

7 March, 1980.

Mr M. Mansfield,
Secretary,
Victorian Amateur Volleyball Association,
21 Pilcher Street,
BENDIGO, 3550

Dear Mr Mansfield,

I have spent some time talking with Mr Santamaria, Professional Coach with the Victorian Amateur Volleyball Association. It has been suggested that a letter to you outlining our proposed scheme, would be appropriate.

Rebound Marketing Pty. Ltd. have been retained by a Sponsor very keen to promote sport within High and Technical Schools in both Victoria and Tasmania. The scheme would initially be introduced to schools in the Metropolitan areas.

After speaking with representatives of the Victorian High School Sports Association and Representatives of the Recreation and Development Division of the Department of Youth, Sport and Recreation, it seems that schools are likely to be very keen to accept the type of assistance proposed by our Sponsor.

The promotion is proposed in two basic formats. Firstly, the Sponsor wishes to draw up and have printed for distribution in Schools, coaching posters for a number of sports. Secondly, we are looking at the feasibility of working through Amateur Sporting Bodies to incorporate coaching schemes within the School situation.

Rebound Marketing Pty. Ltd. is seeking the assistance of various sporting Associations for the implementation of this programme.

The specific assistance we are seeking is outlined briefly below.

1. The drawing up of accurate coaching material which is suitable for reproduction in a coaching Poster format. Rebound Marketing Pty. Ltd. will be responsible for the final design and printing of the posters.
2. The availability of persons able to act in the capacity of Coach within the school situation. Persons willing to take on this role should be suitably qualified to coach either school-students who are beginners, or students at a higher level of proficiency - perhaps to raise the standard of play of the school team.

We would require coaches from various sports to make their services available both during school hours and 'after school' coaching sessions.

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There would, of course be some remuneration directed to participating Associations in accordance with the amount of time devoted to coaching sessions within schools.

The Sponsor has indicated it would like the right to view the list of proposed sports before the implementation of the scheme. We aim to be ready to introduce the scheme into schools by the beginning of the second school term, 1980.

The Sponsor, in return for directing funds into school sport makes certain stipulations.

1. They would like the Coaching Posters to prominently bear their name/logo. It is expected that the posters may be placed in some central sports noticeboard area, so that the Sponsor's name is clearly visible to students.
2. That persons entering the school situation in the capacity of coach, wear clothing which is appropriately marked with the Sponsor's name/logo.

Mr Santamaria has indicated this does not present any difficulties from his point of view.

I spoke with Mr Santamaria about the possibility of displaying our client's name/logo on any volleyball equipment provided by our client. Apparently it would be possible to have the name printed on the volleyball itself and perhaps on the white binding of the net.

We also discussed the possibility of obtaining the necessary photographs that would be needed in order to draw up a poster. Mr Santamaria suggested that this should not prove too difficult.

At this stage, I would like directions from the Association, indicating your willingness to participate in the scheme should the Sponsor select volleyball as a likely sport. I would additionally need confirmation from the Association that your professional coach, Mr Santamaria, would be free to wear clothing displaying our client's name/logo, and would be free to assist us in putting together the coaching posters.

It would be helpful if you could confirm in writing the cost of the equipment best suited for use within schools - (I believe a leather TACHIKARA Volleyball is the standard school version) - and where your Association currently purchases it's equipment.

Should you wish to clarify any of the above points, I would be pleased indeed if you would call me.

Looking forward to your reply as soon as possible.

Yours sincerely,



Pam Procter.
Senior Consultant

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