

TASMANIA DEVILS



AGM REPORT FROM THE CHAIR

TFC AFL Limited
Annual General Meeting 2023 / 2024

It is a significant milestone for our Club to be recognising and reporting on the completion of our first financial period for the 18 months ended on the 31st of October 2024.

The journey of the Tasmania Devils began on the 3rd of May 2023 when the AFL announced that it would be granting a licence to the state of Tasmania to enter teams into the AFL and AFLW competitions in 2028. That was in fact the “firing of the starting gun” on an enormous amount of work that the Club, AFL and State would need to do in order to be ready for that first season.

The Chair of the Board was formally announced in July 2023 and the Board of our Club was formed on the 13th of September 2023 and brought together a group of Directors that had been carefully selected to represent the various skills required by the Club to successfully build and navigate this important establishment phase.

The Board has worked tirelessly this past year to put in place a strong plan, platform and governance processes, upon which our Club will be built.

The Board has also been clear on its responsibility to establish a Club for all Tasmanians in a form that is uniquely and undeniably Tasmanian. Four key principles have helped guide each step and every decision taken ...Inclusion, Determination, simplicity and “Tasmanianess”.

A Community Survey and Community events, held all around the state in November and December 2023, led by Club Ambassador Jack Riewoldt, were the first opportunities for the Club to demonstrate

its determination to include everyone and all areas of the state in the task of understanding the expectations locals held for their team.

This set the tone for a year long investment of time and energy from the Board in visiting all areas of the state and consulting with all key stakeholders to leave no doubt this is a Club for the entire state, a Club that will reflect the character and determination of our island home.

“Football is a game that presents opportunities that go way beyond participating, competing and winning Premierships...”

Football is a game that presents opportunities that go way beyond participating, competing and winning Premierships..... it most obviously provides purpose for those that choose to participate/compete but for our Board, it's the broader purpose it can provide and has provided for communities right across our state for more than a century that is the most significant opportunity.

I'd like to use this opportunity to highlight the key achievements of the Club from the granting of the conditional licence in May 2023 to the end of our first financial period on the 31st of October 2024. These achievements have us on track to deliver our Club, ready to compete in the AFL/AFLW in 2028.

CALENDAR YEAR 2023

July – Appointment of inaugural Chair, Grant O'Brien

September – Appointment of Directors to form the Establishment Board

- Alicia Leis, Kathy Schaefer, Alastair Lynch, Graeme Gardner, Kath McCann, Laura McBain, Roger Curtis, James Henderson
 - All Directors were either born in Tasmania or currently reside here and represent all areas of the state.
 - Directors of the Tasmania Football Club are no different to the directors of any local football clubs in that they serve in a voluntary (unpaid) capacity.
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October – workplan established for 2023/24 around key deliverables – Foundations, Fans and Facilities

November – Community Survey held to seek feedback on elements of importance for the TFC.

December – Community events held in every corner of the state to seek feedback on what Tasmanians felt would be important as ingredients in the fabric of "their" Club.

- Work to identify the location of the Club's Training and Administration Facility commences

CALENDAR YEAR 2024

January – Appointment of Director Kath McCann to the position of Executive Director to provide the operational leadership of the Club on behalf of the Board.

March – Official launch of the Tasmania Football Club at 6 simultaneous events across Tasmania and over 20 further satellite events to reveal of the Club's name, mascot, colours, jumper and Foundation Membership

- Club colours – Myrtle Green, Primrose and Rose (reinforcing a decision made on the 20th of June 1908 as to what colours the Tasmanian State representative teams should be)
 - Name – Tasmania Devils Football Club
 - Founding Membership offer – launched with 100,000 members joining in 24hrs
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April – First ever Tasmania Devils Football jumper offered for sale to Founding members

- 20,000 sold in the initial period

Launch of initial Club merchandise range in partnership with a range of Tasmanian suppliers, injecting significant funds back into the Tasmanian business community.

May – Appointment of inaugural Club CEO announced

- Tasmanian born, current Richmond Football Club CEO Brendon Gale to join the Devils on the conclusion of his tenure at the Tigers.
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October – Launch of a Tasmania Football Club initiative, the Tasmanian Academy of Leadership and Sport (in partnership with three other sports in Tasmania) which provides the mechanism for Tasmanians to attain a dual-diploma sports administration qualification that has not been previously available in Tasmania.

November – Announcement of Kingborough Twin Ovals as the site for the Club's Training and Administration facility.

In addition to the direct achievements of the Club, there has been significant progress on the infrastructure projects that have direct impact on the Club and our success and sustainability, these include:

- Finalisation of the site selection and planning for the Club's Training and Administration facility at Kingborough Twin Ovals
- Submission of Macquarie Point Stadium for planning assessment as a Project of State Significance
- The commencement of \$130 million capital upgrade to UTAS Stadium
- Agreement to commence master planning for upgrades to Dial Park

All these projects have significant impact on our Club and broader benefit to Tasmania, we will continue to work with great focus to see these projects continue to progress to enable the Club as we enter the League.

Importantly, as detailed in our Financial Report for the period ended October 31st 2024, we have worked hard to ensure that the finances of the club are robust and available to allow us to fund the next stage of our Club during the 2024/25 period. Our Finance, Risk and Audit Committee chaired by Director Kathy Schaefer was established during the year to oversee Club finances, Governance and risk frameworks.

Our progress to date would not be possible without the support and encouragement of our key stakeholders.

- First and foremost, to our amazing members, over 206,000 of them, the scale of the Founding Membership take-up and the passion and encouragement we feel is proof positive of the support for the Tasmania Football Club in Tasmania and beyond.
- Thankyou to the Premier of Tasmania Jeremy Rockliff and his government for their trust and significant financial support afforded to our Club. We understand the responsibility that goes with the receipt of Government funds and we are committed to ensure the returns are likewise significant to our state.
- We have been thrilled and grateful for the support and guidance provided by the AFL, led by CEO Andrew Dillon and actioned on a day to day basis by General Manager Operations and Tasmania at the AFL, Tristan Salter. We look forward to this continuing as it is a vital ingredient in our establishment.
- I also want to recognise the contribution and assistance provided by Damian Gill and the AFL Tasmania team on a range of tasks – particularly the opportunity we took to work together to revitalise junior footy and the talent pathways right across the state. It has produced an outcome that could be the most important signpost for our Club and the game of footy in Tasmania. Since the announcement of the Tasmania Devils Football Club, Auskick participation has increased by 40% across the state, an outstanding and encouraging outcome with more growth on the way.

I want to make special mention of our Executive Director, Kath McCann and the Club Board, their willingness to take on the task of establishing a start-up club and the manner in which they have approached it is a primary reason why we are well placed at the end of our first year. They have not taken a backward step, they have contributed many more hours than envisaged and have embraced the responsibility and privilege of being a member of the Club's inaugural board tasked with ensuring the Club delivers on all of the opportunities available to it and our state.

As stated, the scale of the Founding Membership take-up is proof positive of the support for the Tasmania Football Club as is the fact that the Club is attracting Executive talent the calibre of Brendon Gale and Kath McCann.... This is a generational opportunity for the game, the AFL and most importantly our state.

We are clear that we are not in this to make up numbers in the AFL/AFLW, we are here to inspire a state through our Club's on field and off field success and values. On field success will be a fundamental ingredient in delivering the financial, social and community benefits we have an obligation to deliver to Tasmania.

There is much to do before 2028 arrives and there will no doubt be obstacles from time to time but the commitment of our small team, Board and key stakeholders provides confidence that we are well on track and that we have the necessary momentum.

GO DEVILS!!

Grant O'Brien

Chair, Tasmania Football Club