

AUSTRALIAN SPORTING GOODS ASSOCIATION INC (ASGA)

CHAIRMAN'S REPORT TO THE ANNUAL GENERAL MEETING

13 October 2009

1. ASGA last met in General meeting on 14 November 2008. I provide this report on my activities and those of ASGA since that General meeting.
2. Following on from the intense lobbying and advocacy activity undertaken by ASGA in 2007 and into 2008 the ASGA Board reviewed its strategic objectives and reaffirmed those objectives and direction. From its strategic plan ASGA's strategic themes and priorities are:
 - v. [Lead Industry Growth](#) - Providing visible and informed leadership to strengthen the drivers of industry growth and performance.
 - vi. [People Development](#) - Deliver professional development support and resources to attract and retain talented people in our industry.
 - vii. [Market Insight](#) - Premier information source for the Australian sport and active lifestyle industry.
 - viii. [Business Development](#) - Increase investment in the industry by substantially growing our revenue.
3. It is pleasing to report that ASGA has made some headway against most if not all of these objectives in the last 12 months. ASGA's focus however has been more on the objectives of people development and business development.
4. In terms of market insight ASGA continued to maintain and deliver high quality survey results to and for members.
5. In terms of business development ASGA has established the Sport Development Fund. This fund is currently sitting at just under \$200k with 20 organisations contributing. This is a crucial initiative for ASGA and all members and organisations considering becoming members are strongly urged to join ASGA and contribute to this fund.
6. In terms of people development ASGA's Careers in Sport (CIS) job portal is now up and running and ASGA has engaged a consultant to drive the business around this website. Again I encourage all members to join in and utilise and contribute to the CIS portal.
7. In terms of leading industry growth ASGA has again sought to increase its relevance to members and other industry stakeholders and to deliver increased services to members. In this regard ASGA:
 - ix. conducted a series of workshops in 3 cities in conjunction with AUSTRADE providing sporting goods companies with the necessary tools to market their products in global markets;
 - x. hosted our Premium Member Managing Directors at a round table luncheon to discuss ASGA and industry concerns and issues;



- xii. co-ordinated and facilitated a number of member group meetings to discuss specific survey results. Such meetings resulted in minor changes to the survey results being made to more accurately reflect changes in market conditions;
 - xiii. engaged with AUSTRADE and other Government Agencies in ASGA's strategic direction to explore commercial opportunities;
 - xiv. developed a new self content managed website and enhanced all other aspects of ASGA's electronic media. These enhancements have also contributed to the achievement of ASGA's business development objective;
 - xv. provided administrative assistance to the very successful Victorian Sporting Goods Golf Day at Sandhurst Club;
 - xvi. welcomed three new Preferred Suppliers; one for Merchant Services – Commonwealth Bank, one for brand protection – Global Brand Protection and finally for Legal Services – Corrs Chambers Westgarth. I want to take the opportunity to thank Corrs, GBP and the Commonwealth Bank for coming on board and encourage all members to take advantage of the preferred supplier arrangements in place with these organisations;
 - xvii. maintained and developed further ASGA's relationship with and contribution to the World Federation of Sporting Goods Industries (WFSGI). It is pleasing to note that ASGA has continued to make a very active and worthwhile contribution to the WFSGI and its activities.
8. I want to formally thank Mark Abeyaratne who is departing the ASGA board following this AGM: Mark, who is the Managing Director of Drummond Golf, joined the ASGA Board in November 2006. In his time on the Board his calm, concise comments, manner and presence have always been welcomed. He has played a significant role as a quasi finance director and worked with Sean in the refinement and ongoing management of ASGA's financial management system. He and his contribution will be missed.
9. As per last year I again consider that ASGA is very well placed to grow and continue the implementation of its strategic plan for the benefit of its members and the sporting goods industry. The key challenges for ASGA going forward are to:
- xviii. continue to strive to deliver relevant services to members;
 - xix. grow the Sports Development Fund;
 - xx. develop and grow relationships with sport with the objective of becoming a broader sports industry representative body. The Board has reaffirmed its commitment to this objective whereby ASGA is seeking to become the representative industry body to not only sporting goods bodies but also sporting bodies themselves. This commitment is rightly quarantined however in that the interests of existing sporting goods members can not be prejudiced by this proposed expansion of ASGA's representation. Discussions with national sporting organisations, the Australian Sports Commission are continuing and members will be kept apprised of developments;
 - xxi. raise the awareness and visibility of the ASGA brand and profile.

10. To conclude I again wish to extend particular thanks to Sean and Nikki for their ongoing commitment to ASGA and its members.
11. I also want to expressly acknowledge and thank the current ASGA board. The composition of the ASGA Board is, for the first time in a considerable time, "constitutionally" complete with a full compliment of retail and wholesale directors as well as the 2 independent directors in office. As a chairman the composition and skillset of this Board is one to be proud of and in 2008 I encouraged this new board to be active and engaged in 2009 so ASGA can continue to move forward. I am very pleased to say that all Directors despite being very busy in their "day jobs" have been very actively engaged and contributed significantly to ASGA and its initiatives undertaken over the last 12 months. I look forward to this continuing.

I move this report.

Ian Fullagar
Chairman
ASGA

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