



The Grizzly Gazette

The Official Newsletter of the Central Coast Bears

Edition 15 – Christmas 2011

Proudly Supported By



A Message from the CEO



Dear members,
As we wait patiently for the NRL to formally endorse the new Independent Commission, we have been continuing to build

our case to make sure our bid is second to none and we will be the next team in an expanded competition. The New Year will hopefully see our game heading in its new direction, and there is a weight of expectation that Rugby League will be the nation's most valuable media sporting product. If that is the case then the game will be in a great position to expand and consolidate its' Rugby League heartlands.

It has been no mean feat to keep fuelling the business of building the bid, and I must take this opportunity to thank all of our sponsors, members and friends for maintaining the rage. For instance the fine people here at Fortunity, who have made available first class office space for us to operate from. Fortunity can see the vision and opportunity for the Central Coast, and have been with us since day one and I cannot thank them enough. To the members, I say thank you for your support in this extended campaign. The most powerful message to the NRL will be one of membership numbers, and to date 7,673 people have shouted loud and clear, bring on the Central Coast Bears. To the team of volunteers who are there every weekend manning the membership stalls, we would not be here without your tireless efforts, thank you.

For now we break for Christmas, I would like to

wish you all a very, very merry Christmas and festive season, and I look forward seeing you all in the New Year with licence in hand!

Greg Florimo

Our Foundation Members

The Central Coast Bears would like to thank the following people who committed to our club with Foundation Membership: **Chris Holstein, Anthony J Haggerty, Jim Lawson, Marty Lawson, Greg Lawson, George Gavin Lawson, John Singleton, Dave Rickards, Joe Hockey, MP Dr. Sam Sorrenti Dr. Peter Nash, Sam Callaghan, Mark Watson, Ben McMurdo, Mark Tait, Norman O'Neill, Anthony O'Brien, Martin O'Brien, Hudson O'Brien, John & Karyn Ursino, Fred Thompson, Tim Pickup, David Choy, Joe Saleh, Stephen Hill, Paul Craig, Brett Craig, Paul Bracks, Matt Johnson, Peter Morgan, Norman Long, Peter Wiggs, Tony Salier, Matthew Girvan, Gordon Salier, Andrew Perry, Jamie McKaughan, Richard Cooper and John Little.**

Bear Facts – Did you know?

"The **Bare Necessities**" is a song from Walt Disney's *The Jungle Book* which has become pun words for sporting clubs and organisations that use a Bear as their mascot. The song was sung by Phil Harris as Baloo and Bruce Reitherman as Mowgli. Originally it was written for an earlier draft of the movie that was never produced. The song was also sung by Louis Armstrong. In 1967, "The Bare Necessities" was nominated for an Academy Award for Best Original Song. A hip-hop version of the song was used as the theme song for Jungle Cubs.

Fortunity



Established on the NSW Central Coast, Fortunity is a company that has quickly made a mark on the Australian financial

industry. Fortunity was ranked number 70 in BRW's Top Accounting Firms in 2010 and are now setting their sights firmly on being in the top 10 regional firms in 2011. Fortunity is proud of the vitality and enthusiasm they offer their clients, which in part comes from being a relatively new organisation. Unlike some of their competitors, Fortunity can offer you and your business an integrated approach to accounting, investment, auditing, financial planning, asset management, business advice and compliance management. And, of most significance to you, Fortunity is a proud partner of the Central Coast Bears NRL bid! www.fortunity.com.au

Member Count

Facebook: 26,228

Financial Members: 7,673



The News Desk

For up-to-date news go to www.centralcoastbears.com.au

Local Government Commit to Central Coast Bears

Wyong Shire Council has joined Gosford City Council in becoming a Foundation Partner of the Central Coast Bears (CCB.) This financial investment in the CCB Bid is another example of the outstanding support that the Bid continues to receive from the Central Coast community as a whole and its' key stakeholders.

"Wyong Shire Council supports the push for the Central Coast Bears' entry into the NRL and that's why Council agreed to become a Foundation Member," Corporate Services Director David Jack said. "The Bears' inclusion in the competition will provide the region with a number of social and economic benefits. "Having our own team in the NRL will showcase our region to a huge audience, create significant tourism opportunities and provide a pathway for our elite juniors with a dream of playing top level rugby league. Our kids will no longer have to leave home to achieve their dreams. "Having our own team playing against the best in the world will be great for putting the Coast on the map"

Gosford Council came on-board as a Foundation Member earlier this year. Mayor of Gosford City, Councillor Laurie Maher says that support from both Councils is a step in the right direction for the fledgling NRL club. "Both Gosford and Wyong Councils becoming foundation members illustrates the strong support the Central Coast Bears have throughout our region. It's fantastic that Council can throw their support behind them and make a contribution to their campaign to become part of the NRL.

For more visit: www.centralcoastbears.com.au

December 2011

Bears' Boss Meets with NRL CEO David Gallop

Central Coast Bears Chairman Barry Glasgow and CEO Greg Florimo met with David Gallop recently to seek reaffirmation that the game is on track for expansion by 2015. Both Barry and Greg were buoyed by the optimism of the NRL CEO, who remains adamant that expansion is an important step for the game and that the Central Coast Bears are well placed.

With Rugby League's new Independent Commission set to be in place by Christmas, the Central Coast Bears (CCB) are taking their Bid to the next level.

Central Coast Bears CEO Greg Florimo again demanded inclusion for this burgeoning powerhouse of the game. "We know from high-level discussions with industry experts that a key part of the strategic vision of the game dating back to 1985 was for the Central Coast Bears to be established playing out of Gosford and representing not only the fast-growing region of the Central Coast but also the entire northern suburbs of Sydney - nearly a million people in all."

"Everyone knows that we have met the initial criteria of stadium, junior numbers, community engagement, membership levels, sponsorship interest plus filling the gap of the code across two vital sections of the marketplace. What a lot of people may not know, but deserve to be informed of, is the robust business case that we have built.

"As a formal part of our Bid Document, which is an 80 page business case completed ahead of schedule, we commissioned the team at Coffey International Sport & Leisure and the Nine Rewards Report to conduct a detailed market research analysis. For more visit:

www.centralcoastbears.com.au

December 2011

Central Coast Bears Christmas Shutdown

The Central Coast Bears office is now closed for the Christmas break and will re-open at 9am on Monday 9th January. Please ensure any merchandise orders for Christmas are finalised online by close of business on Wednesday 21st December.

On behalf of Greg Florimo and the entire Central Coast Bears team we Thank You for your support in 2011 and we look forward to what 2012 holds for the mighty Central Coast Bears. Merry Christmas and have a safe festive break.

Central Coast Bears Team

Merry Christmas!



2011 Foundation Partners

uBrandit
marketing & design

belle
PROPERTY



FORTUNITY
Value Creation

Sorensen & Brown
SOLICITORS



O'GORMAN & PARTNERS

CIRCUS!

MODERN solar
13 11 78

Australian
Sports &
Event
Signage

FOYE
FINANCIAL SERVICES



RGH CONSULTING GROUP
Multi-discipline Engineering

BATTERY ALLSORTS



BRIDGECOAST
FINANCE GROUP
Supporting you financially

faction

Yellow Pages

PRIME

FOSTER RAFFAN
CHARTERED ACCOUNTANTS



star104.5FM
CENTRAL COAST

Emerald Press

Bear Talk: Robert Lopez

Bear Talk is proudly brought to you each month by Fortunity.

For integrated business and financial advice visit www.fortunity.com.au

The *Grizzly Gazette* spent some time with Central Coast Bears Marketing Manager, Mr Robert Lopez. Robert has just completed his second year with the Bears and has managed some terrific events in 2011 whilst also fine tuning the team's marketing strategy.

Here's what was said....

The Grizzly Gazette: It's been another busy year for staff and supporters of the Central Coast Bears. What was your highlight for 2011?

Robert Lopez: It has definitely been a busy year for us all. I would have to say the Central Coast Bears show of support at Bluetongue Stadium for the Souths versus Manly game was outstanding. We showed in numbers that the Central Coast is ready to support a team of its own and that fans on the North Shore will make their way up to watch the mighty Central Coast Bears take the field at Bluetongue.

TGG: The new website was launched in November. Do you consider that the role of websites has changed recently with the rise of social networking?

RL: Very much so. As an example, it took the internet just 5 years to reach fifty million users (it took radio almost 40 years). Within the whole realm of the Internet, you have this idea of Social Networking, something that in recent years has boomed. We have over 26,000 Facebook fans alone and as we are in our bid stage, it is important for us to find ways to communicate to our members and fans at a minimal cost. Social Networking has given us this channel to do so.

TGG: Will the marketing strategy change next year as we edge closer to a decision about NRL expansion?

RL: Our Marketing Strategy will develop some-

what, however it will not deviate from our goal of promoting the Central Coast Bears from Mosman to Munmorah and everywhere in between. Members are critical to the success of this bid and through strong promotional presence we will continue to grow our member base well into the New Year and beyond.

TGG: The Bears have signed a number of new Foundation Partners recently, including Bluetongue Stadium and both Gosford and Wyong Councils. Can you see this network growing into 2012?

RL: I can definitely see our network of Foundation Partners increasing as we get closer to submitting our bid document. We are also in constant communication with councils on the North Shore as well as businesses on the Central Coast and North Shore business districts.

TGG: The Bears have again found incredible momentum in the second half of 2011. Membership has continued to grow and the Bears brand is gaining tremendous recognition on the Central Coast. How difficult has it been to establish and then maintain this – without actually having a football team to market?

RL: Whilst we do what we can from the office, I have to give credit and take my hat off to our dedicated group of volunteers. Our membership figures are an absolute credit to their dedication to the Central Coast Bears and our ultimate goal. It is hard to maintain momentum without a team on the paddock, but we are all very supportive of each other and we are always looking at the finish line.

TGG: The media is predicting that the Independent Commission may still be in before Christmas. What benefit will this transfer of ownership offer the Bears?

RL: The Independent Commission brings huge benefits to the game of Rugby League in

Australia and to our bid. Having a purely independent panel making the tough decisions will strengthen our already rock solid business case and bid.

TGG: The Central Coast Mariners are currently sitting on top of the A-League ladder and are gaining good support from fans. Can you see any potential to seek joint marketing campaigns given that the clubs will be competing in different seasons?

RL: I have always been a supporter of the Mariners and they have had an unbelievable season under the guidance of Graham Arnold. Now that the A-League and NRL seasons are completely separate, I can see tremendous opportunities and synergies that will allow us to work together in making the Central Coast a sporting force within Australia.

TGG: You're a born and bred North Shore person. What have you learnt about the Central Coast over the past 12 months?

RL: I have absolutely fallen in love with the Central Coast. There are some absolutely picturesque locations on the Coast and I urge fellow Sydneysiders to take the hour drive up the F3 and take a weekend or holiday break on the Central Coast of NSW.

TGG: Finally, Christmas lunch. Seafood or roast Turkey?

RL: I'm a real Italian, Spaghetti and Meatballs for me.

Who would you like interviewed in *The Grizzly Gazette*? What questions would you like us to ask?

Email us at info@centralcoastbears.com.au

2011 Foundation Partners



Rugby League Trivia

So Bears fans, how well do you know Rugby League?

This month Rugby League said good-bye to a legend, Arthur Beetson. Arthur was perhaps the great forward the game has seen and is credited with establishing the passion that State of Origin is famous for. This month we test your knowledge of the great man's career.

Q1. Which Sydney clubs did Arthur play for?

Q2. In what years did Arthur play for Queensland club, Redcliffe Dolphins?

Q3. In which year was Arthur awarded the medal of the Order of Australia?

Q4. Who was Arthur's front-row partner in Rugby League's Team of the Century?

Q5. How many matches did Arthur play for New South Wales whilst competing in the New South Wales Rugby League?

Answers: 1. Balmain, Easts & Parramatta, 2. 1964-65 & 1981, 3. 1987, 4. Duncan Hall, 5. 18.

Central Coast Rising Cubs – Junior Profiles

Each edition of this newsletter will include a player profile, of our young stars from the Central Coast and North Sydney Junior Rugby League. To nominate a player for inclusion, clubs may contact the Central Coast Bears' newsletter editor on 0422 445 696.



Name: Luke McAlister

Club: Pennant Hills-Cherrybrook Stags U15's

Position: Fullback, Five-eighth.

How long have you played Rugby League: 7 years.

Rugby League Achievements: U9's Grand Finalists with Asquith 2005, U10's Grand Finalists (Asquith) 2006, Sydney North 2007, U11's Premiers (Asquith) 2007, U12's Premiers with Pennant Hills 2008, U13 North Sydney development squad 2009, U13's Premiers 2009, U14 Nth Syd development squad 2010, U14's Grand Finalists 2010, U15 Nth Syd development squad 2011, U15's Premiers 2011.

Favourite Rugby League Player: Billy Slater.

What would a Central Coast NRL side mean to you: It would give local players something to strive for and a more direct way into the NRL.

Quote of the Month

"It was Artie who actually came out west and found me. Who first brought me to Cronulla. He's the one who changed everything..."

David Peachey remembers the late Arthur Beetson.



Photo of the month! James Schier shows off his grizzly side with his new Central Coast Bears jersey.

Visit our website

www.centralcoastbears.com.au

Central Coast Bears Limited

Address: Erina Business Centre, 155 The Entrance Road Erina NSW 2250

Postal: PO Box 3622 Erina NSW 2250

Web: www.centralcoastbears.com.au; Phone: (02) 4304 8999; Email: info@centralcoastbears.com.au