



Michelle O'Byrne, MP

Minister for Tourism

Wednesday, 24 September 2008

Tasmania's AFL Bid

The Minister for Tourism, Michelle O'Byrne, today said media reports that Tasmania was planning to promote its bid for an AFL team at the AFL's grand final parade were completely untrue.

Ms O'Byrne said there had never been any plans to promote the bid at the parade or the grand final.

"Tasmania is a proud sponsor of the Hawthorn Football Club and there is no way we would want to try and compete with the club during its time in the grand final spotlight.

"Our relationship with Hawthorn has been tremendously successful for both parties, and Tasmania is extremely proud of the team's efforts in 2008.

"As a major sponsor, we value Hawthorn's success, and we hope we are all celebrating a grand final win on Saturday."

Ms O'Byrne said some promotional material had been handed out earlier this year to highlight the bid.

"There was never any intent for this to be used as some sort of organised marketing push at the grand final parade.

"The State Government is working to present a solid business case to the AFL for a Tasmanian team underpinned by hard numbers, not hijack marketing."

Further information: Tasmanian Government Communications Unit
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