

THE OFFICIAL VOICE OF THE NORTHERN IRELAND FEDERATION OF CLUBS

Review Club

VOLUME 23 - Issue 7, 2010

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ANTI-SOCIAL BEHAVIOUR AND ALCOHOL ABUSE

We are proud of our association with the promotion and development of sport, social and recreational activity, nevertheless clubs have an important role to play.

Help address the problems associated with binge drinking by encouraging good practice and not permitting irresponsible drinks promotions on club premises.



N.I.F.C.

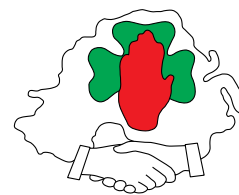


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Clubs continue to play a major role within communities throughout Northern Ireland through sport, social and recreational activity.

Minutes of the executive meeting

Held in the Ulster Maple Leaf Club
on Saturday 9th October 2010



Apologies were received for Jim Wilson and Tommy McMinn.

The Minutes of the last meeting were read and passed without amendment, proposed and seconded by Gerry Gallagher and Jim Hanna.

It is pleasing to see the majority of club officials and associates now make contact via email which of course is cost effective and reduces correspondence received by post.

A discussion on the consultation related to tobacco products was discussed at some length. It was thought that the banning of vending machines, as opposed to placing them in a less conspicuous place in licensed premises, is a step too far.

We informed them that we do not promote smoking, but will keep vending machines operable for the benefit of those members who do smoke, and as children are not regulars to private member clubs, there is little likelihood of them being encouraged to smoke due to the presence of a vending machine.

Belfast City Council have contacted us regarding "Health and Safety surveys" which are due to be launched on 26th October in Belfast. They emphasise the fact that health and safety inspections should not be overlooked. *Please see details on page 6 in this issue of Club Review.*

Fire risk assessments were discussed as was the service

provided by AVIVA and Abbacus.

Clubs should be aware that the cost of providing a fire risk assessment will be governed by the size of the club.

The most popular question on our helplines relates to staff issues such as holiday entitlements and conditions for temporary staff etc. One main point to remember is that staff must initially complete and sign a P46 form. Other details can be obtained on the Federation website.

The ruling that VAT is not paid on snooker and pool tables is valid and clubs can reclaim VAT on their next VAT quarter. Your club accountant can advise on this if there is any doubt as to how you should action the said reclaim. There is one technicality which requires that you should be paying VAT on your membership subscriptions in order to qualify for the said reclaim of VAT on your snooker/pool income.

We are pleased to report that the Federation have adopted a pro-active approach to the Minister's request for support of his proposed ban of certain types of drink promotion designed to reduce the problems related to anti-social behaviour. It is our intention to issue bespoke posters to all clubs encouraging them to play their part in our campaign, always being aware that such promotions are not a feature in registered clubs.

P & F Amusements has entered

the field of ATM machines at very competitive rates. In general, clubs which have them on-site are showing very good results. *(see details on page 12 in this issue of Club Review).*

A financial report was presented by the Treasurer and it was subsequently proposed and seconded as a true record of our financial standing by Raymond Connors and Joe Patterson.

The A.G.M. will be held on Saturday 26th March 2011 at 10am and the Federation wish to thank the R.A.O.B.

Headquarters for again hosting the event. The Annual Dinner and Dance will be held in the King's Hall, on Saturday 16th April 2011. Any change to the above dates will be notified to club secretaries.

As there was no further business the Chairman closed the meeting following which he thanked Raymond Connors for arranging the meeting and the Ulster Maple Leaf club committee for the excellent hospitality provided.

Bob McGlone,
Secretary

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ABC Jan-Jun 09



Delegation addresses DSD committee



John Davidson,
Chairman,
NI Federation of Clubs

On Thursday 14th October a delegation representing the registered club sector presented evidence to the Department of Social Development (DSD) Committee.

We were represented by Kevin Stevens, Golfing Union of Ireland (GUI); John Davidson, NIFC; Katie Nixon, N.I. Sports Forum; Danny Murphy, Ulster G.A.A.

Kevin Stevens made the introduction saying that the DSD has clearly identified a growing problem that affects not just our jurisdiction but all parts of this island and further afield, and that is the growing abuse of alcohol, especially, although

not exclusively, by the younger generation.

We reiterate the comments made by the DSD Chairman, Simon Hamilton, in response to the Minister at the Second Stage of the Licensing and Registration of Clubs (Amendment) Bill, "We all know that the real problem with excessive alcohol consumption in Northern Ireland is not necessarily in our pubs, hotels or registered clubs. The real societal problem is the mass consumption of alcohol in the home."

This issue has, and will continue to have, a detrimental effect on the positive contribution that clubs can and do make to our society. This would leave government open to criticism that not enough is being done to combat the growing problems of breaches of licensing legislation, alcohol-related harm and public disorder. That is not a situation that we recognise in the club sector.

In our view, initial legislation should be aimed at tackling the root causes of the problem - this legislation does not do that.

We support the contributions

by Committee Chairman and Fra McCann during the debate on the Bill's Second Stage. They both re-emphasised that the Bill does not address the root cause of the problem.

We also support proposed changes to legislation on alcohol promotions being keen to promote the message, "We may not be part of the problem but we can be part of the solution." Therefore, we will work closely with the Department and the Committee to support any legislation to outlaw alcohol promotions that have been identified.

The Federation Chairman, John Davidson, continued by saying, "The contribution of clubs to sport, leisure and community life has been recognised by respective direct rule Ministers. We feel it is time to show tangible appreciation of that contribution".

The devil is in the detail of the penalty points system which has the potential to penalise registered clubs.

Children's certificates should permit children to be on sports club premises until 11.00pm with a parent, guardian or club official, which would cater for sporting events, including awards evenings.

We appreciate that late licence extensions are a contentious area; however, we have lobbied for approximately 30 years for additional late extensions as a potential and important means of increasing funding to maintain and develop our sporting base.

In regard to advertising, talks with the then RUC head of

policy revealed the restriction on advertising was unnecessary, taking up valuable time. We appreciate the Minister intends to amend the accounts regulations, however, will it be enough?

We request that favourable consideration be given to introduce a voluntary common pass card, which, although not guaranteeing access, would enable other clubs to see visitors/guests are members of a responsible organisation.

Ms Katie Nixon (Northern Ireland Sports Forum) confirmed the position held by The Northern Ireland Sports Forum as being the independent voice for voluntary sport in Northern Ireland, going on to confirm that 92% of sports clubs rely on volunteers to survive.

Sports clubs make up 90% of all registered clubs in Northern Ireland with sporting volunteers representing around 30% of voluntary activity and, for every £1 spent on sporting volunteers, £30 is generated for the economy.

DSD's draft volunteering strategy aims to promote the value and benefit of volunteering; to improve the volunteering experience; and to support volunteers and organisations that involve volunteers.

Mr Danny Murphy (Ulster GAA) concluded our presentation saying, "I have been asked to address what is probably the most controversial by-product of alcohol consumption: antisocial behaviour. GAA social clubs wish to address the matter in

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the context of the control that sports bodies have over their memberships. Our social clubs are, by law, not-for-profit bodies, and they form a vital part of communities. We use our social facilities to generate income that allows for social support in the community; allows clubs to reinvest in the local communities through their work in providing sport and recreation for people of all ages and abilities; gives people the opportunity to participate in activities; and promotes sport, culture and heritage.

Our clubs have clear rules and regulations on the use of alcohol on club premises. Those rules cover various issues and include a ban on putting alcoholic drinks into cups after teams win them. They are supported by an alcohol and substance abuse programme that has been rolled out over the past three years. That programme

promotes the idea of a sensible approach to alcohol and puts out a strong message against the misuse of alcohol, drugs and illegal substances. We have also targeted our Live to Play programme at 14 to 20 year-olds.

Our social clubs are controlled by the general environment that allows members of GAA clubs to socialise and enjoy alcohol before and after games.

All social clubs are run by our volunteers, with the best interests of the community inherent in every aspect of club activity. Our clubs believe that the provision of social clubs helps to reduce the high intake of alcohol in uncontrolled environments, which, as has already been said, include homes, public places and the precincts of off-licences. The GAA clubs allow families to socialise and relax in a friendly and controlled setting.

The Committee must consider the statistics that have come from the Department of Justice (DOJ) and the Department of Health, Social Services and Public Safety (DHSSPS). Almost every social occasion involves alcohol, and, as a country, we binge drink more than any other country in the European Union. We spend more money on alcohol pro rata than any other European country, and, between 1996 and 2001, there was a 347% increase in the number of cases of intoxication in a public place. Some 98% of PSNI and Gardaí officers believe that alcohol is the main cause of public order offences.

Between 1989 and 1999, alcohol consumption in Ireland increased by 41%. During the same period, it declined in 10 other European countries, while rates of suicide here increased by 45%.

I support those statistics with the following: If teenagers drink before they are 15, they are four times more likely to develop a dependency on alcohol than those who wait until they are 21 years old. They are also seven times more likely to be involved in a car crash and 11 times more likely to suffer unintentional injury after drinking. Those are clear points that the legislation does not deal with. It is critical that we address them if we are to control the use of alcohol.

The GAA is community-based, its sense of communal pride provides a substantial bulwark against anti-social behaviour in our communities. Our rules require clubs to control the circumstances in which alcohol can be provided, and the sale of alcohol to under-18s is not permitted. It is our belief that social clubs provide a different environment that allows a controlled level of drinking.



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J.H.S.
ASSOCIATES



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Businesses get a free health check

Businesses across Belfast gave the thumbs up to maintaining a safe and healthy environment for staff and customers at a breakfast meeting in the city recently. The event, organised by Belfast City Council (BCC), was aimed at raising awareness of the free help and support available for small businesses from the council's environmental health team.

Councillor Ian Adamson, Chairman of the council's Health and Environmental Services Committee, said, "We run an independent and confidential advice service for small businesses to help make their working environment safe so as to reduce accidents as well as business costs. We offer things like free health checks,

assistance in drawing up action plans for suggested changes and improvements, help with carrying out risk assessments, and advice on health and safety policies. It's great to know that local businesses are not only supportive of what we are trying to do as a council, but they're also benefitting from it."

Brenda Shankey, of Ballyhackamore Traders' Association said, "Traders are delighted to support European Health and Safety Week through our partnership with BCC. As small businesses, we receive free health and safety checks to make sure our businesses are safe for both our staff and customers, and ensures we are operating within health and safety guidelines."



(L-R) Diane Herron, Valerie Brown, Sue Small and Gillian McEvoy from Environmental Health, Belfast City Council.

During this event, the council particularly focussed on the licensed trade and encouraging them to revisit what health and safety measures they have in place.

For more information on what free services are on offer for Belfast businesses visit the council's website www.belfastcity.gov.uk

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Equality Act 2010

Over the last four decades, discrimination legislation has played an important role in helping to make Britain a more equal society. However, the legislation was complex and, despite the progress that has been made, inequality and discrimination persist and progress on some issues has been stubbornly slow.

The Equality Act 2010 provides a new cross-cutting legislative framework to protect the rights of individuals and advance equality of opportunity for all; to update, simplify and strengthen the previous legislation; and to deliver a simple, modern and accessible framework of discrimination law which protects individuals from unfair treatment and promotes a fair and more equal society.

The provisions in the Equality Act will come into force at different times to allow time for the people and organisations affected by the new laws to prepare for them. The Government is considering how the different provisions will be implemented in an effective and proportionate way.

Provisions coming into force on 1 October 2010

- The basic framework of protection against direct and indirect discrimination, harassment and victimisation in services and public functions; premises; work; education; associations, and transport.
- Changing the definition of gender reassignment, by removing the requirement for medical supervision.
- Levelling up protection for

people discriminated against because they are perceived to have, or are associated with someone who has, a protected characteristic, so providing new protection for people like carers.

- Clearer protection for breastfeeding mothers;
- Applying the European definition of indirect discrimination to all protected characteristics.
- Extending protection from indirect discrimination to disability.
- Introducing a new concept of “discrimination arising from disability”, to replace protection under previous legislation lost as a result of a legal judgment.
- Applying the detriment model to victimisation protection (aligning with the approach in employment law).
- Harmonising the thresholds for the duty to make reasonable adjustments for disabled people.
- Extending protection from 3rd party harassment to all protected characteristics.
- Making it more difficult for disabled people to be unfairly screened out when applying for jobs, by restricting the circumstances in which employers can ask job applicants questions about disability or health.
- Allowing claims for direct gender pay discrimination where there is no actual comparator.
- Making pay secrecy clauses unenforceable.
- Extending protection in private clubs to sex, religion or belief, pregnancy and maternity, and gender reassignment.

- Introducing new powers for employment tribunals to make recommendations which benefit the wider workforce.
- Harmonising provisions allowing voluntary positive action.

Provisions the Government is still considering

- the Socio-economic Duty on public bodies
- dual discrimination
- duty to make reasonable adjustments to common parts of leasehold and commonhold premises and common parts in Scotland
- gender pay gap information
- provisions relating to auxiliary aids in schools

- diversity reporting by political parties
- positive action in recruitment and promotion
- provisions about taxi accessibility
- prohibition on age discrimination in services and public functions
- family property
- civil partnerships on religious premises

Ministers are considering how to implement these remaining provisions in the best way for business and for others with rights and responsibilities under the Act.

For further information visit: www.equalities.gov.uk/equality_bill.aspx

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New Fire Safety Legislation

A new campaign, Fire Safe, has been launched by Michael McGimpsey MLA, Minister for Health, Social Services and Public Safety, to raise awareness of a change in fire safety legislation.

From 15th November the new regulations will replace the current requirement for some premises to have fire certificates. Instead all non-domestic premises will be required to hold a valid fire safety risk assessment.

Responsibility for fire safety will rest with the employer or those with any degree of control over premises. The law applies to almost all

premises which are not private dwellings.

Employers, owners, managers and landlords will be responsible for ensuring that fire safety risk assessments are carried out and measures to protect lives are put in place.

The regulations will be accompanied by guidance documents, aimed at providing information and advice for those with duties under the new legislation.

Further information about the new regulations can be found at:
www.nifrs.org/fire_safety.php?sec=1166

Questions & Answers

Q. An applicant for membership is due to come before the committee next week. The applicant's proposer has been suspended. What impact does this have on his application?

A. The key issue is that the proposer and seconder were valid members at the time of the proposal and that remains the case despite any subsequent suspension or expulsion. The application is legitimate and the proposed new member can go before the committee. The committee can take notice if it wishes to of the fact that this person's proposer was recently suspended/expelled from the club.

Q. We have recently had a request from a lady asking

to have her name put forward to stand for the committee, but her husband is already a committee member. Is there any rule against husband and wife being on the committee together? Would it make any difference if the husband was an employee of the club

A. There is absolutely no problem with spouses serving together on the committee. Individual members enjoy individual membership rights and so are both eligible to be elected on to the committee.

There would also be no problem if one of them was an employee of the club; although in that situation the spouse of the employee should exclude themselves from any discussions involving employment matters. This is because there is a clear conflict of interest on this matter.

The same rule applies to anyone elected on to the committee with a conflict of interest; whilst they may still stand for committee they should exclude themselves from a discussion which relates to the conflict.




On 1st October 2010, the National Minimum Wage was increased for all workers aged 21 and over from the current level of £5.80 to the new level of £5.93.

For workers aged 18-20 the NMW is increased from £4.83 to £4.92 and for persons aged under 18 the new level is £3.64, up from £3.57.

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All clubs are advised to make sure that contracts are up to date and reflect the new rate where appropriate.



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King of Beers engages local students



Niki MacCorquodale, Budweiser Brand Manager and Cool FM's DJ Hix make a toast to mark Budweiser's sponsorship of Cool FM's The Pulse.

This autumn sees the King of Beers, Budweiser announce its support of an exciting new student focused campaign across Northern Ireland.

Throughout the duration of the sponsorship, listeners will be able to hit the airwaves and get the chance to win some fabulous prizes, all courtesy of Budweiser.

Budweiser is also supporting the Victoria Square Student VIP Night which launched the new academic year in style on 5th October. Now in its second year, the event attracted over 7,000 students and saw the Budweiser promotional team sampling from Budweiser Ice Carts and taking photographs of students for the 'Catch Up With Your Buds' section on

the new Budweiser NI facebook page.

Niki MacCorquodale, Budweiser Brand Manager said, "We're really excited to be supporting the local student market. Budweiser is the number one packaged lager in N.Ireland with 29.8% market share and we want to give students at campuses around the province as many opportunities as possible to sample The King of Beers when they are out and about. We have also launched a brand new Budweiser N.I. facebook page where fans will be able to access daily updates on where to catch new playlists from the coolest DJs and win VIP access to information about upcoming exclusive Budweiser DJ Hix events, competitions and offers."

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Britvic adds its own sparkle



Cementing Britvic NI's new soft drinks relationship at the Waterfront Hall, are (l-r) Tim Husbands, Managing Director, Belfast Waterfront and The Ulster Hall; Kevin Donnelly, Commercial Director, Britvic Ireland; and Trevor Annon, Managing Director, Mount Charles Catering.

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Tullamore Dew

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Tullamore Dew is the No.2 Irish whiskey brand in the world. Despite the current economic times, Tullamore Dew is enjoying its highest ever sales of over 650,000 9-Litre cases.

Not only is Irish whiskey one of the fastest growing spirits category globally, but Tullamore Dew is currently the fastest growing brand within it. More than 8,000,000 bottles are bought each year in over 80 countries.

With growth rates of +16% per annum Tullamore Dew continues to far outstrip the Irish whiskey category. It is now the No.1 Irish whiskey brand in Germany, Sweden, Denmark,

Poland, Czech Republic, Estonia, and Latvia. It is also the No.1 whiskey overall in Denmark, Czech Republic and Latvia, significantly outselling any Scotch or American whisk(e)y brand.

Tullamore Dew

Tullamore Dew is the original blend - a premium Irish whiskey with a distinctively smooth and accessible flavour. This smooth taste is a major feature of the brand compared to many whisk(e)y competitors.

Colour - Medium amber gold.

Nose - A mild blend of spicy, lemony and malty notes, with charred wood and vanilla undertones.

Body - Light bodied, sweetish spices, buttery and rounded with light citrus fruitiness.

Palate - Warming, pleasant maltiness with toasted wood and vanilla hints.

Finish - Smooth and gentle, the complex flavours lingering.

History of Tullamore Dew

The origins of Tullamore Dew Irish whiskey can be traced back to 1829 when the Tullamore Distillery was founded in Tullamore, County Offaly, situated in the heart of Ireland. The original site now hosts a Heritage Centre where the full history is on display.

How To Drink Tullamore Dew

You can enjoy Tullamore Dew on its own, with ice, with soda, or water. Savour the taste, but above all, share.

Awards

Tullamore Dew has been widely acclaimed by whiskey connoisseurs, most recently winning two Double Gold Medals at one of the world's most prestigious spirits competitions - the World Spirits Competition in San Francisco. The brand has now an impressive record of award wins, with 26 Gold Medals in the last 10 years alone!

In 2005 Tullamore Dew won a much prized Trophy at the International Spirits Challenge, the highest accolade in the drinks industry: the Trophy was one of only four awarded to over 700 drinks products entered from countries all over the world. The following are some of the many awards presented to Tullamore Dew over the last number of years.

Tullamore Dew

2010 Gold Medal
The Irish Whiskey Masters

2008 Double Gold Medal
World Spirits Competition

2008 Gold Medal
International Wine & Spirit Competition

2007 Gold Medal
International Spirits Challenge

2006 Gold Medal
International Spirits Challenge

2006 Gold Medal
World Spirits Championship

2005 Gold & Trophy
International Spirits Challenge

2003 Gold Medal
International Spirits Challenge

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ATM cash machine provider, InfoCash is delighted to be teaming up with the P&F Group and the Northern Ireland Federation of Clubs.

InfoCash now has the exciting opportunity to work with the NIFC and to develop tailor-made solutions that will provide club members with the convenience of having a cash dispensing ATM at their disposal.

With more than 2,200 ATMs deployed throughout the UK, including Northern Ireland, InfoCash has over 10 years experience installing robust and reliable cash machines. Full staff training is provided and a helpdesk is just a 'phone call away' for friendly help and advice 7 days a week.

By just adding cash, clubs can benefit from increased spend at the venue, direct revenue from the ATM itself plus significant savings on bank charges. All this, and an enhanced experience for club members.

Tim Wilder, Managing Director, InfoCash, said, "We are extremely pleased to have this opportunity to work with the NI Federation of Clubs and make our service available to its members. We believe that the range of options we offer, and which our current users benefit from on a daily basis, will boost the income of clubs and improve the services available to club members."

He continued, "ATM cash machines today are as much a part of the make up of clubs and bars as the beers and spirits



Pat Quinn, Managing Director, The P&F Group, pictured with NIFC Chairman, John Davidson.

themselves. In a world of ever increasing choice, club members are no different to anyone else in demanding services, when and where they want them. Clubs will always ensure there is a ready supply of beers, wines and spirits, but if members have no cash available then they may as well have run out! Giving members the facility to withdraw cash easily and safely keeps them – and their cash within the venue."

Joe Deery, the local InfoCash appointed agent, is looking forward to being able to offer ATM services to clubs. Joe said, "We are pleased to have found a reputable partner willing to make the investment for long term relationships."

Joe is partnering with Pat Quinn of P&F Amusements to bring ATM solutions to club members.

At a time when registered clubs are encountering problems associated with the economic downturn, opportunities such as this are few and far between. Certainly the NIFC Chairman, John Davidson, was pleasantly surprised at the cost structure. It would seem that experiences with previous suppliers have been ironed out, obviously helped in no small way by the fact that Triton are in fact ATM manufacturers.

The big advantage of having such a facility in a club can lead to

members remaining longer and importantly allows them to draw down funds such as pensions etc, without having to stand in a queue, something which is especially important for the more senior member during periods of inclement weather.

Getting an ATM cash machine for your club couldn't be easier. **Contact - InfoCash or The P&F Group on: 028 9037 0314 and they'll take care of the rest; alternatively contact the N.I.F.C. PRO on 07889 681714.**





Cash on tap...



What is it that keeps members in YOUR Club?

**The great company? The warm, friendly atmosphere? The tasty menu?
The well-stocked bar? The best entertainment?**

Each of your members will have a different reason for enjoying a night at the club. But they do all need one thing in common. Cash. They won't be doing anything without it. Make sure they have easy access to their money and you will keep your members and their cash in your Club.

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ATM's that work for you

Fashionable first for Northern Ireland

Northern Ireland was taken to dizzy new heights at the recent Magners Light Fall for Fashion.

James Simpson, Magners Marketing Manager was delighted with the success of Magners Light Fall for Fashion saying, "Magners Light Fall for Fashion never fails to deliver fabulous head-turning shows filled with wonderful fashion, models and choreography teamed with retail stalls and entertainment. The Paul Costelloe collection was a real coup that gave us the perfect ending to three distinct and atmospheric evenings."

The opening night, hosted by Cool FM's Connor Phillips, was themed 'Something Old, Something New,' incorporating

vintage attire with High Street favourites. Fall for Fashion's dedicated stylist Sara O'Neill creatively put together designs from Oxfam Vintage, Jean Genie, Marks and Spencer, Debenhams, Dorothy Perkins, Junction One, The OUTLET and Heaton's. Grounded Espresso Bars also gave students at Belfast Metropolitan College the challenge of transforming a coffee sack into an awe-inspiring design. The Belfast Metropolitan students were also invited to customise Unite Against Hate t-shirts. The band, Suckin' Diesel got the party in full swing during the interval whilst guests got to shop in the market stalls, which resembled Spitalfields market.

The second night, hosted by



Models Genevieve Porter (left) and Kristen Gillespie with James Simpson, Magners Marketing Manager, at the Magners Light Fall for Fashion event.



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Emma Louise Johnston, themed 'Boutique Chic' boasted the crème de la crème of local boutiques from across Northern Ireland.

The finale evening entitled 'Designers NI', which was hosted by City Beat's Stephen Clements, showcased the hottest design talent to hail from NI thanks to backing from Belfast City Council and The European Regional Development Fund. Local and internationally acclaimed designers treated guests to a sneak peak into their Spring/Summer 2011 collections.

Hair and makeup was courtesy of Northern Ireland's leading style team, namely Oonagh Boman makeup, using Senna Cosmetics, and Paul Meekin Partners Hair and Beauty, using TIGI products.

The sell-out event also helped raise valuable funds for nominated charity, Friends of the Cancer Centre, through a percentage donated from the sales of the show programme and tickets.

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PRS for Music supports Northern Ireland's up and coming musical talent as well as more established artists such as Snow Patrol and Neil Hannon.

PRS for Music is proud of its long-standing relationship with the NIFC and would like to thank them for their continued support of music in Northern Ireland's clubs.

[†] Music Works survey of 2,000 people, conducted in March 2009. Visit www.musicworksforyou.com for more details.

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Molson Coors adds Corona Extra to UK portfolio

Distributor deal agreed with Grupo Modelo

Molson Coors Brewing Company (NYSE: TAP) and Grupo Modelo, S.A.B de C.V. have announced that they have agreed on key terms that will make Molson Coors the distributor of the Modelo family of brands in the UK and Channel Islands, as well as Japan, effective January 2011.

Grupo Modelo brews and distributes the Corona Extra, Modelo Especial, Pacifico, and

Negra Modelo beer brands in Mexico. In the UK, Corona Extra currently accounts for 90% of the distribution of Grupo Modelo's products.

Mark Hunter, CEO of Molson Coors (UK), commented, "We are delighted to serve as distributor of Modelo's portfolio of brands in the UK and Channel Islands. Among their many strong brands, Corona Extra is one of the

world's top 5 beer brands and, as an established premium lager, is a great addition to our growing portfolio of world beers. We are committed to providing significant marketing support behind these brands for the benefit of our beer drinkers, our partner Modelo and Molson Coors UK."

José Pares, Vice-president, Chief Sales and Marketing Officer for Grupo Modelo, commented, "We are pleased to be extending our relationship with Molson Coors into the UK and Japan. Modelo and Molson Coors are two major beer groups with complementary brand portfolios. This new partnership will allow us to collaborate in offering our consumers a wide range of products to satisfy different needs at different moments."

All of Grupo Modelo's brands, including Corona Extra, will continue to be imported from Mexico. They will join Molson Coors (UK)'s growing portfolio of world beers, including Cobra, Singha and Grolsch.

Existing customers of Corona or other Grupo Modelo products should continue to order in their normal way. Molson Coors (UK) is working to ensure a smooth transition and will contact customers if they need to take any action.

Today's agreement between Molson Coors and Grupo Modelo is subject to the successful completion of detailed, legally binding definitive agreements and the obtainment of all necessary approvals and authorizations.



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Institute of Fundraising

looking for local sparklers

Every year many thousands of pounds are raised for charities and good causes in Northern Ireland both by volunteer and professional fundraisers. For charities, the money raised can be a lifeline for them and those they seek to help.

In a bid to formally recognise this tremendous contribution the Institute of Fundraising Northern Ireland, in association with Unity Trust Bank, is calling on nominations for its Annual Fundraising Awards.

Nominations are sought in four categories; Fundraising Event of the Year; Fundraising Partnership of the Year; IoF Professional Fundraiser of the Year; The Bryan Walliker Fundraising Volunteer of the Year.

Marcus Cooper, Chair of the Institute of Fundraising Northern Ireland said, "Reflecting the Institute's commitment to champion best practice the awards acknowledge innovation, creativity and the impact of successful partnerships and events, and recognise the outstanding achievements of all fundraisers".

Moira Crosbie, from award sponsors Unity Trust Bank

said, "This is our second year of sponsoring the awards. The events and stories from all the nominees last year were truly inspiring and we are delighted to once again be involved with recognising the tremendous contribution that the sector makes to life in Northern Ireland".

Unity Trust Bank has been a trusted partner of civil society organisations for 26 years. Working with charities, voluntary organisations, credit unions and social enterprises to help make a real difference to the communities they serve.

Deadline for nominations is Thursday 18th November 2010. The Institute of Fundraising awards are open to all individuals and fundraising teams across Northern Ireland's vibrant voluntary and community sector. The winners will be announced at the Institute of Fundraising Northern Ireland Awards Lunch on Wednesday 1st December hosted by Sarah Clarke from UTV. Invitations to attend the lunch will be extended to all nominees.

If you would like to nominate an individual or event or would like further information,



(l-r) Marcus Cooper, Chair of the Institute of Fundraising Northern Ireland, Sarah Clarke from UTV and Moira Crosbie from Unity Trust Bank are hoping to find some real fundraising sparklers.

please contact Arlene (Events Coordinator) at Tel: 028 9075

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UGAAWA Merit Award Winner

We had plenty to choose from when selecting our September Award winner but, in the end, it went to flame-haired John McCullough, who revelled in his roving role at full-forward in Tyrone minors' defeat of Cork.

'Unbelievable', 'this is fantastic', 'you must be kidding' are just some of the exclamations that John uttered when told of his award. "I never even thought that I would be in the running for this big award. I saw Ronan (O'Neill) getting it last month and I never would have believed that I would be next. It's a tremendous honour and I am really excited about getting it," enthused the Greencastle player who, apart from the Ulster



Tyrone minor football star John McCullough winner of the Quinn Insurance/UGAAWA September Merit Award. *Picture Michael Cullen.*

and All-Ireland minor medals, has won two Tyrone U21 championship awards.

New plan for future of grassroots football



Football legends Pat Jennings, Eric Harrison and Ian Rush with Harry Grierson, Curtis Crangle and Luke Foster. *Photo John Harrison.*

Football legends Kenny Dalglish, Ian Rush, Pat Jennings and Eric Harrison were the special guests at the inaugural Northern Ireland Grassroots Football Summit, facilitated by McDonald's. The former footballing greats joined with the four UK Football Associations and representatives from the sporting, political, education, voluntary and community sectors to formulate a strategy for the development of grassroots football in N.Ireland.

The inaugural Summit aimed

to develop areas and actions to help improve the opportunity of, access to and interest in playing grassroots football.

The football legends provided insights from their careers about the importance of developing the game at grassroots level and the benefits this delivers in the long term. Eric Harrison, who is credited with nurturing Manchester United's great youth team of '92 which included David Beckham, Paul Scholes and Ryan Giggs, also delivered a masterclass to a number of local coaches during the event.

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Heineken NI and Ulster Rugby plan for success

The premium beer brand, renowned worldwide as the world's most international brewer, has announced its arrival as a major player in the Northern Ireland drinks trade by securing a five-year sponsorship deal with Ulster Rugby. The partnership gained further momentum at the first Heineken cup match at Ravenhill as Ulster Rugby led the charge into The Heineken Cup, with their initial ambition of qualifying from the group stages for the first time since 1999, when they became the first Irish province to win the coveted trophy.

The optimism around Ulster Rugby is not unfounded. On the pitch the team, littered with world-class players, remains strong whilst off the pitch Ulster Rugby has completed phase one of a revamp of the phased redevelopment. The future 'new' Ravenhill will have state of the art facilities enhancing the match occasion experience for rugby fans from home and abroad.

"The optimism around Ulster Rugby is infectious," stated Leza Nulty, Commercial Manager for Heineken NI. "When Heineken first met with Ulster Rugby it quickly became clear that we shared a mutual vision. Ulster Rugby plan to be the premium rugby team, not only in Ireland, but throughout Europe. The Heineken Cup is Europe's most prestigious club tournament and Ulster Rugby enters the competition with high hopes. Their aspirations mirror our own in this market, and together we plan to grow in stature both locally and internationally. Heineken NI is proud to support Ulster Rugby



(L-R) Robbie Diack, Pedrie Wannenburg and Ruan Pienaar with Leza Nulty Commercial Manager for Heineken NI.

and is honoured to be part of the Ravenhill experience for fans."

The five-year deal between Heineken NI and Ulster Rugby will see Heineken Beer, Murphy's Stout and Bulmer's Original Cider poured from all the bars throughout Ravenhill. Heineken NI is also supporting Ulster Rugby by raising the profile of the Heineken Cup campaign throughout Northern Ireland by investing in the trade, both above and below the line.

According to Ulster Rugby Chief Executive Shane Logan, Ulster Rugby and Heineken NI are dedicated to making Friday Nights at Ravenhill one of the memorable occasions in European Rugby. "Together we believe that the Ravenhill experience can become renowned throughout European Rugby – we want the opposition teams to fear coming

here, whilst giving the away fans an experience they will never forget when they arrive. Heineken NI is an integral part of building this experience. Our partnership represents a significant investment in Ulster Rugby's future. We are confident Ulster Rugby can

become one of the biggest clubs in Europe."

Heineken has been title sponsor of the Heineken Cup since its inception in 1995 and is also an official sponsor of the 2011 Rugby World Cup in New Zealand.



Leza Nulty (l) and Suzanne Begley (r) from Heineken NI enjoying Ulster Rugby V Aironi Rugby with Adrian Logan.

Sky Blues outclass Tyrone



Dublin captain Denise Masterson lifts the Brendan Martin Cup.

Picture credit: Dáire Brennan / SPORTSFILE

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Dublin 3-16 Tyrone 0-9
Sinead Aherne shot the lights out at Croke Park as Dublin finally captured the TG4 All-Ireland Ladies senior football championship after three previous final defeats.

The Sky Blues ran out comprehensive 16-point winners against first-time finalists Tyrone in front of 21,750 spectators at GAA HQ on 26th September.

Dublin lost against Cork in last year's decider and also finished runners-up against Galway in 2004 and Mayo in 2003 but it was clear from the moment that Aherne opened the scoring with 37 seconds on the watch that there would be no denying Dublin on this occasion.

Manager Gerry McGill and his players were left devastated last September when Cork won a final that Dublin had dominated until the closing stages. The pain was even more acute for Aherne, who missed a first half penalty, but the St Sylvester's Allstar produced a stunning performance against Tyrone to banish any lingering memories from the 2009 decider. The full-forward was simply sensational and finished with a personal tally of 2-7 to claim the player of the match award, a haul that included 2-4 from play.

Aherne's movement was too much for her direct marker Maura Kelly, a fine defender in her own right, to cope with but overall, this was a superb Dublin performance.

At the break, the Leinster champions, relegated from Division 1 of the Bord Gáis Energy National League earlier this year, led by 2-8 to 0-5 and the Brendan Martin Cup was theirs to lose.

There was no letting up in the second half though as Dublin continued to display an incredible work-rate and appetite for the game that Tyrone simply could not match.

Tyrone had emerged as one of the stories of the season after bouncing back from their Ulster championship defeat to Armagh to make it all the way to Croke Park.

Along the way, the Red Hands hit a combined 11-42 against Leitrim and Sligo before accounting for Cork, who had won the last five All-Ireland titles, in a remarkable quarter-final.

Tyrone then shook off Kerry after a replay but just when they needed it most, their form deserted them as stage-fright appeared to play a part in a below-par performance.



Sarah Donnelly, Tyrone, in action against Denise Masterson, right, and Amy McGuinness, Dublin.

N.I. Football Writers' Association

player and manager of the month awards



Linfield's Alan Blayney collects his Carling Northern Ireland Football Writers' Association Player of the Month award for September from NIFWA Chairman, Stephen Looney.

Northern Ireland manager Nigel Worthington has been given credit for Linfield's clean sheet record so far this season.

Worthington's decision to recall Blues keeper Alan Blayney to the international squad has reaped huge dividends as David Jeffrey's men moved into second in the Carling Premiership.

Blayney's stand-out performances last month, including a stunning display against Cliftonville when he saved three certain goals in the last five minutes, earned him the Carling Northern Ireland Football Writers' Association Player of the Month for September.

"I think getting called up has been a massive boost to my confidence this season," said Blayney.

"It's terrific to be back involved with the international squad

and that has been reflected in my performances for Linfield."

"When you play behind such a strong defence it makes my life easier but thankfully when I have been called upon, I've been able to make a few saves.

"It was a really good month for us and winning this award is a great way to round it off so I want to thank Carling for their continued support."

Carling's Niall McMullan said, "It's great for the Carling Premiership that one of our players has been called upon by Northern Ireland boss Nigel Worthington. It just goes to show the high quality of the league. Alan has been exceptional for the Blues this season and fully deserves his September award. Carling is delighted to be at the heart of local football, supporting local talent, and bringing local people back to the game."



Former Northern Ireland captain Jim Magilton presents Coleraine boss David Platt with his Carling Northern Ireland Football Writers' Association Manager of the Month award for September.

Coleraine boss David Platt admits he was questioning his own managerial ability after a poor start to the Carling Premiership this term.

But a remarkable turnaround in fortunes last month has earned him the NIFWA Carling Manager of the Month award for September and is a vindication of his footballing philosophy.

The Bannsiders won five out of six games in all competitions in September, including the crucial derby game against Ballymena United, having failed to score a goal in August.

"We got the monkey off our backs by scoring against Limavady United, and that changed everything for us," said Platt.

"We didn't have

a good start and when that happens you have to question yourself because the players here at Coleraine have the ability.

"After the Limavady game my players showed the hunger and the desire needed and we beat some very good teams in September. So this award is for the players, without their hard work and effort I wouldn't be collecting it."

Carling's Jordana Grimes said, "David is an extremely hard working manager and he fully deserves this award for turning Coleraine's fortunes around during September."





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Ten years after the Munich air disaster the ghosts were exorcised at Wembley when Matt Busby and Manchester United at last reached the summit of their ambition and conquered the European Cup.

The final ascent had been anything but smooth. Although the result was 4-1 after extra time, only a rush of blood to the head of Benfica's brilliant striker Eusebio denied them the trophy. In the dying minutes of normal time he only had Alex Stepney to beat, but instead of placing the ball he chose to blast it at the keeper. "He went for the glory," Nobby Stiles said. "He tried to break the net." Busby had turned away in despair as Eusebio shot – once again it seemed his European dreams were to become the depressingly familiar nightmare.

Fittingly, it had been Bobby Charlton, one of the two Munich survivors playing, who had given United the lead with a glancing header in the 65th minute before the Portuguese equalised 15 minutes later. After Eusebio's gaffe, and as they were waiting for extra time to start, Stiles thought of the World Cup final. "They were like the Germans," he said, "knackered. And Busby said the same as Alf, 'If you pass the ball to each other, you'll beat them'."

In the second minute of extra time Stepney's long kick was nodded on to George Best 25 yards from goal. Best beat one man, weaved past another, rounded the keeper and cheekily glided the ball into an empty goal. "It was like something from Roy of the Rovers," Best said.

Suddenly it all seemed so easy for United. Within eight minutes they scored two more. Brian Kidd celebrated his 19th birthday with the first, and Charlton rounded off the perfect night with the second.

Busby wept with his players on the pitch. "The moment when Bobby took the Cup," Busby said, "it cleansed me. It eased the pain of the guilt of going into Europe. It was my justification."

Piggott unleashed Sir Ivor

Lester Piggott had ridden many stirring races but none received more acclaim than his victory on Sir Ivor in the Derby. Even the normally restrained Sporting Life was moved to describe it as dazzling jockeyship on a superlative colt.



Piggott aboard Sir Ivor.

Sir Ivor started the odds-on favourite on the strength of his victory in the 2,000 Guineas, but there were doubts about whether he would stay the mile and a half. Piggott made sure that his mount got the trip by keeping Sir Ivor on a tight rein until the final furlong. By then he was three lengths behind the leader, Connaught. Piggott moved out, asked Sir Ivor to go, and the horse simply exploded into the lead. Connaught looked like he was standing still as his three-length advantage rapidly turned into a length-and-a-half defeat.

After such a great race the rest of Sir Ivor's career was something of an anticlimax. He was second in the Irish Derby, third in the Eclipse Stakes and then lost to Vaguely Noble in the Arc de Triomphe.

Fosbury 'flops' to greatness

Dick Fosbury began a revolution in high jumping. He started his career, like most others, using the scissors style, and at the age of 15 cleared 1.625m. But Fosbury was not satisfied. He believed he could jump higher if he lowered his centre of gravity by lying down.

He approached the bar with a curved run-up, turned his body, jumped head first, landed on his shoulders and his progress was meteoric. He broke the Olympic record with a leap of 2.24m.

High jumpers soon adopted the "Fosbury Flop" and when Dwight Stones flopped to a world record in 1973 other styles were history.

Also this year...

Rugby - The British Lions, hampered by injuries, lost 25-20, 11-6 and 19-6 and drew 6-6 in a Test series against South Africa, scoring 35 of their 38 points with penalty kicks.

Football - Alan Mullery became the first English player to be sent off in an international when he retaliated against a Yugoslav who fouled him in the European championship semi-final in Florence. England lost 1-0.

Athletics - Performances were boosted by the use of synthetic tracks for major events, most notably at the Olympic Games.



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