



**Michelle O'Byrne, MP**

Minister for Sport and Recreation

Monday, 16 February 2009

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## **Another step in AFL bid**

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The AFL is preparing a formal response to Tasmania's bid to have an AFL team, after today's meeting of the AFL Commission, Sport and Recreation Minister Michelle O'Byrne said today.

"I am looking forward to getting that response so that we can move to the next phase in our discussions with the AFL.

"The AFL Executive presented our case to the AFL Commission today and I am pleased to report that the immediate feedback is that the Commission was extremely impressed with our business case and its level of detail," Ms O'Byrne said.

"This is another important milestone towards our goal of achieving a Tasmanian team in the AFL."

Ms O'Byrne said Tasmania and the AFL understood that the State was not vying for the 17th or 18th licences, earmarked for the Gold Coast and Western Sydney.

"We know that Tasmania's submission stacks up – in terms of finances, sponsorship and overall community support.

"We know that when our chance comes, at least 25,000 Tasmanians will join a Tasmanian Football Club as members.

"We know that we have already achieved 60% of the overall sponsorship target.

"The Chief Executive of the AFL, Andrew Demetriou has already said that the case has strength and merit"

"I am confident that the Commission will see that Tasmania is ready to hit the ground running and to grasp the opportunity when it presents itself"

"The strength of our business case speaks for itself and I repeat our message to the AFL decision makers: we're ready when you are".

**Further information:** Tasmanian Government Communications Unit  
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