

# ASGA Membership 2009/10



*AUSTRALIAN SPORTING  
GOODS ASSOCIATION INC.*

Affiliated with the



## Welcome message from the Chairman

To all sport and active lifestyle participants,

The first twelve months of ASGA's strategic plan "Unified for Growth" has provided our staff and Directors both highlights and challenges.

One of the continuing challenges we face is ASGA's ability to become the authoritative voice representing the broader sport and active lifestyle industry amongst key stakeholders, especially the Government. This really comes down to a lack of resources, both financial and physical.

With no industry body, working collaboratively amongst and with the sports industry, to voice opinions, raise issues and present facts to the Governments in Australia, it has become ever more apparent that ASGA needs to step up and into this space.

It is with this in mind, ASGA has created the Sports Development Fund, whereby ASGA is asking the sporting goods and broader sports industry, to contribute funds, allowing ASGA the necessary resources to fill the void of the Industry's conduit to Government.

If you are concerned that our youth today will not receive health and physical education as part of their school curriculum or that schools are continually missing out on monetary grants to update their sport and gym equipment, then I encourage all businesses to seriously consider contributing to the Sports Development Fund.

The Board of Directors and Staff are very excited about ASGA's future and the new projects we will undertake. They have been outlined in this document. We are also very aware of the need to consolidate on previous work completed to ensure what we have achieved and learnt to date will not be lost.

I appeal to all industry participants to support your industry body and invest in the future of the industry you are part of and operate in.

Membership is ASGA's life blood and its raison d'être. It adds strength to ASGA's physical and financial resources which in turn allows the staff to undertake new projects, ultimately providing a healthier and more buoyant industry to conduct business in. More Members also adds credibility and gravitas to ASGA's message.

Thank you in advance for your support.



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** – Mark Abeyaratne (Drummond Golf), Lew Kimble (Foot Locker Asia Pacific), John Joyce (Ascendia Retail)

**Independent Director** – Scott Munn (AFL)

**Executive Director** – Sean Cary (ASGA)



## Vision

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

## Mission

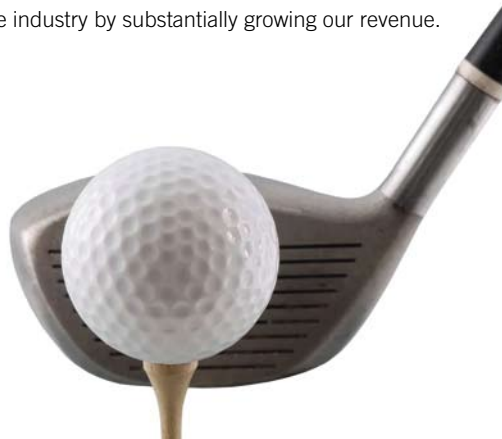
We are in the business to drive the performance and growth of the Australian sport and active lifestyle goods industry and its people.

## 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 2009/10

### A. Lead Industry Growth

- Contract an influential Government Relations strategist to continue with ASGA's advocacy strategies based around three key industry issues – product safety standards, legal and intellectual property issues and participation in healthy and active lifestyles.
- Maintain strategic alignments with key industry stakeholders – e.g. National Sporting Organisations, ACHPER, Nutrition Australia and Universities
- Further improve on Membership benefits packages for related industries and recruit to ASGA's Membership base

### B. People Development

- 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
- Establish an Industry Professional Development Program with Members and key stakeholders (implement 2010)
- Promote the Careers in Sport industry jobs management system to Members and the broader industry

### C. Market Insight

- Build our intelligence resources using the relationships and resources to develop a “Sporting goods and active lifestyle” Health Index that measures and tracks the buoyancy of the industry.
- Meet with the respective stakeholders with the view to establish a market intelligence survey to meet the needs of (or cater for the needs of) other sport and active lifestyle industries
- Review broader information/data to build insight into the ASGA current survey mix and develop specialist reports and analysis

### D. Business Development

- Develop the Careers in Sport jobs management system into an important income resource for ASGA
- Increase revenue streams into the ASGA Annual Forum/ Conference through increased registrations and sponsorship packages
- Review the role, content and usability of the ASGA website and newsletter for relevancy and income stream potential



### 3. The Sports Development Fund

Established for the first time this year, the Sports Development Fund (SDF) is the ASGA's market development campaign, creating more active Australians for today and tomorrow.

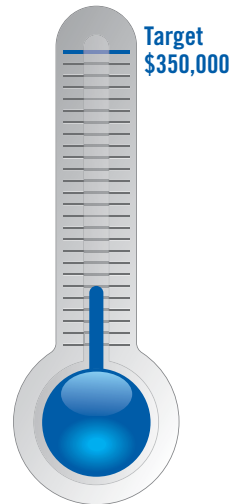
The money collected in this fund will be used primarily to improve our relations with Australian Governments, placing ASGA as the industry's authoritative and trusted voice on related issues.

The SDF target contribution figure in the first year is \$350,000 and for the two years there after. This will provide ASGA a sustained level of funding over the next three years. 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:

- Encourage more Australian's to be physically active in schools and communities
- Persuade the Governments 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
- Discuss with Governments the unintended consequences of parallel trade issues and how it is impacting the sporting goods industry

If ASGA can achieve this we will ensure the viable future of the sport and leisure goods industry, as well as encourage more Australian's to be healthier and active in their everyday life.



Companies will be asked to contribute funds over a three year period, based on the number of employees involved in “head office” retailing, wholesaling, manufacturing or licensing of sporting goods within your organisation\*. This allows for the whole industry to participate in a fair and equitable way, without being prejudiced over the size of company.

Companies can work out their contribution to the Fund from the table below.

Number of employees	Contribution (+ GST) for FY 2010
1 to 10 employees	\$1,750
11 to 20 employees	\$4,250
21 to 30 employees	\$7,750
31 to 40 employees	\$11,000
41 to 50 employees	\$15,500
50+ employees	\$20,000

\*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



## 4. Why should I become a Member 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' role is to drive the performance and growth of the people and the industry we conduct our day to day business in.*

*Your Membership adds strength to ASGA's physical and financial resources, allowing the staff to embark on new projects that will ultimately provide a healthier and more buoyant industry for you to do business.*

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 travel, accommodation, digital media advertising and stationery supplies.

Two new preferred suppliers have been added for the provision of merchant services and legal services. These details are explained in full on the following pages.



**Commonwealth**Bank



The Australian Sporting Goods Association is very excited to announce a preferred supplier relationship with the Commonwealth Bank.

ASGA is continually building benefits for our Members and believes the relationship with the Commonwealth Bank, especially for those Members involved in retail, is exceptional value. The merchant services offer for ASGA Members is extremely competitive.

### **Electronic card rate 0.67%**

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

### **Debit Card \$0.10c per transaction**

Additional benefits are available on the full spectrum of merchant services. Please refer to the attached flyer for the full offer.

# **Your Australian Sporting Goods Association membership could be paying for itself.**

Did you know Australian Sporting Goods Association members are entitled to special discounts on merchant services? Switch today and you'll pay no joining fee and enjoy preferred merchant rates.



**Determined** to be different

For more details, call our merchant team today on **1800 730 554**.

Commonwealth Bank of Australia ABN 48 123 123 124. CBABM0564

## ASGA and Corrs: A new partnership

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](http://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

## **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, inflatable balls 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. 2009/10 Annual Membership Fee

ASGA Membership fees are determined by the annual turnover of your company.

#### Industry

With sales turnover per annum of:

1. under \$2 million	\$250 (plus GST)
2. \$2 million to \$10 Million	\$550 (plus GST)
3. \$10 to \$20 million	\$1050 (plus GST)
4. Greater than \$20 million	\$2,100 (plus GST)

#### Non-industry

E.g. National Sporting Organisation and professional bodies	\$1000 (plus 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.

Number of employees	Contribution (+ GST) for FY 2010
1 to 10 employees	\$1,750
11 to 20 employees	\$4,250
21 to 30 employees	\$7,750
31 to 40 employees	\$11,000
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**\*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



### 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.

#### Equipment

Golf – AUST (annual survey with quarterly snapshots)	\$1,650 (plus GST)
Golf – NZ (annual survey)	\$550 (plus GST)
Cricket (annual Survey)	\$660 (plus GST)
Racquet Sports (annual survey with quarterly snapshots)	\$880 (plus GST)
Footwear (quarterly surveys)	\$2,200 (plus GST)
Apparel (half yearly surveys)	\$2,200 (plus GST)
Retail (monthly surveys)	\$2,200 (plus GST)
<b>Discounted fee for full access to all surveys*</b>	<b>\$8,000 (plus GST)</b>

(\*includes ASGA Membership Fee as well)



## ASGA Websites

[www.asga.com.au](http://www.asga.com.au)



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](mailto: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](http://www.careersinsport.com.au)



ASGA has recently launched a new niche jobs management system for the sporting and leisure goods industry.

**careersinsport** is the first online jobs portal in the sports industry that offers the first two steps of the employment process - to advertise a position and importantly to **rank your applicants!**

**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](http://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](mailto:scott.petersen@asga.com.au)



**Australian Sporting Goods Association Inc.**

ABN 20 718 159 479

767 Springvale Road

MULGRAVE VIC 3170

**P (03) 9263 5394 F (03) 9263 5294**

E sean.cary@asga.com.au

W www.asga.com.au

## 2009/10 Membership and Market Survey Subscription Form

ASGA Subscription Remittance Advice

This is a Tax Invoice (take a copy for your records)

### Sports Development Fund

Please complete the **SDF Members Agreement** and return to ASGA

### ASGA Membership Fees 01/07/2009 to 30/06/2010\*

(Please tick appropriate box)

#### Industry Member

(ex GST)

(Sales turnover less than \$2million)	\$250	<input type="checkbox"/>
(Sales turnover between \$2 and \$10 million)	\$525	<input type="checkbox"/>
(Sales turnover between \$10 and \$20 million)	\$1,050	<input type="checkbox"/>
(Sales turnover greater than \$20 million)	\$2,100	<input type="checkbox"/>

#### Sports and other Industry Members

(e.g National Sporting Organisations)	\$1,000	<input type="checkbox"/>
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### ASGA Survey Subscription 01/07/2009 to 30/06/2010

(Please tick appropriate box)

**(Note: You must be an ASGA Member and be prepared to submit sales data to subscribe to the following surveys)**

Equipment	(ex GST)	
Golf (Aust)	\$1,650	<input type="checkbox"/>
Golf (NZ)	\$550	<input type="checkbox"/>
Cricket	\$660	<input type="checkbox"/>
Racquet Sports	\$880	<input type="checkbox"/>
<b>Footwear</b>	\$2,200	<input type="checkbox"/>
<b>Apparel</b>	\$2,200	<input type="checkbox"/>
<b>Retail</b>	\$2,200	<input type="checkbox"/>
<b>Discounted Full Access to all surveys</b>	\$8,000	<input type="checkbox"/>

(Includes ASGA Membership Fee)

#### Total Amount Due

(Add Membership Fee and Survey fee together) \$ \_\_\_\_\_+GST

Please turn over

## Member Details

### Business Name:

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Ph:

Fax:

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Address:

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City:

State:

Post Code:

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### Primary Contact

Name:

Direct Ph:

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Position:

Email:

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### CEO/MD Contact

Name:

Mobile:

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Email:

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### Human Resources Contact

Name:

Direct Ph:

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Email:

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\*Membership is at the discretion of the ASGA Board and in general, groups or franchises will not be allowed to join the Association as if they were individuals.

## Payment Details

### By Cheque:

Please make cheque payable to **Australian Sporting Goods Association** and post remittance to **ASGA, 767 Springvale Road, Mulgrave Vic 3170**

### Direct Debit Payments:

**Bank:** Westpac

**Account Name:** Australian Sporting Goods Association

**BSB:** 033-000

**Account #:** 817660

### By Credit Card:

Please be advised that all Visa and Mastercard payments will incur a 2% credit card surcharge

Please Tick Card Type:  Mastercard  Visa

Card Number:

Card Holder's Name:

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Card Holder's Signature:

Card Expiry Date: /

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