



## Expression of Interest

Invitation to Submit an Expression of Interest to become an Official AFL Licensee –

*Sporting Goods*

*Confectionery*

*Accessories*

*Gift & Novelty*

*Nursery*

*Toys & Games*

*Homewares*

*Collectables*

*Stationery & Paper*

---

The AFL invites suitably qualified and experienced Respondents to submit an Expression of Interest to become an Official AFL Licensee for products within the Sporting Goods, Confectionery, Accessories, Gift & Novelty, Nursery and Toys & Games, Homewares, Collectables, Stationery & Paper Categories.

At the end of the application process the successful Respondent (s) will be granted non-exclusive licensing rights within the relevant category for the intellectual property owned by the Australian Football League, term to commence 1 November 2019.

### 1. Introduction/ Background Information

The AFL strives to deliver the most exciting, accessible and successful licensed product experience in Australia.

The AFL has unrivalled levels of awareness and engagement, evidenced by the 2018 Toyota AFL Premiership season delivering records in attendance, membership and participation figures. In 2018, a total of 1.01 million members invested into their Clubs resulting in overall growth of 11% YOY. Furthermore, 1.6 million people participated in the sport over 2018, which was led by a 14% growth in female football, whilst a record number of 7.6 million fans attended matches throughout the season.

The AFL owns all intellectual property relating to the AFL brand and all 18 AFL Clubs ("AFL Club IP"). As a Licensor, the AFL manages the commercialisation of AFL Club IP through a centralised licensing program currently generating over \$160m of sales at retail.

Revenue from the AFL Consumer Products business, along with other income streams is equalised and returned to Clubs as a distribution and is therefore a crucial component in the marketing of the competition, and ultimately contributes significantly to the long-term financial integrity of the AFL and the AFL Competition.

**Australian Football League**



AFL House 140 Harbour Esplanade Docklands Victoria 3008 Telephone 613 9643 1999 Facsimile 613 96431871  
All correspondence to GPO Box 1449 Melbourne Victoria 3001 [Australia www.afl.com.au](http://www.afl.com.au) ABN 97 489 912 318

INSTITUTED 1896

## 2. Product Categories

Respondents are invited to submit Expression of Interest for sub categories including but not limited to the following:

<p><b>2.1 Sporting Goods category</b></p> <ul style="list-style-type: none"><li>• Cycling accessories</li><li>• Camping and Outdoor Equipment</li><li>• Car Accessories</li><li>• Golf Accessories</li><li>• Snooker &amp; Darts</li></ul> <p><b>2.2 Confectionery</b></p> <p><b>2.3 Accessories</b></p> <ul style="list-style-type: none"><li>• Watches</li><li>• Socks</li><li>• Leather Goods</li><li>• Travel Luggage</li></ul> <p><b>2.4 Gift &amp; Novelty</b></p> <ul style="list-style-type: none"><li>• Bar Ware</li><li>• Glassware</li><li>• Flags</li><li>• Keyrings</li><li>• Pins</li><li>• Musical Items</li><li>• Bath Accessories</li><li>• Study Accessories</li><li>• Showbags</li></ul>	<p><b>2.5 Nursery</b></p> <p><b>2.6 Toys &amp; Games</b></p> <ul style="list-style-type: none"><li>• Board games</li><li>• Plush</li><li>• Educational games</li></ul> <p><b>2.7 Homewares</b></p> <ul style="list-style-type: none"><li>• Manchester</li><li>• Reusable cups/glassware</li><li>• Drinkware</li><li>• BBQ Tools &amp; Accessories</li><li>• Gaming Chairs &amp; Accessories</li></ul> <p><b>2.8 Collectables</b></p> <ul style="list-style-type: none"><li>• Posters</li><li>• Calendars</li><li>• Action Figurines</li></ul> <p><b>2.9 Stationery &amp; Paper</b></p> <ul style="list-style-type: none"><li>• Notebooks</li><li>• Coloured Pens/pencils</li><li>• Gifting</li><li>• Sticker Sheets</li><li>• Colouring Sheets</li></ul>
---	--

## 2 Conditions of Invitation

By submitting a proposal to this Expression of Interest, the Respondent acknowledges that:

- (a) the AFL at its absolute discretion reserves the right to accept or reject any proposal;
- (b) any costs incurred by Respondents in any way associated with the preparation and submission of a proposal, will be entirely borne by the Respondent;
- (c) no legal or other obligations will arise between a Respondent and the AFL unless or until formal documentation has been signed.
- (d) the success of an application is not solely related to the proposed financial commitment. Instead Respondents acknowledge that their proposal will be assessed on successfully meeting the Evaluation Criteria as listed below with specific focus on industry experience, corporate and financial positioning, retail relationships and capabilities, quality and reliability of the product offering.

### **3 Expression of Interest Process**

#### **Stage 1: Expression of Interest**

Respondents are invited to submit an Expression of Interest indicating their organisation's interest in becoming an Official AFL Licensee. Stage 1 submissions must address Key Selection Criteria outlined on page 4. All Stage 1 submissions must be submitted either electronically or in hard copy to:

Expression of Interest Submission  
AFL Consumer Products Department  
GPO Box 1449  
Melbourne Victoria 3001

Email: [licensingeo@afl.com.au](mailto:licensingeo@afl.com.au)

**Stage 1 submission deadline is 5pm Friday 10 May 2019**

#### **Stage 2: Written Proposal**

Following a review of the Expressions of Interest received, those successfully meeting the Key Selection Criteria as determined by the AFL will be invited to submit a full proposal in writing to the AFL outlining their ability to meet the Evaluation Criteria as established by the AFL. The Evaluation Criteria will be communicated to successful Respondents.

**Stage 2 submission deadline is 5pm Friday 24 May 2019**

#### **Stage 3: Invitation to present in person**

Following a review of the proposals received under Stage 2 by the AFL, a shortlist of Respondents will be contacted to attend AFL House to make a presentation to key AFL staff. This will be an opportunity to expand on the written proposal and allow the AFL to make enquiries as to the Respondent's ability to meet AFL criteria.

**Stage 3 presentations will take place in the week commencing Monday June 3 2019**

#### **Stage 4: Appointment of Licensees and formal contract**

Following Stage 3 presentations, the AFL will notify the successful Respondent(s). The AFL and the successful Respondent(s) will then enter into a formal agreement setting out each party's obligations.

## STAGE 1: EXPRESSION OF INTEREST

### KEY SELECTION CRITERIA

Stage 1 Expression of Interest submissions must address and briefly demonstrate how their organisation meets the 4 Key Selection Criteria as listed below:

#### 1. Company Profile

Demonstrate your organisation's strong and stable financial position, for example:

- (a) most recent annual report
- (b) organisation's business objectives
- (c) organisational chart
- (d) category expertise

#### 2. Product and Manufacturing Capabilities

Outline your core competencies in terms of:

- (a) product development policy and procedures
- (b) market research access and ability
- (c) manufacturing capabilities
- (d) factory auditing policy and procedures

#### 3. Retail Distribution and Relationships

Demonstrate your organisations current retail and sales networks specifying:

- (a) number of years supplied
- (b) product range supplied
- (c) preferred supplier status where appropriate
- (d) relevant sales agents' details

#### 4. Industry Experience

Highlight your organisation's experience within the Licensing and Sporting Goods environment including:

- (a) current and recent licenses held (specifying relevant product categories)
- (b) sporting goods product experience

There is no formal format for submissions under Stage 1, however the AFL does request that all submissions are in either Microsoft Word or PowerPoint/ PDF.

**Stage 1 submission deadline is 5pm Friday 10 May 2019**