

WOMEN'S COACHING CRUSADE:

Campaign Backstory

LUCKY CHICKENS. LUCKY COACHES.

You may ask yourself, "What's a chicken got to do with a coach?". Good question.

At face value you could conclude, nothing much at all. But like all good stories, the reasons go a bit deeper than the superficial.

You see, Valley Park Farm, who produce Lucky Chicken Eggs, have been in the poultry business since the 1950s and more recently moved into free-range eggs. The business has been run by the Wroby-Burd family continuously all that time. It has also been a supplier of embryonated eggs to the Commonwealth Serum Laboratories to assist in the production of human flu vaccines.

Today, Morry Wroby is CEO of what still is a business run on passion, strong family values and ethical standards. When the family made the decision to produce eggs, there was no question that the welfare of their hens came first. That the "girls" had to be at the forefront of every decision made.

So, when Morry saw the AFLW kick into gear (especially the Blues, who the family has long followed) he was pretty excited about young women getting the chance to excel at professional sport. He saw the passion women bring to the game, which reminded him of the way the game used to be played; back when his dad would take him to Princess Park in the '60s.

Then, one day, he came across a couple of articles which highlighted the fact that the majority of AFL coaches were men, and that in 2019 all Senior AFLW coaches were men. Then, like a lot of people, he asked himself, "why?". The further he went down the research rabbit-hole, the more he learned that – despite AFLW players wanting to be coached by the best – there was a real desire within the AFLW community to have more women coaches. So the question went from simply "why?" to "why can't the best include more women?"

Serendipitously, Morry was introduced to Mark Brayshaw, head of the AFL Coaches Association. Over breakfast one morning (yep, eggs), they developed an idea – an idea that would then become the AFL Women's Coaching Crusade. And Lucky Chicken Eggs would provide financial backing for the establishment of the first AFLW Coaching Pathway Scholarship in Australia (and probably the world!).

And you see, this is the point of it all – Valley Park Farm employs approximately 100 people in regional Victoria. 65% are women. Women looking after the girls. Now Morry can see a future where women coaches can look after their girls as well.

Lucky Chickens. Lucky Coaches. Nice work.

