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**BOOM SPORTS**  
MANAGEMENT & MEDIA



## BOOM SPORTS

**BOOM Sports** would like to introduce you to a unique and worthwhile program that has been developed in order to ensure Australia's future is directed by a more responsible and socially aware group of individuals.

At the heart of this program is a directive to create a holistic view among communities of the difficult transitions that occur throughout our lifetimes.

Without question, the demands of individuals are becoming more and more complex, a fact clearly understood by BOOM Sports Management & Media Personell Manager, Andrew Dunemann.

During his time as a National Rugby League Coach and NRL Welfare and Education Officer, Andrew has seen first-hand how people can sometimes be overcome with the many demands and expectations placed upon them.

So too can Andrew directly relate to the problems faced by young athletes, having been contracted as a professional rugby league player straight out of school at the age of 16. It was from this platform he was able to accrue a total of 278 first-grade games in the NRL and UK Super League before progressing through to Interim Head Coach of the Canberra Raiders.

The facilitators we have assembled as part of the mentoring program represent athletes who have unique stories to tell about their own obstacles and development, plus professionals who will provide valuable advice to ensure attendees can understand the best way forward in their own lives.

It's all about motivating and inspiring to optimise the outcomes from what we choose to do into the future.



## BOOM SPORTS MENTORING PROGRAM ITINERARY

Comprehensive elements of the BOOM Sports: Mentoring Program are proposed to include, but not limited to:

1. mental health and welfare
2. alternative training - overcoming mental/physical fitness plateaus
3. legal/finance/banking
4. nutrition
5. brand awareness
6. communications
7. personal and asset insurance
8. team building activities

**Facilitators who will be part of the program will potentially include:**

**Holly Ferling** – 18 year old Queensland and Australian Women's Cricket Representative

**Daniel Rich** – Brisbane Lions mid-fielder, 2009 Rising Star and AFLPA Best 1st year player

**Shannon Eckstein** – 4 time World and 8-time Nutri-Grain Ironman Champion

**Nathan Blacklock** – former NRL and Australian Rugby League Player

**David Peachey** – former State of Origin and Australian Rugby League Representative

**Nigel Ashley-Jones** – Head Conditioner Canberra Raiders-Former NRL representative

**Sean Lawson** – Fox Sports News Queensland Correspondent

**Sports Life IQ** – Mental Health Specialists

**Tim Fuller** – NRL representative, Sports legal professional

**Alex Leapai** – World Heavyweight Boxing contender

**Dylan Andrews** – Queensland UFC contracted athlete

**Andrew Dunemann** – former NRL Interim and Assistant Head Coach, NRL Player and Welfare Manager, Current NRL Rugby League Consultant



**BOOM SPORTS**  
MENTORING PROGRAM ITINERARY



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## **1 - CORPORATE ITINERARY**

After spending the past two decades involved in elite sport as a player, administrator, education and welfare officer, coach and mentor, I've had the privilege of being a part of the formation and maturing of professional athletes.

So too have I been witness to many careers being dogged by injury and external forces that bring a sudden and abrupt halt to that individual's progression. Way too often these circumstances multiply and you have disillusioned men and women spiralling towards negative outcomes.

My name is Andrew Dunemann and I would like to outline to you a devised mentoring program which will provide valuable insights, education and guidance to your workforce, using sport as the perfect vehicle to deliver the key messages of motivation and inspiration.

The unique program has been developed to ensure Australia's future is directed by a more responsible and socially aware group of individuals, and delivered by a number of known elite sportspeople and specialists in their field as facilitators.

Above all else the underlying elements of the program seek to instil a new-found confidence in participants, ensuring individuals never feel they have to be defined by their circumstances.

Pivotal to the program are ambassadors with whom society will easily align themselves; athletes who have unique stories relating to their own battles, their strategies in overcoming enormous hurdles to ensure the rewards they now enjoy, but also having the foresight to realise their sporting careers are temporary and taking advantage of their unique circumstances to mastermind successful outcomes for the future.

### **DAY 1**

**Introduction 3pm – Comfort zone breaker**

**5.00pm** – Room Allocation drop off gear

**6.00pm** : Dinner

**6.45 pm** – Team allocation/ Brand Awareness

**8.00** – Mental Health

### **DAY 2**

**6.30am** – Surf School/Training– Team Building

**9.00am** : Breakfast

**10.00am** – Team Building - Obstacle Course/Problem Solving

**1.00pm** : Lunch

**2.00pm** - Alternative Golf 9 holes

**6.00pm** : Dinner

**7.00pm** – Mental Health Part 2

**8.30pm** – Movies/Free Time

### **DAY 3**

**7.00am** – MMA

**8.00am** - Health & Nutrition

**9.00am** : Breakfast

**10.00am** – Gym Programs/ Workout Introduction

**11.00am** – Final Briefing

**12.00pm** : Lunch



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## **2 - SPORTS MENTORING PROGRAM**

At its heart, the Boom Sports Mentoring Program has a directive to inspire and motivate not only young athletes, but Australian youth in general. For this reason, we see the program as the perfect fit for sport specialisation programs in primary and secondary schools, plus sporting clubs across all denominations; but more importantly the program can fill an important gap, instilling a greater sense of self-worth in every young Australian.

We see sport as the perfect vehicle in activating such responses through aspects of socialisation, integration, providing a sense of teamwork, self confidence and above all else having fun while learning more about themselves. Given the extraordinary scope that is able to be covered off during the various incarnations of the program, Boom Sports will satisfy any other unique requests across the broader range of interest areas.

The Boom Sports Mentoring Program wasn't devised as a one size fits all arrangement; it's all about delivering the needs of every individual school, sporting, arts or academic group. Similarly, Boom Sports is happy to look at programs being delivered collectively among schools, throughout an entire region, as a perfect cost-cutting measure. It can also be negotiated that such programs be delivered on-site within those regions.

### **DAY 1**

- 10am** - Allocated into rooms
- 10.30am** - Introduction
- 11.00am** - Ice Breakers: Games
- 12.45pm** : Lunch
- 1.30pm** - Mental Health: The underlying issues
- 2.30pm** : Break
- 3.30pm** - Financial Planning
- 4.15pm** - Alternative Training: Surf lifesaving
- 6.00pm** : Dinner
- 7.00pm** - Mental Health: Resilience
- 8.30pm** : Free Time

### **DAY 2**

- 7.30am** - Ball Skills
- 8.15am** : Breakfast
- 9.00am** - Team Building Exercise
- 12.00pm** – Lunch/Break
- 1.00pm** – Nutrition
- 2.00pm** - Brand Awareness
- 3.00pm** - Afternoon Tea/Break
- 4.00pm** – Communications
- 5.00pm** - Alternative Training skills: MMA
- 6.45pm** – Dinner
- 7.30pm** – Goal Setting



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### DAY 3

- 7.30am - Team Building
- 9.30am : Breakfast
- 10.15am – Insurance
- 10.45am – Media
- 11.45am - Mental Health
- 12.30pm : Lunch
- 1.00pm – Final Briefing
- 2.00pm – Close

### 3 -1 DAY BLAST ITINERARY

- 6.30am – Surf School/Training– Team Building
- 8.30am - Health & Nutrition
- 9.30am : Snack
- 10.00am – Brand Awareness
- 11.00am – Mental Health : The underlying Illnesses
- 12.30pm : Lunch
- 1.30pm – MMA / Goal Setting & Adversity
- 3.00pm – Media/Communications
- 4.00pm – Transition
- 5.00pm – Final Briefing

### 4 - CHOOSE YOUR OWN ITINERARY

*Pick your own activities and length of camp.*

\*All Camp participants will receive boom sports email address upon leaving camp to enable ongoing mentorship through email communication.



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### HOLLY FERLING - TRANSITION

Eighteen year-old Australian Women's Cricket representative, **Holly Ferling** is a bowling sensation who consistently clocks a top speed of around 120km/h with her fast right arm action. The gifted teenager hails from Kingaroy, where her 'A' grade cricket debut in men's competition as a 14 year-old, netted her a first up hat-trick from her first three balls in the top grade. Following World Cup selection in the Southern Stars national team that competed in India in 2013, Ferling was also honoured as 12th man in the Team of the Tournament. Her debut season as a 16 year-old was further highlighted with selection in the WNCL (one-day) Team of the Year. The mature teenage bowling sensation is taking it all in her stride and was further rewarded for consistent performances with the Queensland Fire, gaining selection in the national team to contest the Ashes series against England in 2014. And on top of a busy cricketing schedule this talented teen is juggling the pressures of university study after gaining an impressive OP2 in her final year of high school. A degree in Health, Sport and Physical Education sure to make for a busy time on and off the playing field over coming years.





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## SHANNON ECKSTEIN - MENTAL APTITUDE/ ALTERNATIVE TRAINING

**Shannon Eckstein** is the epitome of the modern day athlete and is regarded as one of the most talented surf sports competitors ever produced in Australia, if not the World. The born and bred Gold Coast superstar is a four-time and reigning World Ironman champion, eight-time and reigning Kellogg's Nutri-Grain Ironman Series titleholder and has secured the Australian Ironman title on five occasions. A talented all-round athlete, Eckstein's coming of age presented itself in 2002 when, as an 18 year-old, he became the first and only athlete to secure both Junior and Senior State Ironman titles in the one season. A multiple underage state champion in Ironman, Board, Surf, Ski and Teams events, Eckstein then produced an even bigger feat later that year, when he clinched a coveted World title crown to stamp himself as the man to beat in the surf sports arena. As like many other surf lifesavers, Eckstein's introduction to surf sports was academic as his father was one of the coaches at the iconic Surfer Paradise Surf Life Saving Club. Despite already excelling in athletics, cross country and swimming, the call of the surf was too strong and Eckstein celebrated his initiation by claiming the Under 12 State Ironman title to round out his debut season. A keen golfer and surfer, Shannon maintains regular voluntary lifesaving patrols with the Northcliffe club which he joined in 2002.



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## DANIEL RICH - NUTRITION/BRAND AWARENESS

**Daniel Rich** is a Brisbane Lions mid-fielder in the AFL competition who was named 2009 Rising Star and the AFL Player's Association best first-year player. His trademark is a penetrating left foot kick and boasts quality ball skills that has seen him one of the mainstays of the Lions since arriving as a high-profile West Australian recruit. Widely regarded as one of the most damaging midfielders in the AFL competition, Daniel was an accomplished junior footballer who achieved plenty before even reaching the AFL ranks, which duly placed a cloak of extraordinary expectations upon his relocation to the Queensland capital. Having joined profile WAFL side Subiaco in 2007, Daniel secured a senior starting role having already captained Western Australia in the Under 18 national championships where he earned All-Australian honours for the second year in a row. A graduate of the esteemed AIS/AFL Academy, Rich marked his entry into the big-time of the sport capturing premiership glory with Subiaco to cap off an extraordinary and highly successful start to his career. Despite his undeniable talent, Daniel is conscious of the limited lifespan of a professional footballer and is already busying himself for life after AFL, undertaking a degree in property management.





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## ALEX LEPAI - STAYING ON THE RIGHT PATH

Australian boxer **Alex Leapai** became Australia's first world heavyweight challenger in 106 years, securing a memorable showdown against Ukranian, Wladimir Klitschko in April 2014. The 34 year-old contender had earlier defeated the unbeaten Russian and number one contender, Denis Boystov to set up the historic bout, inking a deal towards the biggest fight of his life, and quite possibly the biggest fight in Australian boxing history. The proud Queensland father of six executed a memorable path towards boxing greatness; overcoming a troubled history to challenge for a unified world heavyweight title. Klitschko and Leapai fought for the WBA, IBF, WBO, IBO and The Ring Heavyweight Championship in Oberhausen, Germany, with the defending champion winning out in the fifth round. It was a mountainous physical and psychological challenge for Alex to overcome the world champion who, at that stage boasted an impressive 61-3 (51 KO) record and had dominated the heavyweight division for almost a decade. Klitschko is the second longest reigning heavyweight champion of all time, having defended his title for the 16th time against Alex, and is number three on the all time list for most heavyweight title fights, behind Joe Louis (26-1) and Muhammad Ali (24-3).



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## ANDREW DUNEMANN - BRAND AWARENESS/TEAM BUILDING/ 1-ON-1 MENTORING

**Andrew Dunemann** maintains the distinction of being the youngest ever recipient of a Dally M rugby league medal, securing the honour as a 16 year-old with National finalists, Harristown State High School (Toowoomba) in the 1992 Commonwealth Bank Cup. What followed was a 14 year career as a player starting out with the Gold Coast Seagulls before ending with the Canberra Raiders early in 2007 having played 275 games in the NRL and English Super League. His next phase of his life was moving into coaching. Andrew spent the remainder of the season in an assistant coaching role with the Raiders before returning to North Queensland to oversee the fortunes of the Northern Pride in their inaugural season in the Queensland Cup, where he elevated the NRL-feeder side to grand finalists within two years. The following two years were spent as Assistant NRL Coach of the Newcastle Knights, before returning to the Raiders to direct the fortunes of the club's National Youth Competition (under 20's) squad, in the same year guiding many of the younger talents of the field through being the clubs Welfare and Education Manager. The Canberra outfit won through to the Grand Final during Andrew's first year at the helm and he was subsequently elevated to Assistant Coach of the NRL squad and named Interim Head Coach before the end of the 2013 season. Having competed as a professional athlete since the age of 16, Andrew understands the pressures that come from being a part of such an environment. His passion is to see athletes reach their full potential and along the way become contributing members of society.





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**MARK HENRY - NUTRITION, STRENGTH AND  
CONDITIONING, HIGH PERFORMANCE**

Such is the passion with which **Mark Henry** holds for the sporting contest, he's masterminded his professional pursuits to complement. As a rugby league player he clocked up more than 100 top-grade matches in the NRL with the North Queensland Cowboys before heading overseas to compete in the Super League and Challenge Cup with the Salford City Reds. Just as committed to his studies, Mark gained a Bachelor of Applied Science in Human Nutrition and a degree in Sports and Exercise Science, before claiming a Master of Exercise Science - Strength and Conditioning to add to his CV. In 2013, Mark made a return to Townsville as part of the Cowboys' expanded high performance unit as assistant NRL strength and conditioning coach. The previous two seasons were spent in a similar role at the Canberra Raiders, where he was also in charge of the NYC squad's strength and conditioning work.



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**GLENN BAIRD SPORTS LIFE IQ - MENTAL  
HEALTH SPECIALISTS**

**Glenn Baird** is a psychologist, facilitator and manager who has designed and implemented highly successful support and education programs for a diverse range of target groups. Support services directed within a highly inclusive environment to promote health and wellbeing is Glenn's speciality. Sport has always been a major part of Glenn's life, having played basketball at the elite and semi-elite levels across 15 years, which included three years in Australia's NBL, four years in the highly competitive United States College Basketball league, a stint in Brunei Darussalam, and more than 200 semi-professional league games in Melbourne and Canberra. A proud family-man, Glenn is currently Head Coach of the ACT Under 20 Men's team and the St Edmunds College Under 19 Men's team. A strong personal demeanour and likewise work ethic, Glen sees life as a constructive journey and enjoys seeing people reach their full potential, while realising the importance of taking each day as it comes – something that has driven him towards achieving his own goals.





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## FRANK ARSEGO DIRECTOR

**Frank Arsego** has had 30 years basketball coaching experience, with half that time spent mentoring at the elite level. Frank was instrumental in introducing the Singapore Slingers into the ASEAN region league and was Head Coach of the New Zealand Breakers in their inaugural season of the Australian National Basketball League. During his time as the head of basketball at the Australian Institute of Sport, Frank demonstrated exceptional capacity to achieve excellence in performance, through marrying the physical and psychological development needs of the athletes under his care. He delivered a holistic program of player development, overseeing what is regarded as the most successful performance period of men's basketball competition ever witnessed in this country. High performance is the cornerstone of what Frank represents, having also pushed himself through 12 successful years of service in the South Australian Metropolitan Fire Service to complement his illustrious basketball coaching resume. Frank has developed outright competence to articulate the essential skills of high performance in and out of sport.



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## TIM FULLER - SPORTS LEGAL

As a leading sports lawyer in Australia, **Tim Fuller** boasts a unique combination of professional acumen and practical experience that is unsurpassed. As a former professional NRL player, Tim understands intimately the machinations of professional sport. He applies this high level understanding to his extensive network to deliver key outcomes to valued clients. As a lawyer and advisor in professional sport, Tim has acted for leading athletes, organisations, corporate brands and national leagues in contractual matters involving playing contracts, corporate sponsorship and endorsement agreements, licensing agreements, sporting franchises, broadcasting and media employment contracts and major sporting event agreements. He has provided advice in areas of intellectual property and has worked on numerous matters involving the protection of professional athlete's image rights. His work in sport has dovetailed into entertainment law and he has acted for Australian musicians, bands, promoters and music/film festivals. Tim has written and taught sports law courses at a number of leading Australian Universities, including the University of Queensland, QUT, Griffith University and University of Wollongong. He is renowned for his inclusive style of delivery and the practical and contemporary content of his courses. Tim works continuously to update and modify his course material to ensure it broaches the 'hot button' issues and areas of interest for students. Tim has a postgraduate degree in law and a Master of Business Administration. He is a prolific writer and compiles articles for surfing, golf and racing magazines and is also currently completing his PhD.





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## SEAN LAWSON - MEDIA/COMMUNICATIONS

Fox Sports News Queensland correspondent, **Sean Lawson** is one of the most recognisable faces in Australian sport. For a quarter of a century, Sean has been relaying the highs and lows of all forms of elite contests direct into our living rooms. Olympic Games, Commonwealth Games, World Cups, Test matches, Grand Finals, golfing tournaments, cricketing internationals, soccer, rugby league, rugby union, AFL, netball, watersports, boxing, and motorsport; you name it, Sean has been a big part of it. A fan of all sports, Sean spent his formative years with the Nine News sports department, where he enjoyed the first decade of his professional working life, before becoming an inaugural member of the Fox Sports News team nearly 15 years ago. Sean's professionalism and 24-7 work ethic sees him as one of the most respected and highly regarded sports journalists in the country. His personal demeanour and knockabout character make him a favourite among elite athletes, having assisted and guided many young individuals during their early years in the professional ranks.



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## NATHAN BLACKLOCK - FACILITATOR

**Nathan Blacklock** began his professional career at the Sydney Roosters in 1995, moving on to the St George Dragons where he played out the 1997 and 1998 seasons, before continuing with the newly formed joint venture St George Illawarra Dragons. The 'Tingha Tornado' became the first player in the history of the game to top the try-scoring list three years in succession (1999-01). It was the first time in Australian rugby league, since the 1920s, that a player had achieved such an amazing feat, and in the process became the first ever player to score 20 or more tries in four consecutive seasons. In 1998, he snared 20 tries from 22 games, the second highest in the competition that year. The following season, Blacklock scored 24 tries from as many matches to be crowned number one among his peers, only to top that figure the following year, claiming 25 tries from 26 matches by season's end. The electrifying winger went one better in 2001, scoring an incredible 27 tries from 28 matches, thereby completing his treble as top try scorer. In the 1999 grand final, Blacklock scored one of the most amazing tries seen in a premiership decider, fielding a kick on the full and racing over fifty metres untouched to score under the posts. At the end of the 2000 season, Blacklock was awarded the Ken Stephen Memorial Award for services to the game. On the representative scene, Blacklock was first selected for the Australian team in 2001, scoring two tries in their 54-12 win over Papua New Guinea. He played one further international, the Third Test against Great Britain at Wigan in 2001. Since retirement Nathan has been heavily involved with indigenous programs right across Australia, hoping to make a difference throughout communities by instilling motivation, inspiration and a sense of accomplishment among individuals.





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## JOHN KAARSBERG - MEDIA/ COMMUNICATIONS

**John Kaarsberg** is one of Australia's most knowledgeable public relations professionals having fulfilled numerous media and communications roles throughout a 20-year career. John started out as a regional Sports Editor in Toowoomba, spending two years with the Queensland Government (Queensland Police Service/Department of Communities), before overseeing a comprehensive motorsports and corporate events portfolio, including V8 Supercar teams, plus major sporting events headlined by the Gold Coast Indy, Gold Coast Marathon, Bathurst 1000, Sandown 500, Queensland Surf Lifesaving Championships and drag racing's Winternationals. John also managed national and international PR campaigns on behalf of Gold Coast Tourism, with a particular emphasis on sports tourism. John's specialties are the creation of pro-active media opportunities, corporate communications, issues management and general copy development. Across the past two decades John has developed a vast network of contacts within the leisure and corporate travel sector, sports and events, mainstream media, plus all levels of government throughout Australia and further abroad. John's passion for sports is undeniable having competed as a member of a World Cup winning Australian tertiary rugby league side, named the University of Southern Queensland's Sportstar of the year and spending three seasons in the Queensland Cup rugby league competition.





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