

ASGA Membership 2010/11



Australian **Sporting Goods**
ASSOCIATION INC



Affiliated with the



Welcome message from the Chairman

To all sport and active lifestyle participants,

The last year has seen ASGA consolidate its work to strategically position the Association as the voice of the industry.

We have also experienced great change with our long-serving Executive Director Sean Cary leaving us to take on a new position, as the National Umpiring Manager with Cricket Australia. Sean helped build ASGA to what it is today and left us in a great position to meet the challenges of the future. Our new Executive Director, Brad Kitschke, will continue to work to develop ASGA and foster its role as an advocate for the sports industry.



This year also saw the biggest injection of funds to sport in a Federal budget in living memory, and some significant policy announcements that will affect the sporting goods industry. The Government's response to the Independent Sports Panel Report (Crawford Report) was released at the time of the budget. *Australian Sport : The Pathway to Success* accepts many of Crawford's recommendations aimed at increasing involvement and emphasis on participation sport and developing a cohesive national sports policy framework. Implemented correctly this could see many more young Australians participating in grass-roots sport.

Of significance was Minister Ellis' announcement that sport and physical education would be part of the National Curriculum and that States would work together on uniform requirements for teachers of physical education. ASGA has long campaigned for a national commitment to compulsory sport and physical education in schools and is pleased that the Government adopted this recommendation. We will prioritise working with governments to represent the views and opinions of the industry and will continue to focus on an increased role for sport and physical education in schools, as well as a greater emphasis on participation sports.

ASGA introduced the Sports Development Fund (SDF) to allow the organisation to develop its place as a key link between the industry and the Government. In this, the second year of the SDF, and with a Federal Election around the corner, it is vital that contributions to the SDF continue and that ASGA retains its ability to be your voice to government. ASGA will focus on issues affecting the industry such as trade and taxation and will ensure that industry growth and business development are at the forefront of our agenda.

We have also seen the successful launch of our Careers In Sport website (www.careersinsport.com.au) which will continue to grow over the coming years. The website is an online job's board allowing employers to advertise jobs and job seekers access to available employment vacancies in the sports industry. I encourage all those in the industry to support the website and to use it as your portal to employ the best available talent.

Your continued membership of ASGA is vital to ensuring that it can continue to be a strong advocate for the industry. Your contribution to ASGA in this Federal Election year will allow the organisation to represent the issues affecting your business and the growth and development of the industry.

Thank you in advance for your support.

A handwritten signature in black ink, appearing to read 'Ian Fullagar'. The signature is fluid and cursive, written on a white background.

Ian Fullagar
Chairman



1. The Australian Sporting Goods Association

Overview

The Australian Sporting Goods Association is the peak industry body for the Australian sporting goods industry. ASGA's primary focus is to foster the market growth of wholesale and retail sport and active lifestyle businesses.

ASGA provides market intelligence to its Members across a variety of categories including sporting footwear, apparel and equipment.

In addition ASGA is an industry voice to government on specific issues impacting the health and growth of the overall industry.

ASGA has three categories of Membership:

- Sports Development Fund
- Industry Membership
- Non-Industry Membership

All three categories of membership allow for subscription and access to the market intelligence surveys as well as the other great benefits of being associated with your Industry Association.

Board of Directors

Independent Director and Chairman – Ian Fullagar

Wholesale Representative Directors – Guy Tuthill (TNF Group), Paul Faulkner (Nike Pacific), Tim Stewart (Dunlop Slazenger Equipment)

Retail Representative Directors – Chris Morgan (ARL) John Joyce (Ascendia) Phil Laing (Footlocker)

Independent Director – Vacant

Executive Director – Brad Kitschke Executive Director ASGA



Vision

To be regarded as the authoritative peak body representing a unified and influential sport and active lifestyle goods industry.

Mission

We are in the business to drive the performance and growth of the Australian sport and active lifestyle goods industry and its people.

ASGA Core Values

- **United** – representing the collective interests of all stakeholders and Members
- **Influential** – providing a powerful and relevant industry voice
- **Responsive** – being proactive and ahead of the game
- **Honest** – integrity, transparency and openness
- **Informed** – continually seeking new and meaningful info and providing valuable insight to the industry

Strategic Themes and Priorities 2008-2011

- I. **Lead Industry Growth** – Provide visible and informed leadership to strengthen the drivers of industry growth and performance
- II. **People Development** – Deliver professional development support and resources to attract and retain talented people in our industry
- III. **Market Insight** – Premier information source for the Australian sport and active lifestyle industry
- IV. **Business Development** – Increase investment in the industry by substantially growing our revenue.





2. ASGA's Key Projects in 2010/11

A. Lead Industry Growth

- Develop ASGA's election platform and continue to advocate for the industry at the highest levels of government
- Cultivate strategic partnerships with organisations whose goals and priorities align with ASGA's
- Increase ASGA's membership base and increase awareness of ASGA's achievements, relevance and benefits to the industry.

B. People Development

- Ensure that the *Careers in Sport* industry jobs management system is a beneficial tool to assist in attracting and retaining the best and brightest talent in the industry.
- Co-ordinate one annual "all of" Industry Conference
- Host specific "workshops" with expert speakers in Melbourne, Sydney and Brisbane
- Host industry receptions inviting key stakeholders to participate to build relationships between our industry and the Government

C. Market Insight

- Build our intelligence resources and continue to provide quality market intelligence to members
- Monitor market intelligence and data patterns to better inform the priorities of ASGA in the representations it makes to government.

D. Business Development

- Increase the number of ASGA's preferred suppliers offering members increased access to quality service providers.
- Improve and expand the *Careers in Sport* jobs management system into an important income resource for ASGA.
- Further develop ASGA's income streams in line with its strategic priorities





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3. The Sports Development Fund

Established in 2009/10 the funds contributed to the Sports Development Fund (SDF) are used primarily to improve ASGA's role as an industry advocate and representative to government.

The SDF is intended to provide ASGA with a sustained level of funding over three years between 2009/10 to 2011/12. The SDF will allow ASGA to put in place sufficient expertise and additional resources to ensure a high level of success in achieving the objectives of each project funded through the SDF.

In general the SDF will fund projects that:

- Develop ASGA as the peak industry representative body to governments.
- Encourage more Australians to be physically active in schools and communities
- Persuade government about the value of health and physical activity in every child's education
- Generate a greater awareness amongst Australians through the media about the importance of healthy and active lifestyles
- Campaign on issues that will help to enhance, protect and develop businesses in the Australian sporting goods industry such as trade and taxation.



Companies can work out their contribution to the Fund from the table below.
Please note prices are inclusive of GST

Number of employees	Contribution (inc GST) for FY 2010/11
1 to 10 employees	\$1,925 (inc GST)
11 to 20 employees	\$4,675 (inc GST)
21 to 30 employees	\$8,525 (inc GST)
31 to 40 employees	\$12,100 (inc GST)
41 to 50 employees	\$17,050 (inc GST)
50+ employees	\$22,000 (inc GST)

*Note

- Refer to the document titled “Guidelines and Criteria for the Assessment of included employees”
- The contribution fee above represents the payment for year one. Commitment to the SDF will be for a three year period as per “SDF Members Agreement”.
- The SDF Contribution fee includes ASGA Membership fee.
- Subscription fees to ASGA Surveys will be in addition to the SDF contribution fee





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4. Benefits of Membership of the Australian Sporting Goods Association?

Becoming a Member of an industry body is about investing in the future of the industry you operate within.

ASGA's role is to drive the performance and growth of the people and the industry we conduct our day to day business in.

Your Membership is an investment in the future strength and growth of the sporting goods industry.

As a Member you can...

Get access to the exclusive Members Benefits Package

ASGA has developed a package of "preferred suppliers" for Members in areas such as banking and financial services, postal services, legal services, foreign exchange services, I.T. travel, accommodation, digital media advertising and stationery supplies.





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CommonwealthBank



The Australian Sporting Goods Association has entered into a preferred supplier relationship with the Commonwealth Bank.

The merchant services offer for ASGA Members is extremely competitive.

Electronic card rate

(approximately 90% of your everyday Visa and Mastercard credit transactions)

0.67% of the transaction

Debit Card \$0.10c per transaction

Additional benefits apply for the full spectrum of merchant services.
Please refer to the attached brochure for the full offer.

Save with special rates for the Australian Sporting Goods Association Members

Are you paying too much for merchant services? ASGA Members can enjoy special discounted rates on merchant services from the Commonwealth Bank.

When you make the switch to the Commonwealth Bank, you'll also benefit from a dedicated technical support team who'll have you up and running in days. Plus a 24 hour priority support line that's open 7 days a week, 365 days a year.

No wonder we're Australia's most popular merchant provider.

Call **1800 730 554** today to ask a merchant specialist how we can help you save!

Commonwealth Bank of Australia ABN 48 123 123 124. CBABM0564



Determined to be different



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Corrs Chambers Westgarth

Corrs Chambers Westgarth has teamed up with ASGA as its Preferred Legal Supplier.

Corrs is a leading corporate law firm that represents many of Australia's top 100 companies, as well as international companies with businesses in Australia. The list includes Nike, Nokia, Foster's Group, Johnson & Johnson, RIM (Blackberry), Gucci, Hugo Boss, Lacoste, Louis Vuitton, Quicksilver, Oakley and Ferrari.

Stephen Stern, an internationally recognised Intellectual Property expert and ASGA's Client Relationship Partner, said: "Corrs is delighted to formalise our successful working relationship with ASGA. Our team is excited to have the opportunity to assist the Association and its members to promote and protect their business interests and to advance the interests of the Australian sporting goods industry. We are committed to producing superior results by bridging the gap between legal practice and business challenges".

As part of supporting the Australian sporting goods industry, Corrs is offering ASGA Members the following benefits:

- 15 min free "helpline" service – allowing Members to access Corrs Lawyers for initial telephone advice regarding any concerns or issues
- Regular and comprehensive eBulletins and updates through ASGA on-line communications
- Business and networking examining current legal issues on a regular basis
- Active lobbying in relation to various law reform issues such as proposed changes to Australian customs and anti-counterfeiting laws
- Discounted legal fees

To view the full list of benefits Corrs will offer ASGA Members please visit the ASGA website

www.asga.com.au/members-advantage-0

The Corrs ASGA 'Helpline' can be accessed by dialing **Stephen Stern on 03 9672 3476**. Stephen is available to provide you with initial guidance or direct you towards experts who will be able to provide you with the advice you need.

**CORRS
CHAMBERS
WESTGARTH**
lawyers



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GunPoS

Top Guns In Point Of Sale

GunPoS the right choice for your Point of Sale and Technology needs:

- Point of Sale System Consultants specializing helping you select the right software and hardware for your retail business
- Expertise in stock control software, customer feedback systems and digital media
- We ensure your retail systems are supported locally
- Offices in Melbourne & Sydney

One of the great benefits GunPoS are offering ASGA Members is the ability to review your current POS system. GunPoS will provide recommendations and information on new and emerging technology that will assist the efficiency and growth of your business.

As an ASGA member you have the opportunity to have an obligation free review/audit of your point of sale system and associated infrastructure; why not take advantage of this offer and explore new ideas and new technology. Call GunPoS now to book a review, its one of those "nothing to loose and all to gain" opportunities that ASGA has arranged for Members.

New and proven technology

GunPos can show you how the latest advances in technology can help you deliver superior service while improving data capture essential for the effective management of your business.

GunPoS have thousands of products available through our online stores, and

- They ship anywhere in Australia
- with secure payment options
- access to leasing plans if required.

There hasn't been a better time to checkout these technologies.

Contact us today on **1300 GUNPOS (486 767)**

www.gunpos.com.au



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Global Brand Protection Pty Ltd is an Intellectual Property and Trademark investigation consultancy based throughout Australia and New Zealand. We are proud to be wholly Australian owned.

Our principals are highly regarded specialists who have amassed an average exceeding 25 years of combined service working on critical issues in numerous fields and industries. We focus our practice in select areas of expertise and utilise a national and worldwide network of individuals and organisations, working collaboratively, to provide practical and successful solutions for our clients.

Trademark and Intellectual Property Investigation

More than ever before, corporations and individuals face a variety of risks that threaten their trademark, their intellectual property and general operations. Global Brand delivers professional and accurate assessments and strategies to mitigate such risks.

Importantly, Global Brand does not just report their findings to clients who need to then engage lawyers. Global Brand's services are self fulfilling from target identification to criminal or civil action without the need to involve any third parties.

Our assessments and resolution strategies include:

- Enforcement of Commonwealth legislation
- Utilisation of law enforcement bodies throughout Australia
- Providing factual and reliable information / affidavits to courts for the application of search warrants, which then are executed by police agencies.
- Market Watch Program
- Retail Shop Test Purchase Program
- Ebay and Other Electronic selling sites online monitoring program
- Covert Surveillance
- Australian Customs Service Program

The collaborative approach

Global Brand Protection's success is due largely to the consortium approach adopted by its clients. GBP's clients are ultimately using GBP as a linking mechanism to leverage their combined budgets to achieve greater results. A fixed "monthly retainer fee" allow clients to accurately budget for our services.

Civil recoveries from infringers are often achieved which reduce this commitment even further. By combining with other like-minded IP owners, clients are ultimately able to spend less to achieve significantly more apprehensions.

The key to IP enforcement in this country is the ability to work closely with Local Law Enforcement to encourage, support and assist them to enforce Commonwealth Legislation. In this key area, due largely to the large number of multi national corporations represented, GBP has unprecedented success and its principals and investigators have a proven track record.

Phone: 03 9822 2889 www.globalbrandprotection.net



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CUSTOM HOUSE

A WESTERN UNION COMPANY



About Custom House, A Western Union Company

Custom House provides reliable, efficient international payment solutions for today's business. We offer advanced, customized foreign exchange solutions, addressing the unique needs of small to mid-sized enterprises (SMEs) and global businesses that require support managing foreign exchange risk and international payments. Through our strategic business relationships and worldwide network of trading offices we help our clients remain competitive when working in global markets. Western Union acquired Custom House in September 2009, and owns and operates the company along with its services under the Western Union name.

Darren Cook,

Partnership & Affiliate Manager – Asia Pacific

Custom House, a Western Union Company

Phone 61.3.8622.8823

Facsimile 61.38622.8811

Mobile 0412.300.441

For more information, visit www.customhouse.com



Australian **Sporting Goods**
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PROUD to be part of the TEAM



Australia Post is pleased to be a preferred supplier to the Australian Sporting Goods Association. Whether you are importing goods from China to Australia or New Zealand or simply moving goods around Australia, we can tailor a supply chain solution to meet the needs of ASGA members.

Bringing you the combined might of China Post and Australia Post

Australia Post has come together with China Post to form a joint venture called Sai Cheng Logistics. Sai Cheng can organise all steps from taking stock from the factory floor in China to the shop floor in Australia, and everything in-between. If you have an online business we can even deliver it directly to your customer's door.

We'll help you kick goals

We take the unnecessary costs out of your supply chain, wherever possible. With a single convenient point of contact which allows you peace of mind and the ability to focus on growing your business.

To find out more about the range of services we can supply domestically and from China call **Marc Gauci** on **0409 413 289** or visit **www.saicheng.com.au**


SAI CHENG
INTEGRATED LOGISTICS SOLUTIONS





Australian **Sporting Goods**
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Subscribe to the market intelligence surveys

ASGA Members can subscribe to the annual market surveys conducted at wholesale and retail sales levels, across the categories of “performance sport” footwear, apparel and equipment. Sporting equipment surveys are also conducted specifically for golf, cricket and racquet sport manufacturers and suppliers.

All ASGA Members will be provided, upon receiving Membership payment, their unique log-on username and password to the “protected” area within ASGA's website.

Receive the on-line ASGA Newsletter

The newsletter contains the latest results (members only) plus industry news and information. It will also allow for members of the sporting goods industry to advertise their latest products and special offers to ASGA Members and industry subscribers.

ASGA Members' On-line Directory

Be listed on the ASGA Members' On-line Directory free of charge. The ASGA Directory is the first ‘on-line’ directory of its kind and will provide consumers with up to date, relevant contact information for sporting goods industry participants.

Benefit from educational resources and build networks

Periodically ASGA will hold information seminars and forums on a variety of issues relevant to the industry.

ASGA will also provide information via the website on trade practices, employment contracts and other pertinent compliance topics.

Information relating to counterfeit products, parallel importing, corporate social responsibility etc will be updated on a regular basis and communicated to Members.

Affiliation with the World Federation of the Sporting Goods Industry (WFSGI)

ASGA and its Members are now affiliated with the WFSGI and all important developments at a global level will be reported on a regular basis to all Members.





5. Market Intelligence Surveys

Useful market intelligence helps us to make more informed ranging, purchasing and marketing decisions in order to maximise margins, minimise excess inventory issues and improve the bottom line.

Deep End Services (Deep) has been appointed by the ASGA Board to carry out the following functions for the Association:

- Collection and collation of survey data
- Reporting of survey results

Deep's involvement with ASGA ensures that confidential data is handled in an appropriate and safe manner.

Deep is represented by Justin Ganly who carried out a similar role for ASGA while at KPMG between 1999 and 2003.

Surveys at Wholesale Level include:

Performance sport and athletic leisure footwear – data collected and results published quarterly.

Performance sport and athletic leisure apparel (including licensed apparel) – data collected and results published half yearly.

Equipment – Racquet sports, Golf (Australia and New Zealand), and Cricket data collected and results published annually. In addition, quarterly wholesale snapshots (total units and dollar sales in a summarised format) for Racquet sports and Golf are produced.

The **Retail** surveys for Footwear and Apparel are conducted on a monthly basis. The reports provide total market figures measured in dollar terms from data collected from the major Australian sporting goods retailers. A full analysis of sales data is provided in each monthly report.





6. ASGA Membership, Sports Development Fund and Market Intelligence Surveys Fees

Membership Prices and Subscription fees are ASGA's major source of revenue. The activities ASGA undertakes in any given year is heavily determined by the number of Members it attracts.

Membership is the life blood of ASGA.

There are two ways organisations can become Members of ASGA.

1. Annual Membership Fee
2. Contribution to the Sports Development Fund

1. 2010/11 Annual Membership Fee

ASGA Membership fees are determined by the annual turnover of your company. Please note prices are inclusive of GST.

Industry

With sales turnover per annum of:

1. under \$2 million	\$302.50 (inc. GST)
2. \$2 million to \$10 Million	\$665.50 (inc. GST)
3. \$10 to \$20 million	\$1,270.50 (inc. GST)
4. Greater than \$20 million	\$2,541 (inc. GST)

Non-industry

E.g. National Sporting Organisation and professional bodies	\$1,210 (inc. GST)
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2. Sports Development Fund

The Sports Development contributions are based on the number of employees involved in head office retailing, manufacturing wholesaling and licensing activities within the sporting goods industry.

Companies wishing to contribute to the SDF need to complete the SDF Members Agreement and the Guidelines and Criteria for the Assessment of Included Employees document.

Companies can work out their contribution to the Fund from the table below. Please note prices are inclusive of GST.

Number of employees	Contribution (inc GST) for FY 2011
1 to 10 employees	\$1,925 (inc GST)
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- Subscription fees to ASGA Surveys will be in addition to the SDF contribution fee





3. The Market Intelligence Survey Fees

Please remember companies must be an ASGA Member and be prepared to submit sales data to subscribe to the ASGA surveys.

Subscription fees for the Market Intelligence surveys are determined by the complexity of the particular survey and the time it takes to complete the reporting. Please note prices are inclusive of GST.

Equipment

Golf – AUST (annual survey with quarterly snapshots)	\$1905.75 (inc GST)
Golf – NZ (annual survey)	\$635.25 (inc GST)
Cricket (annual Survey)	\$762.30 (inc GST)
Racquet Sports (annual survey with quarterly snapshots)	\$1016.40 (inc GST)
Footwear (quarterly surveys)	\$2,541 (inc GST)
Apparel (half yearly surveys)	\$2,541 (inc GST)
Retail (monthly surveys)	\$2,541 (inc GST)
Discounted fee for full access to all surveys*	\$9,240 (inc GST)

(*includes ASGA Membership Fee as well)





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ASGA Websites

www.asga.com.au



Australian **Sporting Goods**
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The ASGA site has been redesigned to enhance information to users and navigation around the site as well as improve the behind the scenes functions for ASGA staff.

Industry News – local, national and international news is now a feature of the new site and is updated regularly. Feel free to send your news story to nikki.wynd@asga.com.au

Fact Sheets – information service for sports enthusiasts explaining the latest technological developments in sports footwear, apparel and equipment.

eNewsletter – a monthly newsletter sent to all members and the broader industry with all the latest ASGA news and industry developments. This is the sporting and active lifestyle industry's only monthly news service.

www.careersinsport.com.au



ASGA run a jobs management system for the sporting and leisure goods industry.

careersinsport has been developed specifically with ASGA members in mind and will make it easier to complete the task of fulfilling your vacant positions.

careersinsport actually scores all applicants skill set relative to the position being offered, enabling advertisers to quickly compare candidates and develop a shortlist for the interviewing process.

Check it out on-line, register your business and start advertising your jobs. ASGA Members receive a 5% discount off the standard rate.

www.counterfeitalertnetwork.com.au



Australian golf equipment distributors and retailers have taken a major step in raising awareness of illegal equipment counterfeiting and distribution, with the creation of the Counterfeit Alert Network (CAN).

The CAN is a major initiative developed by the ASGA in consultation with Australia's leading golf brands who have become the founding Members of the Network.

Membership to the network only costs \$100 per year and allows companies to display the CAN logo on all advertising and promotional material as well as having your business represented on the CAN website.

For advertising and membership opportunities on all three websites, please contact Scott Petersen – ASGA Business Development Manager on 0431 900 292 or scott.petersen@asga.com.au