

Home / News

Aug 29 2016 at 7:00 PM | Updated 24 mins ago

SAVE ARTICLE | PRINT | REPRINTS & PERMISSIONS

Paul Little snaps up AFL legend Ron Barassi's memorabilia before auction



Paul Little with Ron Barassi and some of the AFL legend's memorabilia. Pat Scala



Advertisement



by Ben Potter

Half the middle-aged men running around Melbourne or any other AFL-mad city can probably say their first pair of footy boots had Ron Barassi's signature in gold on the ankle pads.

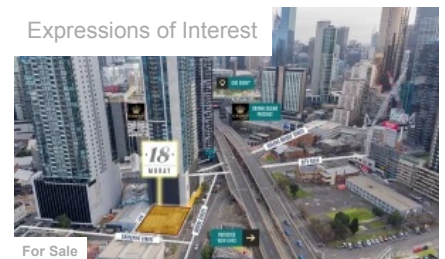
So it's fitting that Paul Little says he has bought Barassi's collection of memorabilia not just because the AFL legend is a mate – they hiked the Kokoda trail together in 2006 – but for the "football community".

The price is undisclosed but the collection, which was to have been auctioned by Leonard Joel of South Yarra on September 4, was valued at about \$500,000, with an upper estimate of about \$600,000.

Little also paid Leonard Joel's 24 per cent buyer's premium. It's probably one of his smaller deals, but the former transport tycoon and Essendon Football Club chairman has thought about it.



Expressions of Interest



18 Moray Street SOUTHBANK VIC

Development / Land 650m²



Age file pic Neg No P 9735. Pub 14-4-1996 Ron Barassi NORTH MELBOURNE COACH giving his team a serve

"We do have a friendship that's been important in this," Little tells *The Australian Financial Review*.

"But there's a huge amount of respect and I think that Ron's legacy is very special, not only to his mates but to the football community."

Little – who had plenty on his plate with Essendon's performance-enhancing drugs saga since standing down as chief executive of Toll Holdings in 2012 – doesn't collect sporting memorabilia as a habit.

"It's more about ensuring that the collection stays together and then goes on display for all to enjoy it and get to see it. It isn't a memorabilia theme in my life. It's just something I am doing because I believe in Ron and it's a great thing to continue to have that demonstrated."

Barassi won six premierships with Melbourne club as a player between 1955 and 1964. He coached Carlton to two more in 1968 and 1970, and North Melbourne to flags in 1975 and 1977. He is surprised by Hawthorn's four premierships in eight years because the competition is larger and more competitive today.



MELBOURNE, AUSTRALIA - 1964: Ron Barassi of the Melbourne Demons in action during a VFL match held in Melbourne, Australia. (Photo by Getty Images)



Sale: POA / Lease: \$133,520pa + OG + GST



For Lease

12/2404 Logan Road EIGHT MILE P...

Offices 450m²

Related articles

McAleese victim of resources slump, says CEO Mark Rowsthorn

57 mins ago

McAleese collapses on failed recapitalisation plan

1 hr ago

'Load of crap': McAleese investors vent anger

4 mins ago

Tips for a bet on inflation

40 mins ago

Tech stars shine in reporting season

Latest Stories



Paul Little snaps up AFL legend Barassi's memorabilia

24 mins ago



Accolade Wines CEO Paul Schaafsma to step down

5 mins ago



Coalition's 'urgent' spending cuts will have to wait

6 mins ago

The collection includes premiership medals from all of those triumphs, the famous No. 31 jumper and boots Barassi wore in the 1964 grand final – the last of Melbourne's golden era – and his Best and Fairest player cup for that year.

It includes a pair of boxing gloves signed by Muhammad Ali, the behind post that former Hawthorn champion Leigh Matthews broke at Windy Hill in 1982 – Matthews is one player Barassi is happy to be bracketed with – and a 1906 Carlton premiership cap.

But his favourite items include the 1941 premiership medal awarded to his father Ron Barassi senior, who had been killed in action at Tobruk. Barassi senior's death brought Legacy into the Barassis lives and the family will donate some of the proceeds to the charity, which aids the families of deceased and incapacitated war veterans.

Little says he is talking with the AFL and Melbourne Football Club about a home for the collection. The MCG was the theatre of Barassi's greatest achievements, but the museum there is full. So Etihad Stadium could be the venue, but the AFL has to buy it first, Little says.

With Aron Lewin

Recommended



Ex-Societe Generale CEO John Harvey sells Mosman home for \$12.5m



Older super savers 'thrown to the wolves'



David Lowy, the fortunate son of Westfield scion Frank Lowy



Lendlease to sell \$180m Woolworths



\$4b pub business an Olympic-sized dilemma for Woolworths

From Around the Web



11 Rules For Building Wealth After 50
Motley Fool Australia



Follow Steve Liebmann as he meets a lady who shows him how laughter really...
Australian Unity



The overseas money transfer trap - how to avoid the rip off
Mozo.com.au



The Block's first room reveals are a big stinker
Domain



How much do real estate agents REALLY make?
LocalAgentFinder

Recommended by

[SUBSCRIBE](#)[LOGIN](#)**TOOLS**

Markets Data
Australian Equities
World Equities
Commodities
Currencies
Derivatives
Interest Rates
Share Tables

FAIRFAX BUSINESS MEDIA

The Australian Financial Review Magazine
BOSS
BRW Lists
Chanticleer
Luxury
Rear Window
The Sophisticated Traveller

CONTACT & FEEDBACK

FAQ
Contact us
Letters to the Editor
Give feedback
Advertise
Reprints & Permissions

ABOUT

About us
Our Events
Digital Subscription Terms
Newspaper Subscription Terms
Site Map
Corporate Subscriptions

CONNECT WITH US**YOUR OPINION IS IMPORTANT TO US**[GIVE FEEDBACK](#)**CHOOSE YOUR READING EXPERIENCE**

© Copyright 2016 Fairfax Media Publications Pty Ltd | [Privacy](#) | [Terms & Conditions of Use](#)