



FOOTBALL SUPERSTAR – SERIES 3 PROGRAM OVERVIEW

THE OVERVIEW

The sleeping giant of Australian sport has finally awoken from its slumber. Qualification for the 2006 World Cup in Germany created a tsunami of support in Australia. Now, with the Socceroos having qualified for the 2010 World Cup in South Africa, the nation will once again be whipped into a frenzy. And *Football Superstar Series Three*, to be broadcast on FOX8 between May and July as the World Cup unfolds, will capitalise on that wave of support!

THE PRECEDENT

The first two series of *Football Superstar* were broadcast on FOX8 in June-August 2008 and 2009, and were an outstanding success. The show launched to record-breaking viewing figures for a local production and the average per show over the last two years has been in excess of 170,000. It generated massive multi-media exposure and propelled football into the headlines while giving Sydney FC (series one) and Melbourne Victory (series two) and their sponsors a giant footprint in the market.

THE PRIZE

The winner of Football Superstar Series Three will win a one-year contract with Brisbane Roar and a scholarship with the University of Queensland.

THE CONDITIONS

The competition is open to all 16-20 year-old footballers who are permanent residents of Australia, and who dare to dream. He could still be at school. He could be a newspaper boy who meanders down streets – a kid with nothing more than dreams of being the next Cahill or Kewell ... the next Aussie football superstar!

THE ROADSHOW TRIALS

Kick-off begins when a multi-media campaign is launched nationwide during the A-League Grand Final on March 20. Trials for up to 1000 people will be held in Perth (March 21), Adelaide (March 28), Melbourne (April 4), Sydney (April 11) and Brisbane (April 18). Participants can pre-register on www.fox8.tv or on the day.

THE SELECTION WEEKEND

Following the day-long trials computer data will generate a shortlist of 50, who will then be selected for an intensive weekend in Brisbane on April 24-25 where the judges will assess them and select our final 15.



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THE CHIEF JUDGE

Former Soccerroo Ange Postecoglou is Brisbane Roar's head coach. A former coach of the Young Soccerroos, Postecoglou is a veteran of the game who is renowned for cultivating young players – the four Brisbane Roar players in the Soccerroos camp for the Asian Cup match against Indonesia is a case in point.

Postecoglou has also worked on both sides of the fence, with his stint as a football analyst at Fox Sport underscoring his understanding of television in particular and the media in general.

THE FINAL 15

At the selection weekend the top 50 will be whittled down to the final 15, who will spend one month training with Brisbane Roar. Living in a state-of-the-art mansion, they will be given a taste of a footballer's lifestyle. Cameras will be rolling. How will they deal with the pressure? How will they cope with the rigours of daily training and match day situations? How will they deal with living away from their parents? It's all compelling TV!

THE ELIMINATIONS

Each week our judges – based on performance on and off the pitch – will evict some of the boys. Over the course of eight episodes, we will watch the drama of the 15 finalists unfold. Each episode will feature guests – players, former players, Olympians, coaches etc – who will help train the lads for match day against other Australian teams or run the non-football challenges.

THE CHALLENGES

Each episode will also involve a weekly non-football challenge with a prize – a DVD player, flat screen TV, etc – for the winner. Challenges may range from Latin dancing to Iron Man; either way they will utilise the bounty of Queensland's natural and man-made attractions. These challenges will take the boys out of their comfort zones and reveal their all-important characteristics!.

THE WINNER

After a final training session with Brisbane Roar's first team, Ange Postecoglou will anoint one young gun as the Roar's *Football Superstar!* The major prize – a one-year contract with the A-league giants – is almost too good to be true. It will give one talented young Australian the chance of a lifetime; the opportunity to turn an average life into an exceptional one; the stage upon which to create headlines and history.

It's prime-time reality TV at its best!