

AUSTRALIAN
WATER POLO
INCORPORATED



FOUNDED IN 1982

MEDIA KIT for STATE ASSOCIATIONS & CLUBS

Australian Water Polo Inc.

Building B, Level 1
6 Figtree Drive
SYDNEY OLYMPIC PARK NSW 2127
Office: 02 9763 0247

www.australianwaterpolo.com.au

Sports Communication Australia

Dave Lyall: 0403 777 026
dave@sportscomm.com.au

www.sportscomm.com.au

Version 1.0

June 2011

INTRODUCTION

Welcome to the Australian Water Polo Inc. Media Kit for State Associations & Clubs

This media kit has been developed to help your State Association or Club follow the media guidelines set down by Australian Water Polo Inc. (AWPI), thus maximising positive media exposure for your State, Club and the sport of water polo.

The aim of using the media effectively is to create a positive public image of water polo, while also managing any incidents or controversies in a professional manner.

The outcome of a consistent and successful media plan throughout the sport will lead to a greater chance for long term media exposure, a greater ability to draw revenue through sponsorship, merchandising and advertising and an increased opportunity to build membership and grow the sport.

AWPI now has an experienced public relations consultant, Sports Communication Australia (SCA) to deliver our media management.

AWPI through SCA will always be available to assist you, however with over 220 clubs and almost 12,000 participants, it is impossible for AWPI to publicise everything that goes on within the sport. We all need to play a role on this.

From this Guide you should be able to work out why and in which instances your State Association or Club should pursue a media opportunity, when media should be referred to AWPI/SCA, and also how to ensure your media relations are handled in a professional manner.

This Guide will give all State Associations and Clubs a new tool with which to help build their public profile as well as helping in the promotion of the sport as a whole.

For those State Associations or Clubs that already have their own media operations, it is hoped you will be able to integrate elements of this kit in with your current arrangements.

In particular, the protocols by which major incidents are reported are now a lot more structured and we ask all clubs and members to follow this.

I hope this Guide and associated resources prove to be helpful.

Yours in water polo,

Chris Harrison

CEO

Australian Water Polo Inc.

A MESSAGE FROM AUSTRALIAN WATER POLO INC. MEDIA MANAGER

From the time Australia made its Olympic Water Polo debut in 1948 the sport has enjoyed a positive, if somewhat low profile in the domestic media, punctuated by the highlight of winning the women's gold medal at the Sydney Olympic Games.

The constantly changing face of the media since that wonderful moment in 2000 has meant it is harder and harder for 'Olympic cycle' sports to gain positive, consistent media attention.

With the appointment of Sports Communication Australia to manage its media affairs AWPI has invested in the future of the sport and it is an investment that all levels of the sport need to take some ownership of.

The platform of the AWPI relationship with SCA will be built on cooperation and understanding of what is required by all to maximise the public image of water polo in Australia.

It is a relationship built on everybody 'speaking the same language' and understanding realistic goals in terms of what is achievable as far as media attention goes.

What is a reasonable media goal for the National Men's team is not what is expected or necessarily achievable for a club in one of our smaller states with two grade teams – but everything is relative and if everybody does their share in building the profile of the sport, water polo will thrive for many years to come.

In this kit we aim to introduce you to the media guidelines adopted by Australian Water Polo Inc. and give an insight into how best to implement them in your organisation.

Water Polo has always been held in the highest esteem at the loftiest levels in Australian sport and it is up to all of us to ensure that we continue to uphold those ideals in the public arena.

Enjoy your water polo.

Dave Lyall
Media Manager
Australian Water Polo Inc.

Managing Director
Sports Communication Australia

CONTENTS

APPOINTING A MEDIA OFFICER.....	5
MEDIA RESPONSIBILITIES.....	6
MEDIA RESPONSIBILITIES EXAMPLES.....	8
WHAT MAKESA GOOD STORY.....	10
DEALING WITH THE MEDIA.....	11
GETTING YOUR STORY TO THE MEDIA.....	12
MEDIA RELEASES.....	12
MEDIA RELEASE STEPS.....	13
MEDIA PYRAMID.....	14
MEDIA RELEASE TEMPLATE.....	15
MEDIA CONTACTS.....	16
FREQUENCY OF CONTENT.....	17
SOCIAL MEDIA.....	18
SPORTS COMMUNICATION AUSTRALIA / CLUB AND STATE CONTACTS.....	19
APPENDIX 1 – MEDIA RELEASE GOOD EXAMPLE.....	20

APPOINTING A MEDIA OFFICER

In order to maintain a controlled flow of information to the media and ensure that the right people speak to the media when approached, each State or Club should have a Media Officer (MO). This is the person who all media enquiries to your organisation should be directed towards, and importantly should also be the person who **proactively** disseminates media releases and information on behalf of the organisation.

In smaller clubs, this person will often be the Club President, Club Secretary or Team Manager, however bigger clubs may choose to nominate someone to specifically take on the role.

Whoever takes on the role at each club will ideally be a good writer, confident speaker, on-call to be contacted by the media and in some cases willing to act as the club's Media Spokesperson. If the MO is not going to be the spokesperson for the club, clubs should also appoint a Club Media Spokesperson (CMS), usually the President or Coach, who will be the "face" of the club.

It will help if the MO is handy with websites and social media platforms too.

As a general rule water polo as a sport has a positive image with the media and enjoys a good relationship with television, radio and the print press in Australia. The MO for each Club should endeavour to develop a good relationship with their local media, as well as keeping in communication, where necessary, with media/communications staff at your State association and AWPI/SCA.

Club and State MO'S can at any time contact AWPI/SCA for advice on media issues, and should always keep them informed of sensitive issues so as to ensure effective management of the situation.

Once the club has appointed their MO, he/she should contact your State association and SCA to confirm the appointment.



CHECK POINT

MEDIA OFFICER (MO)

- A good writer, confident speaker, (at times need to be) on-call and willing to act as the Media Spokesperson
- Identify and develop relationships with local media
- Proactively provide local media with stories
- Fulfil media requests and enquiries
- Always keeps AWPI/SCA informed on sensitive issues
- Can always contact AWPI/SCA for advice
- Handy with the internet and social media

CLUB MEDIA SPOKESPERSON (CMS)

- If the MO is not the appointed spokesperson, the club should appoint someone responsible to be the "face" of the club – the Club Media Spokesperson (CMS). This also applies to State organisations

Tip: Try and find a communications, journalism or marketing student within your club or network who is willing and able to fulfil the MO role. That way you gain a Media Officer and you help further the career of a water polo participant or friend of the game.

MEDIA RESPONSIBILITIES

One element of handling the media that AWPI would like to improve is establishing media responsibilities. In short, ascertaining which body is responsible for what.

In order to improve this area, AWPI & SCA have developed a list of guidelines which, when followed, will make it easier for States, Clubs and the media to determine who should be making comment or providing information on a certain event or issue. These guidelines apply equally when a member of the media contacts a State/Club or if the State or Club pro-actively contacts the media.

SCA should be contacted for advice, assistance and implementation when required.

Tip: SCA is here to help. If in doubt about whether, or how, you or your State / Club should be dealing with a particular situation, please contact SCA.



CHECK POINT – MEDIA RESPONSIBILITIES

	MEDIA CONTACT ON CLUB ISSUES / NEWS	MEDIA CONTACT ON STATE ISSUES / TEAMS / NEWS	MEDIA CONTACT ON NWPL, NATIONAL CHAMPS	MEDIA CONTACT ON POLITICAL, MEDICAL, DISCIPLINE OR AWPI ISSUES	MEDIA CONTACT ON NATL TEAMS
CLUBS	✓	When referring to club in State events	✓ (NWPL TEAMS)	✗ Liaise with SCA	? Liaise with SCA
STATES	When multiple clubs are involved in State events i.e. State Champs	✓	✓ (NATL CHAMPS TEAMS)	✗ Liaise with SCA	? Liaise with SCA
AWPI / SCA	As needed	As needed	✓ (Overall results and info, otherwise as needed)	✓	✓

While SCA will deal with any issue and assist in any area that is relevant across multiple levels, it is important for States and Clubs to only deal with their issues and proactively promote their jurisdiction.

Any 'crisis', even at a local level, should be handled through SCA in order for it to be dealt with in the most professional manner possible by professionals in the media industry.

Shown below is a quick reference point to who from a Club, State or AWPI should be handling media activity for various incidents and events.

CLUBS	
Club activity / issues	<ul style="list-style-type: none"> 🏆 Club promotion 🏆 Athlete promotion 🏆 Fundraising 🏆 Sponsorship 🏆 Education / Development 🏆 Membership 🏆 NWPL club performances
Relevant spokesperson	Club Media Spokesperson (CMS)
Also contact	SCA when required

STATES	
State issues	<ul style="list-style-type: none"> 🏆 State events 🏆 State Championships 🏆 State Team selections 🏆 Athlete promotion 🏆 Club promotion 🏆 Training camps 🏆 State-wide sponsorships 🏆 State awards 🏆 Education / Development 🏆 Membership
Relevant spokesperson	State Media Officer (SMO) or State Spokesperson (SS)
Also contact	SCA when required

SCA on behalf of AWPI	
AWPI Issues	<ul style="list-style-type: none"> 🏆 National Teams 🏆 National Championships 🏆 NWPL overall competition 🏆 Sponsorship 🏆 Any political, medical or disciplinary issues
Relevant Spokespeople	AWPI CEO AWPI Head Coaches Relevant senior staff
Also contact	Club/State spokespeople where relevant

MEDIA RESPONSIBILITIES - Examples

Example 1

Victorian State Championships (Various venues)

AWPI/SCA have no role unless called upon for advice

VWPI should inform the major metro media in Melbourne

- Herald Sun, The Age, SEN radio etc. to say what, who, why, where before Championships
- Herald Sun, The Age, SEN radio etc. to say what, who, why, where during (where relevant) and after Championships

Footscray Swimming & Water Polo Club should inform media in the Footscray area

- Footscray Mail and Footscray Star to say what, who, why, where before Championships
- Footscray Mail and Footscray Star to say what, who, why, where during (where relevant) and after Championships

Example 2

National 18 & U Championships in Brisbane (The Valley & Albany Creek)

AWPI/SCA should inform the media relevant to the city and venues – Brisbane media

- Local newspapers, TV and radio to say what, who, why, where before Championships
- Local newspapers, TV and radio to say what, who, why during (where relevant) and after Championships

WAWPI should inform the media relevant to each of the selected athletes of their selection and result

- Work out where the athletes are from (suburb they live or even suburb of the club they play in) and craft a release about the individual's selection
- If the team performs well send a follow up release to each athlete's relevant media

Dolphins Water Polo Club has no role unless there are extraordinary circumstances. For example if there is a club record set for the number of players selected, talk to the State association to see who is best informing the media. **WORK TOGETHER.**

Example 3

Round 13 National Water Polo League – Cronulla Sharks player Jon Smith is about to play his 400th NWPL game

AWPI/SCA have no role unless called upon for advice

NSWWPI have no role unless called upon for advice

Cronulla Water Polo Club should inform media in the Cronulla area

- St George & Sutherland Shire Leader to say what, who, why, where before Jon's 400th game

- St George & Sutherland Shire Leader to say what, who, why, where after Jon's 400th game ("In his 400th game Jon Smith team was victorious but it was Bill Brown who starred with a club record 12 goals")

Example 4

River City Water Polo club player seriously assaults an opposition player in a game and there are major injuries and Police called

River City Water Polo should inform QWPI who should then inform AWPI/SCA

- AWPI/SCA would formulate a media plan in consultation with all relevant parties
- AWPI/SCA would be the first point of contact and spokesperson for media for all three organisations
- Club should not respond to media queries other than to refer them to AWPI/SCA

Example 5

The Australian Women's Stingers team is named for the FINA World Championships

AWPI/SCA should inform the media relevant to each of the selected athletes of their selection and result as well as major metropolitan media

- Major metro news to say what, who, why, where before Championships
- Work out where the athletes are from (suburb they live or even suburb of the club they play in) and craft a release about the individual's selection
- If the team performs well send a follow up release to each athlete's relevant media

State and Clubs have no role unless there are extraordinary circumstances. For example if there is a club record set for the number of players selected, talk to the State association to see who is best informing the media. **WORK TOGETHER.**

Some helpful tips...

- **COMMUNICATE. COMMUNICATE. COMMUNICATE.** If you want to publicise your club or state for an achievement or event outside your area of responsibility, talk to the organisation(s) above you and let them know. They will more than likely appreciate your suggestion and your help. Remember it is a waste of time to be trying to promote the same thing with the same media outlet as another organisation within our structure, not to mention how unprofessional it looks.
- **ASK FOR HELP.** There is no problem in asking for help or advice from SCA. If you are unsure whether something is your responsibility or of a story angle don't be afraid to ask. Feel free to send your media release to SCA **BEFORE** it goes to media for a look.
- **USE SOCIAL MEDIA.** Promote your story through your website and social media channels. Link stories published, publish your own releases, point to upcoming media activity.

WHAT MAKES A GOOD STORY?

The media is a constantly moving beast. What was traditionally a newspaper, radio, television world is now much bigger with the advent of the Internet and the websites and social media platforms it offers.

For smaller sports in Australia, outside the professional codes, match reports and week-to-week game data is losing its appeal with the media and 'human interest' stories are gaining prominence. That is not to say reporting on your team's progress doesn't have its place either.

For example, your State or Club website is a good place to say how the team performed at the National Championships or in week 8 of the South Australian summer competition but the Adelaide Advertiser are probably not going to be interested.

But if that team in the South Australian summer competition has a player who plays with cerebral palsy then the Adelaide Advertiser may certainly be interested. This is when your club would trumpet the achievements of the player to all relevant media as well as their own website.

The key is to know what is reasonably achievable to your market.

It would be a waste of time to try and promote the week 8 results to Sports Tonight but they may be very interested in the high achieving player with cerebral palsy or the young woman who is in the South Australian state team in water polo, hockey, swimming and cricket.

To go in the other direction, don't condemn the wonderful story about the cerebral palsy player or the multi-sport star to just your website. Or even worse, think it mightn't interest anyone.

Every club, every state and every player has a story to be told somewhere; it's just that some are more interesting than others.

Things that make for a good news story:

- People that overcome adversity
- High achievers within the game of water polo
- High achievers outside the game of water polo that play the game
- Milestones
- Community events
- Family and long term involvement
- The quirky and unusual

DEALING WITH THE MEDIA

The media can either be your friend or your foe but if an organisation is confident in its policies and the behaviour of its representatives, there is no reason to fear the media.

However, in order to make sure the image of the sport continues to be portrayed in a positive light, it is important that media spokespeople at all levels act and react in a professional manner to all media opportunities.

Some helpful tips...

GENERALLY

- Always be courteous with members of the media
- Never lie to the media – if you aren't sure, don't guess!
- Be contactable by the media and always return enquiries within 24hrs
- Brief anyone from your organisation that is being interviewed by the media
- If details change, let the media know about it ASAP

WHEN BEING INTERVIEWED

- Always look the part (see below PRESENTATION section)
- Be prepared to divert the media to an appointed MO/spokesperson if you are unsure
- Remember – **no** sunglasses / **no** chewing gum / **no** alcohol
- Always arrive on time or before your scheduled interview
- If you are running late call the MO/spokesperson/media person or journalist
- Generally try and be positive
- As an athlete only talk about your own performance – never criticise an opponent
- As a coach only talk about your own athletes
- Don't talk to the media if you are "upset" – compose yourself and come back to them
- When in doubt "keep smiling"
- Acknowledge relevant sponsors or organisations where possible

PRESENTATION

Importantly, spokespeople and athletes should always be well presented when fronting the media.

- Clean clothes and tidy hair are a must!
- Appropriate clothing, e.g.: a t-shirt / polo with Club, State or National branding
- If you have clothing with your club/state and applicable sponsor logo, that would be most appropriate. Good promotion of your sponsors means happy sponsors
- Smile and look at the interviewer
- Be happy!!!

GETTING YOUR STORY TO THE MEDIA

There are a number of ways to get information to the media. The most common and basic are a simple phone call to an established media contact or via a traditional media release.

The phone call option is quicker easier and can be very effective but it will require an established relationship with the media organisation and journalist.

If you don't know the journalist, or more importantly they don't know you or the Club / State / Sport you won't get far without some written information in the form of a media release.

MEDIA RELEASES

A media release is a written communication tool designed to inform the media about something on which you would like them to report.

A media release can also be used as a news item on your State/Club website.

There are some basic guidelines to follow when putting together a media release:

- Use clear, concise language
- Assume the person reading the release knows nothing about water polo
- Avoid jargon and acronyms where possible
- No longer than 1.5 pages OR 12 paragraphs (generally one page is good)
- Clear and easy to read type/font. Use 11-12 pt. text for the body and 14-24 pt. text for the heading (depending on length)
- Include the date
- Include a footer about your organisation

STANDARD FOOTER BLURBS

It is always good to have a standard explanation of what your Club/State does and some basic facts about the Club/State. This information can form part of your template (see template info further on) and will sit at the conclusion of the media release you have written.

These fictitious examples may be tailored to suit your State or Club.

ABOUT BALMAIN WPC

Balmain Water Polo Club is based at Balmain Baths in NSW and was founded in 1922. The club has in excess of 340 members and provides training, playing and social opportunities for players of all standards. At the elite level Balmain has produced seven Olympians and is consistently ranked in the top five clubs in the country. For more information on Balmain Water Polo Club or our introductory Flippa Ball programs, go to www.balmainpolo.com.

ABOUT WATER POLO QLD

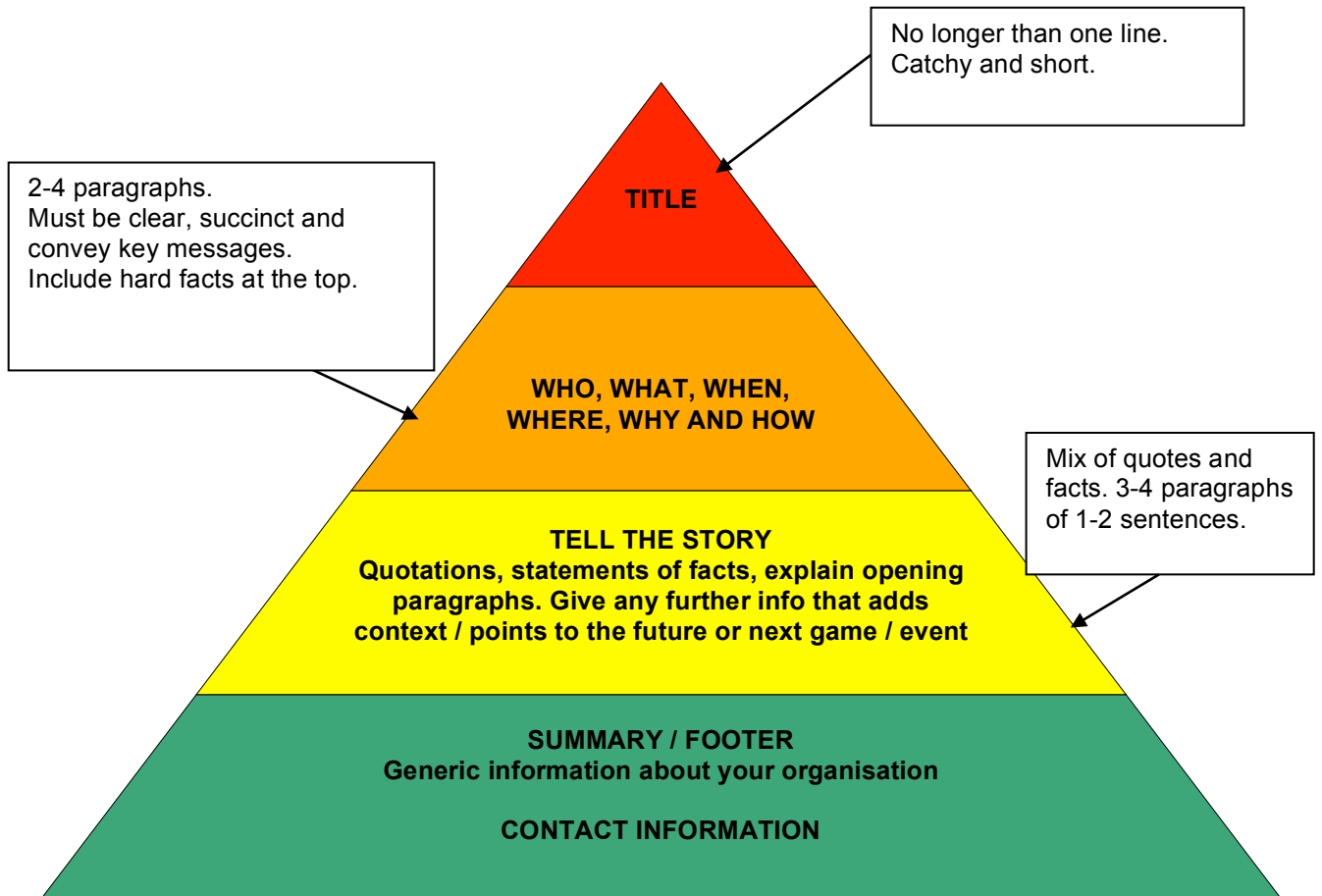
Water Polo QLD is the peak body for water polo in QLD. Founded in 1947, the organisation governs 100 clubs in eight districts. Water Polo QLD works with Australia Water Polo Incorporated in the promotion and development of water polo in Queensland. For more information visit www.waterpoloqld.com.au.

MEDIA RELEASE STEPS

There are simple steps that can be easily followed to make your media release a greater success. Here is a checklist of steps to follow:

- 🏀 Identify the **who, what, when, where, why** and **how** (that's your first 2-4 paragraphs done!)
- 🏀 Determine if there are any key messages that can be included
- 🏀 Draft your release (the templates in this Media Kit may be helpful)
- 🏀 Check the details (names, times, etc.)
- 🏀 Ensure your contact details are correct and most appropriate to contact you on
- 🏀 Send a pre-event release generally 24-48 hours before an event in metro areas, and more than 48 hours before in regional areas. **This however will depend on your local media publishing/programming and the availability of the subject of the story for a photo or interview. Know it!**
- 🏀 Send a post-event release as soon as possible after the event
- 🏀 Call to follow up that people have received your release and if they want any more information, or an interview
- 🏀 If details change, let the media know about it ASAP
- 🏀 If the media does come to your event, try and greet them and introduce yourself when they arrive, it helps build rapport and putting a face to a name is very helpful
- 🏀 Put the media release on your club website
- 🏀 Link the story on the club website to your social media channels
- 🏀 Send the media release to your State and SCA – if we think it's relevant we will put it on the AWPI website

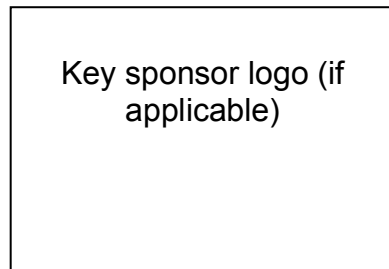
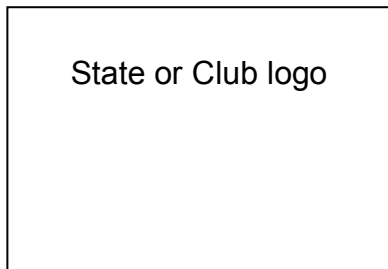
MEDIA RELEASE PYRAMID



MEDIA RELEASE TEMPLATE

It is good to have a template from which you create your media releases so they look consistent. It is best to send your email as a text-based email with logos inserted. **Ensure the words 'Media Release' are in the subject line with the media release heading.** It is also okay to attach the same media release as a PDF.

MEDIA RELEASE TEMPLATE EXAMPLES



Date

PUT YOUR HEADLINE HERE IN BOLD

WHO, WHAT, WHEN, WHERE, WHY and HOW need to be explained here in the first two paragraphs. You can bold names of clubs, athletes and events if you like. This is the important information. Don't save it for later, put it in here. Always assume that this is the most important section of the release.

Keep paragraphs short with 1-2 sentences per paragraph. Ensure that all information is clear and succinct and conveys your key messages.

The following paragraphs need to contain more details in relation to the first 2-4 paragraphs. These should contain a mix of quotations and statements of fact.

A good media release should fit into one A4 page.

If images are available, mention this and then people will contact you if they would like some for use.

List your contact details.

ENDS

Media enquiries

Contact name, address, phone (include mobile) email address and website.

Provide generic information about your organisation.

ABOUT WATER POLO QLD

Water Polo QLD is the peak body for water polo in QLD. Founded in 1947, the organisation governs 100 clubs in eight districts. Water Polo QLD works with Australia Water Polo Incorporated in the promotion and development of water polo in Queensland. For more information visit www.waterpoloqld.com.au.

PHOTOGRAPHY

Sometimes you will have an increased chance of securing print press if you are able to provide high-resolution images. Other times the newspaper will want to set up their own photo and will rely on the MO to get the athlete to the agreed place. Sending out a number of high-resolution photographs will slow down a lot of computers and be blocked by some media organisations' firewall, however, if you can include in your press release that print-quality images are available, some organisations will take you up on the offer and you can send what is required or requested.

Anthony Pearse from Pearse Photography is a water polo photographer who works with AWPI on various National Championships and the NWPL. He may be a valuable resource to your State Association or Club.

Contact:

M: +61 419018772

E: anthony@pearsephotography.com.au

www.pearsephotography.com.au

Another good photographer with water polo experience is Jason McCawley.

Contact:

M: +61 414 994 702

E: jasonmccawley@yahoo.com.au

www.jasonmccawley.com.au

DISTRIBUTION & FOLLOW UP

Ideally you will have a relationship where a simple phone call is all it takes or is what the journalist prefers when pitching your story idea. Unfortunately this is not always the case and you need to email a media release. Once you have sent the media release via email, you can follow up with a phone call to see if they would like to do an interview or require any more information.

MEDIA CONTACTS

Media Officers (MO) need to develop a list of local media to which media releases can be sent. Most clubs, especially those outside of major cities, have close contact with people at local newspapers, radio and television stations and these contacts should be used whenever possible.

Treat these people as valued members of your State or Clubs network and welcome their requests. Invite them to club functions and make them feel like they are part of the organisation.

FREQUENCY OF CONTENT

How often you contact the media is largely based around the news. Do you have a story to tell? How newsworthy is it? Largely news is dictated by the very thing it is....news. But it's good to know what you are dealing with.

Get to know what your media outlet is looking for. Discuss openly with them what they want. Are they keen to run a water polo story once a week? Once a month? Three times a year?

Don't be caught wasting your time preparing and writing a media release about your club's last weekly round of matches if the newspaper isn't interested in running a weekly water polo story. Pick a goal – perhaps the week before the season, at the halfway point, before the finals start and at the end of the finals to send a release. More or less often depending on your media outlet.

Also get to know when they want information.

There is no use spending the time writing a brilliant media release and sending it on a Thursday if they require it on a Monday because they print once a week on Wednesday. Similarly, if you know a television journalist is available on Wednesday's between 11 and 12, make sure they have the media release the day before and the 'talent' or athlete / coach that the story is about is available during those times.

SOCIAL MEDIA

Social media is playing a bigger role in how people communicate every day.

Instead of a business or a sport communicating its stories to the public via the traditional forms of media like newspapers, radio and television social media platforms can be used to touch an even greater audience. And for the most part it's free!

All States and Clubs should consider having their own Facebook and Twitter identities. Those pages are another place to convey your messages to those already engaged with your organisation and to try and attract those people that might not necessarily have the time or inclination to go to your website but are on the social network sites regularly. By posting a link on the social networking platforms you can alert people to some important information on your website.

Facebook and Twitter also allow you to communicate backwards and forwards with your audience in a way that many traditional forms of media do not.

They are both also great platforms for uploading images and video that fans and supporters can see and comment on.

One area that can be very useful for clubs, particularly those in the National Water Polo League, is live score updates during games. If one of the home team supporters in the stands was able to tweet quarter by quarter scores (something that would take them less than 60 seconds each time) all water polo fans around the country (and around the world for that matter) could keep abreast of what's happening in the game, instead of having to wait until someone has had the time to upload the whole scoresheet.

Social media does have some pitfalls and it is important that users treat a social media platform or 'post' as they would a live television interview. If you don't want what you write to be broadcast to the world, don't post it! Always err on the side of caution.

SPORTS COMMUNICATION AUSTRALIA MEDIA CONTACTS

Dave Lyall

Media Manager
Australian Water Polo Inc.
Managing Director
Sports Communication Australia
dave@sportscomm.com.au
Ph: 0403 777 026

Lloyd Green

Media Coordinator
Australian Water Polo Inc.
PR Coordinator
Sports Communication Australia
lloyd@sportscomm.com.au
Ph: 0419 776 640

YOUR STATE CONTACTS

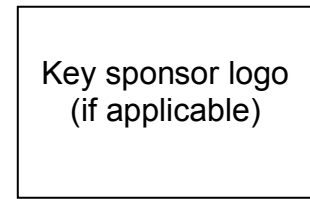
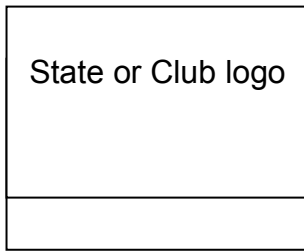
President	Mob:	Email:
CEO	Mob:	Email:
Media Officer	Mob:	Email:
State Media Spokesperson	Mob:	Email:

YOUR CLUB CONTACTS

President	Mob:	Email:
CEO	Mob:	Email:
Media Officer	Mob:	Email:
Club Media Spokesperson	Mob:	Email:

APPENDIX 1

MEDIA RELEASE GOOD EXAMPLE



30 June 2011

LOCAL WATER POLO PLAYER SET TO BREAK RECORD

Local **Jonestown Water Polo Club** player **Timmy Andrews** is set to break the club record for most games played and most goals scored when he plays in the five match Western Australian State Championships next week.

Jonestown will have both a men's and women's A team in action in the Championships that begin at Perth pool on Friday night.

Andrews began his career in 1990 and has since hit the water in 611 games – two less than club great **Ivan Dacic**.

Dacic also sits just a solitary goal ahead of Andrews on the club's top scorer list with 554 and Andrews is itching to find the net next week.

"It's an honour to be mentioned in the same breathe as Ivan because he was a hero of mine growing up," Andrews, 30, said.

"To break his club games record is one thing but if I am lucky enough to score a few goals and break that record too I'll be over the moon."

Andrews said his main focus though would be on helping his team to victory.

"We have been trying to win the title for a while and I am always more worried about playing well for the team than my own statistics.

Jonestown were runners-up in the men's competition last year and third in the women's.
- ENDS -

For more information and publication quality images, please contact:

Allan Grainger, Media Officer, **Jonestown Water Polo Club**
Ph.: 08 6219 5600, Mob: 0400 000 000, Email: allan.grainger@somesortofjob.com.au

About Jonestown Water Polo Club - Jonestown Water Polo club was formed in 1980 and has teams in Open A, Open B, U18, U16, U14 and 12&under grades for men and women. Further information about the club including registration details and training nights can be found at www.jwp.com.au.