



30 April 2013

FOR IMMEDIATE RELEASE

UMPIRING IS EVERYONE'S BUSINESS ROUND
Southern Football League Round 4, May 4 2013

Becoming an umpire is both rewarding and challenging. Their main role is to ensure the game is played fairly and that the laws of the game are applied. Umpires take this role seriously and it is their love of the game and the safety and welfare of the players on their ground that drives them.

Umpiring can often be a tough gig and it is rare that the time is taken to recognise their positive contribution to the game. Without their involvement we wouldn't be able to run our competition at the level we do.

On May 4, we are coming together as a league to acknowledge **Umpiring is Everyone's Business Round**. This round will help to improve the match day environment for umpires and pay tribute to the work they do, and passion they have, for their sport.

The aim of this event is to:

- Assist in creating a better environment for umpiring
- Build relationships between umpires and clubs
- Promote respect and positivity toward umpires

Coaches and umpires will shake hands prior to the game out on the ground and players and umpires shake hands at the conclusion of the match.

Individual clubs will also be implementing a number of other promotions at matches during the round, including a public address to announce the umpires while walking out onto the ground or 'Shout an Ump' a drink after the game.

We look forward to seeing a strong level of participation in this 'Umpiring is Everyone's Business' initiative on May 4 and that, through this approach, further improvements in the match day environment for umpires can be made within community football.

-ENDS-

For umpiring enquiries:
Matt Duck, General Manager - Football Operations
P: 9553 5644 E: matt.duck@sfl.com.au

For marketing enquiries:
Kelly Jones, Business Development Manager
P: 9553 5644 E: bdm@sfl.com.au