
MAL MENINGA JUNIOR RUGBY LEAGUE CLINIC HELD IN BULOLO, PAPUA NEW GUINEA ON 23RD APRIL, 2010

SPONSORED BY:



Kramer Ausenco



Report & photographs prepared by:

Bernard Maladina
Fergusson Consultants Limited
Lae City, Morobe Province
Papua New Guinea
Tel: (675) 472 0790
Mobile: (675) 7687 2971

29th April, 2010

TABLE OF CONTENTS

Background / Introduction	3
Participants / Attendee's	3-4
Community Relations	4
Press Coverage / Promotional Gear	4
Security & Logistics	4
Conclusion	5

Attachments:

Newspaper Clipping (*The National*) – Meninga unveils Junior League Plan

Newspaper Clipping (*Post Courier*) – Meninga Clears Air

Official Programme

BACKGROUND / INTRODUCTION

Mal Meninga remains a very popular figure in Papua New Guinea despite having retired from the sport of rugby league in the early 1990's. The former Kangaroo captain and football legend is idolized and adored by thousands of children throughout the country. In fact, many of these children who participated in his clinic in Bulolo were not even born during Mal's playing career. Nonetheless, with his Melanesian heritage, Mal has this ability to assimilate with his fans and is an excellent role model for these children and an incredible individual who draws huge crowds wherever he goes in PNG.

It is also appropriate that Mal should take his clinic to Bulolo because it was there that rugby league began its rise to national prominence when Australian miners first introduced the sport in the 1930's.

Mal's contribution in supporting the local junior rugby league is immeasurable and a significant step forward for the sponsors in their effort to develop a strong and proactive development program in this large rural community.

The people of Bulolo were honored to have Mal visit their town and share his experience and football skills with their children and teachers. The Bulolo community is also very grateful to Newcrest Mining Limited; Kramer Ausenco, and Morobe Mining Joint Venture (MMJV) for making it possible.

Mal was ably supported in the clinic by:

- Steve Malum, Northern Division Junior Rugby League Development Coordinator of the PNGRFL;
- Bryan Kramer, Deputy Chairman of PNGRFL;
- Ipisa Wanenga, Principal of Grace Memorial High School in Wau and Senior Rugby League Coach in the District;
- Kennedy William, Headmaster of St. Peter's Community School and Coordinator of Junior Rugby League in the Bulolo and Wau District, and;
- Joshua Kais, Boina Yaya and Lengeto Giam from MMJV.

PARTICIPANTS / ATTENDEE'S

More than 200 boys ranging from the ages of 10 – 17 attended the clinic. These children play in the Under 10, U 12 & U 16 grades in the Bulolo/Wau junior rugby league division. Many of the local teachers volunteered their time to assist Mal in controlling the students and the public. They included the headmaster of Grace Memorial Provincial High School in Wau and the headmaster of St Peter's Community School in Bulolo, two of the largest schools in the Bulolo and Wau area. A head count showed there were 16 teachers who participated in this clinic.

Mal conducted a number of practical ball skills training and tackling techniques and mixed this with a strong message on the need for self-discipline & respect for elders; sportsmanship; healthy living and awareness on the spread of HIV Aids. It was anticipated that the clinic would draw twice the number present but because it was the first term school holidays many children had either returned to their villages or visited relatives outside of Bulolo and Wau to spend their break.

Students at the Bulolo International School had just returned from their break as they follow the NSW curriculum and were not able to participate at the football clinic. However, Mal took a few minutes off to visit the children and their teachers at the school which on record is the oldest international school in PNG. He signed autographs and promoted the message of healthy & clean living; discipline and obtaining a good education to the children. The parents of these children are employees of MMJV and PNG Forest Products, two of the largest companies operating in the Wau/Bulolo district.

COMMUNITY RELATIONS

Mal's visit was low key and not promoted widely. However, as is usual in PNG, the message got out fairly quickly that he would be visiting Bulolo to conduct the junior rugby league clinic. Within an hour after Mal and his party had arrived in Bulolo, a large crowd of school children and parents had gathered to greet him at the St Peters Community School Hall. The crowd then followed his convoy to the PNG Forest Products sports oval where he conducted the clinic.

It was also good to see a large number of parents coming to the field to watch their children go through their paces with Mal. All the parents were delighted to see Mal in person as they had only read about him in the local newspapers and watched him on television during his playing days. The highlight of the day for most of the parents was when Mal signed autographs and posed for photographs with them and their children.

The Member for Bulolo, Sam Basil gave his support to the MMJV initiative but was not able to meet Mal due to another engagement he had in Lae. However, Sam did meet with Mal and Scott Hayes, MMJV GM for Business Services at the dinner hosted by MMJV at the Lae International Hotel that evening. Another prominent identity who met Mal at the dinner was Sir Bob Sinclair, former Chairman of PNGRFL and Managing Director of Lae Builders Construction.

PRESS COVERAGE / PROMOTIONAL GEAR

Mal's was given extensive coverage on the local radio stations and local newspapers and MMJV, Newcrest and Kramer Ausenco given mention as sponsors of Mal's junior football clinic. The two dailies, Port-Courier and the National newspaper, carried photographs and articles on their sport pages (newspaper articles are attached). A Post-Courier reporter interviewed Mal at the Port Moresby airport before he departed for Brisbane.

MMJV provided a company banner and this was used effectively as a back drop when Mal addressed the media in a press conference at the field and was used in group photograph session with the children at the end of the clinic. All the promotional gear (T shirts, caps & water bottles) were distributed to the young players and teachers who provided assistance at the clinic.

SECURITY & LOGISTICS

As Mal had about five hours to conduct his clinic it was not possible to have him transported to Bulolo by vehicle due to the bad conditions on the highway. The only way to gain maximum value on Mal's time was to fly him to the site by helicopter which was the fastest and easiest way to get him there. Generally, there was no security concerns but it was necessary to have security backup to control the large crowd and because the sporting oval where the clinic was held is private property and owned by the PNG Forest Products Company. Mobile police and a local Morobe security company provided security for Mal throughout the event.

CONCLUSION

Despite the short notice in organizing Mal's visit, his program was run smoothly and without any major hiccup. The cooperation between Kramer Ausenco, MMJV, PNGRFL and the Bulolo and Wau rugby league community was excellent hence the success of this clinic. The PNG Forest Products Company and the Bulolo and Wau community should be commended for being generous hosts and allowing the use of their school and recreational and sporting facility. This type of initiative should be developed further and run in parallel with the community schools curriculum. Mal Meninga is an excellent role model to young people and it would be in the best interest of the sponsors to continue to fund his coaching clinics as this can be one way to reduce the insurmountable social problems that young children face in their communities and bring other benefits into the Bulolo and Wau district. *End*

Meninga unveils junior league plan

By GABRIEL LAHOC

AUSTRALIAN rugby league great Mal Meninga slipped into Papua New Guinea's historical birthplace of rugby league last Thursday to launch his junior football clinic programme, which will help PNG's quest for international league glory.

After the spread of the PNG's most popular sport in the district 90 years ago, Meninga visited school students and local league officials in Bulolo, Morobe province.

He launched the programme, which is expected to spread to other centres around the country.

It will complement the local schoolboys' rugby league programme and motivate and prepare the next generation of rugby league players with better skills and development programmes never experienced before in PNG.

The programme has the blessing of the PNG Rugby Football League (PNGRFL) and is assisted financially by Kramer Ausenco and Morobe Mining Joint Venture, which saw Meninga as the most successful and current Queensland coach in the National Rugby League (NRL), travelling to the mining township, accompanied by PNGRFL deputy chairman of Brian Kramer and North-



PNGRFL regional development officer Steve Malum assisting Mal Meninga with the skills training in the first ever Mal Meninga junior football clinic in the nation's rugby league's birthplace in Bulolo district, Morobe province.

ern zone development officer Steve Malum.

It is a bottom-up approach currently undertaken by the new board, who are acting as middlemen in securing sponsorship and other necessary assistance.

Meninga, the PNGRFL and company officials met with Wau and Bulolo league officials, before meeting and engaging the students in skills training sessions which drew the local residents.

Rugby league was first played in Bulolo district by Australian miners

involved in the 1920s gold rush.

Kramer said the PNGRFL had set new directions and visions and the concept had been embraced and would be spread to the districts to develop young children.

The junior players in the U10, U14 and U16 divisions will undergo continuous skills training and benefit from subsidised resources and equipment.

Meninga described the visit to Bulolo as historic and symbolic.

He said without the junior competition pro-

gramme PNG had no chance of being a real force in the international arena.

Bulolo rugby league chief executive officer William Kennedy said the level of the game in other rural districts would improve if Bulolo set the standards.

Bulolo MP Sam Basil has also committed the district's political and administrative support to developing the schoolboys rugby league programme in the district which will run parallel to Wau and Bulolo's programmes.

Meninga clears air

► RUGBY LEAGUE
By KEVIN TEME

AUSTRALIAN rugby league leg- and Mal Meninga will still be part of the PNGRFL despite reports of his resignation from the PNG NRL bid team recently.

Meninga confirmed this last Friday at the Port Moresby international departure terminal after returning from his junior development camp held in Bulolo last Thursday.

"I will still contribute where ever I can for the development of rugby league in PNG, and I will still be part of it despite me leaving the PNGNRL Bid board," the Australian great and Queensland Meninga said.

In an exclusive interview with this reporter, Meninga said he had to resign from the PNGNRL board because the board had different directions and he could not work with them.

"But I am still part of PNG rugby league in a way and I believe junior development at the grassroots level up is the way forward in order to have a team in the Australian National Rugby League," Meninga said.

Without a strong development program, there will not be any NRL bid anyway, and PNG should be more serious about junior development and also must have a very strong administration that is transparent in all its dealing, especially funds," the former Australian Kangaroos captain said.

Meninga to help PNGRFL

FROM BACK PAGE

"In order for rugby league to prosper, we have to start at the grassroots level and that is when kids will have to be constantly taught about the game."

PNG is very talented and all we need is constantly making sure these raw talents are used well and in saying so we need strong foundation both on the administrative and development level," Meninga said.

Meninga was thankful to Morobe Mining especially New Crest PNG Ltd and Kramer Ausenco Ltd for making his trip possible and is looking forward to working with the PNGRFL in the long run.

Page 46

CONTINUED ON PAGE 46



Kramer Ausenco



MAL MENINGA SUPPORT ROLE FOR JUNIOR FOOTBALL IN BULOLO, PAPUA NEW GUINEA

21ST – 23RD APRIL 2010





Kramer Ausenco

**PROGRAMME FOR MR. MAL MENINGA'S JUNIOR FOOTBALL CLINIC
BULOLO, MOROBE PROVINCE, PAPUA NEW GUINEA
21ST APRIL – 23RD APRIL 2010**

❖ Wednesday, 21st April

- | | |
|---------------|--|
| Time: 1325hrs | Mr. Mal Meninga arrives in Port Moresby Jackson' International Airport on PX 004 & met by Mr. Tom Fox, Director of Kramer Ausenco and Mr. Bryan Kramer, Deputy Chairman, PNG RFL. Mr. Meninga, Mr. Fox & Mr. Kramer transfer to Air Niugini domestic counter and check-in for flight PX 104. |
| Time: 1745hrs | PX 104 departs for Lae (approx. 45 min flight). |
| Time: 1830hrs | PX 104 arrive Nadzab Airport. Mr. Bernard Maladina to meet Mr. Meninga, Mr. Fox & Mr. Kramer in the arrival hall and transfer party to Lae International Hotel - approx. 50 min drive on the Highlands Highway (police / private security firm ARMSEC to provide escort). |
| Time: 1930hrs | Mr. Meninga and Mr. Fox check into Lae International Hotel. |
| Time: 1945hrs | Mr. Meninga, Mr. Fox, Mr. Kramer & Mr. Maladina hold dinner (dress – informal) with executives of PNG RFL. Dinner hosted by Kramer Ausenco: <ul style="list-style-type: none">- Mr. Peter Barnanga, PNG Rugby League Northern Region Coordinator- Mr. Steve Malum, PNGRL Northern Junior League Coordinator at Lae International Hotel (PNGRL to brief Mr. Meninga on current situation of national league and Bulolo programme). |
| Time: 2130hrs | Guests retire for the evening. |





Kramer Ausenco

**PROGRAMME FOR MR. MAL MENINGA'S JUNIOR FOOTBALL CLINIC
BULOLO, MOROBE PROVINCE, PAPUA NEW GUINEA
21ST APRIL – 23RD APRIL 2010**

❖ Thursday, 22nd April

- | | |
|---------------|---|
| Time: 0730hrs | Mr. Bernard Maladina to meet Mr. Mal Meninga, Mr. Tom Fox, Mr. Bryan Kramer at the foyer of the Lae International Hotel and drive the group to Islands National office at the old Lae Airport in preparation to board helicopter for flight to Bulolo. (MMJV will provide list of their participants accompanying the party). |
| Time: 0800hrs | Mr. Meninga's delegation departs for Bulolo (approx. 30min flight). |
| Time: 0835hrs | Mr. Meninga & delegation arrive in Bulolo to be met by: <ul style="list-style-type: none">- Hon. Sam Basil MP, Member for Bulolo with local sing-sing group- MMJV officials- Mr. Steve Malum, PNGRL Junior League Development- Mr. Bati Guza, President of Bulolo RL- Mr. William Kennedy, Principal of St. Peters Community School & Coordinator of Wau / Bulolo schoolboys' rugby league competition- Media representatives – MMJV to provide transport (police / private security firm ARMSEC to provide escort). |
| Time: 0900hrs | Mr. Basil & MMJV officials transfer Mr. Meninga & delegation to Pine Lodge to meet local league officials who will provide brief on days activities and have morning coffee. |
| Time: 0930hrs | Mr. Meninga & delegation arrive at St Peters Community School. Clinic opens and Mr. Meninga meets teachers & students and distributes footballs to participants. PNGRL officials to assist Mr. Meninga in conducting the clinic. |
| Time: 1200hrs | Mr. Meninga & delegation return to Pine Lodge for lunch/refreshments with invited guests, MMJV officials & Hon. Sam Basil MP. |





Kramer Ausenco

**PROGRAMME FOR MR. MAL MENINGA'S JUNIOR FOOTBALL CLINIC
BULOLO, MOROBE PROVINCE, PAPUA NEW GUINEA
21ST APRIL – 23RD APRIL 2010**

Cont....

❖ Thursday, 22nd April

Time: 1330hrs	Mr. Meninga continue clinic followed by signing of autographs; photo opportunity with school children & the public at the local supermarket.
Time: 1600hrs	Mr. Meninga & delegation depart for the airport.
Time: 1630hrs	Islands Nationair helicopter departs Bulolo for Lae with Mr. Meninga & delegation.
Time: 1700hrs	Mr. Meninga's delegation arrives at old Lae Airport and disembarks from helicopter. Mr. Maladina transfer Mr. Meninga, Mr. Fox & Mr. Kramer to the Lae International Hotel.
Time: 1900hrs	MMJV to host fund raising dinner for PNG junior rugby league. Mr. Meninga guest of honour. (Attire: tropical informal). MMJV to arrange guest list. Kramer Ausenco guests include Hon. Sam Basil MP, Member for Bulolo; Sir. Nagora Bogan, Chairman of Nambawan Super Ltd (NSL); Mr. Fox, Mr. B. Kramer & Mr. Maladina.
Time: 2230hrs	Dinner concludes / guests retire for the evening.





**PROGRAMME FOR MR. MAL MENINGA'S JUNIOR FOOTBALL CLINIC
BULOLO, MOROBE PROVINCE, PAPUA NEW GUINEA
21ST APRIL – 23RD APRIL 2010**

❖ Friday, 23rd April

- | | |
|---------------|---|
| Time: 0530hrs | Mr. Maladina picks up Mr. Meninga, Mr. Fox & Mr. Kramer from the Lae International Hotel and drives them to Nadzab Airport (ARMSEC security to provide escort). |
| Time: 0600hrs | Mr. Meninga, Mr. Fox, Mr. Kramer & Mr. Maladina check-in Air Niugini flight PX 101. |
| Time: 0700hrs | Flight PX 101 departs Nadzab for Port Moresby. |
| Time: 0810hrs | Flight PX 101 arrive Port Moresby Jacksons Airport domestic terminal. Kramer Ausenco office provides transport for Mr. Meninga & Mr. Fox. |
| Time: 0900hrs | Mr. Meninga (with Mr. Maladina) meets with PNG RFL Mr. Gary Juffa (Chairman) & Mr. Bryan Kramer (Deputy Chairman) of PNGRL at Revenue Haus – to discuss any assistance Mr. Meninga can provide to the PNGRFL. |
| Time: 1030hrs | Mr. Meninga & PNGRFL officials meet the press.

<i>(2 min walk to next appointment at NSL)</i> |
| Time: 1100hrs | Mr. Meninga, Mr. Fox & Mr. Maladina meet with Mr. Leon Buskens, CEO & Managing Director of Nambawan Super Limited, 6 th Floor, Mogoru Moto Building. |
| Time: 1430hrs | Mr. Meninga departs Port Moresby for Brisbane on Air Niugini flight PX 005. |

- PROGRAMME ENDS -

