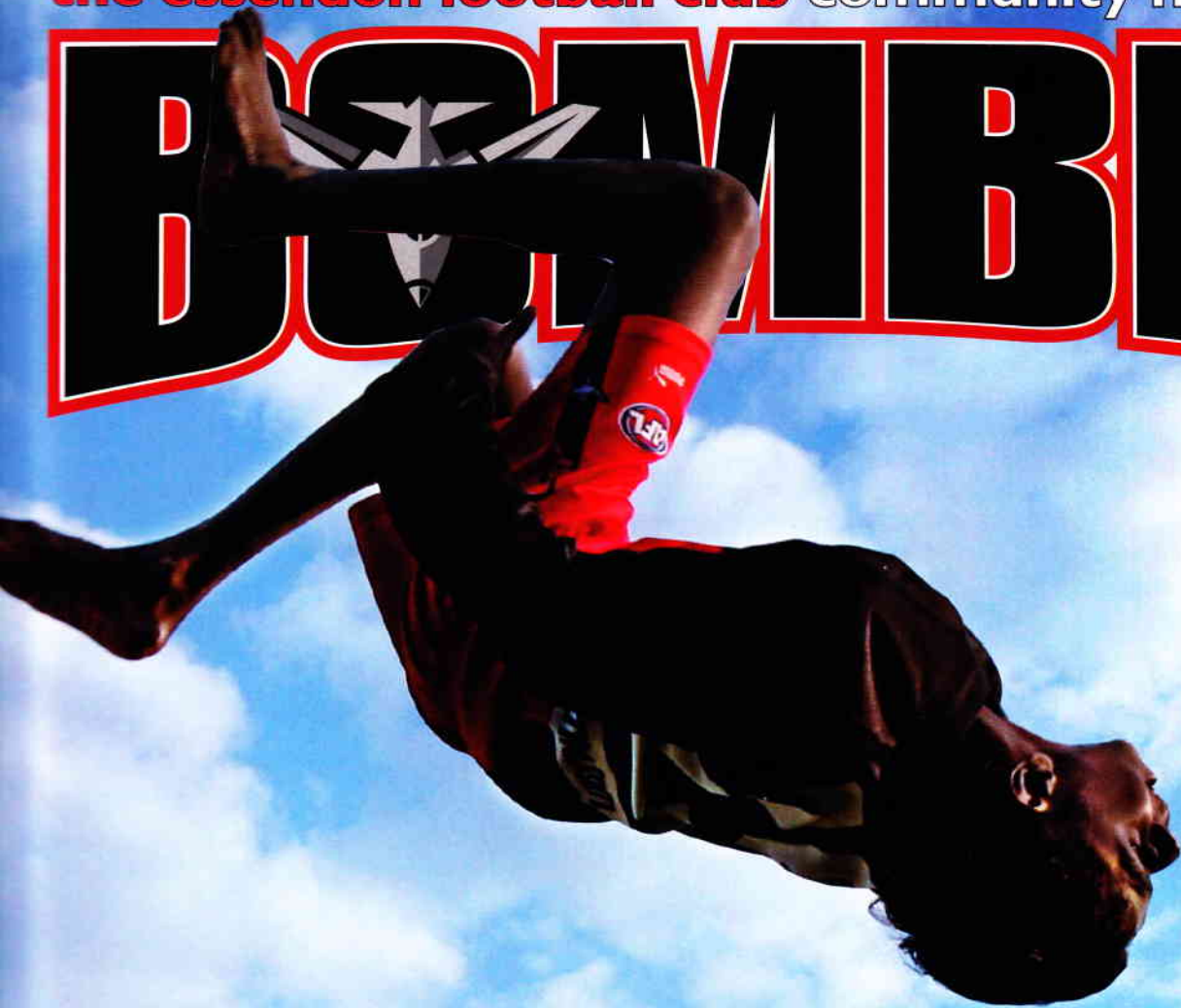


the essendon football club community magazine 2008

DECEMBER



**YOUR TEAM,
OUR COMMUNITY**



ENGAGING WITH KIDS

LITERACY PROGRAM

Essendon's Literacy Program is a joint initiative with the Australian Literacy and Numeracy Foundation, established to assist children and young people improve their literacy skills. The program uses Bomber players as reading role models. The players have regular contact visits with the children over the course of the school year.

In 2008, Essendon players visited schools including Belle Vue Park primary and St Vincents De Paul Primary school. The club looks forward to continuing and further developing this program in 2009.

ON THE BALL

On The Ball is a school-based health promotion program - run by the Bill Hutchison Foundation in conjunction with Essendon - that uses elite athletes as role models.

In 2008, more than 1000 students from schools in Melbourne's north-west and Bendigo took part in the program which was facilitated by fourteen Essendon players including Andrew Welsh, Angus Monfries, Sam Lonergan, Jason Winderlich, Henry Slattery, Jay Nash and Heath Hocking along with netballer's Bianca Chatfield, Shelly O'Donnell, Caitlin Thwaites, and Sarah Wall.

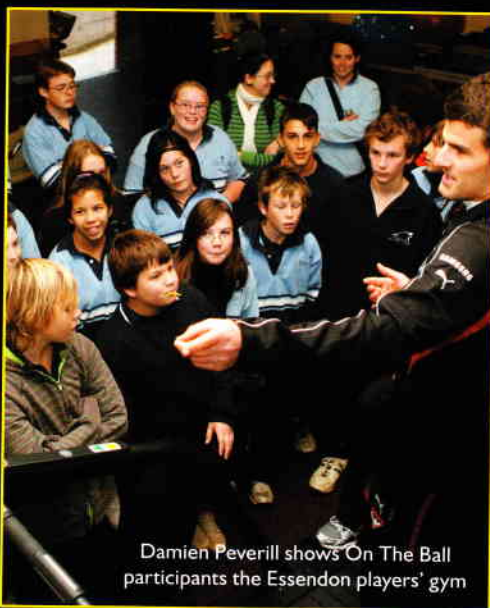


Bianca Chatfield talks to On The Ball participants

The goal of On The Ball is to improve health outcomes for young people through developing problem-solving skills, decision-making skills and building a sense of belonging by getting involved in sport.

On The Ball has been evaluated by the Centre for Adolescent Health who rated it as being an effective program.

Essendon would like to thank the Bill Hutchison Foundation, the Victorian Government - Problem Gambling, Macquarie Sports, the Australian Drug Foundation, the Centre for Adolescent Health and Mitsubishi for their support in 2008.



Damien Peverill shows On The Ball participants the Essendon players' gym

VCE PROGRAM

Essendon has developed a unique schools program for secondary school students. The program is designed to compliment components of the existing school curriculum, in particular physical education units. Through the two-hour program, schools have the opportunity to select a tailored experience depending on their needs and specific curriculum areas to be covered.

The experience includes interviews with Essendon fitness staff and coaches, the analysis of player performance (energy systems, fitness components), data collection (fitness testing, GPS) and discussion of training principles and methods used at Essendon.

Heath Hocking runs a skills session as part of On The Ball