people turn their television sets off, the lights get brighter all around the city and the water consumption starts to increase. You have to structure your programme for television and be prepared to restructure the rules and the procedures.

The best advice I can give you is to engage a sports marketing company to do a lot of the work for you. We appreciate the expertise and professionalism that some of these public relations firms who deal specifically with sports can give to both the client (that is you) and to people like ourselves. They know what our requirements are basically. We are in constant touch with their representatives. They do a lot of leg-work. It might cost, but if you want it promoted and you want some good advice, then the best advice I can give you is to go see someone in the sports marketing field. See the professionals and get them to do a good job for you.

THE PURCHASE OF VIDEO CASSETTE AND CAMERA EQUIPMENT.

Our Investment tip for this month looks at Video Film Equipment. A number of clubs are now purchasing a Video Cassette Recorder with a Colour Video Camera for use within their club. By filming competitors during match play and practice sessions, coaches are able to identify problem areas much more easily. Once problems are identified, the coaches can then work on correction. Currently it's a little beyond the means of many clubs to purchase such equipment as costs can easily exceed \$3000 to \$4000, however if the equipment is put to use outside the club, then it will soon pay for itself. Some clubs and individuals have even turned the investment into a handsome profit making venture. As well as filming for the club, they perform work for other sporting organisations and groups for a considerable fee.

It is common to charge in the vicinity of \$160 - \$200 for the making of a one hour film (video cassette). Assume that you charge \$200, labour costs would amount to something like \$40; materials and wear and tear of equipment would cost approximately \$40, thus yielding a profit of \$120 for producing a one hour cassette. With three or four jobs per week the profit situation would pay for your equipment in a matter of months.

My suggestion is that if your club or association is contemplating the purchase of this equipment, then avoid confining its use to the club only. Be prepared to chase work outside and consequently your investment will turn into a very profitable venture for your club.

TYPES OF VIDEO SYSTEM.

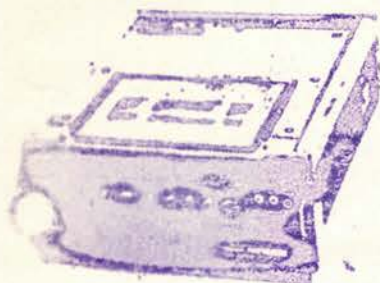
The J.V.C. Porta - Pack is probably the best system for a sporting club. It is a completely portable system consisting of a Video Cassette Recorder with A.C. Adaptor for power, a colour Video Camera and Camera Control Unit for colour adjustment. The cost for this system is approximately \$1500. A tripod is a necessity also and can be purchased for approximately \$50. If you prefer a fluid - balanced Tripod, then you can pay anything up to \$1000.

This system as described will only film a live situation, but if you wish to record a programme from a Television Screen, then it is necessary to purchase a Tuner Adaptor at a cost of \$300 - \$500. Be prepared to spend around \$3000 - \$4000 for your entire system.

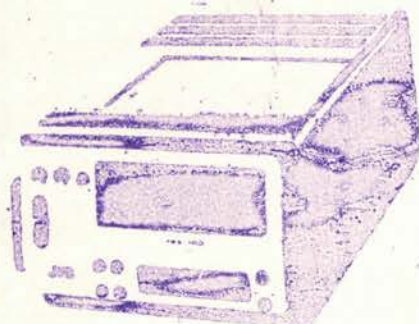
I have assumed here that you have your own Television Receiver. If not, then may I suggest that you purchase a Television Receiver/Monitor in order to monitor the colour situation whilst filming. The tax exempt prices for these range from

Enterprises) is a supplier of Video software and hardware to schools and we would be happy to supply your club at very competitive prices. If your club is "tax exempt", then the prices are 15% less.

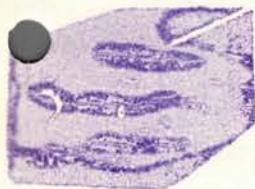
The Video System we have examined is known as a V.H.S. system. The firms which market V.H.S. products, besides J.V.C. are National, Rank Arena, A.H.A. Akai, Sharp and H.M.V.



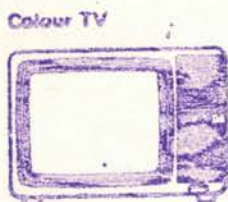
Portable VHS recorder



Tuner/Timer



AC Power Adapter



Colour TV



The alternative system is known as the BETA - CORD system. These recorders are also of good quality and can provide up to 3½ hours of replay. Sony, Sanyo, and Toshiba market the BETA - CORD range. Software prices are similar to the V.H.S. cassettes. The V.C.R.'s vary in price from \$600 - \$1200 depending of course upon the brand. Naturally, if you want a recorder with a slow motion replay, then you will expect to pay more. Basically though your investment will cost around \$3000 - \$4000 for the Beta-Cord system.

The investment concept that we have just studied, to my way of thinking, is probably one of the most lucrative available to clubs at the moment. If your club has a large membership, then you have a ready made market. Any Sportsman or Sportswoman will pay good money for a film of themselves in competition. Parents want films of their children growing up and then finally getting married. During your "off - season", attend other sporting functions and film competitors in action. Leave a card with your details and information as to when they can review the film. For further information contact the Editor.

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