



Maroochydore Multi Sports Complex, Fisherman's Rd  
Maroochydore QLD 4558  
Correspondence to be addressed to:  
PO Box 5713  
Maroochydore BC QLD 4558

Telephone (07) 5443 2030  
Facsimile (07) 5443 2030  
Website: [www.aflsunshinecoast.com.au](http://www.aflsunshinecoast.com.au)  
Email: [aflsunct@bigpond.net.au](mailto:aflsunct@bigpond.net.au)



26<sup>th</sup> March 2009

Gambling Inquiry Productivity Commission  
GPO Box 1428  
Canberra Act 2601

Dear Sir / Madam

We the AFL Sunshine Coast Juniors write to acknowledge the support that our association receives from Maroochy RSL Club, Sunshine Coast Queensland.

Our association has delivered junior AFL on the Sunshine Coast for a number of decades; its current incorporation is of some 10 to 15 years old. In 2008 we had 1264 registrations ranging from 7 to 16 year olds. Our registrations have grown strongly over the past 6 years as AFL Queensland has increased game development staff numbers throughout the state and increased the profile of the game through school based programs.

The association has two full time staff members whom operate the League on a day today basis; whilst one; myself has more of a role working with the affiliated clubs directly on strategic planning facility development, marketing and promotion, and player recruitment. We operate a website, generate newsletters and speak regularly with our clients the clubs and participants (and their parents) on a regular basis to maintain strong communication in areas of game development, match day protocols and association administration.

This administration and operation of our association has sizable costs attributed to it. These association expenses are met in two ways, through player registration charges or the kindness of community businesses or organisations partnering our cause.

The AFL Sunshine Coast Juniors are very pleased to say that earlier this year a partnership was forged with the Maroochy RSL Club that at this point has them make financial contribution to our association of \$13,000.00 (plus GST). We believe that this partnership has a strong and long term future as many of the branding opportunities we have offered to the Maroochy RSL Club have a solid longevity attached to them giving fantastic exposure. Our conversations in initiating a solid community partnership with the Maroochy RSL Club centered on long term strategies and valuable financial commitment; in the following years we believe the value of remuneration they offer will increase in accordance with our efforts to increase their brand recognition and deliver on our partnership promises.

We as an association are very grateful to the community commitment that the Maroochy RSL Club has offered our association, both financially and in-kind, through facility usage and tapping into their business/organisation expertise.

If you have any further information you seek please don't hesitate to contact the below author.

Yours sincerely

Paul Tresise  
Administrator  
AFL Sunshine Coast Juniors

*The AFL Sunshine Coast Juniors in 2009 are also proudly supported by:*

