



## Presidents Report for 2005

I believe the year 2005 has been very productive and satisfying for the Australian Sporting Goods Association. Sometimes, when you are not directly involved on a daily basis, it is only when you reflect on the achievements over a period of time that you realise how much has been done and how far you have travelled.

Our list of achievements includes the following highlights.

- Commencement of the General Retail Survey in Jan 05
- Circulating a Monthly Newsletter to Members and related Industry organisations providing Industry news and analysis of market intelligence. This Newsletter goes to over 600 email addresses.
- Increased the exposure of ASGA activity in Media, especially through the Australian Financial Review, Sports Link, The Sportsvine and The Rag Trader
- Undertook a Members' Survey on the need for Preferred Suppliers and as a result established Members Advantage with four Preferred Suppliers in Stationery Supplies, Rental Cars and Accommodation.
- Formed an alliance with Kinect Australia to partner relevant National programs promoting active and healthy lifestyles
- Conducted ASGA's re-launch seminar "A Fresh Start" in May. This provided Members and others the opportunity to come together in an informal environment to learn about the new ASGA and enjoy some socialising together.
- Established an Anti-Counterfeiting project involving 3 tennis and 3 golf brands. This will continue into the new year, and will provide ASGA Members with insight as to how they can better protect their IP and reduce the amount of counterfeit product coming into Australia.
- Commenced the ground work for a Golf Retail Survey to commence in Jan '06
- The ASGA Website is now a greater resource for ASGA Members and the Industry as a whole. Manuals in Trade Practices and Contracts can now be utilised as well as reports on participation v wholesale sales comparisons. ASGA Media Releases and a history of ASGA Newsletter Stories can also now be found.

Sean's direct communication with Members leads him to believe the greatest improvement/development for ASGA is the trust our Members now have in ASGA's ability to provide them with improved market intelligence, sound representation on industry related issues and improved communication on ASGA's developments and operations. The culmination of the ASGA Newsletter, improved Website resources, regular communication with Members via email and the newsletter as well as face to face discussions have been instrumental in developing their trust in ASGA's abilities. In summary we are now relevant to our Members, and also to some non-Members! (WIP) I would like to specifically thank and congratulate Sean Cary on his efforts and results over the past 12 months. The list of highlight achievements mentioned above is generally his list, and reflects a job very well done indeed.

I thank all other Board Members for their support and endeavours when working with Sean on various projects, and without wishing to diminish that contribution, acknowledge in particular Kevin Roberts and his energy, passion and determination to make our re-launch seminar 'A Fresh Start' a big success. We put our hand up and said 'here we are.....what do you think?' and the feedback was very positive. We were back and gaining relevance.

I would also like to thank Justin Ganly and Deep End Services for their ongoing confidential and secure collection and collation of the wholesale and retail survey data, which still remains the key factor for many memberships.

We now have a solid foundation and the resources and strategies to continue to enhance our performance over the next 12 months. It has been a satisfying year as President, as we actually did the things we set out to achieve.

Yours sincerely

Ross Langdon