Forthcoming Events

August

Monday 2\textsuperscript{nd} Parents’ Club Meeting - 8pm
Tuesday 3\textsuperscript{rd} English Competition
Wednesday 4\textsuperscript{th} ‘Keys Please’ pre driver information evening 7.30pm
Thursday 5\textsuperscript{th} Mathematics Competition
Monday 9\textsuperscript{th} Pupil Free Day - ULTRANET Day
Friday 13\textsuperscript{th} ‘Fit to Drive’ program Yr 11 Periods 1-4

September

Wednesday 1\textsuperscript{st} ‘Wizard of Oz’ - Closing Night
Friday 3\textsuperscript{rd} Primary Athletics Sports - Donald
Tuesday 7\textsuperscript{th} Secondary Interschool Athletics Sports - Rainbow
Thursday 16\textsuperscript{th} School Council Meeting 8pm
Friday 17\textsuperscript{th} Last Day of Term 3 - 2.30 finish
Sunday 26\textsuperscript{th} \to  France Belgium Trip
Sunday 10\textsuperscript{th} October

Education never stands still and around Australia schools are undertaking some imaginative programs that are assisting young people to transfer easily from school to either the workplace or to further study. Principal of the Birchip P-12 School, Mr John Richmond is this week in South Australia on a Grampians Region study tour. He is part of a team that is investigating strategies that could be used to improve young people’s transition from school.

On tour, Mr Richmond will also investigate how technology and testing can improve employment chances for youth. Mr Richmond is looking forward to visiting Windsor Gardens Vocational College which prepares students from years 8-10 for work and also delivers a variety of VET courses. The school also incorporates a Centre for the Hearing Impaired. We are sure that Mr Richmond will return with a myriad of ideas to trial.

SPORT

Students are strongly urged to start their fitness regime in readiness for House Athletics sports which are only three weeks away.

Monday 16\textsuperscript{th} August 2010
Field events – for students from grade 5 \to year 12

Events 18\textsuperscript{th} August 2010
Track events – for students from grade prep \to year 12

The 1500m and 800m events will be held the week prior to the track and field events.

Meeting this week

[a] Gnurad Gundidj
I urge all parents and students attending Gnurad Gundidj in term four this year to attend the information evening at 7:00 p.m. on Tuesday 3\textsuperscript{rd} July 2010 at Hopetoun Secondary College. I will be attending this evening with Mr Travis Knights and Laura Lee and Jesse Smith will accompany us to inform new students of their experiences when at Alpine School last year.

[b] Keys Please
I urge all parents and students who are soon to become drivers and/or learner drivers to attend the VicRoads funded and accredited information evening on Wednesday
4th August 2010 at 7:30 p.m. in the Staff Recreation Room. Keys Please offers information and practical ideas for parents and young people on how to use the learning to drive period and 120 hours of practice to help learners become safer drivers. The free information session runs for just 75 minutes with a presenter from VicRoads and there are plenty of opportunities to ask questions and get the right information.

UNIFORM SHOP
The Birchip P-12 School, Uniform Shop is now open. Mrs Kaye Haslam and Mrs Sharon Foott will manage the school’s uniform shop with opening times being 3:30 p.m. – 4:00 p.m. each school day.

CROSS COUNTRY
Two of our students, Hugh O’Keefe and Hayley Hogan qualified to take part in the Northern Zone and VSSSA Cross Country finals at Bundoora. Hayley ran in a large field that had over one hundred students and came 55th while Hugh came 35th out of 80 runners. Both students enjoyed their experience and commented that the course was not as difficult as they had imagined it to be. Hugh reported that the leading twenty runners ran ‘stupidly quick’ and that he was the only participant who didn’t have a pair of warm up runners to race in. However, despite this, Hugh ran his personal best.

VCE SAC dates
11 Biology 5th August
12 Accounting 2nd Aug - 13th Aug.
12 English Year of Wonders 4th Aug.
11 Business Management
12 Business Management

Wilkur Watchem Bus.
Due to overwhelming approval of the proposed changes, the new bus route for the Wilkur Watchem bus will commence this Monday 2nd August 2010. New times are on the bus schedule which has been given to every family. Any enquiries to Mrs Kelly please.

Italian Exchange Student
Year 11 students are very pleased to welcome Emma Steidl to their class. Emma hails from the centre of Rome, a capital of some 3million people, and lives very close to St Peter’s Cathedral. When she first arrived in Birchip, Emma was amazed by how small the town was. Her host family, James and Jenny Goldsmith took her for a drive around the town to show her the highlights and explained after ten minutes that this is where the town ended. This experience is totally foreign to Emma whose school has over one thousand pupils. So far she has enjoyed visiting Sam Goldsmith’s chicken farm and is amazed at the vastness of countryside.

Emma is appreciative of how friendly people are towards her and enjoys the way students always accompany her home. She commented that even though the place is small, it is easy to make friends.

Emma loves fashion and when asked what she thought of Australian fashion, she commented she didn’t know as she had only seen students in uniform. Incidentally, in Italy students don’t wear uniform. While students in Italy have choice in what to wear to school, they have no choice in what subjects they study. They must study maths, English, Latin, ancient Greek, Italian, philosophy, history, science and maths but never have the choice to study business management, outdoor education, wood or hospitality. Emma explained that if students fail subjects, they must repeat the year.

Emma is looking forward to improving her English skills and to making new friends. The school community is amazed at how proficient Emma’s spoken English skills are and even more amazed that she can read and understand Shakespeare’s play ‘Macbeth’.

Information Night
Monday 23rd August
7pm
For Parents of current Year 12 students and any students, parents with students at or beginning University. Centrelink will be in attendance to discuss changes to Youth Allowance.
Dear parents of pre-driver students,

Parents, students who are soon to become drivers and learner drivers are strongly encouraged to attend the VicRoads funded and accredited information evening.

**Keys Please offers some information and practical ideas for parents and young people on how to use the learning to drive period and 120 hours of practice to help learners become safer drivers.**

**The free information session runs for just 75 minutes with a presenter from VicRoads and there are plenty of opportunities to ask questions and get the right information.**

When: Wednesday 4th August 2010
Where: Birchip P-12 School Staff Recreation Room
Time: 7:30 p.m. – 8:45 p.m.
Presenter: Mr Murray Robinson

**Who is it for?**
- Soon to become learner drivers
- Learner drivers
- Parents and anyone that help Learners get at least 120 hours of driving practice.

**Why attend?**
It's important for learners to get the right driving experience at the right time. But how do you know what or when that is?

At Keys Please you'll find out about:
- Why young drivers are at risk and why driving experience is so important.
- The importance of learning to drive in stages – from simple tasks on quiet roads to more difficult drives in all sorts of road, weather and traffic conditions.
- How to plan your learner's driving practice so it matches their developing driving skills.
- Tips on how to work together and manage any stress that could get in the way.
- The importance of developing a positive partnership between learners and their parents.
- How to get the best out of the learner period.

The learning to drive age is 16. If you want to obtain your Ps when you turn 18, attending Keys Please now will help you to avoid possible delays in getting your licence later. This could affect driving to Uni, to work or your driving freedom.

Keys Please has been developed by VicRoads, in partnership with the Victoria Police, Transport Accident Commission, Department of Education and Early Childhood Development and RoadSafe Community Road Safety Councils across Victoria.

I urge all soon to become drivers and learner drivers to attend this ‘Keys Please’ session.

John Richmond
PRINCIPAL
Fit2Drive Workshop

On Friday, 13th August 2010, senior students will be attending a Fit to Drive (F2D) workshop aimed at reducing the road toll and trauma on young drivers, and helping them to both survive and enjoy the independence of driving.

In essence this workshop is about putting students in charge to find out what they can do to tackle the problem of the number of young people involved in road trauma in our community.

Younger drivers and passengers are over represented in the crash statistics for all areas in Victoria.

Through the auspices of the Central Murray Road Safety Council Committee, this program is being introduced to Year 11 providers throughout the municipalities of Buloke, Gannawarra and Swan Hill at no cost to the schools and colleges involved.

Fit2Drive works in conjunction with partners including TAC, VicRoads, Victoria Police, SES, CFA, MFB, RMIT University, Department of Education and Early Childhood Development, Central Murray Road Safety Council, Operation, Roadsafe Frankston and Mornington Peninsula, the Confederation of Australian Motor Sports (CAMS), The Teenage Road Accident Group (TRAG) and now the RACV Free2Go program.

The Workshop will run for half a day and involve:

- Peer education workshops involving small groups of students, working with trained facilitators to consider the consequences of dangerous risk taking and peer group pressure. The program focuses on personal safety, responsibility and strategies to make them safer drivers and passengers.
- Presentations by the Victoria Police Road Safety Awareness and Information Unit.
- A case study presented by emergency Services involving road trauma and young people.

Malcolm Pollitt,
Fit2Drive Coordinator,
RoadSafe Central Murray

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**Years 8, 9, 10 English Texts**

This semester Year 8 students will be studying Mary Hoffman’s *City of Masks* as part of their Time Travel unit. Students in the ‘Blood, Sweat and Tears’ class will focus on Lance Armstrong’s autobiography, *It's not about the Bike: My Journey back to Life* and students in the ‘Speak Up’ class will read Shakespeare’s *Romeo and Juliet*. Literature students will also study one of Shakespeare’s works, *The Merchant of Venice* as well as Tim Winton’s, *Cloudstreet*. These books will be distributed in class and invoices sent home.

The prices are listed below.

<table>
<thead>
<tr>
<th>Book</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Romeo and Juliet</td>
<td>$17.00</td>
</tr>
<tr>
<td>The Merchant of Venice</td>
<td>$17.00</td>
</tr>
<tr>
<td>City of Masks</td>
<td>$15.00</td>
</tr>
<tr>
<td>It’s not about the Bike</td>
<td>$25.00</td>
</tr>
<tr>
<td>Cloudstreet</td>
<td>$27.00</td>
</tr>
</tbody>
</table>

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**GWM Solar**

1.5kw Solar Power System

**ONLY $1860.00**
1575 Watts of Solar Panels (9x175 Watt)
1.5kW Inverter

2.1kw Solar Power System

**ONLY $3890.00**
2100 Watts of Solar Panels (12x175 Watt)
2kW Inverter

5.1kw Solar Power System

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5250 Watts of Solar Panels (30x175 Watt)
5kW Inverter

All systems include installation done by a Clean Energy Council Accredited Electrician from the Wimmera-Mallee region.

*price includes Solar Credit REC rebate if available

Call Thomas on 0422 698 460
Call Matt on 0409 236 769
Or check out our new web site
www.gwmsolar.com.au
Habits of Mind
This week’s winner

Congratulations to Hayden Collins, this week’s winner of the Habits Of Mind Award. Hayden applied past knowledge from unit 3 psychology when discussing new terminology.

Thank you to all students who have been nominated this week. ALL nominated students will go in the running for the end of year prize of the iPod touch.

Grade Five and Six Homework Questions – due Friday 6th August 2010

1. Permains are a variety of which fruit?
2. In which sport would you use a baffy?
3. Who was the Roman goddess of wisdom?
4. If a recipe called for a soupcon of sugar, how much would you put in?
5. In which month in the UK do people burn an effigy of Guy Fawkes?
6. Who invented the electric light bulb?
7. What type of wood was Noah’s Ark built from?
8. The Pearl anniversary is celebrated after how many years of marriage?
9. Of which nationality was the composer and musician Bela Bartok?
10. What are screevers?

Answers to last week’s questions:

1. Who or what is a poltroon? Spiritless coward.
2. To what famous regiment is a soldier most likely to belong if he is carrying a kukri? Gurkhas
3. Historically, who was known as “The Little Corporal”? Napoleon
4. Which is longer- The Great Wall of China or the Yangtze River? The Great Wall of China
5. What astonishing thing was Rumpelstiltskin able to do with straw? Spin it into gold
6. What material did the Chinese use for paintings and scrolls before the development of paper? Silk
7. The average temperature of a healthy human body is.. 37 degrees C
8. The first space walk took place on March 18, 1965. Who was the pedestrian? Russia’s Aleskey Arkipovich Leonov.
10. What is a sirocco? Wind

Desperately need people for Sports Trainers Course this weekend

Sat 31st July & Sun 1st Aug at the Shamrock 9am - 5pm both days

Please contact Simone 54922488 or 0429 922735

Course is funded for volunteers of Birchip Watchem sporting clubs

Clubs needs sports trainers with training to provide a duty of care to their players.

It’s another way to give back to your clubs if you can’t help out in a coaching, administrating or umpiring role.

FOUND

After hockey game Birchip Watchem v Wedderburn - white size 10 TARGET brand padded jacket with hood that has furry edge.

Please claim from Amanda Reid 54 922365

REMINDER: HOCKEY TONIGHT

There will be a game of soccer at the hockey field tonight, Friday July 30th at 5.00pm for hockey players in Year 4 to Year 8 (Under 13's and Under 15's and Minkey Year 4's) if not raining.

BIRCHIP PRESCHOOL VISION PORTRAITS
FAMILY PHOTO FUNDRAISER

SUNDAY 22nd AUGUST, 2010
BLACK & WHITE OR COLOUR
10” x 13” WITH A FRAME ONLY $12.00

BOOKINGS ARE FILLING FAST, SO BE QUICK,
CLOSES FRIDAY 13th AUGUST 2010
CONTACT: CASSIE ROBINSON ON 54 935 336
Parents’ Club Meeting

Monday 2nd AUGUST 2010

8 p.m.

Please note change of time

Last semester’s Japanese students will make a presentation to Parents’ Club and highlight their study trip to Japan in May.

All parents most welcome to attend

Short meeting to follow

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Homework!

<table>
<thead>
<tr>
<th>Year level</th>
<th>Subject</th>
<th>Teacher</th>
<th>Homework</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>P/1</td>
<td>Class</td>
<td>Mrs Kelly</td>
<td>Practise words, know your address, count by 1, 10, 5 to 100</td>
<td></td>
</tr>
<tr>
<td>1/2</td>
<td>Class</td>
<td>Mrs Welton</td>
<td>Practise telling time, identifying money &amp; adding coins to $1.</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Maths</td>
<td>Miss Barclay</td>
<td>Finish Exercise 5.08</td>
<td>3rd Aug.</td>
</tr>
<tr>
<td>7</td>
<td>History</td>
<td>Miss Wright</td>
<td>Up to date with Questions &amp; Primary and Secondary sane activities</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Chemistry</td>
<td>Miss Barclay</td>
<td>Concentration Test Study</td>
<td>2nd Aug.</td>
</tr>
<tr>
<td>11</td>
<td>Bus Management</td>
<td>Mr Knights</td>
<td>Read Chapter 3</td>
<td>ongoing</td>
</tr>
<tr>
<td>11</td>
<td>General Maths</td>
<td>Miss Barclay</td>
<td>Finish Exercises 5A - H</td>
<td>3rd Aug.</td>
</tr>
<tr>
<td>12</td>
<td>Further Maths</td>
<td>Miss Barclay</td>
<td>Finish Chapter 24 exercises</td>
<td>4th Aug.</td>
</tr>
<tr>
<td>12</td>
<td>Psychology</td>
<td>Miss Wright</td>
<td>Reading on amnesia, Manual Activity 4.2</td>
<td>3rd Aug.</td>
</tr>
<tr>
<td>12</td>
<td>English</td>
<td>Mrs Smith</td>
<td>Study &amp; prepare for ‘Year of Wonders’</td>
<td>4th Aug.</td>
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</table>

All Years - 15 minutes reading a day!
THE WIZARD OF OZ

With less than a month to go, you could say that we are ‘freaking out’! There’s just a few things that the cast and parents need to note.
- costumes need to be finalised and brought into school. Remember to get some comfortable shoes to wear on stage—nothing with heels!
- LEARN YOUR LINES - I cannot stress this enough! You should be reading over your script and practising every chance you get.
- TUESDAY NIGHT REHEARSALS WILL BE GOING TO 5.15 FROM NOW ON.
- we are still looking for the following props:
  - large hour glass
  - toy axe
  - toy swords

Rehearsals for this week are the following:
- Tuesday 3rd of August - 3.30pm-7.30pm (Dinner is provided for this rehearsal but students need to bring their own water drinker and snacks.)
- Wednesday 4th of August at lunchtime - Scarecrow

There is NO PRACTICE after school Wednesday

THERE IS A **COMPULSORY** REHEARSAL FOR ALL CAST MEMBERS AT THE HALL ON **SUNDAY THE 15TH OF AUGUST FROM 2PM TO 6PM**. THIS IS IN ADDITION TO THE NORMAL REHEARSAL SCHEDULE. ALL CAST MEMBERS MUST ATTEND. CAST TO BRING THEIR OWN SNACKS AND DRINKS.

<table>
<thead>
<tr>
<th>Week</th>
<th>Tuesday after school 3.30-5.30</th>
<th>Wednesday After school 3:30-5:15</th>
<th>Wednesday Lunchtime 12.50-1.30</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-13th August</td>
<td>Cast Act 1</td>
<td>Act 2</td>
<td>Tinman</td>
</tr>
<tr>
<td></td>
<td>Musicians required</td>
<td>Scene 3 and 12</td>
<td></td>
</tr>
<tr>
<td><strong>Sunday 15th August</strong></td>
<td><strong>Whole Cast at the HALL (2.00-6.00pm)</strong></td>
<td><strong>BYO snacks and water</strong></td>
<td></td>
</tr>
<tr>
<td>16-20th August</td>
<td>Cast Act 2</td>
<td>Act 1</td>
<td>Lion</td>
</tr>
<tr>
<td></td>
<td>Musicians required</td>
<td>Scene 1-5</td>
<td></td>
</tr>
<tr>
<td><strong>Monday 23rd</strong></td>
<td><strong>ALL DAY REHEARSAL</strong></td>
<td><strong>Tuesday 24th</strong></td>
<td><strong>No Rehearsal</strong></td>
</tr>
<tr>
<td>9.00am-3.00pm</td>
<td>At the Hall (Students will be bussed to and from the hall)</td>
<td>11.00am-3.00pm</td>
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<tr>
<td></td>
<td>Whole Cast</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Backstage Crew</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lighting</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Musicians/ Music</td>
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</table>

**FULL DRESS REHEARSAL:** Thursday 26th August Dress/ Makeup/ Rehearsal 9:00-11:00am
Full Dress Rehearsal School Viewing 1:00- 3:00pm

**OPENING PERFORMANCE:** Friday 27th August Cast: Dress/ Makeup/ Rehearsal 3:30- 5:30pm (Dinner Provided)
Primary Performers Arrive 6:00pm in costume and ready to perform
Performance 6:30- 8:30pm

**CLOSING PERFORMANCE:** Wednesday 1st September Dress/ Makeup/ Rehearsal 3:30- 5:30pm (Dinner Provided)
Primary Performers Arrive 6:00pm in costume and ready to perform
Performance 6:30- 8:30pm
2010 BASKETBALL COMPETITION

On Monday 26th July 2010, the first game with Blue 37 defeating Red 22 was a great game. Many players demonstrating different skills including Nikko Garcia and Ray Poulton showing much talent. The highest scorers were Ray Poulton 21 for the blue team and Nikko Garcia 16 for red.

The second game was a tough battle as there were no interchanges. Green 47 defeated Yellow 19. The highest scorer was Gerhard Egerer with 25 goals.

Thanks to Brooke Morris for umpiring.

Games next week:

**FIRST GAME – 4:00 P.M.**
RED v GREEN

**SECOND GAME – 4:45 P.M.**
YELLOW v BLUE

Subs of $12.00 are due and payable to Sue Turner. If subs are unpaid by round 5, players will be unable to take the court.

If you have any concerns or queries please feel free to call Sue Turner on 54 922 564.

<table>
<thead>
<tr>
<th>Green</th>
<th>Red</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gerhard Egerer</td>
<td>Aaron Riggall</td>
</tr>
<tr>
<td>Ronald Turner</td>
<td>Molly Hogan</td>
</tr>
<tr>
<td>Connor McGinnis</td>
<td>Nicholas Bales</td>
</tr>
<tr>
<td>Jake Gleeson</td>
<td>Nikko Garcia</td>
</tr>
<tr>
<td>Maryanne Bell</td>
<td>Jacob Christie</td>
</tr>
<tr>
<td>Chelsi Kemp</td>
<td>Emma Hogan</td>
</tr>
<tr>
<td>Hayley Hogan</td>
<td>Claudia Lee</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Yellow</th>
<th>Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brady Milne</td>
<td>Ray Poulton</td>
</tr>
<tr>
<td>Jordan Galway</td>
<td>Mikko Garcia</td>
</tr>
<tr>
<td>Jackson Sayle</td>
<td>Harry Christie</td>
</tr>
<tr>
<td>Sean Hogan</td>
<td>Riley Sayle</td>
</tr>
<tr>
<td>Jahneva McGinnis</td>
<td>Darci Tierney</td>
</tr>
<tr>
<td>Mason Bland</td>
<td>Dammy Owa</td>
</tr>
<tr>
<td>Brylie Emonson</td>
<td>Stephanie Martin</td>
</tr>
</tbody>
</table>

**Basketball Draw**

| Week 1        |               | Week 2        |               | Week 3        |               | Week 4        |               | Week 5        |               | Week 6        |               | Week 7        |               | Week 8        |               | Week 9        |               |
|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
LAST CALL

DO YOU HAVE A HEALTH CARE CARD?
If So You Are Entitled To The Education Maintenance Allowance

Sample Newsletter Article

Education Maintenance Allowance

Instalment Two

The second instalment of the Education Maintenance Allowance (EMA) payment is due to be paid from mid August onwards for those parents/guardians who chose the EFT payment option on their application form at the start of the year.

Parents and guardians who lodged an EMA application at the beginning of the year do not need to lodge another EMA application to receive the second instalment EMA payment.

Parents/guardians whose children have transferred to this school since 26 February 2010 will need to submit a new EMA application form. Applications close on 6 August 2010.

Parents/guardians who have chosen the cheque payment option will receive their payment from late August / early September.

Eligibility information can be obtained from: www.education.vic.gov.au/aboutschool/lifesatschool/ema/default.htm

Contact: School Office for application form and further information

To be eligible for receipt of the EMA you must:
- be either a parent or guardian of a primary or secondary school student up to the age of sixteen; and
- be an eligible beneficiary of a Centrelink pension, allowance or benefit or be a Veterans Affairs (TPI) pensioner or be a foster parent.
Habits of Mind
Thanks to Mrs Eileen Smith

Think and Speak with Clarity –
Don’t Use Buzz Words!

Why can’t we speak clearly and say what we mean without having to resort to jargon? Are you tired of hearing clichés by our politicians and those in high positions? Are you tired of being told that we are going to be ‘moving forward’ and that we are going to do it ‘one step at a time?’ Imagine the world all moving backwards, three steps at a time! I can’t and I appeal to you to use plain, clear English.

Clichés and the latest buzz words are destroying our language and stopping us from thinking creatively. Thinking with clarity means eliminating dreary ‘outcome based’ language that drives most of us to sleep.

Education departments from around the world are full of unintelligible jargon. As a teacher I am quite looking forward to the Ultranet but to say that the ‘Ultranet is a student centred electronic learning environment that supports high quality learning and teaching, connects students, teachers and parents and enables efficient knowledge transfer,’ leaves most clear thinking people confused. Those in educational high places love to obfuscate. I am used to teaching in a classroom but now I hear that I am delivering my lessons in a ‘learning environment’; let’s call a ‘spade a spade’ is my motto.

Have you ever been to a meeting where an energetic host introduces a speaker you have been dying to hear only to commence the introduction by speaking about the guest speaker’s ‘journey’ through life? It seems these days that everyone has ‘journeys’. Not too long ago people had experiences in life but today for some reason the word ‘journey’ is meant to appear more sophisticated.

Language is becoming intentionally dull so that mistakes are hidden. Adelaide Coach, Neil Craig stated after being beaten by Carlton, ‘it’s our responsibility to create and produce a product that our supporter group, our members, are happy with - and quite clearly at the moment, it’s not.’ Isn’t he just saying that the Adelaide members want a win and it is his and the players’ responsibility to achieve this?

Dull, cliché riddled language can eliminate passion and maybe this is why the verve has gone out of sport. Essendon Football Club Chairman, David Evan wrote to club members saying, ‘I commit to providing members with a wonderful journey over the next few years that will see Matthew Knights and the players deliver excitement and ultimately the success that will drive a great member experience… That ambition must be underpinned by a robust commercial operations model… We must be world’s best practice as a sporting organisation and the measure will be on-field success and stakeholder engagement.’ Plain and passionate language would surely have been more appealing to the Essendon supporters than this conglomeration of mind-numbing words.

Are you tired of the over-use of the word ‘exclusive’? ‘Exclusives’ used to describe special and exciting information or events but these days morning television is jammed packed with ‘exclusives’ that are old news and humdrum. The moral is; use a word too much and no-one takes any notice.

The English language has a wealth of words to describe with clarity events, people and organisations - we don’t need to resort to stifling readers’ and listeners’ intelligence with the drone of clichés and jargon...do you understand what I am saying?