

KICK! CATCH! PASS! BOUNCE!



**2015
ANNUAL
REPORT**

Year Ended 31 October 2015

NZ Kahu representative
Killarney Morey from Epsom
Girls Grammar



Chairman's Report

In last year's annual report I wrote about the need to be bold and innovative. We have delivered on this in a number of respects.



The newly developed AFLNZ Premiership will provide coaching and athlete development opportunities, and the inclusion of AFL within TVNZ's new Duke Channel was certainly one out of the box.

The broadcasting agreement between AFL and TVNZ offers tremendous opportunity. There are some financial opportunities but no financial guarantees. This remains important as our finances are somewhere between a tightrope and a knife-edge. Our small cash reserves means that any mistakes have repercussions.

Most importantly, the broadcasting agreement offers the opportunity for AFLNZ to become more aligned with the AFL's network of state affiliates. Each time our national teams travel, each time we host a visiting team from Australia – whether it is a national team or regional team, male or female – we take one more step to being an unquestioned extension of the AFL's blueprint for the future.

This year we welcomed Andrew McKenzie, and Michael Nettlefold as the latest additions to the AFL New Zealand Board. Their impact was immediate. Andrew has impressed upon the board that risk management is not just about ensuring that mistakes are not made; it is also about ensuring that opportunities are not missed. I think it is fair to say that without Michael's involvement, we may have missed the opportunity

to link TVNZ with the AFL. Michael's extensive AFL networks and his entrepreneurial expertise in media and advertising brought new conversations and perspectives to the boardroom. Andrew and Michael, together with Gary Carnachan, Andrew Sloman, Toni-Maree Carnie (who also played a central role in the AFL-TVNZ broadcasting deal) and Tim Stevens are, to use a football analogy, creating a lot of space for our executive and operations staff to excel.

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One more step to being an unquestioned extension of the AFL's blueprint for the future.

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Justin Davies tendered his resignation following his move to Australia. Setting aside his contribution to the board, Justin was also coach of the New Zealand Hawks for more than few campaigns, both at home and abroad. Justin was a stalwart of the Christchurch football community. Behind the scenes, Justin was a consistent source of support for both the CEO and myself. Few have contributed more to AFL in New Zealand than Justin. I also thank Rob Malone for his years of service to the board. Rob of course is not lost to the AFLNZ community, as he maintains an

active role in our high performance system.

AFLNZ is only one part of the AFL equation in New Zealand. AFLNZ does not achieve anything by itself. AFLNZ benefits greatly from its partnerships with schools, funding agencies, councils (and their agencies), regional sports trusts, St Kilda FC, the AFL, as well as our own leagues and clubs. And it's not just the organisations that earn our appreciation, it's the people within them

that make it all happen. Thank-you everybody.

I want to acknowledge the commitment of our permanent staff. The long tenures of Rob Vanstam (8th year), Michael Coultard (5th year), Reg Ranchhod (4th year), Sam McKenzie (3rd year), as well as Tom O'Keefe, are to be applauded. There are no revolving doors at AFLNZ, and this is to our advantage.

AFLNZ's Board and staff are committed to the never-ending process of governance and administrative improvement to ensure that AFLNZ delivers efficiently and effectively for both our internal and external stakeholders now, and well into the future. For us, it is never about being in front at half time.

Geoff Dickson

Geoff Dickson
AFL New Zealand Chairman



*Newly appointed
directors
Andrew McKenzie
and Michael Nettlefold*

Chief Executive Officer Report

The recent signing of a new broadcast deal with government owned TVNZ has guaranteed live AFL games once more on New Zealand screens.



The Freeview positioning along with an appearance on the SKY network will ensure that the AFL platform is available to New Zealanders on levels on par or greater than traditional sports. The stability of this new broadcast partner provides us with an opportunity for AFL to become a habit in the lives of our target market. This has been supported well by our parent organisation the AFL. Increases in the financial investment directly to AFL New Zealand compliment development strategies that tie in well with broadcasting.

For the third consecutive year Wellington again hosted an AFL fixture at Wellington Stadium, marking the 100th anniversary of the landing at Gallipoli.

Wellington City Council and St Kilda Football Club determined not to host a fixture in 2016 but plans are afoot to re-establish the

fixture at another major centre in the near future. To compliment these plans a partnership with Auckland Stadiums is in early stages as we look ahead to the possibilities of the Western Springs development. This coupled with opportunities in Christchurch, Tauranga and Auckland North Shore have provided a very real impetus behind hosting a preseason or Premiership AFL fixture in New Zealand as we await the construction of Western Springs.

QBE Stadium, falling under the control of Auckland Stadiums has become the latest AFL ground to be developed in New Zealand. The new oval positioned alongside AFL New Zealand Head Office, has a magnificent surface and has already commenced hosting AFL New Zealand Youth Competitions as of October 2015. The Auckland AFL Grand Final also utilised the facility in December and now

the venue is hosting the newly formed AFL New Zealand Premiership from February through to April 2016. With temporary seating available to the site we are hopeful of hosting AFL once more as early as February 2017.

The St Kilda Football Club continues to be a likely candidate to support this concept and continue to build on the great work they have achieved within New Zealand over the past four years. Elements including community and preseason camps all add relevancy to the New Zealand calendar and our story.

To achieve professionalism in both organisation and strategy, the make up of our Board structure continues to grow in importance. To complement our well established board, our organisation was very lucky in introducing two new board members in March 2015. Andrew McKenzie, CFO of Fletcher Building and member of Mt Roskill Football Club joined with former St Kilda FC CEO Michael Nettlefold as the latest



Opening weekend of the AFL New Zealand Premiership at the new facilities at QBE Stadium.



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We must provide relevancy to those who sit in front of their television screens for the first time to watch AFL.

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The ANZAC Day game in Wellington commemorates the 100 year anniversary of the landing in Gallipoli

additions to the AFL New Zealand Board. Already they have made significant contributions towards the future of our game and I wish them a long association with our organisation.

Current Chairman Geoff Dickson now in his 9th year on the AFL New Zealand Board is well supported by Toni-Maree Carnie, Tim Stevens, Garry Carnachan and Andrew Sloman. A diverse range of skills ensures our organisations capability continues to grow. The directors play a direct role in securing confidence and relevancy with our major partners.

The ANZAC day AFL fixture has been used successfully to leverage community outcomes with an unprecedented number of events built around the major week of Australian Football in New Zealand. AFL South East have become a valued partner with their inaugural tour to New Zealand. The Peninsula Saints Under 16 team participated in a two match series against New Zealand in a fantastic well spirited contest. The organisation returns this year with two teams including Youth Girls and a growing number of supporters to continue to grow the concept.

Once again the AFL Academy visited our shores to take on the New Zealand Hawks with Australia's best young talent on show. The game at Westpac Stadium was a great success with local schools provided 2000 cheering spectators urging on the home team. Although the game did not favour the New Zealanders, the autograph cue stretching around the stadium following the game, provided an indication of just how much national representation is a key driver for our sport.

Our own Academy team toured Sydney in early April with matches against the Syd-



ney Swans Academy team and New South Wales Independent Schools. A reciprocated visit is now planned for April 2016 with New South Wales visiting Auckland for the scheduled ANZAC week of football.

The diversification of revenue streams remains challenging for our organisation. Our High Performance programme has a strong reliance on a 'User Pays' model but this also ensures that we are firmly focused on treating our representatives with a customer focus, ensuring that their experience is of a high quality. The AFL as the gate keeper of our code, have continued to accelerate their support and this along with Regional Sport Trust funding through the Kiwisport government initiative, remain financial pillars.

AV Jennings sponsored the AFL KiwiKick programme for the first time in 2015 and were particularly supportive in the North Harbour region. Our future stability will also rely on support from commercial entities.

Foundation North, Pelorus Trust, Infinity

Foundation and New Zealand Community Trust have all provided support to our community programmes and this show cases how many cylinders are required to fire at the same time to achieve the required financial balance. With the loss of air time for AFL on New Zealand screens through 2015, our levy return from New Zealand Racing saw a drop translating directly to our end of year financial position.

There was one significant highlight in 2015 that stood out for me personally. Kurt Heatherley moved a step closer to making his AFL debut when he was upgraded to Hawthorn's senior list in October last year. Born in New Zealand, Kurt started with the New Zealand Under 16 team five years ago moving on to national representation at all age group levels before finally representing our Senior New Zealand Hawks. He has spent the past two years as a Category B International Rookie and was promoted after a strong season at VFL level. He played 20 of a possible 21 games for Hawthorn's VFL affiliate Box Hill Hawks in 2015 and was named in the team's best performers on five occasions.

The validation of the pathway created for New Zealanders who choose to participate in the new and mysterious sport of AFL, is the most important element of the sports future. We must provide relevancy to those who sit in front of their television screens for the first time to watch AFL. Kurt and others to follow can create this relevancy and help to make AFL a New Zealand game.

A handwritten signature in black ink, appearing to read 'Robert Vanstam'.

Robert Vanstam
AFL New Zealand CEO



Through the support of The Regional Sports Trust and Kiwisport, AFL New Zealand is delivering AFL KiwiKick to 18101 primary school children across 58 schools within the Auckland and Wellington Region



The AFL KiwiKick programme teaches children not only the fundamental movement skills of Kick, Catch, Pass and Bounce but stability and locomotive movement skills as well. These skills are valuable for a wide variety of sports, and the AFL KiwiKick programme ensures that everyone who participates is confident and competent with those skills. Qualified AFL KiwiKick coaches deliver focused and fun sessions during school hours and afterschool, with every child receiving between 4 to 8 sessions of coaching.

AFL New Zealand will continue with these programmes, as they deliver on key outcomes that encourage children to live healthy lifestyles through sport.

As a result of participant's involvement in the AFL KiwiKick programme, participants will develop a connection to the sport of AFL and can go on to be lifelong partici-

pants in sport through a structured pathway available to all participants.

Through the assistance of these projects, AFL New Zealand has increased the exposure of the sport. Many participants that have completed the AFL KiwiKick programmes over the past 7 years have gone on to play in the AFLNZ Youth Competition for both Boys and Girls aged 12 to 17

To follow on from the six sessions during school time, the children then have access to an after school programme that takes place within the school grounds directly after school. This year we had 1717 participants from 40 schools. This provides the participants with easy access in a familiar setting and also provides parents with the opportunity of attending. This opportunity has been taken up enthusiastically, with more than 10% of the total roll taking part at all schools involved as experienced in

the Auckland North Harbour region where Greenhithe School had 107 children participate.

It has been great to have AV Jennings as part of the AFL KiwiKick Programme, with their support assisting in providing an AFL KiwiKick Bag and ball to every student who completes the afterschool programme so they can continue their AFL skills at home and school.

The AFL KiwiKick programme also encourages teachers to be involved in the sessions and gain professional development. The teachers learn how to deliver AFL KiwiKick sessions and control games of AFL. This will ensure that children can continue to be active sporting participants utilising the teachers newly developed skills following the departure of AFL New Zealand coaches associated with the AFL KiwiKick programme

'Bomb the teacher' is a big hit during Lesson one of the AFL KiwiKick Programme.



“

Our students are really keen to continue playing the game and I haven't had that from any other sport.

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Chris Steffensen, a teacher from St Joseph's School in Upper Hutt, noted the benefits of AFL KiwiKick in providing a pathway to further participation in sport.

“The game teaches the students so many things, like working together, communication, spatial awareness and thinking on their feet. Our students are really keen to continue playing the game and I haven't had that from any other sport.”

Further reviews have extolled the inclusive nature of AFL KiwiKick. Edwandie Kruger from Birchville School was impressed by the ease at which both girls and boys were involved.

An encouraging number of teachers have taken up the opportunity to up skill. Across New Zealand, more than 373 teachers have completed the accreditation process. The training is useful not just for teaching AFL, but for teaching all sports offered at the school.

To ensure sustainability, every school involved with the AFL KiwiKick Pathway programme receives a resource kit to assist with ongoing activity. A combination of newly acquired teaching skills through the coaching accreditation process and the resource kit ensures that students can continue to play AFL.

The resource kit includes AFL KiwiKick Coaching manuals. This features detailed diagrams of skills, games and lesson plans, providing teachers and volunteer coaches with all the information they need to successfully run AFL KiwiKick sessions.

Again in 2015, During the ANZAC Clash between St Kilda and Carlton Blues, in Wellington, students were given the opportunity to attend the game and participate in the Halftime entertainment, by representing their school and playing in game of AFL KiwiKick

representing their school and playing in game of AFL KiwiKick

A large group of schools from the Hutt Valley were involved, including Fraser Crescent School, Plateau School, Kelson School, Upper Hutt Primary School, Wilford School and St Joseph's School. Paremata School from the Porirua region were also involved.

The AFL fixture held in April, the Stadium Festival day along with a strong school presence, has seen the AFL KiwiKick Programme receive an unprecedented take up in Wellington the last two terms of 2015. Original targets of 1,100 students in term 3 and 4 have been surpassed with 2,100 students engaged in the programme.

The support of Sport New Zealand, Active Sport and Recreation, 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.

AFL KiwiKick figures up to September 30th 2015

	2015
Programme	18474
Promotional	20783
Coaching Accreditation	373



Reg Ranchhod
AFL KiwiKick National Development
Manager

Success Story

Continued growth of AFL in New Zealand backed by Foundation North

Foundation North has supported the success of AFL New Zealand's programmes, helping more participants play more sport.

Funding provided by Foundation North has provided a major contribution towards the continuation of an employment structure tasked with delivering AFL New Zealand programmes to tens of thousands of participants each year.

Throughout 2015, AFL New Zealand continued to conduct and deliver multiple programmes within the Auckland and Northland regions.

In Northland, AFL New Zealand added a further 1205 Primary School participants in 2014/15, as well as 700 new participants at secondary school level. The AFL Secondary School programmes were delivered to schools, stretching from Dargaville High School to Bay of Islands College.

This progress in Northland was part of a wider national effort. Over the past 5 years, Foundation North has helped introduce the AFL KiwiKick Programme to over 90,000 Primary School students nationwide. Across New Zealand, AFL Secondary School programmes have been delivered to over 20000 participants, both male and female during this time frame. This included coaching, match play experience and programmes designed to enhance the life and workplace skills of secondary school participants.

AFL New Zealand programmes are designed to each be part of a wider effort to make AFL a sustainable New Zealand sport, both within and out of schools. Through our participation pathways and volunteer accreditation and retention initiatives the groundwork is being laid.

Development of participation pathways is a high priority for AFL New Zealand, and through Foundation North, AFL New Zealand have been able to ensure that a long term pathway exists for all. 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.



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

AFL Secondary School Programmes Include:

- Introduction to AFL
- Coach the Coaches
- AFL Leadership
- AFL House Rules: In School Competition
- Hawks Cup: Inter-School Opportunities
- AFL Secondary School Combine: Fitness and Skills Testing
- Gateway: Placement Opportunities
- Professional Development for teachers

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.

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.

AFL Leadership

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

AFL House Rules

...focuses on providing students with easy access to participation. The competition takes place most often within the 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.

Combines

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

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.

Hawks Cup

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

Professional Development

...creates a pathway for teachers through their direct involvement with delivery of the Secondary School programmes to coaching opportunities in the High Performance programme.



Secondary School Figures up to September 2015

	2012	2013	2014	2015
Schools visited	51	45	43	46
Programme participants	6329	3775	6355	7626

Sam McKenzie
Wellington Area Coordinator

Year 13 students
from Green Bay
High School
passing on their
knowledge to
students from
Blockhouse Bay
Intermediate



SUCCESS STORY

Waitakere Secondary Schools Play AFL Pathway Project

Over the past year, in partnership with Sport Waitakere, AFL New Zealand has successfully delivered a pathway project into Waitakere Secondary Schools to over 3000 students.

Schools involved in the project included:

- Waitakere College
- Liston College
- Greenbay High School
- Kelston Boys High School
- Kelston Girls College
- Henderson High School
- St Dominic's Catholic College
- Massey High School
- Rutherford College

Project achievements:

The Introduction to AFL programme was delivered to 3140 West Auckland student within the schools mentioned.

65 students within Waitakere participated in the AFLNZ Secondary Schools Coach the Coaches programme.

After their in-school learning sessions, Year 12 Greenbay High School and Year 13 Kelston Boys High School coaches, delivered the AFL KiwiKick programme to

students from Blockhouse Bay, Intermediate and Kelston Primary respectively.

Both these programmes were focused on strengthening their community links with feeder schools from around the area whilst delivering the AFL Kiwikick programme at the same time earning school credits.

Henderson High school had 20 senior students participate in the AFL Leadership programme going on to run an AFL House Rules competition day for 120 of their year 9 and 10 students.

30 senior students from Waitakere College were given a project through Term 3 that focused on increasing participation within the school and ongoing participation outside of school.

With the assistance of AFLNZ, the year 12 and 13 students delivered AFL House Rules competition that saw games of AFL played every lunchtime during the week for the term.

Prior to this, AFL New Zealand delivered Introduction to AFL to all year 9 and 10 PE classes.

Every student was provided

the opportunity to play in the AFLNZ Youth Competition with 7 students registering to play and potentially being selected for the AFLNZ Academy and National representation in April next year.

18 students have completed a Gateway programme placement with AFLNZ where students are placed with AFLNZ staff for 6 weeks delivering the AFLNZ Kiwikick programme in local Waitakere schools.

Two students involved in the Gateway programme have gone on to casual employment with the organisation delivering AFLNZ programmes Auckland wide.

For the duration of the project there have been 240 participants involved in preparation and playing in the Hawks Cup Secondary School competition. This included teams from:

Waitakere College:

Junior Girls 2014 Greater Auckland Champions

Junior Boys 2014 Waitakere Champions

Green Bay High School:

Senior Boys 2015 Waitakere Champions

Junior Girls 2015 Greater Auckland Champions
Rutherford College:

Junior Boys 2015 Waitakere Champions

In the past, the pathway for these students has been from the delivery in Secondary Schools and Secondary School competitions and then onto selection for national representation. This year has seen 7 students from Waitakere schools go on to represent New Zealand in age group NZ Hawks (boys) and Kahu (girls) teams.

Through the assistance of these projects, AFL New Zealand has increased the exposure of the sport to so many more potential players and has been able to launch the AFLNZ Youth Competition for both Boys and Girls aged 12 to 17.

From the project, all students are provided the opportunity to play a new summer sport and 18 have taken up the opportunity to play in the Youth competition and potential selection into the AFLNZ Academy and National representation in April next year.

Regional Leagues



Auckland AFL



University go back to back as Tigers

get the 'Blues'

The University Blues defeated the North Shore Tigers in a pulsating Auckland AFL grand final by 20 points.

In cracking conditions at QBE Harbour Stadium in Albany, the Blues and Tigers battled out a fantastic final in front of a strong University brought the experience with a similar squad to last years premiership team, whilst North Shore, who were playing in their first final since 2008 fielded a much younger side.

The first quarter was a fierce contest with both teams trying to exert dominance. The Tigers kicked the first goal of the match through Tyler Rakich and controlled possession for the first 15 minutes of the game. A slight lapse in concentration from the Tigers let Uni back into the game by kicking 3 goals and taking a quarter time lead.

The ferocity continued in the second with some great goals and running play from both sides. North Shore Tigers ruck man, Ty Smith pulled off the tackle of the half, running down St Kilda International Scholarship holder Giovanni Mountain-Silbery. The scoreboard saw multiple lead changes and the teams were only separated by a few points at half time.

A wonderful goal line mark from Nick Trask was easily slotted late in the 3rd quarters as University held a 30 point lead with only one quarter to go.

The Tigers rallied in the last quarter, but it was too little too late and despite Justin Clark and Andriu Sucu's best efforts the deficit was too great to overcome.

	GOALS	BEHINDS	TOTAL
University Blues	14	3	87
North Shore Tigers	9	13	67



The Eastern Bulldogs secured their third straight Wellington AFL Premiership

Wellington AFL



Bulldogs take a bite out of the Demons to win 3rd Grand Final

The Eastern Bulldogs stormed to an emphatic victory over the North City Demons in the Wellington AFL Grand Final.

The two best sides all season took to the field at Hutt Park on a glorious day in the capital. The Bulldogs were gunning for a hat trick of Premierships whilst the young Demons were trying to exact revenge from the previous two Grand Finals in 2013 and 2014.

The game started with both sides putting all their effort into trying to take control of the game. The Bulldogs knew the Demons would be tough opponents and felt the wrath of key defender Waylon Baker, whose strong frame and great aerial ability meant that the forwards were going to be in for a hard day.

At quarter time, the Doggies were up by 3 points but come the second quarter, they turned up the heat on the Demons to keep them scoreless. Peter Halstead was superb in the ruck for the Dogs along with midfielder Stan Chung and Tom Robinson.

The boys in blue ran away with the game in the end but the score line didn't reflect how hard the Demons played and how competitive they were. Misiilfi Faimalo was a stand out for the Demons.

	GOALS	BEHINDS	TOTAL
Eastern Bulldogs	11	12	78
North City Demons	2	2	14

Canterbury AFL



Eagles soar in CAFL final

The the Mid Ashburton Eagles and the Christchurch Bulldogs deserved their spot in the final being dominant throughout the season and the game turned out to be one of the closest finals in years.

The Eagles were switched on from the first contest and dominated possession. They were kicking with a slight breeze and managed to kick four goals whilst keeping the Bulldogs scoreless in the first quarter.

CAFL Best and Fairest, Richie Hazlewood (Eagles) was everywhere and he picked off many of the Dogs attacking moves. The Bulldogs looked like they would be in for a torrid afternoon but they dug deep in the second quarter and ace forward Dale Stevenson kicked truly when given an opportunity in front of goal.

Suddenly it was the Dogs winning the contested ball and their superior ball movement meant that the Eagles could not exploit their aerial marking advantage. When the half time siren blew, only 2 points separated the sides.

The Eagles lifted for the last 10 minutes and propelled the ball forward, entering the 50 metre arc on numerous occasions only to be neutralised by experienced defender Matt Crighton.

The Eagles stood strong in the last quarter to withstand a determined fightback running out winners by 10 points and claiming the 2015 Canterbury AFL Premiership.

	GOALS	BEHINDS	TOTAL
Mid Ashburton Eagles	10	6	66
Christchurch Bulldogs	9	2	56



In October 2015 AFL New Zealand launched of the inaugural AFL New Zealand Youth Competition

The Youth competition has been created to compliment the pathway for participants to excel in AFL.

Within the AFL New Zealand Youth competition there is a focus on improving athletes' skills and fitness along with a training, game and a development programme that highlights the necessary requirements throughout the pathway.

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

The Youth Boys competition is currently based in two major centres in Auckland and Wellington with three age group U13, U15 & U17. The Youth Girls will commence initially in Auckland featuring an U17 age group.

Members of the AFL New Zealand Youth competition are selected from:

- Secondary School Programmes
- Intermediate School Programmes
- School and Regional Combines
- Talent Identification Personnel
- Current Players



Dedicated Youth website
youth.aflnz.co.nz



High Performance

2015 saw opportunities for AFL participants to better transition into High Performance and National representation through continued development of the participant pathway. The AFL New Zealand Academy was a key inclusion and resulted in two new international campaigns for the High Performance calendar.



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 2016.

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 two New Zealanders currently on International Scholarships with AFL club St Kilda, a further one holding International Rookie status, and another promoted to senior list late last 2015 for Hawthorn FC, 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 2014.

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.

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. Members of the Academy are selected from AFL New Zealand Youth Programmes and include:

- Secondary Schools Programmes
- Intermediate School Programmes
- School and Regional Combines
- Talent Identification Personnel
- Current Youth Players

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.

Senior New Zealand Hawks

AFL Academy proved too strong for NZ Hawks in April 2015.

The level one NAB AFL Academy team recorded an 86-point win over New Zealand on the eve of Saturday's Anzac Day clash between St Kilda and Carlton.



In front of recruiters from 13 AFL clubs and a crowd of approximately 2000, saw the Australians utilise class and poise against the New Zealand Hawks' line-up.

New Zealand was held goalless for the first half, but managed to kick three majors in the third term and hold the Australians to three goals as well. The Academy, coached by Brenton Sanderson, then kicked away in the final quarter, registering five goals.

The young Australians used their leg speed and superior hand and foot skills to overcome an aggressive tackling New Zealand outfit in a match played in front of an enthusiastic crowd.

The score line belies what was a terrific contest. The New Zealanders, with the benefit of extra body weight, experience, and tackling pressure with a rugby background, really put enormous pressure on the Australians.

The Australian team responded fantastically, and enthralled and entertained the crowd, which included the majority of AFL clubs recruiters having a look at the draft class of 2016.

It was the fourth consecutive year the Australians have overcome their New Zealand opponents.

New Zealand Kahu Youth Girls

Our only female representative team was formed under the Youth Girls title which includes ages from 14 to 18 and participated in a campaign in December 2015. This followed on from the campaign against the Under 18 AFL Indigenous Woomeras from the previous year, returning this year for a two match series

The 2017 International Cup is a target for AFL New Zealand and we are hopeful that a majority of the girls that travel through



the Youth Girls representative team will continue on to represent at a senior level for the Kahu.

U16 New Zealand Hawks

With a change to the international pathway U16 New Zealand Hawks secured two campaign to compete in on the end of the successful Academy set up. The Under 16 New Zealand Hawks travelled to Sydney, NSW at the end of March for a two match campaign against NSW Independent Secondary Schools and Sydney Swans Academy.

The Under 16 New Zealand Hawks also played a 2 game series against the Peninsula Saints from South East Victoria in Wellington over the ANZAC Day weekend.

Their Second campaign ensured that our youth representatives have ever opportunity to view the game at its highest level with the AFL match played in wellington Anzac week.

This is the first time a team from the South East Victorian region has travelled over to New Zealand.

General Manager of the region Jeremy Bourke, who was involved in bringing over the initial VAFA (Victorian Amateur Football Association) team is looking to make the series an annual fixture between the two teams.

Michael Coultard
National High Performance Manager

The AFL KiwiKick Stadium festival day saw over 1300 visit Westpac Stadium to watch the NZ Hawks

“

The noise out on the field was amazing, we want them to be at all of our games.

”



Success Story

AFL KiwiKick Stadium Festival Day a great success

On a bright and sunny day in the capital, over 1300 students from 13 local Primary Schools filtered into Westpac Stadium for the first annual AFL KiwiKick Stadium Festival Day.

The students were able to experience a visit to Westpac Stadium for the first time to watch a game of international AFL Football as the New Zealand Hawks, New Zealand's premier men's side, took on the AFL Academy, the best young players in Australia and future AFL superstars.

In what was the biggest crowd the NZ Hawks have ever played in front of in NZ, it was also the noisiest. "The noise out on the field was amazing, we want them to be at all of our games." NZ Hawks tall forward Justin Clark was blown away by the support.

Prior to the Festival day, each school received a scavenger hunt challenge where the students had to answer AFL related questions and take part in different AFL activities to win a selection of prizes supplied by AFL New Zealand. The activities were situated around the stadium and the students could take part throughout the day.

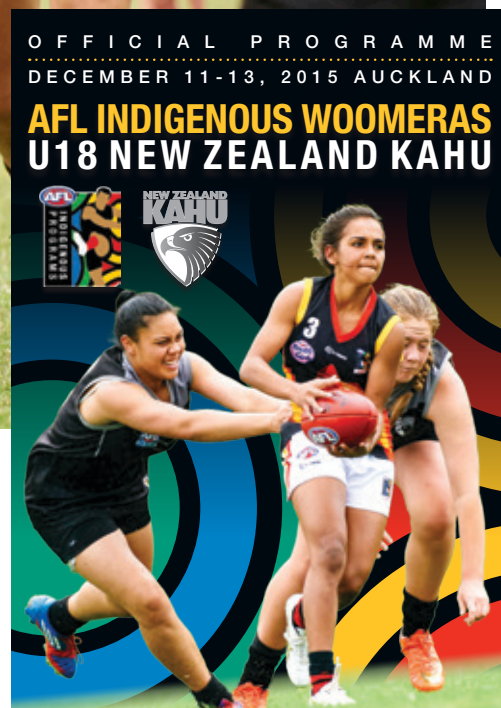
One of the main highlights of the festival day was the NZ Hawks signing table where the team were signing autographs for all their new found fans. "All the students from our school were very excited about getting the signatures of all the players" Erin Chamley, Fraser Crescent School.

To end the day, each student received a 4 free ticket pass to the ANZAC Day game between St Kilda and Carlton the following day along with other prizes.

The AFL KiwiKick Stadium Festival Day would not have been possible without the support of Pelorus Trust, Westpac Stadium and Tranz Metro.

Thanks to all the Schools and teachers involved:

Newtown School, Clyde Quay School, St Anne's School, Fergusson Intermediate, Kelson School, Plateau School St Joseph's Upper Hutt, Paremata Primary, Ngaio School, Maoribank School, Johnsonville School, Fraser Crescent School, Upper Hutt Primary.



Ivy Kapeli Esera from Henderson High School in Auckland was named best player for the NZ Kahu during the Woomeras tour of NZ

Success Story

Woomeras tour of NZ a big success

The AFL Indigenous Woomeras tour of New Zealand took place in Auckland December 2015. Concluding on a Sunday afternoon at a sunny North Harbour Stadium, the touring side defeated the U18 New Zealand Kahu in both games of the series, with both sides showing great skill and tenacity throughout the campaign.

It is the second time the AFL Indigenous Woomeras have toured NZ which saw them spend ten days travelling around the North Island and visiting places such as Rotorua and completing the Tongariro Crossing. The trip was designed to encourage leadership whilst testing them physically and mentally.

The Woomeras were again classy when given opportunities, running excellent lines and playing skillful football with the footy in hand.

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. But there was a lot of respect here, and you should be very proud of that. What I saw in the two games was people who were very excited to be playing football."

He also thanked the parents of the New Zealand Kahu for being open minded in providing their children with the opportunity to play a new sport.

With the tour concluded, the AFL Indigenous Woomeras will return to Australia, where they will be able to share their experiences with their communities and fellow football players.



Kiwisport overview

Kiwisport is a government funding initiative to promote sport for school-aged children

Kiwisport provides funding to schools for Year 1-8 students and Year 9-13 students through the Ministry of Education and Sport New Zealand who funds Regional Sports Trusts.

It aims to:

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

This is 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.

This 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 four 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

Kiwisport is a great opportunity for AFL to be exposed to a 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.

Many thanks to:



Students at Kelson Primary in Wellington enjoying AFL KiwiKick which caters for ages 5-12



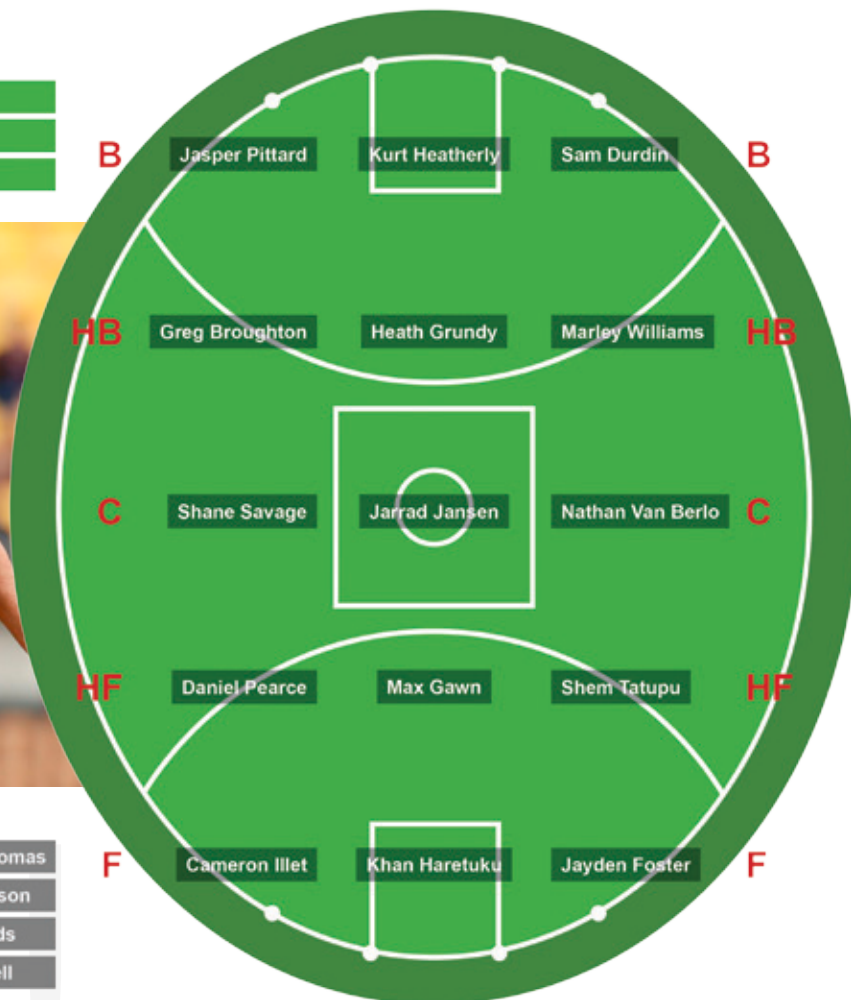
Shane Savage

Followers

Aaron Harris
Sam Mitchell
Dustin Martin

Interchange

Joe Baker-Thomas
Andrew Howison
Aaron Edwards
Jordan Russell



2015 AFLNZ Heritage Team

The AFL New Zealand Heritage Team has been selected for 2015, showing the depth of involvement New Zealanders have in AFL at the highest level

For the second year in a row, the team was selected by Warren Jones, Simon Black and Wayne Schwass. The 2015 Heritage team boasts an exciting mix of established AFL stars such as Marley Williams of the Collingwood Magpies and Sam Mitchell of the Hawthorn Hawks, youthful talent and home grown New Zealand players.

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. Warren made the trip over to New Zealand and unveiled the team in front of 300 guests at the AFL New Zealand High Performance awards on the eve of the ANZAC Day match.

Shane Savage, who has been selected in all 3 Heritage teams believes a team repre-

senting the land of the silver fern is "not out of the question". "One day down the track. There is a lot more work to do now. If the AFL can keep doing what it's doing and gain more awareness with the people then it's definitely a possibility," Savage said.

To meet the criteria to be selected in the AFLNZ heritage team, each player must either have been born in New Zealand or have New Zealander parentage. The 2015 team consists of 10 players currently playing in the AFL week in, week out for their clubs.

The development programmes run by AFL New Zealand have a vision of AFL as a New Zealand sport. At every level of the game, from teaching schoolchildren the fundamentals through the AFL KiwiKick

programme, to high performance training for athletes looking for a pathway in sport, to social leagues played on summer evenings, AFL in New Zealand is on a roll. The introduction of the AFLNZ Academy in 2015 was a major success in placing High School aged students on the pathway to AFL.

This is great news for the future of the sport in both countries. New Zealanders moving to Australia will have an understanding and enjoyment of the game, and Australian clubs will have a bigger pool of talented players to select from. The New Zealand Heritage Team is a reflection of the strong links that already exist between the two countries. A passion for AFL is one of those links that is growing stronger every year.

AFL New Zealand High Performance Awards

The AFL New Zealand High Performance awards were held on April 24th at Macs Function Centre in downtown Wellington on the eve of the ANZAC Day Clash.

The awards night is an annual celebration of the performance and efforts of those involved in New Zealand representative teams as well as recognising the success of those with New Zealand heritage in the sport of AFL.

The night featured a selection of guest speakers including;

- Head of Recruitment St Kilda FC, Tony Elshaugh
- AFL Community Manager, Dorothy Hisgrove
- Carlton Premiership Ruckman, Warren Jones
- AFL Academy Chief, Kevin Sheehan
- AFL South East CEO, Jeremy Bourke

The awards included:

- AFL New Zealand Senior, Under 18, Under 16 and Female Players of the Year
- AFL New Zealand Coach of the Year
- Senior NZ Hawks vs AFL Academy after match awards
- Academy U16 Hawks vs Southern Saints after match awards
- Naming of 2015 AFL New Zealand Heritage team

Five awards were given on the night, to players and coaches who have demonstrated their talent, commitment and leadership qualities over the past year.

Female Player of the year

Dayna Harris

- Represented 2014 Kahu against the Australian Breeze Youth Girls
- Represented 2014 Woomera against the Indigenous Woomeras
- Involved with delivering AFL KiwiKick programmes to young New Zealanders
- Key attributes passionate and a desire to learn

Under 16 Player of the Year

Utu Ah Kuoi

- 2014 U16 NZ Hawks Vice captain for South Pacific Campaign
- Represented U18 NZ Hawks vs Victorian Amateur Football Association
- Captained 2015 Academy NZ Hawks against NSW and Sydney Swans
- Debuted 2015 for the Senior NZ Hawks
- Key attributes, aggressive running at the ball and leadership

Under 18 Player of the Year

Te Kopa Tipene Thomas

- Represented South Pacific in the Australian U16 National Championships
- 2014 Captain of the U16 NZ Hawks at the South Pacific Cup
- Debuted 2014 for the Senior NZ Hawks at the International Cup
- Represented U18 NZ Hawks vs Victorian Amateur Football Association
- Key attribute, speed and can run all day

Senior Player of the Year

Andrew Howison

- International Cup Captain 2014
- Represented NZ Hawks in four consecutive AFL Academy campaigns
- Current Captain NZ Hawks 2014 and current
- Named in World team 2014
- Key attribute, calm and attacks from defence

Coach of the Year

Shannon Wall

- Involved in the AFL New Zealand High Performance programme since 2012
- 2014 Head Coach U16 NZ Hawks South Pacific Campaign
- 2014 Assistant Coach U18 NZ Hawks
- 2015 Head Coach U16 NZ Hawks NSW Campaign
- Key attribute, desire to develop personally as a coach alongside his players



Utu Ah Kuoi

2015 Scores and Results



Senior Hawks Cup March 2015

AUCKLAND

St Pauls College 16.6: 102 v One Tree Hill College 2.7: 19
Congratulations to St Pauls College in winning the Auckland Senior Hawks Cup

WAITAKERE/COUNTIES

Green Bay 3.4: 22 v Aorere 1 3.0: 18
 Aorere 2 2.2: 14 v Aorere 1 2.1: 13
 Green Bay 2.6: 18 v Aorere 1 0.3: 3
Congratulations to Green Bay High School in winning the Waitakere/Counties Senior Hawks Cup

AFL Senior Secondary School North Island Championships March 2015

St Paul's College 11.10: 76 v Aorere College 7.3: 45 St Paul's College 9.12: 16 v Green Bay High School 4.5: 29
 Aorere College 7.4: 46 v Green Bay High School 6.5: 41
Congratulations to St Pauls College in winning the AFL Senior Secondary School North Island Championships.

Academy NZ Hawks tour of NSW March 2015

NSW All Stars 5.13: 49 v Academy NZ Hawks 2.5: 17 Sydney Swans Academy 27.15: 177 v Academy NZ Hawks 1.1: 7

Academy National League Auckland March 2015

Game 1: Giants 7.7: 49 v Eagles 4.4: 28 Game 4: Crows 4.6: 30 v Giants 3.8: 26
 Game 2: Crows 7.5: 47 v Eagles 6.3: 39 Game 5: Eagles 5.7: 37 v Giants 4.3: 27
 Game 3: Crows 6.6: 42 vs Giants 5.5: 35 Game 6: Crows 5.10: 40 v Eagles 4.1: 25





Academy National League Wellington April 2015

Game 1: Giants 11.7: 73 v Crows 9.7: 61 Game 2: Giants 9.8: 62 v Crows 8.9: 57

NZ Senior Hawks vs AFL Academy April 2015

AFL Academy 16.1: 107 v New Zealand 3.3: 21

U16 NZ Hawks vs Peninsula Saints April 2015

Game 1: Peninsula Saints 8.9: 57 v U16 NZ Hawks 2.6: 18 Game 2: Peninsula Saints 12.4: 76 v U16 NZ Hawks 8.2: 50

Senior Leagues

CAFL FINAL OCTOBER 2015

Mid Ashburton Eagles 10.6: 66 v Christchurch Bulldogs 9.2: 56

WAFL FINAL NOVEMBER 2015

Eastern Bulldogs 11.2: 78 v North City Demons 2.2: 14

AAFL FINAL DECEMBER 2015

University Blues 14.3: 87 v North Shore Tigers 9.13: 67

Junior Hawks Cup November 2015

Male

COUNTIES

Southern Cross Campus 9.7: 61 v Rosehill College 8.1: 49

Congratulations to Southern Cross Campus in winning the Counties Junior Hawks Cup

HARBOUR/AUCKLAND

St Pauls College 7.7: 49 v Birkenhead College 3.1: 19

Northcote College 8.4: 52 v St Pauls College 1.2: 8

Northcote College 5.6: 36 v Birkenhead College 3.5: 23

Congratulations to Northcote College in winning the Harbour/Auckland

Junior Hawks Cup

WAITAKERE

Rutherford College 7.6: 48 v Green Bay High School 5.6: 36

Congratulations to Rutherford College in winning the Waitakere Junior Hawks Cup

NORTHLAND

Whangarei Boys High School 15.10: 100 v Keri Keri High School 8.3: 51

Congratulations to Whangarei Boys High School in winning the Northland Junior Hawks Cup

WELLINGTON

Tawa College 5.3: 33 v St Patricks College 1: 2.5: 17

St Patricks College 2 7.3: 45 v Aotea College 2.5: 17

St Patricks College 1 5.5: 35 v St Patricks College 2: 2.0: 12

Tawa College 9.2: 56 v Aotea College 4.5: 29

St Patricks College 1: 9.8: 62 v Aotea College 2: 1.1: 7

Tawa College 4.5: 29 v St Patricks College 2: 3.6: 24

Congratulations to Tawa College in winning the Wellington Junior Hawks Cup

Female

Green Bay High School: 7.8: 50 v Rutherford College 4.1: 25

Congratulations to Green Bay High School in the Female Junior Hawks Cup

Junior Secondary School North Island Championships November 2015

Northcote College 12.5: 77 v Southern Cross Campus 2.8: 20

Congratulations to Northcote College in winning the Junior Secondary School North Island Championships

U18 Kahu vs AFL Indigenous Woomeras December 2015

Game 1: AFL Indigenous Woomeras 20.17: 137 v U18 NZ Kahu 0.0: 0 Game 2: AFL Indigenous Woomeras 16.17: 113 v U18 NZ Kahu 0.0: 0

Financial Statements of AFL New Zealand Inc.

Statement of Financial Performance

Year Ended 31 October 2015	2015 (\$)	2014 (\$)
Income		
AFL Grant	248,695	220,172
SPARC	25,090	25,000
Grants Received	50,122	45,892
Inventory Sales	13,645	6,923
NZ Racing Board Betting Levies	39,787	63,687
Interest Income	353	443
Sundry Income	0	71
	362,188	365,656

Less Expenses

Cost of Inventory	11,480	10,596
IRD	264	232
Board Expenses	4,298	6,595
Marketing	52,475	66,567
Bank Charges	482	499
Communication Expenses	7,004	7,857
Computer Expenses	1,747	1,389
Entertainment	2,232	2,792
Postage and Couriers	565	951
Printing and Stationery	2,832	3,843
Rent	15,195	12,866
Audit Fees	3,984	4,120
Bad Debts	4,566	3,484
Umpires & Coaching Progs	2,006	2,055
Travel	24,257	13,551
Accident Compensation Levy	5,227	5,477
Administrative Salaries	262,747	241,423
Depreciation	3,387	4,552
Total Overheads	404,748	388,849

Profit/(Loss) before Development Programmes	(27,056)	(26,661)
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Development Programmes Revenue

AFL KiwiKick Income	35,529	29,306
AFL 9's Income	26	35
Hawk's Cup Income	14,787	13,440
High Performance Income	277,918	376,535
KiwiSport Income	114,786	186,389
	443,046	605,705

Less Development Programmes Costs

AFL KiwiKick Costs	40,620	34,229
AFL 9's Costs	140	5,157
Hawk's Cup Costs	16,612	13,628
High Performance Costs	272,445	386,238
KiwiSport Costs	114,182	140,032
	443,999	579,284

Net Income from Development Programmes	(953)	26,421
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Profit/ (Loss) after Development Programmes	(28,009)	(240)
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Statement of Financial Position

Year Ended 31 October 2015	2015 (\$)	2014 (\$)
Current Assets		
Westpac Bank Accounts	44,588	9,613
Accounts Receivable	36,661	152,525
GST Refunds	4,195	0
Stock on Hand	89,855	81,005
Prepayments Paid	1,200	1,313
	176,499	244,456

Fixed Assets

Fixed Assets, at cost	45,875	43,346
Less Accumulated Depreciation	39,863	36,484
	6,012	6,862
	182,511	251,318

Current Liabilities

Westpac Mastercard	5,933	8,724
Creditors & Accruals	40,296	62,923
Prepayments received	83,842	93,178
GST Liability	0	5,897
PAYE and KiwiSaver Liability	8,047	8,194
	138,118	178,916

Equity

Retained Earnings from previous year	72,402	72,642
Current Year Earnings	(28,009)	(240)
	44,393	72,402
	182,511	251,318

Statement of Movement in Equity

Year Ended 31 October 2015	2015 (\$)	2014 (\$)
Opening Balance	72,402	72,642
Net Profit / (Loss) for Year	(28,009)	(240)
Closing Balance	44,393	72,402

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 as at 31 October 2015

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 30.11.06) (Reappointed 30.11.09) (Reappointed 31 October 2014)
Toni-Maree Carnie	(Appointed 31.10.11) (Reappointed 31.10.15)
Garry Carnachan	(Appointed 31.10.12)
Andrew Sloman	(Appointed 31.10.13)
Michael Nettlefold	(Elected 25.03.15)
Tim Stevens	(Elected 27.03.10) (Re Elected 23.03.14)
Andrew McKenzie	(Elected 15.03.15)

Fixed Assets /Depreciation

Year Ended 31 October 2015	Cost	Op Acc Deprn	Op WDV	Loss on Disposal	Rate	Deprn	CI Cost	CI Acc Deprn	CI WDV
Jumpers/Shorts/Socks									
Jumper Sets - Auskick F/Ball	900	892	8		30%	2	900	894	6
Jumper Sets - Junior F/Ball	4,600	4,566	34		30%	10	4,600	4,576	24
Jumper Sets - Senior Falcons (Teal)	2,080	2,063	17		30%	5	2,080	2,068	12
Shorts Senior Falcons	825	808	17		30%	5	825	813	12
Socks - Senior Falcons	450	441	9		30%	3	450	444	6
Jumpers - NZ Rep	1,900	1,885	15		30%	5	1,900	1,890	10
	10,755	10,655	100			30	10,755	10,685	70
Plant and Equipment									
Auskick Banners	1,200	1,120	80		15%	12	1,200	1,132	68
Compressor Pump	300	261	39		15%	6	300	267	33
Equipment	6,054	5,638	416		15%	62	6,054	5,700	354
Gear Bag Black - Large	50	42	8		15%	1	50	43	7
Goal Post Bags - Silver Fern	400	334	66		15%	10	400	344	56
Goal Posts Spiked	400	321	79		15%	12	400	333	67
Magnetic Board	70	63	7		15%	1	70	64	6
Plinth	10	0	10	(10)	20%	0	0	0	0
Plinth	189	30	159		20%	30	189	60	129
Hurricane Waratah Driver					15%	12	89	10	79
	8,673	7,809	864	(10)		146	8,752	7,953	799
Photographic Equipment									
Projector and Screen	1,538	1,293	245		20%	49	1,538	1,342	196
Cam Corder - Sony	222	209	13		50%	7	222	216	6
Digital Camera - Sony	311	311	0		50%	0	311	311	0
Panasonic Camcorder	419	254	166		50%	83	419	337	83
Panasonic Camcorder	401	225	176		50%	88	401	313	88
	2,891	2,292	599			227	2,891	2,519	372
Furniture & Fittings									
Furniture & Fittings	1,793	1,526	267		19%	51	1,793	1,577	216
2 Tawa Desks	378	78	300		13%	39	378	117	261
Bookshelf	51	8	43		10%	4	51	12	39
Filing Cabinet					10%	3	75	3	72
	2,222	1,612	610			97	2,297	1,709	588
Computers and Software									
MYOB v14 Software	305	303	2		50%	1	305	304	1
HP Lap top	1,520	1,432	88		50%	44	1,520	1,476	44
Laptop from JB Hi	807	744	63		50%	32	807	776	31
MYOB Payroll Software	601	538	63		50%	32	601	570	31
MS Office 2010 Home & Business PKC	319	275	44		50%	22	319	297	22
Viewsonic 22" LED Widescreen	249	125	124		20%	25	249	150	99
Logitech Wireless Combo MK520	68	55	13		50%	7	68	62	6
Netgear ADSL Wireless Router	240	194	46		50%	23	240	217	23
Epson MFP WF 435 Colour Printer	279	200	79		40%	31	279	231	48
1366x768 LED Intel HD3000 Shared BT3 HDMI	860	355	505		20%	101	860	456	404
MS Office 2010 Home & Business PKC	380	292	88		50%	44	380	336	44
Website	8,000	6,083	1,917		50%	958	8,000	7,041	959
Website Additions	1,138	806	332		50%	166	1,138	972	166
Staff Training Video	2,250	1,711	539		50%	270	2,250	1,981	269
Asus Notebook AC Work Book	890	787	103		50%	52	890	839	51
Viewsonic 22" LED Screen	220	70	150		20%	30	220	100	120
Logitech MK520 Wireless KB & Mouse	78	53	25		50%	12	78	65	13
Freeview Box	112	56	56		40%	23	112	79	33
LED Screen	290	15	275		20%	55	290	70	220
Laptop Hard Drive	200	25	175		50%	88	200	113	87
Dell Inspiron 15 3000 Series					50%	765	1,835	765	1,070
HP Officejet Pro					40%	87	434	87	347
Philips LED Monitor					20%	11	105	11	95
	18,806	14,119	4,687			2,879	21,180	16,998	4,182
Total	43,347	36,487	6,860	(10)		3,379	45,875	39,863	6,012

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. (2014– 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 SALARIES & WAGES

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

Year Ended 31 October 2015	2015 (\$)	2014 (\$)
Administrative Salaries	262,747	241,423
Development Programme Wages		
AFL Kiwi Kick	17,967	25,083
Hawk's Cup	7,240	7,630
High Performance	36,100	19,500
Kiwi Sport	72,496	82,166
	133,803	134,380
TOTAL SALARIES & WAGES	\$396,550	\$375,803

NOTE 5 CONTINGENT LIABILITIES

There were no Contingent Liabilities as at 31 October 2015 (2014– Nil).

NOTE 6 CAPITAL COMMITMENTS

There were no outstanding Capital Commitments as at 31 October 2015 (2014– 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 \$83,842 (2014 - \$93,178) represent the proportion of Grants received during the financial year which relate to after 31 October 2015.

NOTE 9 RELATED PARTY TRANSACTIONS

There were no material related party transactions during the year ended 31 October 2015.

Auditor's Report

I have audited the Financial Report of AFL New Zealand Incorporated for the year ended 31 October 2015.

The Financial Report provides information about the past financial performance of the organisation and its financial position as at 31 October 2015. 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 2015 and of the results of its operations for the year ended 31 October 2015.

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 2015 and of its operation for the year ended on that date.

My audit was completed on 29 February 2016 and my unqualified opinion is expressed at that date.



29 February 2015

K.M. MacKinlay, B.Com, C.A.
Chartered Accountant

CEO Finance report

For year 1st November 2014 to 31st October 2015

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 2015.

Trading Result

Referring to the audited financial accounts, members will note that the AFL New Zealand has reported a loss of \$28K for the year-ended 31st October 2015.

Looking Ahead

- ASB Community Trust funding application has been submitted with a potential \$180K towards development within the Auckland and Northland regions for the next three years commencing May 2016.
- The AFL has committed to one year's funding of AUD \$210K for the financial year ending October 2016. This is complimented by funding support of the April AFL Academy tour and December Indigenous programmes during 2016.
- A new television broadcast deal has been secured with TVNZ with a likely gain of \$25K per annum in betting levies via New Zealand Racing Board.
- North Harbour Regional Sports Trust has committed \$6K to Primary and Intermediate School projects in 2016.
- Sport New Zealand has currently committed to \$20K per annum to be invested over a 3 year period ending December 2018.

Current Liabilities

- The amount of \$139.1K in current liabilities consists of Master Card \$5.9K, PAYE & Kiwisaver \$8K, Accruals of \$40.3K, and Down Payments of \$83.8K.
- Down Payments comprises of AFL \$79.6K, Sport New Zealand \$4.2K.
- Accruals consist of Holiday Pay \$26.7K, Audit fees \$3.5K, and \$10K Accounts Payable.

Current Assets

As of year end there is \$44.6K in cash, Accounts receivable of \$36.6K a majority consisting of \$8.8K KiwiSport Funding, \$12.6K NZ Racing Betting Levies, and stock on hand of \$89.8K made up of AFL KiwiKick, Hawks Cup and High Performance Inventory and 1.2K in completed prepayments.

Expenses (Explanatory Notes)

In relation to variances in certain expense line items between 2014 and 2015 trading periods, the following comments are provided.

- Rent expenses increased by \$3K due to the annual lease fee of Wellington office.
- Bad debts over 2 years old totaling \$4.5K written off.
- Marketing decreased by \$14K with the addition of casual staff replacing contracted website work.
- Travel expenses increased by \$11k due to broadcast negotiations and increased visitation to Australia due to AFL's induction of AFLNZ into State CEO programme.
- Administrative salaries increased by \$21K increase in hours allocated to the marketing role and CPI salary increases.

Income (Explanatory Notes)

In relation to variances in certain income line items between 2014 and 2015 trading periods, the following comments are provided.

- Increase in grants received of \$5K with new connections formed with NZCT, Pelorus Trust and Infinity Trust.
- AFL Grant increased \$28K from 2015 due to an improved annual grant.
- Betting levies reduced by \$25K due to the hiatus in the broadcasting platform on both Free View and SKY.

Development Programme Revenue v Expenses (Explanatory Notes)

- The AFL KiwiKick Programme increased income by \$6K and expenses increased by \$6K for a result comparable to last year.
- The High Performance Programme reduced income by \$99K and expenses by \$114K. This is mainly attributable to the International Cup hosted only once every three years with the previous years report, including this tour as part of the programme.
- KiwiSport funding was reduced by \$72K in income and \$26K 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.
- From a government stand point, the KiwiSport funding initiative was reviewed in 2015 with limited funding available after early 2015 until the completion of the review.



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