

## Berwick Football Club Inc.

### Season 2009

Each year, clubs reflect on past seasons and plan for the ultimate goal. At Berwick we have had plenty to reflect on as success has eluded us for 10 years. Much has been documented about the apparent lack of “club culture” at Berwick and we have responded accordingly.

There has been a lack of willingness for enough people to be involved in mapping the club’s future and being involved in undertaking the necessary changes to generate supporter and sponsorship enthusiasm.

Our junior club is going from strength to strength due to one reason - parental commitment. The senior club is now reaping the rewards as the parents and supporters of the junior teams are now involving themselves as their boys move into the senior ranks. Up to a dozen people have already indicated that want to commit themselves to elevating the club to where it will again become successful.

With a strong off field structure and a determined effort to promote Berwick as a “local football club” through the ongoing development of our talented juniors, we have begun to attract locals back to the playing group. This will be the corner stone that will restore a proud local culture that will generate enthusiasm amongst supporters and sponsors alike.

We do not expect to see overnight success but we plan for a major improvement by establishing a structure to guide and stabilise the club through the coming seasons.

On the playing side, pre season numbers have been very encouraging with better training facilities than in past years. Opportunities are high for players to move from the under 18’s into the seniors this year but this year it will be based on merit and not just to gain some experience. Competition for senior places must make us stronger.

We will be fielding a very young team this season with the oldest player being only 26 years old. Youth is our way forward and should remain that way as players continue to flourish in our junior ranks. Former junior and under 18 player Ash Smith has been drafted by West Coast Eagles this year and we will have approximately 6 more going around with the Dandenong Stingrays this season. Hopefully some will be drafted in the coming seasons but for those who don’t, their experiences will stand them and the Berwick Football Club in good stead when they return to our ranks.

Strength will come through support and this year we have planned some exciting new membership packages to provide supporters with excellent value for money. Visit our new web site for details [www.berwickfc.com.au](http://www.berwickfc.com.au) Like our club motto says – “ACTIONS WILL SPEAK LOUDER THAN WORDS”