

# **Suggested Flyball State Premiership Proposal**

The AFAs Development Sub Committee has been working on development of a concept for a State/Territory based Flyball Premiership system as a way to increase interest in the sport of Flyball

The Sub Committee is now at a stage where it is able to outline the proposed Premiership plan to members in order to get some feedback on both the idea in concept and also on the more detailed proposal of how the Premiership would operate.

We are attaching the proposed Premiership plan as submitted to the March AFA Committee Meeting, The Committee has endorsed the proposal in concept and now invites members to offer any comments/views on the plan.

Comments can be sent to [Secretary@flyball.org.au](mailto:Secretary@flyball.org.au)

## **Flyball Racing “HOBBY OR SPORT”**

For its participants, (AFA members), Flyball Racing is most certainly a Sport although to the Media, curious onlookers and potential sponsors, it is a Hobby. There is no doubt growth in any Sport or Hobby can be accelerated by the sports relationships with their key stakeholders; Spectators, Media and Sponsors. However, over many years Flyball Racing has seen a steady decline in both Media exposure and Sponsors and while the sport is growing, it is growing slowly.

The Job of the Development Sub Committee has been to look at ways to pick up the pace of growth in our sport and the subcommittee formed a view that the most inexpensive and effective path would be to look at the foundations or building blocks of other popular team sports with a view to adopting key initiatives to establish and enhance the Flyball Racing experience for our members and stakeholders.

All team sports popular with spectators, sponsors and the media have a Premiership or Championship Season but Flyball Racing does not. Our Race Meetings are stand alone events. At the completion of each race meeting, who won or lost is quickly forgotten and has no consequence on the future because the result has no bearing on the next event or season.

In most team sports everything revolves around the Premiership Season, preparing for it, competing for it and then getting over it, not to mention the “Big Dance” (Grand Final), at the end of each season. Flyball Racing in Australia does not have a Big Dance in each state and territory and as a result has little to offer its stakeholders.

Having investigated the viability and benefits, the Australian Flyball Association’s Development subcommittee believes Flyball Racing will benefit enormously by introducing State and Territory based Premierships elevating the

Hobby of Flyball Racing into the Sport of Flyball Racing and is submitting the following for consideration by the AFA National Committee:

1. A Premiership is inexpensive and relatively easy to introduce and run but the benefit to all stakeholders has no limit. However, the Premiership must be simple to administer with points easy to calculate (possibly by automating the results spreadsheet) and a minimum of administrative work involved.
2. It's proposed that a definitive season is set with Premiership points only allocated at competitions run between 1 March and 31 October of each year.
3. The Premiership will only be open to teams racing in Regular Class.
4. Teams will accumulate points throughout the season.
5. Points Format proposed is:
  - 4 Points for 1<sup>st</sup> Place
  - 3 Points for 2<sup>nd</sup> Place
  - 2 Points for 3<sup>rd</sup> Place
  - 1 Point for every other team in the division.
6. The team accumulating the most points for the season will be declared the Minor Premiers.
7. The Premiership Table will not show in what division the points were earned. All points earned in each division throughout the season will be added to the one premiership table.
  - a. *EXAMPLE - If the team "Happy Howlers" wins the 1st division they will earn 4 points; if the team "Paw Blasters" wins the 4th division the team will also earn 4 points. On the Premiership table it will show the two teams on equal points.*
8. Should teams end the season on equal points the winner should be decided by giving the win to the team with the highest number of placings through the season.
  - a. *EXAMPLE - Team "A" has attended 10 races and achieved 8 x second places and two single points as runners up giving a total of 26 points.*
  - b. *Team "B" has attended 7 races and achieved 6 division wins and a third place giving a total of 26 points.*
  - c. *Team "B" is placed higher than team "A" having achieved more higher finishing positions in their division than team "A"*
9. Points accumulated by teams interstate will not be taken into account for State and Territory Premiership Tables. This includes the Nationals race meeting.

10. Points are not transferable from one team name to another.
11. Entry to the Premiership is automatic. Teams and Clubs do not have “sign up” to participate in the Premiership as points will be awarded automatically after each event. However, teams and Clubs may ask to not be included in the Premiership if they so wish.
12. At the end of the season States and Territories will have the option of running a Grand Final at the first available opportunity.
  - a. The Minor Premier team and a number of the other top teams (number to be determined) can be invited to compete in the Grand Final.
  - b. The Grand Final could be part of a normal race meeting where only the teams that qualified for the Grand Final race in a special Division under Handicap race format.
  - c. States and Territories choosing to host a Grand Final would mean teams don't have to win the minor Premiership to be the “Premiers” which would be another focus point to maintain enthusiasm.

The subcommittee also believes that benefits to the sport of a State and Territory based Premierships can include, but not be restricted to:

1. Serve as a catalyst for teams and clubs to promote themselves by reporting to local media their position on the Premiership Ladder and the importance of success at the next Race Meeting offering clubs an ideal opportunity to mention team members and club sponsors in the local media.
2. The Public understands what a Premiership table is making it easier to grasp the importance of their favorite team's performance at the next race meeting and if they read about it or hear a report on local radio could encourage them to attend a Race Meeting or the Grand Final to cheer on their team.
3. It has been proposed that there be only one Premiership Winner in each State and Territory, this can be achieved in one of two ways, a State or Territory may choose to simply Award the most successful Regular Class team throughout the season the Minor Premiership or in addition to the Minor Premiership choose to also host a Grand Final.
4. One suggestion for a grand final could be to invite expressions of interest from clubs to host the Grand Final Race Meeting where one of the Divisions would be for the semi-finalists; maybe the first 5 teams on the Premiership Ladder are invited to compete on Handicap.
5. The chances of securing a sponsor or sponsors for a Minor Premiership and or a Grand Final is much greater than a club securing a sponsor for another standalone race meeting and Media would be easier to attract for a Grand Final.

6. Initially Sponsors could be asked to associate and advertise Flyball Racing with their products rather than provide prizes guaranteeing them exposure and promotion for the Sport of Flyball Racing.

In summary all successful team sports grow by engaging with the public, media and sponsors, this in turn makes those sports more attractive to potential participants providing growth. Currently our sport is unable to provide a focus for supporters, media and potential sponsors because most events only last half a day or a day and have no bearing on the next Race Meeting unlike popular team sports where focus and suspense can be created throughout the season.