

Notice of Motion, Cr Mayne: AFL Football Clubs – Gambling Reform

7 June 2016

Motion

That the Future Melbourne Committee:

1. Notes Council is a Tier 1 member of the Alliance for Gambling Reform;
2. Commends the North Melbourne Football Club for being the only AFL club based in Victoria (and the City of Melbourne) which has no poker machine operations;
3. Requests the AFL to develop a funding support plan to encourage all AFL clubs to transition away from reliance on poker machines;
4. Authorises a Councillor to write to the AFL and the individual Victorian clubs with poker machines informing them of Council's position and the desirability of exiting the industry.

Background

Australians are the world's biggest per capita gamblers. High intensity poker machines generate annual losses of more than \$10 billion and are the largest source of gambling addiction.

The AFL and its constituent clubs, particularly after the latest round of media deals, are financially strong and don't need to rely on losses from pokies addicts to fund their operations.

North Melbourne has been pokies free since 2008 and look at its on-field success this year.

City of Melbourne has recently entered into a community partnership with Collingwood Football Club. During those deliberations, Collingwood CEO Gary Pert stressed to Councillors that Collingwood has reduced from 5 pokies venues to 2 venues in recent years.

It should be aiming for zero venues and the AFL is in a position to provide incentives to clubs which exit the pokies industry.

Attachment 1 shows the data on the pokies venues associated with Victorian AFL clubs. It is disappointing that 9 Victorian clubs are still running 18 venues with 1363 poker machines where citizens are losing almost \$100 million a year. These losses are doing enormous damage to families and it is time this association between Australia's premier sporting league and this dangerous and addictive product was ended.

Moved: Cr Mayne

VICTORIAN AFL CLUBS - COMMUNITY CLUB & HOTEL VENUES DATA

VENUE NAME	TYPE OF VENUE	AFL AFFILIATION	EGMS 2015	Player LOSSES 2015	% of club Losses 2015
CLUB LAVERTON	Club	CARLTON FC	60	\$ 5,727,567	8.38%
MANNINGHAM CLUB	Club	CARLTON FC	90	\$ 4,704,809	8.38%
ROYAL OAK RICHMOND	Club	CARLTON FC	80	\$ 4,091,506	8.38%
THE VIC INN	Club	CARLTON FC	60	\$ 2,604,120	8.38%
THE CLUB	Club	COLLINGWOOD FC	66	\$ 5,895,920	15.25%
THE COACH AND HORSES	Club	COLLINGWOOD FC	80	\$ 4,812,943	22.26%
ESSENDON FOOTBALL & COMMUNITY SPORTING CLUB	Club	ESSENDON FC	100	\$ 6,651,426	30.24%
MELTON COUNTRY CLUB	Club	ESSENDON FC	90	\$ 5,698,878	24.26%
CLUB LEEDS	Club	FOOTSCRAY FC	25	\$ 3,511,637	53.26%
PENINSULA CLUB	Club	FOOTSCRAY FC	35	\$ 1,400,253	85.07%
THE BROOK ON SNEYDES	Club	GEELONG FC	80	\$ 4,306,976	21.17%
GEELONG FOOTBALL CLUB	Club	GEELONG FC	100	\$ 2,701,523	22.62%
VEGAS AT WAVERLEY GARDENS	Club	HAWTHORN FC	75	\$ 11,127,814	8.73%
West Waters HOTEL	Hotel	HAWTHORN FC	80	\$ 11,552,736	
LEIGHOAK	Club	MELBOURNE FC	92	\$ 7,044,004	10.06%
BENTLEIGH CLUB	Club	MELBOURNE FC	80	\$ 2,718,871	43.24%
WANTIRNA CLUB	Club	RICHMOND FC	87	\$ 5,301,873	32.13%
ST KILDA FOOTBALL SOCIAL CLUB	Club	ST KILDA FC	83	\$ 2,294,691	33.21%
TOTAL			1363	\$ 92,147,545	21%