

# THE FAMILY BEHIND THE FOOTBALL by Syd Sherrin

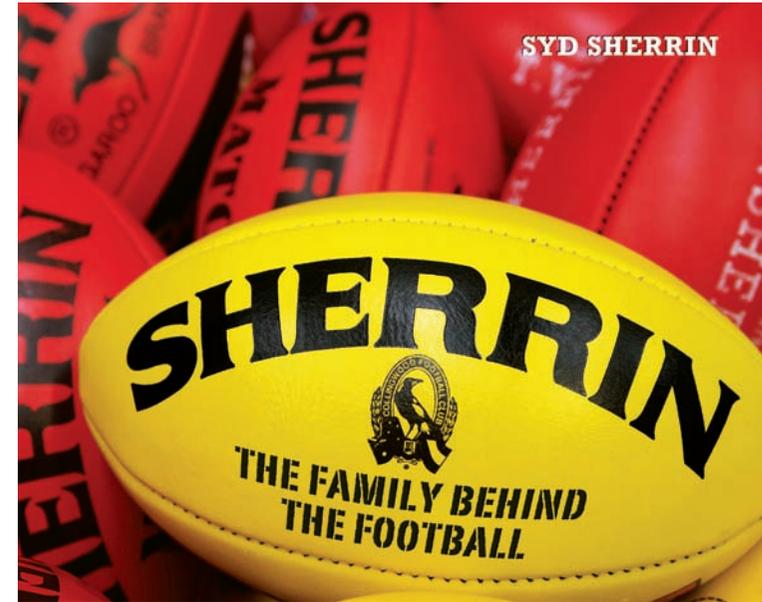
*The Family Behind The Football* is both an informative and a revealing glimpse into one of the AFL's most influential families. Beautifully designed in full colour, the book also includes rare photographs of life behind the scenes in the Sherrin family and the VFL/AFL.

When a football player takes a strong mark in a pack, a common quip is, 'He had his name written all over it.' Well, Syd Sherrin has had his name written all over Australian Rules footballs all his life, having grown up in one of the AFL's most famous families.

Sherrin is one of Australia's most recognised brands. Founded by T.W. Sherrin in 1879, the company has a long and proud history of making Australian Rules footballs, which continues to this day. The Sherrin family shaped the game of Australian Rules football in two indelible ways: in creating a football specifically designed for Australian Rules, and in helping to establish one of the game's greatest clubs, Collingwood. The family has also produced a Vice-President and a President of the Collingwood Football Club.

While the Sherrin company was sold in 1969 and is now owned by Russell Corporation, the Sherrin family continue to have a strong association with the brand that carries their name, as well as with their beloved Collingwood Football Club.

In *The Family Behind The Football*, author and fourth-generation football-maker Syd Sherrin traces the origins of the Sherrin brand and details his own life growing up in the beating heart of the AFL. Each chapter of the book begins with Syd describing a step in the process of creating his custom-made Syd Sherrin Aussie Rules footballs, a tradition he continues to this day. He also documents the Sherrin brand's old associations with boxing, cricket and other sports, providing a rare and unique insight into Australia's rich sporting history.



*As a young boy going to Victoria Park my friend from school Jamie Clarke was the grandson of the Collingwood president of the day John Hickey.*

*When he told me he watched the Pies in action from the Sherrin stand in the pocket next to the cheer squad I couldn't believe that someone I knew was so close to Collingwood greatness.*

*I used to sneak in and sit with him knowing that being in the Sherrin stand as the magpies rolled onto Victory was as good as it could ever be for a young boy with black and white stars in his eyes.*

*That the Sherrin footballs were connected with the Collingwood football club made the whole love of the game and the club even more enticing.*

*This book sparks many moments of nostalgia, gives an insight into business at the turn of the 19<sup>th</sup> century, a social documentary of its time and a glimpse of the fabric that has made Collingwood the most loved and hated club in the land.*

From the Foreword by Eddie McGuire