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1. Board review & appointments

1.1 Statement: Chris Dow - Chairman

Two years have passed since I took on the role of Chairman and what a great experience it has been with so many highlights. I have seen interest in Australian Rules Football grow throughout Europe and player participation numbers build.

The word “Community” is a very special word used in this organisation and we tend to use it quite a lot and with meaning. I personally feel very comfortable in this welcoming community, and increasingly so, with each year that passes. It’s been an absolute privilege to have the role of Chairman and I plan to continue to give as much energy as I can and build on the foundations that we have laid down.

The coming year holds many challenges but also much to look forward to, in particular we look to secure the work of the last few years and push to build on both the participation numbers and the experience for all AFL enthusiasts across Europe. Much of the work being done by the dedicated volunteers in all the countries will be backed up and supported by Ben MacCormack and his team. We are committed to ensuring that we continue to provide a strong and successful path to the many aspirants to play the game at the elite level. We sincerely hope that more athletes from around Europe will continue to show interest in, and attend our international events.

Whilst we continue with our vision to build our numbers and provide a pathway for realising dreams we should never take our attention from ensuring that we provide all our participants with the best possible experience in playing our great game.

My very best wishes to all and let’s keep working hard for a great 2015.

1.2 Statement: Ben MacCormack - CEO

Trips 2014
Finland, Sweden, Austria, Croatia, France, Wales, England, Ireland, Portugal.

Easter Series
In its fourth year since inception this was certainly another step up in organisation and quality with the European team being fully funded (including flights for the first time) and in comparable lodging as the Australian team. On the field the team performed exceptionally across both games. The mixed game showed the skills of the Europeans and highlighted that when surrounded by quality they don’t look out of place.

Daniel Flynn (Ireland) returned to Port Adelaide following the series, Sean Hurley will go to Fremantle and stand out performers McKenna, Brophy, Lucey, O’Riordon, all look like getting a chance to spend time with AFL clubs in the future. Josip Habijlak from Croatia also received some
attention and we will look to support him and any other players that want to follow their Australian Football dream.

**IC14**

Hopefully everyone back in Europe enjoyed the coverage of the event as a record 6 European teams attended this edition of the IC. It was a shame not more teams could make it however we completely understand the challenges of getting a full sided team to travel to the other side of the world for three weeks. Those that made the trip seemed to really enjoy the experience again with Ireland making both the men’s and women’s finals and just falling short along with Sweden winning Division 2 and Finland, France and GB all battering hard to represent Europe.

**Axios Euro Cup**

A huge effort has gone into trying to back up the tremendous 2013 edition in Bordeaux with this year’s London event. Unfortunately no countries bid to host the event in 2014 so we were left with a decision on where would be easiest to organise an event that would be well attended leading us to choose London. The team have worked really hard across the last 6 months to bring you a wonderful event are we hope you will all enjoy it.

**Grants Program**

We streamlined the grants program to 2 grant categories following feedback from the community. This was the highest applications numbers we have seen so far with lots of deserving clubs/leagues. The following have been successful in 2014.

**Start-up Club Program**

Northern Regional College (Ireland)
DCU – Ireland
Wearsise Wallabies – England
Exeter University – England
Slavonski Brod Tigers – Croatia
Nth Lanarkshire Wolves – Scotland
Falkirk Silverbacks – Scotland
Greater Glasgow Giants – Scotland

**Goal Post Grants**

Slavonski Brod Tigers – Croatia
SAFF – Sweden
South East London Giants – England
West London Wildcats – England
Copenhagen X-Men - Denmark

**Communications**

We have grown or social media presence significantly again in 2014 with an increase of more than 1000 extra Facebook likes and significant engagement across twitter and our AFL Europe website. We have also trialled some media training with France and Sweden with mixed results. We will look to roll this out across the rest of the community once it is refined following feedback.

**Grant Applications**
We applied for major funding towards an exciting week in European Sport project, with the general concept to bring in 3 young players (under 25) from each member country to the Euro Cup host city the week prior to the event and provide them a footy education in order to create lifelong ambassadors to grow the game Europe wide. The participants will then be expected to return to their cities and deliver in school programs to introduce AFL to kids all across Europe. Unfortunately, we were unsuccessful.

**Partnerships**
In 2014, the following new partners were secured: Sydney University, Topdeck Travel, STA Travel, OPRO mouth guards.

**Ambassadors Program**
We announced earlier this year the creation of an Ambassadors program in which we secured 2 high quality individuals to help the AFL Europe Commission and staff to continue to develop our strategy to be able to increase the support provided Europe wide. We have some exciting ideas already from our first meeting and looking forward to sharing them as they develop.

**NGB status**
Unfortunately we still don’t have any members that have achieved this status within their countries. Ireland, Scotland, Denmark and England and all closing in on achieving this. We will continue to work with countries to achieve this, as it is an important step towards financial investment at government level.

**AFL match in Europe**
The commission and I have pushed the AFL hard to bring games to Europe and our best shot seemed to be a regular season game. We had the Olympic Stadium very interested in hosting it (really the only valid venue in Europe to successfully host a match for points) however the surface would have to be synthetic which is not something the AFL are comfortable with yet. We will continue to work on this as we see it as an important feature event to interest new people in the sport and expose lovers of the game to live product.

**Broadcast rights**
- Eurosport re-signed as continental carrier until end of 2016 on similar deal to previous.
- Negotiations ongoing for UK/Ireland provider.
- Watch afl.com.au online streaming service now in HD. Improved service however significant cost included. Some specials throughout year that you can promote to your members to trial service particularly the NAB Challenge in pre-season is free.

**Umpire Development**
Shane Hill has been our Umpire Development Manager since 2011. His work has been tireless and often thankless however we all know what an important role he has been in and how the quality of umpiring around Europe has increased since his involvement. His report is to be presented as well.
1.3 Main Staff Directory

- Chris Dow – Chairman
- Ben MacCormack – CEO
- Shane Hill – European Umpires Development Manager
- Noel Duncan – Commission Member
- Michelle Morgan – Commission Member
- Ciaran O’Hara – Commission Member
- Kolja Korack – Commission Member
- Niels Schønnenmann – Rosberg – Commission Member
- Greg Hutton – Commission Member (from October 2014)
- Gaëlle Hazimeh - Events and Special Projects
- Tia Bool - Intern
- Francisco Navas – Intern

1.4 New Member Introductions

Grant Williams – AFL General Manager, Community Operations

With an extensive sports and international development portfolio of experience, Grant Williams is the new Head of Community Football replacing Tony Woods. His new role will involve working with Peter Romaniw to oversee and implement the AFL’s International strategy.

Grant has a long association with the AFL, having played in the early 90’s, followed by the role of General Manager - Football Operations at Carlton Football Club between 2003 and 2007 and General Manager of AFL Victoria from 2009 – 2014.

“I look forward to continuing the AFL’s partnership and affiliation directly with AFL Europe to support the leadership of Chris Dow and Ben MacCormack on behalf of the AFL Executive and the Commission. We continue to recognise AFL Europe as the governing body of the code in Europe and would encourage you all to further develop and maintain a strong working partnership in the best interests of Australian football across Europe.”

Greg Hutton – Commission Member

Greg Hutton is an Australian finance professional based in London. He is currently Director, RBS Global Strategic Investments, Private Equity. He is responsible for the management and value optimisation of various portfolio investment companies in the UK, US and Europe and sits on the Board of these portfolio investment companies. He was formerly an M&A Investment Banker with RBS / ABN AMRO Investment Bank and Citigroup Investment Bank in London and a former Senior Manager at Ernst & Young Corporate Finance (M&A) in Australia and London.

Greg qualified as a Chartered Accountant with PricewaterhouseCoopers in Australia and graduated with a Bachelor of Commerce degree (awarded 1st place in degree) and Graduate Diploma in Applied Finance and Investment in Australia. He is a Fellow of the Financial Services Institute of Australasia, holds the Corporate Finance qualification from the Institute of Chartered Accountants...
in England and Wales and is a member of Institute of Chartered Accountants in Australia and the Institute of Chartered Accountants in England and Wales.

Greg has a passion for AFL as for most sports, and played amateur AFL in Australia all his life before moving to London. He is also an experienced sports administrator, holding past and present roles within tennis and football in Australia. Before moving to London, Greg managed the Prince Alfred College Old Collegians Football Club (AFL) in Australia. He held positions including Chairman and Sponsorship Director and was instrumental in driving increases in membership, revenue and profitability, guiding the club to its first Division 1 premiership in over 20 years. While based in London, Greg is also currently Co-Chairman of Tennis Officials Australia Inc (“TOA”), a position he has held for over 10 years.

Greg is also an International Tennis Umpire, having officiated in the Australian Open (Men’s and Women’s Finals), Wimbledon (Men’s Final), French Open, US Open, ATP Season-Ending Masters Cup Final, Olympics, Davis Cup Finals, Federation Cup Finals and numerous ATP events throughout Australia, Europe and Asia.

“Having spent time getting to know Ben [MacCormack] and Chris [Dow] who are doing a great job here, I think the skills I’ve learnt in my professional and sporting experience will add value to AFL Europe in the coming years. I am very open to new ideas and would love to work with AFL Europe to introduce some of these. I am very happy to talk to anyone and look forward to being involved.”

1.5 Partners and Sponsors

AFL Europe values the support of its partners, as they have been vital to our success. AFL Europe would like to acknowledge the generous support of the following corporate partners in 2014:

Axios, Coordinate, The University of Sydney, Top Deck, Sherrin, S-Trend, STA Travel, Causeway 353, Oury Clark, Locker Room 51, ESPN HD, Sportivate.

An expiring contract means that AFL Europe and S Trend’s partnership has come to an end. We will announce our new kit supplier in the New Year.
## 1.6 AFL Europe Trademark’s

Our three values of structure, united and respect guide how we do things at AFL Europe.

The table below outlines AFL Europe’s Trademark Behaviors.

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<thead>
<tr>
<th></th>
<th>Structured</th>
<th>United</th>
<th>Respectful</th>
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<tbody>
<tr>
<td></td>
<td>Act on ideas</td>
<td>Go to the source</td>
<td>Listen to others</td>
</tr>
<tr>
<td></td>
<td>Follow structures</td>
<td>Commit to decisions</td>
<td>Acknowledge others’ work</td>
</tr>
<tr>
<td></td>
<td>Get a result</td>
<td>Say what you have to say</td>
<td>Take responsibility</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Put it on the table</td>
<td>Right way, right place, right time</td>
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<tr>
<td></td>
<td></td>
<td>Deliver on your word</td>
<td>Be positive</td>
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<tr>
<td></td>
<td></td>
<td>Turn up and contribute</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Be a part of it (spirit)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Share information</td>
<td></td>
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</table>
2. Events

2.1 Axios Euro Cup 2014

Despite a mostly cloudy and wet day of competition on October 4th at The London Irish’s Hazelwood Centre facility, the 2014 Axios Euro Cup was a breakthrough success.

Over 350 players from 19 teams representing 16 countries participated making the 2014 the highest participated for the Women’s tournament (5 teams). Newcomers to the tournament included the Denmark Valkyries, Scotland Sirens and finalist Vixens. Due to low participation, in the past the Women’s tournament was limited to only one game, usually including a Crusaders team (2012 and 2013), which was disbanded and expanded into the three new participating teams.

On the men’s side, participation numbers have remained consistent since 2012. The Netherlands Flying Dutchmen returned for the first time since 2011. Players from the Czech Republic, Finland and Iceland were represented in the Crusaders team, which was topped off by additional English players. We hope those teams return to the future Euro Cups.

We believe that this continued high rate of participation demonstrates the growth of our sport in Europe.

An almost faultless performance throughout the tournament by the Denmark Vikings earned the title. They defeated the Croatian Knights who have always carried a strong team that contends for the title.

Final Score:

| Denmark Vikings | 6.4 – 40 |
| Croatian Knights | 2.4 – 16 |

A hard-fought Grand Final saw the Ireland Banshees defeat the England Vixens for a second time in the tournament. The Banshees stayed undefeated throughout the tournaments’ five matches shutting out both the Denmark Valkyries and Les Gauloises early in their campaign.

Final Score:

| England Vixens | 4.2 – 26 |
| Ireland Banshees | 5.1 – 31 |

A huge effort went into trying to back up the tremendous 2013 edition in Bordeaux in this year’s London event. After no countries bid to host the event in 2014 so we decided that it would be easiest to organise the event in London. The team worked really hard across 6 months to build a wonderful event.
The Cup is an important factor in getting AFL Europe more exposure. During the buildup, day of, and days after that cup, our website visits peak at about 1500 sessions per day. The event has the same effect for our social media accounts. For more information see Social Media and Website.

For the first time key matches of the Euro Cup were streamed online, free of charge. Seen through YouTube, with matches streamed and gaining over 3200 views around the world.

AFL Europe would like to thank all the umpires and volunteers for their hard work on the day as the event would not have been possible without them.

Special thanks to our sponsors Axios, Coopers, Belushi’s, St Christophers Inn, Stack Cup, Generator, Strap-Med for their support and many thanks to London Irish Rugby Club and Hazelwood Centre for their collaboration and allowing the teams to use their amazing venue.

The Euro Cup remains a highlight on the European footy calendar and we look forward to the sixth edition in 2015.
2.2 ANZAC Cup

ANZAC day holds a special place in the heart of every Australian. In 2014, as part of the ANZAC Day Memorial events AFL Europe held the 6th annual Topdeck ANZAC Cup, a 9-a-side match that was played between France and a team of Australians who came together from living in different parts of Europe.

The match was held in Villers Bretonneux, France, a historically important location for ANZAC day given that in WWI it was the site of the world’s first battle between tank forces that ended up costing 1,200 Australian lives.

The locals hosted the Australians, their families and friends in their homes for three nights to further strengthen the ties between the two countries.

The local ABA (the association responsible for the on-ground organisation) put in a tremendous amount of work, and its volunteers were recognised by both national teams via a town parade that took all involved in the occasion past the local school and through many of the streets. The event is heavily reliant on this group of volunteers and the local council to ensure its longevity for generations to come.

Thomas Urban, President of the CNFA and coach of the French national team led the French team. It was the first ever-international game for 70% of the players that represented France that day.

While the Australians proved too strong on the day, the match was played in high spirits, with the crowd getting a great exhibition of high-class football skills.

AFL Europe hopes that all of the players lucky enough to pull on the Australian Spirit jumper against the French national team learned a lesson of unity that day.

Final Score:

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<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>Australia</strong></td>
<td><strong>39.14 – 248</strong></td>
</tr>
<tr>
<td><strong>France</strong></td>
<td><strong>2.7 – 19</strong></td>
</tr>
</tbody>
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2.4 Haggis Cup

On Saturday the 12th of April, England’s first female Aussie Rules club travelled to Glasgow, Scotland to take on the Glasgow Sharks Ladies in the 2014 Haggis Cup. This is the first time two British clubs have played a women’s game. The Tigers who had only picked up an Aussie rules ball for the first time 12 weeks previously were excited with the anticipation of playing in this historic game.

Final Score:

<table>
<thead>
<tr>
<th>Tyne Tees Tigers</th>
<th>30</th>
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<tr>
<td>Glasgow Sharks</td>
<td>14</td>
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Tigers captain Lucy Kavanagh expressed her positive feelings about the tournament.

“Being involved in setting up a ladies team has been very rewarding. Hopefully we can stick at it at training and continue to develop the team. I felt extremely proud to be representing the Tyne Tees Tigers in the Haggis cup. Not only did we make history by becoming the first ever women’s English AFL team we won the Haggis cup! What an amazing day! I hope to continue the good work at training and push forward in strengthening the ladies team as a whole!! “

Given the success of the day both the Tigers and the Glasgow Sharks are looking to hold a return match in Newcastle with dates in the late spring/early summer currently being discussed.

2.5 International Cup

The International Cup was played between the 9th – 23rd August at Royal Park in Melbourne, Australia. The 2014 event saw a record six European teams (5 men’s and the Ireland Banshees women’s team) compete. This is an especially significant figure considering the challenges of getting a full-sided team to travel to the other side of the world for three weeks.

900 players made up 18 men’s and 7 women’s teams from Canada, China, Fiji, Finland, France, Indonesia, Ireland, Great Britain, India, Japan, Nauru, New Zealand, Pakistan, Papua New Guinea, South Africa, Sweden, Tonga and USA.
Both Irish teams, the Banshees and Warriors were the European highlights, as they both reached the finals. The Warriors succumbed to Papua New Guinea, who were looking to avenge their loss to the Irish at the 2011 International Cup. In the Women’s competition, the Canada Northern Lights, one of two Canadian representative teams, outclassed the Banshees, also avenging their 2011 defeat.

The Swedish Elks won the Division 2 bracket.

**Final Scores:**

**Men's**

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<tbody>
<tr>
<td>PNG</td>
<td>6.9</td>
<td>45</td>
</tr>
<tr>
<td>Ireland</td>
<td>6.6</td>
<td>42</td>
</tr>
<tr>
<td>Sweden</td>
<td>10.14</td>
<td>74</td>
</tr>
<tr>
<td>China</td>
<td>4.1</td>
<td>26</td>
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**Women's**

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<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Canada</td>
<td>5.8</td>
<td>38</td>
</tr>
<tr>
<td>Ireland</td>
<td>2.0</td>
<td>12</td>
</tr>
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25 matches were streamed LIVE and were also available on demand, including both Grand Finals. These were available worldwide at no charge on the AFLIC14 website.

We look forward to working out the most suitable structure of the competition going forward to assist in that number growing.

**2.6 Individually Highlighted Countries**

Ireland

- Currently boast six premiership teams, two recognised university teams and two women’s teams, involving over 350 active athletes. For a third consecutive year, the Irish premier league has maintained a high level of competition. The Belfast Redbacks took home the title last year.
- Interest in the sport from University players has boosted participation. Irish Commission Member Ciaran O’Hara says this will contribute to continued future international success at the Axios Euro Cup, where the Banshees (women’s) and Warriors (men’s) have won 5 Euro Cups between them.
Sweden
- Their league is dominated by 5 teams in Stockholm, but AFLS is planning for expansion with a new team from the more northern city of Uppsala.
- The Swedish National Cup is played in summer, and during the harsh Nordic winter AFLS holds an indoor tournament. This year involved the first participation of two women’s teams, from Stockholm and Helsingborg.

England
- London is the strongest and most popular league in Europe, with an estimated 650 active players.
- AFL England is looking to continue to develop and expand its Central League, which already contains 7 fully active clubs each of which has a senior men’s team where many 2010 Euro Cup Championship players play. The league is ready to welcome new teams. Ian Baxter has helped women’s football flourish by recently organising the Tyne Tees Tigers, who are now a successful team in the Central League.
- Through Ian Kafka, AFL England is continuing work with English Universities. They are actively involved with the University of Birmingham, University of Oxford, University of Cambridge and the University of Exeter for a number of years.

France
- With 8 premiership teams, and a stable game per week, the CNFA is well organised. Their social media sites and website, particularly Facebook has proved to be an excellent resource to maintain organisation amongst current players and to further promote the union.

Scotland
- Made up of both the SARFL and the CAFL in Glasgow, AFL Scotland has 9 active clubs, 7 men’s and two women’s, including the newly formed Kingdom Kangaroos, and 200 players overall. An estimated 50 of those players are from the 3 new clubs that have started in the last couple of months using the Start Up Club Program grants which AFL Europe has awarded them.
- Internationally, AFL Scotland has continued work with their Clansmen men’s national side, which is now in its fourth year of full recognition. The men build team chemistry during training camps and International friendlies, like the recent one held against Spain in Madrid in May.

Denmark
- The DAFL Premier League is now made up of 7 teams, 2 of which are Swedish. DAFL is working on junior development. 15 young athletes are based in Farum, an eastern town. Recently, 300 youth athletes from around Denmark attended a DAFL clinic in Copenhagen, which they are keen on running again.

Italy
- Looking at adding 2 new clubs that will migrate from playing Gaelic football.
Croatia

- SANH has 5 teams in its league. The newest addition, the Slavonski Broad Tigers, comes from outside the country’s capital, Zagreb, showing some expansion outwards into the rest of the country. They won a few games and even beat Austria in their first year of competition.

- Internationally, the Croatian Knights continue to dominate at the Euro Cup, getting the silver medal at the 2014 Axios Euro Cup. Croatian commission member Kolja Koracak highlighted the Knights’ friendly against The Netherlands Flying Dutchmen in early August. A reported 200 spectators attended the match in the town of Drniš and it garnered a lot of media attention. The Knights won 218-15.

3. Umpiring

In 2014, we continued to encourage members to develop a respectful culture for all participants. We are working closely with the umpiring departments of our members in a structured way. Our aim is to support the organic retention, development and recruitment of indigenous umpiring talent.

We have identified and circulated the most relevant umpiring roles for our members. Most members have an Umpires Coordinator in place. This person is a vital link between local umpires and the AFL Europe umpiring department. We are encouraging our members to implement the Umpires Advocate and Umpires Mentor roles in the short term. There was a significant drop in the number of workshops run, as we failed to go where the interest was.

We ran 6-weekly umpiring teleconferences during the year. Using this technology, we have been able to train and get in contact with countries in which we have not yet been able to run a workshop. We are planning to expand this programme with our near partners in the coming year. We have also developed a range of resources and made these available on the AFL Europe site.

Through our current and planned development programmes, we aim to instill leadership qualities, game sense and excellence with the leaders of our umpiring community. Our aim is to foster an inclusive umpiring community throughout the region. The result we are after is an increase in the skill and number of umpires in the region, to a level comparable with player participation. We are encouraging members to consider accreditation in their umpiring selection criteria for finals and representative matches. A united approach to umpire selection ensures fairness and promotes the development opportunities available for umpires.

AFL Europe expect to deliver more training before the 2016 European Championships and 2017 International Cup, traveling to where interest presents itself. The goal is for AFL Europe to be in a position to send several umpiring representatives to the 2017 International Cup.

Our Umpires Development Manager Shane Hill has been involved with AFL Europe since its foundation. His work has been tireless and often thankless. However, AFL Europe recognizes the important role he plays and how much the quality of umpiring around Europe has increased since his involvement. The level of passion and time Shane puts into umpiring is second to none.
4. Talent ID

The plans to develop talent in the coming years is an exciting prospect for AFL Europe. We have decided to become a lot more creative going forward. Grass roots development is particularly important in our sport with an emphasis on umpire education and coaching education.

Annually, an AFL Combine is held in Ireland and most AFL Clubs from Australia send scouts. AFL Europe will continue its Talent ID program, concentrating in Ireland given the strength, popularity and tradition of Gaelic Football and its similarity to Australian Rules Football. Attendance and participation in the combine in Dublin has reached a peak this year with 22 athletes from all around Ireland and Northern Ireland testing their limits.

Two Irish athletes, Paddy Brophy and Conor Mckenna joined West Coast Eagles and Essendon, respectively, and AFL Europe looks forward to more European players having similar opportunities. In the past, Ciaran Byrne, Daniel Flynn, Sean Hurely and Padraig Lucey were identified during scouting and the Combine and are now listed with Carlton, Port Adelaide, Fremantle and Geelong as AFL International Rookies.

AFL Europe scouts also attend many junior GAA matches throughout the season, under the leadership of Tadhg Kennelly.

We look forward to holding further Combines across Europe in coming years, looking into continental Europe to targeted countries to find the next AFL star out of Europe.
4.1 Junior Development

In 2014, over 3,000 Secondary school and at least 1,000 primary school students have been exposed to Australian Rules Football around Europe through one off sessions including school footy days, festivals and community events. This matches participation numbers for 2013. AFL Europe hopes to maintain and grow this trend moving forward.

AFL England has been particularly successful in developing junior participation. Ian Mitchell and Jason Batty, two teachers in Wolverhampton and Huddersfield, respectively, have strong-armed Australian Rules Football into their school’s sports curriculum. About 1000 children have been shown the game and put through the program across the 4 years in both schools. European Legionary and England Dragon Slayer Sam Willat & 2013, U16 World XVII competitor Cameron Cope were direct products of this program.

Annually, AFL England holds their Brit Cup. The most recent numbers show that 70% of the teams are comprised of athletes that have come through that program. Ian Mitchell has now accepted the position of Schools and Junior Development officer with AFL England.

4.2 Coaching

In the last year 64 new coaches have been trained to levels 0, 1 and 2 accreditation.

On the Sunday after the 2014 Axios Euro Cup, Daniel Archer, Level 3 AFL Coach, held a Level 1 coaching course at Shoreditch Park in London. The attendees were shown techniques and drills to be used in their trainings.

4.3 European Legion and Easter Series

The European Legion is a union of the best players around Europe.

In 2011 they took on the first Australian-only team to travel and play 18 a side Australian Rules Football overseas representing their country. The European Legion concept grew in 2012 and 2013 with a full week training camp help at Surrey Sports Park culminating in again taking on the Australians. The 4th edition of the Easter Series took place from the 6th to the 12th of April 2014 in Harrow, London. During that week, the players from AIS-AFL Academy and the European Legion attended a high performance training camp and played a midweek compilation practice game. The week concluded, once more with a match between the European Legion and the AIS – AFL Academy that shaped up to be the tightest contest yet. The legion players demonstrated strong link up play by hand and foot showed skills beyond their experience despite the fact that 8 of them had never played a full match before. The Aussies emerged victorious (21.11 (137) – 6.6 (42)) as they scored 7 unanswered goals in the first quarter and kept their high level of play throughout.

In this edition of the event, the 26 men European Legion squad was comprised of athletes aged 17 to 25 years from Croatian, Denmark, Great Britain, Germany, Sweden, and mostly Ireland. These athletes return to their home Clubs, armed with sharper skills and an insight into the level of commitment and professionalism required to make it at a higher level in Australian football.
Over the course of the week, they were exposed to new training drills by experienced AFL coaches and were observed by AFL Recruiters looking out for the next young AFL star.

AFL Europe hopes that the European Legion and Easter Series experience serves as a valuable pathway, for both the European Legion and the AIS-AFL Academy players as they look to be selected by the Australian AFL Clubs in the player Draft every November.

We look forward to future growth in this program.
5. Social Media and Website

We have grown our social media presence significantly again in 2014 with over 1000 new page likes on Facebook and significant engagement across the @AFL_Europe Twitter, which has about 2,000 followers overall. Technology is in our favor because social media is costless, it has been our foremost tool for marketing and promotion. Our website also plays an important part in our exposure and have made it a priority to constantly have new content available to our website visitors.

5.1 Website:

In 2014, 63% of the almost 200,000 site visitors since January 1st have been first time visitors, showing that the number of people interested in AFL Europe is growing and more people are learning about our organisation. These numbers peak during event weeks during the year, for example during the Axios Euro Cup. Users are naturally based mostly in the UK (31%) and Australia (20%) and the rest of the top 10 countries (except for the US and Canada) are those with AFL Europe affiliated leagues.

5.2 Facebook:

Despite a low average number of likes per post, the average reach of a post from the AFL Europe post is about 2,500. Like the visitors on the website, this number also peaks during the buildup, day of and after the Axios Euro Cup. An average of 4,000 people per post are reached during that period. Pictures garner a lot of attention from players and friends who are pictured in action.

5.3 Twitter:

@AFL_Europe has about 100 new followers since the end of International Cup 2014 in mid-August.

We must ensure we are using hashtags. #AxiosEuroCup, the primary hashtag utilized for the 2014 Axios Euro Cup, was quite successful. It was mentioned around 150 times during the cup in October.

5.4 Instagram:

Intern Tia Bool Begun launched our Instagram (AFL_Europe), a platform that is becoming increasingly popular in Europe and Australia. We have the lowest engagement on this platform. The account only has 12 posts, and 72 followers, but it will be used more actively going forward.
6. Funding

6.1 Erasmus Program and funding from the EU

We applied for major funding towards an exciting week in European Sport, but were unsuccessful.

The program’s concept is to bring together 3 young players under the age of 25 from each member country to the Euro Cup host city the week prior to the event and provide them a footy education in order to create lifelong ambassadors to grow the game Europe wide. The participants will then be expected to return to their cities and deliver in school programs to introduce AFL to kids all across Europe.

6.2 Our Grants

We streamlined the grants program to 2 grant categories following feedback from the community. The two applicable grants that are awarded by AFL Europe are the Start-up Club Program (SCP) and the Goal Post Grant (GPG). 2014 saw the highest application numbers in AFL Europe history with many of deserving clubs/leagues.

The primary objective of the SCP is to provide resource assistance to start-up clubs across Europe. AFL Europe recognises the challenges of starting a club in Europe. Through this assistance we are trying to minimize the impact of one of the major factors in getting a club up and running, cheaply sourcing basic resources.

The following clubs have been successful in receiving the SCP in 2014.

Start-up Club Program:
- Northern Regional College (Ireland)
- DCU – Ireland
- Wearside Wallabies – England
- Exeter University – England
- Slavonski Brod Tigers – Croatia
- Nth Lanarkshire Wolves – Scotland
- Falkirk Silverbacks – Scotland
- Greater Glasgow Giants – Scotland

The primary objective of the GPG is to provide financial assistance to eligible organisations looking to erect goal posts at their current playing field. AFL goal posts are a great way for our game to create a visual presence in your community and AFL Europe see this as a critical development in growing the game.
The following clubs have been successful in receiving the GPG in 2014:

- Slavonski Brod Tigers – Croatia
- SAFF – Sweden
- South East London Giants – England
- West London Wildcats – England
- Copenhagen X-Men – Denmark
7. Ambassador program

7.1 Current ambassadors

AFL Europe is keen to grow our network by meeting influencers in business, politics, sport, health, media/broadcasting and the education sectors. To do so we seek the direct support of ambassadors. We are continually searching for willing and motivated AFL players to act as ambassadors for European national teams going forward.

We were proud to obtain two big AFL names as ambassadors for two European national teams during the International Cup this year: Geelong Cats player Jimmy Bartel (Three time premiership winner) and the Sydney Swan’s Adam Goodes (2 time premiership winner and two time Brownlow medal winner) represented the Swedish Elks and England Dragon slayers, respectively.

Other current ambassadors are:

- France Les Coqs - Daniel Jackson (Richmond Tigers FC)
- Croatian Knights – Ivan Maric (Richmond Tigers FC)
- Denmark Vikings – Tom Boyd (Western Bulldogs FC)

Ideally an ambassador can help promote what is happening in Australian Football in their supported country. We hope that our ambassadors will help us to spread the word about our programs, diverse network of nations and talent searches to build our brand through social media and in person.

Royal Brunei/STA Travel Super competition

Between April and August, club members from Ireland, Great Britain, France and Sweden sold raffle tickets towards this competition. Tickets were priced at £8, €10, 75 DKK, 100 SEK per entry and gave each buyer the equal opportunity of winning 5 different prizes, which are listed below.

The funds raised benefitted the fundraisers as well. The funds were used to assist representative teams from the aforementioned countries with travel to Australia for the International Cup 2014, their 2014 Axios Euro Cup preparations, and for the continued growth of their local and individual leagues.

AFL Europe would like to highlight Ireland’s exceptional fundraising efforts. Club members there sold 1536 tickets, which is more than the joint effort of every other country.

- 1st prize: 1- week trip to Australia for 2 to the Toyota AFL Grand final: Elliott M
- 2nd prize: Topdeck 7- day adventure in Egypt for 2: Paul Brogan
- 3rd prize: 10 AFL Europe KB Sherrins: Shane Fitzpatrick
- 4th prize: Lance ‘Buddy’ Franklin signed Sherrin: Dave Finn
- 5th prize: Harry O’Brien signed Collingwood jumper: Kay Wilson
8. Financial Statements

DIRECTORS:
C Dow
K Koracak
C O’Hara
N Duncan
M Morgan
N Schonnemann-Rosberg
G Hutton

REGISTERED OFFICE: 35 Kingsland Road
Shoreditch
London
E2 8AA

REGISTERED NUMBER: 07277147 (England and Wales)

ACCOUNTANTS: MK Bookkeeping and Accountancy
11 The Chine
London
N21 2EA
DIRECTORS
The directors shown below have held office during the whole of the period from 1 January 2014 to the date of this report.

C Dow  
K Koracak  
C O'Hara  
N Duncan  
M Morgan  
N Schonnemann-Rosberg

Other changes in directors holding office are as follows:

H Westerbeek - resigned 3 October 2014  
G Hutton - appointed 3 October 2014

DIRECTORS’ RESPONSIBILITIES STATEMENT
The directors are responsible for preparing the Report of the Directors and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;  
- make judgements and accounting estimates that are reasonable and prudent;  
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

ON BEHALF OF THE BOARD:

C Dow – Director - 22 January 2015
<table>
<thead>
<tr>
<th>Notes</th>
<th>£</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>TURNOVER</td>
<td>163,662</td>
<td>125,686</td>
</tr>
<tr>
<td>Cost of sales</td>
<td>87,514</td>
<td>66,087</td>
</tr>
<tr>
<td>GROSS SURPLUS</td>
<td>76,148</td>
<td>59,599</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>95,110</td>
<td>86,149</td>
</tr>
<tr>
<td>OPERATING DEFICIT and DEFICIT ON ORDINARY ACTIVITIES BEFORE TAXATION</td>
<td>2</td>
<td>(18,962)</td>
</tr>
<tr>
<td>Tax on deficit on ordinary activities</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>DEFICIT FOR THE FINANCIAL YEAR</td>
<td>(18,962)</td>
<td>(24,294)</td>
</tr>
</tbody>
</table>
Balance Sheet
31 December 2014

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>£</td>
<td>£</td>
</tr>
</tbody>
</table>

**CURRENT ASSETS**

Debtors 4 | £3,683 | £2,003 |

Cash at bank | £19,362 | £37,487 |

23,045 | 39,490 |

**CREDITORS**

Amounts falling due within one year 5 | £261 | (£2,256) |

**NET CURRENT ASSETS**

22,784 | 41,746 |

**TOTAL ASSETS LESS CURRENT LIABILITIES**

22,784 | 41,746 |

**RESERVES**

Capital redemption reserve 6 | £54,789 | £54,789 |

Income and expenditure account 6 | (£32,005) | (£13,043) |

22,784 | 41,746 |

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2014.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2014 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:
(a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
(b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the company.

The financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved by the Board of Directors on 22 January 2015 and were signed on its behalf by: C Dow - Director

AFL Europe 2014 Annual Report
1. ACCOUNTING POLICIES

Accounting convention
The financial statements have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Turnover
Turnover represents net invoiced sales of goods, excluding value added tax.

Deferred tax
Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date.

Pension costs and other post-retirement benefits
The company operates a defined contribution pension scheme. Contributions payable to the company's pension scheme are charged to the profit and loss account in the period to which they relate.

2. OPERATING DEFICIT
The operating deficit is stated after charging:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pension costs</td>
<td>3,600</td>
<td>3,600</td>
</tr>
<tr>
<td>Directors' remuneration and other benefits etc</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

3. TAXATION
Analysis of the tax credit
The tax credit on the deficit on ordinary activities for the year was as follows:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current tax:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK corporation tax</td>
<td>-</td>
<td>(2,256)</td>
</tr>
<tr>
<td>Tax on deficit on ordinary activities</td>
<td>-</td>
<td>(2,256)</td>
</tr>
</tbody>
</table>

UK corporation tax was charged at 20% in 2013.
### 4. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade debtors</td>
<td>3,683</td>
<td>1,221</td>
</tr>
<tr>
<td>Other debtors</td>
<td>-</td>
<td>782</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3,683</td>
<td>2,003</td>
</tr>
</tbody>
</table>

### 5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxation and social security</td>
<td>261</td>
<td>(2,256)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 6. RESERVES

<table>
<thead>
<tr>
<th></th>
<th>Income and expenditure account £</th>
<th>Capital redemption reserve £</th>
<th>Totals £</th>
</tr>
</thead>
<tbody>
<tr>
<td>At 1 January 2014</td>
<td>(13,043)</td>
<td>54,789</td>
<td>41,746</td>
</tr>
<tr>
<td>Deficit for the year</td>
<td>(18,962)</td>
<td></td>
<td>(18,962)</td>
</tr>
<tr>
<td>At 31 December 2014</td>
<td>(32,005)</td>
<td>54,789</td>
<td>22,784</td>
</tr>
</tbody>
</table>