



**Memorandum**

To Metro Leagues  
 From Peter McDougall Date 6th June, 2013  
 Re 2013 Multicultural Round - July 12-14

Hi all,  
 Please find below an update on preparations for this year's Multicultural Round to be conducted over the week starting July 8 leading through to and AFL Round 16, July 12 – 14.

**1. Proposed Theme**

2013 will be the third year that the AFL has celebrated **Multicultural Round**.

The round serves to recognise the significant role that people from CaLD communities play within Australian football and to promote football as a vehicle for the newly arrived to integrate into Australian society. The AFL will continue with the tagline of *Many Cultures, One Game – Australia's Game* which was largely well received throughout the football community last year.

The theme will be brought to life through various events from the announcement of the Multicultural Team of Champions; Diversity Panels held throughout the country, cultural musical performers on match days, AFL Media/Club produced content and various PR and media initiatives.

Once again this year we would like to encourage community Leagues to also celebrate Multicultural Round during the weekend of July 12-14.

AFL Victoria is proposing to celebrate Multicultural Round in the Peter Jackson VFL on Sunday July 14<sup>th</sup> at Chirnside Park around the Werribee v Casey Scorpions match with the following activities:

- Pre-match entertainment
- Multicultural food stalls
- Half time Auskick and AFL 9's Multicultural participation

The annual Diversity Breakfast will take place on Thursday July 11<sup>th</sup> starting at 7.15am at Etihad Stadium. The theme of this year's breakfast will be 'business and diversity'. It would be fantastic if your organisation was represented at this event. Invites will be sent out in due course.

**2. Branding**

The AFL will make available the below tagline for use by Clubs / Leagues when they are promoting Multicultural Round throughout their websites, records, newsletters, etc.

**3. Match Day Activation**

Last year, many community Leagues and Clubs delivered some outstanding local activities.

We would encourage similar participation this year; examples include:

- Clubs to nominate a multicultural player to toss the coin
- Umpires to wave orange flags to symbolize harmony
- Guard of honor
- Cultural musical entertainment
- Cultural food stalls

**4. Key contacts**

Below is a list of contacts, should you have any further questions:

**Sarah Davenport - Marketing Coordinator**

Available to help you utilise AFL branding/messaging to promote this initiative and provide guidance on establishment of theme and match day activities  
 03 9643 1944

[Sarah.davenport@afl.com.au](mailto:Sarah.davenport@afl.com.au)

**Anthony Stanguts - Media & Communications Manager, AFL Victoria**

Available to help you engage local ethnic and mainstream media to promote your activities  
 03 8341 6032

[Anthony.Stanguts@aflvic.com.au](mailto:Anthony.Stanguts@aflvic.com.au)

**Xavier Moloney – Community Engagement Manager, AFL Victoria**

03 8341 6000

[xavier.moloney@aflvic.com.au](mailto:xavier.moloney@aflvic.com.au)

Regards  
 Peter

<p><b>Multicultural-Round – Aust Game</b>        Use this logo on a white or light coloured background</p>	<p><b>Multicultural-Round – Aust Game - REV</b>        Use this logo on a black or dark coloured background</p>
<p>If a League or Club wish to use our tagline alongside their own logo, this is how we propose it be locked up</p>	