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⇒ **FFA RAISES ITS WORLD CUP PROFILE HIGHER**

A FIFA World Cup in Australia would present an “immense commercial opportunity” for FIFA and its commercial partners according to Football Federation Australia (FFA) Chairman, Frank Lowy AC.

Speaking at the prestigious International Football Arena conference in Kuala Lumpur this week, Lowy said that world football must make the most of the opportunity offered by the burgeoning growth of Asia.

“Not only is Asia the centre of the future of the world’s economy, but it is also the centre of the future of world football.”

Lowy dismissed suggestions that a FIFA World Cup in Australia would be less commercially attractive than other parts of the world.

“On the contrary, Australia being part of Asia can mean that FIFA can potentially generate greater revenues over time,” Lowy said. “Current FIFA partners already have significant Asian revenues. This is a consequence of the enormous population base and continuing growth in the region. Asia is home to two-thirds of the world’s population, and is expected to be four times the combined population of developed western economies by 2020.”

Lowy said that the difference is even more pronounced amongst youth where Asia’s population is seven times greater than developed economies.

He added that companies such as Coca Cola, Sony, Adidas and Visa have all identified Asia and its emerging middle class as the key growth market in the period ahead, and other companies are already successfully using the game to target Asia.

“In addition to the population growth, the economic growth of the region projected over the next 10 to 20 years is staggering. GDP in Asia will double between 2005 and 2013, that by 2020 it is estimated that the GDP of Asia will be around 2 times greater than that of the major western economies”.

Lowy said that Australia believes world football must “act now” to make the most of the opportunity in the Asian region.

“A FIFA World Cup in the Asian region would secure the future of football in the region as well as give FIFA and its commercial partners the opportunity to generate maximum revenues.”

He said that, with Australia’s strong track record in hosting major events, as well as the quality of its infrastructure and facilities made Australian an obvious choice for a FIFA World Cup.

Lowy, FFA CEO Ben Buckley, and other members of the Bid team for the 2018-2022 FIFA World Cup will be in Cape Town next week to present Australia’s bid to a global football and media audience.



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⇒ **MORE “SECRET WEAPONS”**

Football Federation Australia (FFA) announced more ‘secret weapons’ to help bring the FIFA World Cup to Australia in 2018 or 2022 with the appointment of eight children to the role of FFA ‘Come Play!’ FIFA World Cup emissary.

The eight winners from each Australian state and territory will travel to Cape Town in South Africa in early December where they will be part of the team that helps present Australia’s case to host the FIFA World Cup in 2018 or 2022:

The lucky “8” are: Sara Ralphs (NSW), Claudia Favata (VIC), Blake Varga (QLD), Joseph Love (WA), Massimo Caiazza (SA), Xavier Castaneda (TAS), Kai Thornton (ACT) and Oscar Ferdinands (NT).

FFA called on Aussie children to tell them in 300 words or less why they think Australia should host the FIFA World Cup last month. Thousands of children used pictures as well as words to say why Australia should host the games. However, there could only be one winner from each state.

The winners were chosen by the judges as their entry best captured the spirit and passion Australians have for the bid to host the greatest show on earth in Australia in 2018 or 2022.

⇒ **WORLD PLAYERS TO DECIDE...**

More than 50,000 players will be polled by FIFA and the international

players’ union to select a world’s best lineup.

FIFA said that the first World XI will be announced at the World Player Gala held Dec. 21st in Zurich.

Professional players across the world will vote for their preferred choice in each position.

FIFA organises the gala where it announces the best men’s and women’s player of the year as voted by national team coaches and captains.

⇒ **NICE EUROS... FOR SOME...**

France coach Raymond Domenech will reportedly receive a 862,000 euros bonus after his team qualified for next year’s World Cup.

France qualified for the World Cup after a 1-1 draw with Ireland at the Stade de France in a World Cup playoff. Barcelona striker Thierry Henry controlled the ball with his hand before passing to William Gallas who scored in extra-time to secure the draw. France advanced 2-1 on aggregate.

⇒ **HYUNDAI A-LEAGUE ROUND 16**

This week is the Movember round of the Hyundai A-League which highlights men’s health issues, specifically prostate cancer and depression in men.

Central Coast Mariners kick-off the round when they host Perth Glory at Bluetongue Stadium. With both teams coming off confidence boosting wins last weekend, this match is poised to be a very entertaining affair with plenty at stake.

The battle for the top position in the Hyundai A-League table continues on Saturday night in Melbourne when Melbourne Victory looks to defend their lofty position against the visiting Gold Coast United. Melbourne Victory took the points away in round 8 and Gold Coast United will be looking to

set the ledger straight and take the top spot against their southern rivals at Etihad Stadium.

Adelaide United travel up to Townsville to complete Saturday’s matches and on Sunday, Sydney FC line-up against the Newcastle Jets at the Sydney Football Stadium and Wellington Phoenix will look to continue their rise up the ladder when they meet Brisbane Roar at Suncorp Stadium.

With plenty of tasty clashes around this weekend, there is no better time to get along to this round of the Hyundai A-League

*Central Coast Mariners v Perth Glory:*

☛ Central Coast Mariners captain **ALEX WILKINSON** is set to make his 100th appearance.

☛ This match marks Perth Glory’s 100th Hyundai A-League match, with the Glory coming up against their first Hyundai A-League opponent (Perth lost 0-1 to Central Coast in Round 1 of the 2005/06 season).

☛ This will be the 50th Hyundai A-League match to be played at Bluetongue Stadium.

*Melbourne Victory v Gold Coast United:*

☛ Despite leading the ladder after Round 15, Melbourne Victory are yet to earn a clean sheet at home this season— that’s eight home games. This is by far the Victory’s longest run of home matches without earning a clean sheet.

*North Queensland Fury v Adelaide United:*

☛ Adelaide United defender **IAIN FYFE** is set to make his 200th national league appearance. Before returning to his home city of Adelaide this season, Fyfe had played at Adelaide City (56 league appearances), Sydney Olympic (23), Hamilton Academical in Scotland (18) and Sydney FC (88).

*Sydney FC v Newcastle Jets:*

☛ Sydney FC are aiming for a club-record five consecutive Hyundai A-League home wins in a row.

*Brisbane Roar v Wellington Phoenix:*

☛ Having recently overtaken Reinaldo’s club record (17) for most Hyundai A-League goals for the Brisbane Roar, Sergio Van Dijk— now on 19 goals— is now aiming to become the first player to score 20 Hyundai A-League goals for the Brisbane Roar.

**NSW PREMIER LEAGUE DRAW 2010**

Doesn’t look like it’s going to be a good start for either of our clubs in the opening round for 2010...

I can’t see Sydney Olympic beating 2009 champions Sutherland Sharks. And there is NO WAY the Berries will be good enough to beat Marconi either after their ordinary recruitment campaign!

The Round One fixtures are as follows:

**Saturday 27th February 2010**

- Bonnyrigg White Eagles v South Coast Wolves** – 7pm – Bonnyrigg Sports Centre
- Marconi Stallions v West Sydney Berries** – 7.30pm – Marconi Stadium

**Sunday 28th February 2010**

- Sydney Olympic v Sutherland Sharks** – 6pm – Belmore Sports Ground
- Blacktown City v A.P.I.A.-Leichhardt Tigers** – 6pm – Lily Homes Stadium
- Bankstown City v Manly United** – 6pm – Jensen Park
- Sydney United v Rockdale City Suns** – 6pm – Sydney United Sports Centre