



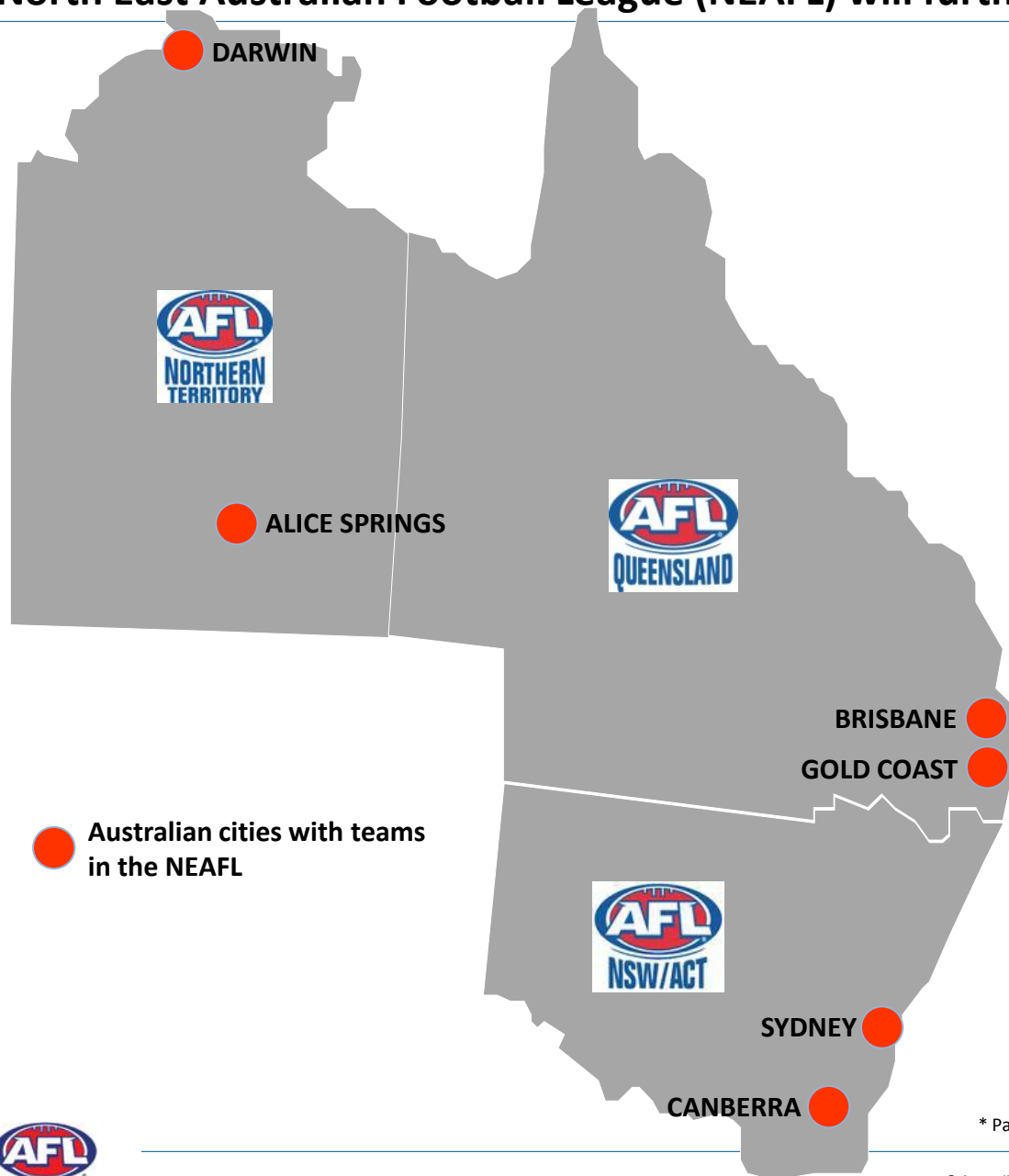
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## **North East Australian Football League (NEAFL)**

Creating a league that engages communities in Qld, NT, NSW & ACT in an interstate competition that also incorporates the 2<sup>nd</sup> Tier teams of the 4 AFL clubs in NSW & Qld

November 2010

## The AFL's footprint in NSW, ACT, Qld and NT continues to expand rapidly. The introduction of the North East Australian Football League (NEAFL) will further stimulate this growth .....

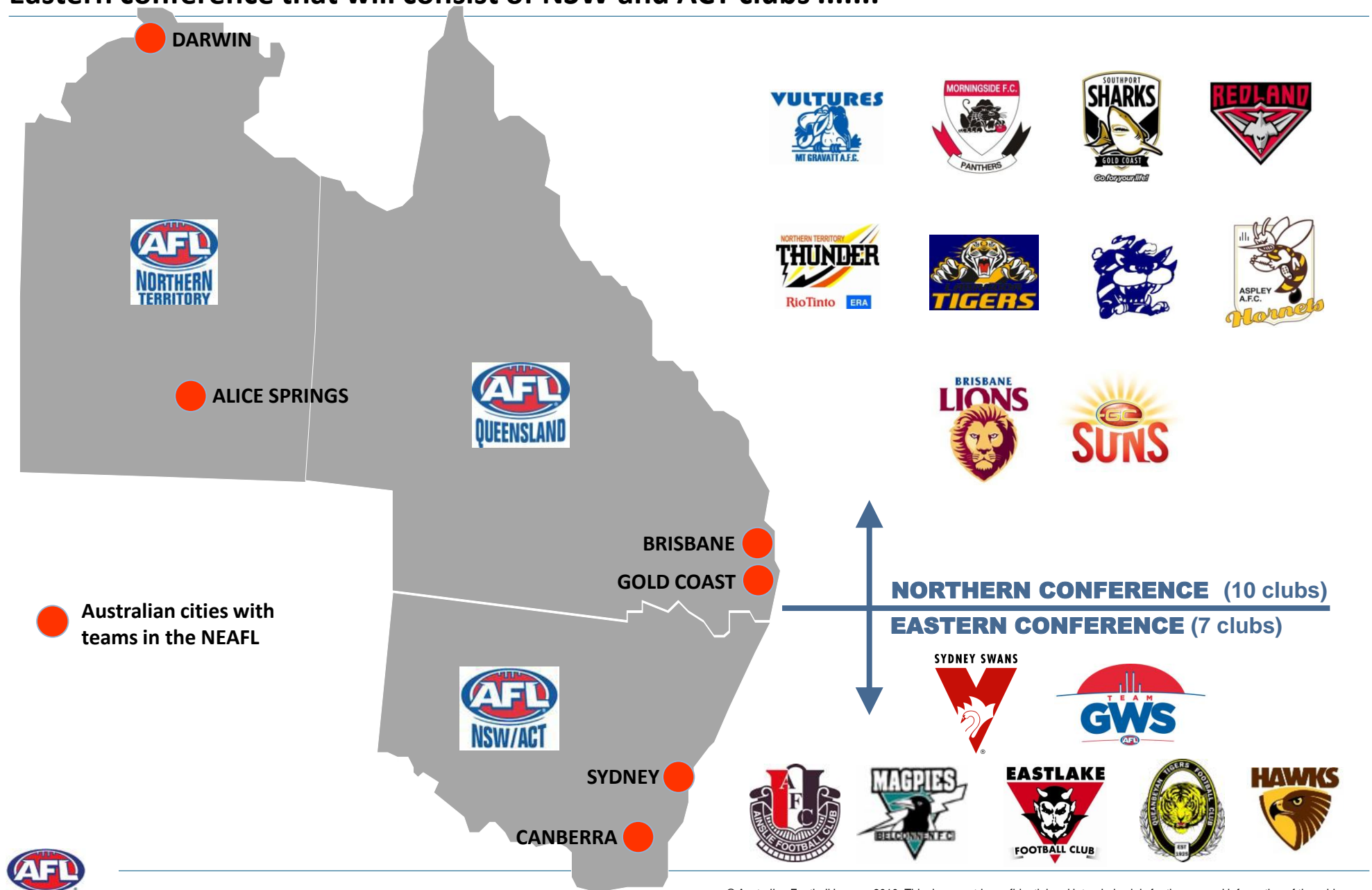


From 2005 to 2009 in NSW/ACT, Qld and the NT:

- Participation\* **grew by nearly 80%** or from 139,049 to 249,424.
- NAB AFL Auskick **grew by 33%** from 55,099 to 73,263.
- The number of community Clubs **increased from 562 to 616** (54 new clubs).
- The Gold Coast Suns and Team GWS will enter the national AFL competition in 2011 and 2012 respectively.

\* Participation means "a participant involved in a program of six weeks or more in Australian Football"

The NEAFL will comprise of a Northern conference that will encapsulate Qld & NT clubs and an Eastern conference that will consist of NSW and ACT clubs .....



## The NEAFL will further improve 2<sup>nd</sup> Tier football in Qld, NT, NSW, ACT and compliment the AFL's "grow the game" development efforts in these key growth markets .....

The concept of a NEAFL is completely consistent with current AFL endeavours to develop more aggressive and innovative talent pathway solutions in NSW and Qld. In addition, this league will:

- 1. Enhance the talented player pathway** in NSW, ACT, Qld and the NT by providing a higher standard of football below the AFL and establishing a better "stay at home" opportunity for talented athletes to consider.
- 2. Provide a high standard of localised football** for the 4 AFL Clubs to develop their listed players.
- 3. Integrate with and build upon the recent introduction of the four AFL Club Academies** in these highly competitive markets to increase share.
- 4. Establish a high quality 2<sup>nd</sup> Tier football competition** to send a message that this level of competition is not only available in the southern or traditional football states.
- 5. Develop a strong promotional vehicle** that becomes the pinnacle the talent pathway below the AFL and support the development of the grass roots game in these priority growth markets.
- 6. Create a new commercial and media property** for corporate, government and broadcast partners to consider.
- 7. Leverage off the existing resources, management & economy** of the competitions & clubs involved to continue to carry the competition and ultimately, help fund the initiative from existing football budgets.
- 8. Improve the reach & expand the AFL footprint** in these regions and, in time, become a competition more commensurate with the standard and standing of the VFL, SANFL and the WAFL.

In 2011, the NEAFL will look to harness the teams currently playing in the QAFL and AFL Canberra competitions .....

## North East Australian Football League



### Eastern Conference

7 teams

5 Canberra teams

along with the 2<sup>nd</sup> Tier teams of AFL clubs:

Sydney Swans

GWS



### Northern Conference

10 teams

4 Brisbane teams

3 Gold Coast teams

1 Northern Territory team

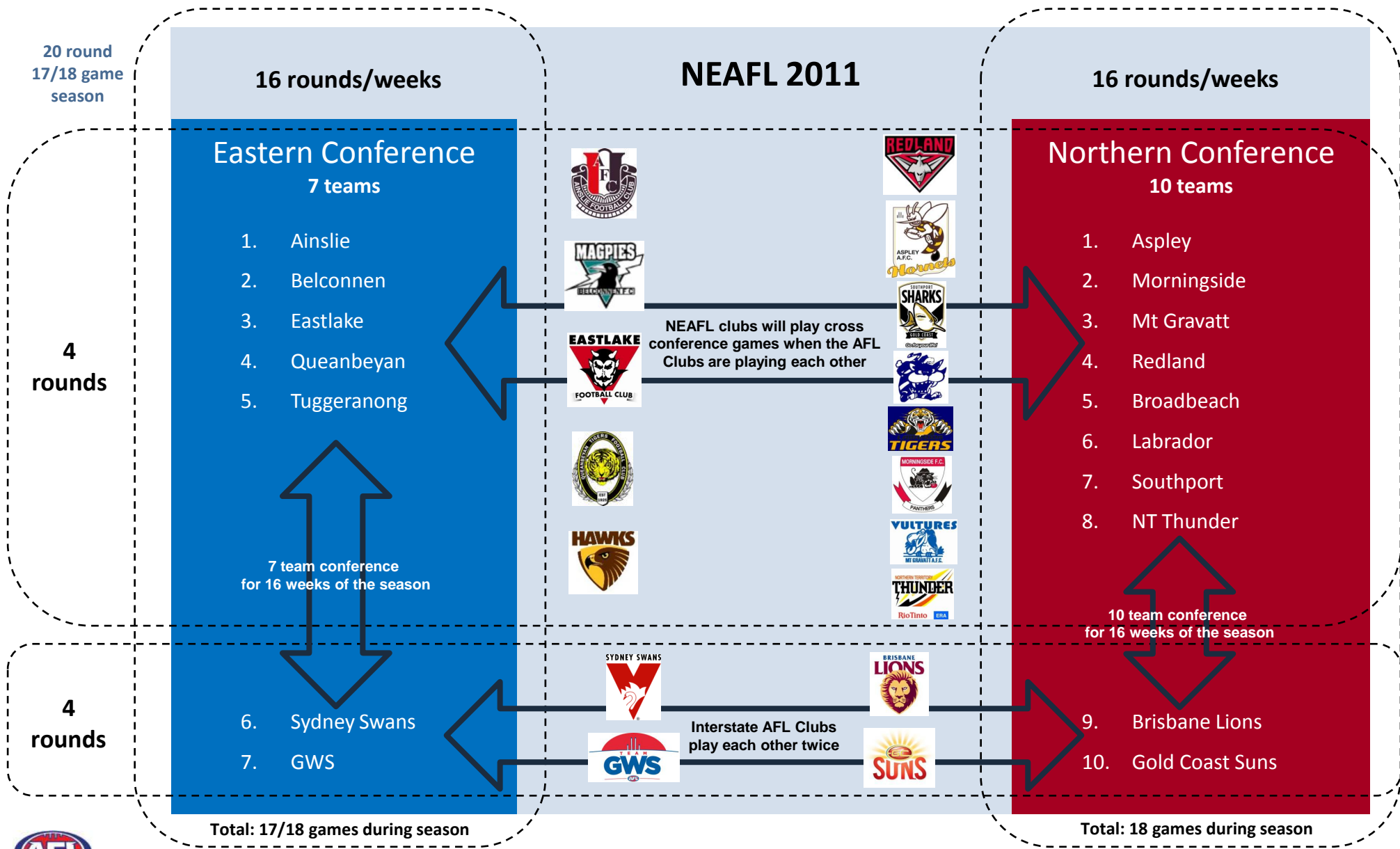
along with the 2<sup>nd</sup> Tier teams of AFL clubs:

Brisbane Lions

Gold Coast Suns



For most of the season NEAFL clubs will play within their respective conferences, in addition there will be a number of opportunities through the year for clubs to play cross conference games .....



# The benefits of the NEAFL over the existing QAFL and ACT Canberra competitions for 2011 and into the future will be .....

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- 1 Cross conference games will provide opportunities for State League Clubs to play games interstate:**
  - ✓ Canberra, Northern Territory, Sydney & Queensland teams will play interstate games
  - ✓ The current experience of NT Thunder playing games in Queensland and vice versa will continue
  - ✓ As the NEAFL develops, the number of cross conference interstate games can increase
  
- 2 The NEAFL Grand Final will be an additional opportunity for an interstate game:**
  - ✓ Each conference will stage a Grand Final to decide the Conference Premier team (play for traditional Qld & ACT trophies)
  - ✓ The 2 Conference Premiers will play off in the overall NEAFL Grand Final to decide the NEAFL Premier team
  
- 3 Increased AFL Club involvement in each market will provide a significant increase in exposure:**
  - ✓ AFL Clubs will play each other 7 times during the season (5 times in their own state & 2 games interstate)
  - ✓ Results in an increased number of games in which AFL teams will be able to play without any on field player restrictions
  
- 4 Will provide benefits, greater awareness and exposure for all stakeholders including:**
  - ✓ The participating clubs, their sponsors and their corporate partners
  - ✓ The players with ambitions to progress to the AFL competition or simply play the best standard of football they can
  
- 5 The additional AFL and third party investment in each region in terms of resources, infrastructure and match day operational expenses:**
  - ✓ Will provide increased investment in these regions to supplement the significant football economy that already exists
  - ✓ Supports the current AFL strategy to enhance the national footprint in these important developing markets
  - ✓ Presents a more attractive and diverse partnership/sponsorship property on which the overall competition could capitalise
  - ✓ May develop a broadcast outcome in the future