



ASIA

AUSTRALIAN FOOTBALL LEAGUE

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Proposal to Form and run an AFL Affiliated Asian Football League

Introduction

Increasingly popular across the world, Australian Rules Football is in a great position to further establish itself and grow in the Asian Region. Despite the relatively small playing base that currently exists, there are a number of well founded clubs that enjoy a number of fixtures across the region.

To this end, we feel that all the clubs in Asia would greatly benefit from a more formalized arrangement and playing schedule, both for their own sense of club spirit and, more importantly, for the long term development of the game.

Aims of the Asian League:

The main aim of the Asian AFL is to promote and grow AFL throughout the Asian Region, providing a consistency in playing and scheduling, both the benefit of current players and with an eye to gaining interest in local and junior members of the countries involved.

Asian Football dates back to the early '90's, but in the last few years there has been a marked improvement in the standard of the game, and consequently, and greater level of interest and regularity of competitive games. However, the nature of the scheduling is somewhat arbitrary, with little at stake except club pride. As such then it proves difficult to for teams to get players to commit to a regular routine.

Our proposal is to formalize currently playing teams and clubs into an Asian league, building on the relationships and schedules that already exist, to the benefit of those teams, whilst at the same time providing a platform for the continuing growth and expansion of the game in Asia.

Member Clubs

Currently there are 8 - 10 teams that participate in the Asian Championships, an annual round robin tournament that moves location every year. Many of these teams already play one-off games against each other through the course of their seasons. For example, this year, Bali has traveled to Malaysia and Jakarta, Hong Kong has traveled to Thailand and has hosted Singapore and China.

Currently formed clubs are:

Bali Geckos

China Blues (Shanghai)

Hong Kong Dragons

Jakarta Bintang

Malaysian Warriors (Kuala Lumpur)

Japan Goannas (Tokyo)
Philippine Eagles (Manila)
Singapore Wombats
Thailand Tigers (Bangkok)
Vietnam (Ho Chi Minh)

The proposed league would not in any way supplant the current Asian Championships.

The initial league members could be made up of these teams consisting of two conferences, logically divided geographically into North and South.

<u>South</u>	<u>North</u>
Bali	Vietnam
Jakarta	Philippines
Malaysia	China
Singapore	Hong Kong
Thailand	Japan

Currently the following Asian countries also have Australian Rules teams or competitions running, which could be incorporated into the Asian AFL in the future

Brunei (South)
Cambodia (South)
India (South)
Korea (North)
Nepal (South)
Taiwan (North)

Development

The underlying goal of establishing an Asian league is to provide a healthy playing base with a commitment to expanding the game into new territory, both geographically and culturally. For the latter this involves both promoting the junior game and introducing the game to local residents.

Junior Development

As part of committing to the Asian league, each team must commit to certain criteria in order to receive funding. The first criteria would be the development of youth training programs, from Auskick style training sessions to the development of junior teams locally, and, within a certain number of years, working towards the goal of a regional junior league running alongside the senior league.

Local Resident Development

The long term goal of the Asian league is to introduce and develop the game in the local population. To encourage this it would be necessary to implement a guideline as to how many local players a squad must include. Initially this may well be minimal, but this would grow year by year as the game gains greater exposure, until it reaches a sustainable balance.

Team affiliations

In addition to the funds that teams would be granted as part of an incorporated Asian AFL, each team would also seek individual sponsorship to help the development in their individual countries. To aid this, teams should ideally affiliate themselves with AFL teams and seek sponsorship and support both from them, whether it is a cash sponsorship or sponsorship in kind such as old training balls, jumpers, training gear etc., as well as possibly from their affiliated club's sponsors.

League Costings

Travel Costs

For the inaugural year, teams play each other team in their conference once, playing two away games and two home games, an example of the draw for existing teams playing against each other, say the Bali Geckos would be :

Bali v Jakarta (played in Bali)
Malaysia v Bali (played in Malaysia)
Bali v Singapore (played in Bali)
Bali v Thailand (played in Thailand)

The first place teams in each conference would then play a Grand Final, the location of which would possibly be fixed to one location, such as Singapore or Hong Kong.

Approximate expenses for a 20 player team per away trip :

Airfare	\$200 - \$300	\$4000 - \$6000
Accommodation	\$50 per head	\$1000
Transfers and misc		\$500
Total		\$5500 - \$7500
Funding required per team for two away trips =		\$11000 - \$15000

Total games played where funding required for one of the two teams is 17 games (18 trips):

16 regular season games
1 final game

Total cost for the season (games) for a 10 team comp \$99,000 - \$135,000

Additional costs

Media and promotion	\$17,000
Photography	\$ 8,000
Operating costs for league	\$50,000
Total	\$75,000

Total annual cost

Travel related costs	\$135,000
Additional Costs	\$ 75,000
Total costs	\$210,000

Funding

The new Asian AFL would be looking at full sponsorship with all money raised going back into the promotion of AFL throughout the region.

Sponsorship would come in a number of levels. Potential sponsors could come from the list below

Level 1 Sponsors :

AFL : branding and distribution rights to go to the AFL for their contribution.

Airlines : Singapore Airlines/ Thai/ Malaysia/ QANTAS (JetStar)/ Cathay
(looking for airfare sponsorship not cash)

Sporting Companies: Nike/ Adidas/ Puma/ Reebok

Breweries & Beverages: Tiger/ Carlton/ Fosters/ Heineken/ Coca Cola/ Pepsi

Level 2 sponsors :

Tech companies :Sony/ Panasonic/ LG/ Philips/ Samsung/ Toshiba/ Nokia/
O2/ Cisco

Banks: HSBC/ ANZ/ Commonwealth/ Deutsche/ Credit Suisse/ NAB

Insurance: AIG/Allianz

Motor: Ford/ Holden/ Toyota

Australian Companies: Telstra ??????

Hotel Groups: Meridien /

Clothing/ Lifestyle: Quiksilver/ Oakley