



Michelle O'Byrne, MP

Acting Minister for Tourism

Tuesday, 26 August 2008

MyState Financial Backs Tasmanian AFL Team

The Acting Minister for Tourism, Michelle O'Byrne, today announced Tasmanian finance company, MyState Financial, as the first major local sponsor of a Tasmanian AFL team.

Ms O'Byrne said MyState was committing \$300,000 over three years to the team.

"It is fantastic that a local institution has thrown its support behind a Tasmanian AFL team.

"MyState's commitment is a significant boost for Tasmania's bid to gain a licence for an AFL team.

"It further demonstrates that a Tasmanian AFL team has a high level of support from the corporate sector, including local business, which is a critical component of our business case that will be taken to the AFL later this year."

Ms O'Byrne said as a Tasmanian business, MyState understood the benefits that a Tasmanian AFL team would have for the State's economy.

"MyState recognises the benefit that playing four home-and-away season games at Aurora Stadium has delivered, and expanding this to 11 home games with a Tasmanian team would only further expand this economic boost."

Ms O'Byrne said MyState would begin its support of Tasmania's AFL bid immediately by encouraging the 12,000 participants in its weekly footy tipping competition to register their support for a Tassie team.

"It will also inform its 140,000 members statewide of its sponsorship.

"It is extremely heartening to see a Tasmanian business support a genuine attempt to have Tasmania join an elite sporting competition and make the AFL a truly national competition."

Ms O'Byrne said Tasmania had a compelling case for inclusion in the national competition.

"On a whole range of benchmarks including economic performance, population growth, football history, participation rates, and corporate and community support, Tasmania's inclusion in the AFL's premier national competition should be seriously considered.

"The State Government intends to do our AFL bid justice with a professional business case that properly conveys our case for inclusion, and it is critical that the business case we submit to the AFL is of the highest calibre.

"Tasmania deserves nothing less," Ms O'Byrne said.