

KICK! CATCH! PASS! BOUNCE!



**2014
ANNUAL
REPORT**

Year Ended 31 October 2014

12 local schools were involved in the half time activities at Wellington Stadium on ANZAC Day 2014



Chairman's Report

In 2014, Australian Football has become even more of a New Zealand game. The future of Australian football in New Zealand is compelling.

New Zealand is the only country outside of Australia to host AFL fixtures. New Zealand is the preferred destination for the AFL representative teams, the Woomeras, the Breeze and the AFL Academy Level 1 team. The development pathway is complete – AFL KiwiKick, Hawks Cup, age group and open-age national championships, academies, combines, national teams, AFL International Scholarships and then being listed by an AFL club. Courtesy of increased broadcasting of the AFL, the game's profile has never been greater.

We were buoyed by public statements from the AFL that New Zealand would be a priority market, alongside of Ireland and the USA. This is one of the clearest and most objective indicators of our progress to date, but also our growth opportunities potential.

We must continue to be bold and innovative. With additional resourcing, we are now in a stronger position to grow what is working; try things we never have before and to embed ourselves within the New Zealand sport system.

Our partnerships approach has served us very well. Through developing meaningful business partnerships with New Zealand organisations, AFLNZ not only increases the investment in Australian Football, it also creates the opportunity for more people and organisations to share in our story.

The directors take their governance roles very seriously. It is a pleasure to work with a board that is committed to professional excellence and ensuring it works to its obligations constitutionally and as legally required of them. This greatly assists the organisations perception. We are far from perfect, but we are more than capable. I extend my sincere gratitude to the other Board members. Their opinions – and more specifically the diversity of opinions – ensure that the organisation remains on course.

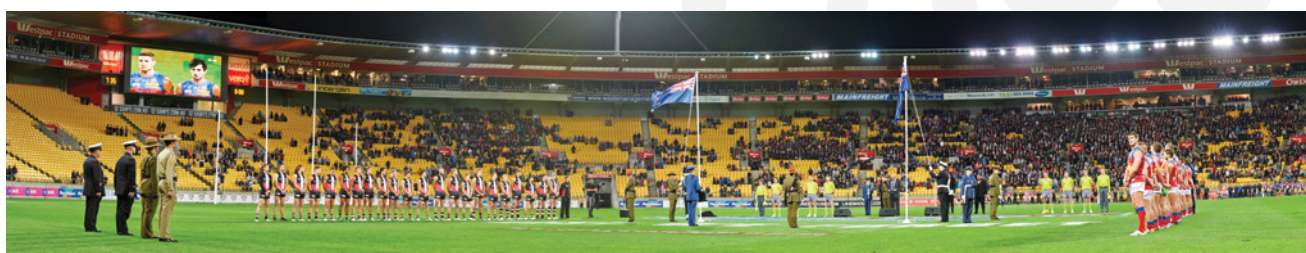
Thanks go to CEO Rob Vanstam and his truly enterprising team of full time and casual staff. Thanks also to everyone at the coalfaces – the leagues, the clubs and the schools – who make our jobs at AFLNZ so much easier.

The board remains proud to serve the AFL community in New Zealand.

Geoff Dickson
AFL New Zealand Chairman



“
We are now in a stronger position to grow what is working; try things we never have before.
”



ANZAC Day 2014, St Kilda Saints v Brisbane Lions



Robert Vanstam
AFL New Zealand CEO

“

The growing number of teams now representing New Zealand showcases the passion and drive that exists in this representative honour.

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Chief Executive Officer Report

As we progress towards the third consecutive AFL fixture within New Zealand in as many years, we continue to experience a growing uptake in the partners willing to engage with the sport of AFL within our country.

The announcement that AFL powerhouse Carlton Football Club will travel to Wellington to join with St Kilda FC in participating in the 2015, 100 year commemorative ANZAC Day match, ensures the validity and importance of the fixture within the AFL calendar.

ANZAC Day 2014 faced its challenges with its positioning between the Easter four day break and the New Zealand ANZAC long weekend. 13,500 spectators witnessed the second AFL Premiership game in 140 years to be played outside of Australia. There were promising signs from the local community with more than 5,000 spectators attending the match, directly through local Wellington school promotions carried out by AFL New Zealand throughout the Wellington region.

Children from 12 local primary and intermediate schools attended the game showcasing their skills during the halftime entertainment along with a celebrity match hosting a selection of NZ sporting and media personalities.

AFL extended their broadcast platform in 2014 by appearing on New Zealand's only free-to-air sports channel. To complement the established 'freeview' platform, 'pay for view' positioning. Was in place by June 2014. AFL presented the largest broadcast platform of any sport in New Zealand with five live matches each week beamed into our homes. An appetite for a viewing platform within New Zealand is now evident as

we work towards a broadcast model for the 2015 season.

During 2014, the St Kilda Football Club in partnership with AFL New Zealand hosted two Community Camps. Over a three day period in December, the camps engaged 5,000 school children throughout Auckland, Wellington and Christchurch, supported by the player roster visiting local schools and promoting the sport on behalf of the national body.

The partnership with the St Kilda Football Club was supplemented by the signing of Giovanni Mountain Silbery. The 16 year old Aorere College student joins Joe Baker-Thomas as the Saints' second International Scholarship signing continuing the growing interest in New Zealand's talented athletes.

Amazingly, Giovanni hails from the same South Auckland school as Hawthorn Football Club International Scholarship holder Siope Ngata. The athletes followed a similar pathway firstly through the growing AFL New Zealand Secondary School programme before cementing their positions with strong performances at the annual National Combine hosted in Wellington.

Both players have aspirations of following in the footsteps of Hawthorn Football Club trail blazers, International Rookies Kurt Heatherley and Shem Tatupu. The Hawthorn Football Club continue to be supportive of both community and high performance programmes within New Zealand and we are hopeful that



St Kilda Football Club completed two
Community Camps in New Zealand in 2014

the growing portfolio of talent from our shores, will translate to representation on the highest stage and establishing the pathway for our future stars.

Our events calendar continues to progress. The AFLNZ Community Awards were hosted at Millennium Institute of Sport and Health and held on AFL Grand Final Day. The High Performance Awards, held in Wellington prior to the AFL ANZAC Day fixture. Also continued to ensure we are recognising the contributions and successes of those involved with our organisation.

From a community view point we are indebted to the ASB Trust and the Regional Sports Trusts. The partnerships and access to community that is available through their support ensure that AFL KiwiKick and the 100,000 participants who have now flowed through the programme will view the sport as much a part of growing up as traditional pastimes. AFL New Zealand staff work tirelessly towards producing the perfect programme and their standards continue to see our development experiences rated above all other sports. Our vision is well directed and well implemented and development staff Michael Coultard, Reg Ranchhod, Sam McKenzie and

Alex Braae provide great value to our business model. To add to this we have a focussed board of directors who continue to make an impact on our future.

For the second time the New Zealand Heritage team was announced at the High Performance Awards evening with celebrated New Zealanders Warren (WOW) Jones, Wayne Schwass and Simon Black involved in the selection and in attendance. They represent both our domestic population as well as the 700,000 New Zealand born people making up the largest ethnic group living within Australia.

Following on from the Australian Indigenous representative team, the Boomerangs, visiting our shores in 2013, we had the amazing opportunity to host the female Indigenous representative team, the Under 18 Woomearas. A highlight for our organisation with female, junior, indigenous and international barriers all surpassed in a weekend of football.

Whilst the female participation pathway is only in its infancy, the New Zealand Kahu, our female representative team, are certainly pioneers for our sport. Prior to the Woomearas' tour, the Australian Breeze

Under 16 Female team also visited Auckland in October for the second time in as many years.

The growing number of teams now representing New Zealand showcases the passion and drive that exists in this representative honour. The Under 16 Hawks toured Australia and competed against the Gold Coast Academy as well as the Kick Start competition in Coffs Harbour. The Senior team had its most extensive calendar on record with the International Cup, AFL Academy tour and South Pacific Challenge all taking place in 2014. This was complemented by the annual challenge against the VAFA for our Under 18 boys. Taking on Australians in a contest is a natural instinct that all New Zealanders continue to gravitate towards.

Moving forward, a strategy that contains live games within New Zealand, a comprehensive broadcast strategy, a strong talent focus and growing participation will ensure that New Zealand remains a relevant topic for our major partner, the AFL. Their involvement and partnership in our initiatives has continued to grow and their guidance will ensure the sustainability of the sport's future in New Zealand. ●



Reg Ranchhod
AFL KiwiKick National
Development Manager



The success of the AFL KiwiKick programme can be demonstrated by the presence of 5000 children and their families directly associated with AFL KiwiKick at the 2014 ANZAC Day AFL match.



AFL Kiwikick

The AFL KiwiKick programme has continued to introduce tens of thousands of children at primary and intermediate schools to the sport of AFL.

With 2014 as the 6th year of delivery of this successful programme, new innovations were introduced to the model of delivery to enhance the experiences for participants.

The Play AFL Pathway Project was developed and implemented across Auckland, Counties Manukau and the Harbour regions, to supplement AFL KiwiKick programme delivery in the Waitakere, Northland and Wellington regions.

Under the Play AFL Pathway project, participants were provided with six fundamental movement skill coaching sessions within school time. This was followed by the opportunity to participate in an 8 session weekly after school programme. This was offered to no less than 15% of the school roll at no cost to participants or parents. In some instances demand exceeded allocation and were supplemented accordingly. Overall across the country 824 participants took part in the after school programmes, with these strong numbers coming from just 16 schools.

The importance of identifying and mitigating barriers has ensured the AFL KiwiKick programme has assisted AFL New Zealand in taking great strides towards the mission of AFL as a New Zealand game. In addition all AFL KiwiKick after school programmes were provided a football, bag and hat for every after-school participant, enabling ongoing activity at school and at home.

The traditional user pays model continued successfully in other regions utilising the delivery of six fundamental movement skill

sessions, with qualified AFL KiwiKick coaches teaching children how to kick, catch, pass and bounce. While these sessions serve as an introduction to AFL, they also serve as the building blocks for participants to develop skills that can be cross-referenced with a number of other sports and hopefully a lifelong association with a healthy lifestyle.

Overall 14,537 participants took part in six AFL KiwiKick sessions in school across the country in 2014, with 48 schools taking part in six regions.

Sustainability is a key feature in our strategies. Professional development, lesson plan booklets and equipment to play the game are provided to teachers and parents, empowering the local community to learn the skills and rules of the game. The provision of resources and equipment to the schools involved, ensure they can continue to play the game after the completion of our time in schools.

AFL KiwiKick coaching accreditation was provided to all teachers who took part in professional development. In 2014, 355 teachers achieved this accreditation.

Taster sessions are also provided to schools to experience the enjoyment and learning of the AFL KiwiKick programme. Throughout the year we had 11,200 participants in 28 Taster Sessions.

Other AFL KiwiKick experiences for children included participation in St Kilda Community Camps. The St Kilda Saints delivered sessions to participants in Auckland, Wellington and Christchurch. A Community Camp in February in Wellington

tied in with the 2014 ANZAC Day match between the St Kilda Saints and Brisbane Lions AFL game at Westpac Stadium. Following this a second Community Camp in December promoting the upcoming match against the Carlton Blues was also successful with 5000 children meeting the Saints players over a three day period.

The success of the AFL KiwiKick programme can be demonstrated by the presence of 5000 children and their families directly associated with AFL KiwiKick at the 2014 ANZAC Day AFL match, an outstanding result given that AFL KiwiKick only began in Wellington in 2013.

AFL matches broadcast free to air throughout 2014 was a mutually reinforcing success story for AFL KiwiKick and broadcaster Sommet Sports. Sommet Sports committed to broadcasting an AFL match every Wednesday afternoon, which was in turn promoted during all AFL KiwiKick sessions. This contributed both to the strongest ratings for any programme across Sommet's schedule, and the wider visibility of AFL among participating groups.

The support of Sport New Zealand, Regional Sporting Trusts and Community Trust organisations has been invaluable in providing seeding funding and the opportunity to showcase our sport to new schools and participants. AFL New Zealand will continue to work with these organisations to ensure the outcomes targeted by AFL KiwiKick continue to fall into alignment with local communities. ●



SUCCESS STORY

Auckland Regional Project Introduces AFL to New Generation

A generation of young people across the Auckland region have been introduced to AFL through the Auckland Regional Project, supported by the four Auckland Regional Sporting Trusts. AFL has become established as a participant and spectator sport.

Harbour Sport, Sport Waitakere, Counties Manukau Sport and Sport Auckland have all provided funding for the project, which will see more participants playing more sport, and becoming lifelong sporting participants through a sustainable pathway.

The key to the AFL New Zealand Auckland Regional Project has been the development of a sustainable participation pathway among all groups, through a range of innovative measures and project elements.

The raw numbers of the

Auckland Regional Project are impressive. Over the course of three years, 20,519 Primary School students participated in six AFL KiwiKick sessions, learning fundamental movement skills that they will use in all other sports.

This was supplemented by 3,706 Secondary School participants, who participated in a variety of AFL Secondary School programmes. These programmes include intra and inter-school competitions, Gateway programmes, skill development programmes and leadership and development programmes, and can be tailored to suit the diverse needs of any Secondary School.

Over and above participant numbers was the success enjoyed by AFL New Zealand in providing professional development and coaching accreditation to teachers and volunteers. Across the region, there are now 440 registered and accredited AFL KiwiKick coaches directly involved with the Auckland Regional Project, equipped with the skills and resources to deliver sessions of AFL KiwiKick.

With the availability of an AFL KiwiKick Resource Kit to participating schools, AFL has become a sport that is played in schools following the conclusion of AFL KiwiKick and AFL Secondary School programme delivery.

The most important element of the resource kit is an AFL KiwiKick Coaching manual. This features detailed diagrams of skills, games and lesson plans, providing players, teachers and volunteer coaches with all the information they need for continued participation in AFL.

An example of the success of these after-school programmes comes from The Gardens School in Manurewa, where 94 children registered. This represented 17% of the total school roll.

The overall picture of the Auckland Regional Project is one of success, meeting the outcomes of all involved. The continuation of AFL KiwiKick, AFL Secondary School programmes and Play AFL Clubs across Auckland will ensure that progress will continue towards a sustainable pathway with the sport.

AFL KiwiKick Figures

up to September 30th 2014

	2014
Programme	16953
Promotional	16617
Coaching Accreditation	355



Sam McKenzie
Wellington Area Coordinator

“
30,000, 5 to 12 year
olds participating
in AFL KiwiKick
programmes each
year, filtering into
secondary schools.
”

Secondary Schools

AFL New Zealand has diversified the programmes available to Secondary Schools to ensure flexibility that suits the outcomes of a variety of school and provides opportunities for students and staff to participate in all facets of AFL.

The exciting range of programmes ensures that our professional staff can work with Secondary Schools to deliver a fun and rewarding experience for girls, boys and teachers.

- AFL Secondary School Programmes Include:
- Introduction to AFL
- Coach the Coaches
- AFL Leadership
- AFL House Rules
- Hawks Cup
- AFL Secondary School Combine
- Gateway
- Professional Development for teachers

There are some exciting examples of the take up on the programmes during 2014 with just some of the case studies listed below

Introduction to AFL

...is the first step to playing the game and focuses on the fundamental movement skills of kick, catch, pass and bounce through learning the skills of AFL. Often this programme in school is linked to curriculum.

- 4,169 participants took part in initial stages of AFL in Secondary Schools. This is no longer a fresh start with knowledge derived from the 30,000, 5 to 12 year olds participating in AFL KiwiKick programmes each year, filtering into secondary schools. They are now ready for the next opportunity for their involvement in secondary school participation and potentially New Zealand representation.

Coach the Coaches

...provides students and teachers with the fundamentals of AFL and the AFL KiwiKick programme. After 6 to 8 practical structured sessions Secondary students can assist with the delivery of the AFL KiwiKick Programme in local Primary or Intermediate schools within their locality.

- Whangarei Girls High School enlisted 50 students to complete the Coach the Coaches Programme culminating in the delivery of AFL KiwiKick sessions and a festival day for Whangarei Primary School, implemented by the students at Kensington Sports Centre

AFL Leadership

...has senior students in the school firstly learning about the sport and then coaching junior students at their school.

- Western springs college continue to do this well with 25 AFL leaders conducting a House Rules competition for 75 participants

AFL House Rules

...focusses on providing students with easy access to participate. The competition takes place most often within your own school grounds and alleviates travel costs for the school and the participants. Wider opportunities to play sport are available for students who may not be part of the school's elite representative teams.

- The latest inclusion to this format/ programme is Carmel College with the all girl school providing 75 girls to participate in the competitions



The Wellington Region doubled the number of schools participating in the Hawks Cup from 2013 to 2014



ASB Community Trust
Te Kaitiaki Putea o Tamaki o Tai Tokerau

supported by ASB

SUCCESS STORY

ASB Community Trust supports AFLNZ success

The ASB Community Trust has supported the success of AFL New Zealand's programmes, helping more participants play more sport.

Featuring a special focus on the Northland region, the ASB Community Trust's funding grant has allowed the continuation of an employment structure tasked with delivering AFL New Zealand programmes to tens of thousands of participants.

The feedback from Northland schools has been overwhelmingly positive.

Graham Elsmore at Christian Renewal School identified the value of the AFL KiwiKick programme in teaching fundamental movement skills.

"The skills they are teaching are most beneficial to other ball codes too. It is a great opportunity for staff to get professional development as they are introducing quite a number of new ideas." Graham Elsmore, Associate Principal at Christian Renewal School.

This progress in Northland was part of a wider national effort, which saw a further 25,000 Primary School participants being introduced to AFL through the AFL KiwiKick programme nationwide.

Since the inception of AFL KiwiKick in 2009, many of the early participants have now gone on to be involved with AFL at Secondary School level. Development of participation pathways is a high priority for AFL New Zealand, and through the ASB Community Trust funding we have been able to ensure that a long – term pathway exists for all.

With the support of the ASB Community Trust, AFL New Zealand is looking forward to continuing and expanding these programmes. As a new and dynamic sport in New Zealand, AFL New Zealand ideally placed to deliver on the outcomes specified by the ASB Community Trust.

Combines

... are underpinned by an exciting testing format that provides participants with the opportunity to compete in a number of skill and athletic testing.

- Securing a partnership with MIT that provides their students amazing practical has seen this programme continue in Secondary Schools

Gateway

...can provide students with the perfect opportunity to gain experience within the Sports coaching industry delivering the AFL KiwiKick programme to Primary and Intermediate school students.

- Khairullah (Khai) Azizi from Green Bay High School originally complete the AFL leadership programme, then entering the Gateway Programme with AFL New Zealand. After delivering the AFL KiwiKick programme in local Primary Schools he is now employed as one of our key AFL KiwiKick staff members.

Hawks Cup

...is our Inter School Competition for both boys and girls continue to spread in both Junior and Senior levels and is often combined with a number of other listed programmes.

- 27 schools and 47 teams totalling 778 participants competed in 2014

Professional Development

...creates a pathway for teachers through there direct involvement with deliver of the Secondary School programmes and coaching opportunities in the High Performance programme.

- The first Secondary School Professional development session were delivered in Northland in 2014, introducing the sport to new schools and up skilling current teachers as well as highlighting opportunities for students.
- Joey Te Whata and Jeff Silby teachers for Waitakere College and Rutherford College respectively are further developing their AFL knowledge through their involvement with the recently formed AFL New Zealand Academy. •

Secondary Schools Figures up to September 30th 2013

	2011	2012	2013	2014
Schools visited	43	51	45	43
Hawks Cup participants	742	662	768	778
Programme participants	6936	6329	3775	6355



New Zealand Hawks representative Cam Lubransky during the National Provincial Championships

National Leagues

The Canterbury Cobras made it four titles in five years to reassert their control over the National Provincial Competition.

The matches, played at Hutt Park in Wellington, were played with high levels of skill by all four teams competing. However, the two dominant provinces in recent years Auckland and Canterbury showed just why they rarely lose at NPC level. Wellington and Otago certainly pushed the limits of their competitors over the two day tournament with the Cobras crowned 2014 NPC winners.

The previous fixture results meant the sixth and last match of the tournament was effectively a Grand Final. Canterbury stormed out of the blocks, playing at a blistering pace and racking up goals before Auckland could respond. Cam Bailey kicked the first, followed by Richie Heazlewood, before Levi Inglis slotted a goal around what appeared to be an impossible angle. The situation was looking dire for Auckland, however they responded late, counter attacking as a team and setting up Jamie Gresham for a well taken set shot.

Auckland continued their momentum, with Sam McKenzie constantly finding ways to get in the game and putting in a goal. Liam Beattie also scored, a reward for a bustling, hardworking performance. Captain Michael Gregson and Te Kopa Tipene Thomas were outstanding as on-ballers, running and distributing. The lead was only 3 points for Canterbury at half time.



Over the third quarter, the wind and rain, which favoured Canterbury, began to die away. Across the park though they were relentless. Kyle Smith repeatedly got the better of his opponents, typifying the approach of his team. Points came thick and fast, with Chris Leader, Jared Percival and Smith himself scoring goals. The lead ballooned to 25 points at 3 quarter time.

The final quarter was a brilliant example of controlled football, with stand in captain Jared Court marshalling his team and shepherding them towards the title. Canterbury did not relent despite their lead, with players throwing themselves into every contest. Even when the game seemed beyond doubt, Louis Watt still made the extra effort to put a hand on what looked like a certain Auckland goal. Tournament standout Richie Heazlewood appropriately kicked his team's final goal, with Taungakava adding a consolation goal for Auckland.

Final score Canterbury 7.11.49 to Auckland 4.6.24 ●

League Champions

Auckland

The University Blues won the 2014 Auckland AFL, narrowly defeating the Waitakere Magpies in a match with a thrilling final quarter.

The match pitted two contrasting styles against each other, with the structured and focused game-plan of the Blues trumping the adventurous Magpies.

The Magpies came close to pulling off what had previously appeared to be an impossible victory. The lead looked insurmountable at three quarter time, with the Blues leading 9.6.60 to 5.2.32.

With just minutes remaining in the match, Waitakere goaled to come within striking distance. Desperate scrambling defence from the Blues prevented a final goal.

For the University Blues, the win meant a return of the Shield that they had not held since 2011, after being a powerhouse earlier in their history. Chris Mundell credited a two year campaign to win back the Premiership as the key to their success.

Final score

University Blues 11.6.72 to Waitakere Magpies 11.3.69

Canterbury

The Eastern Blues took out the Canterbury AFL title, winning a tough contest against the Christchurch Bulldogs. Heading into the Canterbury AFL Grand Final, neither team could claim to be outright favourites, having both won matches against each other during the regular season, with the Bulldogs claiming the Minor Premiership. They started early in the first quarter, kicking the first goal. However the Blues hit back hard, with 5 unanswered goals, taking advantage of loose tagging from the Bulldogs backs and ruthlessly converting opportunities. The Blues came into the final quarter determined to secure the



Auckland Champions the University Blues



Wellington Champions the Eastern Bulldogs

Premiership, and they kicked the first goal to extend their lead. While the Bulldogs continued to fight until the final whistle, the game was put beyond doubt with a late run of goals.

Final score

Eastern Blues 14.8.92 to Christchurch Bulldogs 9.5.59

Wellington

Severe winds made scoring opportunities difficult for both sides competing for honours in the Wellington AFL. The Bulldogs experience was a telling aspect of the match against a rejuvenated North City Demons, boasting a very young and talented squad.

Final score

Eastern Bulldogs 4.8.32 to North City Demons 2.6.18 •

NEW ZEALAND
HAWKS



NEW ZEALAND
KAHU



Michael Coultard
National High Performance
Manager

“
The AFL New
Zealand Academy
has been created to
provide a pathway
for participants
to excel.”

High Performance

2014 was without doubt the busiest itinerary on record for the organisation. The inclusion of multiple campaigns for Senior, Under 18, Under 16 and Female representative teams ensured that more people than ever before were afforded the opportunity to represent their country.

To facilitate the numbers progressing through our teams and ensuring that a talent base can be created for our AFL Club partners, a new concept involving an Academy structure has commenced and will continue to develop throughout 2015.

The National Combine plays an important role in providing a showcase for potential AFL recruitment. The recruitment tool was again on display in January with a selection of scouts in Wellington, viewing potential AFL International Scholarships candidates.

With three New Zealanders currently on International Scholarships with AFL clubs, and a further two graduating from the programme now elevated to International Rookie status, a real opportunity exists for New Zealanders to compete on the highest stage.

National Combine participants were invited to attend based on Regional Combines results held in three major centres in late 2013.

The AFL New Zealand Combine programme primarily tests athletic skills. Participants are tested in the 20-metre sprint, vertical leap and 20-metre agility test, before running through drill testing of specific skills. The day concludes with all participants competing in the Beep Test.

The results from the 2014 National Combine were phenomenal, and included some of the best results ever recorded in New Zealand. Ben Armstrong of Bay of Islands College set a new Australasian record for

the agility test, with Te Kopa Tipene Thomas recording a time that also surpassed the previous record.

AFL New Zealand Academy

The AFL New Zealand Academy has been created to provide a pathway for participants to excel in AFL. Within the Academy there is a focus on improving athletes' skills, fitness along with a training, game and development programme that highlights the necessary requirements over a 12 month period. Members of the Academy are selected from:

- Secondary Schools Programmes
- Intermediate School Programmes
- School and Regional Combines
- Talent Identification Personnel
- Current High Performance Players
- High Performance Trials

The Academy programme includes a combination of skill development (kicking, catching, passing and bouncing), athletic testing and measurement, game play and personal development that takes place throughout New Zealand.

This combination will lead to a number of opportunities for participants including Academy team selection, New Zealand representation, National Combine selection, access to talent scouts and International Scholarships.

Each Academy participant will be drafted into a regional competition

team that will play at a regional venue closet to their home. This will involve 6 rounds of competition over the 13 weeks of the Academy.

Each academy participant will then also be drafted into a national competition side that will compete in two Academy tournaments held over weekends in March in Auckland and April in Wellington.

New Zealand Kahu U18

Our only female representative team was formed under the basis of and Under 18 age group and participated in two campaigns in October and December 2014. This followed on from the campaign against the Under 16 Australian Breeze team from the previous year. The Australian Youth Girls returned this year for a two match series and this was followed two months later by another two match series against the Under 18 AFL Indigenous Woomeras.

The Kahu failed to register a win against their experienced opponents but the ground work has been set for a developing relationship. The lure of international competition for a game developed initially for a domestic population, is best served by New Zealand. Our organisations experience in catering for events has made the decision for teams to visit our shores an easy one.

Under 16 New Zealand Hawks

The U16 New Zealand Hawks travelled to Australia to compete in the South Pacific Cup, to be held in Coffs Harbour, NSW. The competition included an Oceania Invitational team, Papua New Guinea, and representative teams from Australia. In the lead up to the tournament the Hawks played a development match against a Gold Coast Academy team on arrival.

The travelling team was selected from the Under 16 National Championships held in Wellington in March with the tournament provided some great insights into the talented athletes now attracted to the sport.

Under 18 New Zealand Hawks

The Under 18 New Zealand Hawks competed against the Victorian Amateur Football Association in a two game series in October.

The series has become an annual fixture and a fantastic opportunity for the New Zealand representatives to gain a taste of competition from the home of AFL.

Senior NZ Hawks

The New Zealand Hawks had a big year of international fixtures backing up from a close loss against the AIS-AFL Academy in January 2014 with 2 matches against the South Pacific in



SUCCESS STORY

Giovanni Mountain Silbery

St Kilda sign up 2nd NZ International Scholarship

Giovanni Mountain-Silbery may have grown up hoping for a career in rugby league, but the 16-year-old Auckland schoolboy now looks destined to make it in the AFL.

We may be used to NRL clubs coming over to New Zealand to pick up this country's best young talent, but increasingly AFL teams are also seeing this side of the Tasman as a potential goldmine.

Young Kiwis Kurt Heatherley, Shem Tatupu and Siopie Ngata are all going through the system at Hawthorn Hawks and Mountain-Silbery is the latest New Zealand recruit with St Kilda signing him to an international scholarship.

"This whole opportunity is massive, it's a new experience for me and my family," Mountain-Silbery said after being presented with a St Kilda jersey at his Aorera College in Papatoetoe yesterday, from the club's New Zealand-born player Shane Savage.

At 1.96m and 96kg, Mountain-Silbery certainly has the physical traits to excel.

He has played for Counties Manukau in the NZRL's National Competition and had the Rabbitohs showing interest in him.

However, it was his desire to get better at league that led to his move to AFL.

"I predominantly live in a league family and they wanted me to use AFL to help with off-season stuff, like kicking," Mountain-Silbery said.

"So I tried it and that's where I was noticed by the AFL New Zealand staff and they told me to give it a good crack."

"[League] was definitely a big option for me and my family, but the AFL happened to present the opportunity first, which I was happy to take."

David Long / Fairfax NZ News



The New Zealand Hawks secured third place in the International Cup with a great win against South Africa

April and then onto the International Cup in Melbourne in August.

The series against the South Pacific Nations was a close affair and split 1-1. Game 1 of the series, held as the curtain raiser to the ANZAC day AFL match at Westpac Stadium was won by South Pacific on the back of strong performances from New Zealanders Cam Bailey and Andrew Howison. In the second game New Zealand were able to tie up the series with the game viewed as an opportunity for players to press their

claims to the selectors for August's International Cup. A highlight of the series was the performances of the younger New Zealand players from the High Performance programme competing against the incumbent Hawks and holding their own. A great sign that assisted in showcasing the talent coming through the newly formed systems.

The International Cup allows players to experience football in the home of AFL. Nine of the touring party selected had progressed

through the AFL New Zealand High Performance Programme, an exciting development and bodes well for the future International Cups where the numbers of those who develop through the pathway is expected to grow. The New Zealand team was able to progress through their pool games unbeaten, but came up against a strong Papua New Guinea side in the semi-final who would go on to beat Ireland in the final. The Hawks finished strongly beating South Africa by 1 point in the 3rd/4th playoff. ●

SUCCESS STORY

Kahu take on touring Woomeras team

The U18 New Zealand Kahu finished the year with a two match series against the touring AFL Indigenous Woomeras team.

The AFL Indigenous Woomeras debuted at the Australian National Youth Girls Championships in May 2014, with strong performances across the tournament.

Coached by the highly regarded Jason Mifsud, and managed by a strong team from the AFL Indigenous Programme, the Woomeras undertake personal development and enhanced their leadership skills throughout the tour.

Female AFL has also grown in New Zealand since the debut of the New Zealand Kahu, particularly through Primary and Secondary school programmes. Many of the players in this Kahu squad began playing AFL in Female Hawks Cup interschool competitions.

Kahu Coach Lisa Roper was overwhelmed with the performance of her team noting the rapid improvement of the Kahu, both in skill and in mental fortitude.

For the Woomeras, the series capped off a ten day tour of New Zealand, where they were tested physically and mentally.



New Zealand Kahu player Ruby Murray of Kerikeri High School gets the ball way under pressure

Woomeras Head Coach Jason Mifsud praised the strength of his team at the conclusion of their tour.

"We've spoken a lot as a team about adversity. I think it's really easy on days like this to not want to play sport, but AFL in particular is about character, and the character I've seen from both teams today is really strong."

AFL New Zealand CEO Robert Vanstam noted the spirit the series had been played in.

"The most important element of the series for me has been the respect the two teams have shown for each other. Sometimes when we play football it can get heated and frustrating, and of course we should be trying

to achieve wins. What I saw in the two games was people who were very excited to be playing football."

With the tour concluded, the AFL Indigenous Woomeras return to Australia, where they will be able to share their experiences with their communities and fellow football players. Robert Vanstam paid tribute to the burgeoning leadership skills of the Woomeras players, and to their coaching staff who had pulled the tour together.

"If we look at what the Woomeras tour is about, which is leadership, the biggest success to date has been the leadership you have been provided by your coaching staff and those who run the

Indigenous Programme. That's a stepping stone for you to showcase your leadership skills in your communities, where you will make the choices about what sort of football environment you want to be in."

The final word went to player Woomeras co-captain Leashay Warburton who summed up the experience of the Woomeras tour.

"We made so many friendships between everyone here, and it's been an amazing trip. It's opened our eyes to a different country and we've experienced your culture, and we've really enjoyed that. To our girls, we're all family now, and to the New Zealand girls, we're family too."

KiwiSport

Annually the New Zealand government is investing \$82 million over four years in KiwiSport projects. These are managed through regional partnership funds with the Regional Sports Trusts of which there are 17 throughout New Zealand.

The target community are school aged children and it is an opportunity for sport to link with schools and to impact on this large population. There is an acknowledgement that in secondary schools across New Zealand only 50% of the students are representing their school in sport. There are a lot of young people not currently involved in sport and they are a target for this funding.

Ensuring the three key aims of:

- increasing the number of school-aged children participating in organised sport,
- increasing the availability and accessibility of sport opportunities for all school-aged children and
- supporting children to develop skills that enable them to participate confidently in sport,

leads to more opportunities for our sport to tap into the Kiwisport fund and to make an impact on fundamental skills and with sports specific development.

AFL New Zealand over the past three years has taken up a number of opportunities to partner with other sports or to run single sport projects through the KiwiSport funding. AFL New Zealand promotes AFL KiwiKick through the KiwiSport programme.

The numbers across New Zealand who have been exposed to AFL for a minimum of 6 weeks activity, have passed 20,000 over the past year.

KiwiSport is a great opportunity for AFL to be exposed to a captive market of school children, teachers and the community in general and we are thankful for the support of Sport New Zealand and the Regional Sports Trusts we deal with. •



KiwiSport



Many thanks to:



The AFL New Zealand Heritage Team

The AFL New Zealand Heritage Team has been selected for 2014, showing the depth of involvement New Zealanders have in AFL at the highest level.

Selected by Simon Black, Warren Jones and Wayne Schwass, the 2014 Heritage team boasts an exciting mix of established AFL stars such as Heath Grundy of the Sydney Swans and Sam Mitchell of the Hawthorn Hawks, youthful talent and home grown New Zealand players.

Simon Black is well known as a stalwart of the Brisbane Lions, winning three Premierships during his glittering career. He is now an assistant coach with the Brisbane Lions.

Warren Jones was born in New Zealand, and was part of a fearsome Carlton team that won the 1982 Premiership. He also played 31 games for St Kilda.

New Zealand born Wayne Schwass played 282 games in his career, which included a Premiership with North Melbourne. Schwass came out of retirement in 2013 to play for the New Zealand Hawks against the AIS AFL Academy.

Schwass was looking forward to the possibility of the team one day playing matches.

"To see a New Zealand national team playing together would be a significant achievement and would be another step in the development of football in New Zealand. I would be very confident our team would be a tough opponent for any team."

Simon Black agreed with the sentiment.

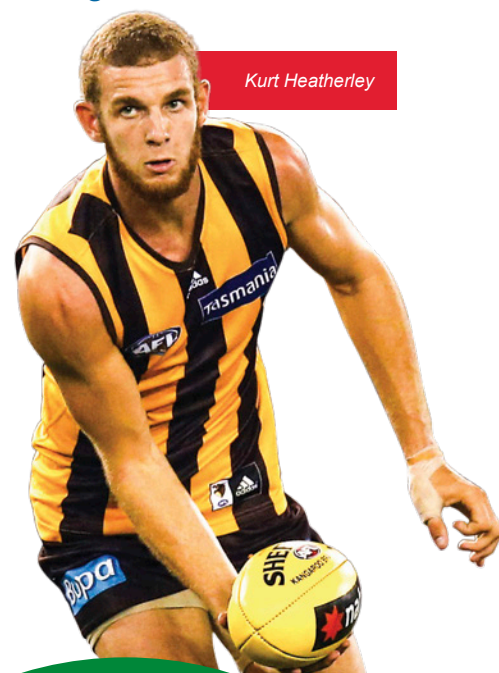
"I would like to see the team take the field in the future. I think this New Zealand team would be the 2nd strongest in the world if we were to put together a World Cup."

Identifying with fellow New Zealanders playing at an elite level

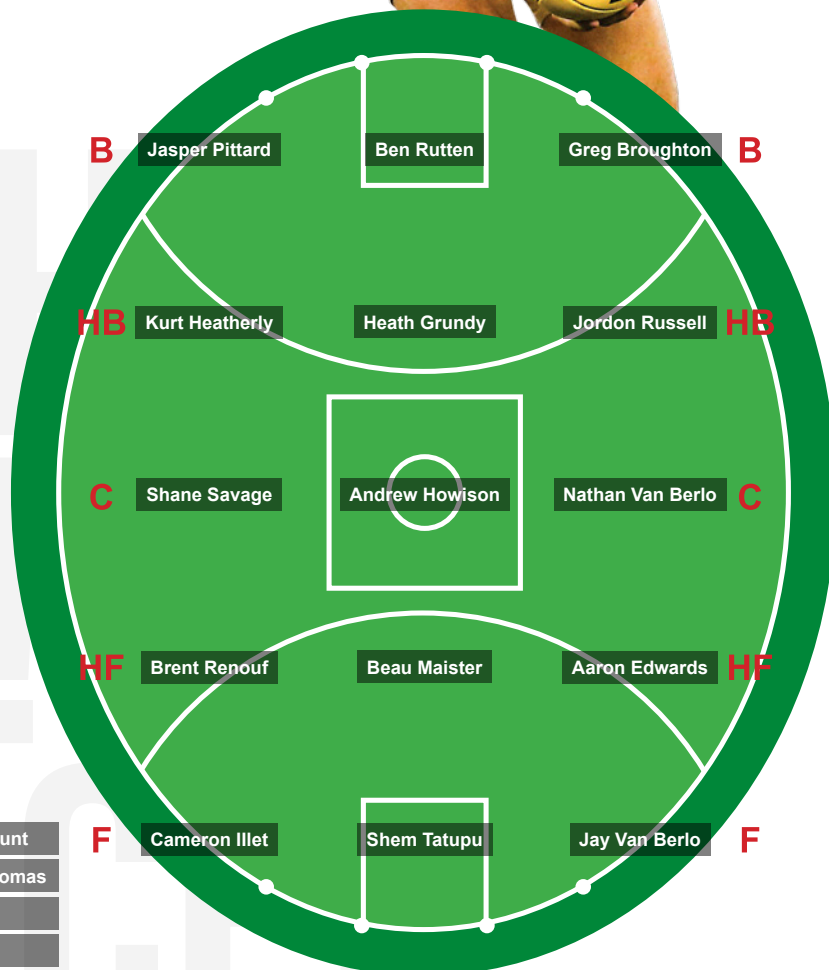
will greatly assist the growth of AFL in New Zealand. At the recent Wellington ANZAC Day match, New Zealander Shane Savage was a clear crowd favourite.

One of the most striking aspects of the AFL New Zealand Heritage Team for 2014 was the growth in the number of homegrown players who were selected, players who have come through the AFL New Zealand High Performance Programme.

Leading the group is Hawthorn's pair of International Rookies, Kurt Heatherley and Shem Tatupu. Heatherley recently got his career underway with a string of strong performances in the NAB Challenge. ●



Kurt Heatherley





Lisa Roper receives her award from National High Performance Manager Mick Coultard

AFL New Zealand Community Awards 2014

The third Annual AFL New Zealand Community Awards were held in conjunction with the AFL 2014 Grand Final, celebrating the many partnerships that enable AFL to grow and flourish within New Zealand.

With representatives from schools, Regional Sporting Trusts, local AFL clubs, AFL New Zealand staff and other organisations that have made an impact in the goal of making AFL a New Zealand game, the Community Awards brought together a diverse range of people.

The awards given were in many cases representative of large groups of people and organisations, and showed the many aspects of the work that AFL New Zealand is undertaking in partnership with collaborative entities. ●

Awards were presented to the following recipients:

Toni-Maree Carnie CEO of Harbour Sport

Michael Gregson AFL KiwiKick Co-ordinator

Sarah Smith Green Bay High School Gateway Coordinator

Chris Mundell Auckland AFL and AFLNZ High Performance Coach

Lisa Roper Coach of the U18 New Zealand Kahus

Geoff Dickson AFL New Zealand Board Chairman

Andrew Reeves CEO of Sommet Sports

AFL New Zealand High Performance Awards 2014

The successes of participants in the AFL New Zealand High Performance programme were recognised at the 2nd annual awards function.

Held on the eve of ANZAC Day at the Macs Function Centre in Wellington, the awards were a celebration of the hard work and commitment shown by participants in the High Performance programme.

The function included a fine selection of guest speakers, including Her Worship the Mayor of Wellington Celia Wade Brown, Ameet Bains from the St Kilda Football Club, Simon Black from the Brisbane Lions Football Club, and New Zealand born AFL Premiership winner Warren Jones. Five awards were given on the night, to players and coaches who have demonstrated their talent, commitment and leadership qualities over the past year. Two of the awards were new categories, those for Female Player of the Year, and Coach of the Year.

Along with the awards, both the New Zealand Hawks and South Pacific Nations teams were presented with their jerseys for their upcoming series. ●

Female Player of the year
Under 16 Player of the Year
Under 18 Player of the Year
Senior Player of the Year
Coach of the Year

Setareh Brown
Te Kopa-Tipene Thomas
Ben Miller
Andrew Howison
Justin Davies

2014 Scores and Results

New Zealand Hawks vs AIS AFL Academy January 2014 Wellington

AIS AFL Academy: 4.16:40 v New Zealand Hawks: 5.6:36

Senior Hawks Cup March 2014

Auckland Senior Hawks Cup Male

St Pauls College: 5.6:36 v Marcellin College: 0.2:2
Western Springs College: 3.4:22 v Marcellin College: 1.3:9
St Pauls College: 9.3:57 v Western Springs College: 0.2:2
Congratulations to St Pauls College in winning the Auckland Senior Hawks Cup

Auckland Senior Hawks Cup Female

Western Springs College: 2.1:13 v Green Bay High School: 0.6:6
Aorere College: 7.2:44 v Western Springs College: 2.1:13
Aorere College: 3.1:19 v Green Bay High School: 2.4:16
Congratulations to Aorere College in winning the Auckland Senior Female Hawks Cup

Counties Manukau Senior Hawks Cup

Papatoetoe High School: 7.2:44 v Southern Cross Campus: 0.4:4
Papatoetoe High School: 3.2:20 v Aorere College: 2.5:17
Southern Cross Campus: 2.2:14 v Aorere College: 6.2:38
Congratulations to Papatoetoe High School in winning the Counties Manukau Senior Hawks Cup

Northland Senior Hawks Cup Male

Bay of Islands College: 8.8:56 v Dargaville College: 7.7:49

Northland Senior Hawks Cup Female

Bay of Islands College: 9.8:62 v Whangarei Girls High School: 3.3:21

Wellington Senior Hawks Cup

St Patricks College: 5.1:31 v Wellington College: 2.2:14
St Patricks College: 1.5:11 v Porirua College: 4.5:29
Wellington College: 3.4:22 v Porirua College: 2.2:14
Congratulations to Porirua College in winning the Wellington Senior Hawks Cup

AFL New Zealand Under 16 National Championships March 2014

Game 1

Eagles: 11.4:70 v Giants: 2.2:14

Game 2

Eagles: 6.9:45 v Suns: 3.2:20

Game 3

Suns 6.11:47 v Giants 5.6:36

Game 4

Eagles: 7.3:45 v Giants: 4.5:29

Game 5

Eagles: 9.6:60 v Suns: 5.4:34

Game 6

Giants: 8.7:55 v Suns: 4.4:28

South Pacific Cup April 2014 Coffs Harbour

Game 1

Papa New Guinea 8.5:53 v U16 New Zealand Hawks 0.1:1

Game 3

Oceania 6.3:39 v U16 New Zealand Hawks 0.2:2

Game 4

U16 New Zealand Hawks 2.3:15 v Oceania 10.10:70

Game 6

PNG 10.10:70 v U16 New Zealand Hawks 0.4:4

South Pacific Challenge April 2014 Wellington

Game 1

South Pacific Nations 9.9:63 v New Zealand Hawks 5.8:38

Game 2

New Zealand Hawks 10.16:76 v South Pacific Nations 6.3:39

Under 18 National Championships April 2014

Game 1

Suns: 9.6:60 v Eagles: 3.4:22

Game 2

Giants: 9.3:57 v Eagles: 2.4:16

Game 3

Suns: 6.3:39 v Giants: 4.3:27

Game 4

Suns: 8.7:55 v Eagles: 6.5:41

Game 5

Giants: 4.5:29 v Eagles: 0.5:5

Game 6

Suns: 8.3:51 v Giants: 0.4:4

NAB U16 Australian National Championships July 2014 Queensland

Game 1

South Pacific 8.6:54 v World Side 7-9-51

Game 2

WA North West 10-8-68 v South Pacific 4-6-30

Game 3

Flying Boomerangs 14-8-92 v South Pacific 6-12-48

International Cup August 2014

Game 1

New Zealand Hawks: 24.18:162 v Sweden: 0.0:0

Game 2

New Zealand Hawks: 28.26:194 v China: 0.0:0

Game 3

New Zealand Hawks: 10.11:71 v USA: 2.1:13

Semi Final

New Zealand Hawks: 4.4:28 v Papua New Guinea: 12.3:75

3/4 Playoff

New Zealand Hawks: 6.8:44 v South Africa: 6.7:43

3 NZ players were named in the IC World Team: Captain Andy Howison, Otago based player Ben Miller and Melbourne based player Aaron Harris.

VAFA/ AFL New Zealand Challenge Cup October 2014 Auckland

Game 1

VAFA: 24.15:159 v U/18 New Zealand Hawks: 0.4:4

Game 2

VAFA: 18.15:123 v U/18 New Zealand Hawks: 0.2:2



Action from the Under 18 National Championships

AFL International Youth Girls Cup October 2014 Auckland

Game 1

U18 New Zealand Kahu 0.4:4 v Australian Youth Girl Breeze 24.23:167

Game 2

U18 New Zealand Kahu 1.0:6 v Australian Youth Girl Breeze 22.22:154

Junior Hawks Cup October 2014

Northland Junior Hawks Cup

Bay of Islands College 8.5:54 v Dargaville High School 3.7:23
 Kerikeri HS 9.10:64 v Whangarei Boys High School 4.8:32
 Dargaville High School 2.4:16 v Kerikeri High School 8.13:61
 Whangarei Boys High School 4.4:28 v Bay of Islands College 6.6:42
 Whangarei Boys High School 6.10:46 v Dargaville High School 8.2:50
 Kerikeri High School 8.7:55 v Bay of Islands College 4.3:27
 Congratulations to Kerikeri High School in winning the Northland Junior Hawks Cup

Harbour Cluster Junior Hawks Cup

Northcote College 9.5:59 v Glenfield College 0.0:0
 Birkenhead College 5.2:32 v Glenfield College 0.0:3
 Northcote College 4.6:36 v Birkenhead College 2.3:15
 Congratulations to Northcote in winning the Harbour Cluster Junior Hawks Cup

Counties Cluster Junior Hawks Cup

Southern Cross College 20.20:140 v Aorere College 4.10:34
 Congratulations to Southern Cross Campus in winning the Counties Cluster Junior Hawks Cup

Waitakere Cluster Junior Hawks Cup

Waitakere College 13.10:88 v Green Bay High School 8.6:54
 Congratulations to Waitakere College in winning the Waitakere Cluster Junior Hawks

Cup

Auckland Central Cluster Junior Hawks Cup

St Paul's College 5.4:34 v Western Springs 2.5:17
 One Tree Hill College 6.4:40 v Western Springs 2.4:16
 St Paul's College 5.5:35 v One Tree Hill College 3.2:20
 Congratulations to St Paul's College in winning the Auckland Central Cluster Junior Hawks Cup

Wellington Junior Hawks Cup

Minor Semis

Porirua College 33 v Tawa College One 44
 Tawa College Two 9 v Onslow College 15

Major Semis

Hutt Valley High School 67 v St Patrick's College Two 1
 St Patrick's College One 14 v Wellington College 32

Final Playoffs

7th/8th Tawa College Two 19 v Porirua College 15
 5th/6th Tawa College One 46 v Onslow College 1
 3rd/4th St Patrick's College 2 20 v St Patrick's College One 15
 1st/2nd Wellington College 21 v Hutt Valley High School 10
 Congratulations to Wellington College in winning the Wellington Junior Hawks Cup

AFL Junior Secondary School North Island Championships November 2014

Female Junior Secondary School AFL North Island Championships

Waitakere College 2.6:18 v Green Bay High School 0.3:3
 Aorere College 5.7:37 v Rutherford College 2.1:13
 Waitakere College 2.5:17 v Rutherford College 0.2:2
 Aorere College 6.5:41 v Green Bay High School 3.1:19
 Green Bay High School 1.3:9 v Rutherford College 1.0:6
 Waitakere College 3.5:23 v Aorere College 1.2:8
 Congratulations to Waitakere College in winning the Female Junior Secondary School AFL North Island Championships

AFL North Island Championships

Male Junior Secondary School AFL North Island Championships

Pool A

Aorere College 3.4:22 v Waitakere College 3.9:27
 Northcote College 3.2:20 v St Paul's College 7.5:47
 Northcote College 5.3:33 v Aorere College 5.2:32

Waitakere College 3.10:28 v St Paul's College 4.1:25
 Northcote College 4.4:28 v Waitakere College 4.6:30
 St Paul's College 7.2: 44 v Aorere College 2.7:19

Pool B

Southern Cross Campus 13.12:90 v One Tree Hill College 1.3:9
 Southern Cross Campus 15.7:97 v Kerikeri High School 5.6:36
 Kerikeri High School 14.10:94 v One Tree Hill College 0.5:5

Finals

5th/6th Northcote College 6.4:40 v One Tree Hill College 3.0:18
 3rd/4th St Paul's College 5.5:35 v Kerikeri High School 2.1:13
 Final: Southern Cross Campus 9.9:63 v Waitakere College 1.1:7

Congratulations to Southern Cross Campus in winning the AFL Junior Secondary School North Island Championships Results

Senior Leagues

CAFL Final October 2014

Eastern Blues: 14.8:92 v Christchurch Bulldogs 9.5:59

AAFL Final December 2014

University Blues: 11.6:72 v Waitakere Magpies: 11.3:69

WAFL Final December 2014

Eastern Bulldogs 4.8:32 v North City Demons 2.6:18

Senior NPC December 2014 Wellington

Auckland 6.11:47 v Wellington: 3.6:24
 Canterbury 15.8:98 v Otago 0.2:2
 Auckland 6.12:48 v Otago 1.3:9
 Wellington 3.4:22 v Canterbury 4.10:34

Wellington: 8.11:59 v Otago 3.2:20
 Canterbury 7.11:49 v Auckland 4.6:24
 Canterbury 2014 Senior NPC Winners

U18 New Zealand Kahu vs AFL Indigenous Woomeras December 2014 AKL

Game 1

AFL Indigenous Woomeras 26.16:172 v U18 New Zealand Kahu 0.0:0

Game 2

AFL Indigenous Woomeras 15.14:104 v U18 New Zealand Kahu 0.0:0



U18 New Zealand Kahu, December 2014

Financial Statements of AFL New Zealand Inc.

Statement of Financial Performance

Year Ended 31 October 2014	2014 (\$)	2013 (\$)
Income		
AFL Grant	220,172	247,646
SPARC	25,000	25,000
Grants Received	45,892	52,615
Inventory Sales	6,923	10,236
NZ Racing Board Betting Levies	63,687	29,501
Interest Income	443	630
Sundry Income	71	28
	362,188	365,656
Less Expenses		
Cost of Inventory	10,596	10,783
IRD	232	-24
Board Expenses	6,595	6,647
Marketing	66,567	60,606
Bank Charges	499	462
Communication Expenses	7,857	11,978
Computer Expenses	1,389	892
Entertainment	2,792	3,522
Postage and Couriers	951	433
Printing and Stationery	3,843	2,120
Rent	12,866	9,803
Audit Fees	4,120	3,018
Bad Debts	3,484	0
Umpires & Coaching Progs	2,055	1,176
Travel	13,551	16,242
Accident Compensation Levy	5,477	5,817
Administrative Salaries	241,423	246,016
Depreciation	4,552	7,340
Total Overheads	388,849	386,831
Profit/(Loss) before Development Programmes	(26,661)	(21,175)
Development Programmes Revenue		
AFL KiwiKick Income	29,306	57,389
AFL 9's Income	35	1,739
Hawk's Cup Income	13,440	16,580
High Performance Income	376,535	380,012
KiwiSport Income	186,389	294,085
	605,705	749,805
Less Development Programmes Costs		
AFL KiwiKick Costs	34,229	50,949
AFL 9's Costs	5,157	24,276
Hawk's Cup Costs	13,628	18,531
High Performance Costs	386,238	385,347
KiwiSport Costs	140,032	241,876
	579,284	720,979
Net Income from Development Programmes	26,421	28,826
Profit/ (Loss) after Development Programmes	(240)	7,651

Statement of Financial Position

Year Ended 31 October 2014	2014 (\$)	2013 (\$)
Current Assets		
Westpac Bank Accounts	9,613	53,384
Accounts Receivable	152,525	123,801
GST Refunds	0	5,173
Stock on Hand	81,005	50,129
Prepayments Paid	1,313	1,490
	244,456	233,977
Fixed Assets		
Fixed Assets, at cost	43,346	42,658
Less Accumulated Depreciation	36,484	32,112
	6,862	10,546
	251,318	244,523
Current Liabilities		
Westpac Mastercard	8,724	7,086
Creditors & Accruals	62,923	105,064
Prepayments received	93,178	51,818
GST Liability	5,897	0
PAYE and KiwiSaver Liability	8,194	7,913
	178,916	171,881
Equity		
Retained Earnings from previous year	72,642	64,991
Current Year Earnings	-240	7,651
	72,402	72,642
	251,318	244,523

Statement of Movement in Equity

As at 31 October 2014	2014 (\$)	2013 (\$)
Opening Balance	72,642	64,991
Net Profit / (Loss) for Year	(240)	7,651
Closing Balance	72,402	72,642

For and on behalf of the board who authorises the financial statements for issue on:

Signed:  Date: 25.02.2015

Signed:  Date: 25.02.2015

Society Directory

Registered Office: Sports House, Stadium Drive,
North Harbour Stadium, Albany.

Society Number: 217967

Auditors: Keith MacKinlay & Associates

Bankers: Westpac Banking Corporation

Date of Formation: 7 July 1976

Nature of Business: Administration and Promotion of Australian Football League in New Zealand.

Board:

Geoff Dickson (Chairman)	Appointed 30.11.2006 Reappointed 30.11.2009 Reappointed 31.10.2014
Toni-Maree Carnie	Appointed 31.10.2011
Garry Carnachan	Appointed 31.10.2012
Andrew Sloman	Appointed 31.10.2013
Justin Davies	Elected 28.03.2009 Re Elected 24.03.2013
Tim Stevens	Elected 27.03.2010 Re Elected 23.03.2014
Rob Malone	Elected 24.03.2012

As at 31 October 2014

Fixed Assets /Depreciation

Year Ended 31 October 2014	Cost	Op Acc Depn	Op WDV	Loss on Disposal	Rate	Depn	CI Cost	CI Acc Depn	CI WDV
Jumpers/Shorts/Socks									
Jumper Sets - Auskick F/Ball	900	889	11		30%	3	900	892	8
Jumper Sets - Junior F/Ball	4,600	4,552	48		30%	14	4,600	4,566	34
Jumper Sets - Senior Falcons (Teal)	2,080	2,056	24		30%	7	2,080	2,063	17
Shorts Senior Falcons	825	801	24		30%	7	825	808	17
Socks - Senior Falcons	450	437	13		30%	4	450	441	9
Jumpers - NZ Rep	1,900	1,879	21		30%	6	1,900	1,885	15
	10,755	10,614	141			41	10,755	10,655	100
Plant and Equipment									
Auskick Banners	1,200	1,106	94		15%	14	1,200	1,120	80
Compressor Pump	300	254	46		15%	7	300	261	39
Equipment	6,054	5,565	489		15%	73	6,054	5,638	416
Gear Bag Black - Large	50	41	9		15%	1	50	42	8
Goal Post Bags - Silver Fern	400	322	78		15%	12	400	334	66
Goal Posts Spiked	400	307	93		15%	14	400	321	79
Magnetic Board	70	62	8		15%	1	70	63	7
Plinth	174	0	174	(134)	20%	30	10	0	10
Plinth	189	0	189		20%	30	189	30	159
	8,837	7,657	1,180	(134)		182	8,673	7,809	864
Photographic Equipment									
Projector and Screen	1,538	1,232	306		20%	61	1,538	1,293	245
Cam Corder - Sony	222	195	27		50%	14	222	209	13
Digital Camera - Sony	311	310	1		50%	1	311	311	0
Panasonic Camcorder	419	88	332		50%	166	419	254	166
Panasonic Camcorder	401	50	351		50%	175	401	225	176
	2,891	1,875	1,016			417	2,891	2,292	599
Furniture & Fittings									
Furniture & Fittings	1,793	1,462	331		19%	64	1,793	1,526	267
2 Tawa Desks	378	33	345		13%	45	378	78	300
Bookshelf	51	3	47		10%	5	51	8	43
	2,222	1,498	724			114	2,222	1,612	610
Computers and Software									
MYOB v14 Software	305	300	5		50%	3	305	303	2
HP Lap top	1,520	1,344	176		50%	88	1,520	1,432	88
Laptop from JB Hi	807	681	126		50%	63	807	744	63
MYOB Payroll Software	601	474	127		50%	64	601	538	63
MS Office 2010 Home & Business PKC	319	230	90		50%	45	319	275	44
Viewsonic 22" LED Widescreen	249	94	155		20%	31	249	125	124
Logitech Wireless Combo MK520	68	42	26		50%	13	68	55	13
Netgear ADSL Wireless Router	240	147	93		50%	47	240	194	46
Epson MFP WF 435 Colour Printer	279	148	131		40%	52	279	200	79
1366x768 LED Intel HD3000 Shared BT3 HDMI	860	229	631		20%	126	860	355	505
MS Office 2010 Home & Business PKC	380	205	175		50%	87	380	292	88
Website	8,000	4,166	3,834		50%	1,917	8,000	6,083	1,917
Website Additions	1,138	474	663		50%	332	1,138	806	332
Staff Training Video	2,250	1,172	1,078		50%	539	2,250	1,711	539
Asus Notebook AC Work Book	890	683	207		50%	104	890	787	103
Viewsonic 22" LED Screen	220	33	187		20%	37	220	70	150
Logitech MK520 Wireless KB & Mouse	78	29	49		50%	24	78	53	25
Freeview Box	112	19	93		40%	37	112	56	56
LED Screen	290	0	290		20%	15	290	15	275
Laptop Hard Drive	200	0	200		50%	25	200	25	175
	18,806	10,470	8,336			3,649	18,806	14,119	4,687
Total	43,511	32,114	11,397	(134)		4,403	43,347	36,487	6,860

Notes to the Financial Statements

NOTE 1 STATEMENT OF ACCOUNTING POLICIES

AFL NEW ZEALAND INCORPORATED is an Incorporated Society established under the Incorporated Societies Act 1908.

The Financial Statements of AFL New Zealand Incorporated have been prepared in accordance with generally accepted accounting practice in New Zealand.

Differential Reporting

The organisation qualifies for differential reporting exemptions on the following basis:

- it does not have public accountability;
- it is within the required size criteria.

The organisation has taken advantage of all the differential reporting exemptions.

Measurement Base

The accounting principles recognised as appropriate for the measurement and reporting of earnings and financial position on an historical cost basis have been used in the preparation of these financial statements.

Specific Accounting Policies

1. Fixed assets are stated at cost less accumulated depreciation.
2. Depreciation has been calculated at rates as set out in the enclosed Fixed Assets/Depreciation Schedule.
3. All financial statements enclosed have been prepared on a GST exclusive basis except for debtors and creditors which are stated on a GST inclusive basis.
4. Debtors have been stated at their estimated net realisable value.
5. Stock on hand has been stated at the lower of cost and net realisable value.
6. The organisation is not liable for Income Taxation as an amateur sports promoter and accounts for GST under the invoice basis.

Changes in Accounting Policies

There have been no material changes in accounting policies during the year.

NOTE 2 LEASE COMMITMENTS

The Club has no non-cancellable operating lease commitments. (2013– Nil).

NOTE 3 INCOME

Income shown in the Statement of Financial Performance comprises the amounts received and receivable for services supplied to customers in the ordinary course of business, except for contributions received from players with respect to their attendance at international tournaments which are recognised on cash received basis.

NOTE 4 WAGES & SALARIES

Wages and Salaries (as below) are included in the Expenses and Development Programmes Costs appearing on page 2 of these Accounts.

	2014 (\$)	2013 (\$)
Expenses		
Administrative Salaries	241,423	246,016
Development Programme Costs		
AFL KiwiKick	25,083	47,120
Hawk's Cup	7,630	9,412
AFL 9s	0	12,000
High Performance	19,500	0
KiwiSport	82,166	114,561
TOTAL WAGES & SALARIES	375,803	429,109

NOTE 5 CONTINGENT LIABILITIES

There were no Contingent Liabilities as at 31 October 2014 (2013– Nil).

NOTE 6 CAPITAL COMMITMENTS

There were no outstanding Capital Commitments as at 31 October 2014 (2013– Nil).

NOTE 7 AFL AGREEMENT

The Society's most significant source of income is the AFL Grant. Under its current format the AFL Agreement is renewed annually and any significant adverse change in the grant would affect the financial viability of the Society.

NOTE 8 PREPAYMENTS RECEIVED

The Prepayments Received \$93,178 (2013 - \$51,818) represent the proportion of Grants received during the financial year which relate to after 31 October 2014.

NOTE 9 RELATED PARTY TRANSACTIONS

There were no material related party transactions during the year ended 31 October 2014.

Auditor's Report

I have audited the Financial Report of AFL New Zealand Incorporated for the year ended 31 October 2014.

The Financial Report provides information about the past financial performance of the organisation and its financial position as at 31 October 2014. This information is stated in accordance with the accounting policies set out in the report.

Executive Responsibilities

The Executive are responsible for the preparation of the Financial Report which gives a true and fair view of the financial position of the organisation as at 31 October 2014 and of the results of its operations for the year ended 31 October 2014.

Auditor's Responsibilities

It is my responsibility to express an independent opinion on the Financial Report presented by the Executive and report my opinion to you.

Basis of Opinion

An audit includes examining on a test basis evidence relevant to the amounts and disclosures of the Financial Report.

It also includes assessing:

- The significant estimates and judgements made by the Executive in the preparation of the Financial Report and
- Whether the accounting policies are appropriate to the organisation's circumstance, consistently applied and adequately disclosed.

I conducted my audit in accordance with generally accepted auditing standards in New Zealand.

I planned and prepared my audit so as to obtain all the information and explanations which I considered necessary in order to obtain sufficient evidence to give reasonable assurance that the Financial Report is free from material misstatements, whether caused by fraud or error. In forming my opinion I also evaluated the overall adequacy of the presentation of the information in the Financial Report.

Other than in my capacity as auditor I have no relationship with or financial interest in the Association.

Unqualified Opinion

I have obtained all the information and explanations I have required. In my opinion the Financial Report enclosed gives a true and fair view of the financial position of the organisation as at 31 October 2014 and of its operation for the year ended on that date.

My audit was completed on 25 February 2015 and my unqualified opinion is expressed at that date.



25 February 2015
K.M. MacKinlay, B.Com, C.A.
Chartered Accountant

CEO Finance report

For year 1st November 2013 to 31st October 2014

On behalf of the Board of Directors, I am pleased to present the financial report of AFL New Zealand (Inc) for the year ended 31st October 2014.

Trading Result

Referring to the audited financial accounts, members will note that the AFL New Zealand has reported a loss of \$0.2K for the year-ended 31st October 2014.

Looking ahead

- ASB Community Trust funding application has been submitted with a potential \$60K towards development within the Auckland and Northland regions for the year ending May 2016.
- The AFL has committed to one year's funding of AUD \$200K for the financial year ending October 2015. This is complimented by funding support of the April AFL Academy tour, ANZAC Day promotion and December Indigenous programmes during 2015.
- Waitakere Regional Sports Trust has committed \$40K to Primary and Secondary School projects due to finish March 2016.
- Sport New Zealand has currently committed to \$25K to be invested over a 12 month period ending June 2014.

Current Liabilities

- The amount of \$178.9K in current liabilities consists of Master Card \$8.7K, GST \$5.8K, PAYE \$8.1K, Accruals of \$62.9K, and Down Payments of \$93.1 K.
- Down Payments comprises of AFL \$50K, Hawthorn FC \$18K, Sport New Zealand \$4.2K, Kiwisport \$20K.
- Accruals consist of Holiday Pay \$23.5K, Audit fees \$3K, and \$35.8K accounts of which \$16.5K were directly related to AFL KiwiKick stock from the AFL.

Current Assets

As of year end there is \$9.6K in cash, Accounts receivable of \$152.5K a majority consisting of \$68K from the AFL Indigenous Grant, \$20K from Hawthorn FC, \$27.5K KiwiSport Funding, \$21.5K NZ Racing Betting Levies , and stock on hand of \$81K made up of AFL KiwiKick, Hawks Cup and High Performance Inventory and 1.3K in completed prepayments.

Expenses (Explanatory notes)

In relation to variances in certain expense line items between 2013 and 2014 trading periods, the following comments are provided.

- Communication expenses decreased by \$4K due to a new phone plan
- Rent expenses increased by \$3K due to the opening of Wellington office.
- Bad debts over 3 years old totaling \$3.5K written off
- Marketing increased by \$6K with focus on social media and website management
- Travel expenses increased by \$10k due to increased activities in Wellington and staff travel to Australia.
- Administrative salaries down by \$5K due to holiday allocation.

Income (Explanatory notes)

In relation to variances in certain income line items between 2013 and 2014 trading periods, the following comments are provided.

- Decrease in grants received of \$7K due to timing of application submissions from the ASB Community Trust for the financial year.
- AFL Grant decreased \$27K from 2013 due to foreign exchange variances from the previous year
- Inventory decreased by \$3K with the inclusion of afterschool product incorporated within Kiwisport projects
- Betting levies increased by \$34K due to broadcasting platform on both Free View and SKY

Development Programme Revenue v Expenses (Explanatory notes)

- The AFL KiwiKick Programme decreased income by \$28K and expenses decreased by \$16K. Linking the AFL KiwiKick programme directly with KiwiSport projects incorporating afterschool deliver at no charge.
- The AFL9s programme was minimized following on from the previous years budgeted loss of \$23K. Consolidation of the programme saw a \$5K loss..
- The High Performance Programme added three new tours to its calendar with the Australian Youth, Flying Boomerangs and Under 16 Hawks Townsville tournament adding \$150K to both income and expenditure.
- Kiwisport funding was reduced by \$108K in income and \$101K in expense. AFL New Zealand decreased our involvement as lead agency in two major projects. This saw a decrease in both revenue to be supplied to partner sports and expenses incurred by them.



Robert Vanstam
AFL New Zealand CEO



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AFLNZ would like to thank:

AFL Hawthorn St Kilda
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KiwiSport College Sport Auckland College Sport Wellington
ASB Community Trust Sport New Zealand



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