

Sports Rewards champions better way of doing business



Jacob Gough flies high in an AFL match for his Morningside club.

Sports Rewards, created by Queenslander Jacob Gough, is a program linking business and sporting groups in innovative ways that help develop sport at the grass roots level.

It is a rewards and loyalty program. It is a charitable foundation. It is an engine for health and well-being in communities. And, Sport Rewards drives alliances between sporting bodies and business to raise funds and help clubs and individuals progress.

"The vision of The Sports Rewards Foundation Ltd is to become the largest financial contributor to grass-roots sport in Australia," said Mr Gough, a trained physiotherapist and an acclaimed AFL footballer with Brisbane's Morningside Football Club.

Mr Gough's multi-faceted Sports Rewards business is a canny amalgam of business systems and charitable intent that has helped sporting clubs and individuals progress where they otherwise may not have made it.

Sporting bodies and business sell or provide the Sport Rewards card to supporters or members, who enjoy discounts and value-added benefits which are both national and tailored to suit the local area. A high percent-

sports
rewards
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age of proceeds from those sales go back to the organisation and there is also the opportunity to apply for other grants and donations through the Sports Rewards Foundation.

All profit raised though Sport Rewards goes to the fund, assisting those who are unable to participate in organised sport due to financial constraints and upcoming junior athletes wishing to further their sporting careers.

Often this takes the form of supporting young athletes to competition and carnivals.

"The financial toll of making and competing at representative carnivals can sometimes be the difference between reaching the top level or not for young athletes," Mr Gough said. Sport Rewards also assists sporting clubs looking to improve facilities and amenities for players.

It's the sort of business that could only have come from someone with the insights of sport and business that Jacob Gough has. It could only

MORE THAN SPORT

JACOB GOUGH'S BOOK, *MORE THAN Sport*, focuses on identifying and understanding the skills and values that sport can teach every participant – and how these can be used in other areas of life to succeed and excel. The book carries tips on making it 'to the top' in a chosen sporting field – but also looks at those who have 'failed' to make it, turning that 'failure' into the best thing that ever happened to them. The book's individual case studies combine to encourage people to embrace the values of being a 'good sport' in all areas of life, on a consistent basis. It is about overcoming obstacles to succeed on and off the field.

The book carries inspirational stories from Jonathan Brown (Brisbane Lions captain), AFL legend Leigh Matthews, rugby league legends Wayne Bennett and Wayne Pearce, Olympic Gold medal swimmers Libby Trickett and Emily Seeböhm, double world surfing champion Stephanie Gilmore, Wallabies champion Nathan Sharpe, Socceroo Jason Culina, MotoGP racer Chris Vermeulen, Olympic Silver medal triathlete Loretta Harrop, Max's International Fitness College founder Rowie Szeseran-McEvoy, 1800 REVERSE founder Paul Byrnes, Professional Investment Services founder Robbie Bennetts, and *Neighbours* television personality Natalie Blair. ■

have come from someone passionate about sport of all codes; who has strived in top level competition; who knows the community and personal benefits of sport; and who understands sport's role in helping to positively shape individuals physically and socially. Sports Rewards comes from Mr Gough's a passionate belief in sport's capability in driving community progress in Australia.

He more than adequately explains this through his collection of stories on many of Australia's sporting greats in his book, *More Than Sport*.

'SPORTEMBER'

Sports Rewards is launching a major national and, eventually, internation-

al promotion named Sportember. September is to become the month of promotional focus for Sports Rewards and its charitable activities, coinciding with the biggest month of sport in Australia each year.

"The month formerly known as September is now a 30 day celebration of all the wonderful benefits sport and exercise in general offer to society ... in possibly the best month for sport in the calendar year," Mr Gough said.

"Sportember is all about raising the awareness of the importance of grass-roots sport and exercise plus raising funds for our Foundation so we can make a difference in more lives."

Mr Gough said Sportember has three key components: National Sports Day on September 17; a day of donations of used sporting and exercise equipment for distribution to people and places of need around the country and internationally; and the More Exercise! campaign.

A key element of the Sportember program this year will be to collect used and under-utilised sports equipment countrywide, for redistribution to individuals and organisations throughout Australia.

"This Sportember we focus on collecting old sporting equipment from the Australian public in order to distribute to communities in need around the country plus abroad. Throughout the year we will be adding collection depots in various parts of the country to make the process easier for those wishing to donate. An ideal depot is a sporting club, a school, a service station or even a local business," he said.

Called the Grass-Roots Assistance Program, applications for cash grants and donated equipment are open to anyone involved in sport from anywhere in Australia, from individuals to sporting teams and clubs.

"Our aim is to provide financial assistance to those in need of help to fulfil their dreams and aspirations, or simply to enable them to participate in events they otherwise couldn't," Mr Gough said.

"Before we help any team or individual, we ask that they help themselves first of all via our online and offline fundraising options. We can assist every individual and club in Australia with these two unique options. As we grow and gather more donations and supporters we can issue cash grants on

top of our fundraising options."

Mr Gough said all donations over \$50 to Sports Rewards direct or to an individual or club fundraising for themselves will receive a Sports Rewards Card plus a copy of his motivational e-book *More Than Sport*.

The More Exercise! component of Sportember encourages all Australians to exercise more "by simply taking the stairs not the lift; parking further away from work; family exercise time and many other initiatives," Mr Gough said.

Sports Rewards also conducts Health Promotion Programs, devised by a team of physiotherapists, exercise physiologists, dieticians, occupational therapists and fitness specialists.

These programs run within schools, community groups and work places in order to encourage and promote the importance of regular exercise and a healthy diet. Mr Gough said this addresses the core of health problems such as type two diabetes, heart disease and childhood obesity.

www.sportsrewards.com.au. ■

Rugby scores in CBD

Queensland Rugby Club's spectacular new CBD venue, Rugby Quay overlooking the Brisbane River is an inspired amalgam of sport and business acumen.

The venue will be given a true Test-run on June 26 when it hosts a special pre-match dining experience at the Queensland Rugby Club Downtown prior to the Qantas Wallabies taking on Ireland at Suncorp Stadium.

The appeal of Rugby Quay and the Queensland Rugby Club Downtown is more than just social. It is creating new opportunities for Queensland Rugby Club to build stronger relationships with business, while also offering highly appealing riverside Eagle Street meetings and business events facilities to the market.

Queensland Rugby Club CEO Don Stewart said the \$13million transformation of this landmark location at Eagle Street features a world-class 485sqm event centre offering stunning contemporary décor and seating for up to 320 people, or 580 cocktail style.

Queensland Rugby Club opened stage one of Rugby Quay in April, when the doors swung open for business at the club's new banquet and function centre, The Strand at Rugby Quay.

"Brisbane has really needed a dedicated events venue like The Strand at Rugby Quay for some time," Mr Stewart said. "It offers something unique and gives both the public and the business community an ideal alternative for their next special event."

Mr Stewart said The Strand at Rugby



Queensland Rugby Club gets down to business through its new CBD Rugby Quay venue.

Quay's stunning waterfront address in the heart of the 'golden triangle' of Brisbane's CBD would prove very popular for business and tourism events and high end social engagements.

"We believe there is a gap in the market within the CBD for premium river-front event venues offering a superior standard of food and service. And testament to this, we have already confirmed in excess of 50 advanced bookings within this year alone," he said.

Maintaining the integrity of internationally renowned architect Harry Seidler, who was the original designer of Brisbane's iconic Riverside Centre complex, The Strand at Rugby Quay encapsulates its long and impressive architectural pedigree.

The entire Rugby Quay precinct, including the new Queensland Rugby Club Downtown premises is scheduled for completion within weeks.

www.qrclub.com.au ■