

The Hon Will Hodgman MP  
Premier of Tasmania  
Executive Building  
12 Murray Street  
HOBART TAS 7000

Dear Premier

The Hobart and Launceston City Councils both recently agreed upon a protocol to guide their future joint activities including the pursuit of areas of common strategic interest, participation in joint initiatives and the exploration of opportunities to build stronger links between the State Government and the Hobart and Launceston City Councils.

With this protocol now in place, we wish to take this opportunity to write to you in relation to a number of matters of common interest to Tasmania's two largest cities.

#### **AFL**

As you would be aware the current contractual arrangements for the playing of AFL games by the North Melbourne and Hawthorn Football Clubs in Tasmania is due to expire at the end of the 2016 season.

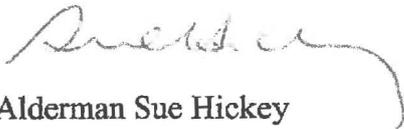
The economic and social impacts of AFL games on the Tasmanian community have proven to be significant. We believe that given the significant contribution of the games to our state that, as a minimum, the current arrangements, in terms of the number of games played, should be continued beyond the 2016 season.

It is our further belief that it is essential that the State Government formulate a future vision and long term strategy for AFL in Tasmania and we would welcome the opportunity to work with you to see this achieved.

OUT OF  
SCOPE

These are important issues for our cities and we would welcome the opportunity to meet with you to discuss a collaborative approach to progress this strategic priority agenda.

Yours sincerely



Alderman Sue Hickey  
**LORD MAYOR**  
**CITY OF HOBART**



Alderman Albert van Zetten  
**MAYOR**  
**CITY OF LAUNCESTON**

Tuesday 2 June 2015

**Premier  
Minister for Tourism, Hospitality and Events  
Minister for Sport and Recreation  
Minister for Aboriginal Affairs**

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GPO Box 123 HOBART TAS 7001 Australia  
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21 JUL 2015

Alderman Sue Hickey  
Lord Mayor  
City of Hobart  
GPO Box 503  
HOBART TAS 7001

Alderman Albert van Zetten  
Mayor  
Launceston City Council  
PO Box 396  
LAUNCESTON TAS 7250

Dear Lord Mayor and Mayor

Thank you for writing to the Premier regarding matters of common interest shared by the Hobart City Council and the Launceston City Council.

The Tasmanian Government is keen to collaborate with both councils in a coordinated approach and welcomes the opportunity to build strong links.

I trust the following information will be of value as we look at moving ahead together.

#### **AFL**

The Tasmanian Government is committed to facilitating AFL games being played in Tasmania. Major events such as the AFL games make a significant impact to our State's economy, delivering substantial on-the-ground benefits to businesses as well as providing broader benefits to our community.

The Government shares your view that we all must work together to ensure that the AFL has a long term plan for Tasmania, including Tasmania's wish to be represented in the national AFL competition with our own team or a similar style arrangement. However, the Government is aware that this should also be about what works best for football in Tasmania from the community to elite level and be cast in a long term plan.

The Tasmanian Government has a vision for AFL in Tasmania that includes:

- increased participation;
- an increased number of Tasmanians playing at the elite level;
- improved health and sustainability of football clubs in the State, which will contribute to community connectivity and ensure clubs are the crucial hubs for local communities;
- a sustainable high-level competition (Statewide league) that captures people's interest; and

- direct contribution to the State's economy ie via winter visitation, business investment and job creation.

The solution needs to see all parties working together to achieve common goals and within this context I welcome your offer to be part of this group and encourage you to continue supporting AFL in your region and continue the dialogue with the relevant stakeholders on the longer-term plan for Tasmania.

I have asked Mr Adam Sproule, Director of Events Tasmania to provide further information on the vision and goal. Mr Sproule can be reached by email at [Adam.Sproule@events.tas.gov.au](mailto:Adam.Sproule@events.tas.gov.au).

/ out of scope /

I agree that these are important issues for the cities of Hobart and Launceston and the Premier looks forward to discussing a collaborative approach with you both further.

Yours sincerely

  
Jeremy Rockliff MP  
Acting Premier



Dear Hon. Will Hodgman,

On behalf of the Chairman of the AFL Commission, Mr Mike Fitzpatrick, and the Chairman of the North Melbourne Football Club, Mr James Brayshaw, I wish to invite you to attend the Blackwoods North Melbourne Grand Final Breakfast.

Join us for a morning of spectacular entertainment complete with insights into the upcoming game from media experts and coaches.

The iconic breakfast will provide you with an unforgettable start to Grand Final Day.

Time: 8.00am - 10.30am

Date: Saturday 3 October

Location: The Plenary - Melbourne Convention & Exhibition Centre

RSVP: [CLICK HERE TO CONFIRM YOUR DETAILS ONLINE](#)

RSVP Date: 27 August 2015

For further information please contact Elly Anderson, Executive Assistant, North Melbourne Football Club on 03 9320 2483.

I hope you can join us for this very special event.

Kind regards,

A handwritten signature in black ink, appearing to read 'Carl Dilena', written over a white background.

Carl Dilena



PREMIER OF TASMANIA

08 SEP 2015

The Rt Hon Alderman Sue Hickey  
Lord Mayor of Hobart  
GPO Box 503  
HOBART TAS 7001

Dear Lord Mayor

As you will be aware, the Tasmanian Government recently signed an agreement with Hawthorn Football Club that will continue the successful partnership between the State and Club until 2021.

The Government is now contemplating the future of the arrangement with the North Melbourne Football Club beyond the 2016 season.

This arrangement has proved extremely beneficial for Hobart both culturally and economically, with the Institute of Project Management's *The Socio-Economic Value of AFL Games in Hobart, 2014* report indicating a return of \$22 to Hobart residents and rate payers for every dollar spent on AFL by the Hobart City Council. The total annual socio-economic benefit in 2014 for AFL games and related activities was conservatively estimated at \$25.7 million.

Under current arrangements, the State-Government owned TT-Line provides the bulk of the funding to support North Melbourne games, with Hobart City Council contributing \$300,000 per year.

I seek advice as to whether the Hobart City Council intends to continue contributing financially to North Melbourne games beyond 2016.

Naturally, any decision by Hobart City Council to cease its support will materially alter the current arrangement, and may place in jeopardy the future of North Melbourne games being played beyond next year.

I look forward to your earliest advice, and would also welcome the opportunity to discuss this matter further with the Hobart City Council.

Yours sincerely

Will Hodgman MP  
Premier



The Hon Will Hodgman MP  
Premier of Tasmania  
GPO Box 123  
HOBART TAS 7001

LORD MAYOR'S OFFICE  
TOWN HALL  
MACQUARIE STREET

PC 03  
TASMANIA  
**Received**  
  
25 SEP 2015  
  
Premier's Office

Dear Premier

I write further to your letter dated 8 September 2015 seeking confirmation of the City of Hobart's intent in regard to continued financial support for future North Melbourne Football Club games in Hobart.

Before the City of Hobart can formally respond to the question of ongoing support beyond our current contract with the North Melbourne Football Club, the Council must first consider a further body of research undertaken by the Institute of Project Management assessing the social and economic value of the three North Melbourne Football Club games held in Hobart in 2015.

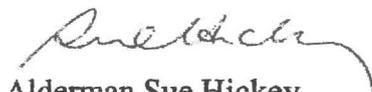
This research seeks to add both value to, and validate, the initial tranche of research undertaken by the Institute of Project Management last year.

The support of Events Tasmania in assisting the City of Hobart to commission this body of ground breaking analysis examining the significant economic value and community benefit of AFL games in Hobart is of course very much appreciated.

This research will most likely be the subject of a report to the Council's October 2015 round of meetings.

I look forward to discussing the City of Hobart's possible engagement with the staging of future North Melbourne Football Club games in Hobart with the Tasmanian Government later in 2015, once the Council has had the opportunity to consider the latest Institute of Project Management research.

Yours sincerely

  
Alderman Sue Hickey  
**LORD MAYOR**

Wednesday 23 September 2015