

### Dear Swannies, Sponsors and Supporters

- Asian Champs, Kaspersky Cup and media coverage
- Preparations for 2011 ANZAC Friendship Match
- Preparations for 2010 Indochina Cup
- Sponsorship news  
*Honk! Honk!*

#### Asian Champs, Kaspersky Cup and media coverage

As you have probably already heard, the Vietnam Swans won two of our four games at the Asian Championships in Shanghai two weeks ago. This was a significant milestone in the development of the Vietnam Swans as these victories were the first in our four assaults on the Champs.

It was a magnificent achievement by those on and off the field who have all contributed so much in many different ways. Importantly, judging from the number of congratulatory messages received from past players, the sense of success was deservedly shared. Those messages were a reminder that you can leave the country but you can't leave the Vietnam Swans.

As for the 11th Annual Asian Champs tournament itself, what a great success story! This year, 12 teams competed which is the highest number yet. Meanwhile Cambodia which returned to international football in July of this year, is champing at the bit to be the 13th team next year. Including non players, the 12 teams comprised approximately 500 people. Assuming they spent, on average, USD1,000 each for airfares, visas, accommodation, food, drink etc, that represents a rather significant investment of \$500,000. Clearly, not only is Asian footy flourishing, it's alive, thriving and growing.

The day after the Champs, we all attended the AFL's Kaspersky Cup between Melbourne and Brisbane. And it was a cracker. The double header of the Champs and the Kaspersky Cup made for an excellent celebration of footy in Asia.

The Australian media gave good coverage to the Kaspersky Cup. However, with no mention of the Dubai Heat's three-peat performance in the Champs in the Australian media, including the AFL's website, Australian punters were probably left with the impression that when Melbourne and Brisbane flew out, so did footy.

The absence of coverage on such a big story was surprising - especially when one considers the amount of media coverage Miss Australia received in 2008 when she wore a Swannies jumper (admittedly, Miss Australia looked pretty good in a Swannies jumper. But so would Buddy Franklin).

Anecdotally, people are fascinated with the footy in Asia. In related news, there's a whisper that Asian stockbrokers are quietly giving their most valued clients a "Buy" recommendation for the footy!

#### Preparations for 2011 ANZAC Friendship Match

As you will be aware, the Vietnam Swans will host the Hong Kong Dragons in the 2011 ANZAC Friendship Match in Vung Tau. Prior to the Asian Champs, the Vietnam Swans and Hong Kong Dragons organised for both teams to meet on the ground after the tournament for a beer. Which we did. Everywhere, ANZAC matches have special symbolism and significance. In Vietnam, they are also intertwined with a raft of political sensitivities. Accordingly, both Club Presidents addressed the assembled teams to set the context and background for next year's ANZAC Friendship Match in Vietnam.

#### Preparations for 2010 Indochina Cup

Preparations for next month's Indochina Cup are well underway. Vietnam, Thailand, Laos and Cambodia will all compete for the coveted Cup which will be held in Saigon on 27 November. Concurrently, the Saigon Shooters will also host netball's Indochina Cup.

#### Sponsorship news

On 13 November, the Swannies will have a training run in Vung Tau at the Greyhound Racing Track. New sponsor, Strategic Marine, will send its own boat to Saigon to take the Swannies to Vung Tau. Thank you Strategic Marine!

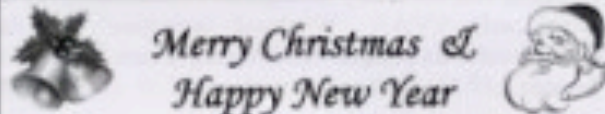
Please refresh your memories and have a look at our impressive list of Club sponsors below - including our Signature Sponsor, Linfox and Pest Free. Appearing next is the list of sponsors who supported us so generously at our recent Grand Final Parties in Hanoi and Saigon - which also allowed us to raise \$2,700 for the swimming lessons in Hoi An.

Honk if you love the footy in Asia.

*Honk! Honk!*

Phil

Phil Johns  
National President



**Merry Christmas &  
Happy New Year**

*The National Executive — Ron, John, David, Ken & Rob would like to extend their best wishes for a Merry Christmas & a Happy, Healthy & Safe New Year to the National Council & all our members & their families.*