



AUSTRALIAN SPORTING GOODS ASSOCIATION INC

CHAIRMAN'S REPORT TO THE ANNUAL GENERAL MEETING 14 November 2008

1. ASGA last met in General meeting on 2 November 2007. Following that meeting I assumed the Chair from Ross Langdon. I provide this report on my activities and those of ASGA since that General meeting.
2. I first wish to formally thank again those directors who departed the ASGA board from and since the 2007 AGM: Kevin Roberts, Stretch Kontelj and Peter Fiddes. I want to formally acknowledge and thank them for their respective contributions to ASGA over their time on the Board.
3. Shortly after the AGM Australia went to a federal election. Of course leading into this ASGA had commenced a political lobbying campaign aimed at increasing grass roots participation in sport and positively impacting the obesity epidemic by encouraging compulsory Physical Education programs in Australian Primary Schools. The four key messages of the ASGA Political Lobbying Campaign leading into the 2007 Federal Election were:
 - v. A Physical Education teacher/practitioner for every Primary School in Australia
 - vi. Compulsory Physical Education, during the "in-school hours" curriculum. A minimum of two hours per child per week is mandatory for Primary School aged children
 - vii. Providing separate and recurrent funding for the supply and replacement of safe and compliant sporting equipment and facilities to every school each year
 - viii. Establishing benchmarks to assess now and on a regular basis into the future, compliance with a 'healthy kids' agenda.
4. The campaign was supported by a sporting goods industry public relations campaign ***All kids need P.E. Teachers - "Get With the Program"***.
5. Of particular satisfaction to me was the mobilisation of ASGA Retail members and their store owners/managers who were asked to write to their local Members of Parliament detailing the objectives of the *"Get with the Program"* Campaign. Those objectives were:
 - ix.* Raise awareness of the importance of school sport;
 - x.* Advocate for a P.E. teacher for every school;
 - xi.* Highlight the failure of State and Territory Governments and schools in implementing school sport;
 - xii.* Underscore the strongly held public view that where State and Territory Governments and schools fail on the provision of P.E. in schools, the Australian Government should withhold Federal funds; &



- xiii.* Motivate Australians to add their names to support the campaign.
6. Australian Cricketer and world number 1 ranked batsman, Mike “Mr Cricket” Hussey endorsed the ASGA Campaign and recorded a “U-tube” video encouraging Australian’s to show their support and register on the “*Get with the Program*” website.
 7. Although the campaign did not realise its objectives ASGA was successful in being recognised at Federal Government level as the “peak body” representing sporting goods, and a reputable source of information on such matters. Further I consider the actions taken by our retail members to be particularly significant as it was the 1st occasion to my knowledge that ASGA’s members with their huge potential influence on consumers and also stakeholders in the broader sports industry flexed “their muscle” so to speak. This must be refined and used in future campaigns to assist in the achievement of ASGA objectives. Particular thanks to Sports Power and SportsCo in their assistance with this part of the campaign.
 8. In January 2008 due to the unavailability of ASGA’s CEO to attend I attended the World Federation of Sporting Goods Industry (“WFSGI”) meetings in Munich, Germany. These meetings were useful and I considered that ASGA’s involvement and contribution (as a smaller member federation) was valued. I am pleased that ASGA’s contribution and regular communication with WFSGI has continued over the year. I consider that ASGA’s ongoing involvement is currently worth the membership fee but this must be monitored. ASGA has continued to contribute to WFSGI activities over the last year and Sean will hopefully be attending the same meetings again in Germany in January 2009 to continue to fly ASGA’s flag internationally. I note as an aside that as an “outsider” to the sporting goods industry I was literally amazed at the sheer size and scale of the Winter ISPO held in conjunction with these meetings.
 9. In March 2008 the ASGA Board “retreated” to undertake a review of its strategic plan. This followed a strategic survey of ASGA Board, Premium Members and Industry members. Under the guidance of Sports Business Partners the Board developed a three year strategic plan “*Unified for Growth 2008-2011*”. It is now the challenge of this Board and our staff to implement and deliver this plan for the benefit of the members and the industry.
 10. ASGA held, for the second consecutive year, its Annual Forum - *The Changing Landscape* at the MCG. The Hon. Kate Ellis MP, Federal Minister Youth and Sport, opened the ASGA Forum. A total of 100 industry participants attended the 2008 Forum. In my view this was again an excellent event and one which must be grown as a service and networking opportunity for members.
 11. Throughout the year ASGA has developed the Footwear and Golf Sub-committees. Thank you to those industry members who have contributed their time and efforts with these groups. As a direct result of the Golf subcommittee, the Counterfeit Alert Network has been established and with it a website that will be launched in the very near future to aid in the fight against counterfeit and trade mark issues related to golf equipment



12. To conclude I firstly wish to extend particular thanks to Sean and Nikki for their ongoing commitment to ASGA and its members. I encourage all Board members to continue to assist Sean as best they can when requested. Secondly I also wish to thank the Board for its time and commitment. As volunteers it is sometimes difficult to contribute as best as one might wish to but I consider it is a mark of where ASGA has come to and particularly with the new strategic plan where it may go that this Board has made significant contributions to the association to advance it, its members and the industry.
13. A particular thank you to outgoing board members Chris Morgan and Ross Langdon. I consider Chris has made an outstanding contribution to the organisation and I personally will miss his insightful comments and also the challenges that he very positively made to the Board and to the organisation. I look forward to his and ARL's ongoing involvement with ASGA. A special thank you to Ross. His contribution to ASGA is from my perspective immeasurable. He appears, again from my perspective (whether rightly or wrongly) to have kept the organisation going almost single handedly. His passion for the advancement of an ethical position for ASGA on the promotion of physical activity has been admirable particularly in the face of the difficulties he encountered when first setting out to consider that issue. His long term involvement with ASGA has set ASGA up to continue its advancement and growth as a reputable industry body representing and promoting its members and the industry.
14. I consider ASGA is very well placed to grow and continue the implementation of its strategic plan. I am very pleased that for the first time that I can recall we have an election for positions on our board. I wish to thank all those persons who nominated for the board and rest assured whether successful or not Sean will find a role for you.
15. I thank the current board for its support and encourage the new board to be active and engaged in 2009 so we can continue the move forward.

I move this report.

Ian Fullagar
Chairman
ASGA

14 November 2008