

Your Name

Professor's Name

Class Name

Date the Assignment is Due

The Hawks, Now and Then

The Australian professional football team, the Hawthorne Football Club (HFC), is fondly referred to as the Hawks. It is considered the youngest team in the Australian League, despite that it was established in the earliest part of the 20th century. Popular consensus is that the football team had its origins in Melbourne. That is also the location for their training camp and their administrative office. Being the youngest team, though, does not seem to affect the Hawks' ability to successfully compete with other, more established teams, since it is one of the most successful football teams in its country. Its high experience of success has spanned five decades. In addition, it is perceived to be a highly respected team because of its ethical playing practices, its recognizable team colors of brown and gold stripes, and adherence to its motto "spectemur agendo" which translates as "Let the people judge us according to our actions."

The Hawks have effectively created a positive image from its conception. Part of that achievement can be attributed to its early joining with Boroondara. Over the next few years, it also joined with other minor football teams, leading to a highly respected profile in the Victorian League Association. Of course, part of what makes a winning team is a winning look. Their eye-catching gold and brown team uniforms seem to match their high-energy wins. Team players and staff members are also important in building a positive image. Contributors to the overall good

reputation of the team can be attributed to individuals such as Roy Cazaly, Roy Simmonds, John Kennedy, Brendon Bolton, Leon Cameron and Alastair Clarkson. The Hawks were able to enjoy their highest success in the 1980's when they won four premierships. Although the Hawks basked in fame during this time, their popularity had waned by 1995 as it continued to lose games, eventually being ranked as fifteenth. This rating caused them to not make the final playoffs, which they had not previously experienced.

The Hawks continued to lose for the next decade, with Coach Peter Schwab being dismissed in 2004 after only four wins. It was at this point that Clarkson became coach. Clarkson immediately began instilling discipline into the team. The team began improving, further motivating Clarkson in his dedication to improve the team. They currently enjoys success, not only due to Clarkson's dedication, but also due to partnering with Bupa, Puma, and Mirvac. Although the Hawks do not yet have a current stellar reputation, they are continuing to climb towards their former glory.