



## AFL Canada 2022 Annual General Meeting: Report

**Date:** Sunday November 13th, 2022. 8:00pm ET

**In Attendance:**

<b>Executive</b>			
<b>Lachlan Griffiths</b>	President	<b>Kyle Mundell</b>	Vice President
<b>David Smith</b>	Treasurer	<b>Jim Oertel</b>	Men's Representative
<b>Lara Hilmi</b>	Director	<b>Greg Bridges</b>	Director
<b>Caroline Leduc</b>	Director		
<b>Member Clubs</b>			
<b>Bruce Parker</b>	Central Blues	<b>Alanna Robertson</b>	Calgary Kookaburras
<b>Mark Bang</b>	High Park	<b>Beau Kefford</b>	Calgary Kangaroos
<b>Natalie Devilliers</b>	AFL Quebec	<b>Yaser Abouelenin</b>	Ottawa Swans
<b>Kyle Springer</b>	Edmonton AFC	<b>Elliot Hoehenaus</b>	West Coast Saints
<b>Jonah Scott</b>	Halifax Dockers	<b>Lise Kiefer</b>	Hamilton Wildcats
<b>Daniel Henick</b>	Sydney Giants	<b>Eric Escaravage</b>	Burnaby Eagles
<b>Stephen McLeod</b>	Grand River Gargoyles	<b>Emile Studham</b>	Etobicoke Kangaroos
<b>Rob McMillan</b>	Van.-Whistler Hawks	<b>Udai Kapila</b>	Toronto Rebels
<b>Staff</b>			
<b>Jacob Haeusler</b>	Executive Director	<b>Jack Baillie</b>	BC Dev. Manager
<b>Non Voting Attendees</b>			
<b>Aaron Dvernychuk</b>	Windsor Bulldogs	<b>Darren Powell</b>	High Park Demons
<b>Barry Rooke</b>	AFL Ontario	<b>Derek Govier</b>	AFL Canada Umpires

## AGM Meeting Minutes:

Agenda Item	Responsible	Minutes
1. Call to Order	Lachlan Griffiths	Meeting called to order at 8.02pm EST
2. Determination of Quorum	Jacob Haeusler	Quorum determined, see attendance above
3. Rules of Procedure	Lachlan Griffiths	Lachlan explained rules of procedure for the meeting: <ul style="list-style-type: none"> <li>• Roberts Rules - all approvals require a motioner, seconder, any opposed?, vote (if needed).</li> <li>• Jacob Haeusler (ED) nominated as scrutineer.</li> </ul>
4. Approval of agenda	Lachlan Griffiths	Motion: Bruce Parker (Central Blues) Second: Eric Escaravage (Burnaby Eagles)  <i>Approved</i>
5. Approval of 2021 AGM minutes	Lachlan Griffiths	Motion: Natalie DeVilliers (AFL Quebec) Second: Mark Bang (High Park Demons)  <i>Approved</i>
6. Annual Report	Jacob Haeusler	Jacob presented abridged version of the Annual Report - see full report in <b>APPENDIX B</b> (Page 5)
7. Questions arising from Annual Report	Discussion	No questions arising from the 2022 Annual Report.
8. Strategic Direction Update	Lachlan Griffiths	Lachlan updated on the strategic direction of AFL Canada <ul style="list-style-type: none"> <li>- The organisation sought formal feedback at the start of the year to see where clubs need help AFL Canada. <ul style="list-style-type: none"> <li>- #1 Result = Recruiting/promotion, which resulted in Footy day in Canada</li> <li>- #2 Result = Cash flow, which resulted in Membership fee reduction for the third straight year.</li> </ul> </li> <li>- Second major event was the strategic planning session following the Parallel Cup <ul style="list-style-type: none"> <li>- Documents being prepared arising from meeting: <ul style="list-style-type: none"> <li>- Strategic Documents which are prepared and almost ready to share - waiting on feedback from AFL as they require a strategic document this year (last one expired during pandemic).</li> <li>- Events calendar.</li> </ul> </li> <li>- Items arising from the meeting in action already in action already <ul style="list-style-type: none"> <li>- Hiring Jack as Development Manager in BC</li> <li>- Events grant and calendar</li> </ul> </li> </ul> </li> <li>- No questions arising from update</li> </ul>
9. 2022 Financial Report	David Smith	See <b>APPENDIX C</b> (page 7).  Questions arising from Report:

		<ul style="list-style-type: none"> <li>- Eric Escaravage (Burnaby Eagles): Is the receipt process for donors automated?</li> <li>- Jacob Haeusler (Executive Director): Not automated but automatic, all donors receive receipt - can take the chat offline to run through the process.</li> </ul>
10. Appointment of Auditor	All	<p>Nicole Henderson approved previously for 2017-2021 audits</p> <p>Board recommends re-appointment of Nicole Henderson for 2022 audit.</p> <ul style="list-style-type: none"> <li>- Lachlan Griffiths puts forward motion to reappoint for the 2022 fiscal year</li> <li>- Second: David Smith (Treasurer)</li> <li>- None opposed</li> </ul> <p><i>Approved</i></p>
<p>11. Election of Executive Board of Directors</p> <p>See <b>APPENDIX A</b> (Page 4) for Director roles</p> <ul style="list-style-type: none"> <li>a) President</li> <li>b) Vice President</li> <li>c) Treasurer</li> <li>d) Women's rep</li> <li>e) Men's rep</li> <li>f) Director(s)</li> </ul>	All	<p>All positions are vacated, as terms are for one year.</p> <ul style="list-style-type: none"> <li>a) 1 Nomination, Lachlan Griffiths (Calgary Kangaroos) - no other nominations <ul style="list-style-type: none"> <li>i) No nominations from the floor</li> <li>ii) No opposition - position approved</li> </ul> </li> <li>b) 1 Nominations: Kyle Mundell (Grand River Gargoyles) - no other nominations <ul style="list-style-type: none"> <li>i) No nominations from the floor</li> <li>ii) No opposition - position approved</li> </ul> </li> <li>c) 1 Nomination, David Smith (Sydney Giants) - no other nominations <ul style="list-style-type: none"> <li>i) No nominations from the floor</li> <li>ii) No opposition - position approved</li> </ul> </li> <li>d) 1 Nomination, Haley Jones (Central Blues) - no other nominations <ul style="list-style-type: none"> <li>i) No nominations from the floor</li> <li>ii) No opposition - position approved</li> </ul> </li> <li>e) 1 Nomination, Jim Oertel (Burnaby Eagles) - no other nominations. <ul style="list-style-type: none"> <li>i) No nominations from the floor</li> <li>ii) No opposition - position approved</li> </ul> </li> <li>f) 3 Nominations, Greg Bridges (Ottawa Swans), Lara Hilmi (Etobicoke Kangaroos), Caroline Leduc (AFL Quebec). <ul style="list-style-type: none"> <li>i) No other nominations for Director position from the floor</li> <li>ii) Greg Bridges (Ottawa Swans) <ul style="list-style-type: none"> <li>1) No opposition - position approved</li> </ul> </li> <li>iii) Lara Hilmi (Etobicoke Kangaroos) <ul style="list-style-type: none"> <li>1) No opposition - position approved</li> </ul> </li> <li>iv) Caroline Leduc (AFL Quebec) <ul style="list-style-type: none"> <li>1) No opposition - position approved</li> </ul> </li> </ul> </li> </ul>
12. Other business, if any	Lachlan Griffiths	No other business from the floor
13. Adjournment of meeting	Lachlan Griffiths	Lachlan Griffiths adjourned the meeting at 8.32pm

**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 - 2022**

Footy in Canada was back with a bang in 2022! After two years of limited play due to the pandemic, Footy was finally able to resume in a close to normal fashion. AFL Canada membership numbers enjoyed a year of substantial growth and closer resembled pre pandemic numbers.

AFL Canada's Board of Directors elected to reduce membership fees to \$1 for the third straight year to provide financial flexibility to member clubs who are still in the process of rebounding from the pandemic. This decision saved member clubs over \$15,000 in membership fee expenses for 2022.

Junior Membership was the big growth number in 2022 with an increase of over 100 junior members across the country. The Calgary Kanagroos junior program was once again the leader in junior programming but assisting in the growth was the Ottawa Swans junior program in its second year, as well as new junior programs from the Halifax Dockers, Central Blues, Hamilton Wildcats and the Calgary Kookaburras.

The Northern Lights Youth Mentor Project kicked junior programming off for the year in the winter of 2022 in Ottawa. This pilot project was made possible with a successful funding application from the Canadian Parks and Recreation Association. The program's intention is to engage teenage girls in sport through Footy, with the intention of keeping them in sport, and at the same time teaching them valuable life lessons. This was done by industry experts running seminars on relevant topics to that age group.

Such a success was the pilot program that the project was replicated in three other cities across the country, by the Calgary Kookaburras, Halifax Dockers and Hamilton Wildcats - this expansion was made possible through the support of EMM Consulting. All in all, over 100 teenage girls took part in the project this year. AFL Canada is on the lookout for the next expansion cities for the project in 2023.

To celebrate Footy returning across the country in the spring, AFL Canada introduced the first ever 'Footy Day in Canada'. Halifax, Montreal, Ottawa, Toronto, Calgary and Edmonton all held free come and try sessions in prominent stadiums in their cities to celebrate footy returning, promote the sport, and hopefully introduce the sport to some new faces.

As the spring rolled around, provincial leagues kicked off their operations for the year, meaning Canada's National teams were able to set their program in motion as well. Both the Northwind and Northern Lights ran training camps in preparation for a big summer of Footy. Northern Lights Head Coach Tricia Rolfe and her staff led a highly attended camp in Toronto, and Northwind Head Coach Sean Goedheer and his staff elected to split their camps, running an

East Camp in Ottawa, and West Camp in Vancouver. All camps were well attended, and displayed a high skill level in preparation for the summer.

Preparation for 2022 for the National Teams included the introduction of new team logos. Both teams announced updated logos that represented the teams culture and attitudes. We would like to thank Graphic Designer Anthony Artusa for donating his time to help with this project.

Canada Summer Jobs funding was again a big player in the development of Footy in Canada in 2022. Thirteen member clubs applied for funding through the program and were successful in receiving access to over \$300,000 in funding. Jobs applied for included junior program leads, marketing coordinators, website development, operations managers, videographers and more. AFL Canada for the first time in 2022 was able to manage payroll for approved member clubs, breaking down another barrier in utilizing the approved Federal Government funding.

AFL Canada launched its new website at the start of the summer, following the closure of the former sporting pulse website platform, as well as being overdue for an update. The marketing committee undertook a lengthy vendor selection process, design phase as well as training and design feedback to ensure AFL Canada had a quality presence online and had a spot for prospective members to find their closest clubs. As well as this, and as a major benefit to members, AFL Canada's website can be templated in AFL Canada member club colors to provide clubs a simple and user friendly option for their own home pages.

Summer arrived and that meant it was time for International Footy to return to Canada, with the Parallel Cup taking place for the first time since 2015, and taking place in Canada for the first time since 2013! The USA men's team travelled up to Toronto to take on the Northwind, with the day also including a development game between both countries. The result of the games didn't go Team Canada's way but both teams made the country proud and it was brilliant to see International Footy return for the first time since 2017 due to the pandemic. Thanks to EMM Consulting, Tribal Sport and Great Aussie Food for their support in getting this event going.

AFL Canada's Board of Directors were on site to support the Northwind in the Parallel Cup, but also to hold the first ever in person strategic planning session. The outcome of the meeting was to determine the direction of the organisation moving forward, particularly coming out of the pandemic. More information about the Strategic Plan will be provided later in the AGM.

The headline Womens event for the year followed soon after the major Mens event. The inaugural AFL Canada Cup was held in Vancouver over the September long weekend. Over 120 women representing eight AFL Canada member clubs, and one USAFL club descended upon Vancouver to battle it out for AFL Canada Cup Champions. After a weekend of high quality competition, the Wild Swaints a combination team from AFL Quebec, Ottawa Swans and the Hamilton Wildcats prevailed as victors. We would like to thank EMM Consulting, Maxwell Merchant Solutions and Boob Armour for their support in running this event, as well as AFL British Columbia for being amazing hosts.

Toward the end of the year, the Board of Directors approved a newly created Development Manager position for the Vancouver, BC region which is a huge boost for development of Footy

in BC, and by extension Canada. The purpose of the position is to re-establish and build out the junior program pathway in Vancouver, as well as to engage, assist and empower existing and new clubs within the region. We'd like to welcome Jack Baillie who is scheduled to start in the coming weeks.

In summary, AFL Canada enjoyed a busy year of Footy in 2022, and looks forward to building on and developing further in 2023. Thanks to all members, clubs and leagues who did their part to ensure a successful year of Footy in 2022.

**APPENDIX C:  
AFL Canada Financial Report- 2022**

## Overall Cash Position



	<u>Oct. 31, 2022</u>	<u>Oct. 31, 2021</u>
<b>Start Balance</b>	<b>\$ 169,776.45</b>	<b>\$ 134,188.93</b>
<b>Change in Cash</b>	<b>- 27,308.58</b>	<b>35,587.52</b>
<b>Ending Balance</b>	<b>\$ 142,467.87</b>	<b>\$ 169,776.45</b>

## Cash Inflows



	<u>Oct. 31, 2022</u>	<u>Oct. 31, 2021</u>
Assoc Fees	13,882.56	11,431.00
Donations	500.00	-
Sponsorship	11,627.49	1,500.00
AFL Grant	89,897.00	92,857.50
Other Grants	13,026.00	-
CSJ Reimbursements	53,973.73	2,000.00
Merchandise/ Football Sales	17,741.41	12,126.13
Other	420.00	18,331.84
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Total Revenue	201,068.19	138,246.47

## Inventory



	<u>Oct. 31, 2022</u>	<u>Oct. 31, 2021</u>
Inventory Value	\$ 21,416.60	\$ 18,245.16





# Cash Outflows

	<u>Oct. 31, 2022</u>	<u>Oct. 31, 2021</u>
Bank Fees	147.25	56.50
Merchandise Purchases	8,923.25	4,117.86
National Team - Men	15,638.99	539.22
National Team - Women	5,765.57	1,093.84
Shipping	1,721.13	1,547.22
Interns (Reimbursed)	54,858.84	2,520.95
Promotion	15,494.86	6,631.05
Footballs	10,931.74	18,384.70
Grants	1,817.93	900.00
Training/Conferences	164.27	11.62
Insurance	16,742.82	- 3,667.68
Professional Fees	4,343.80	212.00
Payroll	64,122.48	66,899.42
DM Office	1,200.00	1,200.00
Office	731.35	1,315.80
Other	3,826.84	896.45
NL Project	10,205.63	-
Donations (Designated)	500.00	-
Strategy Meeting	2,861.16	-
AFL Canada Cup	8,378.86	-
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Total Expenses	228,376.77	102,658.95