

President's Report for 2006

The year 2006 has seen ASGA 'stand up and be counted' as a relevant industry body. We have made excellent progress across all four key pillars, being market intelligence, membership services, industry advocacy and financial sustainability. Some of our achievements over the past 12 months are listed below:

- Significant gains in understanding the issues surrounding counterfeit activity in Australia and involvement in minimizing its impact.
- Developed a solid relationship with Global Brand Protection (GBP), Australia's leading brand and trade mark protection company.
- Successfully completed the six month pilot project with the participating golf and tennis brands. A number of raids were conducted as a direct result of the project with numerous charges laid and offenders prosecuted. An indication of the success of the project was the eagerness of brands to maintain some level of involvement with GBP going forth. Significantly a number of brands not involved in the project have sought the services of GBP to help protect their trade marks and IP. Importantly there are now a number of sporting goods and fashion brands who have formed a coalition, working together to fight this burgeoning problem.
- Our Executive Director is now sitting on a number of industry related consultative groups and Councils, representing the views and opinions of the sporting goods industry. Sean now is a part of the Intellectual Property Enforcement Consultative Group, chaired by the Australian Federal Police and recently Sean was invited to sit on the newly formed Australian Golf Industry Council to help represent the views of wholesalers and retailers of golf equipment.
- Over the past 12-18 months ASGA's profile in the wider community has increased now to a point where a number of Government departments are seeking our views, thoughts and ideas on the sporting goods industry in Australia. Over the last twelve months Sean has been interviewed by the Department of Innovation, Industry and Regional Development for their project in facility management and design, Australian Crimes Commission for their interest in counterfeiters and piracy syndicates and the Department of Industry Science and Resources with their review of the "Game Plan 2006 – Sport and Leisure Industry Strategic National Plan."
- As a direct result of ASGA's emerging profile in the Australian market place the Board of Directors thought it necessary to seek and appoint a company who could provide professional advice and strategy for projects that require government lobbying skills. The Board was very excited by the experience and level of professionalism demonstrated by Crosby Textor, who is a leading market research, public opinion polling and communications specialist company, and appointed them in July 2006.
- From the market intelligence perspective ASGA has revitalised the Retail Survey and at the time of writing new results for footwear and apparel sales were ready to be released. If the Australian sporting goods market is to produce intelligence on par with the US and Europe markets this survey needs to be further developed and we need to get a greater "buy-in" from sporting goods retailers.
It is of my firm belief that we cannot lead and manage our industry effectively without successfully measuring and publishing wholesale and retail sales data together.
- To this end ASGA has commenced discussions with retail tracking specialists GFK to further investigate the ability and willingness of sporting goods retailers to participate in a more in-depth analysis of retail sales in Australia.



- Earlier this year golf equipment wholesalers in Australia asked ASGA to investigate the possibility of establishing a wholesale survey for the New Zealand market. At the time of writing sales results were ready to be released to participants. The golfing wholesalers need to be congratulated for their continued desire to be better informed about the markets they operate within.
- ASGA's communication to its Members continues to improve with the development of the ASGA Monthly Newsletter. This medium provides Members, as well as the broader market, information pertinent to our industry both locally and internationally.
- The website continues to improve and this year we established the ASGA Members Directory. With the ability for Members to continually update their contact information from their desktop, it is now Australia's most accurate and up to date industry directory.
- ASGA has maintained a working relationship with Kinect Australia (formerly VicFit). Kinect are one of a very few nationally focused organisations developing projects that encourage active and healthy lifestyles. It is for this reason ASGA has provided support for the international Melbourne Walk21 Conference and closely related "Walktober" events.
- This year ASGA become a member of the World Federation of the Sporting Goods Industry (WFSGI) with the desire to be better informed on activities with a global perspective. Sean attended the annual conference and meetings of the WFSGI in Beijing, April 2006 and learnt a great deal from the likes of the US Sporting Goods Manufacturers Association (SGMA) and the Federation of the European Sports Industry (FESI).

We should be very proud of our progress to date and excited by our future. I would like to acknowledge the support and energy of our current Board members, Ian Fullagar, Darren Johannesen, Chris Morgan and Kevin Roberts and also thank Matt Solly and Stephen Heath, who both resigned during the last 12 months, for their efforts through our challenging transitional years.

In particular I need to acknowledge our Executive Director Sean Cary. Sean has been the self motivated, pro-active driver of ASGA's accelerating momentum, turning our Board Strategic Dreams into successful outcomes with absolute passion and commitment.

I would also like to thank Justin Ganly and Deep End Services for their continued confidential and secure collection and collation of the wholesale and retail data, which is still a key factor for many memberships and one of our key pillar measures of success.

In conclusion, 2006 has seen us lay a very solid foundation and base from which to launch ASGA aggressively toward our Purpose....."to foster industry growth".

Yours sincerely



Ross Langdon
President