

**Hutton, Bridget**

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**From:** The Premier  
**Sent:** Tuesday, 7 June 2022 10:48 AM  
**To:** s 36 Gillon.McLachlan@afl.com.au  
**Cc:** McGregor, Barbara; Sproule, Adam (StateGrowth); Conway, Angela (StateGrowth)  
**Subject:** Letters from the Premier of Tasmania, Jeremy Rockliff MP to Club Presidents  
**Attachments:** PREMIER OUTGOING - Letters to Presidents - AFL - Tasmanian Licence.pdf

Good morning

Please find attached a letter from the Premier, Jeremy Rockliff MP to all Club Presidents.

Departmental Liaison Officer  
 Office of the Premier, Jeremy Rockliff MP

Premier of Tasmania  
 Minister for Health  
 Minister for Mental Health and Wellbeing  
 Minister for Tourism  
 Minister for Trade  
 Liberal Member for Braddon

Level 11, 15 Murray Street HOBART TAS 7000  
 Phone: (03) 6165 7650  
 Email: [premier@dpac.tas.gov.au](mailto:premier@dpac.tas.gov.au)  
[www.premier.tas.gov.au](http://www.premier.tas.gov.au)

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TASMANIA  
PREMIER OF TASMANIA

2

7 June 2022

Mr John Olsen  
President  
Adelaide Crows Football Club  
Email: [crows@afc.com.au](mailto:crows@afc.com.au)

Dear Mr Olsen

I write to you today to confirm that the Tasmanian Government has provided the AFL with an offer at the very top of the range recommended in the independent Carter Report. This was a report commissioned by the AFL.

The offer includes guaranteed funding of \$10m per annum for 10 years, plus \$50m on top of the Carter Report for establishment costs, which is a fair and reasonable offer that is well above what has been acceptable to the AFL for new teams in the recent past, and I believe this to be a very responsible offer on behalf of my State.

In addition to the guaranteed funding, there is strong evidence that the introduction of a 19<sup>th</sup> licence would be revenue accretive for the game, including additional TV rights, which today, at the mean, amounts to \$19m per annum for the 11 additional matches. This additional content will generate, new sponsorship income, new membership income and the potential for a future fund to be established from an innovative public-based 'ownership' model.

There is no doubt that the AFL and its clubs will benefit as a result of admitting Tasmania to the AFL and AFLW.

Of far more importance though, is the health of the game in Tasmania. The push for Tasmanian teams is not just about elite level football. The AFL's decision will ultimately determine the future of the game in our state. The facilities, pathways and dreams created and nurtured by having our own teams are critical to the future of football as a viable, aspirational option for young Tasmanian boys and girls.

I wanted to be up front with you regarding this offer. It is also my pleasure to invite you to Tasmania over the coming month so that you can see what the state has to offer and to hear directly from me, my team, and the Tasmanian AFL Taskforce as to why granting the 19<sup>th</sup> licence is the right thing to do.

I know you will have questions and that some of you may have doubts. I look forward to talking with you directly so that you can hear our position, and the importance of AFL and AFLW teams in Tasmania directly from me.

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I encourage you to contact my Deputy Chief of Staff, Barbara McGregor on 0429 002 769 to arrange a meeting. In the meantime, I urge you to visit the recently launched Believers website – <http://believetasmanian.com.au/> for further background on the passion and inspiration behind our bid.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'Jeremy Rockliff', with a large, stylized initial 'J'.

Jeremy Rockliff MP  
Premier

Copy to: Richard Goyder, Chairman, AFL Commission  
Gillon McLachlan, Chief Executive Officer, AFL



PREMIER OF TASMANIA

3

7 June 2022

Mr Andrew Wellington  
President  
Brisbane Lions Football Club  
Email: club@lions.com.au

Dear Mr Wellington

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Jeremy Rockliff MP  
Premier

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Gillon McLachlan, Chief Executive Officer, AFL



PREMIER OF TASMANIA

7 June 2022

Mr Luke Sayers  
President  
Carlton Football Club  
Email: blues@carltonfc.com.au

Dear Mr Sayers

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Jeremy Rockliff MP  
Premier

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Gillon McLachlan, Chief Executive Officer, AFL



PREMIER OF TASMANIA

5

7 June 2022

Mr Jeff Browne  
President  
Collingwood Football Club  
Email: [info@collingwoodfc.com.au](mailto:info@collingwoodfc.com.au)

Dear Mr Browne

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Jeremy Rockliff MP  
**Premier**

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PREMIER OF TASMANIA

6

7 June 2022

Mr Paul Brasher  
President  
Essendon Football Club  
Email: [generalenquiries@essendonfc.com.au](mailto:generalenquiries@essendonfc.com.au)

Dear Mr Brasher

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Jeremy Rockliff MP  
Premier

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Gillon McLachlan, Chief Executive Officer, AFL

7 June 2022

Mr Dale Alcock  
President  
Fremantle Football Club  
Email: fremantlefc@fremantlefc.com.au

Dear Mr Alcock

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Premier

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PREMIER OF TASMANIA

7 June 2022

Mr Craig Drummond  
President  
Geelong Football Club  
Email: [membership@geelongcats.com.au](mailto:membership@geelongcats.com.au)

Dear Mr Drummond

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Jeremy Rockliff MP  
Premier

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Gillon McLachlan, Chief Executive Officer, AFL



PREMIER OF TASMANIA

7 June 2022

Mr Tony Cochrane  
President  
Gold Coast Football Club  
Email: [info@goldcoastfc.com.au](mailto:info@goldcoastfc.com.au)

Dear Mr Cochrane

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PREMIER OF TASMANIA

10

7 June 2022

Mr Tony Shepherd  
President  
Greater Western Sydney Football Club  
Email: [info@gwsgiants.com.au](mailto:info@gwsgiants.com.au)

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PREMIER OF TASMANIA

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Mr Jeff Kennett  
President  
Hawthorn Football Club  
Email: **S 36**

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Melbourne Football Club  
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PREMIER OF TASMANIA

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Dr Sonja Hood  
President  
North Melbourne Football Club  
Email: [sonja.hood@nmcfc.com.au](mailto:sonja.hood@nmcfc.com.au)

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I encourage you to contact my Deputy Chief of Staff, Barbara McGregor on 0429 002 769 to arrange a meeting. In the meantime, I urge you to visit the recently launched Believers website – <http://believetasmanian.com.au/> for further background on the passion and inspiration behind our bid.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Jeremy Rockliff', written in a cursive style.

Jeremy Rockliff MP  
**Premier**

Copy to: Richard Goyder, Chairman, AFL Commission  
Gillon McLachlan, Chief Executive Officer, AFL



PREMIER OF TASMANIA

14

7 June 2022

Mr David Koch  
President  
Port Adelaide Football Club  
Email: email@pafc.com.au

Dear Mr Koch

I write to you today to confirm that the Tasmanian Government has provided the AFL with an offer at the very top of the range recommended in the independent Carter Report. This was a report commissioned by the AFL.

The offer includes guaranteed funding of \$10m per annum for 10 years, plus \$50m on top of the Carter Report for establishment costs, which is a fair and reasonable offer that is well above what has been acceptable to the AFL for new teams in the recent past, and I believe this to be a very responsible offer on behalf of my State.

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(14)

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Yours sincerely

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Jeremy Rockliff MP  
Premier

Copy to: Richard Goyder, Chairman, AFL Commission  
Gillon McLachlan, Chief Executive Officer, AFL



PREMIER OF TASMANIA

7 June 2022

Ms Peggy O'Neal  
President  
Richmond Football Club  
Email: [info@richmondfc.com.au](mailto:info@richmondfc.com.au)

Dear Ms O'Neal

I write to you today to confirm that the Tasmanian Government has provided the AFL with an offer at the very top of the range recommended in the independent Carter Report. This was a report commissioned by the AFL.

The offer includes guaranteed funding of \$10m per annum for 10 years, plus \$50m on top of the Carter Report for establishment costs, which is a fair and reasonable offer that is well above what has been acceptable to the AFL for new teams in the recent past, and I believe this to be a very responsible offer on behalf of my State.

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Yours sincerely

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Jeremy Rockliff MP  
Premier

Copy to: Richard Goyder, Chairman, AFL Commission  
Gillon McLachlan, Chief Executive Officer, AFL



PREMIER OF TASMANIA

7 June 2022

Mr Andrew Bassat  
President  
St Kilda Football Club  
Email: [reception@saints.com.au](mailto:reception@saints.com.au)

Dear Mr Bassat

I write to you today to confirm that the Tasmanian Government has provided the AFL with an offer at the very top of the range recommended in the independent Carter Report. This was a report commissioned by the AFL.

The offer includes guaranteed funding of \$10m per annum for 10 years, plus \$50m on top of the Carter Report for establishment costs, which is a fair and reasonable offer that is well above what has been acceptable to the AFL for new teams in the recent past, and I believe this to be a very responsible offer on behalf of my State.

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(16)

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Yours sincerely

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Jeremy Rockliff MP  
Premier

Copy to: Richard Goyder, Chairman, AFL Commission  
Gillon McLachlan, Chief Executive Officer, AFL



PREMIER OF TASMANIA

17

7 June 2022

Mr Andrew Pridham  
President  
Sydney Swans Football Club  
Email: swansmembership@sydneyswans.com.au

Dear Mr Pridham

I write to you today to confirm that the Tasmanian Government has provided the AFL with an offer at the very top of the range recommended in the independent Carter Report. This was a report commissioned by the AFL.

The offer includes guaranteed funding of \$10m per annum for 10 years, plus \$50m on top of the Carter Report for establishment costs, which is a fair and reasonable offer that is well above what has been acceptable to the AFL for new teams in the recent past, and I believe this to be a very responsible offer on behalf of my State.

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17

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Yours sincerely

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Jeremy Rockliff MP  
Premier

Copy to: Richard Goyder, Chairman, AFL Commission  
Gillon McLachlan, Chief Executive Officer, AFL



TASMANIA  
PREMIER OF TASMANIA

7 June 2022

M Kylie Watson-Wheeler  
President  
Western Bulldogs Football Club  
Email: [membership@westernbulldogs.com.au](mailto:membership@westernbulldogs.com.au)

Dear M Watson-Wheeler

I write to you today to confirm that the Tasmanian Government has provided the AFL with an offer at the very top of the range recommended in the independent Carter Report. This was a report commissioned by the AFL.

The offer includes guaranteed funding of \$10m per annum for 10 years, plus \$50m on top of the Carter Report for establishment costs, which is a fair and reasonable offer that is well above what has been acceptable to the AFL for new teams in the recent past, and I believe this to be a very responsible offer on behalf of my State.

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Yours sincerely

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Jeremy Rockliff MP  
Premier

Copy to: Richard Goyder, Chairman, AFL Commission  
Gillon McLachlan, Chief Executive Officer, AFL



PREMIER OF TASMANIA

1

7 June 2022

Mr Russell Gibbs  
President  
West Coast Football Club  
Email: [westcoasteagles@westcoasteagles.com.au](mailto:westcoasteagles@westcoasteagles.com.au)

Dear Mr Gibbs

I write to you today to confirm that the Tasmanian Government has provided the AFL with an offer at the very top of the range recommended in the independent Carter Report. This was a report commissioned by the AFL.

The offer includes guaranteed funding of \$10m per annum for 10 years, plus \$50m on top of the Carter Report for establishment costs, which is a fair and reasonable offer that is well above what has been acceptable to the AFL for new teams in the recent past, and I believe this to be a very responsible offer on behalf of my State.

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Yours sincerely

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Jeremy Rockliff MP  
Premier

Copy to: Richard Goyder, Chairman, AFL Commission  
Gillon McLachlan, Chief Executive Officer, AFL

150

**Hutton, Bridget**

---

**From:** Jeff Kennett <S 36>  
**Sent:** Tuesday, 7 June 2022 11:56 AM  
**To:** The Premier  
**Subject:** RE: Letter from the Premier of Tasmania - Jeremy Rockliff MP

Dear Premier,

Thank you, received and noted.

S 39

Stay well

Jeff

Hon Jeff Kennett AC

S 36

**From:** The Premier <premier@dpac.tas.gov.au>  
**Sent:** Tuesday, 7 June 2022 11:27 AM  
**To:** Jeff Kennett <S 36>  
**Subject:** Letter from the Premier of Tasmania - Jeremy Rockliff MP

Dear Mr Kennett

Please find attached a letter from the Premier, Jeremy Rockliff MP

Departmental Liaison Officer  
Office of the Premier, Jeremy Rockliff MP

Premier of Tasmania  
Minister for Health  
Minister for Mental Health and Wellbeing  
Minister for Tourism

Hutton, Bridget

**From:** s 36  
**Sent:** Monday, 13 June 2022 9:42 AM  
**To:** The Premier  
**Subject:** FW: Letter from the Premier of Tasmania, Jeremy Rockliff MP  
**Attachments:** Letter of response to Premier, Jeremy Rockliff MP - 13 June 2022.pdf  
**Categories:** Link to existing corro

Good morning,

Please see attached letter of response from Tony for the attention of the Premier.

Kind regards,

s 36 Executive Assistant to CEO | Gold Coast SUNS

s 36 goldcoastfc.com.au

Austworld Centre | Level 1, 296 Nerang-Broadbeach Rd, Carrara QLD 4211  
PO Box 4952 Gold Coast MC QLD 9726

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**From:** The Premier <[premier@dpac.tas.gov.au](mailto:premier@dpac.tas.gov.au)>  
**Sent:** Tuesday, 7 June 2022 11:31 AM  
**To:** INFO GOLD COAST SUNS <[info@goldcoastfc.com.au](mailto:info@goldcoastfc.com.au)>  
**Subject:** Letter from the Premier of Tasmania, Jeremy Rockliff MP

Dear Mr. Cochrane

Please find attached a letter from the Premier, Jeremy Rockliff MP.

Departmental Liaison Officer  
Office of the Premier, Jeremy Rockliff MP



13 June 2022

Premier of Tasmania  
Jeremy Rockliff MP  
Via email: [premier@dpac.tas.gov.au](mailto:premier@dpac.tas.gov.au)

Dear Premier,

Thank you for your letter of the 7th of June.

s 39

Warmest regards,

s 36

Tony Cochrane  
Chairman Gold Coast Football Club

Copy to:  
Richard Goyder, AFL Commission  
Gillon McLachlan, AFL CEO

**GOLD COAST SUNS** Austworld Centre, Level 1, 296 Nerang-Broadbeach Rd, Carrara, QLD 4211 (Monday - Friday 9am-5pm) | PO BOX 4952, Gold Coast Mail Centre, QLD 9726

ABN 47 144 555 822 **GENERAL ENQUIRIES** 07 5510 6000 | [info@goldcoastfc.com.au](mailto:info@goldcoastfc.com.au) **MEMBERSHIP ENQUIRIES** 1300 784 436 | [gcmembership@goldcoastfc.com.au](mailto:gcmembership@goldcoastfc.com.au)

**FOR CLUB, COMMUNITY & COAST.  
CHALLENGE ACCEPTED**

23

**Hutton, Bridget**

**From:** s 36  
**Sent:** Thursday, 16 June 2022 4:59 PM  
**To:** The Premier  
**Cc:** s 36  
**Subject:** RE: Letter from the Premier of Tasmania, Jeremy Rockliff MP  
**Attachments:** FFC Letter of Response - Mr Jeremy Rockliff MP, Premier of Tasmania.pdf  
**Categories:** Link to existing correo

Good afternoon

Please find attached a letter of response to Premier Jeremy Rockliff MP, from Fremantle Football Club's President, Dale Alcock.

Yours sincerely



s 36  
Executive Assistant and Office Manager  
s 36  
31 Veterans Parade, Cockburn Central WA 6164  
PO Box 381, Fremantle WA 6959

*The Fremantle Football Club respectfully acknowledges the Traditional Custodians of the land on which we play our great game here in Perth, the Whadjuk People. We pay our respect to them, their culture and Elders, past, present and emerging, and extend this respect to all Aboriginal and Torres Strait Islander Peoples across*

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Fremantle Football Club handles information according to relevant privacy laws. Our privacy policy is available [here](#)

**From:** Fremantle Dockers Football Club <[fremantlefc@fremantlefc.com.au](mailto:fremantlefc@fremantlefc.com.au)>

**Sent:** Thursday, 9 June 2022 10:13 AM

**To:** s 36

**Subject:** FW: Letter from the Premier of Tasmania, Jeremy Rockliff MP

**From:** The Premier <[premier@dpac.tas.gov.au](mailto:premier@dpac.tas.gov.au)>

**Sent:** Tuesday, 7 June 2022 9:35 AM

**To:** Fremantle Dockers Football Club <[fremantlefc@fremantlefc.com.au](mailto:fremantlefc@fremantlefc.com.au)>

**Subject:** Letter from the Premier of Tasmania, Jeremy Rockliff MP

**Caution:** This is an external email. Please take care when clicking links or opening attachments. When in doubt, contact the IT Department.

Dear Mr Alcock



**FREMANTLE  
DOCKERS**

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31 Veterans Parade  
Cockburn Central WA 6164  
PO Box 381, Fremantle WA 6959

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Fax (08) 9433 7001

[fremantlefc@fremantlefc.com.au](mailto:fremantlefc@fremantlefc.com.au)  
[www.fremantlefc.com.au](http://www.fremantlefc.com.au)

Fremantle Football Club Limited  
ACN 066 055 249 ABN 830 660 552 49

16 June 2022

Mr Jeremy Rockliff MP  
Premier of Tasmania  
Email: [premier@dpac.tas.gov.au](mailto:premier@dpac.tas.gov.au)

Dear Premier

s 39

Yours sincerely

s 36

**DALE ALCOCK** ✓  
President  
Fremantle Football Club



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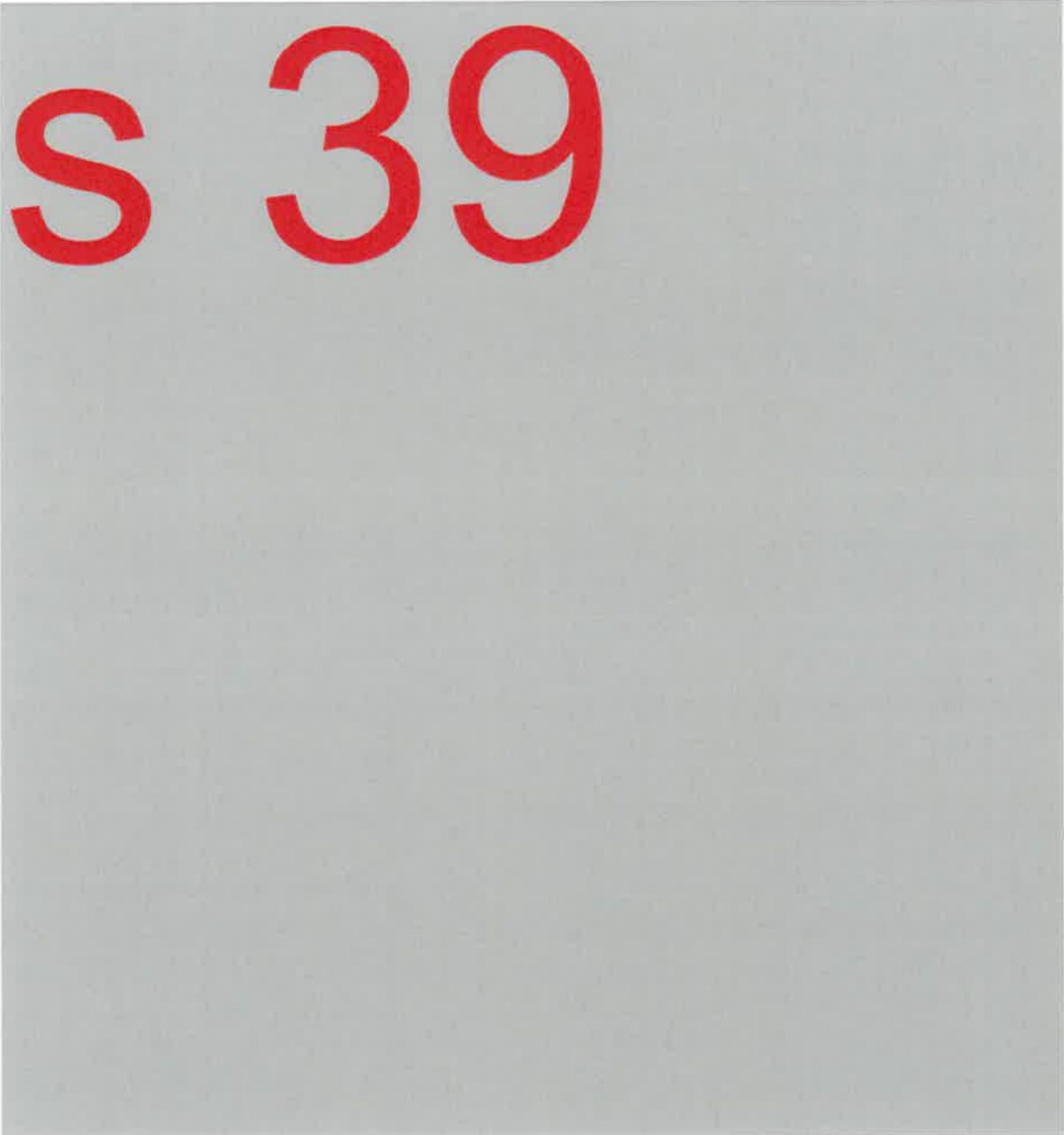


June 27, 2022

Mr Jeremy Rockliff  
Premier of Tasmania  
Level 9, 15 Murray Street  
HOBART, TAS 7000

Via email – [premier@dpac.tas.gov.au](mailto:premier@dpac.tas.gov.au)

Dear Premier,



**Australian Football League**

AFL House 140 Harbour Esplanade Docklands Victoria 3008 Telephone 613 9643 1999 Facsimile 613 96431871  
All correspondence to GPO Box 1449 Melbourne Victoria 3001 Australia [www.afl.com.au](http://www.afl.com.au) ABN 97 489 912 318

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 **TOYOTA**  
PREMIER PARTNER



s 39

As always, feel free to contact me at any time.

Yours sincerely,

s 36

**Gillon McLachlan**  
**Chief Executive Officer**





TASMANIA  
PREMIER OF TASMANIA

13 JUL 2022

Mr Jeff Kennett

\$ 36

Dear Mr Kennett

Thank you very much for your email of 7 June.

The Tasmanian Government has offered guaranteed funding of \$150 million for the establishment and operational costs to ensure the sound formation of a Tasmanian AFL club.

This is a strong offer and has tripartisan support from all parties in Tasmania


We have made considerable progress on scoping and planning for a high performance and administration facility for the new Club and we are working closely with the AFL on this project as this is an immediate priority if a license for Tasmania is confirmed.

We have also committed to the re-development of UTAS Stadium, with \$65 million funded in the recent budget which forms part of a broader \$200 million master plan for the precinct.

As you would be aware, we are undertaking a feasibility study for a new stadium, and I look forward to seeing the outcome of this work in early 2023. My vision is for an arts, entertainment and sporting precinct that will benefit the entire State, and attract not only AFL content, but entertainment and arts programs on a scale not possible in the past.

As we move towards the critical decision date in August this year, I hope I can count on your club's support for a Tasmanian team to take its rightful place in the league.

Yours sincerely

  
Jeremy Rockcliff MP  
Premier

**Hutton, Bridget**

---

**From:** Jeff Kennett <S 36>  
**Sent:** Thursday, 14 July 2022 3:23 PM  
**To:** The Premier  
**Subject:** RE: Letter from the Premier of Tasmania, Jeremy Rockliff MP  
  
**Categories:** Link to existing corro

Please thank the Premier for his letter dated the 13<sup>th</sup> July 2022.

S 39

Thank you

Jeff

**Hon Jeff Kennett AC**

S 36

**From:** The Premier <premier@dpac.tas.gov.au>  
**Sent:** Wednesday, 13 July 2022 10:17 AM  
**To:** Jeff Kennett <S 36>  
**Subject:** Letter from the Premier of Tasmania, Jeremy Rockliff MP

Dear Jeff

Please find attached a letter from the Premier, Jeremy Rockliff MP.

Departmental Liaison Officer  
Office of the Premier, Jeremy Rockliff MP

Premier of Tasmania  
Minister for Health  
Minister for Mental Health and Wellbeing

**Hutton, Bridget**

---

**From:** The Premier  
**Sent:** Saturday, 23 July 2022 3:35 PM  
**To:** s 36  
**Cc:** The Premier  
**Subject:** Letter from the Premier, the Hon Jeremy Rockliff MP - AFL and AFLW Licences for the State of Tasmania  
**Attachments:** PREMIER - Letter to McLachlan, Gill - AFL - 23.7.22.pdf  
**Categories:** Link to existing corro

Dear Mr McLachlan

Please find attached a letter from the Premier, the Hon Jeremy Rockliff MP.

Kind regards

Carol

**Carol Jones**  
**Manager - Premier and Ministerial Services**

**Office of the Hon Jeremy Rockliff MP**  
Premier of Tasmania  
Minister for Health  
Minister for Mental Health and Wellbeing  
Minister for Tourism  
Minister for Trade  
Liberal Member for Braddon

Phone: (03) 6165 7650  
Level 11, 15 Murray Street, Hobart 7000  
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PREMIER OF TASMANIA

23 July 2022

Mr Gillon McLachlan  
Chief Executive Officer  
Australian Football League  
140 Harbour Esplanade  
Docklands VIC 3008  
By Email: **S 36**

Dear Mr McLachlan

### **AFL and AFLW Licences for the State of Tasmania**

Firstly, I want to thank you and your team for the ongoing work with the State of Tasmania and the AFL Taskforce to realise what I believe is a shared vision to make the AFL a truly national competition.

In May the State of Tasmania put forward a non-binding offer to progress the AFL's considerations with respect to granting AFL and AFLW licences to Tasmania.

The fixed offer of \$10M per year licence fee for 10 years, plus a \$50M contribution to club set up costs and high-performance facilities is fair, strong and in line with the business case and Carter Report. As the former AFL Commissioner, businessman and Club President notes that: "A State Government commitment substantially de-risks the project. And \$10 million is a huge number for a football club. To find an opportunity with annual profit of \$10 million would mean searching for businesses with turnover of \$100 million or more. Or put another way, \$10m equates to 78,000 members at an average AFL industry yield of \$128 per person. It is a massive amount".

No expansion club has ever come near replicating an offer like this, and while there is value because the state will derive a return, I will be clear that our Government will withdraw its offer if the AFL doesn't respect its magnitude.

While the AFL business case outlined the need for a stadium to ensure the success of the team in the future, and we are committed to a stadium and the substantial social and economic benefits it brings, the Government has made it publicly clear that we will not fully fund a stadium, and in fact we will draw a line under a maximum contribution of up to 50%, delivered on a site and at a cost that is acceptable to Tasmanians.

This is a decision for the State of Tasmania, not the AFL.

It is also a condition precedent that the club must be supported by Tasmanians to be successful and to be so it must not just be seen as Tasmania's team, but to operate as a truly Tasmanian team with the governance reflecting the enormous investment our Government will provide the AFL.

It is also my explicit expectation that the Tasmanian club will be treated equally and fairly by the AFL in funding matters consistent with other similar sized and expansion clubs where required.

In this regard the State recognises and expects that its offer to establish a new club will be met by the AFL having funding obligations of its own in its establishment.

## s 38

As previously communicated our offer remains contingent upon several other assumptions in addition to the start-up cost expectations and mutually agreeable governance structure, including:

1. That the Licence is for a 19th club;
2. Funding both male and female talent pathways and the establishment of a Tasmanian VFL team;
3. Working in good faith with the Government during the contract period to maximise the State's economic tourism return from its funding contribution;
4. Commencing AFL games by the 2027 season, AFLW games by the 2030 season and VFL games at a time to be agreed, but before the 2027 season; and
5. Ensuring that despite the club being based in Hobart, games will be played in both Hobart and Launceston during the contract period.

I understand this work is progressing and again I want to acknowledge the considerable efforts being undertaken by your team, my department officials and the AFL Taskforce to deliver this licence which I believe will change the game not only in Tasmania and sure up its future, but across Australia, given our State's position as a true AFL stronghold.

Given how close we now are to that critical August date, I would welcome an indication of timeframes for a formal response to the offer, ensuring there is sufficient time for discussion prior to any finalisation.

Yours sincerely



Jeremy Rockliff MP  
Premier  
Minister for Health  
Minister for Mental Health and Wellbeing  
Minister for Tourism  
Minister for Trade

## Hutton, Bridget

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**From:** Jones, Carol  
**Sent:** Wednesday, 10 August 2022 7:04 AM  
**To:** The Premier  
**Subject:** FW: Thank you

**Categories:** Link to existing correo

**From:** Justin Reeves <s36>  
**Sent:** Tuesday, 9 August 2022 10:55 AM  
**To:** Rockliff, Jeremy <Jeremy.Rockliff@dpac.tas.gov.au>  
**Subject:** Thank you

Dear Jeremy

Just a quick note to pass on my thanks for your company on Saturday at our function in Launceston. It was great to have a chat in person and look forward to working with you in the coming years. As mentioned, if there is anything I can do to help in your pursuit of an AFL licence, please don't hesitate to be in touch.

Kind regards

Justin Reeves



**TASMANIAN**

**Justin Reeves**  
*Chief Executive Officer*

**Hawthorn Football Club**

Bunjil Bagora (Waverly Park), 3/2 Stadium Circuit, Mulgrave VIC 3170

s36 W: [Hawthornfc.com.au](http://Hawthornfc.com.au)



Hawthorn Football Club acknowledges Aboriginal and Torres Strait Islander peoples as the traditional owners of the lands and waters on which we live, learn, work and play. We pay respect to Elders both past and present and stand together with the Aboriginal and Torres Strait Islander leaders of today and tomorrow. Always.

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**Hutton, Bridget**

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**From:** Watkins, Bronwyn on behalf of Rockliff, Jeremy  
**Sent:** Thursday, 11 August 2022 4:20 PM  
**To:** Office of the Premier  
**Subject:** FW: Tasmanian AFL team  
**Attachments:** Attachment 1 Tasmanian AFL licence - Mr Gillon McLachlan.pdf; Attachment 3 - Tasmanian AFL Team High Performance Training and Administration Facility - Concept Designs and Cost Plan.PDF; Attachment 2 - Tasmanian AFL team Centre of Excellence .pdf  
  
**Categories:** BMcG

**From:** Rockliff, Jeremy <Jeremy.Rockliff@dpac.tas.gov.au>  
**Sent:** Thursday, 11 August 2022 3:44 PM  
**To:**   
**Cc:** Rockliff, Jeremy <Jeremy.Rockliff@dpac.tas.gov.au>  
**Subject:** Tasmanian AFL team

Dear Gil,

The Tasmanian Government appreciates the AFL's on-going work towards the issue of a licence for a Tasmanian team to participate in the AFL and AFLW competitions.

To inform the AFL and AFL club presidents in granting a licence, I am pleased to set out the Tasmanian Government's intended support for a Tasmanian AFL and AFLW team as attached.

I look forward to hearing from you.

Kind regards

Jeremy



PREMIER OF TASMANIA

32

11 August 2022

Mr Gillon McLachlan  
Chief Executive Officer  
Australian Football League  
Email: **S 36**

Dear Mr McLachlan

The Tasmanian Government appreciates the AFL's on-going work towards the issue of a licence for a Tasmanian team to participate in the AFL and AFLW competitions.

To inform the AFL and AFL club presidents in granting a licence, I am pleased to set out the Tasmanian Government's intended support for a Tasmanian AFL and AFLW team.

The Tasmanian Government proposes to:

- Provide funding of \$50 million to assist in the establishment of the team's operations and as a critical priority to construct a high-performance centre for use by the team. Planning and design works are underway to enable the high-performance facility to be completed and ready for use by no later than mid-2025. Further details of this will be shared with the AFL shortly; and
- Provide sponsorship or grant funding for a fixed term of \$10 million a year for 10 years from the team's entry into the AFL and AFLW competitions.

In order to finalise our commitment we will need to equally understand the commitments of the AFL. This relates to support for the new club, plans for the local Tasmanian competition and mutually agreeing on the constitution to oversee the licence and club.

Each element of the Tasmanian Government's support for a Tasmanian AFL and AFLW team, and the associated commitments of the AFL and the team entity itself will need to be documented in mutually acceptable, legally binding agreements. No legally binding obligations will arise until this occurs. The Tasmanian Government looks forward to working with the AFL on settling these agreements as soon as practicable following the granting of the licence.

The Tasmanian Government recognises that a Tasmanian team competing in the AFL and AFLW competitions needs a suitable modern stadium in which to play. As you are aware, and with support from your team, the Government has commenced pre-feasibility work for a new sporting, entertainment and arts precinct that includes a 23000-seat stadium near the Hobart central business district. While the new sporting, entertainment and arts precinct will need to satisfy feasibility requirements and secure funding, the State Government is prepared to contribute up to 50% of the site and construction costs. Government expects to conclude the feasibility, including working with the Federal Government to secure funding for this project over the next 18 months.



As you are aware, the Tasmanian Government has also made available funding of \$1 million in the 2022-23 Budget to progress pre-feasibility work, including the components already underway with the AFL's assistance in respect of the new sporting, entertainment and arts precinct.

We remain committed to securing a licence for a Tasmanian team, which will deliver benefits to Tasmania and to the AFL.

The Government and many Tasmanians look forward to hearing the outcome of the licence deliberations.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'Jeremy Rockliff', written in a cursive style.

Jeremy Rockliff MP  
**Premier**

Hutton, Bridget

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**From:** Rockliff, Jeremy  
**Sent:** Tuesday, 23 August 2022 10:41 AM  
**To:** The Premier  
**Subject:** FW: AFL & Tasmanian Government partnership  
**Attachments:** 2022-08-22 Tas Letter\_.pdf; AFL072201\_TAS\_DECK\_vFINAL.pdf

**Categories:** BMcG

**From:** s 36  
**Sent:** Tuesday, 23 August 2022 10:29 AM  
**To:** McGregor, Barbara <Barbara.McGregor@dpac.tas.gov.au>; Rockliff, Jeremy <Jeremy.Rockliff@dpac.tas.gov.au>  
**Cc:** s 36; Gill McLachlan <s 36>; s 36  
**Subject:** AFL & Tasmanian Government partnership

Dear Premier,

Further to our meeting last evening, on behalf of Gill McLachlan, please find attached cover letter and document that outlines the key elements of the proposed partnership between the AFL and the Tasmanian Government for a 19<sup>th</sup> licence for the State.

Regards,

s 36

General Manager Taskforce and Industry Engagement, Tasmania  
AFL House - Melbourne, Victoria  
M: 0414 728 231



*We acknowledge the traditional owners of country across Australia, on which we play our great game, and pay our respect to them, their culture and Elders past and present.*

Hutton, Bridget

**From:** The Premier  
**Sent:** Monday, 29 August 2022 4:49 PM  
**To:** s 36  
**Cc:** s 36  
**Subject:** Letter from the Premier of Tasmania, the Hon Jeremy Rockliff MP  
**Attachments:** PREMIER OUTGOING - Gillon McLachlan.pdf; Attachment - Points for discussion between the AFL and State of Tasmania.pdf

Good afternoon,

Please find attached a letter from the Premier of Tasmania, the Hon Jeremy Rockliff MP.

Kind regards

Departmental Liaison Officer  
Office of the Premier, the Hon Jeremy Rockliff MP

Premier of Tasmania  
Minister for Health  
Minister for Mental Health and Wellbeing  
Minister for Tourism  
Minister for Trade  
Liberal Member for Braddon

Level 11, 15 Murray Street HOBART TAS 7000  
Phone: (03) 6165 7650  
Email: [premier@dpac.tas.gov.au](mailto:premier@dpac.tas.gov.au)  
[www.premier.tas.gov.au](http://www.premier.tas.gov.au)

**From:** s 36  
**Sent:** Tuesday, 23 August 2022 10:29 AM  
**To:** McGregor, Barbara <[Barbara.McGregor@dpac.tas.gov.au](mailto:Barbara.McGregor@dpac.tas.gov.au)>; Rockliff, Jeremy <[Jeremy.Rockliff@dpac.tas.gov.au](mailto:Jeremy.Rockliff@dpac.tas.gov.au)>  
**Cc:** s 36; Gill McLachlan <s 36>; s 36  
**Subject:** AFL & Tasmanian Government partnership

Dear Premier,

Further to our meeting last evening, on behalf of Gill McLachlan, please find attached cover letter and document that outlines the key elements of the proposed partnership between the AFL and the Tasmanian Government for a 19<sup>th</sup> licence for the State.

Regards,

s 36

General Manager Taskforce and Industry Engagement, Tasmania  
AFL House - Melbourne, Victoria  
M: 0414 728 231





PREMIER OF TASMANIA

29 August 2022

Mr Gillon McLachlan  
Chief Executive Officer  
Australian Football League  
Email: **S 36**

Dear Gillon,

Thank you for your letter of 22 August 2022, outlining your key elements for the proposed partnership between the AFL and the Tasmanian Government.

First and foremost, I want to reiterate our commitment to investing in and partnering with the AFL to secure a 19<sup>th</sup> licence for a Tasmanian stand-alone team.

However, I am concerned that the latest AFL requirements compromise current community expectations, sound economic governance and ultimately the sustainability of the club.

Achieving our common objective to see a Tasmanian team brought to reality will require further substantive engagement between our respective teams to reach an outcome that is both socially responsible and mutually beneficial.

There are a number of important factors that my Government feels are fundamental to achieve a contract, and the attached document addresses key matters of concern and opportunity.

In respect of timelines and having only received the response to our May offer last week, I believe this engagement should be expedited as a priority to ensure we can bring this historic, long contemplated and deserved prospect to fruition.

Yours sincerely

Jeremy Rockliff MP  
Premier of Tasmania

## Hutton, Bridget

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**From:** The Premier  
**Sent:** Wednesday, 14 September 2022 1:23 PM  
**To:** Gill McLachlan  
**Subject:** Letter from the Premier of Tasmania, Jeremy Rockliff to Gillon McLachlan - AFL & Tasmanian Government partnership  
**Attachments:** PREMIER OUTGOING - Gillon McLachlan - AFL Tasmanian Team.PDF

Dear Mr McLachlan

Please find attached a letter from the Premier of Tasmania, Jeremy Rockliff MP

Departmental Liaison Officer  
Office of the Premier, Jeremy Rockliff MP

Premier of Tasmania  
Minister for Health  
Minister for Mental Health and Wellbeing  
Minister for Tourism  
Minister for Trade  
Liberal Member for Braddon

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PREMIER OF TASMANIA



14 September 2022

Mr Gillon McLachlan  
Chief Executive Officer  
Australian Football League  
Email: **\$ 36, Out of scope**

Dear Gill

In light of the developments during the week, and specifically the unwinding of positions that our team understood had been arrived at following discussions with the AFL's lead negotiating team, I am writing to define the key elements from the Tasmanian Government's perspective of an agreement we continue to pursue in good faith, to deliver a responsible and beneficial outcome for the AFL and all Tasmanians.

We acknowledged following discussions with your team the shift in the economic environment and the increase in forecast operating costs for a Tasmanian Team since the formulation of the Taskforce's Business Case, and as a consequence we proposed \$10 million per annum over a 15 year period with appropriate indexing and controls.

**S 38**

We firmly believe these elements are not only responsible but will drive the Club to perform from day one.

There are a number of other issues that will require addressing, however, the above four principles are fundamental to our Government's agreement.

We have agreed that the stadium issue is one that requires separate consideration, and apart from reiterating our commitment of \$375 million towards its construction, I will revert to you in the near future on the subject.

I must also reiterate that any information going to Club Presidents that represents Tasmania's position and interests in regard to the Tasmanian team bid, must first be approved by me.

I understand my team has reached out to your team to establish a meeting as a matter of urgency to ensure there is a clear understanding and alignment on communication planning and timing. This is critical so that we can manage expectations within Government and the community.

My very strong view is that our Government's commitment, based on the above agreement principles and in regard to the stadium, underpins a case that cannot be refused by any fair minded person, particularly anyone that has the best interests of the code at heart.

I look forward to your response to the above.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'Jeremy Rockliff', written in a cursive style.

Jeremy Rockliff MP  
**Premier**



PREMIER OF TASMANIA

16 September 2022

Mr John Olsen  
President  
Adelaide Crows Football Club  
Email: [crows@afc.com.au](mailto:crows@afc.com.au)

Dear Mr Olsen 

I write to urge your support for the granting of the 19<sup>th</sup> AFL license to Tasmania for the establishment of an AFL and AFLW team.

I am aware that this subject will be discussed between the Club Presidents and the AFL Commission in coming days and following that you will be referring the discussion to your respective Boards for their consideration prior to providing the AFL with your club's view.

Tasmania finds itself in a unique situation from an AFL perspective, whereby our Government is prosecuting the case for its own team on behalf of Tasmanians through a significant contribution of public funds and assets over an extended period of time.

I appreciate you would all be aware of Tasmania's status as an AFL foundation State, and the steady stream of talent that it has contributed to the AFL ranks over many years, so there is no need for me to revisit that reality.

The purpose of this correspondence is to provide you with some insight I believe is critical to inform your deliberations on the merits of our license bid.

In respect to our economy, our policies as a Government centre on delivering a stronger economy and the opportunities that presents.

In fact, over the past five years our economic growth in Tasmania has outstripped all other states.

Retail trade is up, our exports are booming Tasmanian products are in premium demand, and we're focused on keeping local demand strong.

Tourism is a mainstay of our economy, employing more Tasmanians per capita than any other state or territory in the country. Further the latest visitor data which was tabled this week shows clearly that we have reached record levels of spend despite the international market not having returned in any strength. Demand for what we have to offer is extremely high and is a clear reflection not only of the pristine environment, but also of the quality of lifestyle and experiences we offer.

There has been continuous growth in the number of people with specific skill sets in the emerging high tech industry sector and the number of people departing mainland States to seek our lifestyle.



I bring this to your attention as I am aware that there is some concerns that Hobart and our State in general will not be appealing enough to attract and retain a team list that will be competitive. I suggest that this is far from the truth with Tasmania being the State of choice for many wishing to enjoy an unparalleled lifestyle and a perfect environment undoubtedly for young families.

The commercial offer we have arrived at with AFL management will support the team and provide it with a strong and secure platform from which it can perform competitively on the national stage.

Further there is little doubt that the potential entry of the Tasmanian team to the competition added further value to the recently negotiated broadcast package from which all clubs will benefit.

To confirm, my Government has committed \$375 million towards the construction of a stadium of a capacity that is commensurate with our population and current average AFL attendance levels. This will obviously need to be augmented by Federal Government funding as well as potential institutional funding which is attracting significant interest already.

In addition an amount of \$65 million has been previously committed to the upgrading of the UTAS Stadium in Launceston

In the interim and while the Hobart stadium is being built we would prefer to retain AFL content noting that there is no resistance from teams to play at either Blundstone Oval at Bellerive or UTAS Stadium in Launceston, as has been the case for many years.

The level of support for the two teams we currently host in Tasmania will go a long way towards meeting the commitment we have made to our own team. Obviously if our license bid is unsuccessful then these arrangements will need to be reviewed.

We understand completely that on the granting of our license we must deliver on our commitment to provide elite level playing and training conditions and I assure you we will. We are excited with the prospect of siting a world class sporting stadium close to the Hobart CBD and believe this will maximise the economic and social benefits while being a fitting stage for the AFL competition.

Having been personally involved in the past as Club President of Latrobe Football Club in the north west I have a genuine appreciation of how much football means from a community perspective particularly in regional areas. Unfortunately, I have seen the great game's fortunes wane throughout our State, so I see this license opportunity not only as a catalyst to rejuvenate the code here, but also to positively engage our communities at multiple levels and effectively harness the passion for the game into a force that will engender aspiration from our young people and more broadly support a team that all Tasmanians will be enormously proud to follow.

I urge, on behalf of my Government, the people of Tasmania and for the greater good of the AFL code and competition, that you support this tremendous opportunity through your endorsement of the granting of the 19<sup>th</sup> license.

I welcome the opportunity to discuss any aspect of our bid with you at any time.

Yours sincerely



Jeremy Rockliff MP  
Premier

16 September 2022

Mr Andrew Wellington  
President,  
Brisbane Lions Football Club  
Email: club@lions.com.au

Dear Mr Wellington *Andrew*

I write to urge your support for the granting of the 19<sup>th</sup> AFL license to Tasmania for the establishment of an AFL and AFLW team.

I am aware that this subject will be discussed between the Club Presidents and the AFL Commission in coming days and following that you will be referring the discussion to your respective Boards for their consideration prior to providing the AFL with your club's view.

Tasmania finds itself in a unique situation from an AFL perspective, whereby our Government is prosecuting the case for its own team on behalf of Tasmanians through a significant contribution of public funds and assets over an extended period of time.

I appreciate you would all be aware of Tasmania's status as an AFL foundation State, and the steady stream of talent that it has contributed to the AFL ranks over many years, so there is no need for me to revisit that reality.

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Tourism is a mainstay of our economy, employing more Tasmanians per capita than any other state or territory in the country. Further the latest visitor data which was tabled this week shows clearly that we have reached record levels of spend despite the international market not having returned in any strength. Demand for what we have to offer is extremely high and is a clear reflection not only of the pristine environment, but also of the quality of lifestyle and experiences we offer.

There has been continuous growth in the number of people with specific skill sets in the emerging high tech industry sector and the number of people departing mainland States to seek our lifestyle.

I bring this to your attention as I am aware that there is some concerns that Hobart and our State in general will not be appealing enough to attract and retain a team list that will be competitive. I suggest that this is far from the truth with Tasmania being the State of choice for many wishing to enjoy an unparalleled lifestyle and a perfect environment undoubtedly for young families.

The commercial offer we have arrived at with AFL management will support the team and provide it with a strong and secure platform from which it can perform competitively on the national stage.

Further there is little doubt that the potential entry of the Tasmanian team to the competition added further value to the recently negotiated broadcast package from which all clubs will benefit.

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In the interim and while the Hobart stadium is being built we would prefer to retain AFL content noting that there is no resistance from teams to play at either Blundstone Oval at Bellerive or UTAS Stadium in Launceston, as has been the case for many years.

The level of support for the two teams we currently host in Tasmania will go a long way towards meeting the commitment we have made to our own team. Obviously if our license bid is unsuccessful then these arrangements will need to be reviewed.

We understand completely that on the granting of our license we must deliver on our commitment to provide elite level playing and training conditions and I assure you we will. We are excited with the prospect of siting a world class sporting stadium close to the Hobart CBD and believe this will maximise the economic and social benefits while being a fitting stage for the AFL competition.

Having been personally involved in the past as Club President of Latrobe Football Club in the north west I have a genuine appreciation of how much football means from a community perspective particularly in regional areas. Unfortunately, I have seen the great game's fortunes wane throughout our State, so I see this license opportunity not only as a catalyst to rejuvenate the code here, but also to positively engage our communities at multiple levels and effectively harness the passion for the game into a force that will engender aspiration from our young people and more broadly support a team that all Tasmanians will be enormously proud to follow.

I urge, on behalf of my Government, the people of Tasmania and for the greater good of the AFL code and competition, that you support this tremendous opportunity through your endorsement of the granting of the 19<sup>th</sup> license.

I welcome the opportunity to discuss any aspect of our bid with you at any time.

Yours sincerely



Jeremy Rockliff MP  
Premier



PREMIER OF TASMANIA

16 September 2022

Mr Luke Sayers  
President  
Carlton Football Club  
Email: blues@carltonfc.com.au

Dear Mr Sayers

I write to urge your support for the granting of the 19<sup>th</sup> AFL license to Tasmania for the establishment of an AFL and AFLW team.

I am aware that this subject will be discussed between the Club Presidents and the AFL Commission in coming days and following that you will be referring the discussion to your respective Boards for their consideration prior to providing the AFL with your club's view.

Tasmania finds itself in a unique situation from an AFL perspective, whereby our Government is prosecuting the case for its own team on behalf of Tasmanians through a significant contribution of public funds and assets over an extended period of time.

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In addition an amount of \$65 million has been previously committed to the upgrading of the UTAS Stadium in Launceston

In the interim and while the Hobart stadium is being built we would prefer to retain AFL content noting that there is no resistance from teams to play at either Blundstone Oval at Bellerive or UTAS Stadium in Launceston, as has been the case for many years.

The level of support for the two teams we currently host in Tasmania will go a long way towards meeting the commitment we have made to our own team. Obviously if our license bid is unsuccessful then these arrangements will need to be reviewed.

We understand completely that on the granting of our license we must deliver on our commitment to provide elite level playing and training conditions and I assure you we will. We are excited with the prospect of siting a world class sporting stadium close to the Hobart CBD and believe this will maximise the economic and social benefits while being a fitting stage for the AFL competition.

Having been personally involved in the past as Club President of Latrobe Football Club in the north west I have a genuine appreciation of how much football means from a community perspective particularly in regional areas. Unfortunately, I have seen the great game's fortunes wane throughout our State, so I see this license opportunity not only as a catalyst to rejuvenate the code here, but also to positively engage our communities at multiple levels and effectively harness the passion for the game into a force that will engender aspiration from our young people and more broadly support a team that all Tasmanians will be enormously proud to follow.

I urge, on behalf of my Government, the people of Tasmania and for the greater good of the AFL code and competition, that you support this tremendous opportunity through your endorsement of the granting of the 19<sup>th</sup> license.

I welcome the opportunity to discuss any aspect of our bid with you at any time.

Yours sincerely



Jeremy Rockliff MP  
Premier



PREMIER OF TASMANIA



16 September 2022

Mr Jeff Browne  
President  
Collingwood Football Club  
Email: [info@collingwoodfc.com.au](mailto:info@collingwoodfc.com.au)

Dear Mr Browne

I write to urge your support for the granting of the 19<sup>th</sup> AFL license to Tasmania for the establishment of an AFL and AFLW team.

I am aware that this subject will be discussed between the Club Presidents and the AFL Commission in coming days and following that you will be referring the discussion to your respective Boards for their consideration prior to providing the AFL with your club's view.

Tasmania finds itself in a unique situation from an AFL perspective, whereby our Government is prosecuting the case for its own team on behalf of Tasmanians through a significant contribution of public funds and assets over an extended period of time.

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There has been continuous growth in the number of people with specific skill sets in the emerging high tech industry sector and the number of people departing mainland States to seek our lifestyle.

I bring this to your attention as I am aware that there is some concerns that Hobart and our State in general will not be appealing enough to attract and retain a team list that will be competitive. I suggest that this is far from the truth with Tasmania being the State of choice for many wishing to enjoy an unparalleled lifestyle and a perfect environment undoubtedly for young families.

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To confirm, my Government has committed \$375 million towards the construction of a stadium of a capacity that is commensurate with our population and current average AFL attendance levels. This will obviously need to be augmented by Federal Government funding as well as potential institutional funding which is attracting significant interest already.

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We understand completely that on the granting of our license we must deliver on our commitment to provide elite level playing and training conditions and I assure you we will. We are excited with the prospect of siting a world class sporting stadium close to the Hobart CBD and believe this will maximise the economic and social benefits while being a fitting stage for the AFL competition.

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I urge, on behalf of my Government, the people of Tasmania and for the greater good of the AFL code and competition, that you support this tremendous opportunity through your endorsement of the granting of the 19<sup>th</sup> license.

I welcome the opportunity to discuss any aspect of our bid with you at any time.

Yours sincerely



Jeremy Rockliff MP  
Premier



PREMIER OF TASMANIA

16 September 2022

Mr David Barnham  
President  
Essendon Football Club  
Email: [generalenquiries@essendonfc.com.au](mailto:generalenquiries@essendonfc.com.au)

Dear Mr Barnham

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Yours sincerely



Jeremy Rockliff MP  
Premier



PREMIER OF TASMANIA

16 September 2022

Mr Dale Alcock  
President  
Fremantle Football Club  
Email: fremantlefc@fremantlefc.com.au

Dear Mr Alcock

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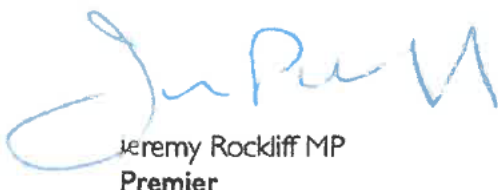
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Yours sincerely



Jeremy Rockliff MP  
Premier



PREMIER OF TASMANIA

16 September 2022

Mr Craig Drummond  
President  
Geelong Football Club  
Email: [membership@geelongcats.com.au](mailto:membership@geelongcats.com.au)

Dear Mr Drummond <sup>(Craig)</sup>

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Yours sincerely



Jeremy Rockliff MP  
Premier



PREMIER OF TASMANIA

16 September 2022

Mr Tony Cochrane  
President  
Gold Coast Football Club  
Email: [info@goldcoastfc.com.au](mailto:info@goldcoastfc.com.au)

Dear Mr Cochrane

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Jeremy Rockliff MP  
Premier



PREMIER OF TASMANIA

16 September 2022

Mr Tony Shepherd  
President  
Greater Western Sydney Football Club  
Email: info@gwsgiants.com.au

Dear Mr Shepherd *Tony*

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Jeremy Rockliff MP  
Premier



PREMIER OF TASMANIA

16 September 2022

Mr Jeff Kennett  
President  
Hawthorn Football Club  
Email: 

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Jeremy Rockliff MP  
Premier



PREMIER OF TASMANIA



16 September 2022

Ms Kate Roffey  
President  
Melbourne Football Club  
Email: [info@melbournefc.com.au](mailto:info@melbournefc.com.au)

Dear Ms <sup>Kate</sup>Roffey

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Yours sincerely



Jeremy Rockliff MP  
Premier

16 September 2022

Dr Sonja Hood  
President  
North Melbourne Football Club  
Email: 

Dear Dr Hood *Sonja*

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Yours sincerely



Jeremy Rockliff MP  
Premier

16 September 2022

Mr David Koch  
President  
Port Adelaide Football Club  
Email: email@pafc.com.au

Dear Mr Koch *David*

I write to urge your support for the granting of the 19<sup>th</sup> AFL license to Tasmania for the establishment of an AFL and AFLW team.

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Yours sincerely



Jeremy Rockliff MP  
Premier



PREMIER OF TASMANIA



16 September 2022

Ms Peggy O'Neal  
President  
Richmond Football Club  
Email: [info@richmondafc.com.au](mailto:info@richmondafc.com.au)

Dear Ms O'Neal

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Jeremy Rockliff MP  
Premier

16 September 2022

Mr Andrew Bassat  
President  
St Kilda Football Club  
Email: reception@saints.com.au

Dear Mr Bassat

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Jeremy Rockliff MP  
Premier



16 September 2022

Mr Andrew Pridham  
President  
Sydney Swans Football Club  
Email: swansmembership@sydneyswans.com.au

Dear Mr *Andrew* Pridham

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Jeremy Rockliff MP  
Premier

16 September 2022

M Kylie Watson-Wheeler  
President  
Western Bulldogs Football Club  
Email: [membership@westernbulldogs.com.au](mailto:membership@westernbulldogs.com.au)

Dear M Watson-Wheeler *Kylie*

I write to urge your support for the granting of the 19<sup>th</sup> AFL license to Tasmania for the establishment of an AFL and AFLW team.

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Yours sincerely



Jeremy Rockliff MP  
Premier



PREMIER OF TASMANIA



16 September 2022

Mr Russell Gibbs  
President  
West Coast Football Club  
Email: [westcoasteagles@westcoasteagles.com.au](mailto:westcoasteagles@westcoasteagles.com.au)

Dear Mr Gibbs

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In fact, over the past five years our economic growth in Tasmania has outstripped all other states.

Retail trade is up, our exports are booming Tasmanian products are in premium demand, and we're focused on keeping local demand strong.

Tourism is a mainstay of our economy, employing more Tasmanians per capita than any other state or territory in the country. Further the latest visitor data which was tabled this week shows clearly that we have reached record levels of spend despite the international market not having returned in any strength. Demand for what we have to offer is extremely high and is a clear reflection not only of the pristine environment, but also of the quality of lifestyle and experiences we offer.

There has been continuous growth in the number of people with specific skill sets in the emerging high tech industry sector and the number of people departing mainland States to seek our lifestyle.

I bring this to your attention as I am aware that there is some concerns that Hobart and our State in general will not be appealing enough to attract and retain a team list that will be competitive. I suggest that this is far from the truth with Tasmania being the State of choice for many wishing to enjoy an unparalleled lifestyle and a perfect environment undoubtedly for young families.

The commercial offer we have arrived at with AFL management will support the team and provide it with a strong and secure platform from which it can perform competitively on the national stage.

Further there is little doubt that the potential entry of the Tasmanian team to the competition added further value to the recently negotiated broadcast package from which all clubs will benefit.

To confirm, my Government has committed \$375 million towards the construction of a stadium of a capacity that is commensurate with our population and current average AFL attendance levels. This will obviously need to be augmented by Federal Government funding as well as potential institutional funding which is attracting significant interest already.

In addition an amount of \$65 million has been previously committed to the upgrading of the UTAS Stadium in Launceston

In the interim and while the Hobart stadium is being built we would prefer to retain AFL content noting that there is no resistance from teams to play at either Blundstone Oval at Bellerive or UTAS Stadium in Launceston, as has been the case for many years.

The level of support for the two teams we currently host in Tasmania will go a long way towards meeting the commitment we have made to our own team. Obviously if our license bid is unsuccessful then these arrangements will need to be reviewed.

We understand completely that on the granting of our license we must deliver on our commitment to provide elite level playing and training conditions and I assure you we will. We are excited with the prospect of siting a world class sporting stadium close to the Hobart CBD and believe this will maximise the economic and social benefits while being a fitting stage for the AFL competition.

Having been personally involved in the past as Club President of Latrobe Football Club in the north west I have a genuine appreciation of how much football means from a community perspective particularly in regional areas. Unfortunately, I have seen the great game's fortunes wane throughout our State, so I see this license opportunity not only as a catalyst to rejuvenate the code here, but also to positively engage our communities at multiple levels and effectively harness the passion for the game into a force that will engender aspiration from our young people and more broadly support a team that all Tasmanians will be enormously proud to follow.

I urge, on behalf of my Government, the people of Tasmania and for the greater good of the AFL code and competition, that you support this tremendous opportunity through your endorsement of the granting of the 19<sup>th</sup> license.

I welcome the opportunity to discuss any aspect of our bid with you at any time.

Yours sincerely



Jeremy Rockliff MP  
Premier

**Hutton, Bridget**

6

**From:** David Barham <s 36>  
**Sent:** Tuesday, 20 September 2022 12:47 PM  
**To:** The Premier  
**Subject:** Re Tasmanian Licence  
**Categories:** Link to existing corro

Jeremy,

Thank you very much for the letter re your Tasmanian team.

s 39

Kind Regards

Dave Barham  
President  
Essendon Football Club.

## Hutton, Bridget

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**From:** Browne, Jeffrey <s 36>  
**Sent:** Wednesday, 21 September 2022 3:09 PM  
**To:** The Premier  
**Cc:** CFC Board; Mark Anderson  
**Subject:** Tasmanian AFL Team

**Categories:** Link to existing corro

Dear Premier,

Thank you for your most recent correspondence. It is well received.

s 39

With best regards,

Jeffrey Browne  
President  
Collingwood Football Club.



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22 September 2022

The Hon Jeremy Rockliff MP  
Premier of Tasmania  
GPO Box 123  
Hobart TAS 7001



Dear Premier

I acknowledge receipt of, and note the contents of, your letter dated 16 September 2022.

As I have publicly stated, the position of the Adelaide Football Club is to, in principle, support the application and issuing of a 19<sup>th</sup> AFL licence to Tasmania, subject to a supporting business case.

I look forward to the presentation and discussion when the AFL presents the proposal to Club Presidents shortly.


Yours sincerely

s 36

Hon John Olsen AO  
**CHAIRMAN**

## Hutton, Bridget

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**From:** The Premier  
**Sent:** Thursday, 17 November 2022 4:49 PM  
**To:**   
**Subject:** Letter from the Premier of Tasmania, the Hon Jeremy Rockliff MP  
**Attachments:** PREMIER OUTGOING - Gillon McLachlan - update on AFL negotiations.pdf

Good afternoon,

Please find attached a letter from the Premier of Tasmania, the Hon Jeremy Rockliff MP

Kind regards

Departmental Liaison Officer  
Office of the Premier, the Hon Jeremy Rockliff MP

Premier of Tasmania  
Minister for Health  
Minister for Mental Health and Wellbeing  
Minister for Tourism  
Minister for Trade  
Liberal Member for Braddon

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