



MEDIA RELEASE

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Football needs brand management

Coaches and players have many of the attributes of a business. Businesses like Bunnings and Myers are interested in building long term relationships with the public. Their public profile and the story of their journey has an economic value rising and falling according to public perception. Personal brand management is a simple concept which is widely used in sport to support career development, improve performance, add economic value, and manage the risk prone.

Recent press has detracted from the "fair go" image of Australian sport. Suggestions of racism and scapegoating do nothing for our image as a country.

Global brands recognise that individuals want to be able to customise products and services to meet their needs. One size only fits one. A different communication is required to attract the talent.

The great win for rugby league if it embraces Timana Tahu's stand is that it will have access to a greater talent pool that will strengthen the games' future.

Sport offers career opportunities for many people. Support for individual values and skills is an important part of the equation.

The Career Industry Council of Australia recognises that sport is an important career pathway for many Australians and we need a sporting culture that supports access for all communities.

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