



AFL Canada 2021 Annual General Meeting: Minutes.

Date: Sunday December 5th, 2021. 5:00pm PT/6:00pm MT/8:00pm ET/9:00pm AT.

Location: Teleconference via Google Meets

Invitees:

Executive: Lachlan Griffiths (President), Kyle Mundell (Vice President) James Duggan (Men's Rep), David Smith, (Treasurer), Lara Hilmi (Women's Rep), Greg Bridges (Director), Jim Oertel (Director).

Staff: Jacob Haeusler, Executive Director.

Member Clubs: All member clubs who are in good standing.

By Invitation Only: All players or non-member clubs.

In Attendance:

Executive: Lachlan Griffiths (President), Kyle Mundell (Vice President) James Duggan (Men's Rep), David Smith, (Treasurer), Lara Hilmi (Women's Rep), Greg Bridges (Director), Jim Oertel (Director).

Staff: Jacob Haeusler (Executive Director)

Member Clubs: Lise Kiefer (Hamilton Wildcats), Darren Powell (High Park Demons), Callum Norrish (Vancouver Cougars), Trent Loosemore (Burnaby Eagles), Bruce Parker (Central Blues), Beau Kefford (Calgary Kangaroos), Tony Purdie (AFL Quebec), Jonah Scott (Halifax Dockers), Emile Studham (Etobicoke Kangaroos), Robert Palmer (Edmonton AFC), Chris Wood (Vancouver-Whistler Hawks), Yaser Abour Elenin (Ottawa Swans)

Other/Non-voting: Barry Rooke (AFL Ontario), Natalie De Villiers (AFL Quebec)

Meeting Minutes:

Agenda Item	Responsible	Minutes
1. Call to Order	Lachlan Griffiths	Meeting called to order at 8.01pm EST
2. Determination of Quorum	Jacob Haeusler	Quorum determined by JH at 12 member clubs in attendance - Listed above
3. Rules of Procedure	Lachlan Griffiths	Lachlan Griffiths explained rules of procedure - Jacob Haeusler (ED) nominated as registrar/scrutineer - Director Nominations process: - Prior nominations are listed. - Will accept nominations from the floor. - If there is a clash in nominations - will go to a vote. - Roll call by Jacob Haeusler confirming attendance - As listed above
4. Approval of agenda	Lachlan Griffiths	Motion: Lachlan Griffiths (President) Second: Robert Palmer (Edmonton AFC) <i>Approved</i>
5. Approval of 2020 AGM minutes	Lachlan Griffiths	2020 AFL Canada AGM Minutes Motion: Bruce Parker (Central Blues) Second: Kyle Mundell (Vice President) <i>Approved</i>
6. President's Report	Lachlan Griffiths	See APPENDIX B (page 5).
7. Questions arising from President's Report	Discussion	No questions arising from the President's Report.
8. 2021 Financial Report	David Smith	See APPENDIX C (page 8). Lachlan (President): - Budget is in a healthy spot and running at a surplus across multiple years because of IC20 being cancelled. - Anticipating bigger spends with IC, euro tournament and other initiatives upcoming.
9. Appointment of Auditor	All	Nicole Henderson approved previously for 2017-2020 audits Board recommends re-appointment of Nicole Henderson for 2021 & 2022 audit. - Lachlan Griffiths puts forward motion to reappoint for 2021-22 financial years - Second: David Smith (Treasurer) - None opposed - motion approved.
10. Election of Executive Board of Directors See APPENDIX A (Page 4) for roles of	All	All positions are vacated, as terms are for one year. See information below re: Director Roles/Nominations. a) 1 Nomination, Lachlan Griffiths (Calgary Kangaroos) - no other nominations i) No nominations from the floor

<p>Directors</p> <p>a) President b) Vice President c) Treasurer d) Women's rep e) Men's rep f) Director(s)</p>		<p>ii) No opposition - position approved</p> <p>b) 1 Nominations: Kyle Mundell (Grand River Gargoyles) - no other nominations i) No nominations from the floor ii) No opposition - position approved</p> <p>c) 1 Nomination, David Smith (Sydney Giants) - no other nominations i) No nominations from the floor ii) No opposition - position approved</p> <p>d) 1 Nomination, Jim Oertel (Burnaby Eagles) - no other nominations i) No nominations from the floor ii) No opposition - position approved</p> <p>e) 1 Nomination, Lara Hilmi (Etobicoke Kangaroos) - no other nominations. i) No nominations from the floor ii) No opposition - position approved</p> <p>f) 3 Nomination, Greg Bridges (Ottawa Swans), James Duggan (Toronto Dingoes), Haley Jones (Central Blues) i) No other nominations for Director position from the floor ii) Greg Bridges - Ottawa swans 1) No opposition - position approved iii) James Duggan - Toronto Dingoes 1) No opposition - position approved iv) Haley Jones - Central Blues 1) No opposition - position approved</p>
<p>12. Other business, if any</p>	<p>Lachlan Griffiths</p>	<p>Yaser Abou Elenin (Ottawa Swans) - Budget/grants query</p> <ul style="list-style-type: none"> ● Grants Program - suggest setting aside budget to fulfill covid recovery projects for clubs ● LG - explanation of grants process, new grants process upcoming but agree with the notion/premise. <p>Darren (HP Demons) - Insurance query</p> <ul style="list-style-type: none"> ● Are clubs covered for other sports/off season activities under clubs banner? ● JH to check in with underwriters as whether clubs are covered in other sports under the clubs name <p>Barry Rooke (AFLO) - suggestion</p> <ul style="list-style-type: none"> ● 50:30 challenge for not for profits ● JH to review, bring to AFLC initial board meeting. <p>Tony Purdie - AFL Quebec:</p> <ul style="list-style-type: none"> ● Lack of expertise in taxes, accounting, etc standing in the way of further professionalism/recognition. ● Grants/funding/sponsors to help with taxes. ● LG: JH to look into options, review at board level and provide options
<p>13. Adjournment of meeting</p>	<p>Lachlan Griffiths</p>	<p>Motion to adjourn: Lachlan Griffiths (President) Second: Jim Oertel (Director)</p> <p>Meeting adjourned at 8.40</p>

**APPENDIX A:
Director Roles/Nominations**

It is typical that at the time of electing directors, the officers are also put in place. Therefore, we have provided a summary of the roles to assist you in determining a suitable nominee for each role:

- A. The **President** will be responsible for the general supervision of the affairs and operations of the Corporation, will preside at the Annual and Special Meetings of the Corporation and at meetings of the Board, will be the official spokesman of the Corporation, and will perform such other duties as may from time to time be established by the Board;
- B. The **Vice President** will act as liaisons between the Board and all committees, will ensure that committees are working within their respective terms of reference, will alternately preside at meetings of the Board, will advise on matters connected to their regions, and will perform such other duties as may from time to time be established by the Board;
- C. The **Treasurer** will, subject to the powers and duties of the Board, keep proper accounting records as required by the Act, will cause to be deposited all monies received by the Corporation in the Corporation's bank account, will supervise the management and the disbursement of funds of the Corporation, when required will provide the Board with an account of financial transactions and the financial position of the Corporation, will prepare annual budgets, will oversee and supervise office staff, and will perform such other duties as may from time to time be established by the Board.
- D. The **Player's Representative (Women)** will have been selected to participate in the most recently held International Cup as a Northern Lights player (and will have attended the tournament, whether or not they actually played) and will act as the liaison between the Board and all female players, aspiring players, or former players within the national program. The incumbent's role will be to ensure these athletes have a voice, and that they have the opportunity to be informed and to provide input into matters affecting them, particularly in the area of national team programming. This input may be achieved through a variety of means, but the incumbent will ensure opportunities are be planned and announced, not determined on an ad hoc basis.
- E. The **Player's Representative (Men)** will have been selected to participate in the most recently held International Cup as a Northwind player (and will have attended the tournament, whether or not they actually played) and will act as the liaison between the Board and all male players, aspiring players, or former players within the national program. The incumbent's role will be to ensure these athletes have a voice, and that they have the opportunity to be informed and to provide input into matters affecting them, particularly in the area of national team programming. This input may be achieved through a variety of means, but the incumbent will ensure opportunities are be planned and announced, not determined on an ad hoc basis.
- F. The **Director** position is a general board appointee. The board is to be comprised of a minimum four, maximum nine appointees. The eligibility criteria for all directors is: any individual, who is eighteen (18) years of age or older, who has the power under law to contract, who has not been declared incapable by a court in Canada or in another country, and who does not have the status of bankrupt, may be nominated for election or appointment as a Director.

APPENDIX B: AFL Canada Annual Report - 2021

AFL Canada and its members displayed resilience and flexibility in 2021, bouncing back from a global pandemic in a big way! Where 2020 only saw certain pockets of the country able to operate due to the global pandemic, 2021 saw the return of all major leagues and various tournaments, as well as some old rivalries reignited. Many modifications and precautions were necessary, but AFL Canada's Board of Directors would like to commend all members for ensuring Footy was played in 2021.

From a numbers perspective, membership numbers grew as expected from 2020, returning to closer to pre pandemic numbers, with almost 700 members, but more excitingly the growth in various teams, leagues and initiatives assisted overall growth of the sport in Canada.

Junior Footy remained a primary focus for the organisation. Calgary's already well established schools program led the way, visiting over 5,000 kids this year - a herculean effort given the conditions. We also saw the return of junior footy in Vancouver with AFLBC taking over the reins from the North Delta program. As well as that we saw new Auskick centres in Ottawa, to complement the five running in Calgary this year.

The year kicked off positively in terms of exposure with AFLW matches being aired in Canada for the first time on TSN. Following that another 60+ mens games were shown throughout the season including all finals and the Grand Final. AFL Canada looks forward to further increasing exposure of the game in partnership with TSN in 2022.

Another initiative implemented to kick off the year was the AFL Canada Coaches Program. The program is designed to ensure every AFL Canada Member Club has the opportunity to educate their coaches in the best manner, providing safe and quality sport to their members. Multiple clubs took advantage of the program and all registered and qualified Coaches received an official AFLC Coaches Board courtesy of AFL Canada.

With Spring beginning to roll around, clubs and leagues started planning for their seasons. Covid restrictions still loomed in many areas of the country, providing some uncertainty as to what sort of operations could be expected. With this in mind, AFL Canada's Board of Directors looked to provide some financial relief to clubs, electing to reduce membership fees to \$1 per member (normally \$25) for the second year running. Ensuring that clubs and leagues could focus on doing what they do best - playing Footy! This decision ultimately ended up in savings of \$12,615 being passed directly to members.

The Canada Summer Jobs program was again a big player in building capacity for AFL Canada Clubs this year. Multiple AFL Canada member organisations submitted applications for various job roles including child minding while parents train (Calgary Kookaburras), junior programming (Calgary Kangaroos and Halifax Dockers) and social media/marketing coordinators (AFL Ontario). In the end over 45 positions were approved with a total of \$218,369 worth of funding disbursed to clubs across Canada. More roles and funding were approved than were executed on, however we will continue to assist clubs obtain and fulfill these roles in 2022, with applications opening in the coming weeks.

Derek Govier was appointed as Head Umpire for AFL Canada in May. Following a lengthy application and interview process, the Board of Directors appointed Derek to build on the training, recruiting and management of Umpires in Canada. Derek's appointment follows former Head Umpire Peter 'Doc' Dinnick stepping down from the role, after being relocated back to Australia. AFL Canada would like to again thank Doc for his efforts in developing the Umpires Fraternity within Canada.

The early Spring of 2021 saw another longtime AFL Canada staff member stepping down, Northwind Head Coach, Cody Royle. Royle had been part of the Northwind Coaching group for the best part of a decade, taking the reins as head coach in 2015. AFL Canada would like to express our gratitude to Coach Royle for the years of hard work he put in developing and professionalising the men's program.

Following the Head Coaches position becoming vacant, AFL Canada implemented an in depth search for Royles replacement. After a lengthy interview process with multiple applicants, the interview committee unanimously recommended Sean Goedheer take on the Head Coach role, which the board immediately ratified. Goedheer had held an Assistant Coaching position under Royle for the previous two years and had been integral in setting up the High Performance team, giving Northwind players access to sports health related professionals.

A major step in the development of Australian Football as a recognised sport in Canada happened in August with AFL Canada becoming recognised as a Registered Canadian Amateur Athletics Association (RCAAA). This opens AFL Canada, and more importantly, its member clubs to a whole new level of potential funding as a Qualified Donee and also allows AFL Canada to receive donations directly. This recognition reflects AFL Canada's dedication to building quality amateur sport in Canada.

August saw all provincial leagues up and running, some in different ways than normal, but Footy was up and running in Canada! As well as that the easing of gathering/travel restrictions allowed AFL Canada's two National Teams, to gather and facilitate camps for the first time in 2021. Camps in Calgary, Ottawa and Toronto were well attended and guided successfully for the first time by new Head Coaches Tricia Rolfe (Northern Lights) and Sean Goedheer (Northwind).

Once again AFL Canada's Grant Program was open to member clubs for 2021. The intention of the program is to provide assistance to clubs undertaking projects that foster the development of Australian Football in their local areas. As part of the 2021 program, funds and equipment were approved for the Burnaby Eagles, Ottawa Swans, AFL Ontario and the Sydney Giants. AFL Canada is anticipating a surge in applications looking toward 2022 as we continue to rebuild from the global pandemic. Our allocated budget for grants in 2021 was not fulfilled, and the AFL Canada Board has had many internal discussions to identify how we can better run our grant program to ensure we are providing our full budget of grant funding to clubs and leagues each year. We anticipate a more specific grant program will be released in early 2022 to help guide clubs with their applications.

AFL Canada's online shop went from strength to strength this year with the introduction of new items such as Official Coaches boards and by disbursing over 130 footys to 8 provinces in Canada. AFL Canada balls and merchandise are also still available through Amazon and vendors such as Flaghouse.

Partnerships are integral to the operation of any not for profit organisation and AFL Canada was lucky enough to welcome some new partners across the year as well as extend some existing partnerships.

Great Aussie Food came on as Official Equipment Sponsor in May. The agreement meant that Great Aussie Food became an official partner of AFL Canada, printing their logo on all Sherrins used and sold in Canada. This also means that AFL Canada is able to continue to provide the world's cheapest Sherrin Footballs to its members. Savings of approximately \$6,500 were passed directly to AFL Canada members in 2021.

2021 saw the second year of the AFL Canada & Geelong Cats partnership that gave AFL Canada members access to the cheapest AFL Watch memberships available anywhere outside of Australia. AFL Canada was delighted to be able to extend that partnership for 2022 providing even greater access to professional football for its members. Savings of over \$3,880 were passed directly to AFL Canada members through this program in 2021.

Lululemon were engaged as a supporter of our national team, providing heavily discounted apparel to National Team players and staff. This benefit provided our athletes and staff with up to 50% off select training gear. This partnership yielded \$31,691 in savings on training apparel for Northern Lights and Northwind players and staff throughout 2021.

Toward the end of 2021, AFL Canada struck a deal with Sport for Life to house its junior resources on their PLAYbuilder app. PLAYbuilder is an app available internationally to teachers and coaches and allows AFL Canada to share Australian Football resources even further.

AFL Canada would like to thank the partners mentioned above for their help in growing footy in Canada, as well as existing partners; Impact Mouthguards, True Blue Swim School (formerly Paul Sadlers Swimland), OFX and Burley-Sekem for their continued support.

AFL Canada would also like to acknowledge the on-going funding support we received from AFL house, and their commitment to maintaining 2022's funding level at the same level as 2021.

In closing AFL Canada's Board of Directors would again like to commend all members for their efforts in ensuring a successful 2021, and looks forward to an even bigger and better 2022.

Overall Cash Position



	<u>Oct. 31, 2021</u>	<u>Oct. 31, 2020</u>
Start Balance	\$ 134,188.93	\$ 98,024.67
Ending Balance	<u>169,776.45</u>	<u>134,188.93</u>
Increase (Decrease) in Cash	<u>\$ 35,587.52</u>	<u>\$ 36,164.26</u>

Cash Inflows



	<u>Oct. 31, 2021</u>	<u>Oct. 31, 2020</u>
Dues and Insurance	11,431.00	27,947.00
Balls and Other Merchandise	12,126.13	9,462.18
Sponsorship	1,500.00	5,000.00
AFL Grant	92,857.50	88,300.00
Other Grants	-	-
CSJ Reimbursement	2,000.00	4,000.00
Other	<u>18,331.84</u>	<u>-</u>
Total Cash Inflows	138,246.47	134,709.18

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Higher figure in Fiscal 2020 was due to later payments of 2019 dues .In both 2020 and 2021, membership amounts were set at \$1 due to effect of COVID-19.

Membership Dues/ Insurance



- Invoiced Dues/ Insurance were \$ 12,817 in Fiscal 2021 and \$4,351 in Fiscal 2020.
- 2021 Membership and Insurance amounts on invoices were based on census information provided as of August 31, 2021.

Cash Inflows



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Other	18,331.84	-	
Total Cash Inflows	138,246.47	134,709.18	

In both years (and the year previous), AFL grant has been \$100,000 AUD. Different amount is due to changing value of CAD vs. AUD.

Cash Inflows



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Total Cash Inflows	138,246.47	134,709.18	

This amount was Government of Canada COVID-19 related subsidies (Canada Emergency Wage Subsidy). It is not expected in the future.



Cash Outflows

	Oct. 31, 2021	<u>Oct. 31, 2020</u>
Bank Fees	56.50	44.00
Merchandise	4,117.86	1,017.00
IC - Men	539.22	252.64
IC - Women	1,093.84	1,978.60
Shipping	1,547.22	2,192.82
Interns	2,520.95	2,159.62
Promotion	6,631.05	3,477.14
Footballs	18,384.70	4,112.00
Grants	900.00	-
Training and Conferences	11.62	-
Insurance	- 3,667.68	20,013.48
Professional Fees	212.00	495.50
Nationals	-	-
Development Manager	66,899.42	59,204.55
Development Manager - Office	1,200.00	1,100.00
Office	1,315.80	324.52
Other	896.45	2,173.05
	<hr/>	<hr/>
Total Cash Outflows	102,658.95	98,544.92



Cash Outflows

	Oct. 31, 2021	<u>Oct. 31, 2020</u>
Insurance	- 3,667.68	20,013.48
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Insurance Expense for Fiscal 2021 is a negative figure as the only transaction with our insurance company was a refund of insurance premiums. This is due to the effects of the COVID-19 pandemic and is reflective of these effects on both Fiscal 2021 and 2020.



Pay Pal Account

PayPal balance



\$405.60

Estimated total of all currencies

\$335.09 CAD
\$57.16 USD

Transfer Money



Inventory

Oct. 31, 2021

Oct. 31, 2020

Footballs	15,689.20	8,588.83
Other Merchandise	3,053.71	2,396.75
Total	\$ 18,742.91	\$ 10,985.58