



ISSUE 1: JULY 2008

Welcome to the first of a series of updates on the Tassie It's Time – AFL campaign bid. Momentum is growing with plenty of things happening.

New Premier, David Bartlett has also reaffirmed his support for the campaign, saying the Government will work hard to make Tasmanian football fans' dream a reality.

Website launched

The “Tassie – It's Time” campaign was officially kicked-off on 6 May when Economic Development and Tourism Minister Paula Wriedt launched a website where people can register their support for a Tassie AFL team. Many people have registered their interest so far and the number is growing daily.

The website includes the latest campaign news; testimonials of support from key industry leaders and prominent sportspeople; bid criteria and a section on the history of Tasmanian football. Great ideas are also welcome with anyone who would like to get involved or help out in some way encouraged to get into touch via the website with their suggestions.

We want as many people as possible to register their on-line support if a Tassie team is to become a reality, so please tell your friends and colleagues all about the AFL campaign website at www.tassiefootyteam.com.au

Bumper stickers produced

40,000 “Tassie – It's Time” bumper stickers have been distributed across the State and through Service Tasmanian outlets encouraging people to show their support for the State's bid to join the national league. Anyone wanting bumper stickers can contact 1800 440 027.

Steering Committee announced

Tasmania's drive for an AFL team stepped up another gear when its newly formed steering committee met for the first time on 1 July.

The seven-member committee consists of former Tasmanian AFL players Alastair Lynch and Paul Sproule, ANZ Bank's Tasmanian chief economist Saul Eslake, former Melbourne football club CEO, Tasmanian Steve Harris, Brand Tasmania Council chairman Lyndon Adams and Jackson Motor Company managing director Errol Stewart.

The committee has one objective – convincing the AFL that Tasmania deserves its own AFL team, and has the passion, the support and the business case to achieve it.

At its first meeting the committee discussed a range of issues, including an update on the bid to date and the selection of the successful tender to prepare the business case.

This committee adds a great deal of weight to our bid for an AFL team, one which it is hoped the AFL will take notice of when it receives our submission later this year.

Successful tender selected

At the heart of the bid is the importance of producing a credible business case that shows Tasmania has what it takes to be a serious league contender. Behind the scenes a dedicated project team is working to progress the bid and ensure a credible business case is presented to the AFL in September.

Tenders to prepare the business case closed on 6 June with a number of organisations providing submissions on their skills in this area.

Melbourne-based gamba group was announced as the successful tender on 8 July by the Hon Paul Wriedt at a media event in Melbourne.

gamba group has AFL experience with the West Coast Eagles and North Melbourne, as well as a wealth of experience with Toyota, Adidas, and Victoria Racing Club. gamba unanimously won the tender submission over several major financial/accounting firms based on the breadth of that experience and the expertise of their bid.

The business case will be ready for presentation to AFL boss Andrew Demetriou within 12 weeks.

Sponsors line up

Meanwhile many companies and businesses have also expressed their interest in sponsoring a Tasmanian AFL side. Potential sponsors are now in discussions about ways they can be involved.

Strong interest from national and international corporates in becoming a \$1-\$2 million naming-rights sponsor or second-tier sponsor is very promising with further announcements expected in due course.

In the meantime, feel free to send this newsletter on and encourage everyone you can to get behind the bid

It's Time, Tasmania – so get on board and register your support at www.tassiefootyteam.com.au