



DEE-DAY FOR DEMONS

There was little Demon in the detail as Melbourne launched its new look at the Melbourne Town Hall today. The Bro, Lord Mayor John So, was on hand with skipper David Neitz. Legend Ron Barassi looked more angel than demon, but reports of the club mascot's demise seem to have been a little exaggerated ... mX can confirm a mascot was at the unveiling of the club logo and jumper – despite the exclusion of a Demon from both. Pictures: GARY RICHARDSON

● CLUB OVERHAUL Dees show a new side

Russell Gould

Everything will be new for Melbourne in 2008 with a new coach, football manager and players and there could also be a new captain.

Launching the club's new logo this morning, skipper David Neitz revealed the Demons had employed leadership gurus Leading Teams to work out what model best suits them.

Leading Teams helped turn around 2007 premier Geelong's off-field performance.

Neitz said he would be happy to go with whatever model they decided even if it meant stepping down.

"We don't know who is the captain or what is happening. We haven't made the decision if there will be a captain at all," he said.

"We've totally left it open. It could be one captain, it could be three captains, it could be no captain. Who knows?

The team's most experienced player, Neitz said he was "really comfortable with (the process) ... and think it is going to be a good thing for our team."

Neitz said he and his teammates had embraced the new logo because it made a bold statement, which is what they wanted to do on-field next year.

"Our jumper, our colours and our name. We are Melbourne."