

MEDIA RELEASE
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Winners revealed for second Club Roar Awards

1,000+ entries; over 120% increase in submissions; 15m+ views

Australia's leading sports opinion website, **The Roar**, has announced the winners of its second Club Roar Awards. The initiative gives back to the local sporting community, providing exposure to players and sporting clubs, and rewarding everyday Aussie sports fans with a share of **\$10,000** in prize money for publishing their best and worst sporting moments.

As a pioneer in the user-generated content sports video platform, The Roar recognises the trend towards short form video consumption. With **over 5 million video views, and 11,000 hours of footage consumed** during this eight-week Awards period, the number of Club Roar videos views has now reached over **15 million total views** since its inception.

The Roar received **over 1,000 eligible video submissions** from local clubs for these Awards, showcasing the remarkable talent around the country. This was over double the number of video submissions received in comparison to the first Club Roar Awards in July.

The **Club Roar Most Popular Video** – judged partly on the total number of public views, and partly on the judging committee's score – was awarded to **Eastern Lions FC** in Hallam, Victoria. The winning video featured a picture-perfect synchronised dive from the opposition's keeper and defender, desperately throwing themselves at the ball to try to save a shot on goal. Racking up the views, the clip was also awarded the **Funniest Video**. Taking home \$3,000 in prize money, the videographer for the Eastern Lions FC, Ian Dunn, stated that the money will go into new equipment for the team.

Chief Executive of Conversant Media, Zac Zavos, said, "Club Roar is perhaps the most exciting development in digital media in the ten plus years I've been running Conversant Media. We provide a channel to distil the best moments from the thousands of grassroots sporting events every weekend.

"The trends clearly point to shorter form video which is mobile-centric – and this sums up Club Roar. The success of this initiative has amazed our team. With an 82% increase in unique submissions, and more double the amount of total submissions from around the country, it's evident there is a strong interest and demand from the sporting community for this content.

"We love that we're able to share the content across our channels that would usually only be spoken about after the game between team mates – the moments you wouldn't believe happen unless seen for yourself. This is what grassroots is all about, so it's really exciting to have a platform that allows us to share such great footage with the community."

Guest judge, **Australian Olympic legend, Steven Bradbury**, said "It's no secret that Australians love their sport, but I think secretly they also love showing off their own skills of the game. Which is why Club Roar is a great platform that allows clubs and individuals to highlight their talent.

“It was a lot of fun being involved in the judging process for the second Club Roar Awards. It turns out that **7 of the top 10 most viewed videos were actually nominated in the Tomorrow’s Stars category**. Elite level anything begins at grassroots, and Club Roar is supporting our future sporting champs. If Aussies want to be ahead of the curve in spotting the next Matildas captain, or a Brett Lee in the making, they should get onto Club Roar. I’m encouraging The Roar team to include a new category, ‘Doing a Bradbury’, in the next Awards. Well done guys and great job to everyone who submitted a video to the second Club Roar Awards”.

All category winners were awarded \$1,000, with the Most Popular Video winning \$2,000.

CLUB ROAR AWARD WINNERS

Club Roar Most Popular Video

[Picture-perfect synchronized dive from keeper and defender](#) – Eastern Lions FC, Hallam, VIC.

Epic Lowlight

[Kid hilariously drives ball into his brothers melon!](#) – Horsham Saints Cricket Club, Horsham, VIC.
Players: Archie and Tom

Beastmode

[This David Klemmer clone is an absolute rugby league machine!](#) – Iona College, Wellington Point, QLD. Player: Callum MacDonald

Pure Skill

[Incredible team try with some insane passing](#) – Associates Rugby Union Club, Claremont, WA.

Dream Team

[Incredible one-touch team goal from St George U15s](#) – St George FA, Peakhurst, NSW.

Women in Sport

[Oneata Schwalger is an absolute machine](#) – State Victoria, Doncaster, VIC.
Player: OneAta Schwalger

Tomorrow’s Stars

[Ankle Breaking Schoolboy Prodigy](#) – St Joseph’s College, Hunters Hill, NSW.
Player: Joseph Kandalajt

Jaw-Dropper

[Faster reflexes than facing a Brett Lee thunderbolt?](#) – Geelong Cricket Club, Geelong, VIC.
Player: Tom Elliott

Funniest Video

[Picture-perfect synchronized dive from keeper and defender](#) – Eastern Lions, Hallam, VIC.

International – Honorary award only:

[Textbook cover tackle, pilfer and runaway try in semi final](#) – NZ Club Rugby

TO VIEW OR SUBMIT VIDEOS, visit TheRoar.com.au/Club-Roar.

ABOUT THE ROAR

The Roar features world-class content from 60+ expert journalists, commentators and sportspeople, positioned alongside top-quality fan articles. It generates unparalleled on-site audience engagement, currently publishing 60,000+ comments from fans each month, and receiving 60% of its audience traffic via mobile.

ABOUT CONVERSANT MEDIA

Conversant Media is a fast-growing digital media company that produces engaging premium websites for passionate, intelligent Australians with an interest in sports, culture and lifestyle technology. Our portfolio of sites includes the renowned global culture website, Lost At E Minor, Australia's leading sports opinion website, The Roar, and the millennial-tech and lifestyle website, Techly. Founded in 2007 and acquired by HT&E in 2016, the combined Conversant Media sites have a reach of 3.9 million unique browsers and, including social media, 7 million people monthly.