

## AFL Canada 2019 Annual General Meeting Minutes

**Date:** Saturday, January 4, 2020. 8:00pm ET/6:00pm MT/5:00pm PT/9:00pm AT.

**Location:** Teleconference

### Invitees:

**Executive:** Lachlan Griffiths, President; James Duggan, Vice-President; David Smith, Treasurer; Tricia Rolfe, Women's Representative; Chris Bourque, Men's representative

**Staff:** Jacob Haeusler, Development Manager

**Member Clubs:** all member clubs who are in good standing

**By Invitation Only:** all players or non-member clubs

**In Attendance:** Lachlan Griffiths (\*President / \*Calgary Kangaroos), David Smith (\*Treasurer / \*Sydney Giants), Tricia Rolfe (\*Women's rep / \*Calgary Kookaburras), Chris Bourque (\*Men's rep / Sydney Giants), Yaser Elenein (\*Ottawa Swans), Lyndsay Smith (Northwind / Calgary Kookaburras), Barry Rooke (Umpire, AFL Ontario), Jonah Scott (\*Halifax Giants), Lise Kiefer (\*Hamilton Wildcats), Tony Purdie (\*AFL Quebec), Brad Heiderbrecht (Northwind / \*Edmonton Wombats), Peter Dinnick (Umpire, AFL Alberta), Bruce Parker (\*Central Blues), Greg Everett (\*Etobicoke Kangaroos), Richard Nunes (London Crows)  
Jacob Haeusler (AFL Canada Staff)

**\* = 14 Voting Attendees/Delegates**

### Minutes:

Agenda Item	Person Responsible	Minutes
1. Call to Order	Lachlan Griffiths	Lachlan called meeting to order at 8.12pm (EST)
2. Determination of Quorum	Jacob Haeusler	Quorum declared
3. Rules of Procedure	Lachlan Griffiths	Lachlan explained rules of procedure which were approved
4. Approval of agenda	Lachlan Griffiths	No changes to the agenda, agenda deemed approved.
5. Approval of 2018 AGM minutes	Lachlan Griffiths	Tony Purdie moved to approve, Chris Bourque seconded
6. President's Report	Lachlan Griffiths	See Appendix A.
7. Questions arising from President's Report	Discussion	Question from Tricia Rolfe: Did the number of Senior Women increase this year Answer: 2018 we had 210 registered senior women, 2019 we had 211 registered senior women.

8. Treasurer's Report	David Smith	See Appendix B  No questions following report.
9. Appointment of Auditor	All	The board recommended Nicole Henderson as financial auditor for 2019. Nicole had previously audited the 2017/18 reports.  Barry Rooke asked about cost of auditor. David Smith answered \$2147 per year.  Lachlan Griffiths moved to reappoint Nicole Henderson, David Smith seconded.  None opposed.
10. Election of Executive Board of Directors a) President b) Vice President c) Treasurer d) Women's rep e) Men's rep f) Director	All	All positions are vacated, as terms are for one year.  a) One nomination, Lachlan Griffiths (Calgary Kangaroos) - no other nominations. None opposed. b) One Nomination, Chris Bourque (Sydney Giants) - no other nominations, None opposed. c) One Nomination, David Smith (Sydney Giants) - no other nominations. None opposed d) One Nomination, Tricia Rolfe (Calgary Kookaburras) - no other nominations. None opposed. e) One Nomination, James Duggan (Toronto Dingoes) - no other nominations. None opposed. f) One Nomination, Lara Hillimi (Etobicoke Kangaroos) - no other nominations. None opposed
12. Other business, if any	Lachlan Griffiths	AFL Quebec looking to donate to fires in Australia, any AFLC initiatives active? Nothing centralised or formalised. Board meeting in the next couple of weeks to discuss.
13. Adjournment of meeting	Lachlan Griffiths	Lachlan calls meeting to adjournment at 8.33 (EST)

## **APPENDIX A: Agenda item #6, President's Report**

Australian football in Canada enjoyed another year of growth in overall participation across the country with total participation numbers rising to 23,424, an increase of over 2,000 participants from 2018. This was once again led by the junior and school programs across many regions with total junior program participants registering at over 20,000 students. Senior numbers decreased around 10% on 2018 numbers with 876 senior players across 41 teams nationally.

The umpiring fraternity showed that they are going from strength to strength with five Umpires being selected to represent Canada at the 2020 International cup in July/August.

Peter Dinnick was selected as the National Umpire representative in 2019 and is working alongside Kevin Murray, on developing umpiring pathways and databases for a national Umpires register. Peter was also kind enough to design, donate and distribute national uniforms to Umpires across Canada.

AFL Canada was pleased to supply all level one Umpires with an AFL Canada engraved ACME Thunderer whistle in 2019 and will do so again to all newly accredited umpires in 2020.

Over the Summer of 2019, AFL Canada obtained funding via the Canada Summer Jobs program and hired two interns who assisted with social media, junior programming and increasing the profile of footy in Canada. Both Jason (BC) and Katie (Ontario) provided valuable assistance and support to AFL BC and AFL Ontario respectively, as well as our National Teams and AFL Canada collectively.

In August 2019 we said goodbye to Penny who had been with us for the past 18 months. Penny had assisted across a number of areas, most notably in helping write the LTAD that was published in December of 2018, and we wish her well in her future endeavors. In November 2019, we hired Jacob Haeusler as our new full time Development Manager. Jacob is a PE teacher from Victoria, Australia and has spent the last 5 years working in junior programming for X Movement in Toronto.

The AFL International Cup dates and locations we announced. The cup will be running from July 25 to August 8, 2020 on Queensland's Sunshine Coast. National Team head coaches Candace Kwan and Cody Royle, along with their assistant coaches and staff have been working feverishly to prepare their teams for the upcoming competition.

National teams were selected from training camps and tryouts held in the East and West of the country in the Summer of 2019. The Northern Lights and Northwind will each be taking squads of 28 players to the Sunshine Coast in July. Congratulations to all players selected to represent their country.

During 2019, emerging clubs continued their growth. Winnipeg Bears have been attending conferences and are in contact with schools looking to build out a junior schools program to establish a grass roots base. This is scheduled to start in Spring 2020. The Forrest City Phantoms rebranded to the Forrest City Crows thanks to a connection with the AFL Club, the Adelaide Crows. AFL Canada is continuing to look into new regions and ways to establish growth at a junior and senior level through 2020.

Under the guidance of our Communications Manager, Shane Hendrickson our online footprint has continued to grow across our social media platforms. Facebook and Twitter enjoyed growth years of 11% & 12% respectively whilst Instagram held steady in terms of followers. Thanks to Shane for the countless hours he puts in managing our website and social media platforms that have helped grow exposure of the game over the past year.

AFL Canada has been exploring different revenue options throughout 2019. The AFL Canada online shop launched in March 2019 and has proved to be an easy and accessible way for AFL Canada members to purchase footy equipment. This year we will be looking to diversify products to offer members a wider range and increase shop revenue.

As well as that, we have a new deal in place with Flaghouse Sporting Wholesalers who will be supplying our junior equipment and resources to schools, starting in Ontario and spreading nationwide in 2020.

The AFL again has recognized our work over the past few years stabilising our governance, engaging with our members and increasing participation numbers, and will continue our funding again for 2020.

The board continues to engage with Sport Canada to develop policies and best practices in line with other NSOs and have been working with our larger leagues to start the discussions around each province receiving PSO recognition. Ontario, Quebec and Alberta are all on their way to developing the policies and governance structure to be recognised as PSO's and qualify for additional government funding.

In closing, I want to thank the 2019 board, staff and volunteers for their hard work and significant accomplishments. I'd encourage all clubs to continue to increase the communication and engagement among themselves and with their leagues and AFL Canada. This will help football to continue to grow here in Canada.

## APPENDIX B: Agenda item #8, Treasurer's Report

### 2019 Revenue:

Assoc Fees:	32,675.20
Balls:	11,020.18
Sponsorship:	1,000.00
AFL Grant:	93,900.00
Other Grants:	10,044.00
Commissions:	-
Merch:	3,136.02
Other:	309.98

**Total Revenue: 152,085.38**

### Expenses:

Bank Fees:	102.50
Merch:	-
IC - Men:	7,391.29
IC - Women:	7,356.99
Shipping:	894.31
Interns:	9,867.03
Promotion:	3,324.59
Football:	3,444.61
Grants:	2,291.48
Translate:	-
Train/Conf:	-
Insurance:	21,200.40
Prof Fees:	4,491.75
Nationals:	-
Dev Mgr:	55,511.25
LTAD:	3,516.94
Other:	757.02

**Total Expenses: 120,150.16**

**Suspense: -**

**Increase (Decrease) in Cash 31,935.22**

**Start Balance (November 1, 2018): \$66,089.45**

**Ending Balance (October 31, 2019): \$98,024.67**

**Increase (Decrease) in Cash \$31,935.22**

