



2020

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Parliament of Tasmania

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**LEGISLATIVE COUNCIL  
SELECT COMMITTEE**

**FINAL REPORT**

**ON**

**AFL IN TASMANIA**

Members of the Committee

Hon Robert Armstrong  
Hon Ivan Dean MLC (Chair)  
Hon Kerry Finch MLC (Deputy Chair)

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**TERMS OF REFERENCE**

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That a Select Committee be appointed, with power to send for persons and papers, with leave to sit during any adjournment of the Council, and with leave to adjourn from place to place to inquire into and report upon —

- (1) The likely benefits to the broader Tasmanian economy and community from having a Tasmanian team in the AFL;
- (2) Whether or not the Tasmanian Taxpayer, or the AFL, should subsidise Melbourne based AFL Clubs playing in Tasmania;
- (3) The on-going support required to sustain a Tasmanian AFL team;
- (4) The possible solutions to the AFL's perception of Tasmania being geographically and politically divided;
- (5) The impact on the future participation rates in AFL in Tasmania of not having a Tasmanian team in the AFL;
- (6) If Tasmania were to establish an AFL team, when would it be the optimal time for it to commence; and
- (7) Any other matter incidental thereto.

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## CHAIR FORWARD

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On behalf of the Legislative Council Select Committee, I am pleased to present the Final Report into AFL in Tasmania. This Inquiry was established in order to provide an open public forum for the ongoing community interest in the establishment of a Tasmanian AFL team.

The Committee recognises that, since the commencement of the Inquiry, the topic has been a moving feast in Tasmania, with further developments anticipated.

A key driver for the establishment of this Inquiry was to gauge the level of public interest in the community for a Tasmanian AFL team. The Tasmanian Government advised that it welcomed the establishment of the Select Committee and would appreciate the sharing of any insights it uncovers through the process of seeking submissions.

Tasmania is regarded as a heartland for AFL football in Australia. It is a founding state of Australian Rules Football, but is the only state in Australia not to have an AFL team. There have been a number of proposals for a Tasmanian AFL team since the early 1990s. The Committee notes that 90,000 Tasmanians were members of existing mainland AFL clubs in 2018. The AFL Taskforce Business Case Report (referred to in more detail below) notes a survey that recorded that 64,232 people showed their support for a Tasmanian team.

Since 2001 Tasmania has hosted games for Victorian-based clubs St Kilda, Hawthorn and North Melbourne which have been subsidised by the Tasmanian Government, TT-Line, local governments and local businesses.

In 2019, the Tasmanian Government established the Tasmanian Football Board, chaired by former Legislative Council President Jim Wilkinson. The objectives of the Board are to promote Tasmanian grassroots football, as well as a pathway to establishing Tasmanian AFL and AFLW teams.

In mid-2019 the AFL Licence Taskforce, chaired by Brett Godfrey, co-founder of Virgin Airlines, and consisting of people from the Australian business and sporting communities was formed in order to prepare a business case to support the establishment of a Tasmanian AFL team.

The Committee commends the Government for establishing the Board and the Taskforce. This demonstrates that the Government has noted the importance of AFL to Tasmania and is committed to promoting it.

In February 2020 the AFL Licence Taskforce released its Business Plan which contained a number of findings and recommendations. A key recommendation of the Report is:

*The Government should present the case for a Tasmanian AFL team to the AFL Commission.*

The Committee considered the Taskforce Business Plan and supports the majority of its findings and recommendations.

A key finding of this Report is that a Tasmanian AFL team would provide substantial social and economic benefits to Tasmania, as evidenced by the inclusion of Hawthorn and North Melbourne rostered games in Tasmania. This Report makes one recommendation:

***“The Government present the case for a Tasmanian AFL team to the AFL Commission.”***

On behalf of the Committee, I sincerely thank all individuals and organisations that participated in the Inquiry by making outstanding submissions and participating in hearings. The Committee extends its gratitude to Mr Russell Hanson for providing extremely valuable information.

The Committee also thanks Inquiry Secretary Natasha Exel and Assistant Secretary Allison Waddington for their exemplary support throughout the work of the Inquiry.

I also note the contributions of former Inquiry Members Hon Mike Gaffney and Hon Jane Howlett.

### **Recent developments**

AFL Australia has been significantly impacted by the Covid-19 virus. At the time of drafting this Report, the AFL has ceased games, cut salaries and stood down a number of staff. The Committee recognises that this will have an impact on future planning by the AFL. However, the topic remains relevant and future initiatives to establish a Tasmanian team will proceed. This provides a golden opportunity for Tasmania, a founding state of Australian Rules Football, to be part of the renewal of AFL in Australia post Covid-19 and will make AFL a **truly national competition**.



Hon Ivan Dean MLC  
Inquiry Chair

7 May 2020



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## **ESTABLISHMENT OF THE INQUIRY**

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The Select Committee was established by Order of the Legislative Council on 20 November 2018. The Committee met following the prorogue of Parliament in early 2019 and advertised for submissions on 18 April 2019 and again on 29 June 2019.

Twenty submissions were received and public hearings were held in Launceston on 20 August 2019 and in Hobart on 21 August, 9 September, 9 October, 3 December 2019 and 3 March 2020. Thirteen individuals representing either themselves or their organisations provided verbal evidence at public hearings.

The Final Report of the Inquiry should be read in conjunction with all transcripts, submissions and tabled documents. For more information, visit:

<https://www.parliament.tas.gov.au/ctee/Council/LC%20Select%20AFL%20Tasmania.html>

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## **FINDINGS**

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1. **The decision to establish an AFL team in Tasmania resides with the AFL Commission**

### **ToR 1 – Benefits to economy and community**

2. A Tasmanian AFL team would provide substantial social and economic benefits to Tasmania, as demonstrated by the inclusion of Hawthorn and North Melbourne rostered games in Tasmania.
3. It is estimated that the economic benefit of a Tasmanian AFL team would be approximately \$110m per annum and create more than 300 jobs.

### **ToR 2 – AFL or taxpayer funding to Melbourne based AFL Clubs**

4. Tasmanian attendance figures indicate interest in both the Hawthorn and North Melbourne AFL games in Tasmania has decreased in recent years.

### **ToR 3 – Ongoing support for a Tasmanian team**

5. A Tasmanian AFL team would cost approximately \$45m to establish. Ongoing annual support of approximately \$15-17m from an AFL dividend and \$7-8m from the Tasmanian Government would be required. The estimated Tasmanian Government contribution may not exceed the current annual funding to host Hawthorn and North Melbourne matches.
6. A survey conducted by the AFL Licence Taskforce indicated that the potential membership of a Tasmanian AFL team could be in excess of 64,000 members.
7. A Tasmanian AFL team has the potential to attract high-value local, national and international sponsors. Potential exists for synergies with the Tasmanian Brand.
8. It is not necessary to develop a new, large capacity stadium at Macquarie Point.
9. Upgrading UTAS and Blundstone stadiums, and establishing a new club, would be more valuable investments in the future of Tasmanian football than developing a new venue.

### **ToR 4 – Tasmanian geographical divide**

10. A Tasmanian AFL team would create common interest between all Tasmanians and facilitate unity across Tasmanian regions.
11. Games should be shared equally between northern and southern Tasmania, for example, 11 games per season split 6/5 between the regions in alternate years.
12. Evidence supports that, for logistical reasons, the ideal base for a Tasmanian AFL team is in Hobart.



**ToR 5 – Impact on future participation**

13. A Tasmanian AFL team would be inspirational to young people in Tasmania and provide a pathway to the elite level of AFL football.
14. Game attendance and player interest in AFL in Tasmania is likely to continue to decline if a Tasmanian AFL team is not established.

**ToR 6 – Optimal timeframe**

15. The suggested optimal time for Tasmania to establish an AFL team is 2025 in line with negotiations for new television broadcasting rights.

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**RECOMMENDATION**

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**The Government -**

**Recognise the potential social and economic benefits of a Tasmanian AFL team and pursue all opportunities to present Tasmania's case for its own team to the AFL Commission.**

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## EVIDENCE

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### 1. The likely benefits to the broader Tasmanian economy and community from having a Tasmanian team in the AFL

#### 1.1 The Tourism Industry Council Tasmania (TICT) noted that an AFL presence in Tasmania had already resulted in demonstrable benefits. Its written submission stated:

*TICT is very confident a Tasmanian AFL Team will have significant benefits to the Tasmanian visitor economy. This is based on our experience with the current structure of AFL content in Tasmania, and examples interstate.*

*The current structure of AFL content in Tasmania generates a substantial economic return to the whole State through direct economic activity and indirect marketing and branding.*

*AFL content in Northern Tasmania has been a catalyst for the growth and development of that region's visitor economy over the past two-decades, through the promotion and branding generated for the region and direct 'AFL tourism' generated by game days.*

*In 2017 Pricewaterhouse Coopers found the Hawthorn Football Club's four AFL home and away games, along with one preseason game, directly contributed \$28.5 million into the Tasmanian economy and supported an additional 137 jobs.*

*The contribution of AFL weekends in sustaining visitor activity across the tourism, hospitality and retail sectors in Launceston over the winter months has been critical in supporting investment in new accommodation in the city. AFL in Launceston is an exceptional example of effective Major Event based tourism to stimulate visitor activity during otherwise quiet visitor periods.*

And

*We believe the direct return on investment from the current AFL content in Tasmania can only grow with a team of our own.<sup>1</sup>*

#### 1.2 The Government in its written submission stated:

*An AFL team for Tasmania could have the potential to attract thousands more visitors to our State, injecting millions of dollars into our northern and southern communities, while at the same time propelling the Tasmanian brand into one of the broadest reaching national sporting platforms.<sup>2</sup>*

#### 1.3 Former AFL CEO Andrew Demetriou provided the following verbal evidence to the Inquiry:

*Make no mistake, if you take it on a partnership approach, the government gets a return on its investment: it gets a return in significant economic benefits, significant community benefits, significant social benefits, there is no doubt. I don't*

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<sup>1</sup> Written submission 8, Tourism Industry Council Tasmania, p.3

<sup>2</sup> Written submission, Government of Tasmania, p.1

*think the government would do it unless it was getting benefits. That's why, when the AFL competition has been a recipient of significant government funding over a long period of time, I think it's always on the basis that it's paying its way, contributing significantly back into the community. It's the only argument we could make when we were being questioned that 'Don't you think hospitals and schools should take preference over AFL infrastructure?'. The simple answer is, of course they should, but make no mistake, they are a significant contributor to the economy as well.*<sup>3</sup>

1.4 Economist Saul Eslake expressed a similar view:

*The point I would make, and I underscore that this isn't underpinned by any modelling on my part, is that a fully-fledged Tasmanian team would be hosting games each year against teams with significantly more following than the usually non-Victorian mainland-based clubs that are rostered to play games against North Melbourne in Hobart and against Hawthorn in Launceston. They would likely attract bigger crowds, bringing more people to Tasmania.*<sup>4</sup>

1.5 Tasmanian Labor noted in its written submission:

*There is no doubt that a Tasmanian Team will bring both community and economic benefits for Tasmania. The jobs and roles required to support an AFL team are significant, with direct employment (administrative, marketing etc) or indirectly via the services they require (health and well-being). These jobs are predominantly permanent and well paid. The economic benefit of a minimum of ten games being played north and south, (potentially with finals) means that we will attract tourists from the larger Melbourne based clubs to travel to support their team and subsequent economic benefit already derived from the current games. There is potential for a greater benefit to be realised through a scheduling discussion with the AFL that ensures Tasmania receives its fair share of top tier games, rather than the standard the state is provided through the Hawthorn and North Melbourne deals.*<sup>5</sup>

1.6 In providing verbal evidence to the Inquiry, David O'Byrne, Labor MP, added:

*AFL footy is a game. There is no doubt it is a game but the AFL is now referred to as an industry in its own right. If you look at Victoria and those places that currently have a team, an AFL team or the industry of the AFL has a massive economic impact in creating jobs and wealth in those communities. Particularly being an island state, for us, in having AFL played at both ends of the state in Tasmania, it has created significant economic benefits in what has traditionally been a quiet time for tourists.*

*When you look at the economic benefits of an AFL team or AFL content, most clubs are big businesses. Most clubs now have a turnover in excess of \$50 million.*

*And*

*The economic benefit is twofold: a club is a big employer - it's medicos, physios, marketing, indirect employment and they would, through their procurement, create a significant amount of economic activity wherever they would be across the state. You have seen all of*

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<sup>3</sup> Hansard transcript, Andrew Demetriou, 3 March 2020, p.4

<sup>4</sup> Hansard transcript, Saul Eslake, 3 March 2020, pp.24-25

<sup>5</sup> Written submission 13, Tasmanian Labor, p.2

*the marketing, the merchandise and collateral that clubs produce. There is an opportunity for that to benefit Tasmanians. If the government plays a role, you can play a role in ensuring they purchase Tasmanian, buy Tasmanian and they brand Tasmania. The games would drag a lot of people to Tasmania, particularly if we had a blockbuster.*<sup>6</sup>

- 1.7 Former Senator Steve Martin had a similar view:

*It is about home-grown employment so if we have our own Tasmanian team: the media, including photography and live commentary, administration for clubs, event management, marketing, promotions, sports medicine, security, hospitality, dieticians, fitness, biochemistry, umpiring and all those involved around a sport....*<sup>7</sup>

- 1.8 However, Richard Welsh, Managing Director of Epic Events, expressed a different point of view in his written submission:

*Since 2001 Tasmania has hosted AFL matches each year, with a peak annual crowd number of 17,529 in 2008. This year the average crowd was just 11,902 and crowd averages have dropped since North Melbourne began playing here in 2012.*

*That makes it difficult for the faithful to argue that more games will attract bigger crowds.*<sup>8</sup>

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<sup>6</sup> Hansard transcript, David O'Byrne, 21 August 2019, p.2

<sup>7</sup> Hansard transcript, Steve Martin, 20 August 2019, pp.16-17

<sup>8</sup> Written submission, Richard Welsh, p.1

**2. Whether or not the Tasmanian Taxpayer, or the AFL, should subsidise Melbourne based AFL Clubs playing in Tasmania**

2.1 The Committee noted estimates that the cost per game funded by the State, including its statutory authorities, currently exceeds \$1m per home game.<sup>9</sup>

2.2 The written submission from sports broadcaster and journalist Mr Tim Lane noted:

*As for the economic value to Tasmania of such a [Tasmanian] team's existence, in every way it would be preferable to the current arrangement. For the fifteen-plus years that Hawthorn have been playing games in Launceston, Tasmanian taxpayers have compulsorily funded a Victorian sporting institution. The taxpayers of no other state are forced to do this; yet Tasmania remains the one state excluded from the AFL. Think about that!*<sup>10</sup>

2.3 Mr Eslake made the following comments:

*My instinctive reaction to that question is that the AFL would not see it as its responsibility to subsidise Melbourne-based clubs playing in Tasmania. I understand they don't do that at the moment. Given that they won't do it for the five or six games that are currently played in Tasmania, they wouldn't be doing it for 11 either because it would cost considerably more. As far as I am aware, they don't subsidise Melbourne-based clubs playing against teams based in other non-Victorian states. Likewise, while it is clear that the Tasmanian Government would need to make a contribution and perhaps, based on Mr Hanson's figures<sup>11</sup>, a significant financial contribution to a Tasmanian team in order for it to be viable. I don't think Tasmanian taxpayers would appreciate their money going to support financially weak Melbourne-based clubs to play in Tasmania.*<sup>12</sup>

And

*A key point for the committee out of Mr Hanson's analysis is the suggestion that the contribution from government would need to be of the order of \$14 million per annum. My understanding is that is more than the government is currently putting in through various channels into the arrangements it has with Hawthorn and North Melbourne, so that is a fairly important point.*<sup>13</sup>

2.4 The written submission of Tasmanian Labor stated:

*If we look at these subsidies through a purely Australian Rules development opportunity the investment is marginal at best.*

*As previously observed, Labor believes that these games are more of a tourism and economic development opportunity and on this measure they are an absolute success. Tasmania should use future investment in these deals as leverage in negotiations with the AFL to grant an AFL license to Tasmania, and to clarify the pathway forward.*<sup>14</sup>

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<sup>9</sup> AFL Licence Taskforce Business Plan, 18 December 2019, p.10

<sup>10</sup> Written submission 15, Tim Lane, p.4

<sup>11</sup> Written submission 3, Russell Hanson, pp.47-50

<sup>12</sup> Hansard transcript, 3 March 2020, p.27

<sup>13</sup> Hansard transcript, 3 March 2020, p.25

<sup>14</sup> Written submission, Tasmanian Labor, p.2

2.5 Mr Martin made the following observations:

*We are an AFL state and we love AFL; we have some great, proud history of AFL football players. We link very much to the AFL and VFL and they have just taken us for granted over the years. In essence, when they have sent over St Kilda, Hawthorn and now North Melbourne, they have given permission for those teams to come over here because they are on their knees, financially. They were going to amalgamate, so we have pulled them up through our support and they are Victorian teams.*

*They also bring their entourage over here, which is great for the airlines and maybe TT-Line, but where are our people? Where are our players, where are our kids, who will have the opportunity of employment through this type of involvement?<sup>15</sup>*

2.6 In his written submission, Mr Welsh made the following observation:

*Last financial year, the AFL made over \$25 million profit. It has equity of over \$210 million. If they wanted to develop a team in Tasmania, they have all the resources and knowledge in house to deliver it. It's not like they have an international body to answer to.*

*With some 67% of Tasmanians overweight or obese, we must have more investment into people doing sport, than watching sport. This is critical.*

*If the Tasmanian Government does end up forking out millions towards an AFL team, we will be lining the pockets of an existing wealthy organisation and people will continue to remain sedentary.<sup>16</sup>*

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<sup>15</sup> Hansard transcript, Steve Martin, 20 August 2019, pp.16-17

<sup>16</sup> Written submission 19, Richard Welsh, p.2

### 3. The on-going support required to sustain a Tasmanian AFL team

#### 3.1 The Committee took note of figures provided in the AFL Licence Taskforce Report:

- *The Business Case Model has been benchmarked and stacks up: The Tasmanian AFL/AFLW club can demonstrate, at a minimum, financial comparability with all similar sized AFL clubs.*
- *Team Tasmania will not be a drag on the state: The 11m annual guarantee recommended – even if fully drawn – approximates that State investment per home game today for eight Hawthorn/North Melbourne premierships and two AFLW matches. Modelling suggests this underwrite (or AFL ‘insurance option’), even if required, will deliver to the State \$110m+ of direct football club and sports tourism expenditure, including the creation of more than 360 direct jobs.*
- *Team Tasmania will not be a ‘drag’ on the 18 clubs: The Tasmanian model suggests a long-term Government underwrite of up to \$11m p.a. that provides assurance to the AFL that it will not expose the League to another Greater Western Sydney, North Melbourne or Gold Coast Suns scenario.*
- *Less investment likely required by the State: The business case financial model suggests that the Tasmanian Government’s likely required contribution for 11 AFL and 4 AFLW home games (\$7.3m) is less than for the existing eight premierships and two AFLW games commitment (circa \$8.0m) of today.*
- *A Tasmanian team could well be AFL cost neutral: Broadcasting revenue contribution forecast by a Tasmanian team exceeds the average distribution paid to AFL Clubs in 2018 and sought by a Tasmanian team.*

#### 3.2 Mr Hanson provided the following information to the Committee:

*With 30k members, \$43.7 million, primarily made up from \$13 million from AFL and \$14 million from Tasmanian Government, \$8.2 million from sponsorship and \$4.9 million from membership.*

*And*

*Over the course of the last 12 months the quest for our team has gained incredible momentum. Unfortunately, there will be some detractors such as comments from Jeff Kennett at one stage stating that the Tasmanian Government would need to put in \$20,000,000 per year for at least 20 years and Gillon McLachlan at one stage saying we can’t afford a team.*

*The reality is both statements are incorrect but the more often they are aired people start to believe it. My submission to the Select Committee had budgets included on page 38 that clearly show that we can indeed afford a team and with a government commitment of \$12,500,000 per annum – well below the rumoured \$20,000,000 and only marginally up on the existing commitments ...*

*And*

*My submission looked at all AFL clubs for the 2017 season. I decided to study all the clubs with the latest information available for 2018 and .... I am very confident that my budgets are actually of a conservative nature. See page 50 for the findings which confirms government input of \$12,500,000 pa.<sup>17</sup>*

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<sup>17</sup> Written submission 3, Russell Hanson, p.1

3.3 Mr Demetriou provided the following verbal evidence:

*I think the Godfrey report, on the broader notion - what is required to fund a team - I'm not going to go into the specifics on how they come to their numbers, but I think they talked about \$45 million to \$50 million to fund a team. That's probably right but I would say it's probably \$50 million to \$60 million to fund a current AFL team. When I use the term 'sustainable', I still stand by my position this is for all the clubs. If you want to compete in the AFL competition, you have to have that revenue not just for one year or two years or three years, you need to have that revenue being committed ongoing for a very long period. You don't want to be just a survivor and then be under the pump, and then fail and not be able to because for one year you got \$55 million, then you get \$50 million and then you get \$43 million. You want to be a team that's sustainable that cannot only survive but thrive in the competition. When I use the term 'sustainable', I'm saying a club in Tasmania would need to have, at its core, a sustainable revenue of \$50 million to \$55 million, to \$60 million and growing. Every other club is going in leaps and bounds; they are getting further and further investment in sports science or tech or players or coaches, and they will continue to grow. This \$50 million to \$55 million has to be \$60 million in two or three years and \$62 million and \$64 million. That's what I call sustainability.<sup>18</sup>*

3.4 Mr Eslake provided the following views:

**CHAIR** - *With your background and understanding of the finances of Tasmania, are we in a position to be able to sustain a Tasmanian AFL team?*

**Mr ESLAKE** - *The answer to that is, broadly, yes, in the sense that they have the financial capacity to put up an annual sum of that magnitude, although - to reiterate something I said before - \$14 million per annum does seem on the high side and would certainly raise some eyebrows. I note in passing that the government has been happy to make a significant financial contribution in recent days to Tasmania having a basketball team. Personally, I have no interest in basketball but I don't begrudge taxpayers' money being given to allow those who are passionate about basketball to get behind the Tasmanian team, but basketball has a much smaller following than AFL in Tasmania.<sup>19</sup>*

3.5 The TICT discussed general funding sources of a Tasmanian AFL team:

*The suggestion the Tasmanian Government will continue to invest heavily in supporting AFL content in Tasmania with our own team, (either directly, or through its government businesses) seems entirely reasonable when you consider the far-reaching economic and social impact an AFL team will have on the State.*

*As a small State, the Tasmanian Government has a critical leadership role within the Tasmanian community in achieving major outcomes of Statewide significance, such as the establishment of an AFL team. The State Government is also one of the key economic drivers of the State through its own activities and investments, along with its ownership of major Government Businesses that drive much of the corporate activity within the economy.*

*State Government supporting AFL clubs is not a unique Tasmanian thing. All State Governments across Australia invest heavily in AFL and other elite sporting teams based*

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<sup>18</sup> Hansard transcript, 3 March 2020, Andrew Demetriou, p.7

<sup>19</sup> Hansard transcript, 3 March 2020, Saul Eslake, p.28



*within their State, and all support major events held within their State. The Queensland Government, for example, invested over \$40 million in the establishment of the Gold Coast Suns specifically to drive AFL tourism to the Gold Coast.*

And

*A Tasmanian AFL team will require ongoing support and commitment from all levels of government, the AFL, industry and the community.*

*From government's perspective, this is likely to require ongoing and substantial investment in two aspects; recurrent revenue to support the team's operations, along with ongoing capital investment in team facilities and venues. As outlined, this is not an unreasonable expectation on the State Government given the experience in other States, and the direct economic and social return of AFL content to the State.*

*The AFL should be expected to make an ongoing investment comparable to what it has committed to the establishment and ongoing operations of other start-up AFL clubs, in Western Sydney and the Gold Coast.<sup>20</sup>*

3.6 Mr Hanson provided some general figures on attendances at Tasmanian football games:

*But it is fair to say that York Park is burdened by the number of Gold Coast games over the years and Bellerive has been burdened over the years by the number of GWS games. Both of these clubs do not draw crowds at the best of times, let alone when they are away. By way of example GWS v GCS, round 11 this year, 1.45 pm 01/06/19, drew 7,581 in Sydney at the Giants stadium, on a Saturday! On Saturday the 23/06/18 Hawthorn played GCS at York Park with an attendance of 9,007. In 2017 GWS, after finishing 4th, played a **home semi-final** on a Saturday night against West Coast Eagles, who have supporters who travel, and the attendance was only 14,865.*

*It is also relevant that Hawthorn in 2018 had 80,302 members which was 97% more than North Melbourne 40,789. Hawthorn's Tasmanian membership was 9,500 which was 28% more than North Melbourne's Tasmanian membership of 7,500.*

*Since 2012 the average attendances at York Park have been 13,811 and at Bellerive 12,348 and in the years 2012 to 2014 Hawthorn's ladder positions were 1st, 1st and 2nd versus North Melbourne 8th, 10th and 6th. If you look at the years after Hawthorn started to slip below ladder finishes of 1st in 2012 and 2013 and 2nd in 2014, then from 2015 onwards the average attendances at York Park have been 13,518 and at Bellerive 12,634.*

*If GCS and GWS are removed from the equation; for obvious reasons, then the average attendances over the last 5 years have been York Park 14,192 and Bellerive 13,918.<sup>21</sup>*

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<sup>20</sup> Written submission 8, TICT, pp.4-6

<sup>21</sup> Written submission 3, Russell Hanson, p.45

4. **The possible solutions to the AFL's perception of Tasmania being geographically and politically divided**

4.1 Evidence received by the Committee strongly supported the concept that games should be shared between the north and south of Tasmania.

4.2 Mr Athol McLver made the following statement in his written submission:

*One gigantic problem will be the perennial North-South conflict. This has been a continual killer for this state in many spheres of activity for decades in respect of training venue and playing centres.<sup>22</sup>*

4.3 The written submission of the TICT stated:

*TICT believes a Tasmanian AFL team will play out of both the North and South of the State, with a relatively even number of games in both Hobart and Launceston each year. We believe this principle must be accepted as fundamental to further discussion about an AFL team in Tasmania to completely destruct any perceptions of a 'Southern' or 'Northern' team.*

*Rather than seeing this as a challenge in the formation of the team, we see it as one of its strengths in being a unifying force within the State and maximising the resources of all regions.*

*It is also most likely the best outcome from a visitation perspective as it would encourage intrastate travel across Tasmania and maintain the relative economies of scale of having five or six homes games across the season at each end of the State.<sup>23</sup>*

4.4 The written submission from Tasmanian Labor stated:

*To win a license we must prove that we as a state have a unified position. This will take political leadership at all levels of Government and a single strategy to deliver on it.<sup>24</sup>*

4.5 Mr Hanson made the following observation in his written submission:

*The shared games create the economic benefit for all regions in the state far in excess of what the current arrangements do.<sup>25</sup>*

4.6 Mr Lane made the following statement in his written submission:

*Just imagine a Tasmania in which a team that truly represents the state plays a home game once a fortnight, with those games shared equally between either end of the island. I have no doubt that people would travel – south-to-north and vice versa – to watch such matches... so long as they could get a seat! For the games would be feverishly patronised.*

*More importantly, the attendees would be standing side-by-side as Tasmanians, not as people of any particular region. Football codes around the world are powerful vehicles. The reality of a Tasmanian team in the AFL has the potential to provide the most unifying*

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<sup>22</sup> Written submission 2, Athol McLver, p.2

<sup>23</sup> Written submission 8, TICT, pp. 5-6

<sup>24</sup> Written submission 13, Tasmanian Labor, p.2

<sup>25</sup> Written submission 3, Russell Hanson, p.11

*moment in the state's history. This shouldn't be under-estimated in any consideration of the benefits of such an outcome.*<sup>26</sup>

4.7 In providing verbal evidence, Mr Lane expanded on the issue:

*It has to be its own team. It can't be a hybrid with some pre-existing Victorian team that wasn't cutting the mustard economically in Melbourne.....A Tasmanian team is the only way that it can be unified.*<sup>27</sup>

*It is something, I have to say, that has frustrated me about the AFL's position over a long period. It used that. Hawthorn and North Melbourne, in this case, showed a total lack of appreciation - I'm using the word 'appreciation' on two levels: lack of understanding and also the lack of appreciation for what they were receiving from Tasmania, of Hawthorn and North Melbourne officialdom which, at one stage, were talking about having a derby, which effectively would be in northern Tasmania versus southern Tasmania so actually looking to play on the division and the state's propensity for it. That was bottom of the barrel stuff - thankfully it didn't really come to that. I have probably said it and I will say it again and believe this fervently: I think a Tasmanian football team in the AFL, properly set up, could be one of the most unifying things that has ever happened to the state of Tasmania.*<sup>28</sup>

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<sup>26</sup> Written submission 15, Tim Lane, p.3

<sup>27</sup> Hansard transcript, 3 December 2019, Tim Lane, p.3

<sup>28</sup> Hansard transcript, Tim Lane, 3 December 2019, p.11

5. **The impact on the future participation rates in AFL in Tasmania of not having a Tasmanian team in the AFL**

5.1 The Committee noted evidence provided by a number of witnesses that the current AFL draft system means that Tasmanians may not ultimately play in an AFL Tasmanian team.

5.2 The Tasmanian Labor submission made the following statement:

*...we should not underestimate the important link to aspiration and ambition for our young men and women that access to an AFL team brings.<sup>29</sup>*

5.3 Mr Demetriou stated the following:

*I think the proposition that having an AFL team - and I am using the term as including men and women here - would enhance the aspirations of young people in this state is a valid one. No doubt being able to associate, identify and observe the elite, both male and female, is hugely aspirational and inspirational and may just be something. It doesn't get around those draft rules, but it might mean more youngsters getting drafted across the border. I think even with a new club there is a really good argument that concessions could apply for the first few years to keep local Tasmanians playing in Tasmania, just as it happened with the GWS Giants and Gold Coast. If that were the case, I think it's a very strong argument; I think we'd set up a subcommittee that involves players, football operations managers, CEOs, a couple of presidents and our people, to make sure that concessions were supported by all the clubs. I do think that it's a positive, an aspirational thing, that would help inspire youth and retain youth in this state.<sup>30</sup>*

5.4 Former player and coach Mr Tim MacMichael expressed the following views:

**CHAIR** - *I want to ask you a question on the issues you're currently talking about with the Mariners and the VFL side. If we are to move into the national competition, what do we need to do as a precursor to that? What level do we need to play at? Where do we need to be involved to ensure we can maintain our position in the national competition?*

**Ms SIEJKA** - *In addition to that, I am interested in a related area, which is what supports are needed? From what you said earlier, that perhaps it wasn't ringing bells in the way it should have been and things like that. In your mind, what supports would be required to make it sustainable?*

**Mr MacMICHAEL** - *The precursor is to get the tier 1 programming right in Tasmania. At the moment we have the Tasmanian State League with two teams in Launceston and five teams in Hobart. Whether that's the greatest product Tasmania has ever produced is probably questionable. For Devonport and Burnie to drop out of the state league and South Launceston before that is a real shame. So before we launch into the national stage we need to get tier 1 right in Tasmania. We need to have the best competition, and that leads to some of my points.*

**Mr FINCH** - *Would tier 1 be a state league or would it be back to the regions?*

**Mr MacMICHAEL** - *The best players in the state would have to be coming together and playing each other at some stage. There would have to be that. I think there's room for the*

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<sup>29</sup> Written submission 13, Tasmanian Labor, p.2

<sup>30</sup> Hansard transcript, 3 March 2020, Andrew Demetriou, p.9

regions. I think there's some scope there. We definitely need to get tier 1 right. The mechanisms for the support is needed, I thought I'd outlined it there. I think AFL Tasmania's role is the development and the grassroots of the code. I strongly believe that AFL Tasmania and the AFL need to focus on Auskick right through to under-18 to under-19 level.

I have mapped it out there in point 3 of Tasmanian state football. I think they're doing some things right. Clearly now they're doing some things right. That next stage is when a player becomes 18, 19 and they don't get drafted, where are they going to be playing? I suppose that is where - going back to your point, Jo - the support is needed. AFL Tasmania gets the funding and does some things right.<sup>31</sup>

5.5 Mr Lane expressed the following view:

Tasmania was still capable of recruiting good players from other states because its competitions were sufficiently healthy and vibrant. That doesn't exist now, and I can't see that it would ever exist again - the likes of John Devine, Bob Withers in northern Tasmania and various other terrific players who came from Victoria and other states to Tasmania. It's not going to be happening because the competitions are too fourth tier, as I described them. I just don't see that as a hope.

The only hope for Tasmania, and Tasmanian football - and this has to be driven home to the AFL relentlessly - is for the state to have its own AFL team.<sup>32</sup>

5.6 In relation to declining participating rates for older males, Ms Trish Squires, CEO of AFL Tasmania, provided the following explanation:

...There are a number of factors. One is that if you have aspirations to play at the highest level, currently those men are tending to leave Tasmania to go and play on the mainland."<sup>33</sup>

5.7 Mr Martin expressed the following opinion:

My point there is that Tasmania is being treated extremely differently from how the AFL has been treating other clubs such as the Gold Coast Suns and Greater Western Sydney. Instead of them investing and committing first up, they're asking us to run around and do all this work. We have had so many committees looking into wanting an AFL and having an argument over the last three decades and we haven't been able to go anywhere. In that time the sport has fallen off, not only with participation but also with club membership and attendance at grounds. The sport in Tasmania has been dropping off drastically.

In comparison, other sports have been picking up their participation rates, especially at junior level. If we take football, or soccer as we call it, there are about 10 000 extra players taking up that sport over and above AFL, yet financially we keep putting money into the AFL in the hope that we increase our participation. We strive to get these tiers to get top-level competition so that we can have a pathway into the AFL. Having said all of that as well, Gill McLachlan has come out and said that if we jump all of these hurdles, we do the

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<sup>31</sup> Hansard transcript, 20 August 2019, pp. 3-4

<sup>32</sup> Hansard transcript, 3 December 2019, p.3

<sup>33</sup> Hansard transcript, 9 September 2019, p.5

*50 000, we have a business plan and we put it all together, the AFL may give Tasmania a VFL side.*<sup>34</sup>

5.8 In providing verbal evidence, Mr Lane made the following comment:

*....as Tasmania's local football diminishes, it is inevitable there will be a diminution of the output in terms of individual talent. There will be an odd one but, boy, there was a time in Tasmanian football history where they were popping up like mushrooms - some of the best mushrooms money could buy.*<sup>35</sup>

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<sup>34</sup> Hansard transcript, 20 August 2019, p.15

<sup>35</sup> Hansard transcript, 3 December 2019, p.12

**6. If Tasmania were to establish an AFL team, when would it be the optimal time for it to commence**

**6.1 The written submission of Tasmanian Labor stated:**

*We believe a period of time of approximately two to three years from a granting of an AFL licence should be given to allow a club to be established, playing list built, coaching panel and supporting roles put in place and membership recruited and sponsorships signed to allow a successful launch of a Tasmanian based club. The alignments of the Hawthorn and Nth Melbourne deals should assist with this trigger point.<sup>36</sup>*

**6.2 A key observation of the AFL Licence Taskforce Report is:**

*The AFL is not seeking a 19<sup>th</sup> team to add to the competition. Admission to the League requires a 'special majority' of clubs to back a new entrant. It is unlikely any consideration of a new team would be considered outside of a subsequent broadcast deal, with the earliest opportunity at this time being possibly 2025.<sup>37</sup>*

**6.3 Kim Evans, Secretary of the Department of State Growth advised that the Tasmanian Government was prioritising the development of a sound business case to present to the AFL Commission:**

*We have set them on a pathway to properly investigate the case for a Tasmanian licence. We have asked them to develop the business case to support the attainment of licences in both AFL and AFLW, including: a financial model; recommendations around the sort of organisational structure that we would need to support a club in Tasmania; some of the steps that we would need to take to implement the case, once they have developed it; advice to the government about the sorts of partnerships that we would need in supporting and enabling the attainment of a licence; working with Mr Wilkinson's board; consideration and review of the health, growth and participation of football in Tasmania because you need that grassroots to be thriving and the pathways for players to support a team into the future.*

*Once we have all that, how would we take it forward? Our goal here is to build the case and the pathway forward without necessarily having the timing in mind.<sup>38</sup>*

**6.4 Mr Hanson's written submission made the following statement:**

*We are not looking at a team "tomorrow" but in a realistic timeframe revolving around TV rights renewals; so, 2023 through to 2025 are the logical start times for Tasmania but the AFL must make that commitment right now. "Tasmania will have a team on or before 2024".<sup>39</sup>*

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<sup>36</sup> Written submission 13, Tasmanian Labor, p.3

<sup>37</sup> Ibid, p.9

<sup>38</sup> Hansard transcript, 21 August 2019, p.24

<sup>39</sup> Written submission 3, Russell Hanson, p.2

## 7. Any other matters incidental thereto

### Playing facilities

7.1 The Committee considered a number of views in relation to playing facilities, including the idea that a new stadium be developed at Macquarie Point.

7.2 In his written submission, Mr Hanson noted:

*But it is fair to say that York Park is burdened by the number of Gold Coast games over the years and Bellerive has been burdened over the years by the number of GWS games. Both of these clubs do not draw crowds at the best of times, let alone when they are away. By way of example GWS v GCS, round 11 this year, 1.45 pm 01/06/19, drew 7,581 in Sydney at the Giants stadium, on a Saturday! On Saturday the 23/06/18 Hawthorn played GCS at York Park with an attendance of 9,007. In 2017 GWS, after finishing 4<sup>th</sup>, played a **home semi-final** on a Saturday night against West Coast Eagles, who have supporters who travel, and the attendance was only 14,865.<sup>40</sup>*

7.3 Tasmanian Football Board Chair, Jim Wilkinson, stated:

*The conversation started some time ago, both cricket and Australian Rules are looking for another venue for whatever reason and for whatever purpose it might be. Cricket is in the process of doing it now; Aussie Rules also is looking at certain areas where they can get extra venues. It might be a pie in the sky and two years too late but my view would be if you could have a purpose-built stadium which is a multi-purpose stadium to encompass a number of different sports, conferences, concerts, et cetera, Macquarie Point would be an ideal spot for it.*

*I have spoken with the people involved at Macquarie Point. There would have to be some extra work done and it would cost a significant amount. I am told Docklands as it was when it was built cost around about \$460 million. My understanding is Optus in Perth cost approximately \$600 million, a significant amount of money. The only way anybody would consider building that type of stadium now in Tasmania would be if the AFL said yes, you will be involved from 2025 or 2026. The government could not afford to pay that amount of money. It would have to be a federal government fund that the money comes from. It would be ideal if it could occur and I know Brett Godfrey said only recently that a new stadium would be ideal.<sup>41</sup>*

7.4 A number of other views were provided that existing facilities at Blundstone Arena in Hobart and the Launceston UTas Stadium were adequate, particularly for the early years of a Tasmanian AFL team.

7.5 Mr Demetriou offered the following thoughts:

**CHAIR** - *Aurora Stadium's current capacity, I think, is just over 21 000. If we look at Blundstone, I think the capacity there just over 19 000. If an AFL team commenced in Tasmania, could it exist on those capacity crowds for a period of time? Is it possible for it to operate?*

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<sup>40</sup> Written submission 3, Russell Hanson, pp.42-45

<sup>41</sup> Hansard transcript, 21 August 2019, pp.32-33



**Mr DEMETRIOU** - Yes, of course it can. What you really want as part of the journey and making sure you are successful is having those stadiums sold out. A good result would be six games at Launceston getting 21 000, with people not being able to get in, and Blundstone for five games having 19 000 sell out and not being able to get in and then membership packages sold at capacity. The club would do very well out of that - the signage, the corporate boxes, dining - it would do well. That might be the catalyst and the demand then compels you to go to a much greater capacity; the next stage is like Geelong, it could go to 25 000; and there might be a second stage and go to 30 000. You don't have to do it at the beginning. It would be terrible to have a 22 500-seat \$500 million investment and be getting 13 000 people there.

And

*I guess what I'm saying - and I'm not a politician, I don't pretend to be - a push to get \$200 million out of somewhere - call it a government - to build a new stadium which is going to cost more, I think that investment would be to the detriment of using half as much money and investing that in the club and the new team. It's a far greater investment, with better bang for your buck and a better return than investing in infrastructure.*<sup>42</sup>

- 7.6 Western Bulldogs President Peter Gordon provided the following information regarding stadiums in general:

*For anyone who may be listening and perhaps for you guys as well, the term 'clean stadium' has its own meaning within the AFL industry. My understanding of it is that it means a stadium in which the host club has the rights to food and beverage and the revenue sources that come in from staging the game. We see that and those revenue streams, certainly at the Bulldogs, as an important component of our recurrent revenues, of our P and L [profit and loss]. With respect to the broader issues of stadia, it has historically been a mistake to seek to build a stadium to the requirements for the biggest crowd you will ever have - even if you only have that crowd once every five years.*

*If you go back to the days of AFL Waverley, it was really designed around a vision of getting 80 000 people to a monster ground. If you recall, even the boundary lines were 15 metres because of someone's grandiose concept of what the ultimate AFL stadium would look like without thinking about what it meant to someone who was at the back of one of those stands. It makes a lot more sense these days to build stadia that economically and most efficiently use the capital resources available for the people and crowd sizes that can be expected to regularly attend those games. I don't think there is anything wrong with the concept of building or fashioning a stadium that actually creates a bit of competitive pressure amongst the spectators to get in.*

*From the point of view of the fan experience, if you are in - and let me use the comparison of if you are in Melbourne Park watching a tennis match between Nadal and Federer - there might only be 14 000 to 16 000 in the stadium but the closed, compact and packed nature of the crowd makes it a great fan experience. In the same way, you can build to a capacity to of between 20 000 to 30 000 and create a great football experience and a great fan experience. I don't think the numbers run dramatically differently if Tasmania was running to those sorts of numbers than planning a stadium that was bigger.*

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<sup>42</sup> Hansard transcript, 3 March 2020, Andrew Demetriou, p.11

*If you could confidently predict that you were going to get 40 000 to 50 000 people there every week it might be different. With the growth of AFLW and the rebirth and enlivening of suburban venues around Melbourne, we are starting to experience a new phenomenon in communities wanting to come along and watch their footy teams, and with a new enthusiasm for it. We are starting to learn that you actually don't need the biggest, most glitzy American-style new \$1 billion-stadium in the world if you can provide infrastructure which is family friendly and creates a great crowd experience.*

And

*If I were planning a new stadium in Hobart, I wouldn't necessarily think that the stadium size and cost need to be a lot greater than in Hobart. I think it's way better to fill a 28 000-capacity stadium 10 times a year in a place like Hobart, Footscray or Marvel Stadium than to half-fill a 50 000-capacity stadium nine times a year and fill it twice, from all sorts of points of view and not just financial.<sup>43</sup>*

### **Team base**

7.7 The Committee heard a range of views as to the ideal location for a base for a Tasmanian AFL team.

7.8 Mr Hanson made the following points:

*Everyone, I think, has agreed that we will share games and rightly so. There are 11 games, sort out the odd one later on. Sharing games sorts out the problem of the north-west being able to access football. There is absolutely no reason that attendances or the north-west or anything else should have anything to do with where the team is based. It should be absolutely about the team, the team's success, the medical facilities, but the most important thing is players, their welfare and retention. The Gold Coast Suns are a live example. No-one wants to be there. We don't want Tasmania to be like that or it will just collapse.<sup>44</sup>*

7.9 Mr Lane outlined similar reasons for a team base in Hobart:

*To be totally frank, I feel, after giving it consideration over an extended period, that the team would have to be based in Hobart. I think it would be reasonably expected that the infrastructure, the social circumstances and what-have-you of the capital city should be available to a group of 40 young men coming together to play football there. The idea of putting it in a regional city of lesser population, infrastructure and everything else is something that could be seen to weaken the case.<sup>45</sup>*

7.10 However, Luke Martin (TICT) had a different point of view:

*From our perspective, the notion of having the central home hub for the blockbuster, so to speak, and whether that's the training as well, but having that in the north would make strategic sense.<sup>46</sup>*

And

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<sup>43</sup> Hansard transcript, 3 March 2020, Peter Gordon, p.20

<sup>44</sup> Hansard transcript, 21 August 2019, pp.15-16

<sup>45</sup> Hansard transcript, 3 December 2019, p.10

<sup>46</sup> Hansard transcript 9 September 2019, Luke Martin, p.25

*... I think it's logical and sensible that the centre of the state, and UTas Stadium is a wonderful venue, on the doorstep to the city. Again Bellerive has its place, but I think logically that would be the home for the blockbusters. If you had the two-team, two-model solution for the state, the northern one would be the central point for the north-west.<sup>47</sup>*

### **Relocation of an existing AFL team**

- 7.11 Mr Demetriou provided verbal evidence on the pros and cons of relocating an existing AFL team to Tasmania:

**CHAIR** - *That was going to be my next question, Andrew, on that line. You have talked about this and it has been raised today a number of times: if Tasmania is accepted, should it be the nineteenth team, should it be a relocated team or should they be looking at another team, a twentieth team? I think the Northern Territory has been referred to, hasn't it, and probably another state for an additional side as well. What is your position on that?*

**Mr DEMETRIOU** - *If you had a relocated team, you'd solve the issue of having 18 teams and having an even number. A relocated team, by virtue of being relocated, means that a team has been persuaded to go. That has its advantages on this issue of even numbers. It doesn't address the issue of Tasmania having its own homegrown team. It will be up to people like Brett Godfrey, that committee and others. As you quite rightly say, by the way, bringing the community along on the journey. What is it they want? You need to listen to what the people want. If the people are saying they don't want a relocated team and they want a homegrown team, you have to listen to that. If they say, 'We want our own team but if not, we'll support that', then you have to listen to that.*

- 7.12 However, Mr Demetriou went on to say:

*One of the lessons we learnt out of the exercise when we asked North Melbourne if they would consider relocating to the Gold Coast was that the Gold Coast community told us in very strong terms, over a long period, that they wanted their own team. They wanted to build from the grassroots up, engage the community in all parts of the Gold Coast and all the boroughs that have their own teams. I totally understand Tasmanians wanting to have their own home-built team as distinct from a relocated team.<sup>48</sup>*

### **Potential membership numbers**

- 7.13 Mr Martin advised the Committee of AFL membership numbers:

**Ms HOWLETT** - *You were talking about memberships and the AFL's expectations for us to have a membership of around 50 000 people. Do you know how many Tasmanians are already members of various AFL teams? My understanding was that it was really quite high.*

**Mr MARTIN** - *It is approximately 90 000.*

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<sup>47</sup> Ibid, p.26

<sup>48</sup> Hansard transcript, 3 March 2020, Andrew Demetriou, p.11

**Ms HOWLETT** - Are they wanting those people to leave their original club and become a member of the AFL Tasmanian team, or is there a plural membership? Don't people have a loyalty to their original club? How many people do you think would actually leave?

**Mr MARTIN** - What you have to look at is a starting point. In 2018, we started this and I was saying 2023. It is like anything else, it becomes tribal. When somebody starts barracking or supporting an AFL team, it is usually done at a young age and usually it is the premiership team of that year and that carries through.

Yes, we have 90 000 members and there will be a percentage of those who will not only support their chosen team, but would also pay membership to support a Tasmanian team. It is about growing the membership from that early age. That is what AFL clubs do, that is why there are all these young clinics and why there is Auskick; to get them at the start and read it through. The investment by the AFL in the lead-up to a commitment of, say, 2023, is to start the ball rolling and to try to get those pathways right. After that is the Tasmanian team, which becomes the identity that young people can move toward and you build on your membership from there.<sup>49</sup>

7.14 Mr Lane made the following comments:

Tasmania is in that category. Sydney in the 1980s wasn't in that category. They talked about the 'Barassi Line' in those days that separated them - it was around the Murray River that separated the Aussie Rules football states from the rugby and rugby league states. I think that's all pretty clear. The present-day reality is - and I say this as one who has lived out of the state for a long time now so it could sound presumptuous but I'm sure it's the reality - that Tasmanians love their AFL football, they can't get enough of it and they have their own teams. In a sense, Tasmania is like a suburb of Melbourne in terms of its attachment to the AFL. People passionately support their clubs. There are people who have made the observation to me, and I am inclined to share it, that they are just as passionate about their AFL teams as Victorians are.

Try to set up a new team and there are Tasmanians I know, and I think you would know too, who would say, 'I wouldn't switch'. In fact, I sat next to someone who that time was a Cabinet minister in a state government, about 10 to 15 years ago at a dinner at Bellerive Oval as it was still called back then, who told me that she wouldn't switch. I said to her, 'You would, and you'd be surprised at how quickly you did, if it were a Tasmanian team'.<sup>50</sup>

7.15 Mr Gordon advised that, although many Tasmanians would be enthusiastic about a Tasmanian club, building membership numbers may be a lengthy process:

I wanted to sound a couple of notes of caution. Membership is the lifeblood of any club - if you don't have people who are passionate enough and interested enough to become members and want to have a say in the club but also want to support the club recurrently, we are all wasting our time. I choose to believe there would be a lot of people in Tasmania who would get an enormous amount of enjoyment out of a club, but I want to caution that it is a long, slow build. General numbers - people might sign up to a petition in support for a club, or surveys which show the number of people who are members of other AFL clubs within Tasmania or indeed the numbers of members who are already members of Hawthorn and North Melbourne, who play games down here - they are interesting numbers but I don't think anyone who is building the case there ought to take them for granted; it's a long slow, build.

<sup>49</sup> Hansard transcript, 20 August 2019, p.16

<sup>50</sup> Hansard transcript, 3 December 2019, p.6

And

*It's a lot more difficult to get people, for example, to change brands of AFL clubs than it is to get them to change brands of cereal or toothpaste. There are dyed-in-the-wool loyalties, the time-honoured, affectionate story of babies being given their memberships or nappies in yellow and black or brown and gold or whatever. It is thought of as a charming [tradition] in each family in which it goes on across the nation, but it is the bane of a small club that is actually trying to increase its market share by poaching members from other bigger clubs. Those sorts of things are real challenges.*<sup>51</sup>

### Potential sponsorship

- 7.16 Mr Demetriou pointed out that a Tasmanian team could attract national sponsors and that there could be a synergy with the Tasmanian Brand.

**Mr ARMSTRONG** - *On sponsorship, Andrew, many years ago we heard that one of the chocolate bar companies was prepared to put money into Tasmanian football for a sponsorship. The sponsorship dollar is hard to come by all the time. Do you think a Tasmanian team would be able to attract a good sponsor from interstate? Or do you think we would mainly be based with a Tasmanian sponsorship?*

**Mr DEMETRIOU** - *I don't see why a global or a national company wouldn't want to sponsor - not to mention the local, whether it is whiskey or milk or TT-Line or whoever. Companies want to be associated with sporting clubs that are well run and are successful and can help grow their brands. They want to sell more cars or more beer or more milk, whatever, and if you've got a very well structured, well-run, well-credentialed, well-represented club, I don't see why you can't attract sponsorship. What sponsors don't want is being associated with disunited, incompetent, unprofessional sporting clubs or codes.*

- 7.17 Mr Eslake drew the Committee's attention to examples of major national sponsors that didn't restrict sponsorship of teams only to those states in which they were located:

*The suggestion that has often been made over a long time, that Tasmania can't have a team because people ask, 'Where is the major company based in Tasmania that can become a major sponsor?' There isn't one based in Tasmania, but if you look at major sponsors of clubs from other places, the prime example is Collingwood's major sponsor being Emirates. Emirates headquarters is not in Abbotsford or any other inner suburb Melbourne, it's in Dubai, but Emirates thinks, and it would appear thinks correctly, that sponsoring a club with a very strong following gives them exposure they could rarely get in other ways, in the same way that their sponsorship of the Melbourne Cup has done that.*

*To take another example, Toyota has been a longstanding sponsor of the Adelaide Crows, even though Toyota's manufacturing operations were not based in South Australia. They were based in Melbourne, with their administrative headquarters based in Sydney. Toyota, perhaps relevantly, is also a major sponsor of the North Queensland Cowboys in the rugby league, even though they have absolutely no operations in Queensland at all, let alone in north Queensland. They and other major sponsors are doing this precisely for the reason*

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<sup>51</sup> Hansard transcript, 3 March 2020, Peter Gordon, p.16

*you outlined - in order to get exposure to the hundreds of thousands or millions of people who watch AFL on television every week.*<sup>52</sup>

- 7.18 Mr Demetriou also pointed out that stadiums did not need to be large, state of the art facilities in order to successfully showcase sponsor branding:

*... the stadiums now are pretty sophisticated with LED signage. Whether you have a 20 000 or 27 000 capacity with a nice shiny roof, it's not going to get you better sponsorship. Sponsors will still come if the club is successful, if it's well run. Look at the Geelong model. Geelong, up until recently, was playing in a 25 000-seat stadium before its recent refurbishment, and it was doing quite well financially out of getting 22 000 to 23 000 people attending, capturing all the income and all the signage and all the corporate hospitality. You can have a financial model that works but it's a well-run club. It's got a community behind it, it's unified; they are a good model.*<sup>53</sup>

### **Current AFL teams in Tasmania**

- 7.19 Mr McIver expressed the following view in relation to Hawthorn and North Melbourne:

*Should Tasmania be granted an AFL licence in the future, both Hawthorn and North Melbourne return to their Melbourne roots immediately. The State could not support both teams and our own team.*<sup>54</sup>



Hon Ivan Dean MLC

7 May 2020

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<sup>52</sup> Hansard transcript, 3 March 2020, p.29

<sup>53</sup> Hansard transcript, 3 March 2020, p.11

<sup>54</sup> Written submission 2, Athol McIver, p.2

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**APPENDIX 1: MEETINGS, SUBMISSIONS AND WITNESSES**


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**Meetings conducted and attendance**

Date/Location	Armstrong	Dean	Finch	Gaffney	Howlett	Siejka
29 November 2018, Hobart	✓	✓	✓	✓	✓	✓
2 April 2019, Hobart	✓	✓	✓	✓	✓	✓
16 April 2019, Hobart	✓	✓	×	✓	✓	✓
21 June 2019, Hobart	✓	✓	✓	✓	✓	✓
26 July 2019, Hobart	✓	✓	✓	✓	✓	✓
20 August 2019, Launceston	✓	✓	✓	n/a*	✓	✓
21 August 2019, Hobart	✓	✓	✓	n/a	✓	✓
29 August 2019, Hobart	✓	✓	✓	n/a	✓	✓
9 September 2019, Hobart	✓	✓	✓	n/a	✓	✓
9 October 2019, Hobart	✓	✓	✓	n/a	X	✓
3 December 2019, Hobart	✓	✓	✓	n/a	n/a**	n/a***
19 February 2020, Hobart	✓	✓	✓	n/a	n/a	n/a
3 March 2020, Hobart	✓	✓	✓	n/a	n/a	n/a
27 March 2020, Hobart	✓	✓	✓	n/a	n/a	n/a
1 May 2020, Hobart	✓	✓	✓	n/a	n/a	n/a

\* resigned 6 August 2019

\*\* resigned 26 February 2020

\*\*\* leave of absence from 3 February 2020

### List of submissions

1	Shane Macgregor
2	Athol McIvor
3	Russell Hanson
4	Elizabeth Heckscher
5	Senator Steve Martin
6	Tim MacMichael
7	Robert Cassidy
8	Tourism Industry Council of Tasmania
9	Morgan Housego
10	Joanne Marsh
11	Government
12	Eddie Firth
13	David O'Byrne, MP
14	Football Tasmania
15	Tim Lane
16	AFL Tasmania
17	Chris Merridew
18	Russell Hanson 2
19	Richard Welsh
20	Ben Bowring

### List of witnesses

<b>Tuesday 20 August 2019, Launceston</b>
Tim MacMichael (6)
Steve Martin (5)
<b>Wednesday 21 August 2019, Hobart</b>
David O'Byrne (13)
Russell Hanson (3)
Kim Evans, Government
Jim Wilkinson, Football Board (11)
<b>Monday 9 September 2019, Hobart</b>
Luke Martin, CEO, Tourism Industry Council of Tasmania (8)
Trish Squires CEO, AFL Tasmania
<b>Wednesday 9 October 2019, Hobart</b>
Mark Thurlow
<b>3 December 2019, Hobart</b>
Tim Lane
<b>Tuesday 3 March 2020, Hobart</b>
Andrew Demetriou
Peter Gordon
Saul Eslake



**LEGISLATIVE COUNCIL SELECT COMMITTEE****AFL FOOTBALL IN TASMANIA****MINUTES OF MEETING****FRIDAY, 1 MAY 2020**

The Committee met at 11.03 am in Committee Room 2, Parliament House and via teleconference

**Members present**

Mr *Armstrong*

Mr *Dean*

Mr *Finch*

**Apologies** – Ms *Siejka* (*leave of absence*)

**Present**

Ms Natasha Exel (Inquiry Secretary)

**Confirmation of Minutes**

The Minutes of the Meeting held on Friday, 27 March 2020 were confirmed as a true and accurate record.

**Report Adoption**

RESOLVED: To adopt the Draft Report as the Final Report of the Inquiry, subject to minor editorial amendment.

**Adjournment**

The Committee adjourned at 12.55 pm *sine die*.

**LEGISLATIVE COUNCIL SELECT COMMITTEE**

**AFL FOOTBALL IN TASMANIA**

**MINUTES OF MEETING**

**FRIDAY, 27 MARCH 2020**

The Committee met at 9.00 am in Committee Room 2, Parliament House and via teleconference

**Members present**

Mr *Armstrong*

Mr *Dean*

Mr *Finch*

**Apologies** – Ms *Siejka* (*leave of absence*)

**Present**

Ms Natasha Exel (Inquiry Secretary)

**Confirmation of Minutes**

The Minutes of the Meeting held on Tuesday, 3 March 2020 were confirmed as a true and accurate record.

**Report Deliberations**

A discussion took place regarding the Draft Report.

**Other business**

**Next meeting**

TBA

**Adjournment**

The Committee adjourned at 12.55 pm.

DATE 1 May 2020

**CONFIRMED**



**INQUIRY CHAIR**

**LEGISLATIVE COUNCIL SELECT COMMITTEE**

**AFL FOOTBALL IN TASMANIA**

**MINUTES OF MEETING**

**WEDNESDAY, 19 FEBRUARY 2020**

The Committee met at 10.20 am in Committee Room 2, Parliament House and via teleconference

**Members present**

Mr *Armstrong*

Mr *Dean*

Mr *Finch*

**Apologies** – Ms *Siejka* (*leave of absence*)

**Present**

Ms Natasha Exel (Inquiry Secretary)

Ms Allison Waddington (Executive Assistant)

**OTHER BUSINESS**

A discussion took place regarding future of inquiry

The Committee AGREED to meet Tuesday 3 March 2020 for additional public hearings.

**Confirmation of Minutes**

The Minutes of the Meeting held on Tuesday, 3 December 2019 were confirmed as a true and accurate record.

**Correspondence**

**Outgoing**

- Letter dated 31 January 2020 to Patrick Dangerfield, AFL Player's Association requesting meeting with Committee

The Committee endorsed outgoing correspondence.

**PUBLIC HEARING**

Due to witness unavailability today's public hearings were postponed until 3 March 2019.

**OTHER BUSINESS**

A discussion took place regarding future of inquiry.

The Committee AGREED to prepare media release providing update of inquiry.

The Committee RESOLVED to invite Saul Eslake to public hearings on Tuesday, 3 March 2020.

A discussion took place regarding the draft report.

The Committee commenced discussion on findings for draft report.

The Committee AGREED to request PRS to provide a summary on AFL Taskforce Report.

**Next Meeting**

At 10.00 am on Tuesday, 3 March 2020.

**Adjournment**

The Committee adjourned at 11.01 am.

DATE 3 March 2020

CONFIRMED



INQUIRY CHAIR

**LEGISLATIVE COUNCIL SELECT COMMITTEE**

**AFL FOOTBALL IN TASMANIA**

**MINUTES OF MEETING**

**TUESDAY, 3 DECEMBER 2019**

The Committee met at 9.20 am in Committee Room 2, Parliament House.

**Members present**

*Mr Armstrong*

*Mr Dean*

*Mr Finch*

**Apologies – Ms Howlett**

*Ms Siejka*

**Present**

Ms Natasha Exel (Inquiry Secretary)

Ms Allison Waddington (Executive Assistant)

**Confirmation of Minutes**

The Minutes of the Meeting held on Wednesday, 9 October 2019 were confirmed as a true and accurate record.

**OTHER BUSINESS**

A discussion took place regarding late submission received from Richard Welsh.

The Committee RESOLVED to receive and publish submission to the Inquiry webpage.

**PUBLIC HEARING**

At 9.30 am TIM LANE was called and was examined.

The witness withdrew at 10.38 am

**OTHER BUSINESS**

A discussion took place regarding invitation to Caroline Wilson and Andrew Demetriou to provide evidence to the Inquiry.

The Committee AGREED that the Secretary contact Caroline Wilson and Andrew Demetriou.

The Committee AGREED that the Chair prepare a media advisory providing current status of Inquiry and forward to Members for comment prior to release.

**Next Meeting**

To be advised.

**Adjournment**

The Committee adjourned at 10.48 am.

DATE 19 February 2020

**CONFIRMED**

A handwritten signature in black ink, consisting of a large, stylized loop followed by a horizontal line.

**INQUIRY CHAIR**

**LEGISLATIVE COUNCIL SELECT COMMITTEE**

**AFL FOOTBALL IN TASMANIA**

**MINUTES OF MEETING**

**WEDNESDAY, 9 OCTOBER 2019**

The Committee met at 12.00 pm in Committee Room 2, Parliament House.

**Members present**

*Mr Armstrong*

*Mr Dean*

*Mr Finch*

*Ms Siejka*

**Apology** – Ms Howlett

**Present**

Ms Gabrielle Woods (Inquiry Secretary)

Ms Allison Waddington (Executive Assistant)

**Confirmation of Minutes**

The Minutes of the Meeting held on Monday, 9 September 2019 were confirmed as a true and accurate record.

**PRIVATE HEARING**

At 12.00 pm a PRIVATE WITNESS was called and was examined.

(Ms Siejka left her seat at 12.13 pm)

(Ms Siejka took her seat at 12.19 pm)

The witness withdrew at 1.06 pm

**OTHER BUSINESS**

A discussion took place regarding correspondence received from Mark Thurlow.

The Committee RESOLVED to receive the correspondence received from Mark Thurlow as provided by the Chair.

(Ms Siejka left her seat at 1.10 pm)

**Correspondence**

**Outgoing**

- Letter dated 8 October 2019 to Mark Thurlow confirming attendance at public hearings on 9 October 2019

The Committee endorsed outgoing correspondence.

**PUBLIC HEARING**

At 1.12 pm MARK THURLOW was called and was examined.

(Ms Siejka took her seat at 1.24 pm)  
(Mr Armstrong left his seat at 1.49 pm)  
(Mr Armstrong took his seat at 1.53 pm)

The witness withdrew at 2.06 pm

**Other Business**

A discussion took place regarding Mark Thurlow's evidence.

The Committee RESOLVED to forward the draft transcript to Mr Thurlow for consideration prior to publishing on website.

A discussion took place regarding additional witnesses to attend public hearings.

The Committee AGREED to invite Caroline Wilson and Players Association to public hearings.

**Next Meeting**

To be advised.

**Adjournment**

The Committee adjourned at 2.10 pm.

DATE 3/12/19

CONFIRMED



INQUIRY CHAIR



**LEGISLATIVE COUNCIL SELECT COMMITTEE**

**AFL FOOTBALL IN TASMANIA**

**MINUTES OF MEETING**

**MONDAY, 9 SEPTEMBER 2019**

The Committee met at 1.32 pm in Committee Room 2, Parliament House.

**Members present**

*Mr Armstrong*

*Mr Dean*

*Mr Finch*

*Ms Howlett*

*Ms Siejka*

**Apologies – Nil**

**Present**

Ms Natasha Exel (Inquiry Secretary)

Ms Allison Waddington (Executive Assistant)

**PUBLIC HEARINGS**

At 1.32 pm TRISHA SQUIRES, CHIEF EXECUTIVE OFFICER, AFL TASMANIA was called, made the statutory declaration and was examined. (LCSC/AFL 16)

**Questions on Notice**

- VFL squad numbers
- Statistics on whether a national team boosted participation

The witness withdrew at 2.30 pm

At 2.30 pm LUKE MARTIN, CHIEF EXECUTIVE OFFICER, TOURISM INDUSTRY COUNCIL TASMANIA was called, made the statutory declaration and was examined. (LCSC/AFL 8)

(Ms Howlett left the meeting at 2.46 pm)

The witness withdrew at 3.15 pm

**Confirmation of Minutes**

The Minutes of the Meeting held on Tuesday, 20 August and Wednesday, 21 August 2019 AND Thursday, 29 August 2019

**Correspondence**

Nil

### **Caroline Wilson Public Hearing Invitation**

A discussion took place regarding invitation to Caroline Wilson to appear at a public hearing as a witness, noting that Ms Wilson is not available until October 2019 at the earliest.

The Committee AGREED that the Chair distribute correspondence received from Caroline Wilson to Committee members.

The Committee DEFERRED this item until further notice.

### **Other Business**

A discussion took place regarding future program/public hearings.

The Committee RESOLVED to invite Football Tasmania, Brett Godfrey, Tim Lane, Gillon McLachlan to attend public hearings.

The Committee AGREED to write to AFL Players Association and Adam Sanders inviting them to provide a written submission.

The Committee AGREED that the Chair contact Saul Eslake requesting his position relating to AFL in Tasmania.

A discussion took place regarding next meeting date.

The Committee AGREED to meet at 9.00 am on Monday 23 September 2019 for additional public hearings.

### **Next Meeting**

At 9.00 am on Monday 23 September 2019

### **Adjournment**

The Committee adjourned at 3.50 pm.

DATE 9/10/19

CONFIRMED



INQUIRY CHAIR

# LEGISLATIVE COUNCIL SELECT COMMITTEE

## AFL FOOTBALL IN TASMANIA

### MINUTES OF MEETING

THURSDAY, 29 AUGUST 2019

The Committee met at 3.30 pm in Committee Room 3, Parliament House and via teleconference

#### **Members present**

Mr Armstrong

Mr Dean (*via teleconference*)

Mr Finch (*via teleconference*)

Ms Howlett (*via teleconference*)

Ms Siejka (*via teleconference*)

#### **Apologies – Nil**

#### **Present**

Ms Natasha Exel (Inquiry Secretary)

Ms Allison Waddington (Executive Assistant)

#### **Confirmation of Minutes**

The Minutes of the Meeting held on Tuesday, 20 August and Wednesday, 21 August 2019

#### **Correspondence**

##### **Incoming**

- Email received 26 August 2019 from Russell Hanson 'The Betterment of the Game - The Compelling Case'
- Email received 28 August 2019 from Chris Merridew, Sandy Bay, regarding location of possible AFL stadium

The Committee endorsed and received incoming correspondence.

A discussion took place regarding publishing report and submission to the website.

The Committee RESOLVED to publish the Betterment of the Game - The Compelling Case report and submission provided by Chris Merridew to the website.

#### **Other Business**

A discussion took place regarding invitation to Caroline Wilson to appear at a public hearing as a witness, noting that Ms Wilson is not available until October 2019 at the earliest.

The Committee AGREED to relist item on next agenda.

**Next Meeting**

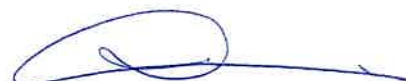
At 1.00 pm on Monday, 9 September 2019

**Adjournment**

The Committee adjourned at 3.45 pm.

DATE 9/9/19

**CONFIRMED**



**INQUIRY CHAIR**

# LEGISLATIVE COUNCIL SELECT COMMITTEE

## AFL FOOTBALL IN TASMANIA

### MINUTES OF MEETING

TUESDAY, 20 AUGUST AND WEDNESDAY 21 AUGUST 2019

Tuesday, 20 August 2019

The Committee met at 11.11 am in the Legislative Council Conference Room, Henty House, Launceston.

#### **Members present**

Mr *Armstrong*

Mr *Dean*

Mr *Finch*

Ms *Howlett* (via video conference)

Ms *Siejka* (via video conference)

#### **Apologies – Nil**

#### **Present**

Ms Natasha Exel (Inquiry Secretary)

Ms Allison Waddington (Executive Assistant)

#### **Confirmation of Minutes**

The Minutes of the Meeting held on Friday, 26 July 2019

#### **Correspondence**

##### **Incoming**

- Letter dated 30 July 2019 from the Honourable Mike Gaffney MLC notifying Committee of his resignation from the inquiry;
- Email dated 5 August 2019 from Greg Hall requesting to appear before the Inquiry as a witness;
- Email dated 6 August 2019 from Russell Hanson, providing an amended submission.
- Letter dated 15 August 2019 from Hon Will Hodgman, MP, Premier regarding representatives to appear at public hearings.
- Email received 19 August 2019 from Russell Hanson regarding submission (including media transcript).

The Committee *RESOLVED* to combine Russell Hanson's correspondence with his submission and publish to the website.

##### **Outgoing**

- Letter dated 29 July 2019 to Trish Squires, CEO, AFL Tasmania inviting a written submission to the Inquiry;
- Letter dated 29 July 2019 to Jeremy Rockliff MP, Minister for Sport and Recreation advising of dates of public hearings.

- Letters to stakeholders confirming attendance at public hearings

The Committee endorsed and received incoming and outgoing correspondence.

### **Submissions**

The following late submissions were received and endorsed:

Ref No.	Name	Location
15	Tim Lane	Melbourne
16	AFL Tasmania	Rosny

The Committee *RESOLVED* to publish the late submissions to the website.

### **PUBLIC HEARINGS**

At 11.18 am TIM MACMICHAEL was called, made the statutory declaration and was examined. (LCSC/AFL 6)

The witness withdrew at 12.15 pm

At 12.16 pm STEVE MARTIN was called, made the statutory declaration and was examined. (LCSC/AFL 5)

*(Ms Siejka left her seat at 12.40 pm)*  
*(Ms Siejka took her seat at 12.42 pm)*  
*(Ms Howlett left her seat at 12.49 pm)*  
*(Ms Howlett took her seat at 12.51 pm)*  
*(Ms Howlett left the meeting at 1.02 pm)*

The witness withdrew at 1.06 pm

### **Other Business**

A discussion took place regarding a possible meeting with Gillon McLachlan and also possible further public hearings to include AFL Tasmania and Greg Hall.

The Committee *AGREED* to discuss matter further at tomorrow's meeting.

The Committee suspended at 1.09 pm

## **Wednesday, 21 August 2019**

The Committee resumed at 1.57 pm in Committee Room 2, Parliament House, Hobart

### **Members present**

Mr Armstrong  
 Mr Dean  
 Mr Finch  
 Ms Siejka

### **Apologies – Nil**

**Present**

Ms Natasha Exel (Inquiry Secretary)

Ms Allison Waddington (Executive Assistant)

**PUBLIC HEARINGS**

At 1.58 pm DAVID O'BYRNE, MP was called, made the statutory declaration and was examined. (LCSC/AFL 13)

*(Ms Siejka left her seat at 2.36 pm)*

*(Ms Siejka took her seat at 2.38 pm)*

*(Ms Howlett entered the meeting at 2.46 pm)*

The witness withdrew at 2.49 pm

At 2.50 pm RUSSELL HANSON was called, made the statutory declaration and was examined. (LCSC/AFL 3)

**Tabled Document**

Opening statement to Select Committee verbal evidence Russell Hanson 21/8/19

*(Mr Armstrong left his seat at 3.12 pm)*

*(Mr Armstrong took his seat at 3.14 pm)*

**Question on Notice**

Comparison of participation rates in jurisdictions where a new AFL team had been established.

The witness withdrew at 3.31 pm

At 3.34 pm JIM WILKINSON, CHAIR TASMANIAN FOOTBALL BOARD and KIM EVANS, SECRETARY, DEPARTMENT OF STATE GROWTH were called, made the statutory declaration and were examined. (LCSC/AFL 11)

*(Ms Howlett left the meeting at 4.03 pm)*

At 4.06 pm HELEN LANGENBERG, MANAGER SPORT AND RECREATION, EVENTS TASMANIA was called, made the statutory declaration and was examined. (LCSC/AFL 11)

*(Mr Armstrong left his seat at 4.26 pm)*

*(Mr Armstrong took his seat at 4.30 pm)*

The witnesses withdrew at 4.47 pm

**Other Business**

A discussion took place regarding invitation to additional stakeholders to attend public hearings.

The Committee *RESOLVED* to invite Tim Lane, Mark Thurlow, Greg Hall and Trish Squires of AFL Tas to attend public hearings.

A discussion took place regarding inviting AFL CEO Gillon McLachlan to appear before the Inquiry.

A Motion was moved that the Committee contact Gillon McLachlan before meeting with AFL Tasmania.

(KF Moved/ID Seconded)

Y – Mr Finch Mr Dean,

N – Ms Siejka, Mr Armstrong and Ms Howlett

Motion Withdrawn (Mr Finch)

The Committee *RESOLVED* to meet with Trish Squires, AFL Tasmania prior to making a decision to contact Gillon McLachlan.

The Committee *AGREED* to meet Monday 9 September 2019 at 1.30 pm for additional public hearings.

**Next Meeting**

Monday, 9 September 2019

**Adjournment**

The Committee adjourned at 5.27 pm.

DATE 9/9/19

CONFIRMED



INQUIRY CHAIR



# LEGISLATIVE COUNCIL SELECT COMMITTEE

## AFL FOOTBALL IN TASMANIA

### MINUTES OF MEETING

FRIDAY, 26 JULY 2019

The Committee met at 10.04 am in the Ante Chamber, Parliament House, Hobart and via teleconference.

#### Members present

Mr Armstrong (via phone)

Mr Dean (via phone)

Mr Gaffney (via phone)

Ms Howlett

Ms Siejka (via phone)

#### Apologies – Nil

#### Present

Ms Natasha Exel (Inquiry Secretary)

Ms Allison Waddington (Executive Assistant)

#### Confirmation of Minutes

The Minutes of the Meeting held on Friday, 21 June 2019

#### Correspondence

##### Incoming

- Letter dated 27 June 2019 from Rodney Dillon, Chair, Tas Aboriginal Heritage Council declining invitation to provide submission to inquiry

##### Outgoing

- Letters to stakeholders advising extension of time period for receiving submissions.

(Mr Finch entered the meeting via phone at 10.08 am)

The Committee endorsed and received incoming and outgoing correspondence.

#### Submissions

The following Submissions were received and endorsed:

Ref No.	Name	Location
6	Tim MacMichael	
7	Robert Cassidy	Bothwell
8	Tourism Industry Council Tas	Hobart
9	Morgan Housego	Ulverstone
10	Joanne Marsh	Bellerive
11	Government	Hobart
12	Eddie Firth	Sheffield
13	David O'Byrne, MP	Hobart
14	Football Tasmania	Glenorchy

### **To Continue with Inquiry or Not**

A discussion took place regarding future of the AFL inquiry in light of the low number of submissions received and the quality of many of those submissions.

A motion was moved as to whether the AFL inquiry should proceed.  
(Moved ID/Seconded KF)

Yes – Ivan Dean, Kerry Finch, Robert Armstrong, Jo Siejka, Jane Howlett

No – Mike Gaffney

Motion CARRIED

The Committee RESOLVED that the AFL inquiry proceed.

### **Submissions Received**

A discussion took place regarding invitation to stakeholders to attend public hearing.

The Committee AGREED that the following stakeholders be invited to appear at public hearings:

- |    |                                      |
|----|--------------------------------------|
| 3  | Russell Hanson (South)               |
| 5  | Senator Steve Martin (North)         |
| 6  | Tim MacMichael (North)               |
| 8  | Tourism Industry Council Tas (South) |
| 11 | Government (South)                   |
| 12 | Eddie Firth (North)                  |
| 13 | David O'Byrne, MP (South)            |

It was AGREED that one day of hearings be held in the North and one in the South.

### **Other Business**

A discussion took place regarding the request from Mr Greg Hall to present verbal evidence to the Inquiry.

*(Ms Howlett left her seat at 10.40 am)*  
*(Ms Howlett took her place at 10.42 am)*

The Committee RESOLVED that the Chair contact Mr Greg Hall and request Mr Hall provide a letter to the Inquiry outlining his request to present verbal evidence at a public hearing.

A discussion took place regarding future program of the Inquiry.

The Committee AGREED to conduct a hearing with the Government, the Tasmanian AFL Board and the new AFL Taskforce in the first instance.

The Committee considered seeking a meeting with AFL Australia, Mark Thurlow and Tim Lane either via Skype or travelling to Melbourne. It was AGREED to defer consideration of this for the time being.

The Committee also AGREED that it would be useful to contact the Brisbane Lions and Gold Coast Suns to hear of their experience in setting up new AFL teams.

A discussion took place regarding AFL Tasmania providing a submission.

The Committee AGREED to write to AFL Tasmania to ask if it intends to provide a written submission to the Inquiry. The Secretary was tasked with circulating a draft letter to Members prior to sending.

A discussion took place regarding publishing of submissions to website.

The Committee RESOLVED to publish all submissions to the inquiry website.

The Committee AGREED to meet on Tuesday, 20 August 2019 and Wednesday 21 August 2019.

**Next Meeting**

Tuesday, 20 August 2019

**Adjournment**

The Committee adjourned at 10.56 am.

DATE 20/8/19

CONFIRMED



INQUIRY CHAIR

# LEGISLATIVE COUNCIL SELECT COMMITTEE

## AFL FOOTBALL IN TASMANIA

### MINUTES OF MEETING

FRIDAY, 21 JUNE 2019

The Committee met at 9.03 am in the Ante Chamber, Parliament House, Hobart and via teleconference.

#### Members present

Mr Armstrong (via phone)

Mr Dean

Mr Finch

Mr Gaffney

Ms Howlett

Ms Siejka

#### Apologies – Nil

#### Present

Ms Natasha Exel (Inquiry Secretary)

Ms Allison Waddington (Executive Assistant)

#### Confirmation of Minutes

The Minutes of the Meeting held on Tuesday, 16 April 2019.

#### Correspondence

##### Incoming

- Email dated 8 June 2019 from Greg Hall offering to provide verbal presentation to Committee
- Letter dated 19 June 2019 from Andrew Larratt, General Manager, Sport Australia providing statistics
- Email dated 20 June 2019 from Adam Sproule, Events Tasmania, seeking extension to deadline

##### Outgoing

- Letters to stakeholders inviting submission to the inquiry

The Committee endorsed and received incoming and outgoing correspondence.

#### Submissions

The following Submissions were received and endorsed:

Ref No.	Name	Location
1	Shane Macgregor	
2	Athol McIvor	Devonport
3	Russell Hanson	
4	Elizabeth Heckscher	Newstead
5	Senator Steve Martin	Devonport

### **Other Business**

A discussion took place regarding extending closing date for submissions.

The Committee RESOLVED to extend the closing date for submissions until close of business, Thursday 25 July 2019.

The Committee AGREED to readvertise the Inquiry in the three major Tasmanian newspapers on Saturday 29 June 2019.

The Committee AGREED that the Chair prepare a media release advising extension of receipt for submissions. It also AGREED that this be sent to regional Tasmanian media outlets.

The Committee RESOLVED to publish to the website submissions received to date.

The Committee AGREED that additional submissions be forwarded to Members as they come in.

The Chair indicated the requirement for the Committee to travel to Melbourne to visit AFL House and seek a hearing with AGL CEO Gillon McLaughlan.

The Committee AGREED to discuss the future of the inquiry at its next meeting on 26 July 2019.

### **Next Meeting**

Friday 26 July 2019 at 10.00 am

### **Adjournment**

The Committee adjourned at 9.38 am.

DATE 26/7/19

CONFIRMED



INQUIRY CHAIR

# LEGISLATIVE COUNCIL SELECT COMMITTEE

## AFL FOOTBALL IN TASMANIA

### MINUTES OF MEETING

**TUESDAY, 16 APRIL 2019**

The Committee met at 12.40 pm in Conference Room, Henty House, Launceston and via teleconference.

#### **Members present**

*Mr Dean*  
*Mr Farrell*  
*Mr Gaffney*  
*Ms Howlett*  
*Ms Siejka*

#### **Apologies**

*Mr Finch*

#### **Present**

Ms Natasha Exel (Inquiry Secretary)

#### **Confirmation of Minutes**

The Minutes of the Meeting held on Tuesday, 2 April 2019.

#### **Correspondence**

##### **Incoming**

- Letter dated 10 April 2019 from the Premier regarding future of AFL in Tasmania inquiry

##### **Outgoing**

- Letter dated 2 April 2019 to Will Hodgman, MP, Premier regarding clarification of intended role of FTB and Tas AFL dedicated taskforce

The Committee endorsed and received incoming and outgoing correspondence.

#### **Future of Inquiry**

In light of the Premier's letter, the Committee AGREED that the Inquiry would be a productive exercise and should therefore proceed as planned.

#### **Advertisement of Inquiry and call for Submissions**

The Committee AGREED to advertise the Inquiry in the three major Tasmanian newspapers on Saturday 27<sup>th</sup> April 2019. The Committee also noted that the advertisement would also be posted on the Parliament Facebook page. The closing date for submissions is to be close of business, Thursday 20 June 2019.

The Chair provided a list of suggested stakeholders. The Committee AGREED to write to these stakeholders, together with CEOs of other sporting codes, the Australian Institute of Sport, LGAT (ask to forward to all councils) and all Tasmanian politicians with an invitation to circulate as widely as possible.

### **Other business**

The Committee AGREED to publish the Premier's letter on the Inquiry webpage, subject to approval by the Premier.

### **Next Meeting**

9.00 – 11.00 am on Friday 21 June 2019 in Hobart.

### **Adjournment**

The Committee adjourned at 1.10 pm.

**DATE**

**CONFIRMED**



**INQUIRY CHAIR**

# LEGISLATIVE COUNCIL SELECT COMMITTEE

## AFL FOOTBALL IN TASMANIA

### MINUTES OF MEETING

THURSDAY 29 NOVEMBER 2018

The Committee met at 1.10 pm in Committee Room 3, Parliament House, Hobart.

#### **Members present**

Mr *Dean*

Mr *Farrell*

Mr *Finch*

Mr *Gaffney*

Ms *Howlett*

Ms *Siejka*

#### **Apologies**

None

#### **Present**

Ms Natasha Exel (Inquiry Secretary)

#### **Election of Chair:**

The Secretary called for nominations for the Inquiry Chair. Mr *Finch* nominated Mr *Dean* and this was seconded by Ms *Howlett*. Mr *Farrell* declined the nomination. No further nominations were received, therefore the Secretary declared Mr *Dean* to be duly elected Inquiry Chair. Mr *Dean* took the Chair.

#### **Election of Deputy Chair:**

The Inquiry Chair called for nominations for Deputy Chair. Mr *Finch* nominated Mr *Gaffney*, Mr *Gaffney* declined the nomination. Mr *Farrell* nominated Mr *Finch*, seconded by Ms *Siejka*. No further nominations were received, therefore the Inquiry Chair declared Mr *Finch* to be duly elected Deputy Chair.

#### **Terms of Reference**

A discussion took place regarding the terms of reference.

The Committee **RESOLVED** to amend the Terms of Reference and refer a motion to the Chamber for approval.

Ms *Howlett* left her seat at 1.23 pm.

#### **Advertisement of Inquiry and call for Submissions**



The Committee **RESOLVED** to advertise the Inquiry after it had had an opportunity to meet again in March 2019.

**Draft Media Release**

The Committee **RESOLVED** that a media release be drafted by the Secretary and sent to Members for approval.

**EDS**

The Committee **AGREED** that members provide IT with electronic devices for upgrade to include new inquiry.

**Inquiry Webpage**

The Committee **AGREED** to establish an inquiry webpage.

**Next Meeting**

Friday 1 March 2019 at 11.00 am in Hobart.

**Adjournment**

The Committee adjourned at 1.26 pm.

DATE 2/4/19

**CONFIRMED**



**INQUIRY CHAIR**