

Tasmanian Legislative Council Select Committee

Inquiry into AFL in Tasmania

Submission from Russell Hanson

18th June 2019

Because of the history of Tasmanian football, in particular, from the creation of the AFL in 1990, there needs to be an understanding of just what has happened since then; what the AFL has done, or more correctly have not done.

My submission therefore will examine the history and recent events with an aim to provide context for the Select Committee. It will also look at current problems and solutions and will examine the future with budgets, economic returns and the way forward. This may not follow precisely the Terms of Reference, but it will incorporate the 7 items throughout. I sincerely hope this will work for you as I believe a better understanding of the issues will become apparent.

INDEX

Opening statement and Index	Page1
Executive Summary	Page 2
Introduction	Pages 3 – 6
History of football including Tasmania	Pages 7 – 10
When did football change and what were the ramifications?	Page 11
The purposes/values of big banks and the AFL	Pages 12 – 14
Participation Rates	Pages 15 – 16
Pathways	Pages 17 – 18
Where should the Tasmanian team play and be based?	Pages 19 – 20
Why Tasmanian youth are denied	Page 21
The history of cricket and football in Tasmania	Pages 22 – 23
Anniversaries; the Good, the Bad and the Ugly	Page 24
AFL Premiership Cup	Page 25
How it feels for a current Tasmanian AFL player	Page 26
A sample of statements over time	Pages 27 – 28
What the journalists say	Pages 28 - 30
Tax exemption	Pages 31 – 32
Satire	Pages 32 – 34
Foundation sponsorship	Page 35
So, what are the numbers for a Tasmanian AFL team?	Page 36
Draft 19 team AFL Roster	Page 37
Draft 30k, 35k, 40k, 45k and 50,000 member budgets	Page 38
PWC report on Hawthorn analysis including NM and Tasmania	Page 39
Economic flow on effect for a Tasmanian team	Pages 40 – 41
Conclusions	Pages 42 – 43
A lighter note: Draft 1 of our team rendition	Page 44
Analysis Hawthorn and North Melbourne attendances	Page 45 Additional page added 19/06/19
Economic flow on effects – Tasmanian AFL team updated	Page 46 Additional page added 25/07/19
AFL funding/members/budget analysis based on 2018/government spend	Pages 47-50 Additional pages added 05/08/19



Executive Summary (Revised 8th July 2019)

It is extremely important to say from the outset that this submission acknowledges that there are problems in Tasmanian football with pathways, participation rates and parochialism but they are being worked on and there are and there will be solutions. **It is also recognised the AFL is big business and Tasmania must argue its case to not just be a part of that business but add value to it and this submission will do that. But we must also have Passion.**

This submission will not just identify the injustices but will clearly show that we can afford a team; it can be sustainable and the benefits to the state will be immense, long term and long overdue. It will, with the help of the AFL be an absolute asset for the competition and if handled correctly can be used to reinvigorate the whole competition and potentially be a tool to even greater TV rights and interest in the competition.

If the AFL chooses not to be inclusive and include Tasmania, then it is demonstrating that it is unaccountable and increasingly lacking in transparency as shown in the AFL'S CEO salary not being released. ~~and the funds to the existing 18 AFL teams now reported as a total so we cannot see the distributions by club.~~ **See page 38 for club split.**

The AFL has demonstrated over the last 29 years that when it comes to Tasmania what they say is full of platitudes and condescending half-truths. **The mission we are on is for an absolute and reasonable timeline commitment to a team.** A response that says your business plan is acceptable and if we ever have another team you will be that team is not acceptable and would show again the contempt the AFL have for our state. It is very important that Australians understand how the AFL works with its treatment of Tasmania and the role that it has played over the last 10 years in creating and escalating the problems in our state.

As Tasmanians we have, since 1990, been totally submissive to the AFL and it has constantly and deliberately taken advantage of our submissive responses. There is not one person in the AFL system actively pushing our right for a Tasmanian AFL team – that alone shows the total lack of respect for Tasmania.

It is therefore time to step up to the mark and forthrightly make our case for that team on a professional business case; an added value case and also a **what is right basis**– every other approach has failed. Not having a team has left Tasmania unlike every other state – those states thrive on having the ultimate pathway but if there is no team there is no pathway – the results are a foregone conclusion. Enough is enough.

It is also relevant that the AFL is a tax exempt body and this is used by organisations for; in the AFL's case, the betterment of the game; not just to produce multi-billion dollar TV rights, massive executive payrolls, massive dividends to clubs (11 of those clubs as at last year had poker machines with Hawthorn top with \$24.3million). There is nothing wrong with growth but there is a major problem when, as a tax-exempt body, the AFL is able to ignore its responsibility to a founding state in Australian rules football to divert and invest its millions in an attempt to buy new supporters in non-football heartland areas and are now investing money into China; all of this at the expense of Tasmania. Tasmania should be first before any thought of growth in non-heartland states and especially overseas.

Yes, the AFL is a business, but it is also a sporting organisation. Tasmania is a football heartland and does not have the AFL millions put back into our football as every other state does. Be that as it may, Tasmania will be an asset to the competition, competitive and deserving; albeit having to do it with one hand firmly placed behind our back.

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"

So, buckle up and let us be aware of what the facts are with Tasmania and not just listen to AFL rhetoric.

An AFL absolute timeline must be achieved - The Tasmania Devils



Introduction

I have been an advocate for a Tasmanian team in the AFL for some considerable years and over the last 12 to 18 months I have devoted an enormous amount of time preparing submissions, draft budgets, draft rosters and numerous arguments as to why and how “it is now time for Tasmania”. These documents have been sent to the AFL, all 18 clubs, media, politicians and anyone who has a part to play in what is now long overdue.

This is not about a team tomorrow, but a team in a realistic timeframe which will become evident.

My submission covers a number of issues that make up the whole sorry story of no Tasmanian AFL team. Each issue is a story in itself and they need to be examined one by one and each issue may relate to one or 2 or more of the Terms of Reference.

There is so much that the public does not know about the treatment of Tasmania and hopefully this submission is enlightening.

The reason there are problems with pathways and participation rates lies squarely with the AFL which will be demonstrated in this submission and while parochialism is a problem there is a solution and this has been put to the AFL Commissioners and totally ignored. It is the AFL that aggravates that situation for its own benefit; again, this will be demonstrated in this submission.

The constant AFL propaganda that it is our fault and we will have to fix it before any consideration of a team is therefore deliberately misleading and in fact dishonest. I will demonstrate that when we did not have those problems and were indeed the top of the tree; then the AFL, in a calculated move - “**cut us down**”

With all due respect to people like Chris Fagan, Kevin Sheedy, Brendon Bolton and Trisha Squires they are all running the AFL line that we have to start from scratch before we can be considered for a team without any consideration that 10 years ago, we had no problems and it was the AFL that created the downward slide.

*No one has looked at why we are where we are – it is scandalous – **well, this submission does.*** The Steering Committee looked at the problems we have and the possible solutions to those problems but failed to address why the problems were there in the first place and who or what were the driving forces in the decline – **they did half the job and avoided the hard-core problems. WHY? Quite obvious, they did not want anyone to know the truth.**

We, as Tasmanians will, along with long overdue minimal AFL support after what it has done to Tasmania, will fix these problems but:

- Using it as yet another excuse for not having a team is typical of the AFL
- The AFL know, as anybody does, that it put us where we are in a deliberate attempt to silence us after we were shunned and sent packing by the AFL in 2008 so it could buy a new supporter base in Western Sydney and the Gold Coast
- ***It also knows that having an announcement of a team in Tasmania in a defined timeline would drive the process in Tasmania at an unbelievable rate. It would be contagious. But the AFL won't do it.***
- The AFL also know that no commitment re a team until “this happens or something else down the track happens” just keeps us hanging on and fixing the problems will provide draft picks for the existing 18 AFL teams only, which is all the AFL want – not Tasmania.
- It is quite disgusting, and we should reject their divide and conquer approach with every means at our disposal

An AFL absolute timeline must be achieved - The Tasmania Devils



Tasmania has:

- No one representing them on the AFL Commission
- No one representing them within the AFL and has had
- The last 2 CEO's of AFL Tasmania appointed by the AFL and neither have put Tasmania's quest for a team on their agendas. We have no one fighting for our rights.

The AFL emerged from the VFL in 1990. The plan, however, was based on the view that football followers throughout Australia are of equal importance. Hence the VFL became the AFL to reflect the change in focus from Victoria, to Australia as a whole. This is confirmed by the statement from Alan Schwab, Executive Commissioner of the AFL, in 1990 that Tasmania should have a team by 1995.

1995 came and went – no team.

The whole process has been hijacked and it appears there is something inherently wrong with the way the AFL currently interprets its position on Tasmania versus its original intentions.

In 2005, Tasmania's participation rate in Australian Rules Football for men aged between 5 and 39 was 22%, **the highest in Australia**. Did the AFL consider a team for Tasmania then? No, it did not. In fact, less than 3 years later in 2008 the AFL virtually cut Tasmania adrift and now it wonders why participation rates have dropped.

The AFL's continued rejection of a Tasmanian AFL Team has raised significant controversy along the way, with a Senate enquiry launched in 2008 which AFL Commission CEO Andrew Demetriou and Chairman Mike Fitzpatrick both refused to attend.

Unbelievable, but clearly shows the attitude and contempt towards Tasmania. The current CEO of the AFL Gillon McLachlan did however attend, but not in the CEO role, but again no team.

The findings of a 2008 report commissioned by the Tasmanian government regarding the viability of a Tasmanian team in the AFL proved conclusive. Tasmania was ecstatic that it had ticked off on the 8 key criteria, which were set by the AFL; (expecting us to fail). Nothing has changed - we still do not have a team. There was no further comment to indicate when there would be a Tasmanian Team.

A series of budget propositions were put to the AFL in a submission in August of last year all showing that the \$45million requirement for a team is more than achievable but still no timeline for a team.

When Mike Fitzpatrick retired as Chairman of the AFL Commission in April 2017, he made it crystal clear:

- that the north/south issue was a major problem.
- that the issue of where the team would be located is an issue and is not solved.
- and in fact, his assertion was if those issues did not exist then we would have a team.

On the 3rd July 2018 the AFL Steering Committee report into Tasmanian football was released and a Tasmanian Team possibility had disappeared with the reasoning being that pathways were fractured, and participation rates were too low.

When you consider in 2005 Tasmania led the nation in participation rates, but after being set adrift in 2008 by the AFL, things started to trend downwards but even in 2015 Gillon McLachlan was complimenting them.

While participation rates for Tasmania in 2017 were 8.0%, Victoria were lower at 7.38% and they have 10 AFL teams. In Queensland the rate is 4.84% and in NSW they are 3.07% and these 2 states have 2 teams each.

An AFL absolute timeline must be achieved - The Tasmania Devils



The AFL provide annual funding (2017) to the existing 18 teams as follows:

Gold Coast	\$24,160,000	Carlton	\$12,560,000
GWS	\$22,590,000	Richmond	\$12,360,000
Brisbane	\$20,010,000	Fremantle	\$12,270,000
St Kilda	\$19,440,000	Geelong	\$11,460,000
Western Bulldogs	\$16,570,000	Adelaide	\$11,460,000
North Melbourne	\$15,720,000	Essendon	\$11,440,000
Melbourne	\$15,440,000	Hawthorn	\$10,660,000
Port Adelaide	\$14,460,000	West Coast	\$10,610,000
Sydney	\$12,750,000	Collingwood	\$10,610,000

There are 10 teams in Victoria and 2 teams in each of the other states; mainland states that is. What is alarming is that the state that receives the lowest funding for its 2 teams is Western Australia, but they still received \$22,880,000 and also get 22 home games.

Yet Tasmania has to pay \$7,000,000 to have 2 suburban Victorian teams play 8 only games in Tasmania.

This is scandalous.

The largest portion of this money goes to Hawthorn for 4 games.

In 2017 Hawthorn had revenue of \$70.7million of which \$23.29million was through poker machines and \$4million from Tasmania, yet Hawthorn attempts to damage Tasmania's case for a team. The reasons would appear obvious. You would think after 18 years of receiving substantial money from Tasmania taxpayers it would be doing everything in its power to thank Tasmania, arguing it is now time for Tasmania to have a team. **Hawthorn do not do that.**

Jeff Kennett published a letter to Hawthorn members on the 11th July 2018, with the constant Hawthorn propaganda of what it does for Tasmania – after 18 years it still can't say thank you to Tasmania for what Tasmania did for them or the \$4million a year Tasmanian taxpayer pay them.

In fact, their propaganda included a map of Australia minus Tasmania: a bit like the AFL.

Yes, Mr Kennett, Tasmania would require draft picks. Yes, Tasmania knows what the cost would be and has put budget proposals to the AFL and will do a business case through the AFL Project Team.

Unfortunately, Hawthorn are acting in a manner to deprive Tasmania of a team for their own self-interest and we keep renewing the deal. The current deal expires at the end of 2021, but Hawthorn will be pushing for renewal well before that.

The funding table also shows the Gold Coast suns received in 2017 the most; \$24,160,000, and in its 8 years in the competition it has have finished last, 17th, 14th, 12th, 16th, 15th 17th and last year 17th.

On the 21st September 2018 Chris Fagan, a Tasmanian and coach of the Brisbane Lions and also one of 3 Tasmanians on the AFL Steering Committee said a team was discussed in the committee; *"but a Tasmanian team remains the AFL's long-term goal, but it won't be through a 19th licence."* *"I don't think the AFL see adding a new team is the way to do it so there needs to be some change in fortune somewhere else for it to happen."*

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"There needs to be a circumstance arise in the future that allows that sort of decision to be made."

First of all, this in contradiction to what the CEO of AFL Tasmania said after the Steering Committee report:

The CEO of AFL Tasmania was on ABC state-wide radio on Wednesday morning 4th July 2018 and responded to questions about all Tasmanian's wanting an AFL team: *"It was not on the steering committees' terms of reference"* to which she was challenged – why not? As clearly that is what all Tasmanians want?

Same answer and *"that it would need to be a separate steering committee but if that is the consensus of what Tasmanians want it could be a way to have an AFL team."*

Secondly, if what Mr Fagan said is correct then for a Tasmanian team to become a reality one of the existing 18 teams would have to fold or totally relocate to Tasmania.

Yet on the 29th September 2015, Gillon McLachlan told the Herald Sun that the AFL plans to safeguard the future of its 18 clubs through its \$2.508billion broadcast deal.

The situation is no one knows where the truth lies and the statements about Tasmania for the last 28 years are of a condescending nature and full of false hope.

Prior to the Steering Committee report Tasmanians were feeling fairly buoyant that an announcement of a team was imminent.

The Prime Minister and the Leader of the Opposition all backed a Tasmanian Team, as does Tasmanian state and federal MP's, Liberal, Labor, Greens and the Nationals.

The senate, in June 2018, has backed a motion made by then Senator Steve Martin, which said the senate "expresses its support for the establishment and inclusion of a Tasmanian team in the AFL and AFLW at the soonest feasible opportunity".

Tasmanian football is at the crossroads and with limited talent pathways there is significant risk to community interest and enthusiasm which is compounded with increasing competition from other sports.

Football greats including Leigh Matthews, Mick Malthouse, Nick Riewoldt, Graham Cornes, Matthew Richardson, Alastair Lynch, Jack Riewoldt and Rodney Eade have all stood up for a Tasmanian Team with Mick Malthouse and Graham Cornes calling for the Gold Coast to be relocated to Tasmania.

There are probably many more and renowned journalists have been constantly calling for a Tasmanian Team.

For 28 years Tasmania cannot get an answer and the AFL has played a divide and conquer approach and raided Tasmanian youth for the benefit of the existing 18 mainland teams.

Tasmania needs a Select Committee to resolve this issue as the AFL shows no desire whatsoever to do so and it uses every available; no creative excuse to deny our rights. This committee will dovetail beautifully with the Tasmanian Football Board and the AFL Project Team.

While Tasmanian taxpayers continue to fund suburban Victorian clubs, the AFL uses it to divide us and it puts our team further and further away.

I also wish to point out that I have put 3 submissions to the CEO of the AFL and the AFL Commissioners offering at my own expense to meet with them and present my case. Those submissions dealt with the perceived problems the AFL has with Tasmania, but it was barely interested and appeared not to really care. That's not a surprise, after all, I am a Tasmanian.

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The history of football including Tasmania

1858: Australian rules football was invented in Melbourne, Australia, in 1858.

1860's: Australian rules football in Tasmania, has a history dating back to the 1860s, with the state having the distinction of being the first place outside Victoria to play the sport.

1864: The "football" club formed in New Town in 1864 is believed to be the earliest in Tasmania

1877: The VFA (Victorian Football Association) and the SAFA (South Australian Football Association) were formed in 1877.

1879: The Tasmanian Football League, based around Hobart, began in 1879.

1885: The WAFL (Western Australia Football League) was formed

1886: The Northern Tasmanian Football Association, based around Launceston, began in 1886.

1897: A rift in the VFA led to the formation of the VFL (Victorian Football League).

1901: By Federation in 1901, the game was the main winter sport in Victoria, South Australia, Western Australia and Tasmania, with the Victorian Football League, South Australian National Football League, the West Australian Football League and the Tasmanian Football League operating as separate competitions. The game was played in New South Wales and Queensland but was second in popularity to rugby union as the main winter sport.

1910: The third top-level league in Tasmania, although not recognised as such until later, was the North West Football Union, contested by teams on the north-western coast of the state west of Latrobe, which began in 1910.

1967: Who will ever forget history being created in 1967 when Wynyard played North Hobart for the title of State Premiers? The result was "no result" as supporters removed the goalposts to prevent Dicky Collins from having a shot at goal after the siren to win the match. Absolute passion.

1970: Record attendance for a football game in Tasmania 24,416. TFL Grand Final New Norfolk v Clarence (North Hobart Oval)

1979: Record attendance for a football game in Tasmania 24,968. TFL Grand Final Glenorchy v Clarence (North Hobart Oval, Hobart). Record still stands today

1982: South Melbourne move to Sydney as the Sydney Swans. VFL has 12 teams. Average Australian population per team 1,191,083.

1985: Channel 7 pays \$3.5million for 1986 TV Rights

1987: West Coast Eagles and Brisbane Bears commenced. VFL has 14 teams. Average Australian population per team 1,144,143.

1987: Channel 7 pays \$6million a year for 5-year TV Rights deal. 1988 to 1992

1990: In 1990, the VFL became the AFL (Australian Football League), a national body and the premier league in Australia. A national body without Tasmania? However, in 1990 the Executive Commissioner of the AFL, Alan

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Schwab, stated that Tasmania should have a team in the AFL and that 1995 should be the start date. 1995 came and went without a Tasmanian team - the first of many promises, inuendo, condescending and false hopes put forward by the AFL

1991: Adelaide commenced. AFL has 15 teams and will have for 4 years. So much for the argument can't have odd number of teams. Average Australian population per team 1,137,667

1992: Channel 7 pays \$17million a year for 6 years TV Rights deal. 1993 to 1998. No room for Tasmania though.

1994: Bob Gozzi walked through the doors of AFL headquarters in Melbourne armed with Tasmania's case for a team in the big time. It was May 27, 1994 and sitting across the boardroom table were AFL boss Ross Oakley and his deputy, Ian Collins. He was met with a cool response – Tasmania was not on the AFL's radar (and would not be for the next five years).

1995: Fremantle commenced. AFL has 16 teams. Average Australian population per team 1,115,875.

1996 -1998: With a historically strong supporter base for Australian rules football, one of the highest participation rates in the country and strong local leagues, Tasmania had held back from expressing serious interest in the VFL. But, with the relocation of the Sydney Swans and admission of teams from Perth, Brisbane and Adelaide, Tasmania began a push to enter the national competition.

1996: In 1996 the TFL created an AFL Taskforce charged with creating a pathway for an AFL Team, in particular solving the problem of the need for an AFL approved stadium. Having a stadium was the key to a team.

The Chairman was Dick Watson and included TFL Chief Commissioner Michael Kent.

1997: Fitzroy and Brisbane Bears amalgamate as Brisbane Lions. Port Adelaide commences. AFL remains with 16 teams. Average Australian population per team 1,144,375.

1997: In 1997 the task force, after examining all requirements of the AFL for a stadium, location, investors, supporters, including political support from both sides and forecasts over a 6-year period. The cost of the 30,000 seat, multi-purpose stadium was \$34million with funding coming from industry and unions to the value of \$19million leaving \$15million to be requested from Federation Funding.

At this point our football did not suffer from parochialism but it was about to change with the introduction of political interference and self-interest that changed the landscape forever and created the divide that we have to this day.

With expectations high that the \$15million Federation Funding would be approved suddenly political support was split for political expediency and John Howard knocked back the funding.

Politics has now entered Tassie football.

You could say we created the excuse for the AFL down the track to claim we are divided.

1998: Channel 7 pays \$40million a year for 3-year TV Rights deal. 1999 to 2001. No room for Tasmania though.

2001: The Tasmania Devils was formed in 2001 and admitted into the Victorian Football League in its inaugural year. The team played home games in Launceston, Hobart, Ulverstone, Burnie and Devonport during its time in the league. The Devils attracted a strong following in comparison with many other VFL clubs at the time. Hawthorn commenced playing games in Launceston

An AFL absolute timeline must be achieved - The Tasmania Devils



2001: Foxtel, Channel 9 and Channel 10 pay \$100million a year for 5 years for TV Rights deal. 2002 to 2006. Still no room for Tasmania though.

2003: Gillon McLachlan was appointed General Manager Commercial Operation of the AFL

2005: In 2005, Tasmania's participation rate in Australian Rules for men aged between 5 and 39 was 22%. The highest state in Australia. Wikipedia "www.afl.com.au/cp2/c2/webi/article/205058bu.pdf"(PDF). Retrieved 2006-05-18. This link in 2006 has since been removed. We were at the top of the tree in 2005 and could not get an AFL team and you will see in 2008 that we had a superior application for a team but were rejected in favour of Gold Coast Suns and Greater Western Sydney and the AFL effectively set Tasmania adrift.

2006: Foxtel, Channel 7 and Channel 10 pay \$150million a year for 5 years for TV Rights deal. 2007 to 2011. Still no room for Tasmania.

2005 – 2007: From 2005 until 2007, Tasmania was one of two VFL clubs to which the AFL's North Melbourne Football Club was affiliated, meaning that up to six of North Melbourne's reserve players would play for Tasmania.

2008: The Devils were wound up at the conclusion of the 2008 season

2008: Gillon McLachlan was appointed Chief Operating Officer of the AFL

2008: A senate enquiry was called to examine Tasmania having an AFL team. Both the Chairman, Mike Fitzpatrick and the CEO, Andrew Demetriou demonstrated their contempt for Tasmania by refusing to appear. Gillon McLachlan represented the AFL under the guise that it was under his responsibility as Chief Operating Officer. So, from this point he has been familiar with football in Tasmania.

2008: A government-backed Tasmanian bid was prepared in response to the AFL admitting new licences for the Gold Coast and Western Sydney for the 2011 and 2012 seasons. While the AFL admitted that the state had put together a stronger business case, it was once again rejected by the league. AFL CEO Andrew Demetriou was quoted to have said to the Tasmanian premier Paul Lennon "Not now, not ever".

Hobart's major daily newspaper The Mercury started a petition in response to this news on 16 April 2008. The premier vowed to bypass the AFL CEO and take the appeal directly to the AFL Commission.

On 30 July, the Tasmanian government announced that it had secured a major sponsor, Mars for the bid in a deal worth \$4 million over 3 years. It was long doubted by the AFL that a Tasmanian club would secure corporate interest before a proposal is accepted by the AFL so this announcement came as a major shock as it was before a sponsor could be found for either the Gold Coast or Western Sydney Clubs and as AFL clubs Richmond and Western Bulldogs were left without a major sponsor for 2009. In addition to the Gemba financial audit of the bid to meet the AFL criteria, the Tasmania team had secured more than 20,000 potential members, ahead of the Gold Coast and Western Sydney bid in raw numbers.

2009: After an eight-year absence, the State-wide League (SWL) made a return in 2009. Ten teams were initially represented: from the south; North Hobart, Glenorchy, Hobart, Clarence, Lauderdale; from the north; Launceston, North Launceston, South Launceston; and from the north-western coast, Burnie and Devonport. All clubs except for Lauderdale had at some stage been part of the original State-wide League.

2011: The Gold Coast Suns commenced. AFL has 17 teams. Odd number again. Average Australian population per team 1,314,118.

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2011: Foxtel, Channel 7 and Telstra pay \$250million a year for 5 years for TV Rights deal. 2012 to 2016. \$250million a year and still no Tasmania – **greed.**

2012: The Greater Western Sydney commenced. AFL has 18 teams. Average Australian population per team 1,262,389. North Melbourne commenced playing games in Hobart

2012: Gillon McLachlan was appointed Deputy CEO of the AFL

2014: Gillon McLachlan was appointed CEO of the AFL. At the announcement of his appointment, McLachlan stated: *I've been part of the community of football and I know how important it is. "I played over 200 games of amateur or country football, I've captained a club, I've been on a committee of a club, I'm a life member of a club. I've had my share of cold showers and freezing committee meetings. I've been part of appointing coaches and sacking coaches. I have a clear vision of where the game needs to go and how we're going to get there. For me that vision is about having an unassailable hold on the Australian community."* –

Comment or rather a question. I think Tasmania is part of the Australian community or is it?

2014: The Tasmanian SWL membership underwent changes in 2014. South Launceston left the league and was replaced by the newly established Western Storm, based in Western Launceston; North Hobart was disbanded and reincorporated into a new club called Hobart City (**North Hobart were the second most successful club in Australian rules football history, after Port Adelaide – so, the AFL said, let's get rid of it**); and Hobart, which was to have been a joint partner in the Hobart City club before withdrawing from the deal, was replaced by the Tigers FC, based in Kingston.

2015: Foxtel, Channel 7 and Telstra pay \$418million a year for 6 years for TV Rights deal. 2017 to 2022. Obviously, Tasmania would be included with this sort of money? \$20million a year of the \$418million. No, it will be used to prop up GCS and GWS. **Appalling greed.**

2018: In November 2018 at an AFL executive meeting with the 18 AFL clubs Gillon McLachlan raised the issue; not on the agenda, of "the elephant in the room – Tasmania" 16 of the clubs were supportive. Two were not, guess who; for obvious reasons – self interest

2023: *Tasmanian team. Average Australian population per team 1,413,158. Or*

2024: *Tasmanian team. Average Australian population per team 1,434,368. Or*

2025: *Tasmanian team. Average Australian population per team 1,455,895*

Australian population per AFL team				
Year	Population	New team	Teams	Population per team
1982	14,293,000	SM to Sydney	12	1,191,083
1987	16,018,000	WCE and BB	14	1,144,143
1991	17,065,000	Adelaide	15	1,137,667
1995	17,854,000	Fremantle	16	1,115,875
1997	18,310,000	BB + Fitzroy to BL + Port Adelaide	16	1,144,375
2011	22,340,000	GCS	17	1,314,118
2012	22,723,000	GWS	18	1,262,389
2023	26,850,000	TASMANIA	19	1,413,158
2024	27,253,000	TASMANIA	19	1,434,368
2025	27,662,000	TASMANIA	19	1,455,895

So much for the argument that the population can't support another team

An AFL absolute timeline must be achieved - The Tasmania Devils



When did football as we know it change dramatically and what were the ramifications?

In the 1970's and 1980's football in Tasmania thrived. Our attendances were magnificent as shown in the above history with 2 grand finals attracting just under 25,000 spectators at North Hobart Oval. These numbers have never been seen again. With spectators we had finances and we produced great players to be picked up in the VFL.

But what was very special is that we had VFL players nearing the end of their careers being picked up by Tasmanian teams as player coaches. Their mere presence in turn increased the standard of football and the crowds flocked to the games.

John Devine, John Bingley, Rod Olson, Darrel Baldock, Peter Hudson – the list went on and on. We had football greats, we had supporters, we had crowds, we had money.

Before the VFL became the AFL in 1990 there were 12 clubs with South Melbourne relocating to Sydney in 1982.

The competition financially struggled which led to expansion to interstate clubs paying a license fee and thus creating a national competition. This began in 1987 with the West Coast Eagles and the Brisbane Bears. Note: A national competition was the aim 32 years ago and while the AFL refer today that it is a national competition it will never be until Tasmania has a licence.

With the introduction of the AFL and the games being televised, the SANFL, WAFL and TASMANIA rapidly declined to a secondary status. The AFL with TV rights gradually became a juggernaut.

How would the heartland states survive from being absolutely vibrant leagues with fantastic participation rates and great attendances?

The answer was very apparent:

- Those states who had an AFL team gave their grassroots through to their senior leagues something to aspire to, to dare to dream. Their once powerful league, while diminished was the steppingstone to their very own AFL team. Their state therefore remained vibrant and football thrived but
- The AFL would not give Tasmania that pathway
- Instead it ensured all states had at least 1 AFL team, except Tasmania and it then added the cream to the heartland states by granting them 2 teams with one each in NSW and Queensland. Now WA and SA had derbies - yet another thing for their youth to aspire to
- Obviously, Tasmania was destined to wither on the vine and then the AFL
- Granted an extra team in the 2 non-football states so all states had at least 2 teams with Tasmania ZERO
- The decision to do that was taken in 2008, the same year the AFL rejected a superior bid for a Tasmanian team
- The destruction of Tasmanian football began overseen by the AFL
- With Television dominating the scene our crowds disappeared; our standard rapidly declined, we could not afford to pay to get AFL greats as playing coaches and our competitions crumbled.

Tasmania is not wanting to live the past; we just want recognition that what the VFL/AFL did, along with TV rights, has decimated our football while 3 of the other 4 pillars on Earth for Australian rules football (Martin Flanagan) had pathways created for them and Tasmania was ignored – cold hard bloody facts.

An AFL absolute timeline must be achieved - The Tasmania Devils



The Purposes/Values of the banks and the AFL and the stunning similarities and failures.

What happens when big business or organisations forget their Purpose and Values and adopt a culture of “GREED”

THE BIG AUSTRALIAN BANKS

“On the 19th December 2018 the National Australia Bank Chief Executive Andrew Thorburn blamed short term bonuses, “profits before people” and weak penalties for the poor culture and financial misconduct in the Australian banking sector.” It’s called GREED. It needed a Royal Commission to flush this out. He and his Chairman are gone.

“PROFITS BEFORE PEOPLE”

THE AFL

The AFL is also big business and in 2008 embarked on a mission of expansion; totally against its stated Values or Purposes, with a callous rejection of the last of Australia’s football heartlands without an AFL team; all in the pursuit of massive TV rights at any cost; equally a trajectory driven by GREED.

When we were rejected the CEO at the time was reported as saying re a Tasmanian Team “NOT NOW, NOT EVER”

The AFL destruction of Tasmanian Football began.

The AFL mission claimed its first, its only and ongoing victim – TASMANIA

10 years on who flushes this out? Who is the AFL Commission accountable to?

“PROFITS BEFORE A HEARTLAND - TASMANIA”

The Banking Royal Commission exposed massive problems in that sector:

NAB admits it 'too often' failed to put clients' interest first

National Australia Bank's board has vowed to put more weight on customers' interests when making **strategic** decisions. A key finding was that the bank too often focused on what was "expedient" for NAB, rather than its customers' interests. The banks talk about their customers and the **strategic** decisions they took to the detriment of their customers.

Substitute customers with supporters in the AFL and then relate what the CEO of the AFL said about the rejection of a football heartland, Tasmania:

*He said the Greater Western Sydney and Gold Coast teams were built for "very different **strategic** reasons".*

"Which was around growth in huge growing markets, and I've been really honest about that in the past."

An AFL absolute timeline must be achieved - The Tasmania Devils



Yes, that may be correct Mr McLachlan; just like the banks had a **strategy** to put their customers last; the AFL **strategy** was to put one of its founding supporter (customer) bases, Tasmania, **last**.

If we were to look at the values of any business or organisation it's pretty certain they will be very similar to the extent that you could probably apply any business values to your own. Values are about the principles that help you decide what is right and what is wrong, and how to act in various situations.

The National Australia Bank certainly failed on its values.

So, let's be fair, perhaps the AFL's credibility may fair better when we look at their values or "OUR PURPOSE"

This was taken directly from the AFL's website and at the time of writing this submission it remains as below.

OUR PURPOSE

- ***Our extraordinary fans sit at the heart of what we do and the decisions we make***
- ***We Protect and grow the spectacular indigenous nature of our game***
- ***We utilise (sic) the game to drive positive change and strengthen our communities***
- ***We strive to be extraordinary in what we do and achieve extraordinary outcomes together***

So, firstly, as stated, this was taken directly from the AFL website. Quite clearly no one in the AFL has looked at this for a very long time and it would appear the Commissioners may have never looked at it.

Secondly, how has the AFL performed against these purposes?

- **Our extraordinary fans sit at the heart of what we do and the decisions we make**

FAIL.

Tasmania is one of the 4 pillars on Earth with respect to AFL football. The others being Victoria, South Australia and Western Australia. (Martin Flanagan). These 4 states are the original and still are the heartlands of AFL football.

Tasmania is second only to Victoria in the creation of the game in the 1860's.

Tasmania has extraordinary fans but no AFL team so the AFL in 2008 deliberately cut Tasmania adrift in favour of buying new fans in Rugby League dominated states. And 10 years later we are still adrift with no prospect of a team while the AFL inject (in 2017) \$24.16million per annum into the Gold Coast, \$22.59million into GWS and after 31 years in the AFL the Brisbane Lions received \$20million per annum. Tasmania no team – no money. This purpose is an absolute failure and embarrassment.

- **We Protect and grow the spectacular indigenous nature of our game**

WIN.

The AFL are very good at achieving this purpose and should be congratulated. It respects the role the indigenous community play in our game and the history of the indigenous people in Australia and their right to be included. The AFL, however, do not care about the history of Tasmania and that it is a founding state of the Commonwealth of Australia and we are the second state after Victoria to play the game in Australia. Again, the very reason the AFL exists is abused by the current AFL Commissioners in that Tasmania has no team and even worse the AFL refuse to commit to a timeline for a team. The AFL were happy 2 years ago to commit to an indigenous Commissioner by the close of business 2018 and it achieved that but one of the 6 states in the Commonwealth of Australia is refused a place in the so-called national competition. **Can this really be legal?**

An AFL absolute timeline must be achieved - The Tasmania Devils



- **We utilise (sic) the game to drive positive change and strengthen our communities**

FAIL.

This purpose was never intended to drive change at the expense of the founders of our game, but this is how the current AFL Commissioners view it. The founders of the game should be the very first to be protected, be viable and be successful before change to new horizons are prioritised. An appalling situation driven by greed to achieve higher TV rights. The cutting adrift of Tasmania in 2008 was meant to keep us at bay into the future – the AFL did not want a team from Tasmania; but it went too far – football in Tasmania went from one of the highest participation rates in the country to a continual decline. The AFL had achieved their objective; shutting us up but it went too far and suddenly there were no pathways, lower participation rates and shock horror – reduced or nil drafts from Tasmania for the 18 existing teams.

Something had to be done to reverse this, get back the draft picks for the 18 teams; not Tasmania. Still no team. Strengthen our communities – what a joke. What the AFL meant was strengthen existing teams and buy new supporters at the expense of Tasmania.

- **We strive to be extraordinary in what we do and achieve extraordinary outcomes together**

FAIL.

Agreed in striving to be extraordinary in what we do but achieving extraordinary outcomes together is a total failure. You can't continue to isolate Tasmania and then claim outcomes outside of football heartlands have achieved this purpose. It is not achieving outcomes together it is "divide and conquer". Appalling.

So, 4 purposes and a very unhealthy success rate.

When will the AFL do the right thing? It is not all about money. Greed is all about money, and it is not a flattering value that has crept in.

This is a clear demonstration that the state of Tasmanian football is due to deliberate AFL neglect since 2008 and it took until mid-2018 after 30% of the state-wide teams disappeared (60% of the northern teams) for the AFL to finally do something. Unfortunately, it then used this as yet another excuse to deny Tasmania a team.

The AFL has demonstrated that it operates outside its original purpose in its creation in 1990 and most certainly outside its current purpose as demonstrated above.

The AFL is, like the banks, until the Royal Commission flushed them out, unaccountable to their values and purposes.

The banks were above the law and the AFL would appear to be in clear breach of why it exists.

1. The AFL is acting outside of its very own purpose and creation in the way it treats Tasmania
2. Its constitutional right to claim to be a National tax-exempt body using the name Australia but fails to include a member state of the constitution of Australia

It is just plainly wrong.

An AFL absolute timeline must be achieved - The Tasmania Devils



Participation Rates

As stated earlier - In 2005, Tasmania's participation rate in Australian Rules Football for men aged between 5 and 39 was 22%, **the highest in Australia**. Did the AFL consider a team for Tasmania then? No, it did not. In fact, less than 3 years later in 2008 the AFL virtually cut Tasmania adrift and now it wonders why participation rates have dropped.

The answer to this area has to look at the history of participation rates and the history of the AFL and its impact on state football as it evolved. This area is where the AFL misled the public at every opportunity and lay blame on, in our case, a state starved of support, leadership, finances, direction and in fact allowing a deliberate lack of vision for our future in the AFL.

The impact on future participation rates of Tasmania not having an AFL team is profound.

The Steering Committee findings and identifying current problems (pathways and participation rates) and providing \$1.4million to assist in fixing the problem is a plus but:

The \$1.4million per annum should have been provided from the very beginning. It is extremely late and is sold to the public by the AFL as to the AFL being generous to help Tasmania with its problems when in fact it should be provided with an apology for years of neglect from the AFL.

The following table highlights the hypocrisy of the AFL when in July 2018 at a press conference to deliver the findings of the Steering Committee the AFL CEO said our pathways are fractured and our participation rates need fixing yet he failed to say that our participation rates, while having reduced under the AFL's watch, were still better than Victoria, the home of football, in 2017. Yet Victoria has 10 AFL teams for their youth to aspire to and Tasmania has ZERO teams for our youth to aspire to.

2017 Participation Rates	Tasmania	8.00%
2017 Participation Rates	Victoria	7.38%

We all sit down in the evening and watch the nightly news. What I would like is for everyone that reads this submission to really think about what I am about to say.

When it comes to the sports news or even general news reporting what happens in Tasmania?

Well firstly what happens in other states:

- Victorians watch their 10 clubs at training, injury updates, player activities, their youth idolising the players
- Western Australians watch their 2 clubs in their news
- South Australians watch their 2 clubs in their news
- NSW watch Rugby League going through their motions and some AFL
- Queenslanders watch Rugby League going through their motions and some AFL (possibly) but
- ***Tasmanians watch the cameras and the journalists at the Victorian clubs, interviewing Victorian players, injury updates, team changes and showing Victorian youth watching training in adoration of their heroes.***

The AFL have totally isolated our state.

TASMANIA does not have a team to idolise – perhaps that does affect Participation Rates? UNDOUBTABLY

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AFL Participation Rates 2017
Participation Ranked by numbers

State	Ranking	Total
		Participation
Victoria	1st	461,680
Western Australia	2nd	330,001
NSW/ ACT	3rd	254,812
Queensland	4th	240,978
South Australia	5th	174,048
Northern Territory	6th	44,729
Tasmania	7th	41,667
Total		1,547,915

Participation Ranked by % of population

State	Ranking	Total	Population	% of Population
		Participation		
Northern Territory	1st	44,729	246,786	18.12
Western Australia	2nd	330,001	2,690,000	12.27
South Australia	3rd	174,048	1,721,000	10.11
Tasmania	4th	41,667	520,630	8.00
Victoria	5th	461,680	6,260,000	7.38
Queensland	6th	240,978	4,980,000	4.84
NSW/ ACT	7th	254,812	8,287,692	3.07
Total		1,547,915	24,706,108	6.27

Participation Ranked by % of population for the
4 Pillars on Earth for Australian Football

State	Ranking	Total	Population	% of Population
		Participation		
Western Australia	1st	330,001	2,690,000	12.27
South Australia	2nd	174,048	1,721,000	10.11
Tasmania	3rd	41,667	520,630	8.00
Victoria	LAST	461,680	6,260,000	7.38
Total		1,007,396	11,191,630	9.00

An AFL absolute timeline must be achieved - The Tasmania Devils



What the AFL just doesn't understand or deliberately misleads Tasmanians.

What is a Pathway?

“It's a way of achieving a specified result; an inclusive course of action from the very start to the very end”

That's right “a way of achieving a specified result” but the fractured pathways the AFL refer to only look at the bottom and we are fixing them. But unfortunately, at the very top the AFL have ensured there has never been an end to that pathway and even now, after 29 years, the AFL still refuse to put a timeline on that last piece of the pathway.

Fractured pathways; fractured by whom? – just another excuse.

Two 8 year old Tasmanians



Australian Rules



The World Game

An AFL absolute timeline must be achieved - The Tasmania Devils



The young boy on the left adores football and last year played for the Lindisfarne Junior Football Club. It is known as the Two Blues and their club song is an adaptation of the Carlton Football Club:

“We are the Navy Blues” – “We are the Blue and Blues”.

This year Oscar spent a considerable time toying with taking up soccer, but ultimately decided to stay with Aussie rules even though there is no pathway to the ultimate dream – **a chance to play in a Tasmanian Team.**

The young boy on the right is Michael, who has decided that soccer is the way he wants to go, and he is very happy with that decision.

The point is these boys, brought up with Aussie rules, made the decisions they did but they can’t live the Tassie dream.

Please don’t tell us, Mr McLachlan, that we can’t have a team until our pathways and participation rates improve when the AFL is equally responsible with what has happened with Tasmania over the last 10 years and no matter what we do you still won’t make that commitment to complete the unfinished pathway for Tasmania and our youth.

What is demonstrated above is the AFL’s neglect of Tasmania and our youth over a long period of time.

What has happened in Tasmania over the past 30 years amounts to a degree of mismanagement that would make it a scandal were it to occur in politics.

MARTIN FLANAGAN, Sunday Tasmanian April 15, 2018

Let’s compare the AFL’s take on Tasmania’s pathways, after being dragged to the table to help Tasmania, to what would be the absolute perfect result to reinvigorate our youth and the whole Aussie rules community with an absolute contagious passion, by committing to us a realistic timeline for our team – ***commit now.***

What the AFL refuses to accept - Pathways must be at both ends for the good of football in all states incl. Tassie. Currently our pathway has a huge **“Stop – No Entry”** sign to Tasmania as it then detours to mainland Australia.

- ***Tasmania must be given a realistic timeline announced now.***

The previous pathway AFL version	The current AFL version July 2018	The version that has to be agreed
Junior	Junior	Junior and Schools
Regional leagues	Regional Leagues	Regional Leagues
	NAB League	NAB League
State-wide league	State-wide League	State-wide League
	VFL and then	VFL
	This is where the AFL continues to fail and diverts the pathway to:	Tasmanian team and
AFL Mainland Australia only	AFL Mainland Australia only	Other mainland teams

It is just plainly wrong and certainly against the very reason the **Australian** FL exists.

An AFL absolute timeline must be achieved - The Tasmania Devils



Disunity and parochialism will destroy our Tasmanian AFL team before it starts.

Where will our Tasmanian team be based?

For 12 months the parochial issue has been discussed with a solution to the problem put forward, but it has been treated with “it will take care of itself as we get closer to a team.”

But if we put our ears to the ground the parochial issue is rising, and it needs to be addressed as it could reverse the momentum that we have.

There is a good feeling that we will get a team and there also appears to be a consensus that games will be shared north/south and \$150,000 is in the state budget for a business case which is another positive step for our team and with the announcements of Jim Wilkinson as Chairman of the Tasmanian Football Board and of Brett Godfrey as Chairman of the AFL project team together with 5 other prominent members the state is well on its way to achieving the long overdue team; but the natives are getting restless.

- The issue of where the team will be based has been skirted around, obviously because there is the fear of a parochial war erupting
- The solution is to get this decision out of the way in a manner that parochialism cannot gain a foothold
- The recent federal election used parochialism with a Tasmanian team as the subject matter; all to win 2 marginal seats in the north and it worked
- The Examiner has hinted that the team must be located in the north in an article during the election by Rob Shaw and
- The Mercury had a full-page article on the 25th May 2019 “North versus South. Let’s face the elephant in the room.” By Simon Bevilacqua - that article highlighting the ever-present parochialism.

Do we really want the team location to be based on political expediency or do we want it based on what is the best for the team? To be successful into the future it must be the latter.

The proposal is designed to solve the issue of where the team will be based; eliminating voter backlash from any area directed at any political party or any political individual. With no other ideas proffered; we should debate it. The issue will blow up and derail what is happening and probably soon. An opportunity exists to short circuit this.

There needs to be an initial meeting between:

1. The Premier
2. The Treasurer
3. The Chairman of the AFL project team
4. The Chairman of the Tasmanian Football Board and potentially
5. The Leader of the Opposition

The meeting would be to discuss the proposal on where the home games will be played and where the team will be based. The aim would be to accept, refuse or modify but to put in motion appropriate actions to achieve an outcome reasonably quickly. **If the decision is left to the AFL project team it becomes a recommendation to government and that will invite a parochial outburst that we just can’t afford.** If an agreement can be reached a further meeting could then be called between the initial group and the CEO of the AFL to get the AFL to implement the plan and make the announcement including that it is binding and a condition for the licence for a minimum period of 10 to 15 years. It is not issuing a licence; it is saying this would be a pre-requisite. **That allows the AFL project team to operate without parochial interference, as the base conditions are in place or as the AFL like to remind us “The building blocks are in place”**

An AFL absolute timeline must be achieved - The Tasmania Devils



When Mike Fitzpatrick retired as Chairman of the AFL Commission in April 2017, he, unfortunately, said he had no regrets with ignoring Tasmania's right to a team using the statement that:

"Tasmania can't even decide where the team would be based"

Whether we like the comment or not, that is what the AFL believe and use it against us- so why not resolve it.

The Proposal

In the latest development in our quest for a team Peter Gutwein has indicated "the team would play AFL games in both Hobart and Launceston and it has not yet been determined if the club would call Hobart or Launceston home."

These are the 2 most important issues and if we can get it right, we can rid ourselves of the parochial problems of the past and into the future. The following proposal has been sent to Gillon McLachlan over the course of the last 12 months and it is essential that we have the whole state united as one for the Tasmanian team.

If this issue is not addressed from the very beginning, we will derail ourselves very quickly.

Tasmania has already moved and has in place the Tasmanian Football Board (TFB) which will, in its own right, be a stabilising non parochial body charged with uniting football in the state and now the AFL project team.

The following proposal is simple yet will have enormous acceptance if politics is kept out of the debate and indeed the decision-making process with regards to where the team will be based. It has to be an independent assessment.

We should therefore call upon the AFL to be direct in what the requirements are for a licence, certainly with respect to this issue - *the location of the team.*

It is well accepted that games should be played at both ends of the island. Supporters from the north and the south have got behind the existing games and sharing Tasmanian games will help to unite the state and importantly will actually provide an extra home ground advantage by splitting the games.

We are all aware that with Hawthorn and North Melbourne that they have created a fortress in Launceston and Hobart for 4 of their 11 home games so having 2 home venues means opposition sides are not able to easily become accustomed to what would be Tasmania's home games. The 2 venues would be absolute assets to the team's success. The games should therefore be split evenly or in the case of odd number home games, as is currently the case, play 6 games where the team is based and 5 games at the other venue. Either way each venue will pick up at least 1 extra game and it will undoubtably prove that the economic flow on benefit will far exceed current numbers.

*Where the team is based will be the contentious issue so why not kill it off immediately. **HOW?***

- 1. We should request the AFL, in conjunction with the AFL Player's Association to make the decision and make it a condition of the licence.**
- 2. But to ensure everyone is onboard with this process the AFL should be requested to commission an independent review of where the team should be based. This review could be done right now.**
- 3. The review should cover logistics, the public, medical specialists and facilities; player welfare and retention and what is ultimately the best for Tasmania and the potential performance of the team**
- 4. The AFL are to pay for the review and make the final decision and the decision is binding without any political involvement thus avoiding electorate backlash.**
- 5. The decision could be for a period of time, 10 to 15 years, then reviewed only if required.**

If ever there is a solution to the parochial problems this is it and in fact may well be the answer to unite Tasmania as never before, even in areas outside of football.

An AFL absolute timeline must be achieved - The Tasmania Devils



What Tasmanian youth are denied.



*Scenes like this are a common place in every state of Australia except – **Denied in Tasmania by the AFL.***

The grass roots of Australian football idolise their AFL team heroes. This is what happens in your state when you have an AFL team (or 2) – **except Tasmania of course.** We may have 2 part time Melbourne suburban teams but that will never match having access to your very own team full time in Tasmania.

Every night on the news the cameras are at training with the youth getting autographs – they love and dream football – they are part of it from a young age; this is what grass roots is about – **except Tasmania of course.**

Your own AFL team drives a fanatical following at grass roots but Gillon McLachlan believes that the youth of Tasmania must love and dream and idolise a mythical team before that team will be considered by the AFL. Gillon McLachlan has used the latest excuse to isolate Tasmania - our talent pathways are fragmented, our participation rates are low - so, you can't have a Tasmanian team until they are fixed. He and the Commission know full well that an announcement of a Tasmanian team timeline would ignite a contagious reaction in Tassie, but they treat us as fools with their constant patronising statements.

10 years ago, when Mr McLachlan was the COO of the AFL, our pathways were not fractured or fragmented and indeed in 2005 our participation rates were the very best in Australia.

What happened?

The AFL Commission decided to cut Tasmania adrift in favour of GWS and GCS and they have overseen the destruction of Tasmanian football until absolute crisis point in 2018 when they were forced to finally admit that we were on our knees.

Shock, horror, Tasmania was not supplying draft picks to the mainland clubs – something needs to be done. And best of all it gave another great excuse to continue the 28 years of neglect and to deny Tasmania yet again.

Mr McLachlan knows Tasmania is determined and is rebuilding but he will not give Tassie what other states take for granted that keeps their houses in order and creates the ultimate dream for their grass roots– **an AFL team.**

Tasmania, one of the 4 founding states, must do it *handcuffed*. Shame.

An AFL absolute timeline must be achieved - The Tasmania Devils



The history of cricket and football in Tasmania and the unbelievable differences between the AFL and Cricket Australia in their treatment of our state

Cricket has been played in Australia for over 210 years. The first recorded cricket match in Australia took place in Sydney in December 1803 and a report in the Sydney Gazette on 8 January 1804 suggested that cricket was already well established in the infant colony. Intercolonial cricket in Australia started with a visit by cricketers from Victoria to Tasmania in February 1851. The match was played in Launceston on 11–12 February with Tasmania winning by 3 wickets.

Cricket is one of the most popular sports in Australia at international, domestic and local levels. The peak administrative body for both professional and amateur cricket is Cricket Australia.

For 2017 the participation increase was one of the highest year-on-year growth figures Cricket Australia has experienced. The census also revealed a record breaking 1,558,821 Australians have actively engaged in cricket competitions or programs – an increase of 9 per cent from the previous year. For AFL it was 1,547,915 in 2017.



Tasmania played in the very first first-class cricket match in Australia against Victoria in 1851,

Tasmania were finally admitted to regular competitions when it became a founding member of the Gillette Cup domestic one day cricket tournament upon its inception in 1969. Tasmania has performed well in it, winning it

An AFL absolute timeline must be achieved - The Tasmania Devils



four times, and having been runners-up twice. It took a further eight seasons before Tasmania were admitted into the Sheffield Shield in 1977–78, and it was initially on a reduced fixtures list, but by the 1979–80 season, Tasmania had become full participants, and slowly progressed towards competitiveness within the tournament, first winning in the 2006–07 season—after almost 30 years in the competition. In the KFC Twenty20 Big Bash the Tigers have yet to win, but were runners-up in 2006–07.

Cricket

6 states 6 shield teams - one from each state

6 states 6 one day teams - one from each state

6 states Big Bash Teams 8 teams - 2 from NSW and Victoria and one from each other state

AFL

6 States 18 teams 10 from Victoria 2 from every other state except Tasmania who is ZERO

Unbelievable the difference in treatment between CA and the AFL of Tasmania.

When Australia wins a cricket test match it is time for a celebration and the following is sung with gusto:

***“Under the Southern Cross I stand
A sprig of wattle in my hand
A native of my native land
Australia you bloody beauty”***

This song was created by Rod Marsh after being inspired by Henry Lawson’s 1887 poem and while he was in the Australian cricket team it was his role to lead the song.

This tradition has been passed down as retirements come along and since its inception there have been 8 players entrusted with the tradition; 3 from WA, **2 from Tasmania**, and 1 each from NSW, South Australia and Queensland. No one from Victoria.

Thank you, Cricket Australia, for having the foresight to include Tasmania in your competition.

Tasmania is part of the Australian tradition in cricket, but that right is constantly refused by the AFL in football, so when it comes to Aussie Rules the Tasmanian version of the song currently goes this way:

***“Under the AFL spell I stand
A sprig of hope in my hand
A native of my native land
At last Tassie AFL bound
Tasmania you bloody beauty”***

Pause:

AFL – “Think again - DENIED”

We must change this attitude and start working on our club song.

An AFL absolute timeline must be achieved - The Tasmania Devils



Anniversaries; the Good, the Bad and the Ugly

This year Tasmania celebrated the 40th Anniversary of Tasmania winning the Gillette Cup on the 14th January 1979.

Hard to believe the smallest state in the Commonwealth of Australia, up against the might of the other 5 states, reigned supreme.

The Australian Cricket Board (ACB) believed in Tasmania – it did not put additional teams in the other states at the expense of Tasmania.

As Tasmanians, thank you ACB for:

- *your foresight,*
- *your willingness to do what is right,*
- *your ability to look after your supporters and founding states before the almighty dollar.*

ACB, now CA - You are commended. 👍

Another anniversary should also be remembered: But for the wrong reasons.

In June 2019 it was 29 years since the Executive Chairman of the AFL said in June 1990 that Tasmania would have an AFL team on the playing field by 1995.

So, in 12 months the AFL will be proudly celebrating 30 years of neglect of Tasmania with still no AFL team.

The AFL doesn't believe in a football heartland, Tasmania and certainly does not believe in its own values or its own purpose and has preferred additional teams in other states; including non-heartland football states, all at the expense of Tasmania.

As Tasmanians, we do not thank you AFL for:

- *your total lack of foresight,*
- *your unwillingness to do what is right,*
- *your inability to look after your heartland supporters and founding state but instead putting the almighty dollar first.*

An AFL absolute timeline must be achieved - The Tasmania Devils







AFL Premiership Cup



There are only 4 clubs in VFL/AFL history who have yet to win the Premiership Cup.

Of the 4 heartland states for Australian Rules Football there are 2 clubs without a win. Of the other states there is 1 from Queensland and 1 from NSW without a win.

The clubs are:

1.  Fremantle Dockers, who joined the competition in 1995, some 24 years ago, the same year the AFL planned (in 1990) for Tasmania to commence.
2.  Gold Coast Suns, who joined the competition in 2011, at the expense of Tasmania, 9 years ago.
3.  GWS, who joined the competition in 2012, at the expense of Tasmania, 8 years ago and
4.  TASMANIA DEVILS who were promised a team by the AFL in 1990 and after 29 years of AFL neglect still cannot get a timeline from the AFL for a commencement year.

It is just plainly wrong; and certainly, against the very reason the AFL exists.

An AFL absolute timeline must be achieved - The Tasmania Devils



How it feels for a current Tasmanian AFL player



Proud Tasmanian Mitch Robinson. Picture: Peter Wallis. Source: News Corp Australia February 8, 2018

“LET’S get this out of the way early, I am a proud Tasmanian.”

“Seeing some other proud Tasmanians speak up about the state of football in our state lately, I felt I had to as well.”

“I still remember clear as day the words that former AFL CEO Andrew Demetriou said during a visit to my previous club when expansion into south-east Queensland and Greater Western Sydney was being discussed.”

I asked this question: “Why isn’t Tasmania in discussions for an AFL team during these upcoming expansions?”

The words that stuck with me from his reply were: **“Tasmanians already watch AFL.”**

“That’s when it truly hit me the state, I love wouldn’t be having their own team anytime soon.”

What more can you say?

An AFL absolute timeline must be achieved - The Tasmania Devils



The years of never-ending statements that take Tasmania for granted – condescending

This issue has been ongoing since June 1990 when Alan Schwab, AFL Executive Commissioner, in a response to the interstate game 24th June 1990 where Tasmania defeated Victoria:

“that there was a genuine prospect of Tasmania having a team in the national competition in the near future - 1995 is a date by which we’d be realistically looking at Tasmania joining”

The AFL’s former CEO Andrew Demetriou has said:

“They probably deserve a team; we shouldn’t dismiss the contribution that Tasmania has made to our game. They are absolutely entitled to put forward a proposal, but the commission has already decided where the 17th and 18th teams are going.”

Gillon McLachlan indicated in 2014 that Tasmania would be the next AFL team, but it would be a decade. That’s 2024. Now there is no timeline whatsoever. **Make that statement come true – we will rejoice at 2014 as will the whole competition.**

He further stated on the 19th August 2015 at the National Press Club:

“Tasmania deserves its own team, it just does.”

He also told the National Press Club, that while Tasmania deserved a club, it probably couldn’t afford it, predicting it would need \$45million in revenue.

“Tasmania deserves its own team, it just does. Their participation rates, their ratings, their attendance, they are as passionate as any state. Their numbers stack up with Victoria and in my view, they deserve their own team. The brutal reality right now, the economy and scale of growth mean they financially can’t support their own team playing 11 games, you need \$45million.

Comment: check out the draft budgets sent to you last year.

Then on the 21st March 2018 in Hobart Mr McLachlan stated:

“I would love the state to have an AFL team and in the next 12 months will start deciding whether it does or not”

On the same day he further stated in relation to the existing Hawthorn and North Melbourne deals expiring at the end of 2021:

“I have given my preferred view about a single team down here, but in the context of what we have announced today, that will guide the decision post 2021 about what the right model is. Whether it’s a single team for Tasmania or a new licence... they are the two options.”

In Gillon McLachlan’s press conference on the 3rd July 2018 he was asked whether a 10-year-old could one day aspire to play for Tasmania in the AFL, Mr McLachlan was circumspect.

“I think they can.” He said.

“They can dream to do that, and what we are trying to do is put the building blocks in place today to deliver on a unified, sustainable Tasmanian future that every boy or girl knows they’ve got a good pathway to the AFL or AFLW.

An AFL absolute timeline must be achieved - The Tasmania Devils



"Whether that's playing for a Tasmanian team or one of the current 18 teams, that's a decision for 8- or 9-years' time for a 10-year-old"

"The Hawks riches are built on the back of a massive sponsorship to play four games in Tasmania each year plus a huge, and controversial, take from gambling income." Sporting News 23rd March 2018.

Mr Kennett went on questioning a Tasmanian team: How much would be needed to keep a club running?

"You could field a Tasmanian team for approximately \$30m at a bare minimum. To be competitive it would need the AFL to direct most of the top draft picks towards the Tasmanian team, as they did for GWS. The average operating cost of the 18 teams on the AFL today is \$45m. That is a long way from the minimum I have suggested here. Another \$15m every year."

Comment: check out the draft budgets

What has been written about the appalling treatment of Tasmania by the AFL

Tasmania remains AFL's blind spot, and it's local footy which is now suffering most

By Offsiders columnist Richard Hinds

9 Feb 2018

At the 1982 Brisbane Commonwealth Games opening ceremony, hundreds of dancers formed a huge map of Australia covering the middle of the QEII Stadium, with a famously glaring omission.

They forgot to include Tasmania.

During the uproarious days of Barry Humphries' cunning ocker linguist Bazza McKenzie, we chuckled a lot about the "map of Tassie". But the absence of their entire state from such an iconic image did not get many laughs from Apple Islanders.

Now, 36 years later, Tasmanians have a right to feel they have again been wiped from Australia's now much larger, richer but still scandalously incomplete sporting map.

Tasmania has no A-League, W-League, NRL, NBL, WNBL, NRL or Super League team to foster local pride. Just the Hobart Hurricanes to wave the flag during the BBL and WBBL's brief summer holiday seasons (and the Sheffield Shield team, if you happen to be walking the dog).

But it is the absence of genuine representation in the AFL that wounds Tasmanians most. Because of their rich history in that game; because less worthy and far less engaged regions have been given heavily subsidised teams and, now, because of the pain this absence is inflicting upon local clubs.

News that the Burnie Dockers had withdrawn from Tasmania's state league due to a lack of players is the latest example of how the AFL's footballing imperialism has stunted the growth of the game in a once fertile province.

On the surface, this is the sad story of a how a once prosperous club from the football-loving north-west with a rich history of participation, one that was a production line for elite level stars, can no longer find sufficient players to field a team.

There are local factors — an economic downturn, a dwindling population of football-age playing males in the region. These are not glory days in north-west Tassie.

An AFL absolute timeline must be achieved - The Tasmania Devils



But Burnie Football Club's collapse is also a reminder that professional sport still depends heavily on a sense of ownership and personal investment from local supporters to flourish. Regardless of what the financial indicators suggest.

The AFL rationalises its refusal to give Tasmania a team of its own on the basis of the island's relatively small and divided population and, particularly, the lack of corporate dollars required to support a team in an expensive national competition.

The case is compelling if — like myself for a time — you swallowed the idea that a club's likely survival can be predicted purely by its potential revenue streams; and if you ignore both the multiplying effect of passionate, organic fan engagement and the value this bring to the competition as a whole.

The AFL's patchwork solution to its "Tasmania problem" has been the fly-in fly-out presence of Hawthorn in Launceston and, more recently, North Melbourne in Hobart for a few games each season. These clubs bank handy cheques from the state and local governments whose taxes end up across Bass Strait.

In this way, the AFL believes it is giving the precious gift of its national competition to the grateful people of Tasmania. Much in the way most invading forces feel they are giving the gift of culture, language and "civilisation" to those they conquer.

But while the AFL boasts about rising levels of entry-level and low-age juniors in Tasmania, these numbers are not translating to participation among higher age groups. Hence the sad decline of Burnie and its north-west Tasmanian rival Devonport, which also recently withdrew from the Tasmania State League.

Retaining teenage participants in an ultra-competitive sporting, social and educational environment is difficult, as the volunteers at any local club can tell you.

Tasmania's lack of a standalone AFL team is now clearly an added impediment for local clubs in engendering greater interest in the game beyond the ceremonial appearances of the contractually obligated Hawthorn and North Melbourne.

That Sydney and GWS were allowed to operate academies outside the draft system was an acknowledgment that an attachment to a local club helps inspire and prolong participation. Tasmania's pathway between local juniors and the AFL has become a narrow, overgrown bush trail.

The AFL's "divide and conquer" method of handing northern Tasmania to Hawthorn and the south to North Melbourne only drives a footballing wedge between the two most populous cities rather than building the bridge required to field a united Tassie team.

The advent of AFLW provided another opportunity to give Tasmania a team to call its own. But instead the AFL insisted upon a joint venture with North Melbourne.

Thus, Tasmania's AFLW team will be the Vichy Kangaroos, collaborating with the mainland occupiers. Not the home-grown product that might have given Tasmanians a chance to prove it could get behind a single, local team.

The reflexive response of disgruntled Tasmanian is to denigrate the AFL's expensive crusade into western Sydney and the Gold Coast. Understandably, Tasmanians ask why so much is being spent to convert heathens in the north when it has put so much in the AFL's collection plate for so long. But regardless of its successes and failures, the AFL is wedded to its northern expansion franchises by the sheer magnitude of its financial investment.

An AFL absolute timeline must be achieved - The Tasmania Devils



Unflattering comparisons with apparently indifferent fans or empty stadiums in Homebush or Carrara won't sway the AFL. Tasmanians must continue to demonstrate — as the staunchest advocates have done extremely well — that their footballing history and their passion can sustain a team and, even if it can't, they deserve generous financial aid to do so.

Sadly, it might take the demise of yet more local teams for the AFL to understand what it is missing.

June 16, 2019 The Sunday Tasmanian *MARK DUFFIELD*

AFL Commission chairman Richard Goyder has thrown his weight behind a future night Grand Final, provided the league takes the AFL community with it.

The AFL in March decided to keep this year's grand final in the afternoon.

The debate, however, will not go away and the topic will be on the agenda next year.

"We would have to have the right pre-game entertainment; the broadcasters would have to support it and ultimately we would have to take the AFL community with us."

Comment: if we refer to the shaded points at least the AFL appears that it might listen and be inclusive to the supporters – in stark contrast to how they treat Tasmanian supporters.

Mr Goyder also weighed in on the Adam Goodes documentary, labelling it confronting.

He said he sat for five or ten minutes in contemplation after watching it recently.

"The first thing I did was ask what could and should I have done differently during the period. I felt this is a massive opportunity for us as an industry and more broadly as a country to say we got this wrong and without people getting defensive we say we got this wrong and how do we make sure this doesn't happen in the future.

"Clearly Adam was treated in a way he shouldn't have been in his last few years of footy and not enough people called it out."

Comment: We agree Mr Goyder and we agree with an Indigenous Commissioner, but you talk about what is right, what you should have done, how you could have done it better. This is the AFL actually recognising what values or purposes are and they appear here but have never been applied to Tasmania. You can do far better in this last area of unfinished business.

February 15, 2017 4:07pm

TOM MORRIS Source: FOX SPORTS

Fitzpatrick maintained he does not regret snubbing the state, despite a Senate inquiry in 2008 in which the AFL's commitment to the game in Tasmania was brought into question.

While conceding the AFL "failed" in its bid to send a team to The Apple Isle several years ago, Fitzpatrick maintained the biggest roadblock to a potential Tassie-based team remained the questions over where the club would be located.

"In many ways the difficulty is north-south issue in Tasmania and that has to be resolved before Tasmania can be resolved," Fitzpatrick said.

Comment on above: This is an issue that is addressed at "Where should the Tasmanian team play and be based"

Pages 19 – 20

An AFL absolute timeline must be achieved - The Tasmania Devils



AFL - a tax-exempt organisation (Revised 8th July 2019)

A non-profit organisation can still make a profit, but this profit must be used to carry out its purposes and must not be distributed to owners, members or other private people.

The main purpose of your club must be encouragement of a game. Any other purpose of the organisation must be incidental, ancillary or secondary to encouragement of the game or sport.

'Open to abuse': Experts slam AFL's tax-free 'rort'

By Eryk Bagshaw

4 March 2018 — Sydney Morning Herald. Extracts follow

The leagues and clubs are tax exempt under an 81-year-old provision that was designed to allow volunteer, community organisations to pay no tax in exchange for providing local facilities and encouraging sport participation.

The revenues of both codes have grown astronomically since 1936 through multi-billion-dollar TV deals and lucrative gambling and alcohol advertising.

Executive pay for the sports administrators is also up by 40 per cent over the past decade. AFL CEO Gillon McLachlan earned \$1.7 million in 2016, although his predecessor Andrew Demetriou made as much as \$3.8 million in 2013.

The University of Melbourne tax expert said sport had no place in the not-for-profit space.

"It seems to me the way they operate is that it is all about profit and generating surpluses through gambling and media rights, not just the encouragement of sport," she said.

There is no accountability here, none.

AFL spokesman Patrick Keane said the sports income and assets "were solely for the purpose of encouraging and supporting the game of Australian Rules football."

Comment on the above:

The AFL are not accountable, it would appear, to anyone other than the 18 AFL clubs who in turn get dividends or whatever term it chooses to use. These clubs received \$264,570,000 in 2017 and the top recipients were GCS, GWS and Brisbane. In 2018 the amount went up to \$307,000,000. ~~but now the AFL have gone down the no transparency track and have not supplied information by club.~~

The AFL's 11 executives, in 2017, including Gillon McLachlan, pocketed a combined \$8.08m last year — an average salary package of \$734,500.

In 2018 The AFL's 12-person executive team took home more than \$10.73 million in wages last year, including \$3.56m in bonuses. The cash bonanza for the game's top brass equates to an average annual salary package of \$894,000.

But this is not the major issue:

The issue of the AFL's tax-free status is that it self-assesses but does it fulfil its obligations or its purpose?

It claims tax exemption because it puts the money back into the game. Really.

- The AFL claim to be a national body but exclude Tasmania from having a team

An AFL absolute timeline must be achieved - The Tasmania Devils



- The AFL use the title Australian but exclude Tasmania from having a team
- The Purposes of the AFL are as discussed earlier
 1. ***Our extraordinary fans sit at the heart of what we do and the decisions we make***
 2. ***We Protect and grow the spectacular indigenous nature of our game***
 3. ***We utilise (sic) the game to drive positive change and strengthen our communities***
 4. ***We strive to be extraordinary in what we do and achieve extraordinary outcomes together***

Quite clearly, the AFL has ignored Tasmania and invested millions of tax-free monies on attempting to buy new supporters or viewers. **That is not what their purpose is.**

On that basis it should right the wrong in Tasmania and be truly national and prove it has invested in the game at a truly national level, because clearly at the moment it would appear to be in a serious breach of its obligations.

Satire

3 Satirical Cartoons that speak volumes about the AFL

Satire Definition:

“The use of humour, irony, exaggeration, or ridicule to expose and criticize people’s stupidity or vices, particularly in the context of contemporary politics and other topical issues.”

There are two important things to remember about satire:

1. It makes fun of a person, idea, or institution
2. Its purpose is not just to entertain, but also to inform or make people think.

In appreciation of Polly, Mercury cartoonist

Cartoon 1 *July 2018 after the AFL Steering Committee results were announced*

Cartoon 2 *July 2018 After a rant by Hawthorn president Jeff Kennett against a Tasmanian team in the AFL has been derailed by the foot-in-mouth moment by his club.*

It was revealed that in a major promotion to its members — Hawthorn’s “Explore the World with the Hawks” raffle — Tasmania was left off the included world map.

Cartoon 3 *May 2019 after Tasmania complained to Cricket Australia about the lack of fixtures in Tasmania*

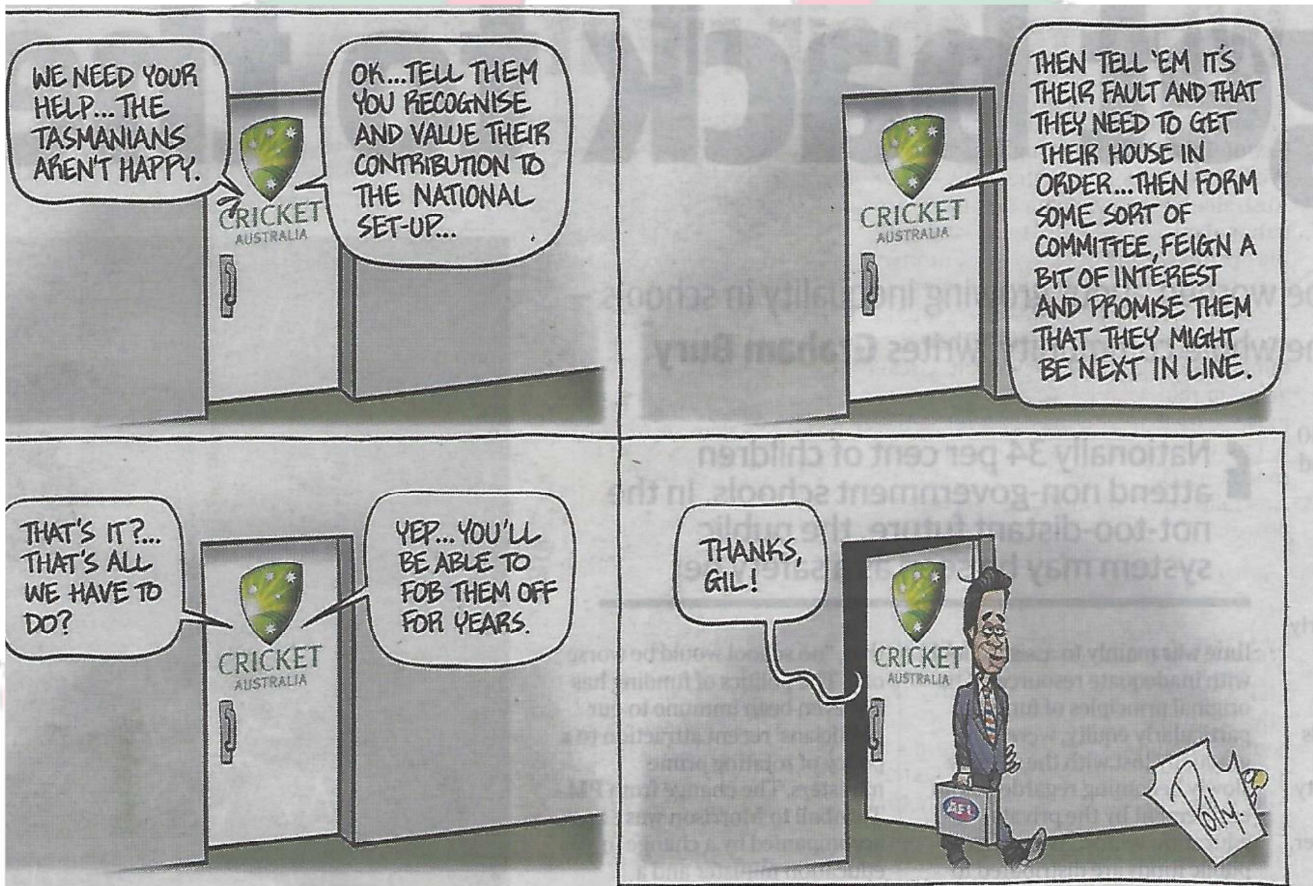
An AFL absolute timeline must be achieved - The Tasmania Devils





An AFL absolute timeline must be achieved - The Tasmania Devils





An AFL absolute timeline must be achieved - The Tasmania Devils



Foundation Sponsorship

Let's take a positive look down a future path with a licence guaranteed. Wouldn't it be great to be looking for a foundation sponsor at the end of this year with a countdown to game 1. By way of example I have taken a look at the car industry and its involvement with AFL football. The AFL main sponsor is Toyota. The table below shows all the clubs and those with car sponsorship together with their memberships expressed as a % of their state. Tasmania has been included at 40,000 members but what is interesting is that if Tasmania's % was the average of the other 3 football heartlands the membership would be 45,000 so this is another example that supports a membership of at least 40,000. I have also included a summary of car sales in Tasmania for the 5-month period to May 2019. Those manufacturers shaded grey do not currently sponsor an AFL team. Mitsubishi and Subaru are big brands and feature well in Tasmania and both have **5-year warranties** so why don't we be creative and have one of those as a Founding Sponsor with a **5-year countdown** to game 1. 5 years of publicity for them and big dollars to start year 2024.

Motor vehicle companies sponsoring AFL clubs 2019					
Club	Car Company	Tier	Total in Tier	2018 Membership	% state population
Richmond	Jeep	1	2	100,726	1.61%
Hawthorn	Nissan	2	3	80,302	1.28%
West Coast Eagles				80,290	2.98%
Essendon				79,319	1.27%
Collingwood	Holden	1	4	75,507	1.21%
Adelaide	Toyota SA dealers	1	1	64,739	3.76%
Geelong	Ford	1	1	63,818	1.02%
Sydney Swans	VW	2	2	60,934	0.74%
Carlton	Hyundai	1	1	56,005	0.89%
Fremantle				55,639	2.07%
Port Adelaide				54,386	3.16%
St Kilda				46,301	0.74%
Melbourne	Jaguar	1	2	44,275	0.71%
Western Bulldogs	Mercedes	2	1	43,246	0.69%
North Melbourne	Mazda	1	1	40,789	0.65%
Tasmania				40,000	7.68%
Greater Western Sydney	Kia	4	3	25,243	0.30%
Brisbane	Hyundai	2	3	24,867	0.50%
Gold Coast				12,108	0.24%
Northern Territory					
Totals				1,048,494	4.24%
AFL	Toyota				
In this exercise 40,000 was the membership used for Tasmania which showed as a % of Tasmania's population as 7.68%					
If we were to combine Victoria, WA and SA the % would be 8.76% which would equate to 45,000 Tasmanian members					
Another guide as to the likely membership numbers for Tasmania					
CARS sold Tasmania 5 months to May 2019					Membership % by state
Represents brand not currently tied to an AFL club at Tier 1 or 2				State	Population
	Units	% Tot		Victoria	6,260,000
				WA	2,690,000
				SA	1,721,000
				Tasmania	520,630
Toyota	1298	18.06%		NSW	8,287,692
Mitsubishi	741	10.31%		Queensland	4,980,000
Hyundai	575	8.00%		N Territory	246,786
Subaru	546	7.60%		Total	24,706,108
Mazda	525	7.30%			4.24%
Ford	521	7.25%			
Holden	474	6.59%			
VW	412	5.73%			
Nissan	396	5.51%			
Kia	324	4.51%			
Honda	298	4.15%			
Isuzu	225	3.13%			
Suzuki	205	2.85%			
Skoda	74	1.03%			
Mercedes Cars	62	0.86%			
Audi	60	0.83%			
Renault	48	0.67%			
Land Rover	48	0.67%			
BMW	44	0.61%			
Volvo	39	0.54%			
LDV	36	0.50%			
Jaguar	31	0.43%			
Mercedes Vans	30	0.42%			
Lexus	28	0.39%			
other	148	2.06%			
Total	7188				
Buses trucks etc	226				
Total	7414				

An AFL absolute timeline must be achieved - The Tasmania Devils



So, what are the numbers for a Tasmanian Team?

The following pages demonstrate that a Tasmanian AFL team can be sustainable from the very beginning:

1. **Page 37** An AFL 19 team roster including 2 divisions, including additional games, additional finals, additional attendances and potentially greater TV rights, certainly to cover a Tasmanian team. What this shows is an option; there could be variations, but it debunks the doubters who say a 19-team roster is too difficult. It could also be argued that the players constantly argue that 22 rounds are too long so a 19-team roster could reduce the rounds to 18 with each team having a bye each week and a similar mid-season bye could also be engineered. The great benefit here is that each team plays each other team once only – finally a fair and balanced AFL roster.
2. **Page 38** Draft Tasmanian team budgets based on 30,000, 35,000, 40,000, 45,000 and 50,000 members. They are based on studying the existing AFL team revenues and expenditures and includes government support. Each budget takes a conservative approach which clearly demonstrates sustainability.
3. **Page 39** An analysis of the PWC report on the Economic flow on benefit to Tasmania from the Hawthorn games in Launceston. While there is some doubt on its accuracy the issue is that Jeff Kennett and Hawthorn use it to say that the \$37million benefit can't be matched with a Tasmanian team – pure rubbish. What I have done is use all the PWC parameters and extrapolated them to North Melbourne and then to further extrapolate them to a Tasmanian team. What it shows is that the Economic flow on benefit of Hawthorn (\$37,000,000) plus North Melbourne (\$27,872,684) for a total of \$64,872,684 less the direct government cost of \$7,000,000 which goes to Melbourne is a net total of \$57,872,684. This is more than offset, using the same parameters for a Tasmanian team, by a Tasmanian team Economic flow on benefit of \$173,893,797. The assumptions used are on the spreadsheet and it used average attendance of 17,000 for home games but for a conservative approach let's use 13,000. This resulted in a Tasmanian Economic flow on benefit of \$153,993,797 – stunning. Bring on Tasmania. Of course, these numbers need to be verified and the AFL Project Team will use the appropriate people in the business plan to develop the numbers, but I gave my numbers and assertions to an accountant who has done this sort of exercise in the past and they were not faulted. **I wish to supply all my information to the project team.**
4. **Page 40-41** I further researched Economic flow on returns of AFL clubs based on what the AFL commissioned in 2012 on 2011 numbers. The \$1.6billion reported as flow on effect of the AFL clubs was extrapolated in version 1 of this page to show a flow on multiplier of 2.37. I used this to extrapolate by each club based on their revenue for 2011 and then looked at AFL club revenue for 2017. Extrapolating this to Tasmania if it had a \$50,000,000 revenue with a 2.37 multiplier would give Tasmania an Economic flow on effect of \$118,546,564.
I further researched multipliers where depending on the type of industry varied between 1.4 and 2 so I used 1.75 which produced an Economic flow on effect of \$148,626,266. Version 3
I further looked at a report done on North Melbourne where the multiplier was said to be 2.5. Version 4. This produced an Economic flow on effect of \$212,323,237

In summary, the research and assumptions have revealed Economic flow on effects based on the PWC criteria used for Hawthorn as producing returns in excess of what Hawthorn and North Melbourne produce of \$60,573,880 through to \$154,350,553 or an average of \$100,399,782.

I certainly will be offering my findings to the AFL Project team and the Tasmanian Football Board.

There is no doubt in my mind whatsoever that we can field a totally sustainable team.

An AFL absolute timeline must be achieved - The Tasmania Devils



AFL 19 team roster													
September 2018													
OPTION 3 Another Game changer													
The following is a proposal for 19 teams split over 2 divisions compared to the AFL 2018 roster													
It incorporates the following:													
</													

Revised 8th July 2019 club funding 2018; 1st August 2019 club funding

Tasmanian AFL Team Draft Budget		Tasmanian Team budget like for like other clubs 2017, 30,35,40,45,50K members							
Russell Hanson August 2018		5 Variation options							
Income	Current 2018	30,000 Members	35,000 Members	40,000 Members	45,000 Members	50,000 Members	Comments	North Melbourne 2017	
AFL direct funding	-	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	*	15,722,000	
Tasmanian Government	7,000,000	12,500,000	12,500,000	12,500,000	12,500,000	12,500,000	**	-	
The AFL must NOT include the Tasmanian Government contribution in their calculations for AFL Direct Funding									
Sponsorships	-	7,006,500	7,006,500	7,006,500	7,006,500	7,006,500	75% NM or Demons	9,342,000	
							This is \$4,000,000 less than many clubs		
							Tasmania is a destination state so this		
							is very conservative		
Memberships	-	4,902,709	5,719,827	6,536,946	7,354,064	8,171,182	***	6,593,000	
Merchandise	-	819,622	956,225	1,092,829	1,229,433	1,366,036	4*	1,002,000	
Gate	-	987,697	987,697	987,697	987,697	987,697	5*	1,723,000	
Commercial business, events, fundraising	-	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000	50% North Melbourne	2,963,000	
Stadium bonus and signage	-	200,000	200,000	200,000	200,000	200,000		600,000	
Other	-	500,000	500,000	500,000	500,000	500,000		1,773,000	
Total Revenue	7,000,000	48,416,528	49,370,250	50,323,972	51,277,694	52,231,416		39,718,000	
Football spending		25,247,000	25,247,000	25,247,000	25,247,000	25,247,000	Average of AFL clubs	23,852,000	
Other spending		18,279,600	18,279,600	18,279,600	18,279,600	18,279,600	6*	15,233,000	
Team and Management Infrastructure		2,000,000	2,000,000	2,000,000	2,000,000	2,000,000	7*		
Total Expenditure		45,526,600	45,526,600	45,526,600	45,526,600	45,526,600		39,085,000	
Net Profit		2,889,928	3,843,650	4,797,372	5,751,094	6,704,816		633,000	
Members	17,500	30,000	35,000	40,000	45,000	50,000		40,343	
There are approximately 17,500 who are Tasmanian members of Hawthorn and North Melbourne							2018	40,789	
Income per m/ship plus boxes and reserved seating		North Melbourne	161	One of the AFL's lowest	AFL CLUB FUNDING	IN 2018	IN 2017	% increase 2018 v 2017	
					GWS Giants	24,700,000	26,600,000	-7.14	
		NM	Tasmania	Tasmania	Brisbane	24,000,000	21,300,000	12.68	
Average attendance Home		22,678	17,000	13,000	use 13,000	Gold Coast	23,900,000	25,300,000	-5.53
Average attendance Away		27,713	28,000	28,000		St Kilda	22,000,000	22,200,000	-0.90
Average attendance Total		25,196	22,500	20,500		W. Bulldogs	19,300,000	19,400,000	-0.52
Gate		1,723,000	1,291,604	987,697		Melbourne	18,100,000	17,400,000	4.02
* AFL funding		5 Versions				North Melbourne	17,900,000	17,400,000	2.87
						Port Adelaide	15,800,000	15,700,000	0.64
						Carlton	15,800,000	15,400,000	2.60
** Tasmanian Government		Almost certain to double but this budget is less				Richmond	15,000,000	16,000,000	-6.25
		The government has supported AFL football since 2001, both parties				Essendon	14,900,000	15,100,000	-1.32
		So this is clearly achievable. 10 year guarantee				Collingwood	14,900,000	14,000,000	6.43
*** Memberships		using North Melbourne earning per member (very low)				Sydney	14,500,000	13,800,000	5.07
		Extra members				West Coast	13,600,000	12,100,000	12.40
4* Merchandise		Using North Melbourne low amount				Fremantle	13,400,000	12,900,000	3.88
		Increase due to extra members and new club spending (extra 10%)				Adelaide	13,300,000	13,600,000	-2.21
5* Gate		Using lower home games due to 2 stadiums and capacity and same for away games. Based on NM averages. Low home attendance in short term				Hawthorn	13,200,000	13,000,000	1.54
6* Other spending		20% higher than North Melbourne				Geelong	13,100,000	13,600,000	-3.68
		Includes operations 2 stadiums				Total	307,400,000	304,800,000	0.85
						Average per club	17,077,778	16,933,333	0.85
7* Team and management infrastructure		Ongoing proactive expenditure - insurance				Average Queensland clubs	23,950,000	23,300,000	2.79
						Average GCS GWS clubs	24,300,000	25,950,000	-6.36
Sponsorships									
NB. The team will be called Tasmania and this branding will give the Tasmanian Government its return					AFL Membership Ladder				
Other sponsors will be like other AFL clubs with the appropriate branding.				Rank	CLUB	2018	L.Y. 2017	Variation	
It is therefore not a duplication. The numbers used however are conservative at 75% NM or Melb.				1	Richmond	100,726	72,669	38.61	
				2	Hawthorn	80,302	75,663	6.13	
				3	West Coast	80,290	65,064	23.40	
If Tasmanian membership was 50,000				4	Essendon	79,319	67,768	17.04	
We would rank 12th out of 19 teams				5	Collingwood	75,507	75,879	-0.49	
				6	Adelaide	64,739	56,865	13.85	
We would have more members than the combined Queensland total of 36,975				7	Geelong	63,818	54,854	16.34	
or				8	Sydney	60,934	58,838	3.56	
				9	Carlton	56,005	50,326	11.28	
or more members than the combined total of GWS and GCS 37,351				10	Fremantle	55,639	51,254	8.56	
				11	Port Adelaide	54,386	52,129	4.33	
				12	TASMANIA 50,000				
				13	St Kilda	46,301	42,052	10.10	
				14	Melbourne	44,275	42,233	4.84	
				15	Western Bulldogs	43,246	47,653	-9.25	
				16	North Melbourne	40,789	40,343	1.11	
				17	GWS Giants	25,243	20,944	20.53	
				18	Brisbane	24,867	21,362	16.41	
				19	Gold Coast	12,108	11,665	3.80	
					Totals	1,008,494	907,561	11.12	

Analysis of Hawthorn games in Launceston 2017 by PWC extrapolated to a Tasmanian team						
Total visitor, visiting team and local spend and flow on including Tasmania direct spend of \$45,526,600						
		North	Tasmania		Tasmania	
Hawthorn details	Hawthorn	Melbourne	17k attend		13k attend	
4 Home and Away games 1 Pre Season games	4.75	4.00	12.50	11 Home and away plus 2 pre season	12.50	11 Home and away plus 2 pre season
Total attendance	61,301	46,000	202,000	11 x17,000 home and away plus 2 x 7500	158,000	11 x13,000 home and away plus 2 x 7500
Average attendance based on 4.75 game equiv.	12,905	11,500	16,160		12,640	
Interstate attendance	15,126	11,350	27,414	only 1 team from interstate	21,443	only 1 team from interstate
Tasmanian attendance	27,175	20,392	102,748		80,367	
Launceston attendance	19,000	14,258	71,838		56,190	
Average spend Interstate	816	816	816		816	
Average spend Tasmania	244	244	244		244	
Average spend Launceston	41	41	41		41	
Direct spend Interstate	12,342,816	9,261,995	22,369,731		17,497,116	
Direct spend Tasmania	6,630,700	4,975,648	25,070,453		19,609,562	
Direct spend Launceston	779,000	584,558	2,945,373		2,303,806	
Total spend	19,752,516	14,822,201	50,385,556		39,410,484	
Average spend per person	322	322	249	Reduces as only 1 team from interstate	249	Reduces as only 1 team from interstate
Plus Hawthorn spend total	579,000	487,579		Tasmania spend is in \$45.5million spend		Tasmania spend is in \$45.5million spend
Plus interstate teams spend total	74,000	62,316	194,737		194,737	
Interstate team spend per game	15,579	15,579	15,579		15,579	
Total all up spend	20,405,516	15,372,096	50,580,293		39,605,221	
PWC flow on effect total	37,000,000	27,872,684	91,712,187		71,812,187	
Flow on factor	1.8132	1.8132	1.8132		1.8132	
Less direct cost to Tasmanian Government	4,650,000	2,250,000	-	included in \$45.5million spend	-	included in \$45.5million spend
Net PWC flow on effect	32,350,000	25,622,684	91,712,187		71,812,187	
Plus \$45,526,600 spend on team			45,526,600	includes \$12.5m that is spent in Tasmania	45,526,600	includes \$12.5m that is spent in Tasmania
Less spent on 11 Interstate + 2 pre season			202,526		202,526	
Airfares by other			-		-	
Total spend by team in Tasmania			45,324,074		45,324,074	
PWC flow on effect total			82,181,610		82,181,610	
Total PWC flow on effect	32,350,000	25,622,684	173,893,797		153,993,797	

An AFL absolute timeline must be achieved - The Tasmania Devils



Economic Benefit to Tasmania with a Tasmanian AFL Team									
9 May 2019									
Version 1									
Last year the combined economic contribution of all AFL clubs was estimated at in excess of \$1.6 billion. Andrew Demetriou 29/09/2012									
					17 Clubs		18 Clubs estimate		TASMANIA
Gross Revenue					Economic Contribution	2011 Revenue	Economic Contribution	2017 Revenue	Economic Contribution
Club	2017	2011	% incr	Start	2011	flow on factor	2017	flow on factor	2017
Collingwood	77,736,469	75,232,702	3.33		178,371,567	2.37	184,307,826	2.37	
Hawthorn	70,742,464	49,151,009	43.93		116,533,665	2.37	167,725,521	2.37	
Essendon	65,165,407	51,416,731	26.74		121,905,536	2.37	154,502,702	2.37	
Richmond	65,164,372	33,403,202	95.08		79,196,697	2.37	154,500,248	2.37	
West Coast	64,013,222	50,200,000	27.52		119,020,751	2.37	151,770,951	2.37	
Carlton	58,618,876	39,950,000	46.73		94,718,705	2.37	138,981,327	2.37	
Port Adelaide	57,907,188	37,017,885	56.43		87,766,862	2.37	137,293,964	2.37	
Geelong	57,804,052	48,438,196	19.34		114,843,634	2.37	137,049,435	2.37	
Adelaide	54,954,790	30,546,426	79.91		72,423,477	2.37	130,294,031	2.37	
Brisbane	52,060,420	42,297,354	23.08		100,284,120	2.37	123,431,679	2.37	
Melbourne	51,988,711	33,514,371	55.12		79,460,271	2.37	123,261,661	2.37	
Western Bulldogs	51,944,472	32,453,030	60.06		76,943,904	2.37	123,156,774	2.37	
Sydney	50,837,971	36,015,000	41.16		85,389,090	2.37	120,533,336	2.37	
TASMANIA	50,000,000					#DIV/0!	#DIV/0!	#DIV/0!	118,546,564
Fremantle	49,263,474	34,900,000	41.16		82,745,502	2.37	116,800,312	2.37	
St Kilda	47,952,666	28,287,336	69.52		67,067,330	2.37	113,692,476	2.37	
GWS	42,605,892		#DIV/0!	2,012	-	2.37	101,015,642	2.37	
North Melbourne	39,717,822	26,017,066	52.66		61,684,676	2.37	94,168,227	2.37	
Gold Coast	39,656,365	26,000,000	52.52	2,011	61,644,213	2.37	94,022,517	2.37	
Totals	1,048,134,633	674,840,308	55.32		1,600,000,000	2.37	2,366,508,630	2.37	
				check	1,600,000,000		2,366,508,630		118,546,564
	Without Syd, Freo, GWS, GCS, TAS								
	815,770,931	577,925,308	41.16						
	Estimated using 41.16								
	GWS not in 2011 GCS first year								
	Sydney, Fremantle, GCS revenue 2011 not disclosed so estimate used								
Revised totals	955,528,741	674,840,308	41.59						
without GWS, TAS									
Revised totals	998,134,633								
without TAS									

An AFL absolute timeline must be achieved - The Tasmania Devils



Version 2						
Based on PWC Hawthorn report on season 2017 Economic impact						
Total Spend	20,405,516					
		% Flow on	Flow on factor			
Gross State Product	28,500,000	39.67	1.3967			
Household Consumption	8,500,000					
Total	37,000,000	81.32	1.8132			
Tas Team spend in Tas	45,324,074					
Plus visitor spend	39,605,221					
Total spend	84,929,295					
Flow on GSP	118,620,746					
Flow on GSP + Household	153,993,797					
Version 3						
If the flow on factor fell between 1.4 to 2.0						
		Economic				
		Impact				
Expenditure in Tas	45,324,074					
plus visitor spend	39,605,221					
Total	84,929,295					
Flow on factor	1.4	118,901,013				
	1.5	127,393,942				
	1.6	135,886,872				
	1.7	144,379,801				
Average	1.75	148,626,266				
	1.8	152,872,731				
	1.9	161,365,660				
	2.0	169,858,590				
Version 4						
The 2015 report on North Melbourne games in Hobart						
FOR every \$ invested by the community, \$2.50 in benefits						
was returned to Tasmania						
		Economic				
		Impact				
Expenditure in Tas	45,324,074					
plus visitor spend	39,605,221					
	84,929,295					
Flow on factor	2.5	212,323,237				
Summary		Economic Contribution Flow on Effect				
Expenditure in Tas	49,837,200	V1	V2	V3	V4	Average
plus visitor spend	50,630,375					
	100,467,575					
Economic Impact	Flow on factor	2.37	1.81	1.75	2.50	
Expenditure in Tas	49,837,200	118,546,564	82,181,610	79,317,129	113,310,184	
plus visitor spend	50,630,375		71,812,187	69,309,137	99,013,053	
Total	100,467,575	118,546,564	153,993,797	148,626,266	212,323,237	158,372,466
Less Hawthorn impact		- 32,350,000	- 32,350,000	- 32,350,000	- 32,350,000	- 32,350,000
Less North Melbourne		- 25,622,684	- 25,622,684	- 25,622,684	- 25,622,684	- 25,622,684
Net gain to Tasmania		60,573,880	96,021,113	90,653,582	154,350,553	100,399,782

An AFL absolute timeline must be achieved - The Tasmania Devils



Conclusions

Why do we need a Tasmanian AFL Team and why will it be great for Tasmania?

1. Why do we need a Tasmanian AFL Team?

- TV rights started to be a significant factor in VFL football from 1985 and
- When the VFL became the AFL in 1990 and the competition expanded, and TV rights continued to grow, the impact on state competitions started to have a huge downward impact
- What happened was that with people increasingly watching the very best football on television something was going to give and it did
- The once all-powerful state leagues declined but, and let's just think about the heartland states; they all had an AFL team except Tasmania, and the public in those states became fanatical supporters of their team
- The grassroots in Western Australia and South Australia had something to aspire to, to adore, to touch, to be a part of so their football did not collapse to the same extent as Tasmania ultimately did.
- Add to that all states then had at least 2 teams, so an added layer; they then had derbies but
- Tasmania did not have 2 teams or indeed 1 team; so, it does not surprise when we were left behind
- Let's add another layer to the argument; in 2005 the participation rates for male footballers in Tasmania aged 5 to 39 was 22%; the highest in Australia so we were still hanging on
- In 2008 Tasmania presented a thoroughly researched business plan for a Tasmanian team which the AFL acknowledged was totally professional, ticked all the boxes and was indeed better than GWS and GCS.
- But the then AFL CEO said— bad luck; we have already decided on the GWS and GCS
- He went on to further say things such as “Not now – not ever” to our Premier at the time. “Tasmania might get a team someday but not in my tenure and maybe not in my lifetime”.
- So, in 2005 we were on the top of the tree; 3 years later the AFL, in a calculated move, cut us adrift and under the watch of the AFL between 2008 and 2018 we went downhill, and our participation rates declined. Yes, we are to blame too but the AFL was the chief destroyer
- Now a lot of people have to listen to the AFL rhetoric about fractured pathways and low participation rates in Tasmania; so, we will therefore have to wait for our team – yet in 2017 our participation rates, while lower than 2005, were still higher than Victoria, who have 10 teams.
- Nevertheless, we are addressing this issue along with the AFL's additional \$1.4million per annum in funding and with AFL Tasmania finally starting to have an impact, however
- One doesn't need to be Einstein to see that without a Tasmanian team we will continue to suffer whilst every other state has 2+ teams and they will continue to prosper, and the AFL will continue to milk our talent dry. What makes it worse is that we were told in 1990 we would have a team by 1995.
- Hawthorn and North Melbourne have been good for Tasmania, but not good for Tasmanian football. Of the 5 state-wide teams in the north 3 have folded and grassroots have suffered for years.
- Further extensions to these 2 teams after the existing contracts expire in 2021 should be an interim basis only until our team starts. Ideally, we should terminate the relationship at the end of 2021 and ween ourselves off the teams by bringing in other AFL clubs in the interim period.
- To grant the existing teams the extension should only be on the basis of their absolute support for the Tasmanian team – right now. Otherwise they will work against our objectives.
- *Games shared north and south are a given but where the team is based is crucial and we must not; repeat must not allow political expediency and electorate backlash to dictate the answer to this. It must be where it is best for our team and the only way to solve that is by the AFL independently, after a review, making that decision and making it binding in the licence. Please refer back to page 19 and 20 for full detail – it is crucial – parochialism must not win this argument.*

We must have a team for the very survival of football as we know it and we deserve it

An AFL absolute timeline must be achieved - The Tasmania Devils



2. **Why will a Tasmanian AFL Team be great for Tasmania?**

- A Tasmanian team will unite us if we get it right and the economic return that Hawthorn and North Melbourne currently provide will be dwarfed by OUR TASMANIAN TEAM
- The money our government currently pays to the 2 teams creates economic activity for Tasmania but primarily for Victoria. If that money was invested in a Tasmanian team, we get the total benefit
- We must remember a team is an ECONOMIC ACTIVITY in its own right and the money from sponsorships, members, merchandise, gate, and the AFL will all be spent in Tasmania – not Melbourne.
- It is now our long overdue turn to reap the rewards of our investments in AFL football – not for 2 Melbourne suburban teams but Tasmania. It has gone on for far too long and has actually added to parochial problems in our state and has certainly not healed them.
- And the greatest benefit will be to our football from the grassroots right through to our team.

IT'S TIME - Our youth, our state - must have something to aspire to, to adore, to touch, to be a part of

I congratulate the Legislative Council for this Select Committee and the government for appointing the Tasmanian Football Board and the AFL Project Team, but we must all remember that for 29 years we have believed the AFL would do the right thing and they have failed us all the way, fobbed us off for years (as Polly would say) and just kept adding another decade here and another decade there.

We need an absolute timeline commitment.

Gillon McLachlan indicated in 2014 that Tasmania would be the next AFL team, but it would be a decade; **so, 2024**. In November 2018 at an AFL executive meeting with the 18 AFL clubs Gillon McLachlan raised the issue; not on the agenda, of "the elephant in the room – Tasmania" 16 of the clubs were supportive.

On the 18th March 2019 AFL chief executive Gillon McLachlan told Fox Sports AFL 360 "the building blocks are in place" for a Tasmanian team.

We are appreciative of some positive statements being made and we would love to trust that Mr McLachlan is finally believing in the passion of Tasmania and even more so in believing our commitment to build the base and the team.

The time is now for Tasmania to create the bullet proof business plan that adds to the AFL pie provided we insist that the AFL will finally accept that this business plan will prove beyond doubt our ability to be an asset to the AFL with a sustainable team in a truly national competition. The AFL should therefore take the next step and on receipt of the business plan at the end of this year announce an absolute reasonable timeline for our team.

- Give us a definite, and realistic timeframe for a start year for OUR TASMANIAN TEAM (2023 to 2025) and
- Accept an AFL patronising "yes your case is sound and if an opportunity comes up in the future you will be first" is
- Nothing more than the same old same old "you might get a team in 10 or 20 or 50 years."

Let the AFL finally repay our loyalty and our trust in that it will make that decision.

There is no doubt in my mind whatsoever that we can field a totally sustainable team.

An AFL absolute timeline must be achieved - The Tasmania Devils



We are deserving of a licence because:

- 1. We will be sustainable***
- 2. We will have revenue and expenditure matching or better than most of the existing AFL teams***
- 3. We will add to the AFL pie***
- 4. We will be the nation's supporters' number 2 team***
- 5. We will deliver greater TV rights***
- 6. We have been deceived for far too long***
- 7. We are a football heartland and been totally loyal – we have served our penance***

Latest news: On the 2nd May 2019 I wrote to Jeff Kennett regarding a Tasmanian team after his continual negative comments on this issue in Melbourne newspapers and radio stations and the continual assertion that we can't afford a team and it will not be sustainable.

I indicated to him that work done to date is contrary to that argument and in fact we will prove that case by year end. The letter also requested that it is now time for him, Hawthorn and North Melbourne to start supporting our push with the AFL and the other 18 clubs. That would make it difficult for the government to remove the two clubs at the end of 2021 and would help their cause to be the 2 clubs who fill the void between 2021 and our team.

To Jeff's credit he responded and indicated he would support us if we proved we would be sustainable.

Well we now have the AFL Project Team tasked with that very issue so by year end we will prove that case.

As I send this submission to the printer Jeff was on ABC radio this morning 17th June 2019, again conciliatory and saying the same thing again. I congratulate him on his changed rhetoric; unfortunately, Ben Buckley received a similar letter but saw no reason to respond.

And we also have and need to have passion so:

***This is the first go at a Tasmanian AFL team winning rendition.
Let's open it up to the public.***

Ahhhhhhhhhhhh Tassss mania

***“Under the Southern Cross we stand
A Tassie Devil in our hand
A native of our native land
This is forever our heart..land
Tasmania you bloody beauty”***

Tassss mania Tassss mania

OUR TASMANIAN TEAM - THE TASMANIA DEVILS

An AFL absolute timeline must be achieved - The Tasmania Devils



Analysis of attendances at York Park and Bellerive Oval

A comment was made to me regarding the attendance of the GWS game, 7,832 in Hobart 16/06/19 which needs addressing. The following is in further support of where the Tasmanian team should play & be based? Pages 19 – 20.

It is absolutely vital that this question remains a **parochial free zone** and what has been put forward in those pages provides a realistic approach to achieve that objective. As Tasmanians we have demonstrated that the games for a Tasmanian team should be shared which will in turn provide economic flow on effects to both the north and the south far in excess of what Hawthorn and North Melbourne provide. Add to that the fact that we will have 2 home grounds will give a greater edge over the other teams as they will find it difficult to become accustomed to 2 Tasmanian home grounds.

It's an advantage and a unifying position.

Where the team should be based is well and truly covered in pages 19-20, however

The comment re the GWS attendance and its implications alarmed me. This additional page is provided to ensure we don't go down the track of getting into a parochial dialogue about attendances in the north v south. The reality is they are effectively on a par with each other as I will demonstrate and aberrations in certain games should not be used to justify an argument on the run. There are many factors that can affect attendances such as:

- Timing of the games both at what day and what time of day.
- Weather conditions
- Clashes of events
- School holidays and the like

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.

We can look at it a million ways but taking into account the GCS and GWS factors and the dominance of Hawthorn both in membership and ladder positions you could only conclude that the attendances are on a par at both venues and to embark on a parochial discussion to prove otherwise would be counter productive to our ultimate goal.

Which adds more weight to the proposal that games are shared north/ south and the location of the team is what is best for the team and is independently assessed. – unity can and must be achieved.

An AFL absolute timeline must be achieved - The Tasmania Devils



Additional 25/07/2019

Economic flow on effects - Tasmanian AFL Team

There has been some conjecture as to the economic flow on effects as reported by PWC in their analysis of Hawthorn games in Launceston in 2017

That report indicated a direct and flow on effect of **\$28,500,384**
 But it also showed household consumption of **\$8,500,000**
 Jeff Kennett and Hawthorn have added these together **\$37,000,384**

On that basis my submission extrapolated the \$37million to games North Melbourne play in Hobart and then further to a Tasmanian team

On page 39 of my submission it showed an economic flow on effect of \$173.9million for home attendances of 17,000 & \$154million for home attendances of 13,000

However, I have attempted to clarify whether the \$28.5m should have the \$8.5m added to it to arrive at the Hawthorn claim of \$37m

In discussions with Events Tasmania it was pointed out that the household consumption is a complex calculation and it is probably better to use the \$28.5m

On that basis I have completed a summary below adjusting the Hawthorn flow on effect to the \$28.5m which when extrapolated changed the NM & Tasmania flow on numbers

Using the average of higher home attendances of 17,000 and the low of 13,000 the calculations for the economic flow on effect were done on 15,000

Below are the calculations:

	Per annum	Over 10 years
The combined Hawthorn North Melbourne flow on effects	49,970,590	499,705,901
The TASMANIAN Team flow on effects	126,285,187	1,262,851,874
Additional benefits Tasmania v Hawthorn/North Melbourne combined	76,314,597	763,145,972

Analysis of Hawthorn games in Launceston 2017 by PWC extrapolated to North Melbourne and then a Tasmanian team

Total visitor, visiting team and local spend and flow on including Tasmania direct spend of \$45,526,600

On a 40,000 membership budget there is an annual surplus of \$4,797,372 which if spent would have flow on effects of a further

\$6,700,490

25/07/2019

Hawthorn details	Hawthorn	North Melbourne	Total existing 2 teams	TASMANIA 15,000	
4 Home and Away games 1 Pre Season games	4.75	4.00	8.75	12.50	15k being av. attendance of high 17k and low 13k
Total attendance	61,301	46,000	107,301	180,000	11 Home plus 2 pre season
Average attendance based on 4.75 game equiv.	12,905	11,500	12,263	14,400	11 x 15,000 home plus 2 x 7500
Interstate attendance 4.75 games	15,126	11,350	26,476	24,428	Only 1 team from interstate per game
Tasmanian attendance 4.75 games	27,175	20,392	47,567	91,557	
Launceston attendance 4.75 games	19,000	14,258	33,258	64,014	
Average spend Interstate	816	816	816	816	
Average spend Tasmania	244	244	244	244	
Average spend Launceston	41	41	41	41	
Direct spend Interstate	12,342,816	9,261,995	21,604,811	19,933,423	
Direct spend Tasmania	6,630,700	4,975,648	11,606,348	22,340,007	
Direct spend Launceston	779,000	584,558	1,363,558	2,624,590	
Total spend	19,752,516	14,822,201	34,574,717	44,898,020	
Average spend per person	322	322	322	249	Reduces as only 1 team from interstate
Plus Hawthorn spend total	579,000	487,579	1,066,579		Tasmania spend is in \$45.5million spend
Plus interstate teams spend total	74,000	62,316	136,316	194,737	
Interstate team spend per game	15,579	15,579	15,579	15,579	
Total all up spend	20,405,516	15,372,096	35,777,612	45,092,757	
PWC flow on effect total	28,500,384	21,470,206	49,970,590	62,981,054	
Flow on factor	1.3967	1.3967	1.3967	1.3967	
Other factors	-	-	-	-	
Net PWC flow on effect	28,500,384	21,470,206	49,970,590	62,981,054	
Plus \$45,526,600 spend on team				45,526,600	Includes \$12.5m government input that is spent in Tasmania v \$7m currently spent in Victoria
Less spent on 11 Interstate + 2 pre season				202,526	
Airfares by other				-	
Total spend by team in Tasmania				45,324,074	
Flow on effect total team spend				63,304,134	
Total flow on effect	28,500,384	21,470,206	49,970,590	126,285,187	
Additional flow on over existing 2 teams				76,314,597	
Government input				7,000,000	
Government Return per \$ input				7.14	

To maintain existing government return per \$ input the government input would be

17,690,332

So a government investment of \$12,500,000 in the budgets is significantly less

An AFL absolute timeline must be achieved - The Tasmania Devils



Analysis of Tasmanian Government annual financial requirement for a Tasmanian AFL team

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 to Hawthorn, North Melbourne, Momentum Energy to Geelong and loss of game day revenues.

\$20,000,000 from the state government ongoing would be political suicide and in my view and others totally unnecessary.

If indeed the \$20,000,000 is being run by the AFL, Jeff Kennett, Hawthorn or North Melbourne; and I hope that is not the case, it raises some serious questions:

- If the AFL is coming up with a brand new excuse, on top of those used for 29 years, to exclude Tasmania by claiming that TV rights may be lower at the next renewal therefore we do not get a team or that is why Tasmania needs to put in \$20,000,000 then it is effectively stating that Tasmania has to find another \$7,500,000 per annum which is the same as Tasmania subsidising the other 18 clubs to the tune of \$417,000 per annum each. If TV rights, go down all 19 clubs (including Tasmania) would need to review their positions as would the AFL; not just Tasmania being the scapegoat.
- I then did an exercise where the AFL funding to Tasmania was the lowest of all the clubs, \$13,100,000 and to achieve net profits of around \$1,000,000 the government would need to put in \$14,000,000 not \$20,000,000 and this scenario is totally unacceptable. A further exercise with the government putting in the mythical \$20,000,000 indicated an AFL contribution of \$7,000,000 – totally unacceptable.
- My budgets also call for AFL funding to Tasmania of \$20,000,000 which is up to \$5,000,000 less than GWS and GCS and is far less than Brisbane who have been in the competition for 32 years.

Clearly the \$20,000,000 from the government is not correct so do my budgets stack up?

- My submission looked at all AFL clubs for the 2017 season. Over the weekend 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.

The following is a summary of each of the categories within the budget and for the sake of the exercise let's use memberships of 40,000.

Revenue \$50,323,972:

AFL funding \$20,000,000 – on page 49 I have included the funding to the existing clubs for 2018 and 2017. Note: the original 2017 funding numbers were the base funding and did not include "other funding". It now does and on page 50 there is a summary of all funding from 2011. If you examine the 2018 funding by club and also take into account, the above comments then \$20,000,000 from the AFL is a very fair and reasonable expectation.

Government Funding \$12,500,000: -as indicated above and with the net profit forecast of \$4,797,372 this is an entirely reasonable allocation

An AFL absolute timeline must be achieved - The Tasmania Devils



Sponsorships \$7,006,500: - this a very conservative figure being \$5,800,000 less than the average of the other clubs and on a par with Fremantle, Brisbane, GCS and St Kilda. It is 24% lower than North Melbourne who traditionally struggle in this area. It is a potential growth area.

Membership and ticket (gate) \$7,524,643: - again this is conservative. I have based the membership on 40,000 but with a North Melbourne low return per member of \$163. With regards to gate I have used an average of 13,000 to home games and with a united state and shared games this should be more than achievable.

However, we must ensure that we are guaranteed that every team in the AFL plays at least once every 2 years in Tasmania and we should go further as a result of lower AFL funding compared to GCS, GWS and Brisbane by requesting a moratorium on games by GWS and GCS playing in Tasmania for 5 years due to their poor attendances. We need the opportunity to grow our attendances.

Merchandise \$1,092,829: - this is on a par with North Melbourne's 2017 numbers although their 2018 year was lower. As a new team one would expect substantial sales in the first 2 to 3 years.

Other Income \$2,200,000 – this area covers general fundraising, signage, bonuses and events. It is very conservative when compared to other clubs and is only 60% of North Melbourne.

Football department spend \$25,247,000: - we have to be sustainable and successful. To that end we must spend in this area. It is just below the average of the existing 18 teams and higher than 3 clubs and equal to 7 other clubs. If more is required there is a net profit of \$4,797,372 available.

Other spend \$20,279,600: - while this is \$3,000,000 less than the average of the other clubs there are 3 clubs with \$30,000,000 or more – if they are removed from the calculation, we are about \$800,000 less than the other clubs average but we are higher than 6 of the clubs.

I am more than happy to discuss the budgets.

In conclusion:

- I believe the \$20,000,000 pa government spend is not required
- The AFL funding of \$20,000,000 in my budgets should actually be higher so it could well be argued that if TV rights did fall, we have already paid our share.
- I would also like to point out that on page 50 “*Analysis of AFL distributions to clubs*” that the latest TV rights deal of \$2.508 billion or \$418,000,000 per annum took effect in 2017; up from \$250,000,000 per annum the previous year. The existing clubs had an increase in funding in 2018 of 19.11% or \$48,900,00 per annum; an average of \$2,717,000 per team. But when you look at the excess TV rights money to funding of the clubs the amount has jumped to \$110,000,000 excess. Broadly speaking the extra TV rights of \$168,000,000 per annum less the extra to clubs leaves substantial monies to provide \$20,000,000 to Tasmania.
- It could be further argued that if Tasmania received \$20,000,000 it would still leave an excess amount of funds of \$90,000,000 per year so, over 6 years, the current TV Rights term, would equate to \$540,000,000 as insurance for a future fall. This amount represents 21.5% of the existing TV rights. One would not expect that the rights would drop that far. There is also the scenario that if the AFL was creative with a 19-team competition that included Tasmania there would be a high interest in all games played by Tasmania; the supporter's number 2 team in the competition. This could offset any potential loss of rights and
- If the competition was revamped with more games, more finals and a super final, TV Rights would probably go up and I think Mr Murdoch would be very keen on a revamped competition. See page 37 for a draft 19 team roster.

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AFL club funding and membership table

AFL CLUB FUNDING		IN 2018	In 2017	Variation	
GWS Giants		24,700,000	26,600,000	-7.14	
Brisbane		24,000,000	21,300,000	12.68	
Gold Coast		23,900,000	25,300,000	-5.53	
St Kilda		22,000,000	22,200,000	-0.90	
TASMANIA	20,000,000				
W. Bulldogs		19,300,000	19,400,000	-0.52	
Melbourne		18,100,000	17,400,000	4.02	
North Melbourne		17,900,000	17,400,000	2.87	
Port Adelaide		15,800,000	15,700,000	0.64	
Carlton		15,800,000	15,400,000	2.60	
Richmond		15,000,000	16,000,000	-6.25	
Essendon		14,900,000	15,100,000	-1.32	
Collingwood		14,900,000	14,000,000	6.43	
Sydney		14,500,000	13,800,000	5.07	
West Coast		13,600,000	12,100,000	12.40	
Fremantle		13,400,000	12,900,000	3.88	
Adelaide		13,300,000	13,600,000	-2.21	
Hawthorn		13,200,000	13,000,000	1.54	
Geelong		13,100,000	13,600,000	-3.68	
Total		307,400,000	304,800,000	0.85	
Average per club		17,077,778	16,933,333	0.85	
Average Queensland clubs		23,950,000	23,300,000	2.79	
Average GCS GWS clubs		24,300,000	25,950,000	-6.36	
AFL Membership Ladder					
Rank	CLUB		2018	L.Y. 2017	Variation
1	Richmond		100,726	72,669	38.61
2	Hawthorn		80,302	75,663	6.13
3	West Coast		80,290	65,064	23.40
4	Essendon		79,319	67,768	17.04
5	Collingwood		75,507	75,879	-0.49
6	Adelaide		64,739	56,865	13.85
7	Geelong		63,818	54,854	16.34
8	Sydney		60,934	58,838	3.56
9	Carlton		56,005	50,326	11.28
10	Fremantle		55,639	51,254	8.56
11	Port Adelaide		54,386	52,129	4.33
12	St Kilda		46,301	42,052	10.10
13	Melbourne		44,275	42,233	4.84
14	Western Bulldogs		43,246	47,653	-9.25
15	North Melbourne		40,789	40,343	1.11
16	TASMANIA	40,000			
17	GWS Giants		25,243	20,944	20.53
18	Brisbane		24,867	21,362	16.41
19	Gold Coast		12,108	11,665	3.80
Totals			1,008,494	907,561	11.12

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2018	2018	2018	2018	2018	2018	2018	2018	2018	2018	2018
Club	Revenue	Sponsorship	Membership + Ticket Sales	Ticket Sales	Membership + Ticket Sales	Merchandise	Other Income	Government Support	Football Spend	Other Spend
West Coast	82,265,015	7,448,739	24,905,730	9,794,983	34,700,713	3,939,331	22,576,232		26,897,689	39,452,387
Collingwood	82,074,011	21,670,974	23,871,536		23,871,536	***			30,592,495	n/a
Richmond	79,777,837	15,450,025	29,645,214		29,645,214	**			27,212,594	26,446,683
Hawthorn	74,339,727	15,536,294	17,809,149		17,809,149	1,840,054	25,954,230		****	20,957,763
Essendon	65,092,072	16,032,723	13,779,419	2,318,739	16,098,158	1,844,974	18,016,217		24,957,531	n/a
Geelong	62,918,302	15,289,882	18,055,330		18,055,330	2,368,611	14,104,479		25,861,711	27,906,605
Carlton	61,627,141	14,198,228	11,295,680		11,295,680	1,372,793	18,960,440		25,436,372	20,061,463
Port Adelaide	59,000,643	*	*	*	*	*			25,314,412	26,585,076
Fremantle	58,390,623	6,224,447	26,394,219		26,394,219	1,414,662	10,957,295		25,798,135	29,812,678
Adelaide	56,060,913	18,559,968	23,385,822		23,385,822	260,000	555,123		****	n/a
Brisbane	55,605,874	8,886,961	6,057,458		6,057,458	714,133	15,947,322		25,793,708	29,469,800
Sydney	53,084,840	19,784,794	16,375,126		16,375,126	766,558	1,658,362		26,280,916	24,608,424
Western Bulldogs	51,576,289	12,880,320	9,206,996		9,206,996	1,195,131	8,993,842		24,965,803	26,525,701
Melbourne	49,010,456	11,287,779	15,190,267		15,190,267	1,081,232	3,351,178		25,806,867	20,735,561
GWS Giants	43,453,413	12,055,674	4,418,738		4,418,738	**			28,497,407	16,941,697
St Kilda	40,712,440	6,738,219	9,216,131		9,216,131	513,703	2,244,387		25,659,989	15,211,590
Gold Coast Suns	40,042,853	6,494,108	7,301,203		7,301,203	25,360	2,322,182		****	12,881,941
North Melbourne	39,618,239	9,160,352	6,280,687	1,754,507	8,035,194	765,518	3,757,175		24,635,838	14,264,265
Total	1,054,650,688	217,699,487	263,188,705	13,868,229	277,056,934	18,102,060	149,398,464		393,711,467	351,861,634
Average per club	58,591,704.89	12,805,852	15,481,689	4,622,743	16,297,467	1,293,004	10,671,319		26,247,431	23,457,442
TASMANIA budget (40k members)	50,323,972	7,006,500	6,536,946	987,697	7,524,643	1,092,829	2,200,000	12,500,000	25,247,000	20,279,600
* Not separated in total revenue										Net Profit
Note: West Coast also have \$13,454,045 in corporate hospitality										4,797,372
** Merchandise is included in Richmond and GWS Membership and ticketing										
*** Collingwood merchandise figure not available										
**** Unable to identify										
Unable to include net profit for other as there are many items such as land contributions, redevelopment funds, sale of property, asset transfers, revaluations and an inability to identify some items clearly such as gaming income and expense.										
The items identified however are the key areas and relate directly to the Tasmania budget I have prepared										
Analysis of AFL distributions to clubs										
	Teams	Base Funding	Bonus/ Future Fund	Other Funding	Total Funding	Av. Per team	% incr	TV rights income Income PA	Total Funding % to TV rights	Excess TV rights to Funding
2,011	17	105,100,000		53,800,000	158,900,000	9,347,059		150,000,000	105.93	-8,900,000
2,012	18	121,600,000	30,600,000	48,100,000	200,300,000	11,127,778	26.05	250,000,000	80.12	49,700,000
2,013	18	129,600,000	33,900,000	45,700,000	209,200,000	11,622,222	4.44	250,000,000	83.68	40,800,000
2,014	18	135,200,000	25,600,000	55,100,000	215,900,000	11,994,444	3.20	250,000,000	86.36	34,100,000
2,015	18	142,100,000	21,600,000	81,500,000	245,200,000	13,622,222	13.57	250,000,000	98.08	4,800,000
2,016	18	147,400,000	21,600,000	86,900,000	255,900,000	14,216,667	4.36	250,000,000	102.36	-5,900,000
2,017	18	263,700,000		41,100,000	304,800,000	16,933,333	19.11	418,000,000	72.92	113,200,000
2,018	18	266,600,000		40,800,000	307,400,000	17,077,778	0.85	418,000,000	73.54	110,600,000
									Enough for \$20,000,000 to Tasmania	
									Enough for \$20,000,000 to Tasmania	

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