MEDIA RELEASE

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LOCAL FOOTY MUST STAY ON THE ABC

The Australian Sporting Goods Association (ASGA) has joined the chorus of support for local South Australian Football to remain on the ABC.

The ASGA, which represents major sporting brands and retailers, says that televising SANFL football is vital to the promotion of the sport. The ASGA is backing the campaign by Federal MP, Kate Ellis, for the ABC to retain its coverage of local South Australian Football.

ASGA Executive Director, Brad Kitschke, said that the continued success of the local SANFL football must include ABC television coverage.

"It is vital that local football be televised. We should be seeing more sport on free to air television not less, especially on our national carrier the ABC."

Kitschke warned that reducing the television coverage of local football could also reduce potential sponsorships and revenue to clubs in an already tight market place.

"Reducing the public exposure of any state league is a bad thing. It will reduce the ability of those clubs to attract sponsorship and support in an already cash strapped marketplace. The local teams need every bit of help they can get." Kitschke said.

"As a Port Adelaide supporter growing up watching the magpie's success of the 80's and 90's, it saddens me to think that South Australian's could be deprived of the same opportunity. The SANFL produced champions like Nathan Buckley and Gavin Wangaeen who went on to AFL success. It would be a disaster for sport if the television coverage was dropped, and the early beginnings of future stars were lost to our television screens," Kitschke concluded.

For comment please contact Brad Kitschke on 0403 809 630 or email brad.kitschke@asga.com.au

The Australian Sporting Goods Association (ASGA) represents retailers, wholesalers and manufacturers of sporting goods in Australia and believes in the promotion of participatory sport and healthy lifestyles. Its members include companies like; Nike, Adidas Asics,, Puma, New Balance, Converse, Pacific Brands, Sports Power, Sports First., Footlocker, Rebel Sport.