



# 2017-18 ANNUAL REPORT





*Current NTFL Premier League men's and women's teams at TIO Stadium*



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*Cameron Ilett accepts his  
second Nichols Medal*





# CHAIRMAN'S REPORT

*Welcome to the 2018 AFLNT Annual Report and as Chairman I take this opportunity to highlight some of the major items for the year.*

This year commenced with a changing of the guard at a CEO level as we welcomed back Stuart Totham into the fold of NT Football. Stuart has certainly added his home-grown flavour to the position and he has remodelled and built a strong team who deliver many AFL programs all year round right across the Territory. To outgoing CEO Michael Solomon we say a big thank you for his two year contribution to our game and acknowledge his commitment to developing areas of our business that now see us as leaders in the sporting arena in the Northern Territory.

What a great spectacle it was for the AFL game in Alice Springs with the local traditional cultural on display that was broadcast Australia-wide. It was six hours of prime time viewing that showcased not only our game but Alice Springs as a tourist destination and by allowing the local cultural inheritance to be seen by a huge viewing audience. We thank Channel 7, the AFL and all involved for the work required to achieve such a fantastic outcome. To the Melbourne Football Club, their outgoing CEO Peter Jackson, many thanks for your commitment to games in the NT and in particular for your engagement throughout Central Australia.

As mentioned last year, the NT entered the VFLW competition this year and achieved some great results. Finalists in our first year with many young local women experiencing for the first time their chosen sport at this level with the potential exposure for AFLW recognition and selection. We look forward to further developing our VFLW credentials and watching our NT representatives at the Adelaide Crows in 2019.

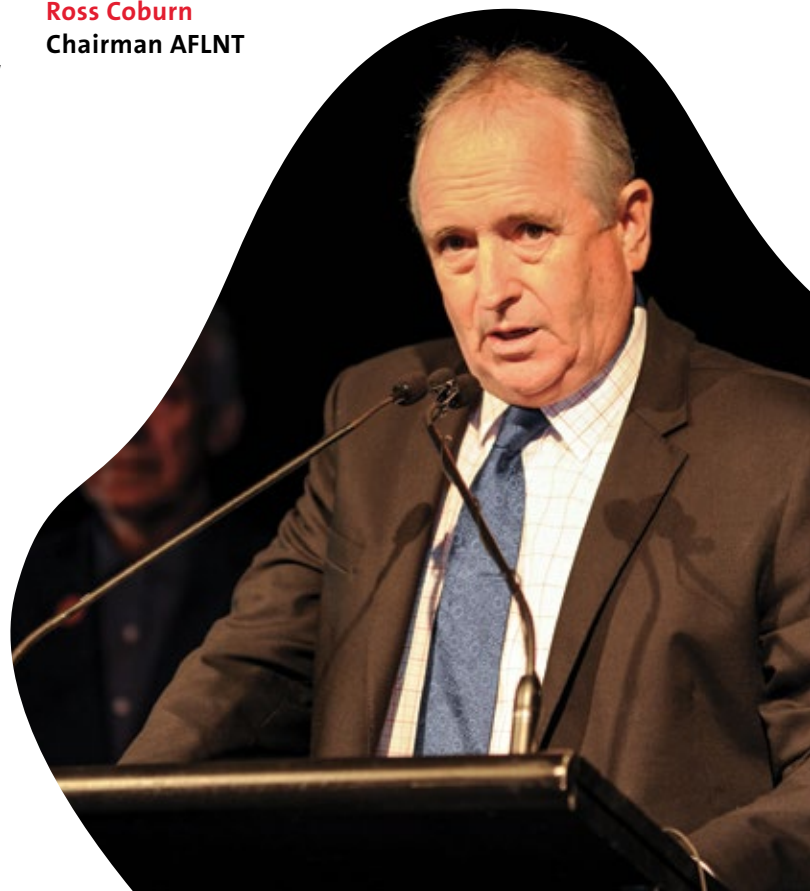
Our Remote Programs continue to produce great outcomes for young Territorians and this year following a presentation by two of our remote staff to the AFL Executive in Alice Springs in May, the team then did a further presentation to the AFL staff and Commission in Melbourne. This culminated with the AFL Commissioner including the great work of our programs in his Grand Final Day address promoting how programs such as this assisted the AFL to deliver better outcomes for Australians involved in our game.

There is so much more I could mention but I will close by thanking Stuart and all his team involved at AFLNT for your commitment and "driven by an outcomes approach" that continues to achieve so much. To our Competitions, Clubs, Committees, Volunteers and Supporters a big thanks stated with an understanding that we can only make it work and continue to grow our game with a strong commitment and willingness to work together.

Finally thank you to the AFLNT Board of Directors for their ongoing commitment to Territory football.

Thanks again to you all and I look forward to all that 2019 holds for our great game of AFL in the Northern Territory.

**Ross Coburn**  
Chairman AFLNT



# CEO'S REPORT

*It is a pleasure to present my first CEO's report, reflecting on the previous 12 months of activity for AFL Northern Territory. I feel fortunate to have been given the opportunity by the AFL and AFLNT Board to lead AFLNT through its next phase of growth and development.*



## 237

**STUDENTS  
THROUGH THE  
MLLC PROGRAM  
IN 2018**



## 9%

**INCREASE  
IN BASELINE  
PARTICIPATION**



## 20%

**INCREASE IN  
SOCIAL MEDIA  
AUDIENCE**

The game across the Territory has continued to grow and thrive in 2018, with baseline participation increasing 9% to 48,815 over the year. Club participation increased 1.5% overall and school program engagement rose 13.5%. Female involvement continues to thrive with a 11.5% increase recorded for participation in club competitions during 2018.

AFLNT coordinates community football competitions in Darwin, Alice Springs, Katherine and Tennant Creek, and continues to provide opportunities for young men and women to engage in our game.

Congratulations to the premiers in each of these competitions: NTFL – Southern Districts (Men) / Waratah (Women); CAFL – Rovers/ Alkamilya; BRFL: Katherine South Crocs/ Eastside and BFL – Janapurlalki Eagles. A special mention to Shaun Cusack who coached the Rovers men and Alkamilya women's teams to premierships in 2018, a fantastic achievement.

We continue to have strong broadcast backing for the NTFL through Channel 7, NITV and ABC Radio, I thank them for their continued support of the game up in the Top End.

During 2018 we also conducted planning sessions with stakeholders for football in Central Australia and on the Tiwi Islands.

The "Footy Forums" held in Alice Springs were well attended and generated significant goodwill between AFLNT and stakeholders. This engagement has resulted in the development of a plan for football growth in Central Australia; a plan that we will start executing during 2019.

In conjunction with the Tiwi Bombers Football Club, AFL, Essendon Football Club and numerous stakeholders, we have also produced a draft plan for football on the Tiwi Islands.

We look forward to further engagement with the football communities in Katherine, Tennant Creek and Gove over 2019 to develop plans for the growth of the game in these regions.

Congratulations to Southern Districts on being the 2017/18 TIO NTFL Men's Premier League premiers. A special thank you to John Paterson, Matt Campbell, Shannon Rusca and Dave Sanderson for engaging and working with the AFLNT Executive team to work through issues that impacted the scheduling of the Grand Final due to Cyclone Marcus.

But what a fantastic display of Territory football the historic mid-week grand final ended up being, with 5,500 in attendance and 45,000 watching the streaming of the game live throughout the

country. A professional Waratah outfit was again triumphant in the Women's Premier League division, congratulations on maintaining a dominance of this competition.

Our remote programs continue to have significant positive social impact on the communities that coordinate football competitions and related activities. In partnership with Deloitte Access Economics and the AFL, we are currently progressing a "Social Return on Investment" project that will evaluate our programs and value the positive social impact that they have, thus quantifying the positive impact that football has in remote communities in the NT.

The Michael Long Learning and Leadership Centre (MLLLC) continues to be a pivotal component of what we do at AFLNT. The demand from remote and regional schools to engage in the MLLLC program is growing. The program saw 237 students through the centre in 2018 and this number is expected to nearly double during 2019 thanks to a \$55K investment to reconfigure the accommodation that will allow us to have two groups in at any one time.

Our flagship NEAFL Thunder team, after a promising start, had a disappointing season. We undertook a "mid-season review" which identified some key areas that we need to improve in. We are confident that we have addressed these areas and with a new football structure and coach are looking forward to a much-improved season in 2019.

A highlight of the year was the introduction and performance of our VFLW team in its inaugural season. The team won 11 of the 14 games and lost its final to finish fourth, a fantastic start for a team that will no doubt be hurting from an early finals exit and will be aiming to improve in 2019.

The relationship with the Adelaide Crows continues to be a crucial element in the development of NT talent and the pathway to the top level. We were pleased to see Danielle Ponter being drafted to the Crows and Jordann Hickey get an opportunity to play at the top level with the Melbourne Football Club.

The broadcast and social media reach of the game continues to grow. In 2018 the NTFL and NT Thunder had regular, weekly national broadcast coverage and social media audience grew by 20%. We look forward to further expanding our reach and growing our audiences in 2019.

Thanks to the support of the NT Government, AFL and Melbourne Football Club we again hosted two AFL games in the NT. The Melbourne vs Fremantle game in Darwin was again well supported by the Top End public with a crowd of 8,000. The match in Alice Springs between the Demons and Crows proved the major highlight with the curtain-raiser game between the Redtails and Top End Storm, the cultural ceremony and a sell out crowd.

The focus for AFLNT over the coming 12 months will hone in on a few key areas, including the future governance of the game in the NT, the evolution of our talent and team programs, engaging with communities around the future of the game, facility development, AFLNT Team scoping project and creating more opportunities for people to be involved in our game.

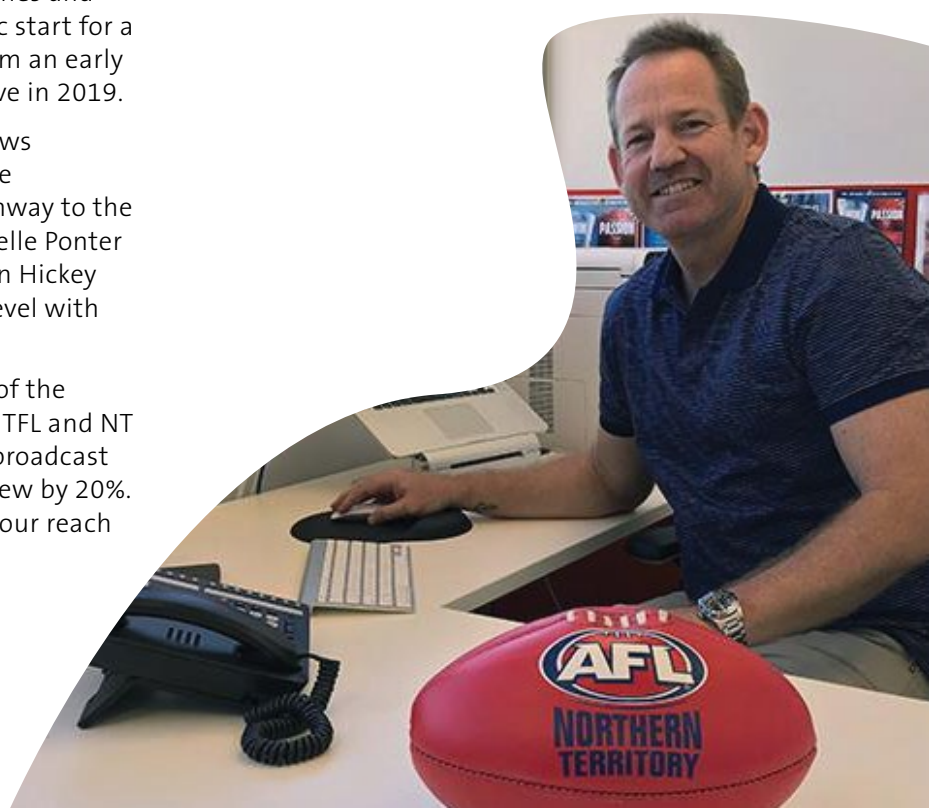
A big thank you to AFLNT staff, the executive team, AFL, the Northern Territory Government and all our stakeholders for your support of the game here in the Northern Territory.

My first 12 months has been challenging as I have settled in, however I have thoroughly enjoyed every moment and feel the organisation is well placed to grab the opportunities that lie ahead and meet the challenges that will no doubt head our way.

See you at the footy!

**Stu Totham**

**CEO | AFL Northern Territory.**



# AFLNT DIRECTORS



**Mr Ross Coburn**  
Chairman

- Bachelor of Business-Accounting (ASCPA)
- Diploma Australian Institute of Company Directors (FAICD)
- Australian Certified Practising Accountants (CPA)
- Former CEO – St John Ambulance Northern Territory (NT)
- Executive Management – 17 years
- 2011 AIM Not for Profit Manager of the Year NT & South Australia (SA)
- Company Director/Secretary – 16 years
- Board Memberships – various 25 years
- Auskick Coach – 7 years
- AFLNT Board Member since 2002, Chairman since 2012



**Mr Sean Bowden**

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



**Mrs Dianne Borella**

- Master of Public Health
- Diploma of Social Science and Management
- Company Director – Dianne Borella Consultancy Pty Ltd.
- Accredited Trainer – Aboriginal Mental Health First Aid
- Cert IV Mentoring Diverse Groups
- Life Member Nightcliff Football Club
- Past President Rotary Club of Darwin Sunrise
- Recipient of Paul Harris Fellow Award
- Recipient of Sapphire Paul Harris Fellow Award
- NT Thunder Football Club Volunteer of the Year Award
- Long Term Employee – Australian Public Service with experience in Education, Employment, Training, Youth Affairs, Aboriginal Health, Law & Order
- Member of well-respected local sporting family



**Mr Andrew Dillon**

- Director AFL Sports Ready
- Director Champion Data Holding Pty Ltd
- Bachelor of Commerce and Bachelor of Laws
- Former in-house Counsel of Village Roadshow Limited
- AFL General Counsel, Legal & Business Affairs
- Chairman AFL's List Establishment Sub-Committee for Gold Coast and Greater Western Sydney entry rules





**Ms Colleen Gwynne**

- Northern Territory Children's Commissioner
- Australian Institute of Company Directors
- Graduate Certificate in Applied Management
- Graduate Diploma in Criminal Justice Education
- Former Coach and player in the NTFL
- Assistant Coach to the Adelaide Crows Women's Team



**Mr Shaun Hardy**

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



**Mr Edward (Ted) Liddy**

- Highly respected Indigenous player of 272 NTFL games (St Mary's Football Club)
- NTFL Premiership player 13 times
- Played with Morningside FC (QLD) West Adelaide FC (SA)
- Coach of St Mary's FC – two seasons
- Life Member St Mary's FC and NTFL
- Won Club Best and Fairest award in QAFL (Morningside) & NTFL (St Mary's)
- Approximately 25 years' service as an Aviation Fire Fighter with Air Services Australia
- AFLNT Inaugural Hall of Fame Inductee



**Mr Lincoln Jenkin**

- Regional Manager of Carlton & United Breweries NT
- NT resident for 38 years, 10 of those in Alice Springs
- Inaugural member and former Chairman, Northern Territory FC
- Board Membership – 9 years
- Has a strong NT football background having played in Central Australia (Federal FC and Wests FC) and Darwin (Wanderers FC and Banks FC) competitions
- Served on a variety of FC committees and coached at several levels, including premiership teams
- Has been involved with NT Masters AFL
- Is a lifelong Essendon Bombers supporter



**Ms Kathleen Cole**

- Bachelor of Business – Major Accounting
- Graduate Diploma of Public Health – Indigenous Health
- Masters of Community Management
- Fellow of Australian Certified Accountants
- CEO of Cancer Council NT
- Executive Management within NT 15 years
- Member of Waratah Football Club 12 years



**Mr Thomas Wilcox**

- Bachelor of Laws (LLB); Bachelor of Commerce (BCom)
- General Counsel & Company Secretary, CSG Limited
- In house legal practice (Melbourne, London, Darwin) – 8 years
- Private legal practice (Melbourne and London) – 8 years
- Former co-captain, premiership player and Executive Committee member with Melbourne University Blues FC (VAFA A Section)



# EXECUTIVE TEAM



Chief Executive Officer  
**Stuart Totham**



Executive Assistant  
**Hayley Lonsdale**



Manager of MLLLC & Facilities  
**Kye Brown**



Manager of Commercial & Marketing  
**Peter Bailey**



Manager of Communications & Media  
**Amy Blake**



Manager of Community Football  
**Rosanna De Santis**



Manager of Game Development & Planning  
**Emily Wastle-Hopkins**



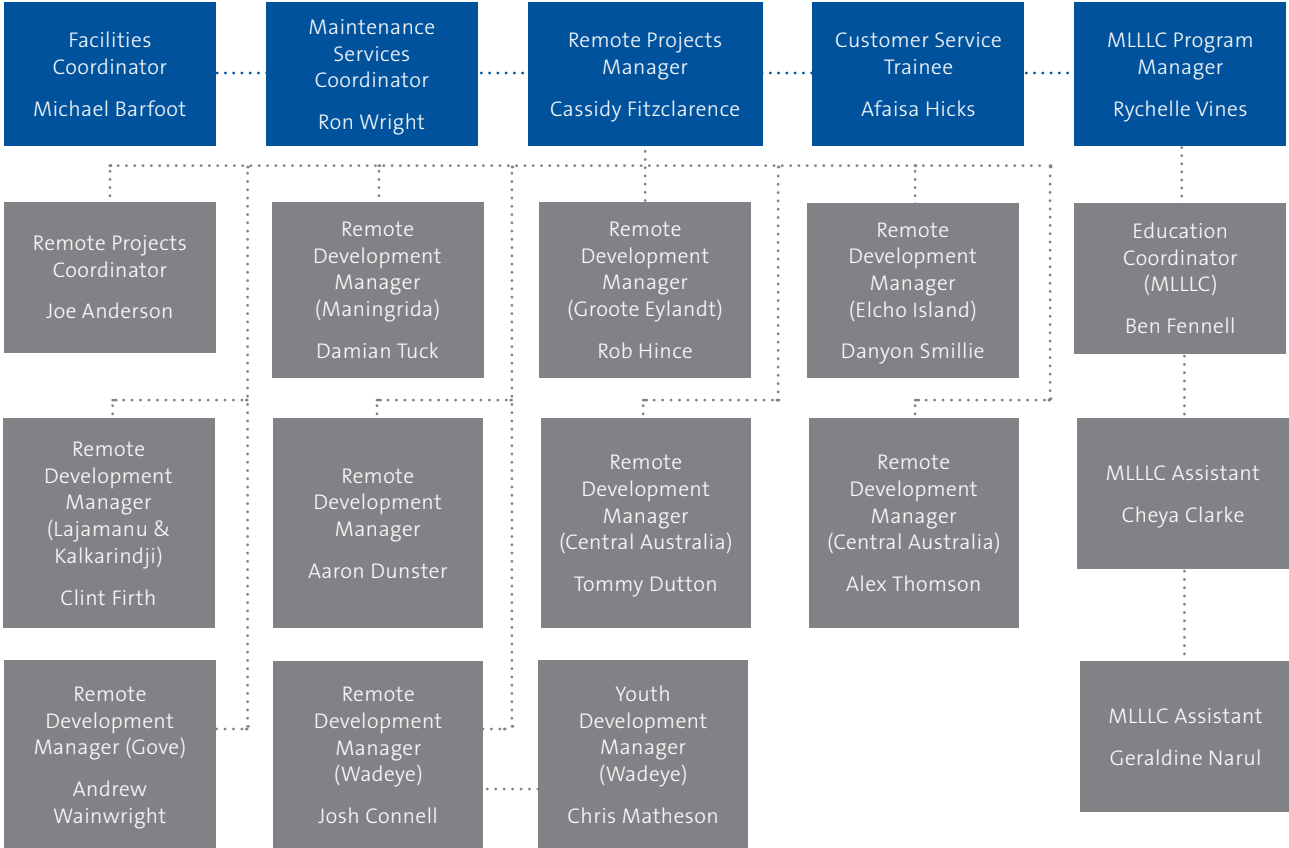
Manager of Talent & Pathways  
**Wally Gallio**



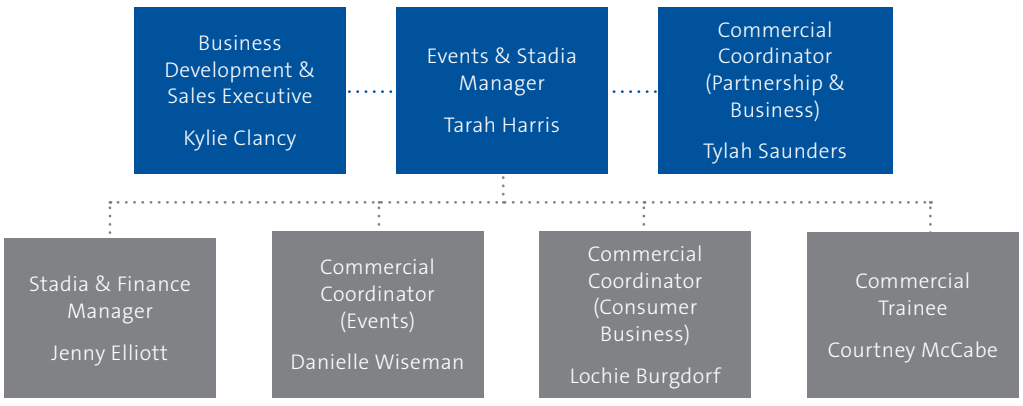
Manager of NT Thunder  
**Andrew Hodges**

# STAFF (as at 1 December 2018)

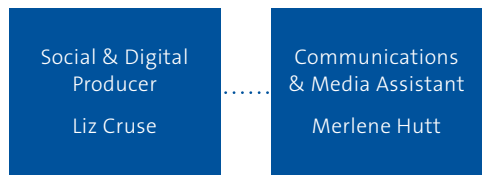
## MLLLC, Remote & Facilities



## Commercial & Marketing



## Communications & Media

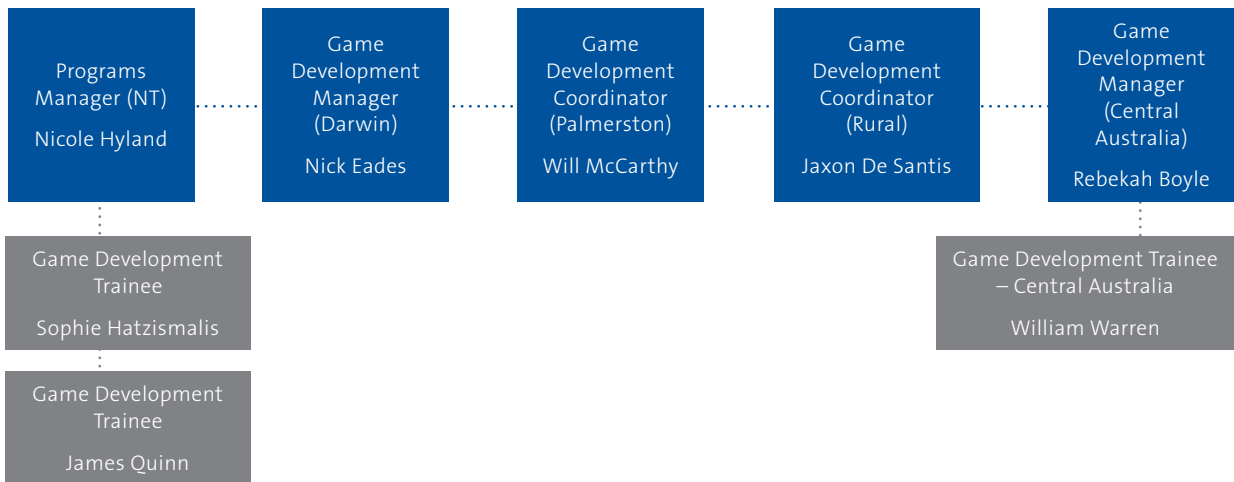




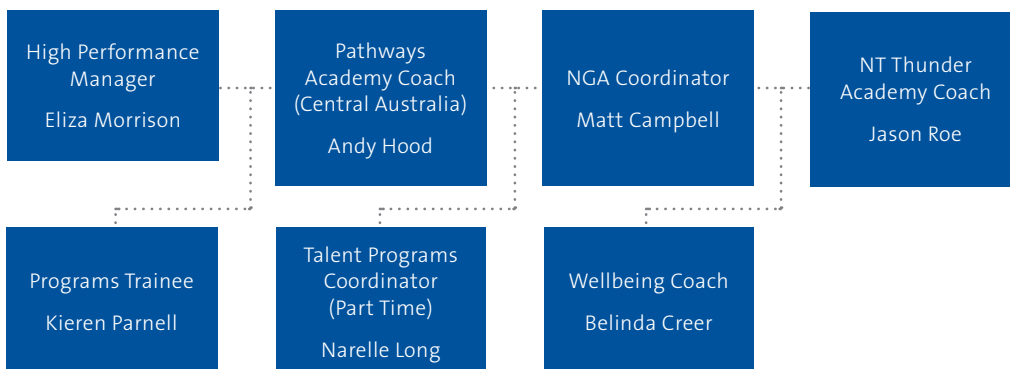
## Community Football



## Game Development & Planning



## Talent & Pathways



# COMMUNITY FOOTBALL



*Clubs and officials at the launch of the 2018/19 TIO NTFL Season*

## From the NTFL

**The NTFL competition grew by three additional teams in the lead-up to the 2018/19 competition – 107 to 110.**

**The TIO NTFL season has seen the debut of 24 young women into the Premier League Women's competition, and 59 young men into the Premier League Men's competition.**

A cyclone delayed the marquee event of the NTFL calendar, with Marcus wreaking havoc on our big plans for the Men's Premier League grand final day.

However, not to be outdone, all it took was a quick collaboration session with the two main clubs and a big clean-up effort to ensure we were ready for a special mid-week grand final. And it didn't disappoint, with the spectators that packed TIO Stadium on Wednesday 21 March treated to a magical night of football. A one-point win went the way of Southern Districts, with Darwin Buffaloes co-captain Jarrod Stokes awarded for his heroics, voted the Chaney Medallist despite the loss.

Before the cyclone though, there was the Women's Premier League grand final, which was

a rematch of the previous season's final between Waratah and the Darwin Buffettes. This time the Tahs proving to be too strong and reclaiming the cup.

Not by design but by reward, the Gwynne Medal awarded to the best and fairest in the Women's Premier League division was shared by the captain of the Darwin Buffettes, Lucy Adam and Waratah captain, Lisa Roberts. They were joined in picking up the top honours by Cameron Ilett, who in his first season with Nightcliff claimed his second Nichols Medal, the ultimate individual prize in Territory footy.

It was also a spectacular year for some of our junior grades with the Under 18 Girls Darwin Buffettes team going undefeated all season, while the Wanderers boys demonstrated the future is shining bright in their Under 18 Boys grand final win. It took top billing as the showcase game when the rest of the finals were played on Saturday 24 March.

The Michael Long Cup was a feature of the 2017/18 TIO NTFL season, where our junior players were given the opportunity to showcase their skills in front of talent scouts, subsequently earning representative honours.



## From the Big Rivers

2018 marked the inaugural women's competition for the NT WorkSafe BRFL. Teams from Eastside Blues, Katherine Camels, Katherine South Crocs and Tindal Magpies gave females an opportunity to continue to turn up and play footy week after week. Eastside were the eventual premiers, but the spirit in which the competition was played is something for all to admire.

Jaylah Williams from Eastside claimed the inaugural Women's Best & Fairest, and Katherine South's 15-year-old Jamie Bryant proved she is a player of the future, awarded as the Emerging Player – Female.

In the men's competition, five-time back to back premiers Eastside once again went through the season undefeated right up until the final hurdle. The re-formation of Katherine South last year proved to be a successful move, with the club claiming the premiership in a dominant grand final display in only its second season back in the competition.

Eastside's Marcus Hamilton dominated the season to claim the Doug Kelly Medal, and runner-up Kevin Turner received the Emerging Player – Male award.

The introduction of a Community Round gave clubs the opportunity to take footy to remote areas and engage with the communities. Every team hosted players from these areas, ensuring that pathways and opportunities continue to present for remote players in the BRFL region.

Both competitions boasted players from all over the Big Rivers Region, and beyond, with numerous players from the NTFL also making the journey each week.

This year BRFL men's and women's teams made the long bus trip to Gove to compete in a representative match between the two regions. Gove proved to be the stronger team in both games, but the opportunity for players in the BRFL to challenge themselves at the next level was an exciting one for the region.

Pathways will continue to develop with the formation of 14's and 11's junior programs to commence before next season's senior competitions.

## From the Barkly

This year saw our most successful suite of junior competitions with both a U15 and U13 competition. Spitfires were crowned U15 premiers and YDU took the honours in the U13's.

In seniors, the Darryl Fitz coached Janapurlalki Eagles ended the four-year reign of the Spitfires with a 4 point victory over Elliott Hawks. Liam Holt-Fitz (Eagles) was named best on ground.

Donovan Raymond (Elliott Hawks) became a five time league best & fairest in being awarded the Patrons Medal. Sawly Dickenson and Andrew Green tied for the U15 Best and Fairest Medal.

Visits from Collingwood FC were a massive highlight of the year for the Barkly. Multiple community visits and the Barkly Magpies travelling to Darwin for the Michael Long Cup amongst the activities.





**From the CAFL**

**Two footy forums in Alice Springs to develop a Strategic plan for the region.**

**The TIO CAFL competition grew by 15 additional teams in the 2018 competition – 43 to 58**

**Introduce a return to work program with Alice Springs Corrections - 2 casuals due for release early in 2019**

Dual Minahan Medallist's first time since 2007 with Toshie Kunoth (Rovers) and Daniel Stafford (Souths), whilst in the Women's the Margaret Liddle award went to Kaitlyn Armstrong of the Premiers Alkamilya who surprisingly didn't pole another vote after Round 7 in the votes. Both Minahan Medalists players coming from the 2018 Grand Finalists teams.

Rover's went back to back in the TIO seniors competition as did the Alkamilya Women's in the Women's Seniors.

Shaun Cusack coached both men's and women's sides also seeing him win back to back premierships in both Men's and Women's leagues.

The Women's league saw Wests enter the competition for the first time. 2018 also saw clubs allowed 28 players on an extended bench to recognise the growth in the competition and develop the Women's competition further.

An AFLX competition was introduced and the revival of the Easter Carnival albeit under new conditions and name (Country Clash) with a maximum of 16 teams played across 2 days. All feedback from NTG and Police was that the weekend was a success not just on field.

2018 also saw our first AFLW game hosted in the Centre with Melbourne taking on Collingwood in front of just over 1500 supporters.

The AFL returned to Alice in May with a Curtain Raiser being held for the first time between the Centralian Redtails and Top End Storm. The AFL Game saw Melbourne walk away with a 91 point win over 2017 Grand Finalists Adelaide in front of just over 7000 fans.





### From Our Umpires

- 260 Registered umpires for the NTFL season 2018/19, surpassing last seasons figure of 256
- Increased retention rate of umpires for the start of the 2018/19 TIO NTFL season
- Increase in community umpire courses through remote visits
- Two new Life Member inductees to the NTFLUA – Erin Ranie & Jennifer Roe
- Record number of female umpires in the 2017/18 NTFL Season – with increased numbers in all three disciplines
- Lachlan Kendrick broke the record previously held by NEAFL and AFLW Umpire Jamieson Galbraith and became the youngest Field Umpire in Premier League at the age of 15
- Large amount of Umpires under the age of 18 making their Premier League debuts in the 2017/18 and 2018/19 NTFL Seasons
- Successful recruitment and development of young umpires through two seasons of the Thunder Juniors Program.
- Continued work with Umpiring Review
- Increase in participation at Come and Try Evenings in both the CAFL and BRFL



260

**REGISTERED  
UMPIRES FOR THE  
2018/19 TIO NTFL  
SEASON**



**INCREASED**

**RETENTION RATE OF  
UMPIRES FOR THE  
START OF THE 2018/19  
TIO NTFL SEASON**





# GAME DEVELOPMENT & PARTICIPATION



***Participation in Australian Football continued to grow in the Northern Territory in 2018, reaching a participation rate of 48,815 which is 9% up on 2017 participation.***

Female participation continues to grow at a strong rate up 6.82% overall to 16,401. The greatest increase was seen in female club football, which was up 11.53% with the establishment of new female club competitions in 2018.

**Overall, club competition participation grew 1.49% and school programs by 13.53%. Significant increases were seen in school competitions (85.19%), AFL9s (80%) and football carnivals (31.63%).**

Across the Game Development team, a number of key initiatives and programs were rolled out.

In the school space, we worked closely with School Sports NT to deliver a revamped U15 AFL Program. The program involved Gala Days in all regions and a development camp where teams represented regions and played a carnival format of games against each other. There was a total of 21 gala days run, with 122 teams and 1,814 students participating. There were then 6 male and 6 female teams that took part in the development camp hosted in Darwin to select the interstate sides. The interstate sides went on to have their most successful campaigns in some time with girls having two wins and the boys winning their first game in seven years. We also expanded the Pink Power girls gala day harnessing the excitement of the AFLW. In Darwin, we had the largest ever participation in the gala day with 23 teams and over 270 students. We also rolled out the first ever Pink Power gala day in Alice Springs with 10 teams and over 100 students.

As part of the Adelaide Crows AFLW partnership with the Northern Territory Government we worked with Adelaide Crows AFC and Darwin Region School Sports to host the first ever NTG

Crows Cup. The carnival was hosted at Gardens Oval and involved eight middle school girls teams competing in a one day competition. The entire Adelaide Crows AFLW team made an appearance at the event to offer advice to players and for a signing session.

2018 marked the start of the Thunder Juniors to U10 NTFL Juniors transition. Over the next couple of years, we will be transitioning the Thunder Juniors program across to an Under 10s Mixed & Under 13 Girls 'NTFL Juniors' competition in the wet season with teams playing under the NTFL clubs banner, which will create a more streamlined pathway for our Juniors into club footy. As the first step in our transition process, we hosted an 8-week mini season in late 2018 during this year's 2018/19 TIO NTFL season. The mini-season was rolled out successfully with six NTFL clubs involved in hosting a team and an increase of approximate 90 players compared to the dry-season U9 competition.

Another highlight of 2018 was the success of the Northern Territory Inclusion team. 2017 was the first year the NT competed in the Inclusion Carnival and sent away six players. In 2018, the Northern Territory team consisted of 14 young men from the NT including two young men from remote Indigenous communities (Tiwi Islands and Yirrkala in East Arnhem). Not only did the team record their first ever win, but went on to win five games at the Carnival, have two players selected in the All Australian squad and represented the NT proudly in the Division 2 Grand Final.





# REMOTE PROJECTS



12 

**REMOTE ABORIGINAL  
COMMUNITY FOOTBALL  
CARNIVALS WERE HELD  
THROUGHOUT CENTRAL  
AUSTRALIA AND THE BIG  
RIVERS REGION**

*The essence of Territory community footy captured in one moment - the NT Chief Minister umpiring a remote women's football match joined by regular pitch invaders, the local dogs!*

***2018 has been an outstanding year for the AFLNT Remote Projects team. Throughout each of the eight AFLNT Remote Projects incredible results have been achieved, each contributing to collective outcomes for the people of the NT.***

Spread throughout some of the most remote corners of Australia across a range of cultures, languages and climates, the Remote Projects Team has been able to bring the best out of each other and their diverse range of skills to push the boundaries of what has been done before.

One of the key goals this team has embraced throughout 2018 has been to collectively focus on the components of AFLNT strategic plan (2017-2020). One of the overarching objectives has been to deliver strong football programs for all remote Aboriginal communities of the NT. The remote team have achieved this by ensuring each location has a strong senior men's competition and implementing, for the first time in some communities, women's and junior competitions and programs. An overview of some of the achievements include:

- A six-team women's competition in Galiwin'ku, which has become the largest female competition in the Northern Territory outside of the NTFL
- The first structured women's football competition throughout the remote Aboriginal football carnivals of Central Australia. Prior to 2018 women's football had never taken place in the remote Aboriginal communities of this region
- Implementing an U15-Youth football carnivals throughout Central Australia for males and females to provide a regular and structured football for youth in these regions
- The first Groote Eylandt women's football programs including skill development and games for the remote Anindilyakwa women
- The first football programs for extremely remote outstations and homelands of the Gove region, who receive very little external support and had not ever experienced structured football programs before

During the year, AFLNT partnered with local Community Development Program (CDP) providers to implement 6 trainee positions in Wadeye, Galiwin'ku, and Groote Eylandt. In addition, a trainee position was established in Gove following an offer of funding from a local Aboriginal corporation. These positions allow young men in

the community to learn new skills in the area of football competition management, administration, and facilitation of skills programs to juniors. The program provides an opportunity for capacity building within the community so that football programs can be held in the absence of AFLNT.

Providing 12 months of structured football programs in Wadeye has resulted in a reported 30% reduction in incarceration rates for the community, as well as the cessation of violence within the community. As part of the senior men's competition, over 100 young Aboriginal men from Wadeye underwent a health check, for some it was their first time visiting the clinic or a Doctor.

During 2019, over 45% of the Galiwin'ku community members engaged in structured football competitions which included eight senior men's teams, six women's teams and four U16's male teams. The Remote Development Manager also implemented a new youth diversion program which supported disengaged students re-engaging with school, increasing their school attendance and general health outcomes.

Over 80 Level 1 remote community umpires completed training and accreditation courses. In addition, 10 Level 1 remote community football coaches completed their training and accreditation courses throughout the year.

The Central Australia team facilitated, in consultation with local community stakeholders, 12 remote Aboriginal community football carnivals throughout Central Australia and the Big Rivers Region to minimize the impacts on school attendance and community safety.

Working with Deloitte Access Economics, AFLNT commenced a project to measure the social return on investment communities receive as a result of AFLNT's remote projects. An evaluation framework has been developed and AFLNT will now work with Deloitte's to develop data gathering tools and then commence this process.

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***In late 2018, the Remote Projects Team was acknowledged for their year of dedication and outstanding results by winning the AFL's Extraordinary Team award.***

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This result is an excellent outcome for the remote communities that our projects exist in; and also presents an opportunity for AFLNT to provide longer term capacity building in these areas. The Remote team is excited to contribute to positive health and social outcomes within the NT's remote Indigenous communities.



# MICHAEL LONG LEARNING AND LEADERSHIP CENTRE (MLLLC)



MLLLC 

EDUCATED AND INSPIRED  
MORE THAN 240 YOUNG  
INDIGENOUS PEOPLE IN 2018

**MA**CC



*The Michael Long Learning and Leadership Centre (MLLLC) played a pivotal role in educating and inspiring more than 240 young Indigenous people from across the Northern Territory in 2018.*

Participants from remote communities across the NT took part in several programs facilitated out of the MLLLC in Darwin, including a residential component where students participated in AFL games, umpiring and coaching sessions.

These football-based activities are completed in conjunction with an education program which focuses on AFL values, healthy lifestyles, road safety, first aid and other educational opportunities.

2018 MLLLC highlights included:


- The signing of a new three-year agreement with the NT Department of Education which will provide ongoing funding for a dedicated junior education program.
- The MLLLC supported the NT Department of Education's Transition Support Unit through a pre-boarding program for remote Indigenous children about to begin boarding school at the MLLLC. This program is expected to support about 150 students each year.
- The MLLLC Education team developed the Employment Pathways program for students aged 14 to 17. The new program was successfully piloted and will be introduced to the MLLLC education schedule next year.





# FACILITIES



2 

**BRAND NEW  
ELECTRONIC  
SCOREBOARDS  
INSTALLED IN DARWIN  
& ALICE SPRINGS**

## UPGRADES

**A NUMBER OF OVALS IN  
REMOTE NT COMMUNITIES  
HAD FUNDING APPROVED  
FOR UPGRADES IN 2018**

***It has been another busy year in the sporting facilities space for AFLNT. TIO Stadium saw the finalisation of upgrades to player changerooms. TIO Oval 2 received a brand new electronic scoreboard and the NT Government upgraded spectator walking areas around the stadium with new paving.***

The NT Government committed funding to the development of a new facility on TIO Stadium Oval 2. The facility will see four (multi-gender) change rooms, umpire change rooms (multi-gender) and amenities, media and time keepers boxes, a canteen, and new ticket booth. The aim is for Oval 2 to become a stand-alone facility in the near future, separated from the main stadium. To do this AFLNT is now working with the NT Government to plan spectator amenities for the area. In addition, works have been approved to upgrade the public bar and kiosk on Level 1 of TIO Stadium which will improve the experience for the spectators as well as provide a more efficient working environment for employees.

The Michael Long Learning and Leadership Centre had funding approved from the AFL to install solar panels on the roof of the facility, the project was completed in late 2018 and the centre is on its way to reducing its environmental impact. The MLLLC accommodation dorm was also renovated during the year to allow for a greater number of students to attend the MLLLC Education Program. As a result, the education team successfully facilitated a number of dual programs during the last semester of the year.

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***AFLNT and NT Cricket signed a 10 year joint lease of Asbuild Oval in Palmerston, which is owned by CDU. As a result, AFLNT was able to offer a 10 year sub-lease to the Palmerston Magpies Football Club, securing a home ground and facilities for them, which was agreed and signed in late 2018.***

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Facilities in Alice Springs were approved for funding, by the Alice Springs Town Council and NT Government, to provide significant upgrades in 2019. Albrecht Oval will see the installation of lights following the ASTC undertaking an Environmental Management Plan and having it approved by the NTG. Jim McConville Oval will see brand new change facilities and a canteen constructed in 2019. TIO Traeger Park received a new scoreboard in late 2018 providing greater electronic capabilities than the previous scoreboard.

A number of ovals in remote NT communities had funding approved for upgrades in 2018. The NT Government is working with local town councils to plan for upgrades to field surfaces, fencing, irrigation and installing lighting in a number of locations such as Barunga, Elliott, Galiwin'ku and Maningrida. Works are aimed to be completed by the middle of 2019.

2019 will see the installation of lighting to Gardens and Nightcliff Ovals, providing the opportunity for games to be played at night and reduce the number of games played in the heat of the day.

Working with the AFL and consultant Inside Edge, AFLNT undertook an audit of all NT Facilities to identify gaps in standards against the AFL preferred facility guidelines. A report has now been produced that identifies the facility upgrades required to improve the standards of our facilities across the Territory which will now be utilised in discussions with the NT Government and other stakeholders to plan for these improvements over the coming years.





# TALENT & PATHWAYS

*In 2018 Thunder Football Club finished outside of the finals after an injury-riddled and inconsistent year. Four players from the Northern Territory were retained on the list and NT Thunder Academy player and St Mary's forward Danielle Ponter was taken in the AFLW National Draft.*

**NEAFL** – NT Thunder had its lowest finish in the 10 years the club has been formed winning 5 matches and losing 13, overall injuries took its toll with 100 weeks of matches missed due to injury. Alice Springs player Abraham Ankers capped off a consistent year winning NT Thunders Beat and Fairest from past multi winner Cameron Ilett.

Seven NT Thunder Academy players made their debut for NT Thunder – Rodney Baird, Matt Green, Izaak Wyatt, Malcolm Rosas, Dominic Forbes, Beau Schwarze and Alice Springs' Jamie Hampton. NT Thunder saw 22 new players join the team of which 12 have come through the NT Thunder Academy program. A total of 15 Regional & Remote players (7 Alice Springs, 4 Tiwi, 2 Tennant Creek, 1 Jabiru, 1 Lajamanu) – 12 of those 15, played games.

**VFLW** – NT Thunder had a very consistent season in winning 11 games losing 3 and finished 3rd on the ladder. NT Thunder played in the elimination final loss to Geelong in a game of two halves good in the first and inconsistent performance in the second.

The team fielded a total of 53 players from the main list and played 6 rookies in the 16 round season (14 games) also played 6 rookies from Academy lists each play 2 to 3 games, averaged 6 changes each week on list due to injury and AFLW player rotations.

**NT Thunder Academy enjoyed a more consistent year with winning one of five matches and competitive in the remainder. Four players were selected in the ALLIES Rodney Baird, Izaak Wyatt, Michael Mummery and Matt Green. Malcolm Rosas represented the NT in the U17 All Stars which played the curtain-raiser to the Collingwood vs West Coast grand final.**

Three players were selected in the revamped National Academy Program – Joel Jeffrey (Wanderers), Ben Jungfer (Waratah) and Malcolm Rosas (Buffaloes) with the ALLIES Academy that will be coached by Luke Power. Jason Roe was announced as NT Thunder Academy Head. No players were drafted at the 2018 AFL NAB National Draft.

Danielle Ponter (pictured left) was taken in the draft in the 2018 AFLW NAB National Draft. No players were selected in the AFFLW Academy. NT Thunder had nine players represented the Central Allies at AFLW U18 Championships, while Jimmy Driscoll was Head Coach and Shannon Miller Assistant Coach.

Heidi Thompson was announced as NT Thunder Academy Manager and VFLW Coach.

AFL NT Diversity Programs with AFL clubs continued with a working strategy developed to ensure that all clubs have a centralised point of contact for the NT without detracting from AFLNT Regional Development Staff in their core business.

The new on-line Coach Education Foundation Courses that were launched in 2018 have changed the look of Coach Education with more responsibility on Club Coaches to be accredited and all able to be done online. Participants pay an annual membership of \$49.50 for the first year which gives them access to resources and seminars.

In addition, a new AFL Education/Player Well Being program was introduced with the NTFL Well Being Champion Program launched in conjunction with HeadSpace NT which sees two people trained in the mental health space to assist players at NTFL Premier League level.



**NEW TEAM MEMBERS  
JOINED NT THUNDER**



# COMMERCIAL & MARKETING



"FOOTBALL IS INTRINSIC TO THE SOCIAL FABRIC OF THE NORTHERN TERRITORY, FROM OUR URBAN CENTRES TO THE MOST REMOTE CORNERS OF THE TERRITORY."

- TIO GM DARRYL MADDEN



***The past year has seen a significant shift in the Commercial and Marketing division, following the restructure of the organisation in March 2018.***

Previously known as Commercial Operations, the group is responsible for all events and functions, game day activations, marketing and commercial activity. Ultimately the business unit is focussed on implementing strategies to increase interest in AFL and to drive commercial growth across all business units.

This includes building and maintaining key corporate partnerships across all key programs, venue signage, corporate boxes, apparel and merchandising as well as coordinating membership for both NTFL and Thunder seasons.

In addition to being responsible for the key revenue operations of the organisation, the division has an additional role to work closely with NTFL clubs to grow revenue via sponsorship, partnership and membership sales, incl collaborative events, signage and marketing advice.

During the year, the Commercial and Marketing team was responsible for the co-ordination of all the significant events held by AFLNT, including:

- AFLW trial match and games in Darwin & Alice Springs
- NTFL Junior Presentation
- Nichols Medal
- TIO NTFL Grand Final
- AFL game Melbourne Demons v Fremantle in Darwin
- AFL game Melbourne Demons v Adelaide Crows in Alice Springs
- NT Thunder Launch (NEAFL / VFLW) including Westpac Womens Lunch
- NRL Darwin
- NT Thunder 10 Year Gala Ball
- NT Thunder Club Champs
- NTFL Launch

One of the highlights of the year was the re-signing of Territory Insurance Office (TIO) for the two major football competitions in the Territory, the NTFL and the CAFL respectively.

*Governor-General Sir Peter Cosgrove and Lady Cosgrove visited Michael Long and kids*

This commitment adds to the already significant partnership with the TIO Stadium at Football Park, Marrara; and TIO Traeger Park in Alice Springs.

**“TIO’s continued partnership with AFLNT celebrates 28 years support of football in the Territory.**

**“Footy brings communities together and we are now seeing multiple generations of families come through Territory football.**

**“Football is intrinsic to the social fabric of the Northern Territory, from our urban centres to the most remote corners of the Territory.**

**“TIO is here for Territorians when they need us the most and we are proud to be the longest serving partner of modern Territory football, having been associated with the sport for 28 years.” - TIO General Manager Darryl Madden**

Another highlight which the Commercial assisted with was the visit to the Michael Long Learning and Leadership Centre by the Governor-General Sir Peter Cosgrove and Lady Cosgrove in September.

The significant changes to the business unit culminated with a new-look staff being on-boarded from August, commencing with the appointment of new Commercial & Marketing Manager Peter Bailey.

The focus of the new team continues to be on delivery of all events, as well as raising the event profile of TIO Stadium, along with undertaking a ticketing/membership audit involving scanning trials during the NTFL season.

In addition to these events, AFLNT announced a significant new partnership with Statewide Super to host a number of Leadership Series functions, which started with a joint Chamber of Commerce business networking event featuring former AFL coach Mark “Choco” Williams.



# COMMUNICATIONS & DIGITAL



**19.94%**

INCREASE IN  
SOCIAL MEDIA  
AUDIENCE

**346**



PIECES OF VIDEO  
CONTENT WAS  
CREATED DURING  
THE SEASON



*It was another successful year for the Communications and Digital team, who have started to transition into a more outward facing, strategic communications arm for the business after establishing robust digital platforms and broadcast partnerships to deliver quality Territory football related content to fans, media partners and the greater community.*

A highlight of 2018 was having the full NTFL and NT Thunder seasons broadcast on national free-to-air-TV along with the NT Thunder home games. This was achieved in conjunction with Southern Cross TV, and NITV and simulcast across the AFLNT live digital channels.

This year the team grew its social media audience by 19.94% (48,534 vs 58,211) across the three primary channels and three main platforms; Facebook, Twitter and Instagram for AFLNT, NTFL and NT Thunder.

The 2017/18 NTFL season saw the team produce 1,441 pieces of content for the 14 clubs and umpiring groups. There was also just shy of one million video views on Facebook (up 167,643 views vs 2016/17 season) and in addition to this, 2.354 million minutes of NTFL games were watched via the AFLNT YouTube channel (up from 1.370 million minutes in 2016/17). The audience for NTFL and AFLNT content continues to grow beyond the NT, with Victoria and South Australia building rapidly.

The NT Thunder season saw similar trends with the introduction of the VFLW team and the Team of the Decade event. A total of 346 pieces of video content was created during the season and between Facebook and YouTube, 711,632 minutes (or 494 days) of it was watched, which included the live streamed games.

When it came to crisis and issue management, the media arm was at the forefront of a few crucial matters this year; namely the Tai Martin-Page injury, player deregistration, Cyclone Marcus and lights at Gardens Oval.

The team also worked closely with the other AFLNT departments and key stakeholders to provide internal and external media coverage to all essential programs and initiatives such as the inception of the Thunder Juniors Mini Season, the rebranding of the NT Thunder Academy, the inaugural VFLW squad, the Employment Pathways Program for the MLLLC, as well as TIO and new sponsor signings. On behalf of the wider-AFL, we also led the Alice Springs AFL game media content, coverage and story ideas.

The team was fortunate in 2018 to venture beyond Darwin, covering events in Alice Springs, Barunga, Gove, Groote Eylandt, Katherine, Ramingining, Santa Teresa, Wadeye and the Tiwi Islands, as well as Brisbane, Gold Coast, Melbourne and Sydney.



# 2.354

**MILLION MINUTES OF  
NTFL GAMES WERE  
WATCHED VIA THE AFLNT  
YOUTUBE CHANNEL**





# FINANCIALS AND BALANCE REPORT

## Year Ended 31 October 2018

*The audited financial statements of AFL Northern Territory Limited, for the year ended 31 October 2018 are attached for your perusal and adoption at this meeting.*

The accompanying notes form part of the accounts and should be read in conjunction with them to understand the Organisation's financial affairs.

### Financial Position

The Company has recorded a statutory profit of \$2,514 for the year ended 31st October 2018, which was slightly down from the net profit in the prior year of (\$3,771).

Key financial results for the 2018 Financial Year included:

1. Overall revenues increased by \$1,16m largely due to increased grants and investment from parent entity the AFL (\$418k) and funding for Remote and MLLLC (\$346k). Commercial revenues continued to be difficult to secure across the Territory and were down on budget.
2. Employee expenses were higher than prior year at \$5.4m but were down on budget due to the timing of staff movements and recruitment. There were 49 full time staff employed at the end of the financial year (prior year: 45)
3. Lower NTFL revenue with the rescheduling of the Grand Final due to the cyclone.

There was also a continued focus on renewing and retaining key government and corporate support for our Remote Programs. A great result was achieved with a 3-year commitment from the Federal Government announced, that will ensure these programs continue to provide positive outcomes for all involved.

Given all of the above the end of year results are very pleasing and all departmental managers and the CEO of AFLNT should be congratulated for these results.

The Statement of Financial Position (Balance Sheet) is still strong with the current assets exceeding the current liabilities by \$334,356 which enables all accounts to be met as they fall due which is a very healthy position to be in.

### Acknowledgements

The AFLNT would again this year like to thank our ongoing and loyal sponsors and supporters, the AFL for their guidance and support and to the NT and Federal Governments a big thank you for your ongoing contribution to AFL Football in the NT. To our many other AFLNT, NT Thunder, MLLLC and Affiliated Leagues, Club sponsors and supporters we appreciate all your support.

### Motion of Acceptance

It is my pleasure, to move the adoption of the Statement of Comprehensive Income and Statement of Financial Position, in conjunction with the notes and Auditors Report for the year ended 31 October 2018.

**Ross Coburn**  
Chairman – AFL Northern Territory

## AFL Northern Territory Limited

### STATEMENT OF PROFIT AND LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 OCTOBER 2018

|  | 2018        | 2017        |
|--|-------------|-------------|
|  | \$          | \$          |
| <b>Revenue</b>                                   | 11,843,920  | 10,680,045  |
| <b>Expenses</b>                                  |             |             |
| Cost of goods sold                               | (445,855)   | (428,859)   |
| Depreciation and amortisation expenses           | (62,423)    | (32,706)    |
| Employee expenses                                | (5,389,191) | (4,836,005) |
| Travel expenses                                  | (1,493,011) | (1,064,416) |
| Football operations expenses                     | (1,926,520) | (1,519,306) |
| Game development expenses                        | (896,067)   | (1,095,520) |
| Administration expenses                          | (503,402)   | (535,988)   |
| Other expenses from ordinary activities          | (1,124,936) | (1,163,474) |
| <b>Net Profit/(Loss) for the year</b>            | 2,514       | 3,771       |
| Other comprehensive income for the period        | -           | -           |
| <b>Total comprehensive income for the period</b> | 2,514       | 3,771       |
| <b>Assets</b>                                    |             |             |
| Cash and cash equivalents                        | 919,854     | 1,715,157   |
| Trade and other receivables                      | 1,860,063   | 1,831,803   |
| Inventories                                      | 39,445      | 36,895      |
| <b>Total current assets</b>                      | 2,819,363   | 3,583,855   |
| Plant and equipment                              | 271,883     | 114,088     |
| <b>Total non-current assets</b>                  | 271,883     | 114,088     |
| <b>Total assets</b>                              | 3,091,245   | 3,697,943   |
| <b>Liabilities</b>                               |             |             |
| Trade and other payables                         | 928,508     | 836,198     |
| Deferred income                                  | 1,332,711   | 2,014,406   |
| Provisions for employee benefits                 | 223,788     | 269,714     |
| <b>Total current liabilities</b>                 | 2,485,007   | 3,120,318   |
| Provisions for employee benefits                 | 92,480      | 66,381      |
| <b>Total non-current liabilities</b>             | 92,480      | 66,381      |
| <b>Total liabilities</b>                         | 2,577,487   | 3,186,699   |
| <b>Net assets</b>                                | 513,759     | 511,244     |
| <b>Equity</b>                                    |             |             |
| Retained Earnings                                | 513,759     | 511,245     |
| <b>Total equity</b>                              | 513,759     | 511,245     |



## AFL NORTHERN TERRITORY WOULD LIKE TO THANK THE FOLLOWING KEY CORPORATE PARTNERS FOR THEIR ONGOING SUPPORT

### PREMIER PARTNERS



### CORPORATE PARTNERS



### OFFICIAL SPONSORS



### PREFERRED SUPPLIERS









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