

Strathfield
Rotary
Club



Rotary Club Strathfield Wednesday Night Meeting

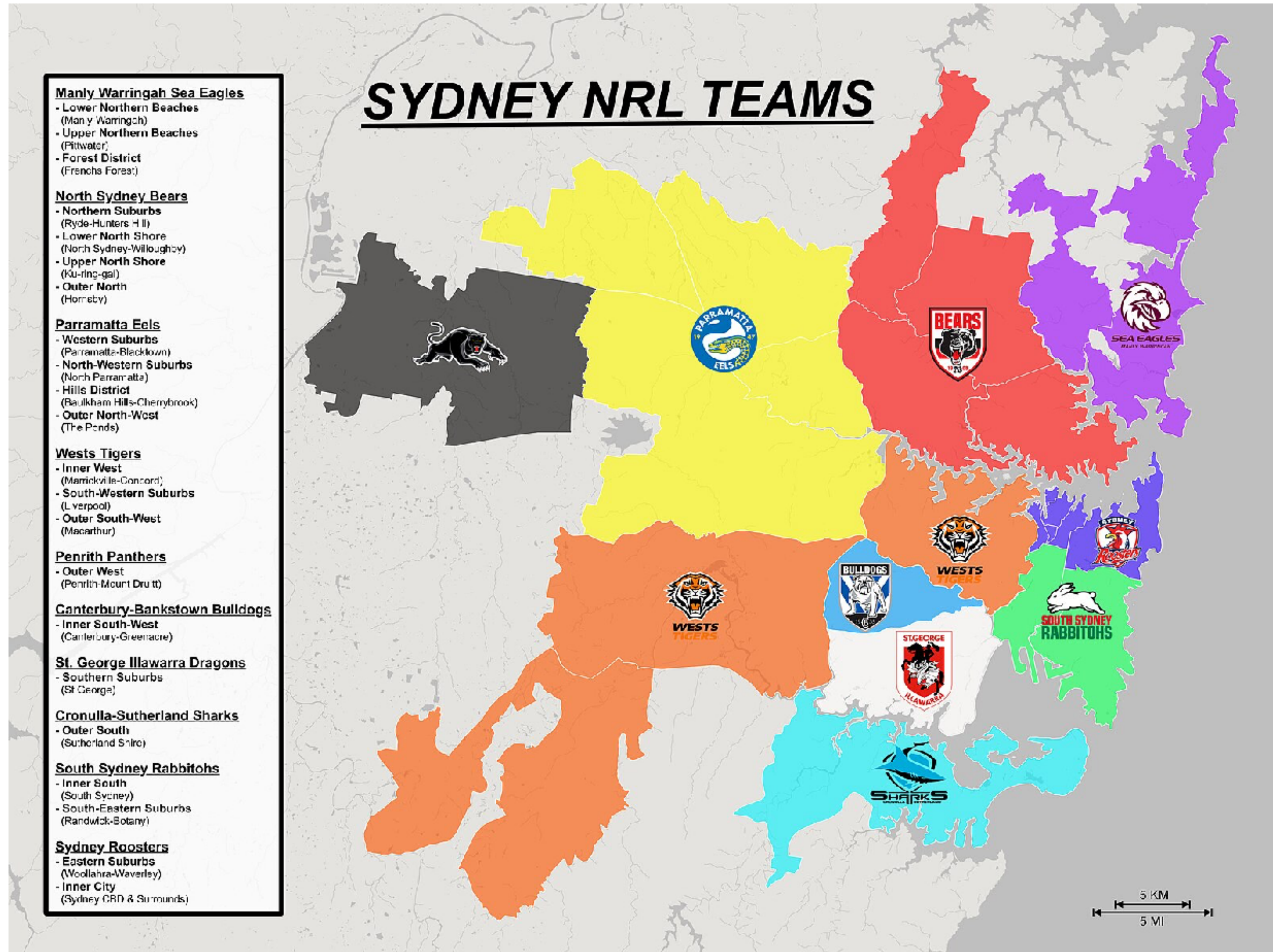
Sergeant Session

6th August 2025

Theme : Do You Know Your Rugby League Branding Mythology



Questions Limited To Sydney Clubs



Question 1. Stathfield's Team, the Canterbury Bankstown Bulldogs



Answer 1. Stathfield's Team, the Canterbury Bankstown Bulldogs



The inaugural emblem in 1935 was a 'CB' inside a blue shield, and emblem which represented 'Canterbury-Bankstown'.

- **Nickname Evolution:**

Over the years, the club was known by various nicknames, including "Cantabs", "Berries", and "See-Bees". The name "Berries" was derived from Canterbury.

- **Becoming the Bulldogs:**

In 1978, the club officially became the Canterbury-Bankstown Bulldogs, adopting the bulldog as its mascot. This decision was based on a fan vote, as "Bulldogs" was the most popular choice

Question 2. One of the Newest Clubs, the Penrith Panthers



1967 - 1977



1978



1979 - 1990



1991 - 1999



2000 - 2013



2014 - 2018



2019 - now

Answer 2. Newest Clubs, the Penrith Panthers



The Penrith Panthers were referred to as the panthers as early as 1970.

But due to their original uniform colours of white and brown, they were referred to as the chocolate soldiers. This nickname was thanks to radio commentator Frank Hyde who wrote in the Penrith Club Journal “the chocolate soldiers from the west-they don’t melt!”

Question 3. The Other Westies, the Parramatta Eels



1946 - 1974



1975 - 1978



1979 - 1999



2000 - 2003



2004 - 2010



2011 - now

Answer 3. The other Westies,the Parramatta Eels



Parramatta Eels is one of the Australian National Rugby League clubs, which was established in the middle of 1940 as simply Parramatta.

The name of the club is derived from “Barramattagal”, the Aboriginal word for the place, where the eels live. So starting the early 1980s, the depiction of an eel has never left the club’s identity.

Question 4. The team on Two Fronts, the West Tigers



WESTS
TIGERS

Answer 4. The team on Two Fronts, the West Tigers

After the Super League wars the West Tigers was a joint venture of Balmain Tigers and Western Suburb Magpies. Resulting in a home base in the Inner West and South Western Sydney.

The strong brand recognition Tiger emblem of one of the foundation club's the Balmain Tigers, carried on for the new club.



In 1908 a new chapter began when some of the districts finest banded together to join a fledging football code....and the mighty Balmain 'Tigers' were born.

Question 5. The Exodus Club, the North Sydney Bears



Answer 5. The Exodus Club,the North Sydney Bears

North Sydney was formed as a foundation club of the newly arrived rugby league game in 1908 and were initially known as the Shoremen. The club was formed at the North Sydney School of Arts in Mount Street on 7 February 1908.

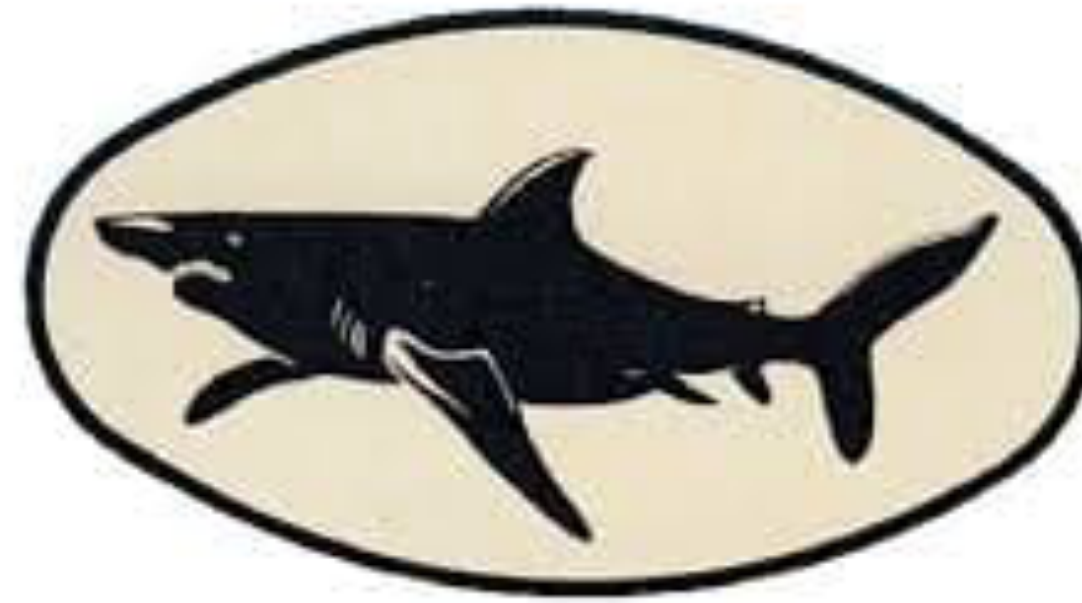
The team became known as the North Sydney Bears in 1959 after accepting a sponsorship from the nearby Big Bear supermarket at Neutral Bay

In August 2024, the North Sydney Bears and a Western Australian consortium headed by Cash Converters founders the Cumins family, signed off on an agreement to lodge an application for the Western Bears to enter a team in the 2027 NRL season.

Question 5. First Landing, the Cronulla Sutherland Sharks



1967 - 1968



1968 - 1970



1970 - 1978



1978 - 1997



1998 - 2004



2004 - now

Answer 5. First Landing, the Cronulla Sutherland Sharks



The club badge featured a black outline drawing of Captain Cook's ship, the Endeavour. Then-Cronulla treasurer Arthur Winn explained: "We used the Endeavour emblem because of our proximity to Botany Bay into which Captain Cook sailed."

The 1968 season saw the introduction of the 'Sharks' as the club's moniker. The club's first secretary (Chief Executive) Kevin McSweyn credits Ken 'Killer' Kearney with naming Cronulla the Sharks.

Question 6. Marriage of Convenience St. George Illawarra Dragons



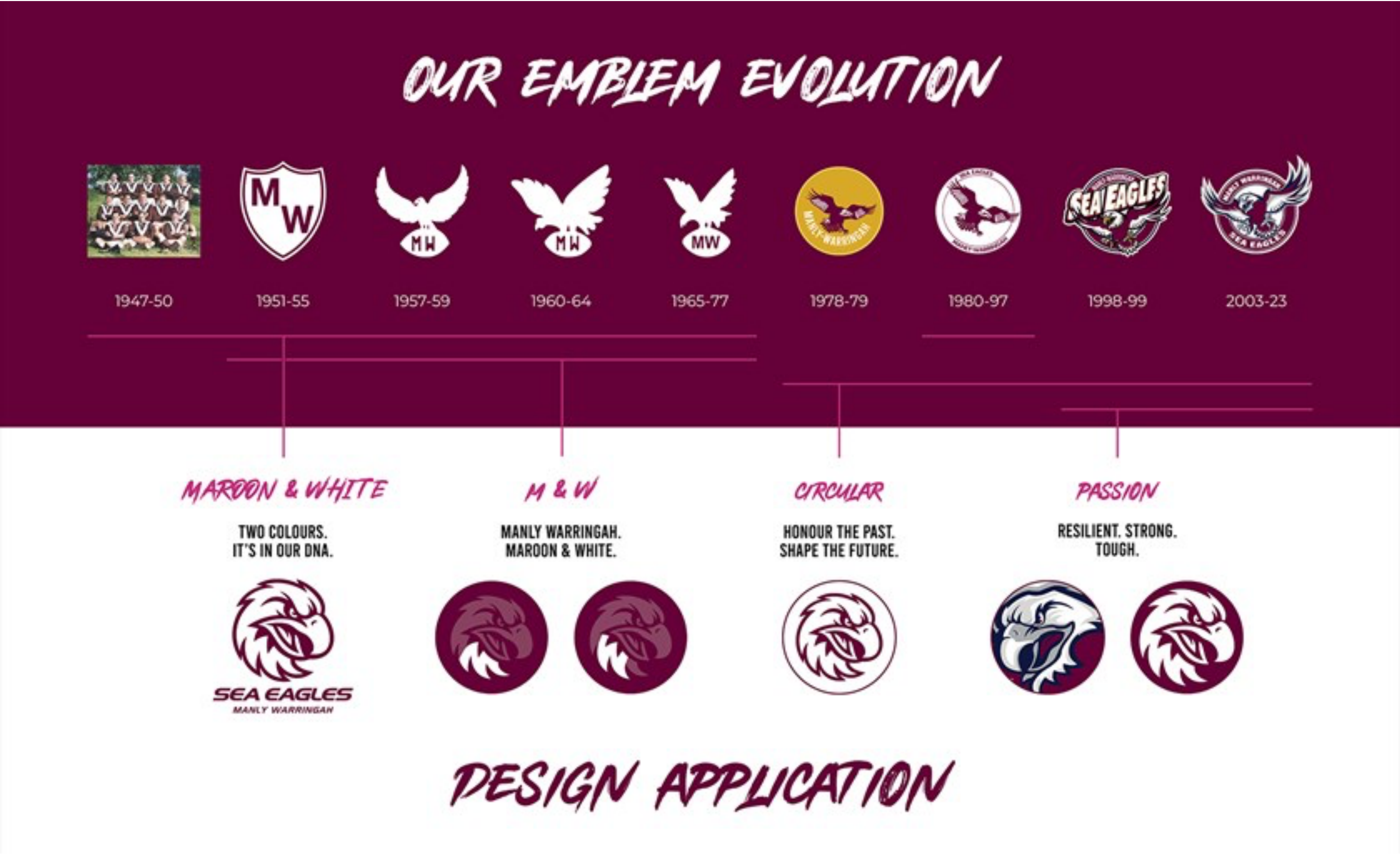
Answer 6. Marriage of Convenience St. George Illawarra Dragons



In the wake of the [Super League war](#) of the mid-1990s, and the resulting [split competition of 1997](#), the [Illawarra Steelers](#) found themselves struggling financially and seemed unlikely to survive past 1999. The [St. George Dragons](#) largely financed a proposal for a joint venture which would see the St George Illawarra Dragons playing in both Kogarah and Wollongong. Essentially, St George would provide the money while Illawarra would provide a broader junior and fan base.

The club name Dragons, is a shortened version of "Dragonslayers", the original nickname of St George. The emblem features a red shield with a silhouette of [St. George](#), overlaid with a white stylised [Dragon](#), with the words "ST. GEORGE" and "ILLAWARRA" above and below the shield respectively.

Question 7. The Other Silver Tails, the Manly Warringah Sea Eagles



Answer 7. The Other Silver Tails, the Manly Warringah Sea Eagles



The Manly club adopted maroon and white as its district colours and chose a Sea Eagle as its emblem in recognition of the bird of prey along the Sydney coastline.

Question 8. The Original Silver Tails the Eastern Suburb Roosters



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The Club took further influence from the French by adopting the Rooster moniker emblazoned on their jerseys. The French team were referred to as 'Les Chanticleers' – roughly translating to 'a proud and fierce rooster who dominates the barnyard' – an appropriate mascot for a team playing Rugby League.

"ROOSTERS" BEGIN TO CROW

By Tom Goodman

East's the glamour team of 1969? Well, a good deal will depend upon how quickly new players settle in and how the team blends. But certainly the old club has set about a drastic effort at reviving former glories.

The big feature has been the signing of two Rugby Union Wallaby stars — centre JOHN BRASS and winger ALAN CARDY, against keen competition from other League clubs.

This is part of East's big build-up, with Louis Neumann the new coach to get the best out of the re-built side.

John Brass, 22, has made a very big name in Rugby Union, along with five-eighth Phil Hawthorne, who turned out for the Saints last season.

Brass has had great experience, with tours of many countries.

He can play five-eighth as well as centre.

East will be happy to have him in the centre, playing outside clever five-eighth John Peard of whom Hawthorne, among many, has a high opinion.

Alan Cardy, 22, a 14 st, winger with the requisite speed, has scored many fine tries.

He has given spirited displays, notably against the All Blacks.

Playing outside Peard, Brass and Ron Saddler, Cardy will get the chances.

Who will be East's other winger? There are several names to be considered. A popular pick at the moment is versatile 19-year-old utility back from the Berries, Terry Bawden, secured by Easts on a two-year contract.

Easts and Canterbury clash in the first pre-season round.

Terry has played wing as well as fullback and centre.

Easts' new glamour will attract other players — indeed, already there have been transfers of up-and-coming players eager to try out with the Roosters.

Another infusion of talent comes from South Africa.

Two sturdy young players from that country arrived to try their luck with Easts.

They are Ernest Lardner, a 161 st, prop-forward and Errol Gates, winger.

South African players, schooled in Rugby Union there, usually are well versed in the fundamentals. So these two young Springboks will have a start on many other aspirants in the Eastern Suburbs camp.

In recent years ex-coach Jack Gibson and his Easts teams have made determined bids despite some lack of weight and experience.

But now, it seems, Easts take on a new sophistication. And their new stars will attract followers.

"NAMES" make news.

A HAPPY NEW YEAR.

Best Wishes for 1969 to all in the Rugby League world.

Question 9. The Legends South Sydney Rabbitohs



1959



1988

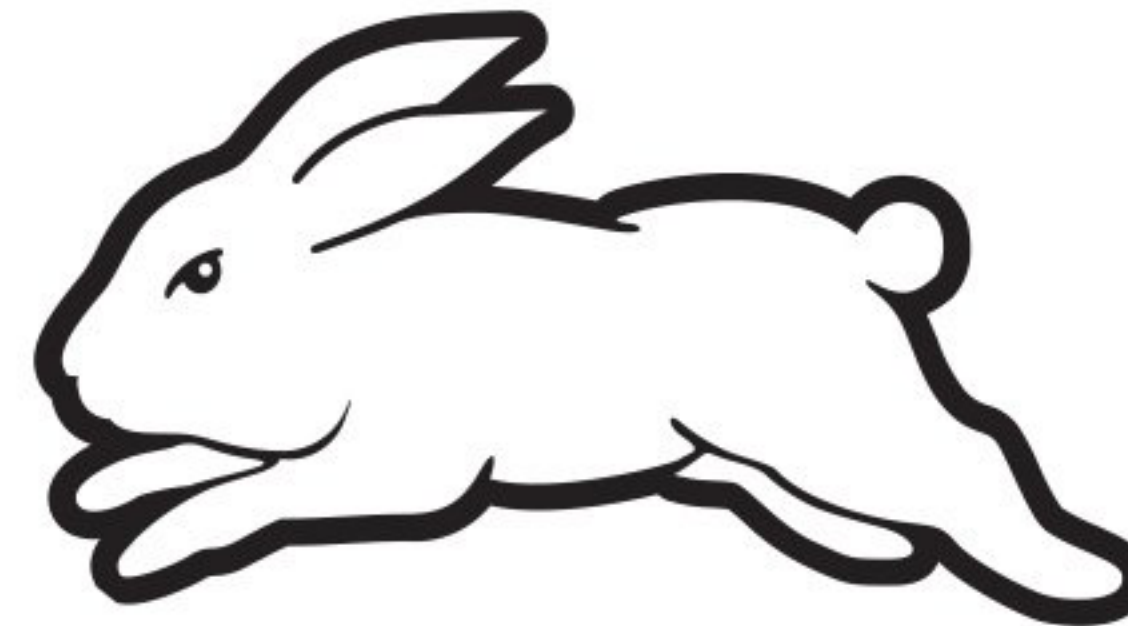


2007



RABBITOHS

2009-now



2015-now

Answer 9. The Legends South Sydney Rabbitohs

South Sydney are the most successful first-grade club in the history of Australian rugby league.

Founded in 1908 as one of the foundations clubs of the New South Wales Rugby League, "Souths" have collected 21 premierships over the years.

The origin of South Sydney's name can be traced back to the working-class history of the area.

Around start of the 20th century, it's been said the cry of "Rabbit-oh!" could be heard echoing through the streets of Redfern and surrounding suburbs as a sort of sales pitch by those looking to make some extra money selling rabbits.

The term then evolved to simply mean someone who sold rabbits.

Rival teams and their fans would then mockingly use this when coming up against South Sydney, before the term was proudly reclaimed by the locals.

While its original meaning has now long fallen out of use, "Rabbitohs" has become synonymous with the South Sydney NRL team.