



## AFL Canada 2023 Annual General Meeting - Minutes

**Date:** 8:00 pm EST, Sunday November 19th, 2023.

<b>Executive</b>			
<b>Lachlan Griffiths</b>	Chair	<b>David Smith</b>	Treasurer
<b>Haley Jones</b>	Women's Rep	<b>Greg Bridges</b>	Director
<b>Caroline Leduc</b>	Director		
<b>Member Clubs</b>			
<b>Chris Wood</b>	Van.-Whistler Hawks	<b>Niamh Golden</b>	Calgary Kookaburras
<b>Mark Bang</b>	High Park	<b>Erik Brzezinski</b>	Calgary Kangaroos
<b>Morgan Whyte</b>	AFL Quebec	<b>Yaser Abouelenin</b>	Ottawa Swans
<b>Rowan Shields</b>	Edmonton AFC	<b>Trent McIlroy</b>	Vancouver Cougars
<b>Jonah Scott</b>	Halifax Dockers	<b>Lise Kiefer</b>	Hamilton Wildcats
<b>Sean MacNeil</b>	Sydney Giants	<b>Trent Loosemore</b>	Burnaby Eagles
<b>J. Schwartzentruber</b>	Grand River Gargoyles	<b>Claire Warren</b>	Etobicoke Kangaroos
<b>Staff</b>			
<b>Jacob Haeusler</b>	Executive Director	<b>Jack Baillie</b>	BC Dev. Manager
<b>Non Voting Attendees</b>			
<b>S. Weaver- Crawford</b>	St John Bulldogs	<b>Charlotte Biot</b>	Ottawa Swans

## MEETING MINUTES:

#	Agenda Item	Type	Responsible	Time	Minutes
<b>Initial Approvals</b>					
1	Call to Order	Information	Jacob Haeusler	2	Annual Meeting called to order 8.06pm EST
2	Determination of Quorum	Information	Jacob Haeusler	5	Quorum determined at 14 club members, see attendance above
3	Rules of Procedure - Robert's Rules	Approval	Jacob Haeusler	5	Jacob explained purpose of Robert's Rules  Motion: Yaser Aboulenin (Ottawa Swans) Second: Lise Kiefer (Hamilton Wildcats)
4	Approval of Agenda	Approval	Jacob Haeusler	2	Motion: Jeremy Schwartzentruber (Grand River) Second: Rowan Shields (Edmonton AFC)
5	Approval of Minutes 2022 AGM	Approval	Jacob Haeusler	2	<a href="#">2022 AFL Canada AGM Report</a>  Motion: Mark Bang (High Park Demons) Second: Chris Wood (Vancouver-Whistler Hawks)
<b>Agenda Items</b>					
6	Annual Report	Update	Jacob Haeusler	10	Jacob Haeusler presented 2023 Annual Report - See appendix A
7	Questions Arising From Annual Report	Discussion	All	2	No questions from annual Report
8	Financial Report	Update	David Smith	5	David Smith presented the 2023 Financial Report - See appendix B  <i>Questions arising from Financial Report:</i> Yaser Abouelenin (Ottawa Swans) - We had spoken of filing finances with the CRA above a certain threshold, has there been any information released there? - David Smith: we would need to talk offline, don't have the answer to that in front of me. Yaser Abouelenin (Ottawa Swans) - Is the AFL Grant happening again in 2024?

					- David Smith: yes and we actually have already received it for 2024
9	Appointment of Auditor	Approval	David Smith	2	<p>Sport Canada requires yearly audited financial reports from all NSO's.</p> <p>Nicole Henderson has been approved previously for 2017-2022 audits</p> <p>Board recommends re-appointment of Nicole Henderson 2023 audit.</p> <p>Motion: David Smith (AFL Canada) Second: Lachlan Griffiths (AFL Canada)</p>
10	<p>Election of Executive Board of Directors</p> <p>a) Chair b) Vice Chair c) Treasurer d) Men's rep e) Women's rep f) Director(s)     a. 4 Director positions available.</p>	Nomination & Election	Jacob Haeusler	10	<p>All positions are vacated, as terms are for one year.</p> <p>a) 1 Nomination, Lachlan Griffiths (Calgary Kangaroos) - no other prior nominations     i) No nominations from the floor.     ii) Lachlan Griffiths elected chair</p> <p>b) 1 Nomination, Kyle Mundell (Grand River Gargoyles) - no other prior nominations     i) No nominations from the floor.     ii) Kyle Mundell elected Vice Chair</p> <p>c) 1 Nomination, David Smith (Sydney Giants) - no other prior nominations     i) No nominations from the floor.     ii) David Smith elected as Treasurer</p> <p>d) Jim Oertel (Burnaby Eagles) - no other prior nominations     i) No other nominations from the floor.     ii) Jim Oertel elected as Men's rep</p> <p>e) Haley Jones (Central Blues) - no other prior nominations     i) Nominations from the floor.         1) Charlotte Biot (Ottawa Swans)         2) Charlotte Biot elected as women's rep by a vote of club members (8-6)</p> <p>f) 2 prior nominations:     i) Greg Bridges (Ottawa Swans)         1) Greg Bridges elected as Director     ii) Caroline Leduc (AFL Quebec)         1) Caroline Leduc elected as Director</p> <p>f) 1 nomination from the floor:</p>

					<p>iii) Haley Jones (Central Blues) nominated by Lachlan Griffiths.</p> <p>1) Haley accepts and is elected Director</p>
11	Sport Canada Governance Changes	Discussion	Lachlan Griffiths	10	<p>Lachlan explained the Sport Canada governance mandates being brought in and the board's efforts in meeting those.</p> <ul style="list-style-type: none"> <li>• <a href="#">AFL Canada Bylaws (with recommendations)</a></li> <li>• <a href="#">Summary of Proposed Changes to bylaws</a></li> <li>• Committees</li> <li>• Governance Tools</li> </ul> <p>No questions arise from presentation</p>
<b>Closing Agenda Items</b>					
12	Other Business	Discussion	Chair	5	No other business
13	Adjournment of Meeting	Approval	Chair	1	<p>Motion: Lise Kiefer (Hamilton Wildcats) Second: Erik Brzezinski (Calgary Kangaroos)</p> <p>Meeting adjourned at 8.42pm EST</p>

## **APPENDIX A**

### **AFL CANADA 2023 ANNUAL REPORT**

Footy in Canada saw arguably its biggest year in 2023. Well supported international and domestic events, new teams, leagues and junior centers, combined with explosive member growth, saw one of the busiest Footy years in Canada on record.

Overall membership saw a 42% increase compared to 2022. Efforts from our volunteers at club and league level, in recruiting and growing our game are primarily to thank for the growth. AFL Canada recognises all of the hard work that goes into the running clubs, each and every day.

Junior participation also saw a large spike in 2023 and no doubt contributed to the overall jump in membership. Eight cities across Canada ran junior leagues in the spring and fall this year, leading to a 33% increase in junior membership in Canada. This is not to mention the almost 16,000 kids who participated in school programming in 2023, thanks largely to the school program run by the Calgary Kangaroos, as well as the BC Schools Program.

The Canada Summer Jobs program was again a big player in junior growth in 2023, but clubs and leagues also started to expand the scope of use for the program, hiring videographers, website managers, and various other positions. In 2023 AFL Canada member clubs utilized close to \$70,000 of funding from the government, to hire 14 staff members to help grow their clubs and leagues.

Hiring staff to facilitate growth across the country was a key goal of the strategic direction document released by the Board of Directors shortly after the 2022 AGM. In December of 2022 AFL Canada hired Jack Baillie as a BC Development Manager in the first step in fulfilling those strategic goals. Jack enjoyed a successful year, seeing over 5,200 kids in schools and overseeing the introduction of a Footy 9s Social league in Vancouver this fall, not to mention significant contributions to other national events and projects throughout the year.

Nick Duguid was hired in the role of Toronto Development Manager in the spring on a short term basis, with the goal of introducing a social, non contact, midweek league to Toronto, as well as adding to the existing junior landscape in Toronto. Nick ran a successful summer 9s league and was able to grow junior registration in Toronto to almost 100 members in a short time. AFL Canada would like to thank Nick for his contributions to the growth of Footy in Canada this summer.

As well as staffing, events were identified as a key part of strategy to continue to grow footy in Canada moving forward and 2023 saw a number of events supported by AFL Canada, on a varying scale. The event calendar kicked off in March, with the Kin Games in Winnipeg, Manitoba. This was the first time Footy had been involved in the Kin Games since 2018, introducing Footy to 500+ University students. AFL Canada is pleased to announce that Footy is confirmed to be a part of the 2024 Kin Games, in Windsor, Ontario.

The second annual AFL Canada Cup followed in May of 2023, and was hosted in Hamilton, Ontario. The weekend long event saw some high quality women's footy in a carnival atmosphere where players representing nine women's teams fought it out for the title of AFL Canada Cup Champions. This title was ultimately taken out by a combined Calgary and Burnaby team. AFL Canada wants to thank EMM Consulting and Maxwell Merchant Solutions for their support, as well as the Hamilton Wildcats and their members, for hosting an amazing event.

Domestic events run by AFL Canada members clubs also had significant placement on the calendar and were well attended by various clubs and players from all across the country. AFL Canada was pleased to support the following events, through the introduction of the Event Hosting Grant in 2023:

- The Pony Platter - Ottawa, ON. May 2023
- The Kelowna Cup - Kelowna, BC. June 2023.
- The Montreal Women's Tournament - Montreal, QC. July 2023.
- The Halifax Cup - Halifax, NS. October, 2023.

Inclusive of the event hosting grants, and taking into account the provincial grants program and the new club grant, AFL Canada's Grants program disbursed over \$5,500 worth of grants to member clubs this year. The grants program being just one of many member benefits that clubs had access to again in 2023.

To highlight some of those benefits, 13 clubs have signed up to be part of AFL Canada's microsite system this year, taking advantage of free templated websites to promote their clubs via AFL Canada. AFL Canada again was able to procure the cheapest digital memberships through the AFL Canada x Geelong Cats Watch AFL membership, and the cheapest Sherrin footballs in the world, inclusive of Australia, were once again available through AFL Canada. Member clubs received even further discounts. AFL Canada would like to thank Tribal Sport for coming on board as the Football Sponsor for 2024 and 2025 ensuring AFL Canada can continue to pass those savings on to members for the next two years. We are excited to distribute the Sherrin's currently in production prior to the 2024 season with the Tribal Sport Logo.

AFL Canada's National Teams enjoyed active 2023 seasons through in person camps, virtual sessions and the expansion of high performance staff surrounding the teams. Both the Northern Lights and Northwind capped off the year taking on the USA in Racine, Wisconsin for the 49th Parallel Cup. The Northwind fought gallantly and ultimately went down by 3 points in one of the most tightly contested games in Parallel Cup history. The Northern Lights, who were suiting up for their first international hit out since 2017, came away as victors in another tightly contested match, overcoming the USA by 9 points. AFL Canada would like to thank Head Coaches, Tricia and Sean, as well as their staff, for representing AFL Canada to a high standard, and for maintaining the high performance standards of the National Team program.

AFL Canada would like to extend a thankyou to EMM Consulting and True Blue Swim School for their support of the National Teams in 2023.

While it was disappointing that the International Cup was postponed again in 2024, AFL Canada was thrilled to be selected as the host of the 2024 Transatlantic Cup. This tournament will take place in Toronto in August of 2024, and is a brilliant opportunity to not only show off the strength of our National Teams, but the high standard of Footy all across Canada.

In closing, AFL Canada is extremely grateful for the efforts of all volunteers, members, staff and footy fans across the country, making these levels of success possible in 2023, and we look forward to an even bigger and better year in 2024.

**APPENDIX B  
AFL CANADA 2023 FINANCIAL REPORT**

## Overall Cash Position



	<u>Oct. 31, 2023</u>	<u>Oct. 31, 2022</u>
<b>Start Balance</b>	<b>\$ 142,467.87</b>	<b>\$ 169,776.45</b>
<b>Change in Cash</b>	<b>- 70,088.74</b>	<b>- 27,308.58</b>
<b>Ending Balance</b>	<b>\$ 72,379.13</b>	<b>\$ 142,467.87</b>

## Cash Inflows



	<u>Oct. 31, 2023</u>	<u>Oct. 31, 2022</u>
Association Fees	32,647.01	15,097.56
Donations	4,553.20	500.00
Sponsorship	10,000.00	11,627.49
AFL Grant	91,128.00	89,897.00
Other Grants	1,662.00	13,026.00
CSJ Reimbursements	64,410.59	52,973.73
Merchandise/ Football Sales	12,369.01	17,526.41
BC Schools	7,380.00	-
Toronto Auskick	7,006.67	-
AFL Canada Cup	2,541.42	-
Other	702.22	420.00
<b>TOTAL</b>	<b>234,400.12</b>	<b>201,068.19</b>

## Cash Outflows

Oct. 31, 2023

Oct. 31, 2022



Bank Fees	125.75	147.25
Merchandise	1,502.88	8,923.25
National Team - Men	13,533.69	15,638.99
National Team - Women	9,779.14	5,765.57
Shipping	2,117.34	1,721.13
Interns	76,736.38	54,858.84
Promotion	3,775.82	15,494.86
Footballs	2,952.61	10,931.74
Grants	4,768.54	2,317.93
Training and Conferences	2,214.02	-
Insurance	22,000.68	16,742.82
Prof Fees	4,865.81	4,508.07
Payroll	135,686.98	64,122.48
Staff Office	2,700.00	1,931.35
Other	1,659.50	3,826.84
NL Project	276.00	10,205.63
Staff Travel	1,303.89	-
Kin Games	4,027.42	-
Strategy Meeting	-	2,861.16
AFL Canada Cup	10,682.23	8,378.86
BC Juniors	783.44	-
Toronto Jnrs/9s	2,996.74	-
<b>Total Expenses</b>	<b>304,488.86</b>	<b>228,376.77</b>

## Inventory

Oct. 31, 2023

Oct. 31, 2022



Inventory Value                      \$ 15,249.24      \$ 21,416.60