
Melbourne Firm to Develop Tasmania's AFL Business Case

The Tasmanian Minister for Economic Development and Tourism, Paula Wriedt, today announced Melbourne-based gemba group would design the Tasmanian bid for an AFL licence to be submitted to the AFL later this year.

Ms Wriedt made the announcement in Melbourne with gemba principal Rob Mills and Tasmanian AFL bid steering committee member Steve Harris.

"Gemba group has extensive AFL experience having worked with eight AFL clubs, as well as a wealth of experience with Toyota, Adidas, and the Victoria Racing Club," Ms Wriedt said.

"Gemba was selected over several major financial-accounting firms based on the breadth of its experience in the national sports market and expertise of their bid.

"The Tasmanian bid for an AFL licence is based on Tasmania meeting all the criteria in terms of serious sponsorship and support, both corporate and public.

"The Tasmanian Government believes that the announcement today of gemba, to be followed by major sponsorship announcements later this year, further strengthens the Tasmanian case.

"I can confirm at this stage that we are in negotiations with a naming-rights sponsor, and several tier two sponsors.

"This underlines the fact that Tasmania's case for inclusion in the AFL is compelling, and must be taken seriously by the AFL," Ms Wriedt said.

Mr Mills said that the Tasmanian AFL business case would address the AFL selection criteria set down to the Tasmanian Government.

"Our independent research indicates that Tasmanians are amongst some of the most passionate AFL fans in Australia, but the business case for an AFL club will be built around the economics of building a sustainable organisation that will not only survive but will prosper in the league."

Ms Wriedt said the bid for a Tasmanian AFL team was continuing to gather momentum.

"The appointment of the bid's steering committee last week and today's announcement that gemba group will be developing our business case are two important milestones on our way to achieving our objective.

"AFL fans know Tasmania deserves an AFL team, and they recognise our State's passion for Australian rules.

"Now the task is to demonstrate to the AFL that Tasmania has the skills, ability, and the business case to deliver a successful AFL team, and to make the AFL a truly national competition," Ms Wriedt said.

Ms Wriedt said the Tasmanian bid had been boosted by two recent polls showing that almost one in every four Tasmanians would consider membership of a Tasmanian AFL team, and the Herald Sun Footy Fans Survey, which showed that 81 per cent of football club supporters throughout Australia preferred Tasmania as the 18th AFL team ahead of Western Sydney.