

KICK!
CATCH!
PASS!
BOUNCE!



**2013
ANNUAL
REPORT**

Year Ended 31 October 2013

Shane Savage, St Kilda Saint
and inaugural member of the
New Zealand Heritage team
helps deliver the
AFL KiwiKick programme.



Chairman's Report

In 2013, AFLNZ has progressed towards making Australian Football a New Zealand game.

Tomorrow, next week and next year, belong to those who prepare for it today. A popular phrase, if not guiding principle around the board table in 2013 has been, 'we must continue to play the long game'. This phrase is used in conversations about the short-term wins versus creating a platform for long-term success. It is somewhat analogous to the phrase about giving a man a fish or teaching him how to fish. The board is clearly future focused.

Over the past year we have enjoyed many successes. School-aged children and young people remain our focus. Our most talented athletes are representing New Zealand with distinction and some are forging careers as professional athletes in the AFL. I am especially proud of the career opportunities we are providing to New Zealanders of both genders. I doubt there are many Australian football organizations anywhere in the world that can boast a higher proportion of women amongst its program delivery staff.

The ANZAC Day game was a watershed moment for Australian Football in New Zealand. Without the AFL's confidence in AFLNZ, this match would likely not have happened. The match itself is not our desired outcome – it is for AFLNZ only a means to an end. We continue to work hard at leveraging this match to ensure that it contributes to our strategic outcomes.

The Board and management are again pleased to report operating surplus, despite difficult economic conditions and the intense competition for investment from funding agencies. We remain grateful to all of our funding partners for their invaluable support. The ongoing development of our relationship with Sport New Zealand, Regional Sports Trusts and other funding agencies has positioned AFLNZ as a leader in the cost effective delivery of innovative sports programs.

The financial turnover of the organisation now exceeds \$1 million. In response to the commensurate complexity and risk, the board has developed a Risk and Finance Sub-committee. Andrew McKenzie, well known to many in the Auckland AFL community, is the independent chair of the committee.

2013 was again a success, but there are few guarantees looking ahead. The strategic plan for Sport New Zealand expires in 2015, and there are new leaders in place at some of our key partners - the AFL and St Kilda to name but two. AFLNZ is ready, no matter which way the ball bounces

In closing I express my sincere gratitude to the other Board members. I am pleased to say that the board members are united yet outspoken. I also acknowledge and thank former Board member Ben Davies for his significant contribution over many years as an AFLNZ director. That Ben is now employed with St Kilda is a positive affirmation for AFLNZ. His replacement Andrew Sloman is already applying his financial, risk and strategic skills with great effect.

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.

Geoff Dickson
AFL New Zealand Chairman



“The ongoing development of our relationship with Sport New Zealand, Regional Sports Trusts and other funding agencies has positioned AFLNZ as a leader in the cost effective delivery of innovative sports programs.”



Chief Executive Officer Report

ANZAC Day 2013 could be best described as a watershed moment for the development of the game in New Zealand.

23,000 spectators witnessed the first AFL Premiership game in 140 years to be played outside of Australia and provided the perfect example of who will make up the future of the sport in New Zealand.

More than 4000 children from local Wellington schools, aged between 5 to 12, attended the game, some showcasing their skills during the halftime entertainment along with a celebrity match hosting a selection of NZ sporting and media personalities.

Over 5000 guests from Australia visited Wellington filling flights and hotels, providing the local economy with an estimated 9 million dollar cash injection as well as continued travel through New Zealand. This in turn secured a commitment from the St Kilda Football Club and Wellington City Council to host further matches for up to a five year period.

These groups coupled with an exuberant and inquisitive local community, made for an exciting night of entertainment as people finally were presented with the opportunity to sample the best that AFL has to offer.

Sommet Sports, New Zealand's only free-to-air sports channel, kicked off on televisions around the country in July 2013. In January 2014 Sommet Sports and SKY Sport announced the renewal of their international rights for the next three years. New Zealand sports fans are now able to watch every AFL game in the 2014 AFL Premiership Season. Sommet Sports will broadcast a minimum of five matches live per week into 90 per cent of New Zealand homes, thus cementing AFL as a part of their everyday lives.

Sommet Sports Director Andrew Reeves was presented with an award for his efforts at the annual AFLNZ Community Awards, hosted at Millennium Institute of Sport and Health, held on AFL Grand Final Day.

St Kilda Football Club's partnership with AFL New Zealand is off to a flying start. A commitment to play future games within New Zealand has been supported by a growing list of initiatives that support the growth of AFL. Each February, The Saints will host a Community Camp in New Zealand supported by the player roster visiting local schools and promoting the sport on behalf of the national body.

17 year old Porirua College student, Joe Baker-Thomas became the Saints first International Scholarship signing signifying a growing interest in New Zealand's talented athletes.

This follows on from the Melbourne Football Clubs signing of Whakatane born Maia Westrupp and Hawthorn Football Clubs signing of 15 year old Aorere College student Siopie Ngata. Both were signed directly after the National Combine held in Wellington in January with further signings expected from the January 2014 Combine

Hawthorn Football Club continues to support AFL New Zealand and its development programme, now moving into its fourth year with no bigger influence than the listing of International Rookies Kurt Heatherley and Shem Tatupu.

“

New Zealand sports fans are now able to watch every AFL game in the 2014 AFL Premiership Season. Sommet Sports will broadcast a minimum of five matches live per week into 90 per cent of New Zealand homes, thus cementing AFL as a part of their everyday lives.

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Early in 2014, the NAB preseason was witness to an amazing event as New Zealand born Kurt Heatherly made his first appearance for the Hawthorn Hawks alongside 13 premiership players. Kurt became the first player to graduate through the AFL New Zealand High Performance Programme into AFL ranks. The match was broadcast live throughout New Zealand.



The High Performance Programme continues to grow with a feast of first time events entering the calendar now celebrated via the Annual High Performance Awards. The inaugural awards night had 250 people witness the naming of the first New Zealand Heritage team.

Under 16 and Under 18 National Championships both appeared on the calendar for the first time, providing another opportunity for school aged athletes to forge a pathway in the sport.

Those chosen for the Under 16 New Zealand Hawks travelled to Townsville in a new tournament format with matches against Oceania and Papua New Guinea as well as an Australian Indigenous team and this was reciprocated when the Indigenous team, "The Flying Boomerangs", visited Wellington in December 2013.

The Senior New Zealand Hawks played a two match series against a South Pacific selection with game one, the curtain raiser to the ANZAC Day clash. The team continues to develop with a narrow 4 point loss to the Australian Under 17 team in January 2014.

The Under 18 New Zealand Kahus became the first ever female AFL team to represent New Zealand. This is a necessity to facilitate a pathway for the growing number of female participants aged 5 to 12. The AFL was supportive of the initiative with the Kahus opponents the highly skilled Australian Youth Girls team known as "The Breeze". The three match series included an international in Whangarei to assist in expanding potential future markets.

The organisation continues to grow at a fast pace with a financial turnover of \$1.1 million up 40% on the previous year. The creation of a new Wellington office as well as an increased focus on marketing, have been necessary investments to supplement our growth. Participation numbers and the extended events calendar could not be possible without the strength of our funding partners. It is important that we continue to align our goals with Sport New Zealand, Regional Sports Trusts and ASB Community Trust to ensure our outcomes mirror that of local community who are our future clientele.

With the AFL and the current AFL New Zealand Board providing strong leadership, our future is in good hands.

Robert Vanstam
AFL New Zealand CEO

Above: Local Wellington Schools showcase their skills at halftime ANZAC Day

Below: The first ever NZ Female team the U18 NZ Kahus

Bottom: International Scholarship holder Siope Ngata in action.





AFL KiwiKick Programme for Primary and Intermediate Schools

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



SUCCESS STORY

Central Auckland Play AFL Club a good model

In 2013 AFL New Zealand provided opportunities and participation pathways to play AFL 9s and AFL KiwiKick. This was accomplished through Play AFL Clubs.

Play AFL Clubs opened in six locations around the country, four in Auckland and two in Wellington. Relationships were maintained with venues, with locations such as The Waitakere Trusts Arena and the Papatoetoe Sports Centre continuing to be utilised.

Play AFL Clubs focused on inclusion and fun, providing all participants, regardless of age or ability, the opportunity to play AFL. The modules in operation were AFL KiwiKick for children aged 5-12, and varying grades of AFL 9s for teenagers and adults.

AFL KiwiKick was particularly successful in allowing previous participants to continue their sporting pathway from in-school to out of school. Most of the participants at Play AFL Clubs had previously learned the skills in the AFL KiwiKick within the school programme.

The Central Auckland Play AFL Club, based at St Paul's College in Ponsonby, featured over 40 AFL KiwiKick participants in. Almost all of these participants had come from local primary schools. The

With strong participation numbers across the programme, we are now experiencing a continuation of participant engagement through to secondary schools.

Tens of thousands of children have been introduced to AFL through the AFL KiwiKick programme. A generation of New Zealand children, fluent in the skills of AFL, is developing and growing. Our aim, to have a football in the hands of every child aged between 5 and 12, is a worthwhile target. Our participation is well measured but its unmeasured play at home with mum and dad that we need to initiate.

If we continue to deliver to 30,000 children per year, we now need to make an impact on the 60,000 parents at home.

The continued support we receive from Regional Sporting Trusts and ASB Community Trust provide our programmes with valuable seeding funding and opportunities to show case our sport to children experiencing AFL for the first time.

The Wellington region has been a huge success having made steady progress since the commencement of the AFL KiwiKick programme in 2013. The appointment of Sam McKenzie as Wellington Area Coordinator in conjunction with support from Sport Wellington has resulted in a direct replication of the Auckland model. This is promising in the knowledge that with the right seeding funding we have the capability to commence the programme in any part of New Zealand.

Sustainability is a key feature in our strategies. Professional development session and lesson plans for teachers and parents empower the local community to learn the skills and rules of the game. The provision of resources and equipment to the schools involved, ensure they can continue to play the game after the completion of our time in schools. This becomes a difficult prospect in low funded programmes where the funds do not always exist to cater for these resources.

AFL KiwiKick focuses on developing fundamental movement and ball skills for boys and girls between 5 to 12 years of age. We seek to increase participation rates for children in sport across the country, providing a pathway from learning skills in school and then allowing them to utilise their skills in Play AFL Clubs.

Qualified AFL New Zealand coaches run AFL KiwiKick nationwide. The programme can include up to 8 sessions, a match programme and a tournament day that takes place at local schools to ensure the burden of travel is reduced for parents and volunteers.

It can be held before, during or after school and runs on a set day each week with session frequency, duration and cost structure designed to suit the needs of each school or centre.



**We now need to
make an impact
on the 60,000
parents at home.**



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.

AFL KiwiKick Figures up to September 30th 2013

10 week PLAY AFL Clubs	150
8 week AFL KiwiKick After School Programmes:	1039
6 week AFL KiwiKick In School Programme	23062
1 week Primary School Clinics	11281

Reg Ranchhod
AFL KiwiKick National Development Manager



► Central Auckland Play AFL Club was also notable for featuring St Paul's College students assisting as coaches, following their participation in the AFL Secondary School programme Coach the Coaches.

AFL 9s provides an environment where fun, enjoyment and safety are a priority. A key feature of AFL 9s is the possibility of playing in a mixed team. This increases the opportunities for families, friends and colleagues to form teams.

Participation numbers at Play AFL Clubs have so far not exceeded expectations, however with a base of participation in place there is room for the programme to grow in 2014. New participation pathways are planned which will greatly assist participants who wish to join Play AFL Clubs.



SUCCESS STORY

Growth in the capital

2013 was a big year for AFL New Zealand in Wellington. The inaugural ANZAC Day match held at Westpac Stadium giving the city its first taste of competitive AFL football and 22,500 spectators were not disappointed.

Wellington has become established as a major centre for AFL New Zealand events. The region successfully hosted the Under 16 and Under 18 National Championships, the AFL New Zealand National Combine, and international AFL matches featuring the Senior New Zealand Hawks and the Under 16 New Zealand Hawks.

Across the region, 15 schools and over 3400 children have participated in the AFL KiwiKick programme, with that number set to grow next year. This success has been achieved in partnership with Sport Wellington and the Wellington Community Trust.

Over 800 secondary school students across were introduced to AFL through curriculum programmes and participation in our Junior and Senior Hawks Cups.

The achievement is even more impressive in that the growth has come from essentially a standing start. AFL New Zealand had a very minor presence in Wellington in 2012, but is rapidly becoming a key part of the sporting landscape of the capital.

One school that has exemplified the opportunities now available in Wellington through AFL is the Island Bay Primary

Secondary Schools

The AFL KiwiKick programme has now been in place for five years. We are now seeing those who have experienced the programme filtering through into Secondary Schools.

During 2013, AFL New Zealand offered a diverse range of programmes to secondary schools. With flexible options, and programmes designed to suit the needs of each school. Through these programmes students and teachers are provided with the opportunity to participate in all facets of AFL.

Schools often elect to participate in multiple programmes across the year. As an example of best practice, Green Bay High School has participated in Coach the Coaches, AFL House Rules, and both the Junior and Senior Hawks Cup competitions.

AFL Secondary School Programmes Include:

- Introduction to AFL
- Coach the Coaches
- AFL Leadership
- AFL House Rules
- Hawks Cup
- AFL Secondary School Combine
- Gateway

“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. Northcote College had 432 of their junior students through this programme linking to evasion games within the curriculum.

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.

A fantastic example of this occurred in Auckland’s St Paul’s College. Students participated in the “Coach the Coaches” programme in 2013 and then went on to assist in the delivery of AFL KiwiKick at the Central Auckland Play AFL Club in November of 2013

“AFL Leadership” is the newest programme developed in 2013 and has senior students in the school firstly learning the sport and then coaching junior students at their school. Twenty senior students from Marcellin College learnt the fundamentals of the modified Hawks Cup Rules to then coach 60 of their junior students, successfully running their own “House Rules” competition.

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



The 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 new fun way to get more kids, more active, more often and improve the skills of Kick, Catch, Pass and Bounce at the same time.

Nationwide, over 1300 students participated in House Rules competitions including 250 students from St Paul's College alone. This is a great result which will directly contribute to the school's wider success in AFL and as well as other sports.

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.

The Northland region recently completed combines at Bream Bay, Dargaville, 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.

A relationship was also developed with the Manakau Institute of Technology, who assisted with a Secondary School Combine at Aorere College.

Our Gateway Programme 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. Fadi Alais, a former Northcote College student who participated in the Gateway Programme in 2012, became one of our star AFL KiwiKick coaches across 2013.

The Hawks Cup continued to spread its wings in both the Junior Cup and Senior Cups and more and more this is being combined with a number of other listed programmes. Whether this is via curriculum, competition, participation or employment, we are making an impact and our relationships with secondary schools continues to improve.

► **School.** An AFL KiwiKick taster session led to 40 children, or 9% of the school roll signing up for the AFL KiwiKick After-School Programme.

The highlight of the AFL KiwiKick program was undoubtedly the AFL KiwiKick games played at half-time on the Westpac Stadium during the St Kilda versus Sydney ANZAC Day game. Over 70 students ran out onto Westpac Stadium and played AFL KiwiKick in front of their families, schoolmates and 22,500 other fans. It was an experience they are unlikely to forget.

It has taken a lot of hard work from myself and my fantastic team of staff, but we have risen to the occasion. Now the bar has been set for what we can achieve in Wellington, and our job is to do better next year. I have no doubt we will manage this.

Looking ahead to 2014's events calendar sees Wellington again as the centre for AFL events within the country. We will further expand our school programmes in particular taking AFL out into the greater Wellington regions. And with St Kilda Football Club's announcement that they will extend their relationship with the city for potentially a further 5 years, it means Wellington is poised to become the hub for AFL in New Zealand.

Secondary Schools Figures up to September 30th 2013

	2011 Actual	2012 Actual	2013 Actual
Schools Visited	43	51	45
Hawks Cup Participants	742	662	768
House Rules Participants	767	850	1309
Students receiving at least 1 session	5103	4230	3763

Sam McKenzie
Wellington Area Coordinator



National Leagues

The December 2013 National Provincial Championship witnessed an Auckland victory for the first time since 2007.

In the four province competition, Auckland proved to be too strong for their traditional rivals and previous winners of the past three competitions, Canterbury.

The progress made by the Otago Riot was one of the heartening aspects of the 2013 National League season. In their second season of competition, they experienced a close encounter with Wellington that just failed to see them take out their first win of the competition. Ben Miller, the Otago captain was the provinces youngest player and also won the tournaments Best and Fairest award.

The 2013 NPC was scheduled in December for the first time, to allow all provinces to play competitive club matches in preparation for the tournament.

All squads featured an increased number on previous seasons of participants from the AFL New Zealand High Performance programme. This certainly made for an improved standard of competition. Current and former New Zealand representatives made up a large proportion of Auckland's squad, with Chris Mundell captaining and coaching the team as well as taking out the tournaments leading goal kicker award. Their three wins were carried out in a clinical fashion, with only Wellington coming close to pressuring them across the weekend.



Second placed Canterbury Cobras, defeated Wellington in their final match of the tournament to push the men from the capital into 3rd place. Otago are yet to win a match at NPC level, however, with the improvement shown in 2013, that milestone may come next year.

League Champions

The Christchurch Bulldogs won the CAFL premiership in 2013, holding on to their lead despite a late surge from the Eastern Blues.

Final score: Bulldogs 11.12:78 def. Blues 10.10:70.

In Auckland, the Waitakere Magpies overturned the 2012 result to defeat the Mt Roskill Saints. The match was notable for high quality of play and large contingents of New Zealand representatives on each team.

In a thrilling match, the lead swung back and forth over the afternoon. Midway through the final quarter, the scores were tied. However, the Magpies pulled away late win. **Final score:** Magpies 12.4:76 def Saints 9.11:65

The AAFL also tested a new two-division structure in 2013, with President Steve Fury pleased with the results. "We've had lots of competitive games, player numbers have been good and we are building well towards next year."

Earlier in the day the North Shore Tigers won the AAFL Plate Final, defeating the Manurewa Raiders. After a horrendous start, the Tigers clawed their way back into the match, eventually taking back the lead near the end of the final quarter.

In Wellington, the Eastern Bulldogs defeated the North City Demons to claim the WAFL title. The Bulldogs made the most of the Wellington wind to claim a hard fought contest. **Final score:** Bulldogs 12.12:84 def. 6.4:40

“ Ben Miller, the Otago captain was the provinces youngest player and also won the tournaments Best and Fairest award. ”



SUCCESS STORY

Joe Baker-Thomas

The St Kilda Football Club signed their first ever NZ International Scholarship player in 2013, picking up Porirua teenager Joe Baker-Thomas.

After being named tournament Best and Fairest at the Under 18 National Championships, Baker-Thomas was announced as an International Scholarship holder in the week leading up to the historic ANZAC Day match.

Baker-Thomas spent much of the year training with AFL New Zealand High Performance coach Shannon Wall, as well as short stints in Melbourne. He will move to Melbourne in 2014 to continue his development.

St Kilda Saints Head of Football Chris Pelchen saw the potential of the young New Zealander. "While he's new to the game we think it's a great opportunity for him to develop into a player for the future."

Since being signed, Baker-Thomas has played for the Under 16, Under 18 and Senior New Zealand Hawks, including scoring a goal for New Zealand against his age-group peers in the AIS AFL Academy match at Wellington Stadium in January.

Baker-Thomas has also become established as a key member of the North City Demons club team.

The success of Joe Baker-Thomas shows the opportunities available to athletes who participate in the AFL New Zealand High Performance programme.

High Performance

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

AFL New Zealand has expanded the opportunities for national representation to female athletes, with the Under 18 New Zealand Kahus becoming the first ever-female AFL international representatives from New Zealand.

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. This event was repeated, with great success, in January 2014.

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 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.

The St Kilda Football Club made their first ever International Scholarship signing in 2013, selecting Porirua teenager Joe Baker-Thomas. Joe's progress has been swift since the signing, training in Wellington with AFL New Zealand High Performance Coach Shannon Wall and has since moved to Melbourne to participate in the TAC Cup and now training with the St Kilda Saints.

The International Scholarship pathway has also been completed for two young New Zealanders with the Hawthorn Hawks. Shem Tatupu and Kurt Heatherley have been signed as International Rookies with the club, with Heatherley making a successful debut in the NAB Challenge in February 2014.

The NZ Hawks played the first curtain Raiser to an AFL Fixture on home turf at Wellington Stadium ANZAC Day 2013, the first game of a 2 match series against the South Pacific Nations Development squad. This provided a great opportunity for the NZ Hawks to identify their placing within the region coming away clear victors from the series. The curtain raiser has become an annual event.

In January 2014 the AFL AIS Academy team returned to compete against the New Zealand Hawks at Wellington Stadium. Following on from matches in 2012 and 2013, the fixture has become a regular part of the High Performance Programme as the AFL search for the best way to develop their young talent.

The New Zealand Hawks came close to recording a maiden victory over the AIS AFL Academy, leading a tense match until the final minutes. It took a late goal to secure the win for the Australians. This coupled with the NZ Hawks squad boasting 14 players that have come through New Zealand age group programmes shows the immense progress that has been made by the AFL New Zealand High Performance programme since their first encounter.

Under 16 and Under 18 National Championship events were held in Wellington, giving players the opportunity to gain selection into age group New



*Clockwise from top: National Combine
Wellington; Porirua teenager Joe Baker-
Thomas recently visited Melbourne
for intensive training and initiation into
the rigours of the AFL with St Kilda;
Kurt Heatherley making his NAB
Challenge debut for Hawthorn Hawks.*

Kaitaia's Claudia McMeekin has become a breakthrough performer in her first year of AFL.



SUCCESS STORY

U18 New Zealand Kahus

A crowning achievement for AFL New Zealand in 2013 was the introduction of a National Representative team for female athletes, the New Zealand Kahus.

The Under 18 New Zealand Kahus made history, becoming the first sportswomen to represent New Zealand in AFL.

Trials were held around the country, with talented female athletes inducted into the AFL New Zealand High Performance programme in preparation for their debut series.

The three match series was played early October over five days in Auckland and Whangarei against the Australia Youth Girls team, made up of the best young AFL players from female leagues across Australia.

The match played in Whangarei was also an important step forward for the development process for AFL within regional areas.

Significant links were also created with the Female Football Development AFL in Australia, and the series between the Kahus and the Australia Youth Girls is expected to become an annual event.

The series was also an important preparation for the 2014 International Cup, in which an open age female team will be entered for the first time.

AFL New Zealand is proud to offer female athletes a pathway to represent their country, and to excel through AFL.



Zealand Hawks teams. The Under 16 National Championships, held in March, was the inaugural edition of the event, and will be repeated in 2014.

The Under 16 New Zealand Hawks played for the first time since the Oceania Cup in 2011 at the South Pacific Cup in Townsville, North Queensland, April 2013. Many lessons were learnt by the squad and showed great talent with 8 of the players going on to be selected for the South Pacific Squad playing the NAB AFL U16 National Championships.

The Under 16 New Zealand Hawks also hosted a touring team, playing two matches against the AFL Flying Boomerangs, an Indigenous development team from Australia. The series provided an opportunity for players to test their skills, and allowed AFL New Zealand to build organizational and cultural links with Australia's Indigenous Community. This series is expected to be repeated in 2014.

The Under 18 New Zealand Hawks played their annual two match series against the Victorian Amateur Football Association in October. These hard fought matches sent a message about the talent in New Zealand. While they were both won by VAFA, neither was an easy experience for the visitors.

We now have Under 16 New Zealand representatives who were first engaged through the AFL KiwiKick Programme whilst at Primary School.

This coupled with former Under 16 New Zealand representative, Kurt Heatherly, making his debut for the Hawthorn Football Club validates our pathway.

A handwritten signature in black ink, reading "Michael Coultard".

Michael Coultard
National High Performance Manager





KiwiSport

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.

Many thanks to:





Left to right: Sam Mitchell, Beau Maister, Karmichael Hunt

2013 AFLNZ HERITAGE TEAM

- 1 Daniel Pearce Western Bulldogs
- 2 Karmichael Hunt Gold Coast Suns
- 3 Shane Savage Hawthorn Hawks
- 4 Dustin Martin Richmond Tigers
- 5 Nathan van Berlo Adelaide Crows
- 6 Simon Black Brisbane Lions
- 7 Ben Rutten Adelaide Crows
- 8 Paul Bower Peel Thunder
- 9 Jordan Russell Collingwood
- 10 Marley Williams Collingwood
- 11 Greg Broughton Gold Coast Suns
- 12 Jay van Berlo West Perth Falcons
- 13 Sam Mitchell Hawthorn Hawks
- 14 Max Gawn Melbourne Demons
- 15 Aaron Edwards Richmond Tigers
- 16 Jasper Pittard Port Adelaide
- 17 Brent Renouf Port Adelaide
- 18 Heath Grundy Sydney Swans
- 19 Beau Maister St Kilda Saints
- 20 Kurt Heatherley Hawthorn Hawks
- 21 Shem Tatupu Hawthorn Hawks
- 22 Khan Haretuku Frankston Dolphins

AFL New Zealand Heritage Team

AFL New Zealand has honoured the talents of current players with New Zealand heritage within the AFL. The AFL New Zealand Heritage Team comprises the best 22 players who are either born in New Zealand, or have New Zealander parentage.

The squad included some superstars of the game including Karmichael Hunt, Simon Black, Nathan Van Berlo, Shane Savage and Sam Mitchell were among those listed on the team sheet, with Simon Black also recently receiving the honour of being selected in the Multicultural Team of Champions.

St Kilda forward Beau Maister spoke of his proud New Zealand heritage, his mother born in Christchurch and still having relatives in the southern city. The big Saint was unlucky miss out on the historic ANZAC Day match in Wellington through injury, but there is every chance he could end up involved in further matches the Saints play in the New Zealand capital.

The sport is one that many New Zealanders in Australia pick up enthusiastically. Not only are the fundamental movement skills similar to sports more traditionally associated with New Zealand, the passion for footy that exists in Australia makes it hard to resist for sports-mad Kiwis.

Large communities of New Zealanders live in Australia, especially in the eastern cities. Almost 700,000 New Zealanders call Australia home, with the number steadily rising. AFL and the discovery of a fantastic new sport is a big part of the journey for many of them.

The AFL is becoming steadily more popular in New Zealand. The competition is now broadcast on two television networks, including the free to air Sommet Sports.. The numbers of participants and fans continue to grow.

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.

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 Community Awards 2013

The second annual AFL New Zealand Community Awards were hosted in conjunction with the 2013 AFL Grand Final at the AUT Millennium Institute in Mairangi Bay Auckland.

The event was a fantastic chance to recognise and thank the many people and partner organisations that have contributed to the success of AFL New Zealand over the past year.

The presentations commenced with a new promotional advert for AFL in New Zealand developed by Sommet Sports. Mark Cathie accepted an award on behalf of Sommet Sports, New Zealand's only free to air sports channel.

Encompassing and recognising the contributions of primary and secondary schools, regional sporting trusts, media organisations or AFL New Zealand High Performance participants and parents, the awards covered the breadth of the AFL community.

Tanya Griffin of The Gardens School primary school from the Counties Manukau region secured the largest AFL KiwiKick centre in New Zealand for the current year and received an award accordingly.

Chris Judd, representing the Marist School in Mt Albert has been a strong advocate of AFL KiwiKick, particularly with regard to tournament and festival days, at many primary schools throughout his career and was also recognised.

The development of Play AFL Clubs would not be possible without the strong support of fantastic venues. Justin Leydessdorf, CEO of the Papatoetoe Sports Centre represents only one of a number of iconic venues who have embraced the introduction of a new and dynamic sport.

Simon Bucknor of Sport Waitakere accepted an award on behalf of local secondary school Green Bay High School. The award was for the successful completion of AFL Coach the Coaches, a dynamic programme which teaches secondary school students valuable skills and prepares them for the workforce.

AFL New Zealand is engaged in several partnerships through KiwiSport and Regional Sports Trusts. 15,000 primary school children within central Auckland have enjoyed AFL KiwiKick thanks to the support of Sport Auckland. Representative Victoria Barton announced that AFL KiwiKick would be funded for a further 5000 children in 2014 within the Auckland region. Business Development Manager Chris Milichich accepted an award on behalf of Harbour Sport, highlighting three consecutive years of financial support to AFL New Zealand programmes, providing more sport to more primary school aged children.

Shane Leat has been part of a variety of AFL New Zealand

programmes over the past six years, including Coach the Coaches and the Gateway Programme whilst at Kelston High School, and as an AFL KiwiKick Coach he has delivered to his former primary school. His current involvement in High performance Programme is an example of the pathways that are available through AFL in New Zealand.

The High Performance programme is successful through the supportive families of the athletes involved in the programme.. Hawthorn Hawks International Scholarship holder Siope Ngata is an example of an athlete provided with an opportunity to follow his dreams due to the support of an his family.

The ANZAC Day 2013 clash between Sydney and St Kilda was highlighted as a major success for AFL New Zealand as the awards ceremony came to an end. After a huge year for the organisation, the Community Awards were a great chance to engage with supportive partners and look ahead to another exciting year.

AFL New Zealand High Performance Awards 2013

AFL New Zealand hosted its inaugural High Performance Awards evening in 2013 on the eve of the ANZAC Day AFL fixture in Wellington.

The night is focused on celebrating the successes of the High Performance Programme over the past 12 months.

A number of activities coincided with the event to ensure a special evening.

Jumper presentations for both the New Zealand Hawks and South Pacific Teams, were supported by guest speakers including "Head of Football" of St Kilda Football Club Chris Pelchen and AFL International Development Manager Tony Woods.

The Under 18 National Championships also took place over two days in the lead up with the announcement of the New Zealand Under 18 team scheduled to take on the VAFA in October that year.

Talent identification utilizing the combine format has produced an increasing number of International Scholarships with

- Ben Miller – Hawthorn Football Club
- Siope Ngata – Hawthorn Football Club
- Maia Westrupp – Melbourne Football Club currently listed

In addition recognition was also paid to two recent International Rookie signings Shem Tatupu and Kurt Heatherley both with the Hawthorn Football Club.

Major Award Winners

Kieran Brunel	Under 16 Player of the year
Kade Riddell	Under 18 Player of the year
Shem Tatupu	Senior Player of the year

2013 Scores and Results

Senior Hawks Cup March 2013

Wellington Senior Hawks Cup

Hutt Valley High School A	6 4:40	v	Hutt Valley High School B	0 0:0
Porirua College A	5 6:36	v	Porirua College B	1 1:7
Porirua College A	4 3:27	v	Naenae College	1 0:6
Hutt Valley High School A	8 6:54	v	Porirua College B	0 1:1
Naenae College	7 5:47	v	Hutt Valley High School B	1 2:8
Hutt Valley High School A	4 4:24	v	Porirua College A	1 3:9
Porirua College B	4 2:26	v	Hutt Valley High School B	3 1:19
Hutt Valley High School A	7 2:44	v	Naenae College	0 1:1
Naenae College	5 3:39	v	Porirua College B	3 1:19
Hutt Valley High School A	5 5:35	v	Hutt Valley High School B	4 2:26

Congratulations to Hutt Valley High School A in winning the Wellington Cluster

Waitakere Senior Hawks Cup

Kelston Boys High School	11 5:71	v	Waitakere College	2 1:13
Green Bay High School	4 5:29	v	Aorere College	2 4:16
Kelston Boys High School	6 11:47	v	Aorere College	2 6:18
Green Bay High School	8 6:54	v	Waitakere College	4 3:27
Waitakere College	5 4:34	v	Aorere College	4 2:26
Kelston Boys High School	5 1:31	v	Green Bay High School	0 5:5

Congratulations to Kelston Boys High School in winning the Auckland Cluster

Northland Senior Hawks Cup: Senior Boys

Whangarei Boys High	98	v	Tikipunga High School A	0
Dargaville High School	48	v	Tikipunga High School B	1
Tikipunga High School A	47	v	Tikipunga High School B	31
Dargaville High School	37	v	Tikipunga High School A	7
Whangarei Boys High	68	v	Dargaville High School	32
Whangarei Boys High	76	v	Tikipunga High School B	24

Congratulations to Whangarei Boys High School in winning the Northland Cluster

Northland Senior Hawks Cup: Senior Girls

Dargaville High School	38	v	Tikipunga High School	0
Dargaville High School	29	v	Tikipunga High School	9
Dargaville High School	26	v	Tikipunga High School	1

Congratulations to Dargaville High School in winning the Northland Cluster

AFL New Zealand Under 16 National Championships March 2013 Wellington

Giants	9 7:61	v	Eagles	5 3:33
Suns	5 9:39	v	Eagles	4 3:27
Giants	6 7:43	v	Suns	6 3:39
Giants	6 7:43	v	Eagles	4 4:28
Suns	5 5:45	v	Eagles	3 4:22
Giants	11 6:72	v	Suns	5 2:32

Eagles Best and fairest: Kieren Brunel Paraparaumu College

Suns Best and fairest: Hugo Phillips Wellington College

Giants Best and fairest: James Little Albany Senior High School

Tournament Best and Fairest: Kade Riddell Hutt Valley High School

South Pacific Cup April 2013 Townsville

U16 New Zealand Hawks	1 1:7	v	Papua New Guinea	5 8:38
NZ Goals: Middleton 1				
NZ Best Players: Phillips, Mason, Brunel, Riddell, Clark				

U16 New Zealand Hawks	1 5:11	v	Oceania	1 5:11
NZ Goals: Hunia 1				
NZ Best Players: Riddell, Phillips, Fifita, Ngata, Albert				

U16 New Zealand Hawks	1 9:15	v	Oceania	4 5:29
NZ Goals: Middleton				
NZ Best Players: Riddell, Brunel, Clark, Phillips, Manson, Tipene-Thomas				

U16 New Zealand Hawks	1 4:10	v	Papua New Guinea	10 9:69
NZ Goals: Walter Fifita				
NZ Best Players: Middleton, Brunel, Riddell, Taankik-Williams, Little, Ware				

South Pacific Squad Selections: Kade Riddell, Hugo Phillips, Te Rei Clark, Ben Middleton, Walter Fifita, Siope Ngata, Stormy Reti, Kieran Brunel.



AFL New Zealand Under 18 National Championships, April 2013, Wellington

Giants	1 9:15	v	Eagles	8 5:53
Eagles	3 5:23	v	Suns	4 7:31
Suns	8 6:54	v	Giants	1 1:7
Eagles	5 5:35	v	Giants	1 2:8
Suns	3 2:20	v	Eagles	4 2:26
Suns	4 3:27	v	Giants	8 5:53

Eagles Best and fairest: Mackenzie Haugh Nelson High School

Suns Best and fairest: Lewis Ward Tikipunga High School

Giants Best and fairest: Levis Inglis St Bedes College

Tournament Best and Fairest: Jo Baker-Thomas Porirua College

South Pacific Challenge Series, April 2013, Wellington

Game 1				
New Zealand Hawks	8 6:54	v	South Pacific	3 3:21

Game 2				
New Zealand Hawks	14 12:96	v	South Pacific	5 12:42

NZ Goals: McGregor (4) Butler (3) McKenzie (3) W. Gregson (2) Duncan, Christensen, B. Sucu

South Pacific Goals: Westrupp (2) Mong, Morgan, Fonohema

NZ Best Players: M. Gregson, W. Gregson, Johnson, Lubransky, B. Sucu, A. Sucu, Leat, McGregor, Van Wijk, Kusel

South Pacific Best Players: Major Alphonse, Kade Riddell, Siope Ngata, Jame McKenzie, Hugo Phillips, Tevita Misilo

VAFA/ AFL New Zealand Challenge Cup, October 2013, Auckland

Game 1				
U18 New Zealand Hawks	7 9:51	v	U18 VAFA	16 7:103

NZ Goals: McKenzie (5) Smith, Malama

Game 2:				
U18 New Zealand Hawks	8 12:60	v	U18 VAFA	16 9:105

NZ Goals: Panui-Leth (3) Morgan (2) Riddell, McKenzie, Baker-Thomas

Youth Girls Trans-Tasman Cup, October 2013, Auckland/Whangarei

Game 1				
U18 New Zealand Kahus	1 4:10	v	U16 Australian Breeze	269

NZ Goal Scorers: Bidois

Game 2				
U18 New Zealand Kahus	1 3:9	v	Australia Youth Girls	192

NZ Goal scorers: Lang



Junior Hawks Cup, November 2013

Christchurch Junior Hawks Cup

St Bede's College	7.20:62	v	Burnside High School	3.4:22
Congratulations to St Bedes College in winning the Christchurch Cluster				

Northland Junior Hawks Cup

Bay of Islands College	15.5:95	v	Dargaville High School	9.9:63
Congratulations to Bay of Islands College in winning the Northland Cluster				

Waitakere Junior Hawks Cup

Kelston Boys High A	4.3:27	v	Kelston Boys High B	5.4:34
Green Bay High School	5.3:33	v	Waitakere College	2.1:13
Kelston Boys High A	5.4:34	v	Green Bay High School	3.6:24
Kelston Boys High B	8.6:54	v	Waitakere College	4.1:25
Green Bay High School	2.3:15	v	Kelston Boys High B	5.4:34
Waitakere College	2.1:13	v	Kelston Boys High A	9.5:59
Congratulations to Kelston Boys High in winning the Waitakere Cluster				

Central Auckland Junior Hawks Cup

St Paul's College	7.4:46	v	Marcellin College	2.1:13
One Tree Hill College	7.8:50	v	Marcellin College	0.0:0
St Paul's College	3.1:19	v	One Tree Hill College	12.3:75
Congratulations to One Tree Hill College in winning the Counties Cluster				

North Harbour Junior Hawks Cup

Birkenhead College	0.1:1	v	Westlake BHS	9.6:60
Birkenhead College	1.4:10	v	Rosmini College	9.5:59
Westlake BHS	2.8:20	v	Rosmini College	4.4:28
Congratulations to Rosmini College in winning the North Harbour Cluster				

Counties Junior Hawks Cup

Southern Cross College	7.4:46	v	Aorere College	4.4:28
Southern Cross College	5.5:35	v	Mission Heights Jnr Coll	3.1:19
Mission Heights Jnr Coll	3.4:22	v	Aorere College	2.10:22
Congratulations to Southern Cross College in winning the Counties Cluster				

Wellington Junior Hawks Cup

Wellington College A	4.4:28	v	St Patrick's Silverstream	3.4:22
St Patrick's College Town	9.7:61	v	Wellington College B	1.0:6
Wellington College A	6.1:37	v	Aotea College	1.0:6
St Patrick's Silverstream	4.3:27	v	St Patrick's College Town	4.3:27
Aotea College	9.5:59	v	Wellington College B	0.0:0
Wellington College A	3.1:19	v	St Patrick's College Town	0.4:4
Aotea College	1.8:14	v	St Patrick's Silverstream	0.2:2
Wellington College B	1.0:6	v	Wellington College A	8.1:49
St Patrick's College Town	3.3:21	v	Aotea College	3.6:24
Wellington College B	0.0:0	v	St Patrick's Silverstream	8.5:53
Congratulations to Wellington College A in winning the Wellington Cluster				

Junior Secondary Schools North Island Championships November 2013 Auckland

Kelston BHS	3.3:21	v	Bay of Islands College	6.4:40
One Tree Hill College	6.2:38	v	Southern Cross College	4.4:28
Kelston BHS	3.3:21	v	One Tree Hill College	10.6:66
St Paul's College	5.7:37	v	Bay of Islands College	4.2:26
One Tree Hill College	6.6:42	v	Bay of Islands College	2.2:14
Kelston BHS	1.0:6	v	St Paul's College	9.7:61
St Paul's College	3.2:20	v	Southern Cross College	7.9:51
Southern Cross College	9.6:60	v	Bay of Islands College	1.3:9
St Paul's College	2.6:18	v	One Tree Hill College	8.5:53
Congratulations to One Tree Hill College in winning the North Island Championships				

Junior Secondary School South Island Championships November 2013 Christchurch

St Bedes College	5.5:35	v	Otago Boys High School A	2.1:13
Burnside High School	10.6:66	v	Otago Boys High School B	5.4:34
Burnside High School	3.4:22	v	Otago Boys High School A	8.8:56
St Bedes College	11.6:72	v	Otago Boys High School B	2.2:14
Congratulations to St Bedes College in winning the South Island Championships				

Senior National Provincial Championships December 2013 Christchurch

Game 1

Canterbury	11.12:78	v	Otago	1.4:10
Goals Canterbury: Bowden 5, Murray 2, Inglis 2, Stevenson, Williams				
Goals Otago: O'Fee				

Game 2

Auckland	6.13:49	v	Wellington	5.6:36
Goals Auckland: J McKenzie 2, Mundell, Morton, Leat, Crutchley				
Goals Wellington: Roselli 4, Ticklepenney				

Game 3

Wellington	7.7:49	v	Otago	4.4:28
Goals Wellington: Terry 2, Wozniak, Halstead, Riddell, Annand				
Goals Otago: Miller, Morgan, O'Fee, Toomer				

Game 4

Canterbury	6.4:40	v	Auckland	14.6:90
Goals Canterbury: Williams 3, Bowden, Andrews, Butler				
Goals Auckland: Mundell 4, J McKenzie 3, Ngata 2, Morton, Rougham, S McKenzie, Kemp				

Game 5

Canterbury	15.14:104	v	Wellington	3.3:21
Goals Canterbury: Williams 3, Murray 2, Sullivan 2, Fisher 2, Stevenson, Robles-McGill, Smith, Syke-Thomson, Frey, Kent				
Goals Wellington: Clince, Wozniak				

Game 6

Auckland	12.7:79	v	Otago	3.2:20
Goals Auckland: Mundell 4, Morton 2, Ngata, Leat, Rougham, S McKenzie, Alaelua, Smith				
Goals Otago: Toomer 2, James				

Tournament Awards

Tournament Best and Fairest: Ben Miller (Otago)

Tournament Leading Goal Kicker: Chris Mundell (Auckland)

Wellington Best and Fairest: Jason Cox

Auckland Best and Fairest: David Rattenbury

Canterbury Best and Fairest: Todd Andrews

Otago Best and Fairest: Bryce Morgan

Flying Boomerangs Series, December 2013, Wellington

Game 1

U16 New Zealand Hawks	2.3:15	v	AFL Flying Boomerangs	16.23:119
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Game 2

U16 New Zealand Hawks	4.3:27	v	AFL Flying Boomerangs	25.18:168
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New Zealand Hawks vs AIS AFL Academy, January 2014, Wellington

New Zealand Hawks	5.6:36	v	AIS AFL Academy	4.16:40
NZ Goal Scorers: Clark, Baker-Thomas, Morton, Christensen, Butler				

Financial Statements of AFL New Zealand Inc.

Statement of Financial Performance

Year Ended 31 October 2013	2013 (\$)	2012 (\$)
Income		
AFL Grant	247,646	196,305
SPARC	25,000	25,200
Grants Received	52,615	31,834
Inventory Sales	10,236	8,752
NZ Racing Board Betting Levies	29,501	33,510
Interest Income	630	1,306
Sundry Income	28	0
	365,656	296,907
Less Expenses		
Cost of Inventory	10,783	7,763
IRD	-24	268
Board Expenses	6,647	5,503
Marketing	60,606	1,298
Bank Charges	462	318
Communication Expenses	11,978	8,837
Computer Expenses	892	1,097
Entertainment	3,522	4,859
Postage and Couriers	433	227
Printing and Stationery	2,120	1,007
Rent	9,803	4,395
Audit Fees	3,018	2,912
Repairs and Maintenance	0	125
Umpires & Coaching Progs	1,176	977
Travel	16,242	6,000
Accident Compensation Levy	5,817	5,203
Administrative Salaries	246,016	215,515
Depreciation	7,340	2,057
Total Overheads	386,831	268,361
Profit/(Loss) before Development Programmes	(21,175)	28,546
Development Programmes Revenue		
AFL Kiwikick Income	57,389	49,551
AFL 9's Income	1,739	1,157
Hawk's Cup Income	16,580	14,245
High Performance Income	380,012	233,520
KiwiSport Income	294,085	156,926
	749,805	455,399
Less Development Programmes Costs		
AFL Kiwikick Costs	50,949	59,049
AFL 9's Costs	24,276	5,440
Hawk's Cup Costs	18,531	15,738
High Performance Costs	385,347	230,183
KiwiSport Costs	241,876	142,646
	720,979	453,056
Net Income from Development Programmes	28,826	2,343
Profit after Development Programmes	7,651	30,889

Statement of Financial Position

Year Ended 31 October 2013	2013 (\$)	2012 (\$)
Current Assets		
Westpac Bank Accounts	53,384	113,086
Accounts Receivable	123,801	70,597
Accrued Receivables	0	14,724
Deposits Paid	0	50
GST Refunds	5,173	0
Stock on Hand	50,129	53,265
Prepayments Paid	1,490	1,153
	233,977	252,875
Fixed Assets		
Fixed Assets, at cost	42,658	39,861
Less Accumulated Depreciation	32,112	24,772
	10,546	15,089
	244,523	267,964
Current Liabilities		
Westpac Mastercard	7,086	5,424
Creditors & Accruals	105,064	38,068
Prepayments received	51,818	150,546
GST Liability	0	1,669
PAYE and KiwiSaver Liability	7,913	7,266
	171,881	202,973
Equity		
Retained Earnings from previous year	64,991	34,102
Current Year Earnings	7,651	30,889
	72,642	64,991
	244,523	267,964

Statement of Movement in Equity

As at 31 October 2013	2013 (\$)	2012 (\$)
Opening Balance	64,991	34,103
Net Profit / (Loss) for Year	7,651	30,889
Closing Balance	72,642	64,991

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

Signed:  Date: 25.02.2014

Signed:  Date: 25.02.2014

Society Directory

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

Society Number: 217967

Auditors: Keith MacKinlay & Associates

Bankers: Westpac Banking Corporation

Date of Formation: 7 July 1976

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

Board:

Geoff Dickson (Chairman) Appointed 30.11.2006 Reappointed 30.11.2009

Ben Davies Appointed 23.01.2011

Toni-Maree Carnie Appointed 31.10.2011

Garry Carnachan Appointed 31.10.2012

Justin Davies Elected 28.03.2009 Re-elected 24.03.2013

Tim Stevens Elected 27.03.2010

Rob Malone Elected 24.03.2012

As at 31 October 2013

Fixed Assets /Depreciation

Year Ended 31 October 2013	Cost	Op Acc Deprn	Op WDV	Rate	Deprn	CI Cost	CI Acc Deprn	CI WDV
Jumpers/Shorts/Socks								
Jumper Sets - Auskick F/Ball	900	884	16	30%	5	900	889	11
Jumper Sets - Junior F/Ball	4,600	4,532	68	30%	20	4,600	4,552	48
Jumper Sets - Senior Falcons (Teal)	2,080	2,046	34	30%	10	2,080	2,056	24
Shorts Senior Falcons	825	791	34	30%	10	825	801	24
Socks - Senior Falcons	450	432	18	30%	5	450	437	13
Jumpers - NZ Rep	1,900	1,870	30	30%	9	1,900	1,879	21
	10,755	10,555	200		59	10,755	10,614	141
Plant and Equipment								
Auskick Banners	1,200	1,089	111	15%	17	1,200	1,106	94
Compressor Pump	300	246	54	15%	8	300	254	46
Equipment	6,054	5,479	575	15%	86	6,054	5,565	489
Gear Bag Black - Large	50	39	11	15%	2	50	41	9
Goal Post Bags - Silver Fern	400	308	92	15%	14	400	322	78
Goal Posts Spiked	400	291	109	15%	16	400	307	93
Magnetic Board	70	60	10	15%	2	70	62	8
	8,474	7,512	962		145	8,474	7,657	817
Photographic Equipment								
Projector and Screen	1,538	1,156	382	20%	76	1,538	1,232	306
Cam Corder - Sony	222	167	55	50%	28	222	195	27
Digital Camera - Sony	311	308	3	50%	2	311	310	1
Panasonic Camcorder	419	0	419	50%	88	419	88	331
Panasonic Camcorder	401	0	401	50%	50	401	50	351
	2,891	1,631	1,260		244	2,891	1,875	1,016
Furniture & Fittings								
Furniture & Fittings	1,793	1,383	410	19%	79	1,793	1,462	331
2 Tawa Desks	378	0	378	13%	33	378	33	345
Bookshelf	51	0	51	10%	3	51	3	48
	2,222	1,383	839		115	2,222	1,498	724
Computers and Software								
MYOB v14 Software	305	295	10	50%	5	305	300	5
HP Lap top	1,520	1,168	352	50%	176	1,520	1,344	176
Laptop from JB Hi	807	554	253	50%	127	807	681	126
MYOB Payroll Software	601	347	254	50%	127	601	474	127
MS Office 2010 Home & Business PKC	319	141	178	50%	89	319	230	89
Asus Notebook AC Work Book	890	474	416	50%	208	890	682	208
Viewsonic 22" LED Widescreen	249	55	194	20%	39	249	94	155
Logitech Wireless Combo MK520	68	15	53	50%	27	68	42	26
Netgear ADSL Wireless Router	240	53	187	50%	94	240	147	93
Epson MFP WF 435 Colour Printer	279	61	218	40%	87	279	148	131
1366x768 LED Intel HD3000 Shared BT3 HDMI	860	71	789	20%	158	860	229	631
MS Office 2010 Home & Business PKC	380	31	349	50%	174	380	205	175
Website Development	8,000	333	7,667	50%	3,833	8,000	4,166	3,834
Staff Training Video	2,250	94	2,156	50%	1,078	2,250	1,172	1,078
Website Additions	1,138	0	1,138	50%	474	1,138	474	664
Viewsonic 22" LED Screen	220	0	220	20%	33	220	33	187
Logitech MK520 Wireless KB & Mouse	78	0	78	50%	29	78	29	49
Freeview Box	112	0	112	40%	19	112	19	93
	18,316	3,691	14,625		6,777	18,316	10,468	7,848
Total	42,658	24,772	17,886		7,340	42,658	32,112	10,546

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 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. (2012–Nil).

NOTE 3 INCOME

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

NOTE 4 WAGES & SALARIES

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

The appointment of full time staff in the Wellington region has replaced casual staff wages pertaining to Kiwi Sport.

	2013 (\$)	2012 (\$)
Expenses		
Administrative Salaries	246,016	215,514
Development Programme Costs		
AFL KiwiKick	47,120	44,483
Hawk's Cup	9,412	3,032
AFL 9s	12,000	0
KiwiSport	114,561	130,330
TOTAL WAGES & SALARIES	429,109	393,360

NOTE 5 CONTINGENT LIABILITIES

There were no Contingent Liabilities as at 31 October 2013 (2012– Nil).

NOTE 6 CAPITAL COMMITMENTS

There were no outstanding Capital Commitments as at 31 October 2013 (2012– 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 \$51,818 (2012 - \$150,546) represent the proportion of Grants received during the financial year which relate to after 31 October 2013.

NOTE 9 RELATED PARTY TRANSACTIONS

There were no material related party transactions during the year ended 31 October 2013.

Auditor's Report

I have audited the Financial Report of AFL New Zealand Incorporated for the year ended 31 October 2013.

The Financial Report provides information about the past financial performance of the organisation and its financial position as at 31 October 2013. 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 2013 and of the results of its operations for the year ended 31 October 2013.

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 2013 and of its operation for the year ended on that date.

My audit was completed on 25 February 2014 and my unqualified opinion is expressed at that date.



25 February 2014
K.M. MacKinlay, B.Com, C.A.
Chartered Accountant

CEO Finance report

For year 1st November 2012 to 31st October 2013

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 2013.

Trading Result

Referring to the audited financial accounts, members will note that the AFL New Zealand has reported a profit of \$7.6K for the year-ended 31st October 2013.

Looking ahead

- ASB Community Trust has committed \$60K to development within the Auckland and Northland regions for the year ending July 2014.
- The AFL has committed to one year's funding of AUD \$145K for the financial year ending October 2014. This is complimented by funding of 5K towards talent identification as well as support of the January AIS, October Junior Women and December Indigenous programmes during 2014.
- Northland Regional Sports Trust has committed \$4K to be invested over a one year period within schools as of January 2014.
- Harbour Sport Regional Sports Trust has committed \$40K to Primary and Secondary School projects due to finish March 2015.
- Sport Auckland Regional has committed \$55K to Primary School projects due to finish December 2014.
- Sport New Zealand has currently committed to \$25K to be invested over a 12 month period ending June 2014.

Current Liabilities

- The amount of \$171.8K in current liabilities consists of Master Card 7K, PAYE \$7.9K, Accruals of \$105K, and Down Payments of \$51.8 K.
- Down Payments comprises of ASB Community Trust \$15K, Sport New Zealand \$4.2K, Kiwisport \$32.6K.
- Accruals consist of Holiday Pay \$31K, Audit fees \$3K, and \$71K accounts of which \$56K were directly related to High Performance invoices.

Current Assets

As of year end there is \$53.3K in cash, Accounts receivable of \$123.8K a majority consisting of \$89K from the AFL Indigenous Grant, and stock on hand of \$50.1K made up of AFL KiwiKick, Hawks Cup and High Performance Inventory and 1.5K in completed prepayments.

Expenses (Explanatory notes)

- In relation to variances in certain expense line items between 2012 and 2013 trading periods, the following comments are provided.
- Marketing expenses increased by \$59K due to an investment into website and promotion of the ANZAC Day clash.
- Rent expenses increased by \$5.5K due to the opening of a Wellington office.
- Travel expenses increased by \$10k due to increased activities in Wellington and staff travel to Australia.
- Administrative salaries increased by \$31K due to the fulltime appointment in Wellington.

Income (Explanatory notes)

- In relation to variances in certain income line items between 2012 and 2013 trading periods, the following comments are provided.
- There was an increase in grants received of \$21K due to an increase in investment from the ASB Community Trust for the financial year.
- The AFL Grant was increased by AUD \$50K from 2012 in conjunction with the ANZAC Day promotion.
- Development Programme Revenue v Expenses (Explanatory notes)
- The AFL KiwiKick Programme increased income by \$8K and expenses decreased by \$9K. Linking the AFL KiwiKick programme directly with in school KiwiSport delivery assisted in producing a profit of \$6.5K.
- The AFL9s programme suffered a budgeted loss of \$23K. A majority of this loss occurred in January through to March 2013. Consolidation of the programme is now underway.
- The High Performance Programme added three new tours to its calendar with the Australian Youth, Flying Boomerangs and Under 16 Hawks Townsville tournament adding \$150K to both income and expenditure.
- KiwiSport has produced \$294K in income and \$241K in expense due to an extension of work scheduled from the previous financial year, carried over to the current year.



Robert Vanstam
AFL New Zealand CEO



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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 Sommet Sports Sport New Zealand

