



Newtown Rugby League Football Club
Founded 1908 - Celebrating 109 Years of Rugby League



ABN 66 000 258 408 ACN 000 258 408
14 Rich Street, Marrickville NSW 2204
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6th December 2017

Mr Fouad Deiri
Director
Deicorp
Suite 301, Level 3, 161 Redfern Street
Redfern NSW 2016

Dear Fouad,

I'm writing to you on behalf of the Directors, members, staff and supporters of the Newtown Rugby League Football Club, the oldest rugby league club in Australia. I would like to report to you on the major undertakings of this club in 2017. This correspondence also presents the opportunity for me to express our club's genuine thanks to you, the management and staff of Deicorp for your ongoing generosity in providing financial and organisational support to our club throughout 2017.

It goes without saying that your sponsorship of the Newtown RLFC, along with several other organisations, enables this club to participate in and to be an effective competitor in what is an increasingly more demanding standard of rugby league. The other clubs in the Intrust Super Premiership NSW competition either have the direct support of large licensed clubs or private franchises, and they are considerably better resourced than our club. Your ongoing support enables the Newtown Jets to remain competitive at this senior level of rugby league, in what is the second-tier level of the game in Australia and New Zealand.

We are very proud at Newtown of the strong home-game following we have attracted to Henson Park in recent years. There is no doubt that our club has developed a unique profile and a cult-like following in inner-western Sydney and beyond. Our younger Directors and staff are to be congratulated for their promotional aptitude and street-wise nous that gives our club a competitive edge in attracting good crowds to our home match occasions. In the years that you have been a major sponsor, there have been many large attendances recorded at Henson Park along with some wonderfully entertaining occasions for the inner-western community.

2017 wasn't one of our more successful seasons football-wise. While our Intrust Super Premiership team didn't make the finals, it is worth noting that six of our team's losses were by narrow margins. We were in the top eight of the competition in the first half of the season, but a bad run of injuries, mid-year player transfers and the relative inexperience of several of our players eventually told against us in the latter weeks of the competition.

Our club has developed a marvellous support base and even though our team was not well-placed in the competition, we were still able to draw good crowds to our home games and special event days. We have earned the admiration of the officials of our competition's controlling body, the NSW Rugby League, for our home game promotions and for the fact that we draw the largest home-game crowds by far in the Intrust Super Premiership.

Some of the special events that worked well in 2017 included the ever-popular Frank Hyde Shield series against North Sydney; our annual club reunion day which is usually our last home game for the season; the somewhat quirky "Hipsters Day" when our club pays tribute to the greatly-changed population base of inner-western Sydney; the annual Beat the Crowd Day, where we encourage our supporters to boost the crowd and to try and surpass our "mythical" home crowd figure of 8972; Ladies Day, the occasion when we honour the huge role played by so many women in the modern-day rugby league game; the enormously successful Beer, Food and Footy Festival which was staged for the second time this year and attracted a large number of craft breweries, boutique food outlets, bars and cafes who all ran their own marquees along with a live





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Newtown Jets home game, drawing a crowd of over 6000; and of course our regular Family Fun Days which are very popular with families and children.

One of the most heart-warming sights at Newtown Jets home games is the number of children who take to the field at half-time or after full-time for a kick and a run around with their fathers and older brothers. This is something rarely seen at other grounds and at other codes, although some NRL clubs are starting to introduce this feature into their home-game programs.

The Beer, Food and Footy Festival in particular has attracted considerable media attention, and several of our home games have been written up in a variety of magazines and on an array of sporting and travel websites. Just recently a widely-read international travel website described going to a home game at Henson Park as being one of the primary sporting attractions of modern day Sydney.

On the rugby league side of things, several Newtown Jets players won representative honours in 2017 with our club having players selected in the NSW Residents team (the ISP NSW rep team); the City Origin team; and in the Samoan and Tongan national teams. While we only had one player selected in the Intrust Super Premiership team of the year, that player (Kurt Dillon) is an outstanding young prospect who is sure to play in the NRL in the near future.

This year's Rugby League World Cup sees no less than 28 current and former Newtown Jets players appearing across 11 of the 14 national teams participating in the tournament. While most of the 28 (plus two national team coaches) are former players with Newtown, there is no other club outside of the NRL who could make as strong a claim to being such an effective development ground for young players. There are also other former Jets players who appear on a regular basis with NRL clubs and with UK Super League clubs.

I'm pleased to advise that the Newtown RLFC has been able to reach agreement with the Cronulla-Sutherland Sharks to extend our partnership into the 2018 season. We have also finalised a partnership arrangement with the Glebe-Burwood RLFC which plays in the Ron Massey Cup competition. This partnership ensures our spare players have a good standard competition to play in to maintain their fitness levels and form. The Glebe club made an amazing return to rugby league circles in 2017, after having been excluded from the NSW Rugby League at the end of 1929! Our players commenced training for the 2018 season on Monday, 13th November.

The Newtown RLFC would be honoured to be associated again with Deicorp, with our club due to celebrate its 110th birthday on the 8th January 2018. We believe that the Newtown Jets brand – incorporating the totality of our name, logos, colours and history; our atmospheric home ground which staged its first rugby league game in 1936; our extensive and multifaceted media profile; our merchandise sales; and our genuine "feel good" vibe in the broader community are all positive features that make our club an organisation that is beneficial to be associated with.

We would be pleased to have the opportunity to discuss with you ways in which we can make our partnership continue to work for the benefit of both of our organisations. Allow me to conclude by again extending our club's thanks for your tremendous support and also to offer our good wishes to you and everyone at Deicorp.

Yours sincerely,

Barry N. Vining
President
Newtown Rugby League Football Club

