

AFL ASIA AGM - Summary

Feb7 2015 via Phone Conference



Growing Footy in Asia

ATTENDEES:

Vietnam, Phil Johns (President) Chair
Hong Kong, Darren Whitfield (VP)
Australia, Stenno (Secretary)
Singapore, Cameron Fidler
Macau, Dave Smith
Cambodia, Paul Hurford
Vietnam Swans, Grant Keys
Japan, Gordon Jones
Beijing Bombers, Mic Mittasch
Guangzhou Scorpions, Zhang Hao
Shanghai Tigers, Tom Gheradin
Jakarta Bintang, Brenton Harris
Malaysia, Shaun DiGregorio
Philippines, Peter Hammon
Bali, Greg Hinchcliffe

2015 COMMITTEE POSITIONS (Some pending internal allocation)

- PRESIDENT (& Sponsorship Coordinator): Darren Whitfield, SCAFL, HK Dragons, HK Auskick.
- VICE PRESIDENT (eMedia and Local Development): Grant Keys, President Vietnam Swans, Life Member Beijing Bombers.
- SECRETARY: TBA
- TREASURER: TBA
- AUSKICK: Dennis Cornwell (Singapore Sharks)
- LOCAL DEVELOPMENT OFFICERS: Grant Keys (VP), ZhangHao(Guangzhou Scorpions), Tayyab Chattha(Pakistan)
- OPERATIONS: Tom Gheradin (Shanghai Tigers),
- AFL ASIAN CHAMPS SUB COMMITTEE: Andrew Cox(Thai), Peter Hammon(PAFL), Greg Hinchcliffe(Bali), Peter Muir(HK), Justin Barbaro (HK)

Agenda Items

1. President's report – verbal review of the year

Phil noted that this was the first AGM since AFL Asia was formed on 27 July 2013 and it was well and truly time for a new committee, with a fresh mandate from

member clubs, to continue the work of AFL Asia. With that he informed the meeting that he would not be seeking reelection for AFL Asia President.

Phil acknowledged and thanked:

- Former Vice President, Steve Morrish (former President, Cambodian Eagles) who had played a key role in the establishment of AFL Asia;
- Outgoing Secretary, Mark Stennett who in many respects was the architect behind the formation of AFL Asia and, since relocating to Melbourne, had done outstanding work in developing key relationships with the likes of the AFL and Sherrin.
- Dennis Cornwell who has been the “go to” man for Auskick in Asia and has generously put himself up for re-election.
- Vice President and Treasurer, Darren Whitfield who originally accepted the role of Treasurer at that very first meeting in July 2013 on an interim basis only. Since then, Darren has become our permanent Treasurer as well as the Vice President and has done an outstanding job with respect to sponsorships, Auskick, the development of locals etc. It is with good reason that Darren is the only nomination for the position of President at today’s election and I wish him every success going forward.
- All the Presidents and clubs who have been behind the development of footy in Asia.

Overview of Phil John’s report:

- 43 teams (that we are aware of) operating in Asia today with 23 of them being international.
- Registration fees of between \$100 and \$500 were invoiced, raising \$5,400
- Just \$750 of clubs money has been spent so far, including officially registering AFL Asia in Hong Kong, a new website and promotional video.
- After a further \$2,100 was raised in sponsorship, the AFL Asia balance stands at \$4,650
- In terms of the big picture, AFL Asia has done much more. Under the tag line, *How good’s footy in Asia!*, AFL Asia is putting footy on the map. Across Asia, AFL Asia logos are appearing on footy jumpers, shorts, merchandise and banners. With the increased visibility, people outside of Asia - and people outside of footy in Asia - are starting to notice.
- Last year’s AFL Asia ANZAC Weekend was a success. By packaging the three main AFL Asia ANZAC games in Borneo, Thailand and Vietnam (as well as Manila and Cambodia), we received media coverage in Australia and Asia in metropolitan newspapers, television, radio and AFL websites.
- Key stakeholders such as the AFL and Sherrin are starting to take notice as evidenced with the recent “Super Sherrin Sweeteners” that see our clubs being able to purchase footies at heavily discounted prices.
- AFL Asia was the only representative league to host an official function for its competing member/affiliate clubs at the AFL International Cup, in support of Indonesia, China, Japan, India and Pakistan.

- AFL Asia raises the profile and credibility of our clubs in Asia. And without question, the amazing work being done by our clubs individually raises AFL Asia's profile and credibility. It all works together.
- Enhanced visibility and credibility is critical for the growth of footy in Asia. It allows us to recruit new players – whether they be from Australia, locally or from another country – faster. It also attracts growing interest from potential sponsors as our reach and level of engagement across Asia and in Australia increases. Players and greater support from sponsors (whether that is cash or in kind) helps us all do what we like most: playing footy in Asia.
- The potential power of AFL Asia is immense.
- Footy is an amazing point of connection which brings us together across Asia. All our clubs need each other for growth and development and the more we recognise that, the better it is.

Phil wrapped up noting it had been a privilege to have been part of AFL Asia's founding chapter and wished the new committee every success going forward.

"How good's footy in Asia!"

2. Auskick report – Dennis and Daz

Around 1200 kids in over a dozen centres around Asia! Impressive and growing strong, with more centres added each year. (5 more this year has been discussed!!)

Anyone needing assistance or setting up new Auskick or Junior programs please email Dennis at auskick@afl-asia.com

Action: Could all centres please send in their 2015 registered numbers once registration is complete to update the new centres and total numbers. Please include numbers or locals and non- australians if available.

3. Secretary's report – Update on developing relationship with AFL

Several meeting were undertaken with the AFL throughout 2014. The AFL doesn't have a specific budget yet for ASIA but they are taking notice.

Meetings focused on non-monetary ways the AFL could assist AFL Asia. The Sherrin deal is a good example of this.

The AFL is keen to have one point of contact in Asia and AFL Asia represents that one voice. Any club having questions or calls for support from the AFL should go through AFL ASIA.

4. Treasurer's report

Sponsorship 2014

Realised Income excluding goods:

Total cash sponsorship: \$2100

Membership:

In Asia total of 43 teams including local teams (4 new teams in 2014)

Membership paid between \$100 and \$500 USD. No outstanding payments.

With the added value of membership in 2015 (below) we hope to add more teams to the "financial member" list.

Total membership income \$5400 USD

(This was noted to be above required so for 2015 fees will be \$300/\$100)

Expenditure

Costs for banking, stationary, postage most common

AFL ASIA Promo video \$685 USD (now on Website)

Website Creation \$400USD

AFL IC14 costs \$400 USD

Total Expenses (those claimed) -\$2900 USD

In bank

AFL Asia bank account balance Jan 2015

Smart Vantage account (zero fees) **\$ 3050 USD**

Business Account **\$1600 USD**

Total Income \$7500

Total Expenditure -\$2900

Bank balance \$4650

2015

2014 saw minimal expenditure, more than half of the money raised is still in our accounts.

2015 we will see more value for money with reduced membership fees and more spent on Asian footy.

A budget will be set but expect items like Coach training, Umpire training, Champs expenses, including fully qualified umpires, reduced Champs entrance fees (hopefully).

Also membership fees will be called for soon but to save international transfer fees (about \$15AUD) the treasurer will keep an account for all teams and combine membership fee, Brand HK rebates, any other monies onto reduced transactions at the appropriate time.

We hope to see more income from sponsors, please keep sponsor introductions coming.

ACTION: 2015 club fees of \$300 for established clubs; \$100 for new/small clubs. Wait for request or invoice soon.

5. Sponsorship Report

Current and future revenue sources include:

Watch AFL: They have doubled the commission. Great way to attract members.
All clubs to display Watch AFL banner on website

Brand HK: Several Clubs have already taken up our new sponsors AFL kit. **All clubs to consider using Brand HK and (unless otherwise sponsored) please email for a quote.**

Sherrin: Thanks to the AFL, AFL Asia and Sherrin we can access Footys at a great price! Must order direct from AFL ASIA. **Order form to be emailed to all clubs shortly.**

Travel: It was agreed to pursue an arrangement with AGODA with funds raised from commissions to be put towards local development.

Website: Important that clubs keep directing traffic to the AFL Asia website. AFL ASIA will be doing 4-6 newsletters this year also. Spreading these to all your database will help support AFL Asia sponsors.

6. 2015 Tour/Event planning

2015 dates:

- Manila Cup: May 30th Phillipines
- IndoChina Cup: August 15th Lao
- Asian Champs: TBC Mid October, Thailand (Confirmation at end of Feb)

- AFL ASIA to take a larger role in Champs from 2015 and beyond.
ACTION: An Asian Champs sub committee will be appointed.
- A few clubs concerned they will lose players if we have champs on the same weekend as Asian Gaelic Games - 24 October.
ACTION: Confirm Gaelic dates (October 24th), Request our dates outside of that if possible
- Jakarta has done some work on the issue of a ladder. Incentives like extra points for traveling outside your region, subsidised tours were discussed.
ACTION: Sub committee to be formed to look at ladder and scheduling incentives to encourage teams to travel outside of their region.

Asian Champs format:

Discussion took place about looking at the format of the Champs to encourage greater attendance, particularly from smaller teams who are finding it difficult to field full sides. Possible solutions might include combined teams, or having a concurrent 12 a-side competition ie 12's and 18's.

ACTION: AFL Asia to develop Survey (monkey) to help inform work of the Asian Champs subcommittee

Local Development:

Desire to encourage greater local player participation in Asian Champs. An all local game as Grand Final curtain raiser at the 2015 Champs was proposed.

It was agreed 2015 may be too soon to introduce local player quotas with goal penalties for teams that do not field locals, but clubs agreed to continue to move towards this as a goal for 2016 and beyond.

ACTION: Local Development Subcommittee to be formed to further develop these objectives and support teams to reach them. All teams to work on local development and recruiting local sportsmen.

7. Spill of positions and election to 2015 Committee

Nominations received. President and Vice President were voted. Remaining committee positions to be allocated within committee asap.

8. Other Business

Correspondence was received and addressed from Hong Kong, Thailand,

Enquires:

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