**To the AFA Members – Flyball racing in Australia – Where to from here?**

Introduction:

The AFA Committee have appointed several delegates to form a Development Subcommittee to look at ways to make our sport more attractive to the media, sponsors and the public with a view to boosting membership.

Issues:

* The Subcommittee have identified that we currently have a situation where sponsorship of dog sports, including flyball racing, by the major dog food and other industry players is becoming more difficult to obtain.
* Media coverage also seems to be very limited, we have a series of standalone race meetings where the focus on our sport stops at the conclusion of each competition. This is unlike more recognised team sports where there are premiership tables and the focus is on accrued results throughout a season. Unless the competition is part of a major event we don’t seem to get much media exposure.

Proposal:

To date there are two development concepts on the table for discussion; a **State based Premiership and a State Of Origin round.**

Open Invitation:

The Subcommittee would like to encourage feedback on whether members are interested in the above concepts before progressing with the significant task of development. We are interested to hear of any other concepts members may have to move our sport forward in a positive way.

Your feedback matters:

We are seeking your ideas to incorporate into the future direction of our sport. You can participate at any level:

* Opt to receive email updates to enable you to be informed of developments;
* Propose any development ideas you might have;
* Provide constructive feedback;
* Opt to join the Development Subcommittee; and
* If you have experience in media, marketing or promotion and are able to provide your expertise we would love to hear from you.

If you would like to participate please reply to this email with your email address nominating your preferred option whether to progress with the State Premiership and State Of Origin concept or not.

If you are interested in any of the items listed under ‘Your feedback matters’ please advise.

Yours faithfully,

Steve Pitt

Chair

Development Subcommittee