

KICK!
CATCH!
PASS!
BOUNCE!



**2012
ANNUAL
REPORT**

Year Ended 31 October 2012

*Melbourne International Scholarship
recipient Maia Westrupp performs at the
New Zealand Hawks National Combine*



Chairman's Report

At AFLNZ we believe passionately in the benefits and power of our game – for the enjoyment it brings, the satisfaction of achievement, to the pride we feel when our athletes succeed.

We believe that AFL makes a unique contribution to New Zealand sport, and that the nation is the better for it. Because of that, we strive to help New Zealanders participate, enjoy and excel in AFL. AFLNZ works with many organisations and people who share this passion. In addition to the passion, we also share the same motivation – encourage as many New Zealanders as possible to participate and enjoy AFL.

Over the past year we have made critical gains. We've continued to invest in opportunities for school-aged children and young people. Tens of thousands are exposed to our game every year. We have invested in helping New Zealand athletes experience international sporting success, and provided opportunities for young New Zealanders to develop careers, both on and off the field.

This year we will be part of history – the first AFL game played for premiership points outside of New Zealand. The decision by the AFL to support St.Kilda's initiative vindicates our 'grow the game' strategies. If the AFL did not think that our organisation could leverage outcomes from this event, it is quite feasible that this match would not have received AFL support. It is a great step forward for AFL in New Zealand and a great pat on the back for AFLNZ as well.

The Board and management are pleased to report an operating surplus, despite a difficult economy and the intense competition for investment from funding agencies. We remain grateful to all of our funding partners for their invaluable support.

2012 was successful, but there is no time for a lap of honour. The Board is considering the next phase of how to make Australian Football a New Zealand game. There are challenges wherever we look. A different mind sight and these challenges are repositioned as opportunities.

In closing I express my sincere gratitude to the other Board members. I also acknowledge and thank former Board member Ian Francis for his significant contribution over many years as an AFLNZ director. Thanks go to CEO Rob Vanstam and his truly remarkable team of full time and casual staff.

We are all proud to serve the organisations and the people that comprise AFL in New Zealand.



“Tens of thousands are exposed to our game every year.”

A handwritten signature in black ink that reads "Geoff Dickson". The signature is written in a cursive, flowing style.

Geoff Dickson
AFL New Zealand Chairman



Chief Executive Officer Report

There is no doubt that the Wellington 2013 ANZAC day match between St Kilda and Sydney is a landmark achievement for AFL in New Zealand. For the first time in a 140 year history, an AFL fixture will be played at an International venue.

And now the work begins. The ANZAC Day game will play an important role in providing our sport with exposure within New Zealand.

Where, when and why to watch and play AFL? These are questions that will become common place over the next 12 months and the real challenge is ahead.

AFL 9's made its debut in five venues throughout New Zealand with Community Centre's in Whangarei, Waitakere, Papatoetoe, Albany and Hutt City in October 2012.

The moderate intake of 25 teams and 300 participants was certainly a good starting point to test strategies and systems as we look to substantially increase senior participation off the back of added exposure through the AFL match in Wellington. This will be the best opportunity to secure a strong future for our current clubs structure and reward our tireless volunteers at community level.

Broadcast negotiations continue to ensure that television coverage can be a driving force to increase engagement, awareness and participation.

2012 saw growth in participation continue to flourish increasing from 20,000 to 28,000 on the preceding year with the increase directly attributed to the 5 to 17 age bracket.

The Kiwisport funding initiative continues to be supportive of our growth and showcases the support that can be derived from community organisations through an alignment of interest in developing New Zealand's youth in a sporting context.

The Far North was the first to receive a community programme via AFL New Zealand that did not involve funding. Four Sport Northland deliverers were provided with training and resources followed by delivery to 1500 participants. A model that is sure to provide a future blueprint of sustainability within New Zealand communities.

Once again our casual staffing had a fantastic demographic, including a smorgasbord of talented male and female athletes from other sports. The appointment of a fulltime position and office in Wellington was also secured as our organisation looks to spread its wings.

In finance, our turnover exceeded \$750,000 for the first time, a 25% increase on the previous year and more than double any previous year. 2012 also resulted in a 50% funding increase from our major partner the AFL.

We have more and more to celebrate and the inaugural AFL New Zealand Community Awards evening held at the Millennium Institute in conjunction with a screening of the AFL Grand Final, was a marvelous celebration of success.

High Performance continues to be an attractive draw card for talented athletes who wish to represent their country.

“

And now the work begins. The ANZAC Day game will play an important role in providing our sport with exposure within New Zealand.

”



The initiation of secondary school, regional and national combines has given not only students but teachers and tertiary institutions new reasons to form partnerships with our organisation.

An immediate impact followed with signings completed by both Melbourne and Hawthorn Football Clubs directly off the back of the initiative and this augers well for the future.

The return of the AFL-AIS Academy to once again oppose the New Zealand Hawks at Wellington Stadium, was a sure sign of the validity of our High Performance Programme. The increased investment the AFL and AFL Clubs are prepared to make on our shores is testament to the progress of our talent pathway. Once again the Hawks were defeated, but the result and margin of 43 points provided AFL New Zealand with the opportunity to showcase our capabilities to the AFL.

I watch with interest the success of the recently developed concept involving the AFL's Indigenous All Stars and wonder if the 25 players of New Zealand heritage currently playing in the AFL could one day be provided with such an opportunity.

Robert Vanstam
AFL New Zealand CEO

“
The increased investment the AFL and AFL Clubs are prepared to make on our shores is testament to the progress of our talent pathway.
”



ASB Community Trust
Te Kaitiaki Puta o Tamaki o Tai Tokerau

sponsored by ASB

SUCCESS STORY

The Far North sets the tone

As AFL looks to establish a foothold within the New Zealand sporting landscape, there are many challenges to face.

To some extent we are meeting these challenges. We have secured adequate financial support from abroad and fantastic support from the ASB Community Trust, there is an AFL game coming to town and an expansion and availability of telecast matches seems imminent.

The funding support via the ASB Community Trust has been amazing to date but this must be viewed as guidance towards sustainability.

AFL New Zealand's Northland Area Coordinator Paul Hope has taken the bit between the teeth and tackled a region well versed in the difficulties of sustaining sporting programmes.

By working with local Primary School deliverers in the Far North region of Northland, AFL New Zealand has accumulated over 1500 participants aged between 5 and 12.

Coordinators were up skilled through a series of AFL KiwiKick taster sessions during and after school and then resourced with staff uniforms, hard copy lesson plans, website video/lesson plan links and AFL KiwiKick balls and equipment to ensure they continue with the delivery of AFL KiwiKick in 12 schools.

This model can and will be replicated in further regions as we look to take advantage of a successful and self sustaining junior development model.

AFL KiwiKick Programme for Primary and Intermediate Schools

The success of AFL New Zealand's development over the past four years owes a lot to AFL KiwiKick.

Participation numbers have captured the imagination of both Hawthorn and St Kilda Football Clubs as they commence what we hope are long term relationships with New Zealand.

The talent focus is certainly a priority for AFL Clubs but this works hand in hand with a long term strategy that sees the development of fundamental skills at an early age. If AFL is to become a New Zealand sport then our children must grow up with the game as part of their lives and earliest recollections. A football in the hands of every child aged between 5 and 12 is a worthwhile target.

Our major funding comes by way of New Zealand's 17 Regional Sporting Trusts and if we continue to provide a quality programme that aligns its outcomes to the development of children then we can expect continued support.

Our AFL KiwiKick programme is run nationwide by qualified AFL New Zealand employees and focuses on developing fundamental movement and ball skills for boys and girls between 5 to 12 years of age. The programme can include up to 8 sessions, a match programme and a tournament day that take place at local schools to ensure the burden of travel is reduced for parents and volunteers.

Sessions are held before, during or after school and run on a set day each week with frequency, duration and cost structure designed to suit the needs of each school or centre. Free taster sessions can be arranged for schools to provide both teachers and students with the opportunity to experience the fun and learning provided by AFL KiwiKick. Individual participants can also receive their own AFL KiwiKick pack including a football and cap.

The programme places great emphasis on parent involvement and community links. Organised lesson plans, volunteer retention initiatives, resource kits and coaching accreditation are all features of AFL KiwiKick.

The fundamental skills of 'Kick, Catch, Pass and Bounce' are utilized throughout the AFL KiwiKick Programme and are transferable to a wide range of sports. AFL New

Zealand is working in conjunction with Sport and Recreation New Zealand and a growing number of Regional Sports Trusts to ensure the outcomes targeted by the programme fall into alignment with the needs of local communities.

Reg Ranchhod

AFL KiwiKick National Development Manager

AFL KiwiKick Participation Growth

	2009	2010	2011	2012
Schools	35	75	119	133
Participants	1145	8162	19630	25449
Coaches	44	109	309	628



“

If we are to truly become a New Zealand sport then our children must grow up with the game of AFL as part of their lives and earliest recollections.

”





Secondary Schools

The AFL KiwiKick programme has now been in place for over three years. We can look forward to those who have experienced the programme filtering through into Secondary Schools.

2012 saw AFL New Zealand diversify the programmes available to Secondary Schools to ensure flexibility to suit the outcomes of schools and provide opportunities for students and staff to participate in all facets of AFL.

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

- Coach the Coaches
- Gateway
- AFL House Rules
- AFL New Zealand Secondary Schools Combine.

Our inter-school Hawks Cup competition continues to spread its wings at both Junior and Senior boys and girls school levels. Its combination with the new range of Secondary School programmes now on provides a significant improvement in the ongoing engagement with our partnering schools.

Whether via curriculum, competition, participation or employment, we are making an impact and our relationships with Secondary Schools continues to improve.

	2009	2010	2011	2012
Schools Visited	22	58	43	51
Hawks Cup Teams	15	27	36	36
Participants	240	432	1037	1356
Students receiving at least 1 session	2000	5817	5103	4230

“

Whether via curriculum, competition, participation or employment, we are making an impact and our relationships with Secondary Schools continues to improve.

”



SUCCESS STORY

House Rules to increase participation

AFL New Zealand will continue to strengthen its ties with schools. By ensuring the benefits and structure of our programmes are intertwined with the needs of the school we can be provided with access to children and our future.

Western Springs College recently completed the “House Rules” Secondary School Programme.

Seventy five students completed the programme that saw four school houses compete for honours.

The tournament was not only played by the students but also facilitated and organised by the students with the guidance of AFL New Zealand and Western Springs teaching staff.

By providing the beneficial elements of:

- A new sport providing a level playing field for all students
- A reduction in travel expenses by playing at your own school
- Team, class or house association and pride in belonging
- Transferable skill development to other sports
- Promoting and increasing physical activity for students
- Rule modifications to suit class size and facilities.

We have now strengthened our relationship with the College and will look to expand on our programmes within the school in 2013.



Secondary School Programmes

Coach the coaches

The Coach the Coaches Programme takes a look at the fundamentals of AFL and the AFL Kiwikick programme.

After 6 – 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.

In just one example of its value, fifteen senior students from Kelston Boys High school completed the programme to gain coaching accreditation and assist with delivery of the AFL KiwiKick Programme at Kelston Primary.

One of these students, Shane Leat, is now an employee for our organisation and won the AFL New Zealand Coordinator of the Year at our recent staff awards.



Gateway

Our Gateway Programme provides students with the perfect opportunity to gain experience within the Sports coaching industry.

Students deliver the AFL Kiwikick programme to Primary and Intermediate school students over a period of up to 10 weeks. The majority of placement are practical and hands on in nature. Students develop their skills in communication and managing groups and resources as well as gaining AFLNZ Coaching accreditation which can lead to potential employment opportunities.

Rhys Panui-Leth of Mahurangi College underwent the programme and found himself working in his college the day after he left school.



AFL House Rules

The AFL House Rules Programme focusses on providing students with easy access to participate.

The competition takes place most often within their own school grounds and alleviates travel costs for the school and the participants. More importantly the programme provides opportunities students beyond the elite school representative teams. Western Springs College produced 75 participants for their event and have resigned for 2013.

The format is a perfect for competition between classes or houses and can be played by boys, girls or in a mixed format that utilises touch, tag or tackle modifications. It's a fun way to get more kids, more active, more often and improve the skills of Kick, Catch, Pass and Bounce at the same time.



Combine Programme

The AFL New Zealand Secondary Schools Combine Programme is underpinned by an exciting testing format that provides participants with the opportunity to compete in a number of skills and athletic testing.

Each of the events within the programme has a focus on fun and looks to provide those involved with motivation to improve themselves in varying facets of skill and fitness.

Speed, agility, endurance, suppleness and hand and eye coordination, are all attributes that if provided in the right format, can inspire students to become more involved in not only participating in sport but also monitoring their own progress.

The Northland region recently completed combines at Tikipunga, Excellere, Whangarei Boys and Kamo Secondary Schools. The project has resulted in a surge of interest within the region and the development of some fantastic links with Northlands tertiary training establishment, North Tec. The uptake in volunteer interest surrounding the testing has also ensured on going development of the programme.





SUCCESS STORY

Siopi Ngata

When he first started running around a rugby field as an 11-year-old, the thought that one day he would get the chance to play AFL would, surely, have been the furthest thing from Siopi Ngata's mind.

Even when he turned up to play AFL for the first time in the Junior Hawks Cup competition late last year it was mainly about enjoying himself.

Better than your average rugby player - good enough to win Aorere College's Junior Sportsman of the Year award last year - Ngata caught the eye of rugby scouts, with the Hawthorn Football Club swooping first.

Liking what they saw, they attended the AFL New Zealand Regional and National Combine Programme and were quickly convinced they had found their man.

"He showed out as being of the right size and with the athletic ability we look for," said the Hawks' recruiting boss, Graham Wright. "He kicked the ball okay and picked up the skills, which was pretty amazing for a 15-year-old. We often find that players from a rugby background are tough, strong and have the athleticism we are looking for."

High Performance

The High Performance Programme continues to grow and so present talented athletes with a viable opportunity to represent region and country but also pursue a professional sporting career in AFL.

January 2013 saw Wellington host the inaugural AFL New Zealand National Combine with forty talented athletes between the ages of 14 to 18 attending from regions throughout the country.

The programme is underpinned by an exciting testing format that provides participants with the opportunity to compete in a number of skills, fitness and athletic testing.

The immediate success of the combine resulted in the signing of Maia Westrup (Whakatane) by the Melbourne Football Club and Siopi Ngata (Aorere College) who became the Hawthorn Football Clubs fourth current International Scholarship holder.

The availability of International Scholarships in conjunction with AFL New Zealand's High Performance Programme has seen the development of a growing interest from reputable partners.

Hawthorns recent signing of 15 year old Siopi Ngata adds to current scholarship holders Kurt Heatherley, Shem Tatupu and Ben Miller. The Hawks have increased their interest in Heatherley and Tatupu, signing them to International Rookie contracts.

The Hawks investment in New Zealand continues to grow with a regional combine programme involving five major centres now in place. With St Kilda's growing association, centred around the 2013 ANZAC day clash, it is expected that another club will soon have New Zealand talent within their realm.

Australia Day 2013 saw the return of the AFL AIS team to compete against the New Zealand Hawks at Wellington Stadium. Following on from January 2012, the fixture looks like becoming a regular part of the High Performance Programme as the AFL search for the best way to develop their young talent.

A massive improvement from the New Zealand Hawks over the past 12 months saw the deficit in January 2013 reduced to 43 points after facing a 41 point difference at quarter time. This was a fantastic result against Australia's stars of the future.

At a regional level the annual Under 18 National Provincial Championships, hosted by Canterbury, superseded the previous Under 20 competitions with Otago providing a representative team for the first time.

From this competition a New Zealand Under 18 team was selected to oppose the Victorian Amateur Football Association Under 18 side in Wellington. New Zealand was defeated in the two contests by 81 and 59 points in an association now in its fourth year but for the first time an equal age competition.

The Canterbury Cobras were successful in securing their third consecutive Senior NPC in Auckland over the Labor Day weekend. The competition saw two firsts with Otago representing at senior level for the first time and Waikato securing their first win in the competition since their entry in 2004.



Coming up this year, March 2013 will see Wellington host the inaugural Under 16 National Championships. This competition will see the need for an expansion of our current Under 16 and Under 18 New Zealand teams to include Under 15 and Under 17 levels as well.

In 2013 AFL New Zealand will also work towards a female representative team to play Australia to ensure the sports participation base is provided with equal opportunities moving forward.

The opportunities to represent New Zealand from the age of 14 through to Senior level will ensure we are in alignment with New Zealand's most reputable sports. This is a strength we must continue to develop if we are to become entrenched as a New Zealand sport.

Michael Coultard
National High Performance Manager



“The opportunities to represent New Zealand from the age of 14 through to Senior level will ensure we are in alignment with New Zealand's most reputable sports.”



National Leagues

The Canterbury Cobras reeled in their third consecutive Championship to commemorate a year of firsts.

Day one of the 2012 NPC saw the Otago Riot participate in their first ever Senior Championship on the back of their appearance at the March 2012 Under 20 NPC in Canterbury. The inclusion of a fifth team is the first addition to the programme since 2004 when the Waikato Thunder joined the competition, adding to the traditional involvement of Canterbury, Wellington and Auckland.

The draw saw each team involved in four games rather than three and the introduction of 22 minute halves to ensure playing time remained at three hours per team for the weekend. AFL New Zealand has targeted the introduction of Northland into next year's championship that will have a new date moving away from the Labor Day weekend and to December 7th and 8th 2013.

Day two saw the first rain day in recent memory at an NPC fixture and players were presented with an opportunity to compete in a variety of conditions after a sunny and windy Saturday. The games were contested fiercely with the first game of the day a great contest with Wellington defeating arch rivals Auckland by a solitary point.

This set up a great finish for the tournament with the winner of the Canterbury and Wellington game destined for a championship victory. The first half was a very level contest and finally as the game progressed Canterbury put on two consecutive goals with seven minutes remaining in the match. Wellington battled hard to retrieve the deficit but the Cobras showed enough class in all conditions to take a deserved victory and their third consecutive title.

The last game of the itinerary saw Waikato Thunder and newly introduced Otago Riot battle for both provinces first NPC win. A spirited contest supported well by the spectating teams saw Jim Lucy's Thunder finally achieve their long awaited victory.

League Champions

Locally the Canterbury League saw Mid Canterbury Eagles post back to back premierships when they defeated arch rivals Christchurch Bulldogs.

The Auckland AFL underwent structural changes to its competition to assist in revitalising the league.

Mount Roskill Saints won their first final since 2005 when they defeated the Waitakere Magpies in a close contest.

AFL New Zealand's newest member, the Pakuranga Panthers were successful in securing the Second Division Premiership against the University B team.

AFL 9s

The development of AFL 9's will be utilised as a tool to assist the growth of senior participation. AFL 9s modules commenced at Play AFL Community Centres in Auckland, Northland and Wellington with expansion planned in Bay of Plenty, Christchurch, Otago and the Waikato in the near future.





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:



Scores

Senior Hawks Cup March 2012

Auckland Results

One Tree Hill College 5.5: 35 defeated Rutherford College 0.4: 04

Western Spring College 2.8: 20 defeated Kelston Boys High School 1.0: 06

Rutherford College 4.3: 25 defeated Kelston Boys High School: 3.5: 23

One Tree Hill College 3.2: 20 defeated Western Springs College 3.1: 19

Western Spring College 4.2: 26 defeated Rutherford College 2.0: 12

One Tree Hill College 2.0: 12 defeated Kelston Boys High School: 0.3: 03

Congratulations to One Tree Hill College and Coordinator Terry Kimi for their outstanding efforts in taking out 2012 Honours.

Wellington Results

Onslow College 5:2:32 Porirua College 3:6:24

Hutt Valley High XO Draw Hutt Valley High Y

Hutt Valley High XO 5:3:33 Onslow College 3:1:19

Porirua College 7:4:46 Hutt Valley High Y 1:3:09

Onslow College 4:3:27 Hutt Valley High Y 1:0:06

Hutt Valley High XO 6:6:42 Porirua College 1:1:07

Congratulations to Hutt Valley High School for winning the Wellington Senior Hawks Cup for 2012

Under 20 NPC March 2012 Christchurch

Day 1:

Auckland 7 4 46 defeated Canterbury 5 6 36

Goals Auckland: Rhys Panui-Leth 3, Tevita Misiloi 2,

Brandon Sucu, Shem Tatupu

Goals Canterbury: Dan Judd 2, Ethan Church 1, Callum McKenzie 1, Jonty Kay 1

Otago 5 9 39 defeated by Wellington 8 3 51

Goals Otago: Alex Chapman 3, Logan Coomer 2

Goals Wellington: Jalan Ferris 2, Dan Annand 1, Dylan Pohe 1, Fletcher Barclay 1, Troy Lavery 1, Jerry Galuefa 1 Jordon Taurima 1

NZ U16's 7 10 52 v South Island 5 2 32

Auckland 6 6 42 v Wellington 7 7 49

Goals Auckland: Brandon Sucu 2, Keely Johnson 2, Brody Burgoyne 1, Darren Ganley 1

Goals Wellington: Dan Annand 3, Casey Allen 1, Jay Kealy 1, Hugo Phillips 1, Jalen Ferris 1

Day 2:

NZ U16's 7 6 48 v North Island 2 7 19

Goals New Zealand: Shem Tatupu 2, Craig Morgan 2, Callum McKenzie 2, Kyle Smith 1

Goals North Island: Brody Burgoyne 2

Otago 4 1 25 v Canterbury 10 6 66

Goals Otago: Matt Heffernan 1, Daniel Smart 1, Alex Chapman 1, Keegan Taig 1

Goals Canterbury: Brad Tucker 2, Jonty Kay 2, Kyle Smith 1, Jake Skye Thompson 1, Ethan Church 1, Ben Bradley 1, Callum McKenzie 1, Tom Satterthwaite 1

Otago 5 5 25 v Auckland 9 7 61

Goals Otago: Logan Toomer 1,

Goals Auckland: Brandon Sucu 3, Keely Johnson 2, Brody Burgoyne 1, Mitchell Ryan 1, Brock Messenger 1, Will Gregson 1



Wellington 4 5 29 v Canterbury 6 6 42

Goals Wellington: Kade Riddle 2, Fletcher Barclay 1, Craig Morgan 1, Kade Riddle 3, Craig Morgan 2, Fletcher Barclay 1

Goals Canterbury: Sean Butler 3, James Stevenson 2, Dan Judd 1

3 v 4: Wellington 4 10 34 v Otago 3 7 25

Goals Wellington: Jerry Galuefa 1, Cody Max 1, Kade Riddle 1, Josh Thompson 1

Goals Otago: Mike Williams 1, Ben Miller 1, Alex Chapman 1

Final: Auckland 10 6 66 v Canterbury 1 4 10

Goals Auckland: Steve Leuta 4, Brandon Sucu 3, Rhys Panui-Leth 1, Nik Fury 1, Xavier Rice 1

Goals Canterbury: Sean Butler 1

Team Best and Fairest Winners

NZ Under 16's: Craig Morgan

Wellington: Jay Kealy

Auckland: Brandon Sucu

Canterbury: Josh Robles

Otago: Jackson Mitchell

Leading Goalkicker

Brandon Sucu: 9 Goals

Rhys Panui-Leth: 5 Goals

Dan Annand: 4 Goals

Steve Leuta: 4 Goals

Sean Butler: 4 Goals

Keely Johnson: 4 Goals

Tournament Best and Fairest:

1st: Troy Lavery

2nd: Rhys Panui-Leth

3rd: Josh Robles

Hawthorn FC Grand Final Best and Fairest Award

Steve Leuti, Auckland

New Zealand Hawks U18 vs Victorian Amateur Football Association U18

October 2012 Wellington

Game 1

1st Qtr	Halftime	3rd Qtr	Fulltime
3.4	7.6	12.12	15.14.104
0.0	2.1	2.1	3.5.23

Goal kickers NZ: J.Mager 1, F.Barclay 1, W.Gregson 1

Game 2

1st Qtr	Halftime	3rd Qtr	Fulltime
7.4	8.5	14.7	15.9.99
0.0	3.2	3.2	6.4.40

Goal kickers NZ: C.Morgan 2, F.Barclay 1, J.Farris 1, D.Annand 1, H.Phillips 1

Senior NPC October 2012 Auckland

Saturday 20/10/2012

Game 1

Team	Goals	Behinds	Full Time Score
Auckland	14	11	95
Waikato	2	1	13

Best

Auckland: Horne, Roughan, S McKenzie, A Crighton

Waikato: Cooper

Game 2

Team	Goals	Behinds	Full Time Score
Wellington	12	9	81
Otago	0	3	3

Best

Wellington: Wosniak, Kealy, Morgan

Otago: Miller

Game 3

Team	Goals	Behinds	Full Time Score
Canterbury	8	7	55
Auckland	3	2	20

Best

Canterbury: Howard, Andrews, Carden

Auckland: A Crighton

Game 4

Team	Goals	Behinds	Full Time Score
Wellington	9	8	62
Waikato	3	4	22

Best

Wellington: Kusel, Poole, Schrivers and Wozniak

Waikato: Fergusson

Game 5

Team	Goals	Behinds	Full Time Score
Canterbury	3	7	25
Otago	0	2	2

Best

Canterbury: Howard, Howison

Otago: Miller, Bailey



Sunday 21/10/2012

Game 6

Team	Goals	Behinds	Full Time Score
Wellington	1	4	10
Auckland	1	3	9

Best

Wellington: Morgan, Cox
Auckland: Horne, M Gregson

Game 7

Team	Goals	Behinds	Full Time Score
Canterbury	7	2	44
Waikato	1	4	10

Best

Canterbury: Andrews, Howison, Howard
Waikato: Caldwell

Game 8

Team	Goals	Behinds	Full Time Score
Auckland	5	7	37
Otago	2	2	14

Best

Auckland: Gabriel, A Sucu, Moyle
Otago: Toomer

Game 9

Team	Goals	Behinds	Full Time Score
Canterbury	3	4	22
Wellington	1	3	9

Best

Canterbury: Howison, Howard, Carden
Wellington: Kusel

Game 10

Team	Goals	Behinds	Full Time Score
Waikato	3	5	23
Otago	1	0	6

Best

Waikato: Kneebone, Brown, Fergusson
Otago: Kay

Final Positions

Team	Played	Won	Lost	For	Against	Pts
Canterbury	4	4	0	146	41	16
Wellington	4	3	1	162	56	12
Auckland	4	2	2	161	92	8
Waikato	4	1	3	68	208	4
Otago	4	0	4	25	166	0

Tournament Best and Fairest:

Steve Howard (Canterbury)

Tournament Leading Goal kicker:

James McKenzie 9 (Auckland)

League Best and Fairest winners:

Canterbury: Andrew Howison
Wellington: James Kusel
Auckland: Michael Boyce
Waikato: Aaron Fergusson
Otago: Ben Miller

New Zealand Hawks Seniors vs AFL AIS Academy

January 2013 Wellington

Quarter time score

AFLNZ 0.2.2 AIS 7.1.43

Half Time score

AFLNZ 1.10.16 AIS 9.1.54

Three quarter time score

AFLNZ 3.11.29 AIS 14.3.87

Full Time score

AFLNZ 7.16.58 AIS 6.5.101

Best players: Khan Haretuku, Andrew Crighton, Andrew Howison, Shem Tatupu, Justin Clark, James McKenzie
Goal kickers: Brendan Clark 3, Shem Tatupu 2, Khan Haretuku 1, Andrew Christensen 1

Junior Hawks Cup Cluster Tournaments November 2012

Christchurch Cluster Junior Boys

Winners St Bedes College A

Game Results

St Bedes College A 32	Hillview High 19
St Bedes College B 40	Burnside College 25
Hillview High 30	St Bedes College B 16
St Bedes College A 39	Burnside College 19
Burnside College 17	Hillview High 16
St Bedes College A 33	St Bedes College B 06

Northland Cluster Junior Girls

Winners Tikipunga High

Game Results

Tikipunga High 36	Whangarei Girls High 12
Tikipunga High 42	Whangarei Girls High 09
Tikipunga High 24	Whangarei Girls High 04

Northland Cluster Junior Boys

Winners Bay of Islands College

Tikipunga High 44	Christian Renewal School 12
Bay of Islands College 32	Christian Renewal School 16
Bay of Islands College 44	Tikipunga High 27

Wellington Cluster Junior Boys

Winners Wellington College

Game Results

Wellington College 34	Onslow College 17
Hutt Valley High 21	Onslow College 11
Wellington College 58	Hutt Valley High 3

Auckland Cluster Junior Boys

Winners St Pauls College

Game Results

One Tree Hill College 62	Selwyn College 01
St Pauls College 26	Western Springs College 24
Western Springs College 47	Selwyn College 09
St Pauls College 36	One Tree Hill College 07
One Tree Hill College 22	Western Springs College 10
St Pauls College 56	Selwyn College 13

Waitakere Cluster Junior Girls

Winners Western Springs College

Game Results

Western Springs College 35 Green Bay High School 28

Waitakere Cluster Junior Boys

Winners Kelston Boys High

Kelston Boys High 90 Green Bay High School 07

North Harbour Cluster Junior Boys

Winners Glenfield College

Glenfield College 42 Albany Junior High 28

Junior Hawks Cup North Island Championships - Girls

Winners Western Springs College

Western Springs College 69 Tikipunga High School 19

Junior Hawks Cup North Island Championships - Boys

Winners Kelston Boys High School

Junior Boys results

Aorere College 32	One Tree Hill College: 21
Papatoetoe High School: 39	St Pauls College 31
St Pauls College 42	One Tree Hill College 25
Kelston Boys High School 42	Bay of Islands College 33
Aorere College 12	Kelston Boys High School 9
Bay of Islands College 48	Papatoetoe High School 46
One Tree Hill College 32	Papatoetoe High School 29
Kelston Boys High School 37	St Pauls College 33
Aorere College 34	Bay of Islands College 26
Kelston Boys High School 64	One Tree Hill College 7
Aorere College 37	Papatoetoe High School 18
St Pauls College 55	Bay of Islands College 8
Bay of Islands College 33	One Tree Hill College 18
St Pauls College 37	Aorere College 20
Kelston Boys 43	Papatoetoe 14

Overall Most Valuable Player selected by Hawthorn Football Club

Siope Ngata, Aorere College

Most Valuable Players for each team nominated by their coaches

One Tree Hill College: Troy Pulupaki
Papatoetoe High School: Caleb Manukuo
Bay of Islands College: Tekopu Tepeni
St Pauls College: Francis Tanuvasa
Aorere College: Taylor-John Hunia
Kelston Boys High School: Tupu Lisati

Financial Statements of AFL New Zealand Inc.

Statement of Financial Performance

Year Ended 31 October 2012	2012 (\$)	2011 (\$)
Income		
AFL Grant	196,305	130,650
Sport New Zealand	25,200	25,192
ASB Community Trust	31,834	26,667
Inventory Sales	8,752	9,506
NZ Racing Board Betting Levies	33,510	23,394
Sundry Income	0	11
	295,601	215,420
Less Expenses		
Cost of Inventory	7,763	-3,199
IRD	268	116
Board Expenses	5,503	4,610
Marketing	1,298	0
Bank Charges	318	315
Communication Expenses	8,837	5,405
Computer Expenses	1,097	816
Entertainment	4,859	997
Postage and Couriers	227	110
Printing and Stationery	1,007	1,265
Rent	4,395	4,428
Audit Fees	2,912	2,905
Repairs and Maintenance	125	0
Umpires & Coaching Progs	977	2,107
Club Funding programme	0	1,803
Travel	6,000	5,523
Accident Compensation Levy	5,203	5,516
Administrative Salaries	215,515	178,381
Depreciation	2,057	1,542
Total Overheads	268,361	212,640
Profit before Development Programmes	27,240	2,780
Development Programmes Revenue		
AFL Kiwikick Income	49,551	60,948
AFL 9's Income	1,157	0
Hawk's Cup Income	14,245	3,312
High Performance Income	233,520	167,365
KiwiSport Income	156,926	154,099
	455,399	385,724
Less Development Programmes Costs		
AFL Kiwikick Costs	59,049	98,509
AFL 9's Costs	5,440	0
Hawk's Cup Costs	15,738	24,486
High Performance Costs	230,183	168,155
KiwiSport Costs	142,646	108,849
	453,056	399,999
Net Income from/(Cost of) Development Programmes	2,343	(14,275)
Profit/(Loss) after Development Programmes	29,583	(11,495)
Other Income		
Interest	1,306	407
	1,306	407
Net Loss after Other Income	30,889	(11,088)

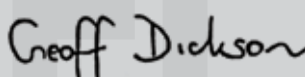
Statement of Financial Position

As at 31 October 2012	2012 (\$)	2011 (\$)
CURRENT ASSETS		
Westpac Bank Accounts	113,086	54,405
Accounts Receivable	70,597	33,330
Accrued Receivables	14,724	2,484
Deposits Paid	50	0
Stock on Hand	53,265	32,639
Prepayments Paid	1,153	7,715
	252,875	130,573
FIXED ASSETS		
Fixed Assets, at cost	39,861	30,456
Less Accumulated Depreciation	24,772	25,636
	15,089	4,820
	267,964	135,393
CURRENT LIABILITIES		
Westpac Mastercard	5,424	6,156
Creditors & Accruals	38,068	16,080
Prepayments received	150,546	66,113
GST Liability	1,669	7,001
PAYE and KiwiSaver Liability	7,266	5,941
	202,973	101,291
EQUITY		
Retained Earnings from previous year	34,102	45,190
Current Year Earnings	30,889	-11,088
	64,991	34,102
	267,964	135,393

Statement of Movement in Equity

As at 31 October 2012	2012 (\$)	2011 (\$)
Opening Balance	34,103	45,191
Net Profit / (Loss) for Year	30,889	(11,088)
Closing Balance	64,992	34,103

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

Signed:  Date: 08.03.2013

Signed:  Date: 08.03.2013

Society Directory

As at 31 October 2012

Registered Office:

Sports House, Stadium Drive, North Harbour Stadium, Albany.

Board:

Geoff Dickson (Chairman) Appointed 30.11.2006 Reappointed 30.11.2009
 Ian Francis Appointed 20.07.2009
 Ben Davies Appointed 23.01.2011
 Toni-Maree Carnie Appointed 31.10.2011
 Justin Davies Appointed 28.03.2009
 Tim Stevens Appointed 27.03.2010
 Rob Malone Appointed 06.08.2011

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.

Fixed Assets /Depreciation

Year Ended 31 October 2012	Cost	Op Acc Deprn	Op WDV	Rate	Deprn	Cl Cost	Cl Acc Deprn	Cl WDV
Jumpers/Shorts/Socks								
Jumper Sets - Auskick F/Ball	900	877	23	30%	7	900	884	16
Jumper Sets - Junior F/Ball	4,600	4,503	97	30%	29	4,600	4,532	68
Jumper Sets - Senior Falcons (Teal)	2,080	2,031	49	30%	15	2,080	2,046	34
Shorts Senior Falcons	825	777	48	30%	14	825	791	34
Socks - Senior Falcons	450	424	26	30%	8	450	432	18
Jumpers - NZ Rep	1,900	1,857	43	30%	13	1,900	1,870	30
	10,755	10,469	286		86	10,755	10,555	200
Plant and Equipment								
Auskick Banners	1,200	1,069	131	15%	20	1,200	1,089	111
Compressor Pump	300	236	64	15%	10	300	246	54
Equipment	6,054	5,377	677	15%	102	6,054	5,479	575
Gear Bag Black - Large	50	37	13	15%	2	50	39	11
Goal Post Bags - Silver Fern	400	292	108	15%	16	400	308	92
Goal Posts Spiked	400	272	128	15%	19	400	291	109
Magnetic Board	70	58	12	15%	2	70	60	10
	8,474	7,341	1,133		171	8,474	7,512	962
Photographic Equipment								
Projector and Screen	1,538	1,088	450	15%	68	1,538	1,156	382
Cam Corder - Sony	222	157	65	15%	10	222	167	55
Digital Camera - Sony	311	305	6	48%	3	311	308	3
	2,071	1,550	521		81	2,071	1,631	440
Furniture & Fittings								
Furniture & Fittings	1,793	1,285	508	19%	98	1,793	1,383	410
	1,793	1,285	508		98	1,793	1,383	410
Computers and Software								
MYOB v14 Software	305	290	15	33%	5	305	295	10
HP Lap top	1,520	995	525	33%	173	1,520	1,168	352
Laptop from JB Hi Fi	807	430	377	33%	124	807	554	253
MYOB Payroll Software	601	222	379	33%	125	601	347	254
MS Office 2010 Home & Business PKC	319	53	266	33%	88	319	141	178
Asus Notebook AC Work Book	890	269	621	33%	205	890	474	416
Viewsonic 22" LED Widescreen	249	0	249	33%	55	249	55	194
Logitech Wireless Combo MK520	68	0	68	33%	15	68	15	53
Netgear ADSL Wireless Router	240	0	240	33%	53	240	53	187
Epson MFP WF 435 Colour Printer	279	0	279	33%	61	279	61	218
1366x768 LED Intel HD3000 Shared BT3 HDMI	860	0	860	33%	71	860	71	789
MS Office 2010 Home & Business PKC	380	0	380	33%	31	380	31	349
Website Development	8,000	0	8,000	50%	333	8,000	333	7,667
Staff Training Video	2,250	0	2,250	50%	94	2,250	94	2,156
	16,768	2,259	14,510		1,433	16,768	3,691	13,077
Total	39,861	22,904	16,958		1,869	39,861	24,772	15,089

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 unless otherwise stated.
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 payments 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. (2011– 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 appearing in these Accounts.

	2012 (\$)	2011 (\$)
Expenses		
Administrative Salaries	215,514	178,831
Development Programme Costs		
AFL KiwiKick	44,483	77,778
Hawk's Cup	2,834	13,466
High Performance	198	833
KiwiSport	130,330	70,882
TOTAL WAGES & SALARIES	393,360	341,790

NOTE 5 CONTINGENT LIABILITIES

There were no Contingent Liabilities as at 31 October 2012 (2011– Nil).

NOTE 6 CAPITAL COMMITMENTS

There were no outstanding Capital Commitments as at 31 October 2012 (2011– 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 \$150,546 (2011 - \$66,113) represent the proportion of Grants received during the financial year which relate to after 31 October 2012.

NOTE 9 RELATED PARTY TRANSACTIONS

There were no material related party transactions during the year ended 31 October 2012.

Auditor's Report

I have audited the Financial Report of AFL New Zealand Incorporated for the year ended 31 October 2012.

The Financial Report provides information about the past financial performance of the organisation and its financial position as at 31 October 2012. 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 2012 and of the results of its operations for the year ended 31 October 2012.

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 2012 and of its operation for the year ended on that date.

My audit was completed on 1 March 2013 and my unqualified opinion is expressed at that date.



1 March 2013

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

CEO Finance report

For year 1st November 2011 to 31st October 2012

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 2011.

Trading Result

Referring to the audited financial accounts, members will note that the AFL New Zealand has reported a profit of \$30.8K for the year-ended 31st October 2012.

Looking ahead

- ASB Community Trust has committed \$50K to development within the Auckland and Northland regions for the year ending July 2013.
- The AFL has committed to one year's funding of AUD \$150K for the financial year ending October 2013.
- Northland Regional Sports Trust has committed \$20K to be invested over a one year period within schools as of January 2013.
- Kiwisport projects with Harbour, Auckland, Counties and Waitakere Sports Trusts continue with scheduled finishes in 2013.
- Hawthorn Football Club has committed to sponsoring AFL KiwiKick for AUD \$10K commencing January 2013.
- Sport New Zealand has currently committed to \$25K to be invested over an 18 month period ending June 2013.

Current Liabilities

- The amount of \$197K in current liabilities consists of PAYE \$7.3K, Holiday Pay accrual \$22.7K, Accrued audit fees \$3.3K and Down Payments of \$150.5K.
- Down Payments comprises of ASB Community Trust \$37.5K, Kiwisport \$108.8K and Sport New Zealand \$4.1K.

Current Assets

As of year end there is \$107K in cash, Accounts receivable of \$70.6K, Accrued Betting Levies receivables of \$14.7K and stock on hand of \$53.2K made up of AFL KiwiKick, Hawks Cup and High Performance Inventory and 1.1K in completed prepayments.

Expenses (Explanatory notes)

- In relation to variances in certain expense line items between 2011 and 2012 trading periods, the following comments are provided.
- In 2011, the cost of inventory had received a credit due to over valuation of inventory and associated sales thus producing a negative amount.
- Communication expenses increased by \$3.4K due to an investment into the transfer and upgrade of a new AFL New Zealand website.
- Entertainment expenses increased by \$4K due to the establishment of the Community Awards event on AFL Grand Final Day.

Income (Explanatory notes)

- In relation to variances in certain income line items between 2011 and 2012 trading periods, the following comments are provided.
- There was an increase in betting levies received from the New Zealand Racing Board of \$10K due to increased betting activity.
- The AFL Grant was increased by AUD \$50K from 2011.
- Development Programme Revenue v Expenses (Explanatory notes)
- The AFL KiwiKick Programme decreased income by \$11K and expenses by \$39K. After school centres with small numbers were passed over to limit expenses and foregoing a smaller portion of revenue. AFL KiwiKick produced a loss of \$9.5K but was responsible for securing a new \$50K grant from ASB Trust.
- The development of new secondary school programmes increased the viability of engagement with schools increasing revenue by \$11K. Delivery in secondary schools had a closer association with Kiwisport projects which in turn limited expenses and reducing them by \$9K and providing close to a break even result.
- The High Performance Programme now involves three teams with a new initiative involving the AFL AIS Academy at Wellington Stadium, producing a profit of \$3K for the financial year.
- AFL9s in its infancy, produced a loss of \$4K with this loss expected to rise in the next financial year.
- KiwiSport has produced \$157K in income and \$142.5K in expense.



Robert Vanstam
AFL New Zealand CEO



PH +64 9 448 0305
AFL New Zealand,
PO Box 300 633
Albany, New Zealand
www.aflnz.co.nz

AFLNZ would like to thank:

AFL Hawthorn St Kilda New Zealand Secondary Schools Council
Wellington City KiwiSport College Sport Auckland College Sport Wellington
ASB Community Trust Wellington Community Trust Sport New Zealand

