



Welcome to the World Premiere of...

A Dog Eat Dog Production



...and the 2010 Inaugural ANZAC Friendship Match

**15 June
2011**



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AUSTRALIAN RULES FOOTBALL





Objectives of the Club

- To play regular competitive, international matches to:
 - Appeal to players who like competition
 - Create the reason for the Club to exist
- To build a true “Club” environment that is social and appeals to a wider and more diverse group than just hard-core footballers
- To create special and significant functions / events that provide attendees with a richer experience than otherwise would be possible
- To use Aussie Rules - Australia’s signature sport – as a vehicle to promote Australian causes where appropriate
- To improve the fitness of people
- To use our football club as a vehicle to promote our sponsors to ensure they receive fair value for their sponsorship



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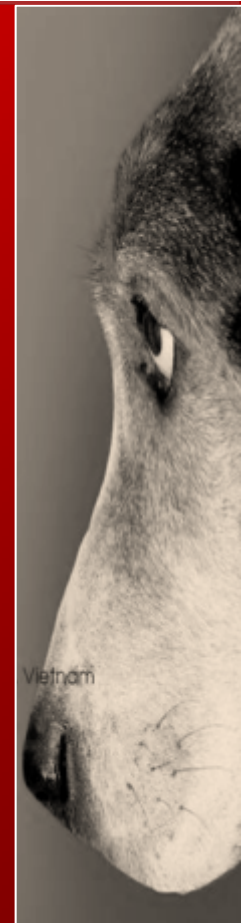


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\$45,000 raised for Queensland flood victims



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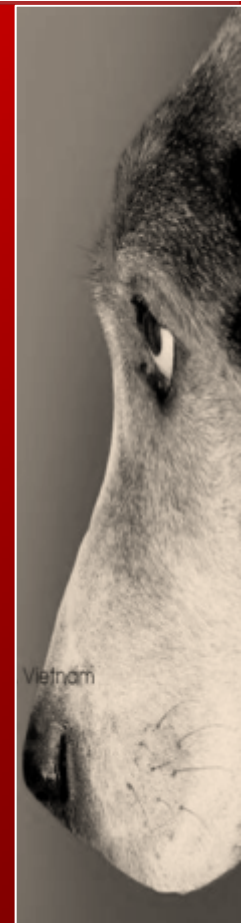
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Queensland Premier thanks Swannies and Vietnam Community



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Kiwis raise over USD100,000



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Sydney Swans donate jumpers to NZ Earthquake Fundraiser. AFL Website and Footy Record report



Sydney Swans Website



AFL Footy Record



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2011 ANZAC Friendship Match



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Channel 9 covers ANZAC Match and Sponsors



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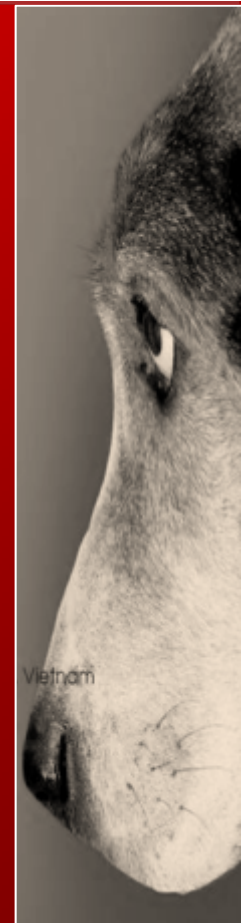


AUSTRALIAN RULES FOOTBALL





The colour



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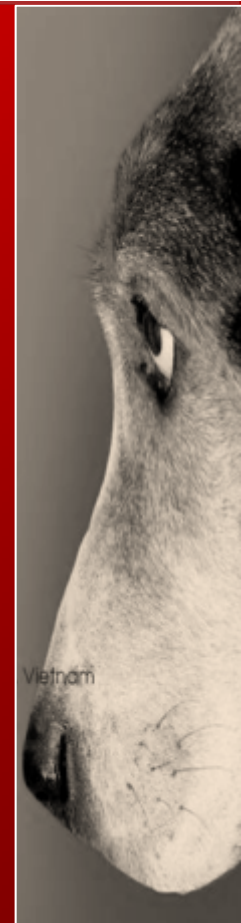
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The colour



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VIET NAM



Dawn Service; AFL Footy Record



Osborne's Vietnamese odyssey to help save lives
LUCY HUGHES

Through his work in the Footscray suburb of Kilsyth, Osborne, the former 3rd term captain who played 292 games with the Bulldogs, Port Adelaide and Collingwood over 17 years, has raised Vietnam war orphans who still struggle to make ends meet.

This weekend, 17 men stand in the Magpies in 1996. Osborne will be in his element as he leads the Vietnam War orphans in their final football match against the Footscray Bulldogs.

About a year ago, Osborne was approached to be a part of the game and help promote it.

It felt like a dream come true of the kind of work he'd done in the past - to help save lives. Osborne wanted to know more about it.

More than 18,000 Vietnamese children spent their years, and many raised from the moment they were born, to help look after Vietnamese children who were in need.

"Initially, it was to give them a chance to help promote the game, but they when I heard we had many children in need, I thought I had to get more involved," Osborne said.

"It's wonderful that they do so well because the people live in the same old area, and also raising money for the orphans."

On Saturday morning, players and officials will be lined up along the footscray with the game played that afternoon. On Sunday, the group will meet on handball court and, as Osborne is not a part in a down-kick, will be at Long Tan Club, one of only two restaurants in Footscray.

Osborne's work has been recognized by the Vietnamese Government. Osborne, 46, expects to be the president of the club.

"The dawn service at the Long Tan Club is going to be a very special day. There's going to be a lot of people there," said Osborne, who played a total of 292 games for the Bulldogs, Port Adelaide and Collingwood in his 17-year career in the Magpies.

Football is the main sport in Footscray. This year will be the year of the building games played over the weekend, with the Footscray and the Bulldogs and Port Adelaide and the Bulldogs in an exciting game. As well as helping to raise money for the orphans, Osborne, who played for the Bulldogs, Port Adelaide and Collingwood, will be a part of the game. Osborne would also like to get a kick.

"I've been playing handball a couple of years now and I've been doing that for 17 years, so that keeps me in a bit of condition that, although I don't play any more, I can still play handball and I can compete with the boys."

"I might have to be the captain to give me a few days more, but I'll be struggling."



The most entertaining team in footy and you'll only hear them on 3AW. Your game. Your station.



Vietnam



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\$3,000 raised for charities at ANZAC Friendship Match

- \$1000 for Swim Vietnam
- \$1,000 for Vung Tau Veterans and Friends' Childrens' Fund (VTVFCF)
- \$1,000 for two orphanages in Vung Tau



Mr Phil Johns
President,
Viet Nam Swans

Dear Phil,

RE: ANZAC Day Friendship Match - Charity donation to VTVFCF

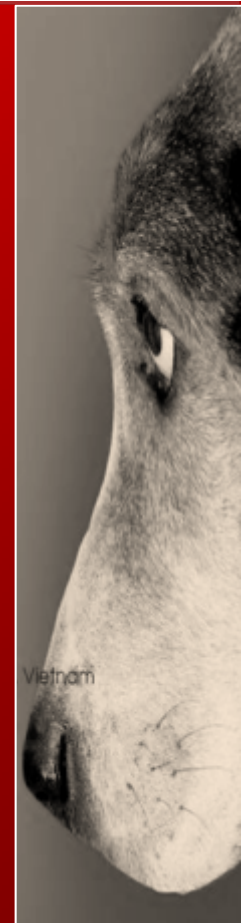
I have recently received from Glen Nolan the amount of VND18,715,400, by way of a donation from the Viet Nam Swans Football Club towards the School refurbishment program currently being undertaken by the Vung Tau Veterans and Friends Childrens Fund (VTVFCF).

On behalf of the committee and members of the VTVFCF, and most importantly the children of Ba Ria Vung Tau Province, please accept our sincere thanks to yourself and the Swannies Committee and members for this most generous donation. It will make a difference.

Looking forward to being involved again next year and on other Swannies sponsored activities during the year. Should be a hoot!

Best regards,

Kevin McMillan
Secretary
VTVFCF
3 June 2011



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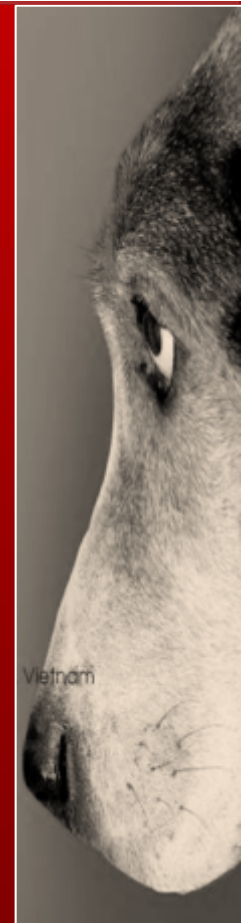




Connecting with Veterans



Another two Vietnam Veterans become Swannies



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Fact: In Vietnam, more children die from drowning than road accidents.



- Australia enjoys a reputation for swimming excellence at the elite level. It's a sport – and it's also social.
- Australians love to plan our holidays at the beach, on the river.
- In Australia, swimming brings people together

- In Vietnam, footy has many similar characteristics.
- It's Australia's Signature Sport, it keeps us fit, it's incredibly social as it brings people together and we use footy to travel around the region etc.
- The Vietnam Swans love living and working in Vietnam and we want to give something back – the ability to swim for fun (and survive in a disaster)



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World Conference, Drowning Prevention, Vietnam



- From 10-13 May 2011, The Royal Life Saving Society of Australia (RLSSA) held a world conference in Vietnam on drowning prevention.
- The Vietnam Swans, together with partners Montgomerie Links and Swim Vietnam approached the RLSSA.
- The Inaugural Swing to Swim Charity Golf Day was held on 14 May...



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Inaugural Swing to Swim Charity Golf Day, Montgomerie Links



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Saving lives by improving swimming skills

- Raising money to save lives in the water
- Building partnerships
- Promoting our sponsors to a new audience



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Coverage in Vietnamese media.



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Thanks from the Royal Life Saving Society of Australia



"I sincerely thank the Vietnam Swans for your efforts."

"The Swans have a fabulous group of supporters doing a great job and the Vietnam Swans are a credit to Australians working internationally."

Rob Bradley, CEO



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Examples of other media in VN and Australia

Getting Your Kicks With The Vietnam Swans

Australian football is now played in Vietnam, and the footballers are members of The Vietnam Swans

By Tony Hoang

It was a special day for me. I was invited to play.

I had thought I was playing soccer. I was wrong. I was playing Australian football. It's a very different game. I had never played it before. I was a bit nervous at first, but the players were very friendly and helpful. I had a great time.



The Vietnam Swans - seven players from the team playing a match in Hanoi. Photo by Vietnam Swans.

There are many reasons why people are interested in Australian football. It's a very exciting game. It's also a very popular sport in Australia. It's a great way to stay fit and healthy. It's also a great way to meet new people and make friends.

VIETNAM SWANS

The Vietnam Swans are a team of Australian football players from Vietnam. They were founded in 2001. They are currently based in Hanoi. They play in the Vietnam Swans League.

When it comes to playing Australian football, there are many things to consider. One of the most important things is to have a good understanding of the rules. It's also important to have a good team. It's a very competitive game. It's also a very fun game. It's a great way to stay fit and healthy. It's also a great way to meet new people and make friends.

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TRACKING THE FOOTY

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Exploring the tunnels of Cu Chi

Training with the Vietnam Swans

Enjoying your job is the 'trick,' says Ron

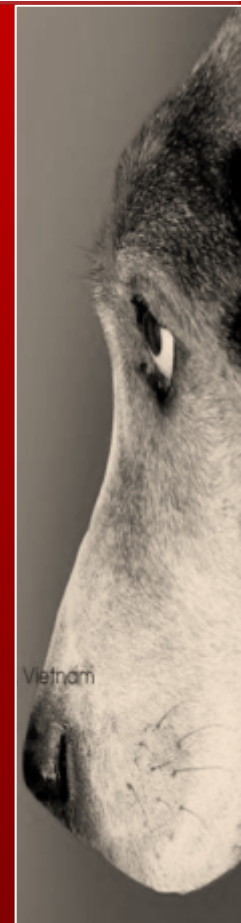
Pick One Up!





Australian AFL Masters Match, Saigon

Showcasing
RMIT
University
and other
sponsors/partners to a
football team
from
Australia



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Stalking the Swannies...

Swannies move in influential circles...



Norman



Baillieu



Gillard



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Stalking the Swannies...

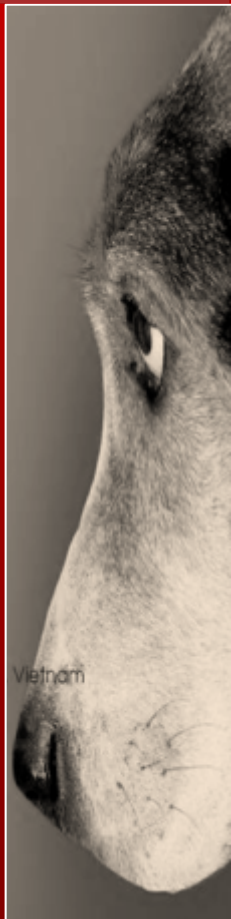
Swannies move in influential circles...



Rudd



**Australia's three living
Victoria Cross recipients**



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Stalking the Swannies...

Swannies move in influential circles...



Bryce



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Next Saturday, 18 June



Malaysian Warriors Vs Vietnam Swans, Kuala Lumpur



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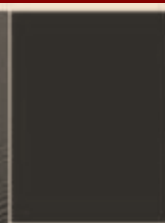
Which is your favourite logo?



Vietnam



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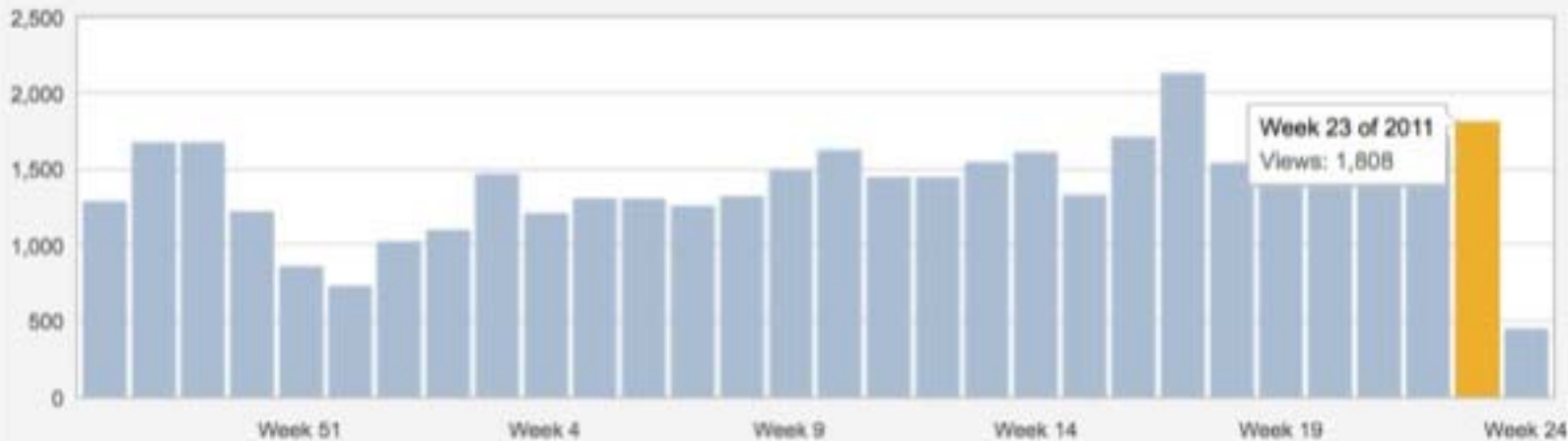




Nearly 2,000 hits per week on www.vietnamswans.com

At A Glance

Days **Weeks** Months



225,705

views all-time

240

views today

757

views on your busiest day

[Summary Tables](#)



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Making it happen in 2011

To ensure that we have stable and coordinated development in Hanoi, Saigon and Nationally, we have implemented the following committee structure:



Vietnam





Sponsorships

If you would be interested in knowing more about sponsorship opportunities with the Vietnam Swans, we would like to talk to you.

The Sponsorship fees vary from \$200 for a logo on the website to \$2500 for a logo on the jumper. Main sponsors have their logos put on all banners.

Some sponsors pay cash, others provide product.

We aim to tailor a package that allows us to deliver more-than-enough value to justify your investment.

For further details, please contact the National President, Phil Johns

Ph 0933 032 296

Email: vietnamswans@gmail.com



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vietnamswans@gmail.com

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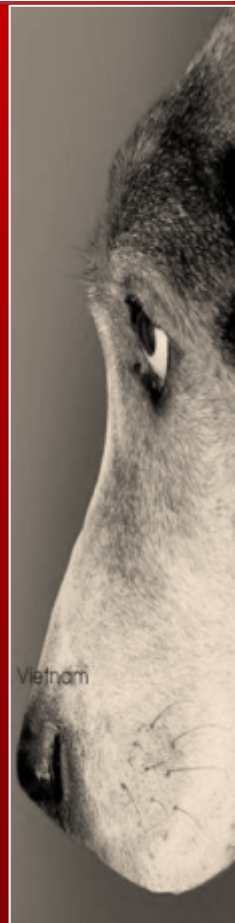
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Thank you to the Swannies' Key Partners





Thank you to the Swannies' 2011 National Sponsors

LINFOX Swans' Signature Sponsor

PEUG-IN Pest Free www.pestfree.com.vn

JIM BEAM

Commonwealth Bank

Strategic Marine Maritime Solutions

FRESCO'S

Aussie Mark Greenshields

Odyssey Accountants

QBE

CROWN RELAXATIONS

Coca-Cola

International SOS

Light

VABIS Group

SES-VN



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