



Paula Wriedt, MP

Minister for Economic Development and Tourism

Tuesday, 1 July 2008

Tasmania AFL Bid Steering Committee Announced

The Minister for Economic Development and Tourism, Paula Wriedt, today announced the steering committee that will oversee the bid for a Tasmanian AFL team.

Ms Wriedt said the committee comprised people with a blend of complementary skills that would be essential for guiding Tasmania's submission to the AFL later this season.

"This committee has come together at the request of the State Government to deliver 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."

Ms Wriedt said she would be joined on the steering committee by:

- Former Brisbane Lions' premiership player Alistair Lynch.
- ANZ Bank chief economist Saul Eslake.
- Former Melbourne Football Club chief executive officer Steve Harris.
- Director of Events Tasmania Paul Sproule
- Chairman of the Brand Tasmania Council Lyndon Adams.
- Managing director of the JMC group of companies Errol Stewart.

"These six individuals share an important belief that Tasmania can be home to its very own AFL team, and that the AFL cannot lay claim to being a truly national code without a Tasmanian team."

"It is an exciting prospect of having these people work together to help push Tasmania's case to the AFL.

"They know Australian rules, they know how the business works, and they know how much this means to Tasmania."

Ms Wriedt said Alistair Lynch had already demonstrated his passion for a Tasmanian team through numerous media articles.

"As a Tasmanian who went on to become a true AFL star, Alistair has been one of the fiercest advocates for a Tasmanian team, and the respect he commands as a 306-game AFL player is a tremendous boost to the bid.

"Of equal importance is the input of Saul Eslake, whose economic commentary is second-to-none. His understanding of the economic prospects a Tasmanian team presents for this State is a key ingredient.

"Steve Harris' experience in media and as the CEO of an AFL club brings invaluable knowledge of what is needed to

make an AFL team work, on and off the field.

“As a former AFL player with Essendon and Richmond, Paul Sproule not only understands the game, but as director of Events Tasmania, knows the requirements of providing a home to a team playing top-level games.

“Perhaps best known for his role as the former sales and marketing director with J. Boag and Son, Lyndon Adams’ experience in fast-paced and lucrative markets is another essential element of the bid.

“Errol Stewart is a Northern Tasmanian business icon, whose knowledge of Tasmania’s business sector will be of immense benefit and ensure the bid has the very best understanding of the State’s business environment.”

Ms Wriedt said the steering committee held its first meeting via a conference call today.

“This inaugural meeting has allowed the committee to discuss a range of issues, including an update on the bid to date and the selection of the successful tender to prepare the business case that will be presented to the AFL, which will be announced soon.

“They have also discussed business sponsorship interest in the Tasmanian bid.”

Ms Wriedt said she was confident the committee would provide the very best direction in the campaign to obtain a Tasmanian AFL licence.

“This committee adds a great deal of weight to our bid for an AFL team, one that I hope the AFL will take notice of when it receives our submission later this year.”

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