

SUMMARY GC17 PERFORMANCE AGAINST ALL AFL COMMISSION CRITERIA

Criteria	Headline Objectives	Headline Achievement	Status
1 Corporate	<ul style="list-style-type: none"> 111 committed business partners 	<ul style="list-style-type: none"> Signed joint foundation partner Signed or in process of contracting 10 second tier partners 114 Gold Coast SME made financial commitments 	✓
2 Membership & Supporter Base	<ul style="list-style-type: none"> 20,000 committed supporters 	<ul style="list-style-type: none"> 42,000 registered supporters 14,500 supporters have expressed interest in membership A membership ticketing portfolio, consisting of three packages has been developed and tested via research for 2009 	✓
3 High Net Worth (HNW)	<ul style="list-style-type: none"> Commitments to long term training and admin base and financial assets 	<ul style="list-style-type: none"> GC17 launched the Vice Presidents Club 38 members were signed up Developed fundraising strategy based on commissioned research 	✓
4 Other Revenue, including non-football	<ul style="list-style-type: none"> Secure commitment from patron partner and develop business plan for other key revenue opportunities 	<ul style="list-style-type: none"> In final stages of negotiating patron partnership 	✓
5 Net Assets	<ul style="list-style-type: none"> Pledges to establish in excess of \$5m in capital reserves or net assets by 2011 	<ul style="list-style-type: none"> A three point strategy to build income generating assets has been developed <ul style="list-style-type: none"> Cash management and access to AFL linked funding High Net Worth capital program Securing freehold on land for GCFC training and administration base 	✓
6 Training & Admin	<ul style="list-style-type: none"> Plan for funding and building these facilities short and long term 	<ul style="list-style-type: none"> In final discussions to secure interim facilities for 2009 and 2010 	✓
7 Brand & Identity	<ul style="list-style-type: none"> Engage community to define our name, colours, jumper, logo and values 	<ul style="list-style-type: none"> Launched GCFC brand strategy with objective to represent GC region on national scale Developed and launched logo, mascot and colours in conjunction with local community 	✓
8 Community	<ul style="list-style-type: none"> Engage the entire community to define agenda for social and community programs on the Gold Coast 	<ul style="list-style-type: none"> Partnerships with 14 local schools, Surf clubs, 12 local AFL clubs, GC Tourism, Chamber of Commerce and Churches and other community groups. Community strategy based on GCCC community needs analysis and link to AFLQ programs 	✓
9 Football	<ul style="list-style-type: none"> Appoint key people to execute our football build strategy over 2008-10 to enter the AFL competition in 2011 	<ul style="list-style-type: none"> Appointed: <ul style="list-style-type: none"> Development Coach, Talent Manager, List Manager Seven local players signed 	✓
10 Organisation & Governance	<ul style="list-style-type: none"> To establish the right governance structure for a successful community based club 	<ul style="list-style-type: none"> Community leaders on Board CEO search commenced Finalised business plan, governance model to become members based club Direct relationships with Government, Council 	✓