



David Bartlett, MP

Premier

Tuesday, 12 December 2008

Tasmanian AFL Submission

Premier David Bartlett today said Tasmania's presentation of its business case for an AFL team had been positively received by the AFL.

Mr Bartlett said the AFL had welcomed the State Government's efforts to deliver a business case that shows Tasmania would be able to sustain an AFL team.

"I am extremely pleased that the AFL has agreed to allow us the opportunity to present our business case to the full AFL Commission early next year.

"I also welcome the AFL's commitment to work with the State Government to further develop our bid, so that when an opportunity arises for Tasmania to be included in the AFL competition, we are fully prepared to hit the ground running.

"The submission we took to the AFL today presents a compelling case for a Tasmanian AFL team, particularly in that it meets all the criteria set down by the AFL for a licence.

"We have shown that a future Tasmania Football Club will:

- Generate a profit of more than one million dollars a year.
- Play AFL football at Aurora Stadium, which will rank in the top four for net stadium returns.
- Attract a membership base that easily exceeds the AFL criteria of 20,000-plus members.
- Has already attracted major corporate sponsorship of more than \$1.5 million annually.

"What we have submitted is a business case which states that Tasmania is ready for whatever opportunities eventuate in the AFL landscape."

The Tasmanian AFL Bid team, led by Premier Bartlett and Minister for Sport and Recreation Michelle O'Byrne met with the AFL Chief Executive Officer Andrew Demetriou and AFL Chief Commissioner Mike Fitzpatrick.

Ms O'Byrne said the team then met with a number of Tasmanian AFL identities and personalities, including Tim Lane, Max Walker, Robert Shaw, Brendon Gale, John Bingley and Stuart Spencer to discuss support for a Tasmanian AFL team.

"There is tremendous public support both within Tasmania and interstate surrounding our bid," Ms O'Byrne said.

"Names like Hudson, Baldock, Stewart and Hart resonate in Australian football history. But we deserve to be in the AFL because we meet all the criteria for an AFL licence, not simply because we have such proud football heritage.

"Pride and passion is one thing; sound economic arguments backed by solid numbers is another."

Mr Bartlett said for the first time in Tasmania's history, there had been the courage to properly examine whether or not our State could support an AFL team and make the AFL a truly national competition.

"Our examination was thorough, our business case is strong, and that makes our argument more compelling than it ever has been before.

"What we have proved today is that Tasmania is ready and waiting for an AFL licence," Mr Bartlett said.