

2014 JOSEPH COULTER MEDIA AWARDS
AWARD OF MERIT – DEMONSTRATED EXCELLENCE IN PROMOTION
(HIGHLY COMMENDED)

TAB.COM.AU Charity Football Day, 31 August, 2014.

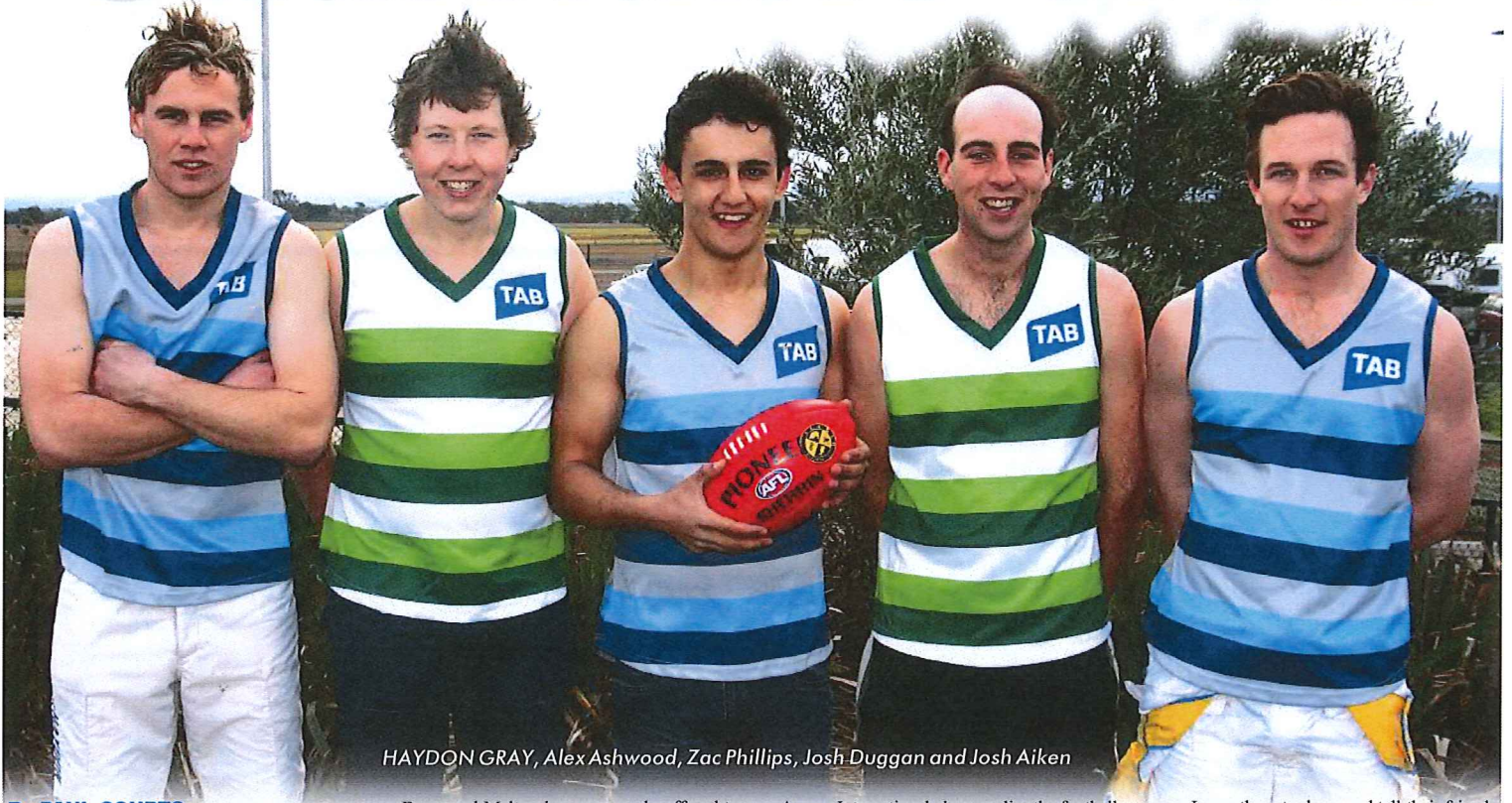
(Promoted by Robbie O'Connell & Paul Courts)

Along with promoting the industry nationwide, the event also raised valuable money for the Childrens' Tumour Foundation (\$40,384).

The event attracted media coverage on behalf of harness racing via the Bendigo Advertiser, Bendigo Tourism, Harness Racing Weekly, Harnesslink, RSN Racing and Sport, Sky Channel and a designated Facebook page and race sponsorship.

The event also saw drivers from every state in Australia wear the foundation's racing colours to promote the overall fundraiser and highlight the charitable nature of the racing – in particular harness – industry.

Charitable crew



HAYDON GRAY, Alex Ashwood, Zac Phillips, Josh Duggan and Josh Aiken

By PAUL COURTS

THEY are Victoria's leading concession drivers and now they've also proven to be among the state's most generous.

Ready to take their place on the footy field during the TAB.COM.AU Charity Day, Josh Aiken, Alex Ashwood, Josh Duggan, Haydon Gray and Zac Phillips have joined forces to make a donation.

Each has "thrown in" \$200, with the collective \$1000 a great compliment to the recent \$5000 from James and Son and the \$1000 from Arthur Fullwood.

Thrilled with the Fab Five's gesture, event organiser Robbie O'Connell stated the friendship between the talented reinsmen will end come game day.

"It is a wonderful gesture from the five of them," O'Connell said.

"On top of their game fee, they have thrown in an extra \$200.

"They may have come together as a group for this, but they will split up into three teams on game day, so I'm sure white line fever will creep in.

"No doubt they will enjoy revving each other up on the field and give the odd hip and shoulder for the sake of it."

The Fab Five join star horsemen Chris Alford and Shayne Cramp (Victoria), Luke McCarthy (New South Wales), Peter McMullan (Queensland), Ricky Duggan (Tasmania), Clint and Gary Hall junior (Western Australia) and Ryan Hryhorec (South Australia), who are donating their earnings from a specified meeting.

The crew will wear the Children's Tumour Foundation colours during their specified night.

On the subject of joining forces, several Melton businesses have led the way with various donations and offers.

Tabcorp Park Melton has donated a night's accommodation as well as five sets of dinners for two.

Stone Bar and Grill have also supplied five \$20 vouchers, with Hog's Breath chiming in with two \$25 tokens.

Amart Sports is providing a boys' and girls' bike, which will be won by the lucky children who guess the correct (or closest to) amount of snakes in a jar.

The jar will be present on the day, with entry to the skill test free.

Fernwood Melton has generously offered to help those looking to 'shape up' for the big day ...or burn off the meals from the various vouchers!

Along with dropping their joining fee – a saving of \$200 – Fernwood Melton is "throwing in a few things that normally cost extra money."

Fernwood Melton will provide participants who become members with a session of Functional Fit, Cell IQ and Food Coaching.

In what has quickly become the industry's premier social event, the August 31 extravaganza is a welcome friend of the Children's Tumour Foundation.

Last year's event raised \$14,000 for children suffering from Neurofibromatosis.

Considering the foundation receives \$18,000 a year for research from the government, everyone who supported the event was holding their heads high.

A small fee of \$50 for players and spectators (under 16 free) covers the costs of a sausage sizzle, the games and the night's function.

The function will also include a memorabilia auction.

It was last year's auction that proved to be the biggest money spinner for the cause.

Paul Smart from Azuma International – another Melton-based company – supplied the various pieces of memorabilia, which raised almost \$8000 for the sick children.

Unlike 99.9 percent of auctions, Azuma International didn't place a reserve on the items.

For example, a supplier will put a \$500 reserve on a particular item, and should it sell for \$550, the charity only receives \$50!

Azuma International, however, split the takings down the middle.

"Paul and Azuma International were terrific last year," O'Connell said.

"Not only did he run the auction for us, he made sure he milked what he could out of everyone's wallets.

"I called a few other memorabilia suppliers and they wanted to put reserves on everything, which meant they could sell \$10,000 worth of stock and the charity got \$1000!

"Paul turned around and basically donated half his stock to the charity.

"On top of that, he straight out donated a couple of pieces, which meant the entire amount went to the kids.

"He's back this year with some really good things, so everybody has to make sure they bring their wallets full of cash and be ready to spend."

Azuma International also supplies the football boots, which can be personalised.

The boots are offered at a cut rate of \$90, with \$20 being donated to the charity.

Azumah International also has netball runners, with \$20 from each sale being donated to the charity.

"We made another \$1200 from the boots last year, which included the goal kicking bonus \$20 per goal, so Azuma International's overall input was more than \$9000," O'Connell said.

Along with the memorabilia auction, a mega raffle has been arranged, with prizes including a Grinfromeartoear service, which will be the headliner of a major raffle.

Already the sponsor of the foot and netballs, Alabar extended its involvement by donating the service to Grinfromeartoear.

A service to Union Guy donated by John Campbell is also in the mix, with connections of Red Samurai also chiming in with a service to the former handy trotter.

There are also plenty of prizes for the non-breeders, including a 10 kilogram block of Cadbury chocolate, Bolinda Publishing Audio Books and a Myer voucher.

Yirribee Stud has returned with mugs for the Most Valuable Player in each code.

Strath Village IGA has kindly donated 20 slabs of water for the football and netball players.

Tabcorp is back as the football jumper sponsor and will supply jumpers for the four teams.

The squads will be assembled from four districts – Melton (Go Blues), Ballarat, Shepparton and Bendigo.

Other sponsors include Seelite Windows and Doors, Kevin Riseley, Allan McNeil and Glenn Sharp.

"If anyone is in a position to support these sponsors who have been so gen-

erous, I urge them to do so and tell their friends as well," O'Connell said.

"Not only are they helping us raise valuable funds for sick children, they are also ensuring harness racing's one and only grand social day is a success.

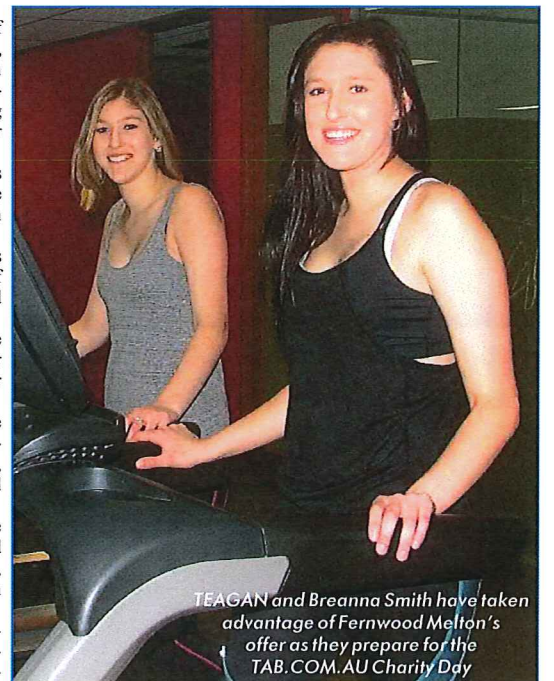
"As an industry we need a day like this to forget the ups and downs of racing and enjoy spending time together as a big family while having a laugh and a bit of fun."

As mentioned, the big day is set down for August 31, with the Strathfieldsaye Sports Club the venue.

"The Strathfieldsaye Club has offered us free use of their grounds and facilities," O'Connell said.

"They have two footy ovals and three netball courts, so it's the perfect plus."

For more information please contact O'Connell on 0404 728 885.



TEAGAN and Breanna Smith have taken advantage of Fernwood Melton's offer as they prepare for the TAB.COM.AU Charity Day



Harness Racing

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W E E K L Y

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IT'S ON AGAIN!



CHRIS AFDOR with his son Sam and daughter, Katie, will be gearing up for this year's TAB.COM.AU Charity Football Day, which raises valuable funds for children suffering from Neurofibromatosis... See PAUL COURTS' article on Page 2.

Midas in fine touch for Melton F-F-A... See Page 3 for details



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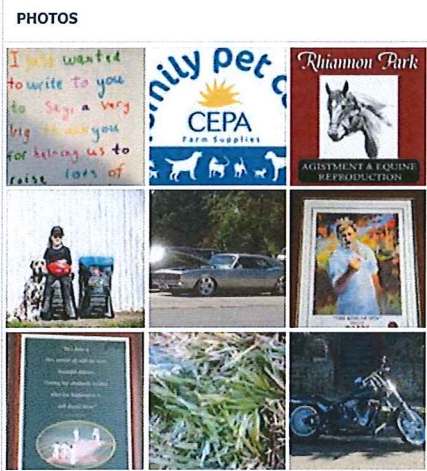
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PEOPLE

318 likes

ABOUT

Harness Racing Charity Football/Netball Day on the 31st August at the Strathfieldsaye Football & Netball Club raising funds and awareness for CTF!



- POSTS TO PAGE**
- Stace Towers**
31 August at 04:34

Well done to everyone who took part in today from spectators to play... [See More](#)

Like · Comment · Share 2
 - Stace Towers**
30 August at 14:27

It's game day !! Hope everyone enjoys themselves supporting a cause that helps one of our own

Like · Comment · Share
 - Kelly McDermott**
24 August at 18:04

Tab.com.au Harness Racing Charity Football/Netball Day
9 October

Well! It's taken a while but we finally have a figure of the money raised on our Football/Netball Charity Day and the racing that coincided with it! The total raised was \$40,384k!! Bringing the Harness Racing Industry total to \$119,384!!! There are no words for this - our industry is amazing and we are honoured to be apart of it. **WE HAVE ALL MADE A DIFFERENCE TO THE LIVES OF THOSE TOUCHED BY NF....** and we simply can't thank you all enough for sharing this journey with us.

Like · Comment 54 7 1 Share

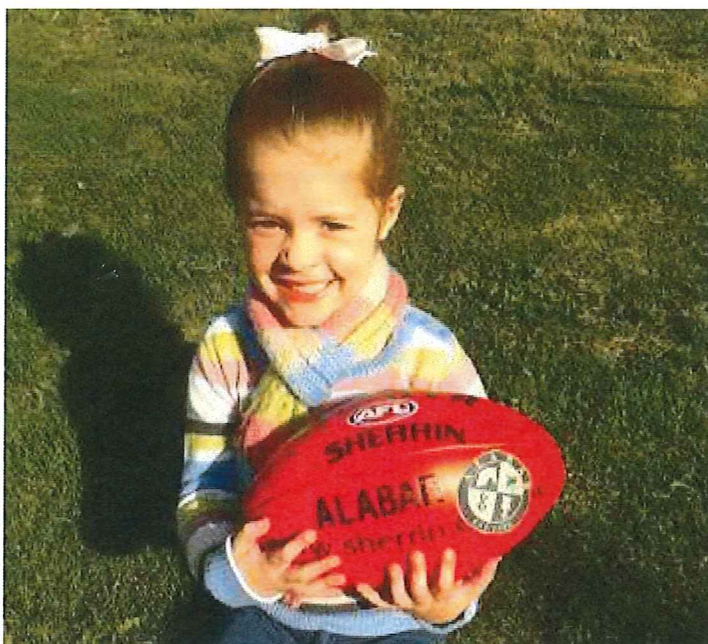
Tab.com.au Harness Racing Charity Football/Netball Day
9 September

To all of the people who have donated to CTF in one way or another... This is something that Katie wanted to send out (sorry for the fb post but I don't quite think Australia post could cope with the number of these that would need to be mailed out!).

We still don't have an official figure raised yet as money is still coming... But as soon as we hear from the guys at CTF we will be sure to let you know!!

Harness racing's biggest social event

11:57 PM 20 Aug 2014 NZST



Katie Alford

WHAT began as ‘we should have a...’ moment between a few horsemen has quickly developed into Australian harness racing’s biggest social event.

Talking with his peers over a drink or three last year, Victorian mentor Robbie O’Connell decided to take the conversation beyond words and into action.

A couple of months later, the inaugural TAB.COM.AU Charity Football Day was born!

With trainers and drivers throughout the state, and a few from across the border, forming four regional teams, the event was a big hit.

Not only did it provide industry personnel the opportunity to enjoy a fun day filled with laughter, the event raised valuable funds and awareness for the Childrens’ Tumour Foundation.

Match fees, raffles and a memorabilia auction saw \$14,000 raised...a tremendous effort considering the foundation receives \$18,000 a year from the government.

Fast forward 12 months and the big day is on again.

Not only will the four teams – Melton, Ballarat, Bendigo and Shepparton – do battle on the footy field in a ‘Round Robyn’ contest for the Katie Alford Cup, a netball section has been added to the agenda.

Katie, daughter of premier reinsman Chris Alford, suffers from the rare disorder Neurofibromatosis, which affects one in 4000 people.

Katie has become harness racing’s shining light for the charity.

With O'Connell the driving force once again, the August 31 showdown at the Strathfieldsaye Sporting Club promises to be a day to remember.

Tabcorp has returned as the major sponsor, donating the football jumpers, with Alabar Bloodstock covering the cost of the foot and netballs.

Alabar has also chimed in with a service to Grinfromeartoe, which is the main prize of a mega raffle.

The raffle also includes a service to Union Guy donated by John Campbell, with connections of Red Samurai also supplying a service to the former handy trotter.

There are also plenty of prizes for the non-breeders, including a 10 kilogram block of Cadbury chocolate, Bolinda Publishing Audio Books and a Myer voucher.

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Unlike 99.9 percent of auctions, Azuma International didn't place a reserve on the items.

For example, a supplier will put a \$500 reserve on a particular item, and should it sell for \$550, the charity only receives \$50!

Azuma International, however, split the takings down the middle.

"To be honest, last year we were only cutting our teeth with the whole concept and were caught a little off guard by how big it turned out," O'Connell said.

"This time we'll be on top of everything from the get go and it will be an even better time for all involved.

"I've got no doubt those who played, or came along, last year will return, and with that in mind, the interest is expected to grow.

"It's open to all harness racing participants, be it owners, stablehands, trainers, drivers, club officials, administrators.

"Even journalists...we're open minded!

"All that said, last year was an amazing effort to raise \$14,000, this time around we're thinking closer to \$20,000.

"So I urge everybody with an interest in harness racing to come along, either as a player or spectator...you won't regret it."