



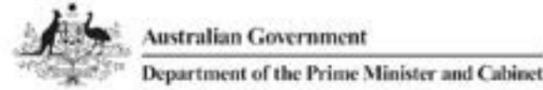
**NORTHERN  
TERRITORY**

**2014  
ANNUAL  
REPORT**

# AFL Northern Territory

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AFL Football being played along the Plenty Highway in the NT Outback



## CHAIRMAN & CHIEF EXECUTIVE OFFICER REPORT

ROSS COBURN – CHAIRMAN

TONY FRAWLEY – CHIEF EXECUTIVE OFFICER



Football in the Northern Territory (NT) is more than just the game. We have a societal responsibility to keep our community healthy and participate in the greatest sport in the world. We achieve this by helping with education, improving mental health and fitness, suicide prevention, responsible driving, personal development, career opportunities, multi-cultural integration and promoting good citizenship. AFL Northern Territory (AFLNT) delivers these social benefits through its community development programs while also growing the game of football.

Community issues such as petrol sniffing, suicide education and prevention, road safety, beyondblue strategy and the all-important domestic violence strategy, led by the 'no more campaign' are programs AFLNT take seriously and take a very strong lead in these areas. It was very pleasing that the Federal Governments Productivity Commission Inquiry Report into Access to Justice Arrangements singled out AFLNT and its close alliance with the North Australian Aboriginal Family Violence Legal Service (NAAFVLS) when AFLNT took the stance on three players who were not allowed to participate in AFLNTs Remote All Stars Team because of domestic violence convictions recorded against them.

### REMOTE PROJECTS

When I was appointed in 2005 one of my objectives was to make sure AFL Football was delivered outside Darwin and Alice Springs. Young players, especially in Indigenous Communities, were missing out on participation and the wonderful pathway in talent we have here today. I am happy to say that everyone should be immensely proud of the Territory wide footprint we now have and the 10 special remote projects that are now managed by Kevin Bruce and his staff who all live in the communities with everyone in the NT now having access to an AFL program. One of our biggest challenges next year is maintaining the funding required to continue with these life changing projects. For something that works and excels in these remote areas is a small price for what they deliver.

### MICHAEL LONG LEARNING & LEADERSHIP CENTRE

Finally, after years of lobbying and hard work we will see the opening of the Michael Long Learning & Leadership Centre (MLLLC) on 13 March 2015, the night before the Territory Insurance Office (TIO) Northern Territory Football League (NTFL) Grand Final. The vision created by Michael Long and all its associated benefits and programs will now be a reality. With the advent of the MLLLC we enter an exciting phase of our business and we are, as AFLNT, up to the challenge of managing the facility in a very professional and high standard in what is a first class footy facility for all stakeholders and a 'home' for our hard working staff.

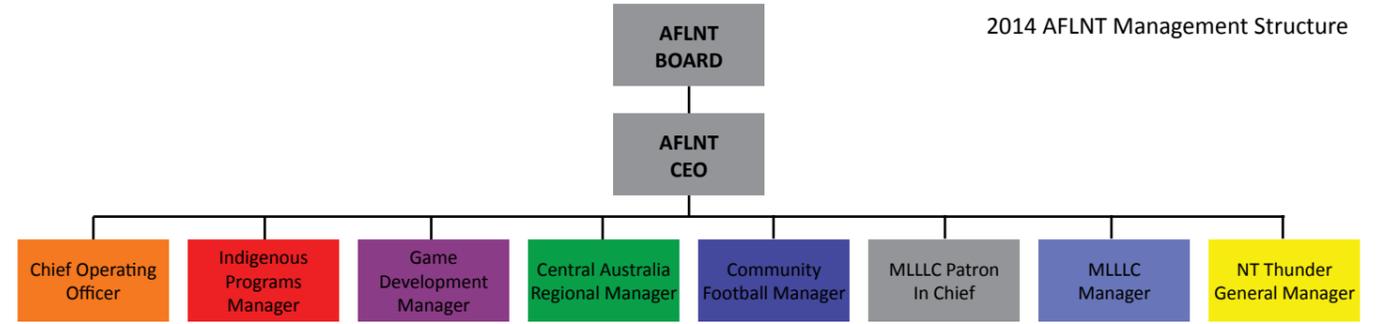
The appointment of Tavis Perry to the new MLLLC Managers role was widely accepted and having spent two years in Galiwinku, and more recently the incumbent Remote Project and Remote Talent Manager he knows the remote business and communities. Tavis will oversee the MLLLC Remote Educational program based at the Centre and we look forward to the 1,000 students who will spend time at the Centre based around their school program and attendance. Having access to clean functional accommodation enables AFLNT to drive its programs and messages deep into remote NT and provide facilities for the NT Thunder Talent Program from under 12's through to the NEAFL competition. The MLLLC will become the epicentre of football in the NT for years to come.



### TIO NTFL STATE OF PLAY

The TIO NTFL continues to grow and prosper and our crowds have had a 25% upsurge this year and a general 'evening up' of the competition. We launched the TIO NTFL State of Play document in December and it outlines what a great league we have and its overall impact and worth to the Darwin community. In comparison to other similar sized leagues around Australia that we benchmark against, we found that we provide value for money, our Clubs are strong, particularly in junior development, diversity and women's football and our facilities remain of a high standard. Complacency will erode these strengths but we are determined to lobby for better facilities and stadiums, continue to develop the Club Development Manager (CDM) Program, invest more in umpiring and the education and support of our wonderful club volunteers.

2014 AFLNT Management Structure



### AFLNT STRUCTURE

During 2014, the AFLNT had many discussions about the proposed structure it needed to adopt when the MLLLC was operational. It was decided that the MLLLC would become a department of AFLNT and managed as such. During this process AFLNT deliberated on its whole structure on how to deliver all its programs in a coordinated and integrated way. As part of this strategy the NT Thunder Board was dissolved with representation and control moving to the AFLNT Board and NT Thunder becoming a department of AFLNT. This change was brought about by the now complex nature of our business and realigning our Departments to reflect this.

### PEOPLE AND CULTURE

Congratulations to Bernie Price (Remote Development Manager (RDM) Maningrida) who won the inaugural Gaye Messer Employee of the Year and the whole AFLNT staff on achieving 86% in the AFL Employee Satisfaction Survey.

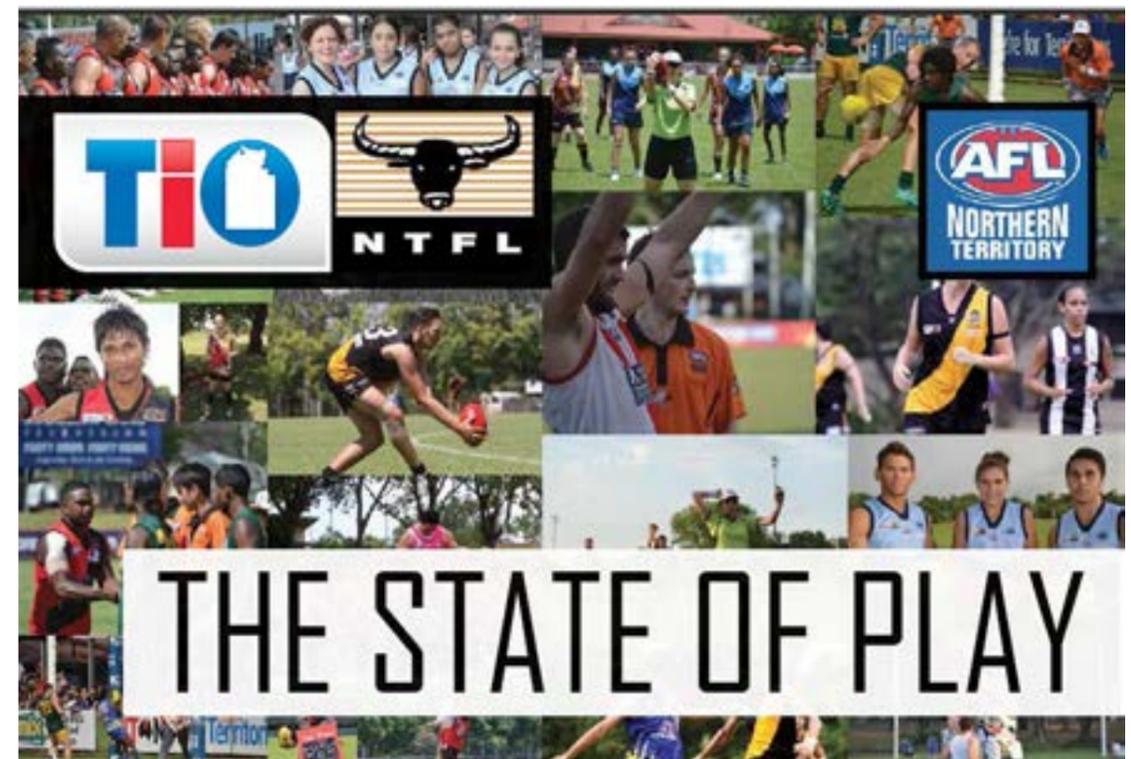
In November, we witnessed our third AFLNT Hall of Fame and those who attended the event could see why AFL is and has been the number one sport in the NT as we prepare for the centenary celebrations in March 2016.

### FINANCE

Once again we have managed to post a small surplus financially and revenues have increased in a tough NT market. Maximising revenue and controlling costs in an ongoing challenge for everyone involved in running football operations and our focus is on ensuring the NT football industry remains financially sustainable for the long-term.

### RESULTS

I am excited about the new strategic stage of our development and we have built a solid base. In 2012, we had 27,254 participants and in 2014 we now have 35,539 across all programs, a total increase on last year of 19.8%, mainly brought about by our wonderful staff and the strategic and supportive AFLNT Board led by Chairman Ross Coburn. A big thank you to all the AFL stakeholders in the NT who make our great game what it is today.



# INNOVATION

# EDUCATION

# INSPIRATION

**Michael Long**  
LEARNING & LEADERSHIP CENTRE

## MICHAEL LONG LEARNING AND LEADERSHIP CENTRE



The magnificent MLLLC is 95% complete at the time of print and is scheduled to be officially opened in March 2015. Providing key life changing programs, the Centre will offer children from remote communities the opportunity to be exposed to health and education programs along with development and assistance with career planning and leadership development.

The Centre has been funded with \$7.5 million from the Regional Development Australia Fund, \$1.5 million from the AFL, \$3.5 million from the Aboriginal Benefit Account and \$2.5 million from the Northern Territory Government (NTG).

Construction company Sitzler along with Project Managers Northern Projects have done an exceptional job in the construction of the Centre. Sitzler also sponsored the 2014 AFLNT Hall of Fame and their investment in the event made the night a truly spectacular celebration of NT Football through the ages.

AFLNT is extremely grateful for the ongoing support and guidance provided by the project partners.

Artist impressions of the new Michael Long Learning and Leadership Centre



### FUNDING PARTNERS



### PROGRAM PARTNERS





**HUMAN RESOURCES REPORT**  
JENNY ELLIOTT



The mission of AFLNT is to grow and improve the AFL community through great infrastructure, quality environments, employment and education. Like all organisations in the NT, recruiting and retaining good staff is a challenge for AFLNT. However, with a more targeted focus on staff development and continuous improvement of the workplace environment and working conditions, AFLNT is now considered a 'workplace' of choice by current staff and indeed many of the applicants for the varied roles that were advertised throughout the year. We are the sum of our staff and are proud of our diverse, vibrant and committed workforce.

In 2014, AFLNT cemented its reputation as an employer that can provide a demonstrable career pathway. For the first time we had a staff member employed at AFL House and another senior member of staff head hunted by a rival code who were keen to secure his services based on the skill set and professional reputation he acquired at AFLNT. Our best staff are in high demand externally hence our targeted 'retention policy' that was rolled out mid-2014.

Opening in March 2015, the MLLLC offers new areas for our staff to work in and the challenges posed by the evolution of such a wonderful facility will offer our staff a professional challenge that they will relish. Additionally, the Centre provides an office space and working environment unrivalled by any organisation in the NT.

AFLNT remains committed to providing a safe, productive and diverse workplace where staff feel valued and know of their importance to the organisation and its aims and objectives. AFLNT gained an 86% satisfaction rating in the AFL Employee Survey which was one of the highest ratings in the industry and testament to the positive working environment we create for our staff.

We continue to work closely with the AFL's Human Resources (HR) Department and get constant advice and invaluable guidance from them. The ongoing support provided by Brad Reid, Sarah Fair and Chloe Jenkins allows AFLNT to operate efficiently in the HR space. We remain incredibly grateful for their assistance and consider ourselves fortunate to be able to regularly tap into their expertise. We appreciated the visit from Dorothy Hisgrove and Sarah Fair for a "Values Jam" and also being included in the staff meetings held by AFL Chief Executive Officer, Gill McLachlan.

In 2014, the HR position was made part of the Executive Team at AFLNT and HR is now a core element of all executive discussions.

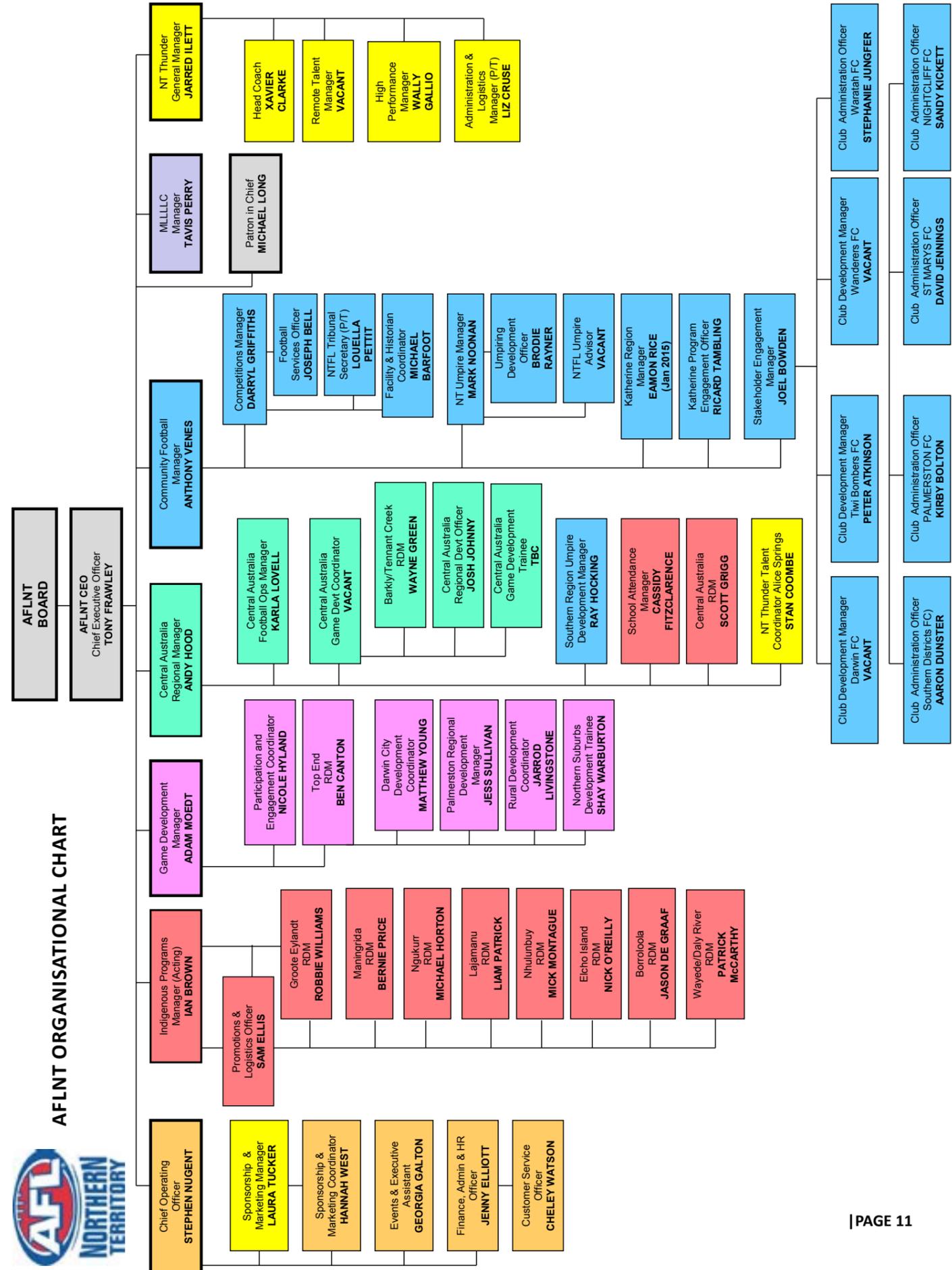
### AFLNT HR SNAPSHOT

- As of November 2014, AFLNT (including Northern Territory Football Club - NTFC) have 52 staff, both full-time and part-time, including one trainee.
- From November 2013 to November 2014 we have seen the recruitment of 18 staff, including full-time and part-time staff, due to 18 colleagues leaving the organisation of their own volition. This is a figure we aspire to reduce as we actively seek to promote a more diverse workplace.
- 53% of staff is Generation Y (1980-1994) and 24% is female.
- 35% of our staff have been with AFLNT for 12 months or less, 45% for one to five years; with 2% having been here for over 12 years. These figures indicate that like most NT businesses, retention of staff is an issue however AFLNT has improved retention rates in the past three years.

### HIGHLIGHTS AND MILESTONES

- Kevin Bruce reached 10 years of service in April 2014.
- Tony Frawley and Mark Noonan will reach 10 years in 2015.
- Wally Gallio, Stephen Nugent and Tavis Perry all reached five years of service during 2014.
- AFLNT is privileged to have former AFL stars Xavier Clarke, Joel Bowden and Richard Tambling return to the Territory and undertake key roles within the business.
- AFLNT is committed to the professional development of its staff. While AFLNT aims to source the right candidate for every role there are excellent opportunities for promotion and professional development within the organisation as reflected by staff members being promoted into new roles in the past 12 months:
  - Tavis Perry to General Manager MLLLC.
  - Joseph Bell finished his traineeship and was appointed the Football Administration Officer.
  - Brodie Rayner completed his traineeship and was appointed the Umpiring Development Officer.
  - Nicole Hyland won the Participation & Engagement Coordinator role.
  - Ray Hocking was appointed the Southern Region Umpire Development Manager.
  - Ian Brown was appointed Acting Indigenous Programs Manager.
  - Jodie Brown was appointed Events Co-ordinator at AFL House.
- Bernie Price, who works in the remote community of Maningrida, was named the inaugural winner of the Gaye Messer Employee of the Year.
- Jenny Elliott attended the two-day AFL HR Conference in Melbourne and came away with an expanded network of HR professionals and a number of innovative ideas.

Former AFL Stars Richard Tambling, Joel Bowden and Xavier Clarke have returned to work with AFLNT





# COMMERCIAL OPERATIONS REPORT

STEPHEN NUGENT



AFLNT's continued success in 2014 is as always attributable to the support we receive from all our valued corporate partners, government partners, media partners, signage holders, corporate box clients and our members.

### CORPORATE PARTNERS

TIO continue to support AFL in the NT as naming rights partner of the NTFL, naming rights of TIO Traeger Park in Alice Springs as well as naming rights partner of the Central Australia Football League. Bruce Tosello, Christine Thiel and Michael Holland do a wonderful job working closely with AFLNT to initiate and promote many community safety programs via TIO's sponsorship of AFLNT.

AFLNT's partnership with Carlton United Breweries (Fosters) continued through 2014 and the AFLNT continued to benefit from an exceptional commercial relationship with Coca Cola Amatil.

BHP Billiton/GEMCO continues to support AFLNT's Grootte Eylandt football. ENI remain a valued partner of the Wadeye project.

Defence Force Recruiting have remained with AFLNT and this important relationship looks set to continue into 2015 and beyond.

The Department of Prime Minister and Cabinet continued to provide core funding for ongoing delivery of remote football services in Wadeye and Galiwin'ku.

Tony Symonds and Craig Todd at Kennard's Hire continue to be exceptional supporters of AFLNT programs and the AFLNT Hall of Fame. AFLNT is proud to have Kennard's Hire as our preferred primary equipment hire company.

Rydges Darwin Airport Resort continues to support AFLNT programs and we thank General Manager of Rydges Darwin, Justin Boydell, who is supportive of all AFLNT programs.

Thank you also to Andrew Barcroft of 'The Good Guys' for his ongoing support of the NTFL Umpires Association and Steve Lemmers of Patties Food for his assistance with increasing Patties level of support throughout the NT once again in 2014.

The Fred Hollows Foundation became a partner of AFLNT taking on presenting rights of the NTFL Women's Round, injecting new enthusiasm into the key round and rapidly expanding women's competition.

### MEDIA PARTNERS

The excellent partnership between AFLNT and the ABC continued in 2014 and while ABC will no longer broadcast NTFL games after this season we extend our warmest thanks to all the team at ABC who have done such a good job over the years.

Nadine Jones and her team at Southern Cross Television once again supported football in the NT across many levels.

The radio coverage for AFLNT continues with extensive support from 105.7 ABC Local Radio broadcasts of the NTFL. Our commercial radio partners, Hot100 and Mix1049, with the support of Mark Johnson continue to provide valuable commercial airtime for promotion of key major events.

The excellent partnership between AFLNT and the NT News grows by the week and we thank Grey Morris, Dale Fletcher and Jordan McArdle for the exceptional coverage provided by the NT News year round.

### MAJOR EVENTS

In 2014, two financially successful AFL Toyota AFL Premiership Matches were played in the NT, one historic game for points at TIO Traeger Park and one at TIO Stadium with the commercial aspects of both games developed and managed by AFLNT. Coles were again on board as match day presenting partner for both games. We thank Coles for their support of the AFL games in the NT.

The 2013/14 Officeworks Nichols Medal was again held at SKYCITY Casino and was a truly memorable night enjoyed by all in attendance.

### SPECIAL PROJECTS

AFLNT again issued apparel supply licenses to the following companies: Cricket and Football Shop Darwin, JS Sports, SportCentre and Peter Hargreaves Sports Agencies Pty Ltd. AFLNT issue one additional licence to Blackchrome Pty.

Community partner of AFLNT, *beyondblue*: the national depression initiative, delivered a host of key depression awareness messages to participants at football events Territory wide in 2013/14.

AFLNT Game Development continues its key work in the important multicultural space.

### DIGITAL MARKETING AND PROMOTION

In 2014, AFLNT continued to develop its online and digital marketing plan which now sees a consolidated effort across all departments to promote and develop the work that is being done right across the NT.

Optimising the digital space remains a core focus of the Commercial Operations Department in 2015.

### BUSINESS DEVELOPMENT

AFLNT continued to cement key relationships in 2014 in particular a new relationship with Catholic Care NT and NAAFVLS promoting key anti-domestic violence messages both via key stadium advertising and engagement activities that will stretch into 2015 and beyond.

Sitzler Pty sponsored the 2014 AFLNT Hall of Fame and their investment in the event made the night a truly spectacular celebration of NT Football through the ages.

Finally a special thanks to Jodie Brown and Brad Stewart for their many years of dedicated service to the Department. Both Brad and Jodie have progressed to the next stages of their career and we wish them every success for the future.



### 2014 INDUCTEES

Joseph Daby  
Robert 'Bob' Elix AM  
Peter Hardy  
Clifford 'Gympie' Lew Fatt  
George Liveris  
Gilbert McAdam  
Warren 'Jacko' McCoy  
Bryan Moroney  
Aldo Rossetto  
Joe Sarib OAM  
Graeme Smith  
Darryl Window

### 2014 LEGENDS

Edward Fry  
Andrew McLeod

2014 AFLNT Hall of Fame inductees and recipients



Indigenous Round Match in Alice Springs between Melbourne and Port Adelaide, at TIO Traeger Park



Southern Districts Football Club U14s celebrating a win



**COMMUNITY FOOTBALL  
DEPARTMENT REPORT**  
ANTHONY VENES



Previously known as Football Operations, the department took on a new title as it was felt that the name "Football Operations" only represented a small component of the work that is actually undertaken within the department currently.

The new title "Community Football" represents a boarder view of the departments operations in that it;

1. Identifies and acts with many social groups who reside within the NT;
2. Shares common characteristics and interests with a larger portion of the stakeholders within the NT; and
3. Encourages the outcomes we strive to achieve of being considerate of community property, interests and needs.

Essentially, the Community Football Department is responsible for competitions, umpires and facilities. The departments business encompasses all areas of the NT, requires succinct collaboration with all departments of the AFLNT, as well as open dialogue with the many external stakeholders that bolster the outcomes of Australian Football.

## KEY ACHIEVEMENTS IN 2014 {Against the AFLNT Vision & Strategy 2012-16}

### 1) COMMUNITY FOUNDATION

**THE BEST COMPETITIONS ARE WHEN ALL TEAMS HAVE A CHANCE TO WIN THE PREMIERSHIP. DESIGNS AND CONCEPTS ARE CONTINUALLY CONSIDERED IN ORDER TO ACHIEVE THE BEST COMPETITIONS.**



The Watson Brothers from Maningrida, Umpring in the TIO NTFL

COMPETITION CONCEPT	OUTCOMES
NTFL: The Players Points System introduced at Premier League level	Removes the financial burden placed on clubs around the old Transfer Fee System. Improves the quality and value that fly in fly out player's impact has on the competition. Ensures that clubs have a focus on developing their own through the underage program.
NTFL: Divisional Football that operates at both Senior and Junior level	Provides opportunity for a higher level of participation. Enables all competitors the opportunity to play on an even playing field.
Big River Football League (BRFL): Competition Structure/Draw	Recognises the vast distances that clubs need to travel in order to compete in a competition. Provides access for remote teams to the best facilities the region has to offer.
Barkly Australian Football League (BAFL): Competition Structure/Draw	Ensures that the teams competing in the competition have the ability to be able to do so on a regular basis. Provides access for remote teams to the best facilities the region has to offer.
Central Australia Football League (CAFL): Competition Structure/Draw	Recognises the vast distances that clubs need to travel in order to compete in a competition. Ensures that the teams competing in the competition have the ability to be able to do so on a regular basis. Provides access for remote teams to the best facilities the region has to offer.



### TEN (10) TEAM PREMIER LEAGUE NTFL COMPETITION WITH FULL-TIME CDMS

GOAL	OUTCOMES	SUCCESS SEEN AS
10 team Premier League	Trial run with Central Australian Redtails: Financially restrictive, issue with venue access. Trial run with Wadeye Magic: Financially restrictive, requires a commitment of both paid and volunteer human resources within the region.  Ongoing trialling with Big River Hawks: Has the most potential to succeed, requires a commitment from both paid and volunteer human resources within the Big Rivers region.  Town based teams: Population growth and the ability to sustain strong clubs places a restriction on where these new clubs could operate from, and the affect that they will have on existing clubs.	Within Darwin region, a new team that is based in a newly developed city. Regional team, which has the financial and human resource support to be able to sustain the travel aspect of participating in the competition.
Full-time CDMS	Achieved with the eight (8) Premier League Clubs, however financial sustainability has restricted the success of the program for two (2) of the eight (8) clubs.	Finding the additional funds from external partners to be able to cover the program 100%.

### PALMERSTON SECOND TEAM (BASED ON 65,000 PEOPLE IN 10 YEARS IN PALMERSTON AND RURAL AREA OUTSIDE THE WEDDELL DEVELOPMENT)



GOAL	OUTCOMES	SUCCESS SEEN AS
Second team in Palmerston	The Buffaloes Football Club have begun the transition of relocating to the Palmerston region, with junior sides represented completing from within the Palmerston township.  Training venues, continue to remain an issue, and will do so for the next two (2) years until a dedicated training facility can be established.  Hosting Premier League matches at the new Palmerston facility was trialled, however success was minimal, and negotiations faltered with the Palmerston Magpies Football Club.	Buffaloes, hosting Premier League matches at the new Palmerston facility.  Buffaloes based at a community training facility in the suburb of Zucolli.  All Buffaloes teams based out of Zucolli.

### INCREASE CAPACITY AND TEAM NUMBERS IN DIVISION 1 AND 2 AND AS MANY JUNIOR TEAMS IN EACH AGE LEVEL AS POSSIBLE (THREE DIVISIONS) AND GROWTH OF FEMALE COMPETITIONS



GOAL	OUTCOMES	SUCCESS SEEN AS
Increase capacity of Division 1 and 2 competitions in the NTFL	At all levels the number of teams competing in the NTFL divisional competitions has seen growth.	True divisional competition format, which includes promotion and relegation.
Increase the number of junior competitions and team numbers	Junior program that consists of 12's, 14's and 16's, each with two (2) divisions.	Continue to search for alternative participation options.
Increase in Women's participation	Women's senior competition grown to eight (8) teams plus a Youth Girls competition that has seen substantial growth in the past 12 months.	Developing a mid-range program between the Youth Girls and Women's competitions.

## TWO (2) FULL-TIME UMPIRE MANAGERS WITH REGIONAL UMPIRE ADVISORS AND COACHES



GOAL	OUTCOMES	CONTINUED SUCCESS SEEN AS
Umpire Managers	Commenced the Southern Umpire Development Manager role in Alice Springs in November 2014.	Umpire growth in the region, including accreditation outcomes and greater number of Indigenous umpires.
Regional Advisors and Coaches	NTFL, BRFL and CAFL all in place. Focus on BAFL in 2015. Relies heavily on the commitment of local individuals with a passion of umpiring.	Dedicated people operating under the tutelage of AFLNT staff, developing their own skills and that of the individuals that join their programs.

## STRONG CLUBS



GOAL	OUTCOMES	CONTINUED SUCCESS SEEN AS
Strong and stable leadership	Continue to work with clubs around governance principles through provision of external and internal guidance and support.	All Premier League Clubs operate as Boards and not Committees.  All other levels provide opportunity for leadership development.
Great coaching staff and player group	Continue to provide coach education, present alternative models to development and encourage participation for the good of the game.	Coach development pathway that sees the best trained and educated coaches, providing the best opportunities for the participants of our game.
Right culture and values	Continued promotion of positive culture and values at all levels.  The BAFL in 2014 re-invented themselves with a strong set of values that enabled the culture of the competition to evolve further.  The Nightcliff Football Club set the bar high with their adoption of a 'Family Violence' policy, ensuring that individuals involved at their club are aware of what the club stands for.	All Clubs (and competitions) develop their culture and values philosophies and publicly announce and display those for all to see.
Great people	Every club within the NT is lucky enough to have great people involved with them, the 'Volunteer of the Year' program provides an opportunity for those people to be recognised formally.  Educational opportunities are provided for the volunteers of the game, to ensure that they are able to continue to grow both personally and within the game.	Educational programs offered at all levels of competition that ensure the quality of programs that are offered is enhanced.  Continued promotion of the 'Volunteer of the Year' award to ensure that those individuals who achieve great things are recognised.

## 2) GREAT INFRASTRUCTURE



### AFL APPROVED FACILITIES

GOAL	OUTCOMES	COTINUED SUCCESS SEEN AS
TIO Stadium – Darwin (ongoing facility development)	TIO Stadium continues to receive upgrades that align the facility closer to the AFL standards. The Department of Sport, Recreation and Racing (DSRR) make funding available to the venue to ensure this occurs. The development of the MLLLC has ensured that facilities for elite competition are also now a part of the stadium, matching it with many other elite stadia around the country.	TIO Stadium continues to evolve through the provision of improved service delivery for the participants and patrons of the facility.
Traeger Park – Alice Springs	Hosting its first Premiership game in 2014, TIO Traeger Park has evolved in its own right. Further opportunities to develop the Stadium to the next level now become even more of a reality, and contributions from both the DSRR and the Alice Springs Town Council will ensure this happens.	TIO Traeger Park continues to evolve through the provision of improved service delivery for the participants and patrons of the facility
Cazalys Oval – Palmerston	Now known as Northline Oval, the transformation of this facility is a credit to both the volunteers of the Palmerston Magpies Football Club and the NTG, who saw the need to create an extra facility in the Darwin and Palmerston region to accommodate the growth of the game.  The facility development included a realignment of the oval, extra weather protection for patrons, in addition to the new structure that houses change rooms, offices, bar and dining and grandstand seating for the general public.	Northline Oval maximised to its full potential, including providing opportunity for additional clubs to host Premier League games.

### COLLABORATION WITH GOVERNMENT/COUNCILS TO UPGRADE AND IMPROVE FOR MINIMUM STANDARDS FOR PREMIER LEAGUE



GOAL	OUTCOMES	COTINUED SUCCESS SEEN AS
Nightcliff Oval	Continued work with Darwin City Council to see upgrades to the facility. Nightcliff Football Club put forward their facility plan development as a long term goal that sees a positive transformation of the facility.	Nightcliff Oval to evolve as a suburban venue that offers a quality playing and spectator experience.
Norbuilt Oval (Southern Districts)	Discussions with Freds Pass Reserve, the inclusion of an additional oval to fulfil the needs of the growing junior numbers as part of the Reserves Strategic and Master Plan.	Norbuilt Oval to become a venue that offers a quality playing and spectator experience for all levels of competition
Bathurst Island (Tiwi Bombers)	Continued discussions with key stakeholders over the future development of the facility to provide change rooms, public amenities and spectator comfort.	Tiwi Oval provides facilities equivalent to that of any suburban venue in the NTFL competition.
Katherine Showgrounds	Nitmiluk Oval is well supported by the Katherine Town Council, development of the facility continues to take place in different areas.	Nitmiluk Oval provides facilities that enable it to host a North East Australia Football League (NEAFL) Premiership match.
Arnhem Land – need for regional facility	The development of a facility in Arnhem Land is still to be considered, one factor that plays a part, other than financial, is where is the best place to build such a facility? The interest of West Arnhem to be involved in the NTFL competition is something that should be considered.	Identifying the best location for a new facility in the Arnhem Land region.

## KEY CHALLENGES FOR 2014

CHALLENGE	TO MEET THE CHALLENGE WE...	KEY CHALLENGES FOR 2015...
As part of the evaluation of the Community Football Department early in the year, there was also a self-analysis of what we have and what we need to improve. We identified that we had a "Missing Link", which mostly involved: <ul style="list-style-type: none"> <li>mediating successfully with our clubs,</li> <li>deriving information from Clubs and the AFLNT to develop acceptable outcomes for all, and</li> <li>selling a positive message of the department to the media, general public, and internally (both the Board and other departments)</li> </ul>	When considering what was important to the department in order to improve these outcomes, we considered that to manage the reputation of the department we required a resource to specifically manage our stakeholder engagement.	Ongoing requirement to continually sell the story and ensure that we are taking our stakeholders with us.
It is important that as a department we are smart about managing our expenditure	Regular reviews of all department business expenses.  Regular evaluation of the departments staffing costs.  Regular analysis of the purchasing control practices within the department.  Smarter use of office energy expenditures (time/physical/ natural resources).	Ongoing commitment to continue to manage the programs within financial constraints.
Continued expansion of NTFL, umpiring and all affiliates while securing the future for all Premier League Clubs	Providing opportunities for participation is the key to the 43% growth over the past five (5) seasons of the NTFL competition, much of this growth comes in Women's (75%) and Junior programs (50%).  This is supported by sound umpire recruitment practices which has seen a 54% growth over the same five (5) year period.  Working with all clubs in order to secure their future by encouraging them to undertake a holistic club approach that ranges from AUSKICK to Seniors, as part of the 'Best Practice' approach.	The success is with <b>Volunteers:</b> Management, recruitment, education and development are the key to future growth opportunities.  The success is around the number of <b>umpires</b> we require will be based on the same philosophies.  Continual work with clubs will ensure that <b>Best Practice Principles</b> are developed and maintained.
Majority of programs conducted in the Wet Season	The inclusion of the 12's into the NTFL competition has seen this target become closer to a reality. Lack of accessible venues with lights has reduced the ability to increase the number of other programs that operate during this same period.	Working with local councils and DSRR is the key to establishing future venues that will enable us to manage growth in this area.
All clubs at minimum standards	Continually working to achieve this outcome.  Success stories appear at different levels within different clubs.  Areas of focus going forward to improve outcomes in this area.	Continual work with clubs will ensure that <b>Best Practice Principles</b> are developed and maintained.  This includes focusing on areas such as education and development and governance.
Delivering on communication, customer service, quality initiatives, diversity and human relations	The advent of the CDM program has seen human resources placed into each of the Premier League Clubs which has bolstered clubs.	Consideration to the role of the CDMs and what is required for our Premier League going forward.

## KEY RESULTS FOR 2014

- Continued growth across all competitions (NTFL 38% overall), BRFL (50% growth over the past five (5) years), as well the consolidation of the BAFL competition.
- Continue to meet the demand of participation levels by providing relevant competitions.
- Maintaining consumer interest in the NTFL program.
  - Review of the Player Points System.
  - Production of the NTFL: The State of Play document.
  - More efficient use of technology to communicate to our message.
  - Continue to maintain value for money for participants by spreading the competitions expenses across a wider audience.
  - Promoting a competition of uniqueness.
    - Wet Season Competition - provides opportunities of participation and involvement on average for 3,000 Territorians on a weekly basis.
    - High interstate interest in participation as players want to experience what we have to offer.
    - Special considerations: Player Points Systems, benchmarking, fixturing, divisional format, 100 year history, Hall of Fame, Nichols Medal and links into NT Thunder.
- Conducted an AFLNT Tribunal Review, taking into consideration the who, what and how we provide for volunteers, the Laws of the Game and the national guidelines.
- Continue to develop our infrastructure to support the programs we offer.
- Volunteers numbers increasing (18% across the Territory), however not at the same rate of the competition and participation growth.

## FUTURE PROJECTS

In preparation for the 2016 AFL Facility Development Reserve grant rounds, we have developed a series a projects that we consider imperative for the future growth of our sport.

- Second Palmerston facility Zucolli is still very much in our sights – continue to work with the NTG and other key stakeholders in order to see this project come to fruition.
- Southern Districts junior oval – Freds Pass Reserve Master Plan highlights this as a project going forward - continue to work with Southern Districts Football Club, the NTG and other key stakeholders in order to see this project come to fruition.
- Nightcliff change room facilities – Nightcliff Football Club have completed the 'Nightcliff Oval Precinct Feasibility Study' with various upgrades including change rooms – continue to work with Nightcliff Football Club, Darwin City Council and other key stakeholders in order to see this project come to fruition.
- Tiwi Oval spectator/change room facilities – the Tiwi Bombers have draft proposals in place for the development of purpose built facilities at Tiwi Oval – continue to work with Tiwi Bombers, Tiwi Land Council, Wurrumiyanga Council and other key stakeholders in order to see this project come to fruition.
- Gardens Oval change room facilities – Darwin City Council having been working with user groups looking at upgrades to their facilities, with various upgrades including change rooms – continue to work with Darwin City Council and other key stakeholders in order to see this project come to fruition.

## GRAND FINAL RESULTS

### TIO NTFL Premier League (15 March 2014)

St Marys 11.11.77 def Wanderers 8.8.56  
Chaney Medal (B.O.G): Kane Leerson (St Marys)  
Nichols Medal: Peter McFarlane (St Marys)

### Other NTFL Grades

U12:  
Tigers Gold 5.13.43 def Wanderers 3.11.29  
U12 Atkinson:  
Saints 15.10.100 def Magpies Black 6.5.41  
U14 Gundersen:  
Nightcliff Gold 8.9.57 def Waratah Red 8.7.55  
U14 Lewfatt:  
Nightcliff Black 14.6.100 def Southern Districts White 1.1.7  
U16 Hickman:  
Nightcliff 9.8.62 def Southern Districts 4.4.28  
U16 Leverage:  
Nightcliff 2 16.11.107 def Southern Districts 2 0.1.1  
U18:  
Nightcliff 10.10.52 def Big River Hawks 8.1. 49  
Division 2:  
Olympic 8.19.62 def Banks 7.8.50  
Division 1:  
Waratah 12.3.75 def Nightcliff 4.12.36

### 2014 BRFL Seniors Grand Final (20 September 2014)

Eastside FC 16.5.101 def Katherine Camels 6. 6.42  
Morris Medal (B.O.G): Marcus Hamilton (Eastside)  
Doug Kelly Medal: Josh Blitner (Beswick)

### Other BRFL grades

Youth Girls:  
Beswick Bears 11.8.74 def Jilkminggan Blues 0.2.2  
U16:  
Eastside 15.5.95 def Kalano 3.2.20

### 2014 BAFL Seniors Grand Final (13 September 2014)

Spitfires 12.9.81 def Elliott 6.9.45  
B.O.G: Andrew Baker (Spitfires)  
Patrons Medal: Tyler Horwood (Spitfires)

### 2014 CAFL Premier League Grand Final (20 September 2014)

South 13.14.92  
Pioneer 12.11.83  
B.O.G: William Foster (Pioneer)  
Minahan Medal: Charlie Maher (Souths)

### Other CAFL grades

U17:  
South 18.6.54 def Western Aranda 7.5.47  
Division Two:  
Areyonga 13.10.88 def Ltyentye Apurte 5.4.34  
Women's:  
Pioneer E Girls 9.8.62 def Alkamilya 3.0.18  
Division One:  
Laramba 13.6.84 def MacDonnell Districts 12.10.82



**GAME DEVELOPMENT REPORT**  
ADAM MOEDT



In 2014, Game Development has achieved another year of success with 19% growth in overall participation. Game Development staff across the Territory have worked tirelessly to expose the game to over 35,000 participants. These participants have accessed the game via a number of different ways such as Auskick, Thunder Juniors, Club Football, AFL 9s as well as Intra and Inter School Programs. The ability for Game Development staff to develop engaging programs that have met the needs of their communities has led to the continued growth of football in the Territory.

## GAME DEVELOPMENT STAFF

Under the management of Adam Moedt, AFLNT's Game Development staff based in Darwin, Palmerston and Rural, Katherine, Tennant Creek and Alice Springs have travelled far and wide to deliver programs such as Auskick, Thunder Juniors, Youth Girls and AFL 9s and School Programs in addition to the many club and community football leagues.

The ongoing expansion of the AFL footprint across the NT can be attributed to our staff's ability to engage, educate and support our vast network of AFL Schools' ambassadors and volunteers, to deliver effective and sustainable programs.

The ongoing integration of Game Development into other areas of AFLNT has been a highlight of 2014 with staff working across departments with a high level of efficiency. This collaborative approach has provided AFLNT will fantastic results across multiple departments.

I would like to take this opportunity to acknowledge our Regional Development Manager's, Development Coordinator's and Trainees and thank them for their outstanding contributions over the last 12 months. They should take a great deal of satisfaction from the outstanding growth outcomes that have occurred in 2014.

During 2014, the Top End region had a changing of the guard with Jack McEwin and Dave Kennedy both moving on to new challenges interstate. Jarrod Livingstone and Matthew Young filled these roles respectively. Nicky Hyland was also installed in the newly formed position of Participation and Engagement Coordinator while Shay Warburton replaced Jess Sullivan as our Game Development trainee. The enthusiasm and passion within this group is extremely evident and are a pleasure to work with.

## AUSKICK

Auskick took some important steps forward in 2014 with more clubs facilitating Auskick centres than ever before. NTFL Clubs had been involved in the operations of Auskick centres in the past however in 2014 all NTFL Clubs were involved in the program. This was a fantastic result which provided outcomes for both NTFL Clubs and AFLNT alike.

With more Auskick centres being facilitated by clubs this allowed Game Development staff to channel more time into the program development of Kinderkick. In 2014, staff coordinated 12 Kinderkick programs across the Top End with a high level of success. Programs that were coordinated during the day at local parks provided stay at home parents with the opportunity to engage with the program with a great level of ease. Another highlight of Auskick in 2014 was the two AFL games played in the NT. A game at TIO Stadium and the other at TIO Treager Park provided an opportunity for over 150 Auskickers to create memories that will last a lifetime.

One Auskicker in particular that created memories to last a lifetime was David Bromot from Nhulunbuy. David was nominated as the NT Auskicker of the year and won the opportunity to go the Melbourne to play at half-time of the Round 16 match between Hawthorn and North Melbourne. David also had the time of his life and got to play out on the 'G' on Grand Final Day as well as present the premiership medal to his hero and fellow Territorian Cyril Rioli.

## THUNDER JUNIORS

The program that provides the link between Auskick and community club football continued to move forward in leaps and bounds in 2014. Thunder Juniors across Darwin, Palmerston, Katherine, Tennant Creek and Alice Springs continues to provide participants with a fantastic first football club experience. In 2014, new programs at Nhulunbuy and Groote Eylandt were coordinated with great success. This experience ensures that participants do not have to take the giant leap from Auskick to community club football until they are fully ready.

Thunder Juniors in Palmerston faced a potentially challenging year in 2014 with some big changes to the program and its format. Two new clubs were introduced in line with the growth of the Palmerston and rural population. These teams were well supported with strong registrations in their first which will be built upon for 2015. The other major change to the Palmerston program was the shift to Friday night games at a central location. This wasn't originally met with great optimism due to the love of the home and away fixtures. However as the season went on the change was appreciated with a high level of satisfaction from parents and volunteers.

Katherine and Tennant Creek Thunder Juniors programs had steady participation and great volunteer participation. The future looks bright for Thunder Juniors in Katherine and Tennant Creek with a more uniform approach to these programs in 2015. Alice Springs Thunder Juniors had a year of consolidation. Coach education has been identified as a major focus of the Alice Springs program in 2015. Currently the level of coaching isn't in line with the philosophy of Thunder Juniors and this will need to be addressed in order to ensure a high level of enjoyment for the participants. This also would provide a closer link to Auskick and ensure that the transition between Auskick and Thunder Juniors wasn't an intimidating one.

## AFL 9S

AFL 9's in Darwin went well in 2014, with four teams participating in a 10 week competition held at Charles Darwin University, which proved to be a fantastic location for both the convenience of participants and lending itself to a great social vibe. Changing the teams to six-a-side also had an impact on creating a fairer and more enjoyable and social atmosphere. This year was really focused on building a strong, quality competition, that we could build on in following years, which was achieved through teams having a good experience and wanting to register for following seasons. AFL 9s also received a boost in participation through the Active After School Care programs which in 2014 was aligned with AFL 9s instead of Auskick. This provided participants with the opportunity to learn the new version of the game.

## AFLNT HOLIDAY PROGRAMS

This year AFLNT Holiday Programs underwent some major changes, including the program becoming a one day event rather than a two day event, allowing us to expand and run the program across more regions.

This year we have had 79 participants register across two venues with one being held at TIO Stadium and one at Roseberry Middle School in Palmerston. We have received positive feedback from both participants and parents with many signing up for multiple venues within the same school holidays. We have plans in place to now expand this program across the NT reaching places including Katherine, Alice Springs, Daly River and more.



Sissy Dunne and Jess Sullivan

## FEMALE FOOTBALL

2014 has been a fantastic year for women's football in the NT, including the first NT Women's player Nicolette 'Sissy' Dunn drafted by the Melbourne Football Club. This was an amazing achievement and has highlighted the talent pathway for young female Territorians that dream of playing football at the highest level. This was made possible by the introduction of an All Stars game played as a curtain raiser before an NT Thunder home game in April. The best 44 women's footballers from across the NT played a high quality

game that was streamed across the nation with Melbourne Demons coach Michelle Cowan, Western Bulldogs coach Peta Searle and National Female Manager Jan Cooper all watching the game to spot the best talent. This initiative was very well received and we look forward to recreating this in 2015.

In August the QUIT 100 Cup was held for the third year and was a fantastic event. Ten teams from across the NT competed across two days with Tiwi College claiming their third championship in a row. This event was also utilised the selection carnival for the Kickstart Girls Championship to be held later this year in Melbourne.

The year 2014 also has seen an increase in the amount of women's teams across the NT with all Premier League NTFL Clubs now fielding a women's team. The competition also provided the good news story of the year with Abbey Holmes becoming the first women in AFL history to kick 100 goals in a season. This placed women's football firmly in front of all Territorians and created fantastic awareness of the Women's competition.

Female coaching has also achieved some fantastic results with Natasha Bennett from Tiwi College selected as the Assistant Coach of the National Youth Girls High Performance Academy to travel to New Zealand.

## MULTICULTURAL

Multicultural projects continue to grow with more and more opportunities presenting as the year has progressed. A new initiative in 2014 was the launch of Multicultural Round in the NEAFL. The Round 17 game against the Sydney Swans at TIO Stadium featured cultural dancing, multicultural mascots and culturally and linguistically diverse communities attending the game which was a fantastic result.

In 2014, the NT also entered its first team in the All Nations Cup in Coffs Harbour and the team competed at an extremely high level. From this carnival four NT players were selected to participate in the World Team at the U16s National Championships. This is a great sign that our strategy to grow the game into new and emerging markets is on the right track.

The Multicultural Schools Program continues to grow with more than 200 young people being exposed to the game. This success has translated to a new Multicultural Auskick centre in Darwin with 30 young people now participating in a community program. Further to this, the African Boys Leadership Academy continues its development with new players utilising the program to learn the game and then transition to local clubs.

AFLNT's partnership with SERCO and the Asylum Seeker Detention Centres which are located in the Top End continued to develop in 2014. AFLNT Game Development staff ran sessions at Wickham Point and Blaydin Point Centres which were mainly focused on helping Asylum Seekers learning why AFL is so important in Australian culture. These sessions provide Asylum Seekers with the tools they need to assimilate into the AFL culture with confidence.

## AFL SCHOOLS PROGRAMS

In 2014, the biggest area of growth was the school programs. The NT Primary Schools Challenge, Cracka Cup, Footy Planet, Total Recreation Footy Fun Day, QUIT 100 Cup, Thunder Cup and Defence Force Recruiting Cup all led to the increase in participation across the NT. The schools eagerness to participate in the programs mentioned is a testament to the relationships that have been built between Game Development staff and the AFL School Ambassadors at the schools. The AFL School Ambassadors are often our first point of contact with schools and provide our staff with the unique opportunity to see everyone student in the region. Through the development of this relationship we saw continual increases in Dream Team competition, AFL quiz and other online activities. Further mention should be made to Aaron Barrie (Ramingining School) and Cameron Carmichael (Wulagi Primary School) for winning the AFLNT School Ambassador of the Year awards.

Congratulations also goes to the winners of our Interschool Competitions.

Thunder Cup	St Johns College
QUIT 100 Cup	Tiwi College
DFR Cup	Kormilda College
Pink Power Challenge	Milner Primary School

Quit 100 Cup Winners





**REMOTE PROJECTS REPORT**  
IAN BROWN



The Remote Department of AFLNT has continued to flourish in 2014, increasing participation numbers by 10%, servicing more communities than ever before and providing more than 30 state representatives. Significant development has also taken place with the working relationship between the Regional Development Managers (RDM's) and the schools, with breakfast programs and no school no play programs in all remote regions. Governance of the local senior football competitions is stronger than ever with most communities now having fully functional committees manned by community members. This growth and continued development of remote programs came about despite a number of personnel changes and restructuring of several programs.

The year 2014 saw the establishment of the tenth remote project based in the community of Borroloola but unfortunately the Tiwi Islands project came to an end. Mick Montague relocated from Gapuwiyak to Nhulunbuy and Scott Grigg started his role based in Alice Springs, servicing the communities of Hermannsburg, Santa Teresa and Papunya. A new role was also established in Alice Springs aimed at improving school attendance around the football festivals which saw Cassidy Fitzclare appointed as the Remote Festivals & School Attendance Manager. Craig Kimberley (Wadeye), Ty Ebdon (Lajamanu), Ryan Friend (Ngukurr) and Steve Raymond (Galiwinku) ended their roles during the year and were replaced by Patrick McCarthy, Liam Patrick, Michael Horton and Nick O'Riley respectively who have all settled into their positions very well.

## REMOTE TALENT AND DEVELOPMENT

Opportunities for talented remote footballers have never been greater with the Michael Long Cup, Remote All-Stars and Kickstart programs all providing wonderful opportunities. The "remote" Long squad demonstrated the value of the Long Cup in just its first year by defeating their "town" counterparts when both squads came together in June. These players will now form the nucleus of NT state teams with the support of their RDM's and of course the soon to open MLLC. Level 1 coaching and umpiring courses were also held in all communities and Darwin resulting in nearly 150 Indigenous participants attaining qualifications.



Girls' Kickstart Champions 2014

## REPRESENTATIVE FOOTBALL - NORTHERN TERRITORY

PROGRAM - MALE	REMOTE PARTICIPANTS	COMMENTS
U14 Long Cup carnival	100	25+ communities represented
U14 Long Cup 'remote' squad	25	Defeated the "town" squad
U15 Kickstart	10	Reached the grand final
U15 Boomerangs (national team)	1	Proven pathway to the AFL
NT Thunder U16	9	Good representation for this age group
NT Thunder U18	8	Most now playing senior NTFNL
Remote All-Stars	25	Five Thunder contracts awarded
NT Thunder Seniors	7	Preliminary finalists
Footy means Business	9	Curtain raiser match to 'Dreamtime at the G'
Indigenous Level 1 Coaching	78	Upskilling remote community governance
Indigenous Level 1 Umpiring	70	Gerard and Shane Watson umpiring NTFNL
PROGRAM - FEMALE	REMOTE PARTICIPANTS	COMMENTS
Quit 100 Cup (school age)	45	Dominated by remote participants
U18 Kickstart	12	National Premiers!
U18 Youth Girls	3	Competed against the Woomeras
U18 Woomeras (national team)	5	Division 2 National premiers
Women's All Stars	20	Representative football for senior women
Women's AFL match	1	Sissy Dunn drafted to Melbourne FC

## INDIVIDUAL PROJECT SUMMARY

The communities where our RDM's are based are all unique in many ways. Some are in the desert while some are coastal. There are islands and there are communities that are cut off in the Wet Season. English is a third or fourth language for most community members yet the only common language between some communities. The one thing in common is a passion for AFL.

### WADEYE

Wadeye Magic completed the 2013/14 season in the Tiwi Islands Football League (TIFL) finishing fourth on the ladder, a good result for a community participating in another community's football competition which is unprecedented at community football level. Unfortunately for the Magic they were defeated in the elimination final by Tuyu who went on to win the grand final. Magic player Alex Lantjin capped off a stellar season by winning the Ted Whitten Medal, the Best and Fairest Award for the TIFL. Craig Kimberley finished his second stint as Wadeye RDM in June and his replacement Patrick McCarthy took up the role in September. Patrick has followed on from Craig's good work, running AFL programs both before and during school and regularly takes a team to the neighbouring community of Palumpa for football matches.

### GROOTE EYLANDT

The Groote Eylandt Football League senior football competition resumed this year on Groote Eylandt with four teams, including new team Amawurra Crows. Alyangula Swans started with a bang but by the end of the season it was the Umbakumba Lions who finished on top of the ladder. A three week finals series saw these two teams face off in the grand final and the Swans prevailed once again with a six goal victory. Other highlights for the year include the inaugural One People, One Voice festival which included a football carnival involving six teams from all over Arnhem Land. An academy style program was also established in Angurugu School with a dedicated AFL room decked out with a pool table, play stations and lots of photos of the kids playing footy. Next year will see a new chapter begin for this program with RDM Robbie Williams moving on and Kevin Bruce, Indigenous Programs Manager, also resigning in December.

### GALIWINKU

The Galiwinku project suffered a setback this year when RDM Steve Raymond resigned from his position in May. This led to the demise of the senior football competition after seven rounds. His replacement Nicholas O'Riley did not take up his appointment until September and with several funerals and an unstable committee to deal with it was decided to focus on other programs and look to 2015 to reignite senior football in Galiwinku.

Since starting Nick has rebuilt a good relationship with Shepherdson College and is running football clinics five days a week. He is ably supported by trainee William Gumbula who not only helps the Galiwinku RDM's tirelessly, he also organised 10 players to travel to Groote Eylandt for the One People, One Voice festival by himself, and these players formed the nucleus of the carnival winners.

## MANINGRIDA

Maningrida continues to go from strength to strength under the tutelage of Bernie Price, this year's winner of the Gaye Messer AFLNT Employee of the Year. Living and working in remote Indigenous communities is demanding and sometimes frustrating but Bernie is proof that with time, respect, patience and consistency, positive outcomes can and will be achieved. These include the first Maningrida Women's Grand Final and a selection in the NT youth girls Kickstart team, a 10 team senior competition, three selected in the Michael Long "remote squad" and a visit by NT Thunder and Intract involving both Xavier Clarke and Andrew MacLeod. School program's also continue to grow with a breakfast club, recess program and fine motor skills program all part of daily school life in Maningrida and two Maningrida umpires were rewarded recently with appointments in the NTFNL.

## NGUKURR

Another community that lost an RDM this year, with Ryan Friend moving to Sydney to take up a role with AFL NSW/ACT. His replacement, Michael Horton, was already living in Ngukurr with his wife so he had an understanding of football and other matters in the community. Michael has achieved some great results in his short time in the role, substantially increasing youth participation through school programs, assisting the Big River Hawks in their so far undefeated campaign and steering the senior men's competition back on track after several mid-year disruptions.

Despite its relatively small size, Ngukurr is a hotbed of football talent and the team went undefeated in the Katherine competition, only to lose both finals. There are seven teams participating in the local competition with the Grand Final to take place on 20 December, and looking to the future it could be the girls of Ngukurr we will all be watching as more than 30 girls are participating in the AFL school program.

Maningrida juniors learning to kick



## LAJAMANU

Another of our projects to lose an RDM with Ty Ebdon returning home to Tasmania however a more than able replacement was on hand with Lajamanu's favourite son, Liam Patrick, taking over the reins in a great result for AFLNT. Liam lives and breathes football as can be measured by the more than 20 return trips he has made to Darwin to provide opportunities for the youth of Lajamanu in the Michael Long Cup, Big River Hawks and Quit 100 Cup as well as his own involvement with NT Thunder and Wanderers.

Liam also oversees a six team senior competition, helps with the Lajamanu Swans in the Katherine League and runs school programs for both boys and girls. He also completed his Level 1 coaching course this year and will no doubt use the knowledge gained to enhance all his programs in 2015.

## NHULUNBUY

A restructure this year saw Gapiwiyuk RDM, Mick Montague, relocate to Nhulunbuy to provide service to a larger catchment area which has seen participation increase by 39% in North East Arnhem Land. With competitions for men, women, U15's and U12's as well as 12 indigenous umpires officiating throughout the year it is hard to imagine there is anyone in the Nhulunbuy/Yirrkala area not involved in AFL.

Add in the Miwatj Health Cup, Healthy lifestyle carnivals, and trips to the Groote and Ngukurr festivals it can be seen that Mick is providing a wealth of opportunities for local footballers.

Liam Patrick with Lajamanu locals



## BORROLOOLA

This community near the Queensland border became the tenth Remote Project thanks to the financial support of the local community. Jason DeGraaf and his young family moved to the region as the RDM and he has done a sterling effort in his six months there. 20% of the Borroloola community are already actively involved in AFL programs, including senior men, youth boys and girls. Not only is Jason facilitating all the football, he is also the "chief groundskeeper", heading out to the town oval each morning to oversee the reticulation and maintenance. Highlights of the year include the first senior men's grand final for over 20 years which saw the Buffaloes overcome a 29 point 3/4 time deficit to defeat the Power by seven (7) points and a trip to Tennant Creek for an inter community match in which Borroloola prevailed by seven (7) points in torrential rain.

## CENTRAL AUSTRALIA

Once based in Hermannsburg, the remote role in Central Australia was restructured and the RDM, Scott Grigg, is based in Alice Springs but regularly services the larger communities of Santa Teresa, Hermannsburg, Papunya and Areyonga covering some 70,000kms during the year. This has seen massive growth in participation numbers with an increase of over 50% across remote Central Australia. Scott has also been able to fulfil his passion for nurturing talented youth footballers, assisting the Remote Roos (a combined team from Hermannsburg and Santa Teresa) to a Premiership in the Alice Springs Middle School Competition as well as coaching Central Australia to a premiership in the 2014 Michael Long Cup. Once a term he also coordinates a cross community day in Alice Springs where all the communities he services meet up and compete against each other in a variety of sports.

## REMOTE FESTIVAL & SCHOOL ATTENDANCE

Cassidy Fitzclarence was appointed to this position late in the year after stakeholders became increasingly concerned that festivals were running deep into the week and severely impacting school attendances. With the aim of assisting the festival organisers to streamline the football carnivals so that they finish in a timely manner, Cassidy has attended several carnivals and put together several reports with a lot of insightful observations about how this may be achieved in the future.

One People, One Voice festival participants Groote Eylandt





## NT THUNDER REPORT

JARRED ILETT



The completion of the 2014 NEAFL season marks an end of an era. As of 1 November 2014, the NTFC's governance structure merged with AFLNT aligning its commercial and football operations with the peak body, in preparation to relocate into the MLLC in early 2015.

The move will provide access to a high performance facility with a brand new gym, pool, recovery spa's, indoor skills area, education cinema, change rooms and offices that will enhance player and coaching development at an elite level.

The changes will unearth a number of efficiency measures across the club's operation, however, a strategic move of this magnitude and importance would not be feasible without the Club's pioneering success, reputation for excellence and brand awareness both locally and nationally.

The NTFC board comprising of passionate, skilled and dedicated volunteers were extremely successful in establishing NT Thunder as an independent brand which is now instantly recognised across the Territory including remote Indigenous communities. NT Thunder is known as a professional, elite, community focused football club that aids development, educational and employment opportunities for Territorians, while providing a pathway to the AFL.

Despite consistent challenges in attracting long term corporate sponsorship, generating government support, navigating the political environment of Territory football, player movement issues across 12 months of competition and being at the forefront of local media, the Board and management have kept true to its core values and objectives.

The achievements recorded against the Club's seven objectives from 2009 to 2014 will be the Board's legacy in which future success will be built upon.

There were many highlights throughout the year including the top 10 draft pick of Nakia Cockatoo to Geelong and the Father/Son drafting of Jake Long to Essendon.

I would like to thank my champion team for their commitment, professionalism and enthusiasm in delivering outstanding results against all our core objectives in 2014.



## PLAYER PATHWAY



2009	2010	2011	2012	2013	2014
Shane Thorne (Western Bulldogs) Relton Roberts & Troy Taylor (Richmond)	Zephi Skinner (Western Bulldogs) Steven May (Gold Coast Suns)	Gibson Turner (Richmond - Rookie) Jordan Wilson-King (Fremantle - Rookie) Curtly Hampton & Shaun Edwards (GWS - priority selection)	Jed Anderson (Hawthorn - pre draft) Jake Neade (Port Power - pre draft) Dominic Barry (Melbourne - pre draft)		Nakia Cockatoo (Geelong) Jake Long (Essendon - Rookie FS)



NT Thunder in action at TIO Stadium, Darwin

Intract Indigenous Contractors and NT Thunder Remote Community Football Clinics – Gunbalanya and Maningrida



## NT Thunder Community Involvement Snapshot 2014

Casuarina Xmas Appearance, Amart Membership Launch, Waterfront Family Fun Day, McDonald's Super Clinics (Darwin, Palmerston, Katherine, Alice Springs), Menzies Health, Tropical Garden Spectacular, Men's Health Week, Multicultural Round, Chairman's Luncheon, NAIDOC Week, Darwin Turf Club Ladies Day, McHappy Day, Beyond Blue Cup, Gunbalanya—Maningrida Trip, Royal Darwin Hospital visit, Inpex Family Day, RUOK Day, High School visits, Clontarf visits, ANZAC Day, Lasseters Ladies Night, Junior Training, Heart Foundation, Mascot Fundraising Race...





AFLNT FINANCIALS



## AFL Northern Territory Limited

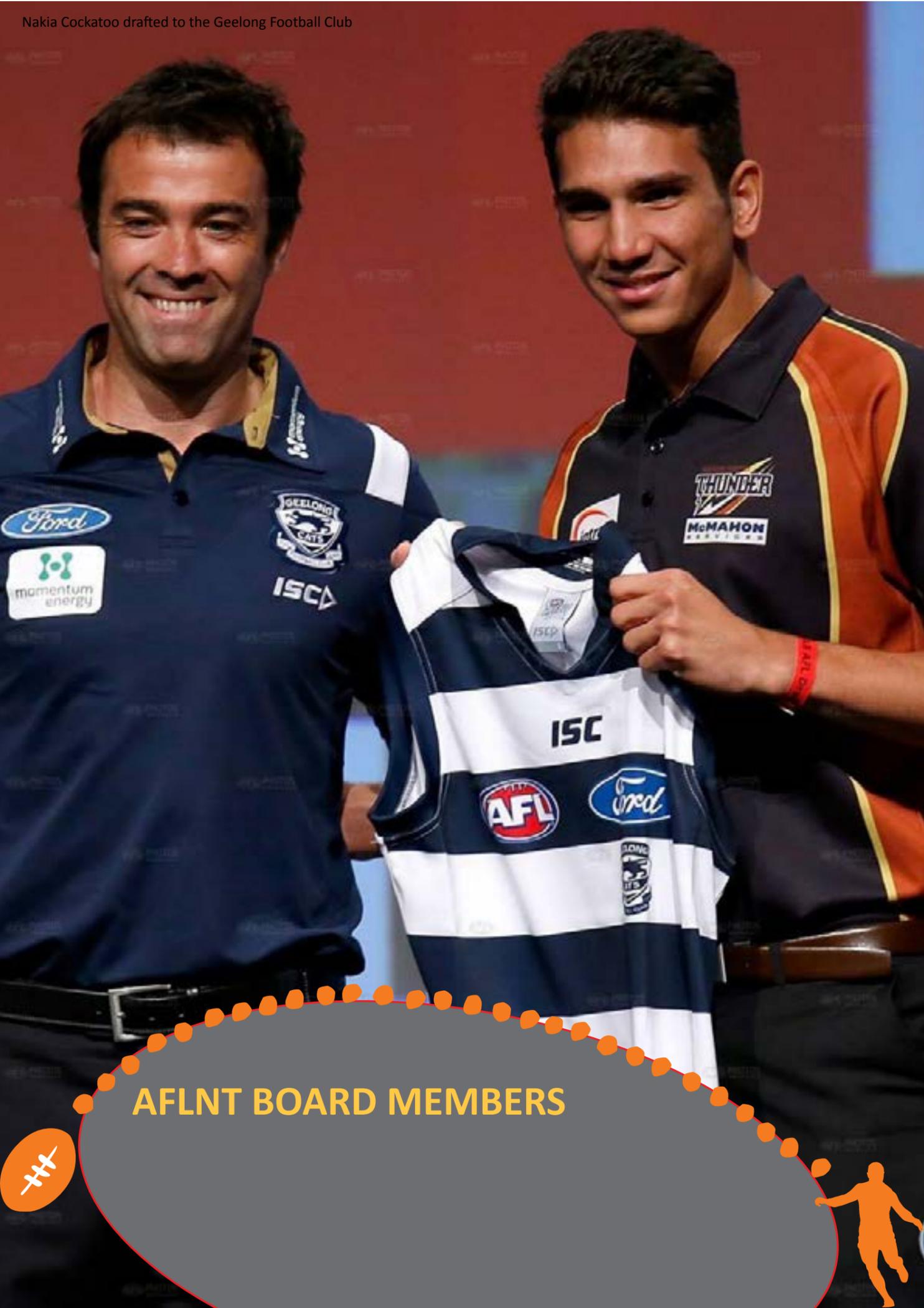
### STATEMENTS OF PROFIT AND LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 OCTOBER 2014

	Note	Consolidated		Company	
		2014 \$	2013 \$	2014 \$	2013 \$
<b>Revenue</b>	2	20,605,609	10,603,957	19,193,194	9,425,474
<b>Expenses</b>					
Cost of goods sold		441,903	473,173	392,012	450,591
Depreciation and amortisation expenses		10,946,237	1,038,510	10,930,746	1,029,332
Employee expenses	3(b)	4,882,685	4,593,319	4,113,466	3,832,448
Travel expenses		813,322	969,293	288,122	463,360
Football operations expenses		1,927,454	1,905,957	1,477,020	1,671,859
Game development expenses		917,309	942,298	930,594	942,298
Administration expenses		560,244	515,537	560,408	518,628
Other expenses from operating activities		98,644	145,655	483,249	496,915
<b>Net Profit/(Loss)</b>		<u>17,811</u>	<u>20,205</u>	<u>17,577</u>	<u>20,043</u>
Other comprehensive income for the year		-	-	-	-
<b>Total comprehensive income for the year</b>		<u>17,811</u>	<u>20,205</u>	<u>17,577</u>	<u>20,043</u>

## AFL Northern Territory Limited

### STATEMENTS OF FINANCIAL POSITION AS AT 31 OCTOBER 2014

	Note	Consolidated		Company	
		2014 \$	2013 \$	2014 \$	2013 \$
<b>Assets</b>					
Cash and cash equivalents	5	2,996,160	5,381,803	2,986,053	5,375,327
Trade and other receivables	6	1,546,894	449,899	1,449,806	418,783
Inventories		40,260	41,860	40,260	41,860
<b>Total current assets</b>		<u>4,583,314</u>	<u>5,873,562</u>	<u>4,476,119</u>	<u>5,835,970</u>
Plant and equipment	7	23,756	54,895	23,756	39,404
<b>Total non-current assets</b>		<u>23,756</u>	<u>54,895</u>	<u>23,756</u>	<u>39,404</u>
<b>Total assets</b>		<u>4,607,070</u>	<u>5,928,457</u>	<u>4,499,875</u>	<u>5,875,374</u>
<b>Liabilities</b>					
Trade and other payables	8	2,666,874	353,784	2,590,833	322,369
Deferred income	9	953,452	4,672,737	953,452	4,657,676
Provisions	10	292,861	257,752	274,865	256,546
<b>Total current liabilities</b>		<u>3,913,187</u>	<u>5,284,273</u>	<u>3,819,150</u>	<u>5,236,591</u>
Provisions	10	83,162	51,274	69,766	45,401
<b>Total non-current liabilities</b>		<u>83,162</u>	<u>51,274</u>	<u>69,766</u>	<u>45,401</u>
<b>Total liabilities</b>		<u>3,996,349</u>	<u>5,335,547</u>	<u>3,888,916</u>	<u>5,281,992</u>
<b>Net assets</b>		<u>610,721</u>	<u>592,910</u>	<u>610,959</u>	<u>593,382</u>
<b>Equity</b>					
Issued capital	12	-	-	-	-
Retained earnings	11	610,721	592,910	610,959	593,382
<b>Total equity</b>		<u>610,721</u>	<u>592,910</u>	<u>610,959</u>	<u>593,382</u>



## AFLNT BOARD MEMBERS

### SEAN BOWDEN



- Bachelor of Laws (with Honours)
- Partner, Bowden McCormack Lawyers & Advisers
- Former player, Richmond FC, Port Melbourne FC and Rovers FC (Alice Springs)
- VFA Representative Player 1994,1995
- Premiership Coach, Rovers FC 1996

### ROSS COBURN - CHAIRMAN



- Diploma Australian Institute of Company Directors (FAICD)
- CEO - St Johns Ambulance (NT)
- Executive Management - 15 years
- Company Directors/Secretary - 14 years
- Board Membership (various) - 23 years
- Auskick Coach - 7 years
- Member Australian Certified Accounts (CPA)
- 2011 AIM Not for Profit Manager of the Year NT & SA

### STEPHEN (STEVE) CRIDDLE



- Professional Program Management (Stevens Institute of Technology USA)
- GM ICT Industry Professional
- Graduate Certificate of Management
- Industrial Relations (AIM)
- Technical Advisor Consultant (Saudi Arabia)
- Coach Federals Football Club CAFL 1980
- Founding member of the NT PINTS Football Club
- Former AFLNT Tribunal Commissioner

### MARK CROSSIN *Resigned 3 February 2014*



- Masters of Business Administration
- Graduate Diploma of Business Management Innovation
- Diploma of Teaching
- Fellow of Australian Institute of Management
- Former Senior Industrial Advocate, Australia Council of Trade Unions
- Chairman, Group Training NT
- Director, Group Training Australia
- Director, Arts Training Australia
- Former President, Darwin Football Club and Gove Australian Football League

### ANDREW DILLON



- Director AFL SportsReady
- Director Champion Data Holdings Pty Ltd
- Former in-house Counsel of Village Roadshow Limited
- AFL General Counsel
- AFL GM Legal, Integrity and Compliance

### ANDREW GRAY



- NT Real Estate and Business Agent
- WA Real Estate and Business Agent
- Rural Finance Manager NT & Kimberley WA
- Inaugural Director Northern Territory Football Club
- Founding Committee Member AFLNT Hall of Fame
- Katherine NTFA premiership player 84/85
- Katherine NTFL premiership player 85/86, 86/87
- Katherine & District Football League 89-95

### BENJAMIN HALLIWELL *Resigned 27 October 2014*



- Bachelor of Economics
- Graduate Diploma in Applied Finance and Investment
- Fellow Financial Services Institute of Australia
- Managing Director, Halliwell Morgan Stockbroking and Corporate Advice
- Portfolio adviser and former trustee to various national and state based not-for-profit organisations

### SHAUN HARDY *Appointed 3 February 2014*



- Master of Public Administration
- Graduate Diploma in Human Resource Management
- Australian Institute of Company Directors
- Australian Human Resources Institute
- Former St Marys Football Club President and Premiership Player
- Former NT Teal Cup Captain and NT Schoolboys Representative

### LINCOLN JENKIN *Appointed 11 August 2014*



- Regional Manager of Foster's Australia NT
- Lived in the NT for 30 years, 10 of those in Alice Springs
- Has a strong NT football background having played in Central Australia and Darwin competitions
- Has served on several football club committees and coached at several levels
- Has been involved with NT Masters AFL

### EDWARD (TED) LIDDY



- Player of 272 NTFL games (St Marys Football Club)
- NTFL Premiership Player 13 times
- Played with Morningside FC (QLD) & West Adelaide FC (SA)
- Coach of St Marys Football Club (2 seasons)
- Life member of St Marys Football Club and NTFL
- Won Club Best & Fairest award in QAFL and NTFL
- Approx 25 years service as an Aviation Fire Fighter with Airservices Australia
- AFLNT Inaugural Hall of Fame inductee

## AFLNT BOARD MEMBERS



# NORTHERN TERRITORY

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