



Title: Legends
Subtitle: The AFL Indigenous Team of the Century 1905–2005
Author(s): Sean Gorman
Format: 245x170mm, paperback
Extent: 272pp, full colour, illustrated
RRP: \$34.95
ISBN: 9780855757786
Bookshelf categories: Australian sport, AFL/football, History

Endorsement

This salute to the great indigenous players of the 20th century is not only to be valued for its rare insights but also enjoyed as good, gutsy footy writing. — Martin Flanagan

Indigenous Australians have given us some of our greatest football champions. With names like Farmer, Winmar, Long, Rioli and Goodes, the stories of Indigenous footballers are some of the most compelling in the great game of AFL. The journey for some has been one of great struggle and difficulty. For them, football was the only way out.

What makes their stories so important? This set of biographies uses the players' own descriptions of their lives, their careers and the people who helped them achieve success. While some of these players have shared experiences, for others the story was different. All are inspirational.

From Farmer to McLeod, and Jackson to Matera, in the tradition of great Australian storytelling, these men's lives are great Australian stories about Aboriginal Football Legends!

Dr Sean Gorman is a Research Fellow at the Centre for Aboriginal Studies, Curtin University, Western Australia. He is the lead investigator on research into the AFL's vilification laws and policies. He has had a long relationship with many of the players. His previous book, *Brotherboys* sold approx. 6000 copies and was adapted for theatre. He is media savvy and has appeared on Good Morning Australia, 60 Minutes, The Marn Groom Footy Show, Radio National, Melbourne Writers Festival.

Selling points

- Indigenous players make up 12% of elite AFL players (compared to 2% of the overall population)
- sport, especially AFL, is one of the few things that brings Indigenous and non-Indigenous Australians together
- this is the first AFL book of Indigenous sporting history told in the words of the players
- written for AFL 'tragic', and all sports lovers
- huge national market (AFL is played in all states and territories – Gold Coast and Western Sydney now joining the league)
- 250,000-plus watch AFL games each week (100,000-plus attend the AFL grand final at MCG)
- huge TV audience (cable and free-to-air)
- support from journalists and sports writers like Martin Flanagan and John Harms (*The Footy Almanac*)
- strong support from the AFL players whose stories are told, and the players' association
- Gorman is an insider, whose *Brotherboys* sold well
- trying for a launch at the MCG
- trying for Melbourne Writers' Festival and events in other states.

Major market

- followers of AFL
- mainstream market of sports-book readers
- readers of biography/autobiography
- all generations of Indigenous people for whom these players are an inspiration
- expected use in high schools (history, sport history, social justice, reconciliation) and tertiary

Secondary market

- those interested in social justice, social history, social harmony and diversity

Author's local bookshops

- New Editions, Fremantle

Promotional material

- prize for the bookseller and sales rep (each) who sells the most copies
- full-colour selling blad
- sample reading copies will be made available to booksellers, if requested
- included in the 2011–12 catalogue, available March 2011 (university libraries, curriculum advisers, Australian studies centres)
- contents, chapter, index and AI available ASP website
- ASP will produce teachers' notes as a free download from the website
- exploring potential distribution of full-colour poster via AFL media partner during finals month.

Author promotion

- highly promotable author who has appeared on Good Morning Australia, 60 Minutes, The Marn Grook Footy Show, Radio National, Melbourne Writers Festival , and contributed to national debates about AFL and Indigenous history
- will promote through the media, using a publicist: expect good response from print, radio, and TV, national, state and regional
- expect strong support from Indigenous media.

Specialist media / Journals

- press releases and books to journals in the areas of sport, Indigenous studies, history.