



Baseball Australia

2013-14 Annual Report

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President & CEO Report

It is with pleasure that we present the 2013/14 Baseball Australia Annual Report.

2013/2014 will be remembered for many things, none more so than the 2014 Major League Baseball Opening Series, that was played in Sydney at the SCG on March 22 – 23, 2014.

There is much that can be said and written about this historical and remarkable event, but from Baseball Australia's perspective, the underlying highlights of it being staged on Australian soil included:

- The thrill that so many of our members got to personally experience Major League Baseball – the pinnacle of our game;
- The profile that the series created for baseball in Australia;
- Our game being introduced to and experienced by thousands of new fans;
- Our national team defeating the Arizona Diamondbacks (and coming close to beating the Dodgers!) in the lead up to the Opening Game.



While the event seemed to come and go in the blink of an eye, the legacy it has left will hopefully continue to serve the game for many years to come. There are positive signs that MLB, who were very happy with the event, will bring the series back to Australia again in 2018.

While the Opening Series was the highlight of the year, there were many other achievements that the sport can celebrate. Chief among them was the continual growth of our grassroots membership and the overall engagement in our sport by the Australian public.

For 7 consecutive years, our membership has experienced a steady increase. More players and volunteers are actively engaged in our sport now than there were in the halcyon days of the mid 1990's. At a time when traditional sporting membership continues to decline in Australia, indeed the world, baseball in this country continues to buck the trend and attract more and more members to its grassroots clubs.

The threats of the changing habits of the time poor 21st century consumer remain ever present however, and we continue to look at the way our sport is delivered to ensure it is accessible for anyone that wants to engage in baseball, be it via traditional or non-traditional means.

Further history was also made this year with an Australian Little League team winning Australia's first ever game at the Little League World Series. The young men from the Perth Northern Metros did themselves, their LL charter and the country proud by conducting themselves with competitive spirit on the field and exemplary sportsmanship off it and have created Australian Baseball history in the process.

The Australian Baseball League (ABL) completed its 4th season and continues to build on its success. The League remains the primary driver of participation and growth for baseball in Australia and we remain grateful to Major League Baseball for their continued investment in and support of the National League.

Congratulations goes to the champions Perth Heat for a hard fought ABL Championship series win - their 3rd in 4 years. Also, thanks go to ABL CEO Peter Wermuth and his team, all the State GMs and dedicated staff, together with the various Advisory Boards and State Associations for all of their efforts in continuing to help the ABL succeed.

While the government funding cut we received last year continues to have an impact on the sport, BA's financial position remains healthy. Members accumulated funds increased by 16% to \$1,418,340 and we recorded a net profit of \$191,352 (keeping in mind that the BA's investment in the ABL continues to be treated as a loan, as opposed to an operating expense, and that loan sits on the balance sheet). BA continues to operate as a responsible and sustainable entity, ensuring members funds are expended ethically and in line with the board approved strategic direction.

The World Baseball and Softball Confederation (WBSC) continues to work tirelessly on Baseball's readmission into the Olympic Games. Getting back onto the Olympic Programme as a core sport remains a significant challenge for baseball, but it's ever expanding international participation footprint and media profile will ensure the International Olympic Committee (IOC) continues to give serious consideration to our place within the IOC family.

In the interim, we remain hopeful that the IOC's recent decision to allow Olympic Games hosts the right to apply for additional sports/events to be added to a specific Games programme, will provide an opportunity for the Japanese Olympic Committee (hosts of the 2020 Olympic Games) to add baseball and softball to the 2020 Olympic Games. We expect this decision to be made at the General Assembly of the IOC in July 2016.

As it does year on year, the sport relies on the support of a range of stakeholders to run, develop and grow our great game. Our heartfelt thanks and gratitude goes to anyone that played any small role in the delivery of our game, particularly:

- Our Volunteers who work long, tiring hours for very little acknowledgement, but who simply want to give their time to the sport they love;
- Our principal partner the Australian Sports Commission for their ongoing investment and support in helping us build baseball in Australia;
- Our major partner, Major League Baseball, for 2 decades of support of every level of the Australian Baseball pathway. No other sport in Australia has the type of relationship with an international professional league, that we enjoy with MLB, and we are indebted to them for all they have done for Australian Baseball;
- Our other great partners including Majestic Athletic, New Era, Virgin Australia and Fielders Choice;
- Our State and Territory bodies who do a great job at the coalface of our servicing and delivery efforts;
- The BA Board for their ongoing commitment and contributions;
- The BA staff for their endless enthusiasm and excellent work.

We look forward to continuing to lead this great game towards another consecutive year of membership growth while ensuring that the sport of baseball becomes a mainstream element of Australian sport and culture.



A handwritten signature in black ink, appearing to read 'David Hynes'.

David Hynes
President



A handwritten signature in black ink, appearing to read 'Brett Pickett'.

Brett Pickett
Chief Executive Officer

Message from the Australian Sports Commission

It has been another significant year for the Australian Sports Commission and the sports network as we continue working together to encourage all Australians to experience the joy of sport.

The sporting field is where friendships are formed, life skills are learned and heroes are made — and this is why in 2013–14 the Australian Government invested almost \$120 million in our national sporting organisations despite a challenging economic environment.

In the past year the ASC has worked with sports to reform their governance structures and develop strategic and commercial capabilities. The ASC is determined to create better businesses — ones that will thrive in the years ahead — and we are leading the way with a lean and agile operating model and ongoing commitment to our own good governance.



One of the highlights of 2013–14 was the Australian Government's announcement of the Sporting Schools program. This \$100 million program, which builds upon the successful Active After-school Communities program, will commence in 2015 and reach more than 850,000 children. It will allow the sports to boost their participation numbers and is a significant endorsement of the importance of community sport to the Government.

Other highlights in 2013–14 have included:

- Community Coaching General Principles — a free online training course that provides coaches with the basic skills they need.
- Grants programs — a number of national grant programs were delivered to improve the participation of people from under-represented groups.

The ASC also continues to pursue success on the world stage — both in Olympic and non-Olympic sports — to deliver Australians the exceptional performances they crave.

There have been few periods in Australia's sporting history filled with so much activity or promise, and on behalf of the ASC I thank you for your hard work and support. You continue to prove your capacity to succeed in an ever-changing sporting landscape, and I look forward to working with you in the future.

John Wylie AM

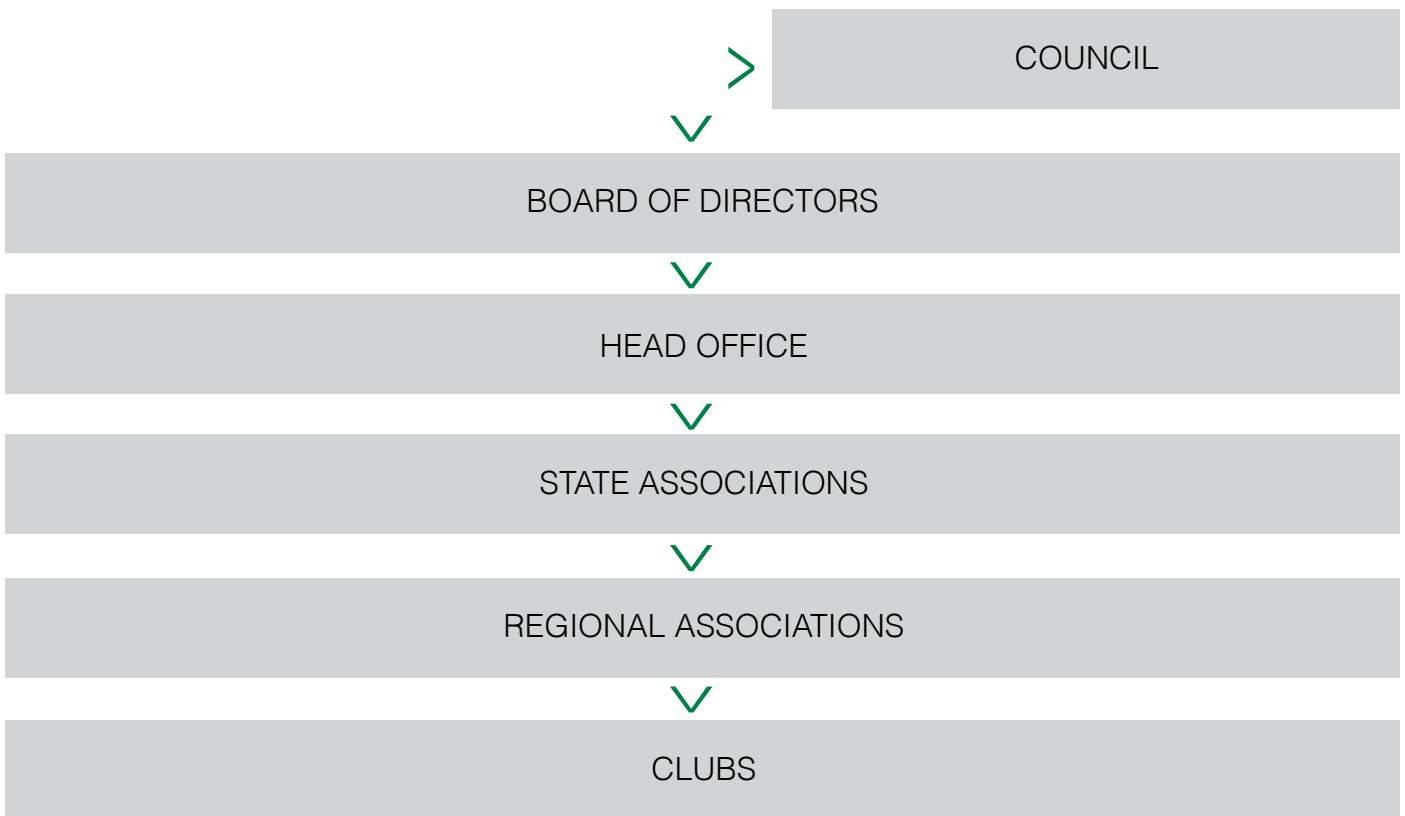
Chair

Australian Sports Commission

Structure & Personnel

Baseball Australia is governed by an independent Board of Directors and is administered by a Chief Executive Officer and a team of employees who are responsible for the day-to-day delivery of our core operational areas of the ABL, participation, high performance, business development and finance.

Organisation Structure



Board of Directors

David Hynes

President/Chairman
Portfolios: Baseball Operations, Olympics

Geoff Pearce

Portfolios: National Competitions,
Sponsorship, Commercial Affairs,
Governance

Yasmine Gray

Portfolio: Marketing &
Communications

Craig Shipley

Portfolios: High Performance,
Baseball Operations
Appointed December 2013

Evan Stewart

Deputy Chairman
Portfolios: Participations and Government
Relations, Baseball Operations (Committee
Chairman)

Peter Williams

Portfolios: Finance, Commerce, Heritage
Committee (Chairman)

Rob Sadler

Portfolios: Legal, Administrative Appeals

Brett Pickett

Chief Executive Officer

Management & Staff

Chief Executive Officer

Brett Pickett

Financial Controller

Kerran Evans

Office & Administration Coordinator

Lianne Easty (*to January 2014*)
Melinda Baxter

Baseball Operations

General Manager

Justin Drew

Teams and Competitions Manager

Mark Priestley (*to July 2013*)

Head of Coach Development

Peter Gahan

Teams and Competitions Coordinator

Cassandra Sedgman

Player Development Coordinator

Bill O'Sullivan (*Part-time*)

Technical Officials Manager

Geoff Robertson (*Part-time*)

Player Development Coordinator

Drew Samuelson (*to September 2013*)

National Little League Coordinator

Mathew Sundstrom
(*Part-time from September 2013*)

Marketing, Communications & Partnerships

Head of Marketing & Communications

Trish Quayle

Head of Corporate Partnerships (Joint ABL Role)

Gabby Anger (*to September 2013*)
Alex Pellerano

Marketing Coordinator

Kerryn Costello

Member Associations

Baseball Australia is made up of seven (7) State and Territory member associations. Each of our State and Territory members play a vital role in the development and delivery of our sport.

The State Council consists of a representative from each State and Territory, ultimately the President or Commissioner as highlighted below



BASEBALL
CANBERRA

BASEBALL CANBERRA

Commissioner: Theo Vassalakis (Council)

General Manager: Tom Vincent

www.act.baseball.com.au



BASEBALL
NORTHERN TERRITORY

BASEBALL NORTHERN TERRITORY

President: Michael Bongiorno (Council)

Executive Officer: Lisa Hooley

www.nt.baseball.com.au



BASEBALL
WA

BASEBALL WESTERN AUSTRALIA

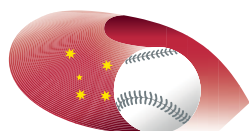
Chairman: Stephen Byrne (Council)

General Manager: Lachlan Dale

www.wa.baseball.com.au



BASEBALL
AUSTRALIA



BASEBALL
SOUTH AUSTRALIA

SOUTH AUSTRALIAN BASEBALL LEAGUE

President: Shayne Bennett (until May 2014)

Mark Snelgrove (Council)

Chief Executive Officer: Renae Roach

www.baseballsa.com.au



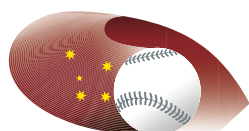
BASEBALL
NEW SOUTH WALES

BASEBALL NEW SOUTH WALES

Chairman: Ray Vercoe (Council)

Chief Executive Officer: Tim Harradine

www.nsw.baseball.com.au



BASEBALL
QUEENSLAND

BASEBALL QUEENSLAND

Commissioner: Bruce Mutch (Council)

Chief Executive Officer: Colin Dick

www.qld.baseball.com.au



BASEBALL
VICTORIA

BASEBALL VICTORIA

President: Clayton Crameri (Council)

Chief Executive Officer: Neale Price

www.baseballvictoria.com.au

Committees

Baseball Operations

Brett Pickett (BA)
 Craig Shipley (Board)
 Justin Drew (BA)
 Phil Dale (VIC)
 Jon Deeble (QLD)
 Peter Gahan (BA)
 Evan Stewart (Board)
 Geoff Robertson (BA)
 Ben Foster (ABL)
 Dean White (WA)

Heritage Committee

Peter Williams (Board)
 Geoff Robertson (BA)
 Kevin Cantwell (QLD)
 Hartley Anderson
 Lionel Harris (NSW)
 Brian Davis (NSW)
 Peter Dihm (VIC)
 Robert Laidlaw (SA)
 Doug Corker (WA)

Umpire Development

Geoff Robertson (Secretary)
 Ian McKenzie (VIC)
 David Gripper (WA)
 Paul Latta (QLD)
 Trent Thomas (NSW)
 Matthew Pearson (ACT)
 Neil Poulton (SA)
 Craig Marquardt (NT)
 Ross Picot (NSW)

State Directors of Scoring

Vicki Beard (ACT)
 Sue McCollough (NSW)
 Libby Williams (NT)
 Sharon Butty (QLD)
 Michele Winther (VIC)
 Natalie Todd (WA)
 Steve Eads (SA)

Council of Australian Baseball Scorers (CABS)

Technical Commission

Robyn Karlsen
 Steve Eads
 Meri Brearley
 Lorraine Dunn



Life Members

1957 - Mr Reg E Darling*
 1976 - Mr G C (Don) Mould*
 1977 - Mr J B (John) Hollander OBE*
 1977 - Mr E (Tim) Bassingthwaighte
 1978 - Mr Robert (Bob) J Black*
 1985 - Mr John Anderson
 1992 - Mr Neville Pratt OAM*
 1993 - Mr Kingsley Wellington
 2000 - Mr Ken Douglass
 2000 - Mr Peter Dihm

2001 - Ms Jan Thurley
 2003 - Mr Ross Straw*
 2003 - Mr Rodney Byrne OAM*
 2004 - Mr Ian Ross
 2005 - Mr Alan Waldron
 2009 - Mr Ron Morgan*
 2011 - Mr Mark Peters
 2013 - Geoff Pearce
 2013 - Ron Finlay

**Denotes deceased*

Financial Reports

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Directors' Report

In accordance with a resolution of the Board of Directors, the Directors present their financial report of Australian Baseball Federation Inc. ("ABF") for the year ended 30 June 2014 and the state of Australian Baseball Federation Inc. financial affairs as at that date.

Board Members

The following persons held office as board members of the ABF during the period or since the end of the year and up to the date of this paper.

| | | |
|----------------|-------------------------|---------------------------|
| David Hynes | President | |
| Geoff Pearce | Director | |
| Craig Shipley | Director | (Appointed 7 August 2013) |
| Peter Williams | Director | |
| Evan Stewart | Director | |
| Yasmine Gray | Director | |
| Rob Sadler | Director | |
| Brett Pickett | Chief Executive Officer | |

Board Meetings

During the year, five board meetings were held.

| <i>Board Member</i> | <i>Meetings Attended</i> |
|---------------------|--------------------------|
| David Hynes | 5 |
| Geoff Pearce | 5 |
| Craig Shipley | 3 |
| Peter Williams | 5 |
| Evan Stewart | 4 |
| Yasmine Gray | 5 |
| Rob Sadler | 4 |

Principal Activities

The general activities of ABF are set out throughout this Annual Report and there were no significant changes from the principal mission "to provide national leadership and a national framework for harnessing the energies of the many baseball people and organisation throughout Australia with the aim of building the business of baseball for the benefit of all".

Review of Operations

The Australian Baseball Federation (ABF) is the peak body for the sport of baseball in Australia. It is recognised by the International Baseball Federation (IBAF), the Australian Sports Commission, the Australian Olympic Committee, Major League Baseball and other professional leagues around the world.

The ABF's main function is to conduct, encourage, promote, standardise, control and administer all forms of the sport throughout Australia. As part of its operations the ABF also conducts the annual Major League Baseball Australian Academy Program (M.L.B.A.A.P.), in conjunction with Major League Baseball (MLB), which is the benchmark player development program for the sport. The ABF is also a partner in a joint venture with MLB to operate the professional Australian Baseball League (ABL).

| | 30 June 2014 | 30 June 2013 |
|---|---------------------|---------------------|
| Australian Baseball Federation Inc. | 371,188 | (1,060,916) |
| Major League Baseball Australian Academy Program (M.L.B.A.A.P.) | (179,836) | (175,074) |

* Included in the revenue of M.L.B.A.A.P and expenses of ABF is an interdivision transfer of: \$210,000. Figures shown in the Director's Report and Statement of Comprehensive Income are excluded from this amount.

Changes in State of Affairs

No significant changes in state of affairs occurred during the year.

Board Member Benefits

One board member has received or is entitled to receive, during or since the financial year, a benefit because of a contract made by the entity or related body corporate with the board member, a firm which the board member is a member or an entity in.

Chief Executive Brett Pickett or related entities 30 June 2014: \$179,104 (30 June 2013: \$134,839)

This statement excludes any benefit included in the aggregate amount of the emoluments received or due and receivable by board members, shown in the entity's accounts, or the fixed salary of a fulltime employee of the entity or related body corporate.

Financial Position

The net assets of the entity have remained constant over the year.

After Balance Date Events

There have been no significant changes in the state of affairs of ABF since year end.

Officers' Indemnities and Insurance

During the financial year ABF entered into an insurance contract which serves to indemnify Directors and staff for costs incurred by them in defending legal proceedings arising out of the performance of their normal duties as Directors and staff officers.

Environmental Issues

The entity's operations are not subject to significant environmental regulation under the law of the Commonwealth and State.

Auditors Independence Declaration

A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 has been included.

Signed in accordance with a resolution of the Members of the board on: 21 October 2014.



David Hynes
President



Brett Pickett
Chief Executive Officer

Directors' Declaration

The directors have determined that the company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies described in Note 1 to the financial statements.

The directors declare that:

- (a) The financial statements and notes, are in accordance with the Corporations Act 2001 and:
 - (i) comply with Accounting Standards and the Corporations Regulations 2001 to the extent described in Note 1 to the financial statements; and
 - (ii) give a true and fair view of the company's financial position as at 30 June 2014 and its performance as represented by the results of its operations and its cash flows, for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements; and
- (b) in the directors opinion:
 - (i) there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable; and
 - (ii) the financial statements and notes are in accordance with the Corporations Act 2001.

This declaration is made in accordance with a resolution of the directors, Gold Coast 21 October 2014.



David Hynes
President



Brett Pickett
Chief Executive Officer

Independent Auditor's Report

Report on the Financial Report

We have audited the accompanying financial report of Australian Baseball Federation Inc., being a special purpose financial report which comprises the Statement of Financial Position as at 30 June 2014 and the Statement of Comprehensive Income, Statement of Changes in Equity and Cash Flow Statement for the period ended on that date, a summary of significant accounting policies and other explanatory notes and the directors' declaration.

Directors' Responsibility for the Financial Report

The directors of the company are responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements which form part of the financial report, are appropriate to meet the requirements of the Corporations Act 2001 and are appropriate to meet the needs of the members. The directors responsibility also includes designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. No opinion is expressed as to whether the accounting policies used, as described in Note 1, are appropriate to meet the needs of the members. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

The financial report has been prepared for distribution to members for the purpose of fulfilling the directors financial reporting under the Corporations Act 2001. We disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

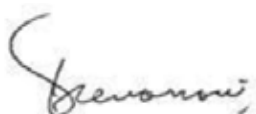
Independence

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, was provided to the directors of Australia Baseball Federation Inc on the same date as the date of this auditor's report

Audit Opinion

In our opinion, the financial report of Australian Baseball Federation Inc. is in accordance with the Corporations Act 2001, including:

- (a) giving a true and fair view of the company's financial position as at 30 June 2014 and of its performance for the year ended on that date in accordance with the accounting policies described in Note 1; and
- (b) (ii) complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001.



Russell Trevorrow

Registered Company Auditor No. 8708
Gold Coast, 22 October 2014

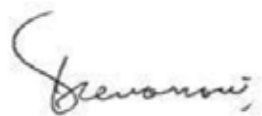
Independence Declaration

Auditor's Independence Declaration under Section 307C of the Corporations Act 2001 to the directors of Australian Baseball Federation Inc.

I declare that, to the best of my knowledge and belief during the period ended 30 June 2014 there have been:

- (i) no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

JMR Group



Russell Trevorrow

Registered Company Auditor No. 8708
Gold Coast, 22 October 2014

Income Statement

Statement of comprehensive income for the year ended 30 June 2014

| | Note | 30 June 2014 | 30 June 2013 |
|--|-------|--------------------|--------------------|
| \$ | | \$ | \$ |
| <i>Major League Baseball Academy</i> | | | |
| Revenue | 2 (a) | 374,660 | 343,364 |
| Interest Received | 2 (a) | 9 | 5 |
| Expenses | 2 (b) | (554,505) | (518,443) |
| Total | | <u>(179,836)</u> | <u>(175,074)</u> |
| Operating revenue ABF | | 4,142,592 | 4,732,329 |
| Interest received | | 2,445 | 7,129 |
| Profit on Disposal of Assets | | 98 | - |
| Total revenue | 2 (a) | <u>4,145,135</u> | <u>4,739,458</u> |
| Operating expenses ABF | | (3,773,293) | (4,009,138) |
| Interest paid | | (654) | (303) |
| Total expenses | 2 (b) | <u>(3,773,947)</u> | <u>(4,009,441)</u> |
| Write Up (Down) of Impaired Assets | | - | (1,790,933) |
| Total | | <u>371,188</u> | <u>(1,060,916)</u> |
| Profit (Losses) attributable to members of the entity | | <u>191,352</u> | <u>(1,235,990)</u> |

Balance Sheet

Statement of financial position as at 30 June 2014

| | Note | 30 June 2014 \$ | 30 June 2013 \$ |
|--------------------------------------|------|--------------------|--------------------|
| Current Assets | | | |
| Cash and cash equivalents | 11 | 303,001 | 930,071 |
| Trade and other receivables | 3 | 754,434 | 618,241 |
| Other assets | 4 | 366,712 | 188,705 |
| Total Current Assets | | 1,424,147 | 1,737,017 |
| Non-Current Assets | | | |
| Property, plant and equipment | 6 | 51,668 | 43,759 |
| Other assets | 4 | 400,000 | - |
| Financial Assets | 5 | 25 | 25 |
| Total Non-Current Assets | | 451,693 | 43,784 |
| Total Assets | | 1,875,840 | 1,780,801 |
| Current Liabilities | | | |
| Trade and other payables | 7 | 288,006 | 345,578 |
| Other liabilities | 8 | 79,092 | 98,537 |
| Tax liabilities | 8 | - | - |
| Short term provisions | 9 | 54,505 | 81,553 |
| Total Current Liabilities | | 421,603 | 525,648 |
| Non-Current Liabilities | | | |
| Long service leave | 9 | 35,897 | 28,164 |
| Total Non-Current Liabilities | | 35,897 | 28,164 |
| Total Liabilities | | 457,500 | 553,812 |
| Net Assets | | 1,418,340 | 1,226,988 |
| Equity | | | |
| Retained earnings | 10 | 1,418,340 | 1,226,988 |
| Total Equity | | 1,418,340 | 1,226,988 |

Equity Statement

Statement of changes in equity for the year ended 30 June 2014

| | Reserves \$ | Retained Profits \$ | Total \$ |
|--------------------------------|----------------|------------------------|------------------|
| Balance at 30 June 2012 | | 2,462,978 | 2,462,978 |
| Profit (loss) for the period | | (1,235,990) | (1,235,990) |
| Balance at 30 June 2013 | | 1,226,998 | 1,226,988 |
| Balance at 30 June 2013 | | 1,226,998 | 1,226,998 |
| Profit (loss) for the period | | 191,352 | 191,352 |
| Balance at 30 June 2014 | | 1,418,340 | 1,418,340 |

Cashflow Statement

Cashflow statement for the year ended 30 June 2014

| | Note | 30 June 2014 \$ | 30 June 2013 \$ |
|--|---------------|--------------------|--------------------|
| Cash Flows from Operating Activities | | | |
| Receipts from clients | | 4,491,851 | 4,834,574 |
| Payments to suppliers and employees | | (4,698,253) | (3,922,251) |
| Interest received | | 2,552 | 7,134 |
| Interest paid | | (654) | (303) |
| Net Cash Flow from Operating Expenses | 11 (a) | (204,504) | 383,591 |
| Cash Flows from Investing Activities | | | |
| <i>Payment for:</i> | | | |
| Other investments | | (400,000) | (250,000) |
| Purchase of property, plant and equipment | | (22,871) | (17,782) |
| <i>Proceeds from:</i> | | | |
| Proceeds from sale of investment | | 454 | - |
| Net Cash from Investing Activities | | (422,417) | (267,782) |
| Net increase (decrease) in cash held | | (626,921) | 651,373 |
| Cash at the beginning of Period | | 930,071 | 278,699 |
| Cash at the End of the Perior | 11 (b) | 303,150 | 930,071 |

Notes

NOTE 1 - STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

Reporting Status

The directors have determined that the company is not a reporting entity. As a result, the financial report is a special purpose financial report prepared to satisfy the financial report preparation requirements of the Corporations Act 2001.

The Australian Baseball Federation Inc. is an incorporated society, registered in South Australia. The association's principal activity is to manage, develop and promote baseball in Australia.

Basis of Preparation

The report has been prepared in accordance with the requirements of the Corporations Act 2001, and the following applicable Australian Accounting Standards:

| | |
|------------|---|
| AASB 101: | Presentation of Financial Statements |
| AASB 107: | Cash Flow Statements |
| AASB 108: | Accounting Policies, Changes in Accounting Estimates and Errors |
| AASB 1031: | Materiality |
| AASB 1048: | Interpretation and Application of Standards |

No other Accounting Standard, Australian Accounting Interpretations or other authoritative pronouncements of the Australian Accounting Standards Board have mandatory application. The company has however applied the measurement and recognition criteria of all accounting standards.

Reporting Basis and Conventions

The financial report is presented in Australian dollars.

The financial report has been prepared on an accruals basis and is based on historical costs modified by the revaluation of selected non-current assets, financial assets and financial liabilities for which the fair value basis of accounting has been applied.

The directors evaluate estimates and judgements incorporated into the financial report based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within the company. There were no key adjustments during the year which required accounting estimates or judgements.

The following is a summary of the material accounting policies adopted by the company in the preparation of the financial report. The accounting policies have been consistently applied, unless otherwise stated.

The charge for current income tax expense is based on the profit/loss for the year adjusted for any non-assessable or disallowed items. It is calculated using the tax rates that have been enacted or are substantially enacted by the balance sheet date.

Deferred tax is accounted for using the balance sheet liability method in respect of temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements. No deferred income tax will be recognised from the initial recognition of an asset or liability, excluding a business combination, where there is no effect on accounting or taxable profit or loss.

Deferred tax is calculated at the tax rates that are expected to apply to the period when the asset is realised or liability is settled. Deferred tax is credited in the income statement except where it relates to items that may be credited directly to equity, in which case the deferred tax is adjusted directly against equity.

Deferred income tax assets are recognised to the extent that it is probable that future tax profits will be available against which deductible temporary differences can be utilised. Future income tax benefits in relation to tax losses are not brought to account unless there is virtual certainty of realisation of the benefit.

(b) Property, Plant, and Equipment

Property, plant and equipment are brought to account at cost or at independent or directors' valuation, less, where applicable, any accumulated depreciation or amortisation. The carrying amount of property, plant and equipment is reviewed annually by directors to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of the expected net cash flows which will be received from the assets employment and subsequent disposal.

The depreciable amount of all fixed assets including capitalised lease assets, but excluding freehold land, are depreciated over their useful lives using the diminishing method commencing from the time the asset is held ready for use. Leasehold improvements are amortised over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements. Depreciation rates and methods are reviewed annually and, if necessary, adjustments are made.

The depreciation rates used for each class of depreciable asset are:

| Class of Asset | Depreciation Rate |
|---------------------|-------------------|
| Plant and Equipment | 20 – 40% |

The gain or loss on disposal of all fixed assets, including re-valued assets, is determined as the difference between the carrying amount of the asset at the time of disposal and the proceeds of disposal, and is included in operating profit before income tax of the economic entity in the year of disposal. Any realised revaluation increment relating to the disposed asset, which is included in the asset revaluation reserve, is transferred to retained earnings at the time of disposal.

(c) Intangibles

Licences, Patents and trademarks

Licences, patents and trademarks are recognised at cost of acquisition. All intellectual property has a finite life and is carried at cost less any accumulated amortisation and any impairment losses.

Research and Development

Expenditure during the research phase of a project is recognised as an expense when incurred. Development costs are capitalised only when technical feasibility studies identify that the project will deliver future economic benefits and these benefits can be measured reliably.

Development costs have a finite life and are amortised on a systematic basis matched to the future economic benefits over the useful life of the project.

(d) Impairment of Assets

At each reporting date, the company reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the income statement.

(e) Payables

A liability is recorded for trade creditors and other accounts payable with respect to goods and services received prior to balance date, whether invoiced to the company or not. Trade creditors and other accounts payable are normally settled within 30 days.

(f) Employee Benefits

Provision is made for the company's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits expected to be settled within one year together with entitlements arising from wages and salaries and annual leave which will be settled after one year, have been measured at the amounts expected to be paid when the liability is settled, plus related on-costs. Other employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits.

Contributions are made by the company to employee superannuation funds and are charged as expenses when incurred.

(g) Provisions

Provisions are recognised when the company has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

(h) Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within short-term borrowings in current liabilities on the balance sheet.

For the purposes of the statement of cash flows, cash includes cash on hand and in banks and investments in money market instruments, net of any outstanding bank overdrafts.

(i) Trade Debtors

Sales made on credit are included in "Trade Debtors" and are recorded at the balance due, less a provision for doubtful debts for an amount estimated to be uncollectible. Trade debtors are due within 30 days from the end of the month.

(j) Revenue

Income is recorded on an accruals basis as the goods are delivered or the service provided. Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

Government grants are only recognised as revenue when they are received and there is reasonable assurance that the company will or has complied with the conditions attaching to them. Grants are recognised as income over the periods necessary to match them with the related costs which they are intended to compensate.

All revenue is stated net of the amount of goods and services tax (GST).

(k) Financial Instruments

Recognition

Financial instruments are initially measured at cost on trade date, which includes transaction costs, when the related contractual rights or obligations exist. Subsequent to initial recognition these instruments are measured as set out below.

Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market and are stated at amortised cost using the effective interest rate method.

Financial liabilities

Non-derivative financial liabilities are recognised at amortised cost, comprising original debt less principal payments and amortisation.

Fair value

Fair value is determined based on current bid prices for all quoted investments. Valuation techniques are applied to determine the fair value for all unlisted securities, including recent arm's length transactions, reference to similar instruments and option pricing models.

Impairment

At each reporting date, the group assess whether there is objective evidence that a financial instrument has been impaired. In the case of available-for-sale financial instruments, a prolonged decline in the value of the instrument is considered to determine whether an impairment has arisen. Impairment losses are recognised in the income statement.

(l) Goods and Services Tax

Revenues, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO). In these circumstances the GST is recognised as part of the cost of acquisitions of the asset or as part of an item of the expense. Receivables and payables are stated with the amount of GST included.

The net amount of GST receivable/payable to the ATO is included as a current asset/liability in the balance sheet.

Cash flows are included in the statement of cash flows on a gross basis. The GST components of cash flows arising from investing and financing activities, which are recoverable from, or payable to the ATO, are classified as operating cash flows.

Comparative figures have also been changed where classifications of income and expenditure items have been altered from the prior year as a result of a review by the directors. The new classifications have been altered to reflect a more accurate view of the company's operations.

NOTE 2 - REVENUE

| | 30 June 2014 | 30 June 2013 |
|---------------------------------|------------------|------------------|
| | \$ | \$ |
| (a) Operating Activities | | |
| ASC grants | 1,148,970 | 1,733,000 |
| Commercial | 511,307 | 460,497 |
| MLBAAP income | 374,660 | 343,364 |
| Member fees | 951,100 | 821,198 |
| Other income | 397,310 | 389,144 |
| Events/program income | 1,081,314 | 1,270,210 |
| Development | 52,591 | 58,281 |
| Interest Revenue | 2,552 | 7,134 |
| Total Revenue | 4,519,804 | 5,082,827 |
| (b) Operating Expenses | | |
| Event costs | 1,244,405 | 1,322,625 |
| High performance general | 313,722 | 517,747 |
| Commercial | 343,544 | 127,149 |
| MLBAAP expenses | 554,505 | 518,442 |
| Membership | 344,591 | 293,027 |
| Development | 221,727 | 318,370 |
| Administration | 461,165 | 354,678 |
| Payroll & Consultants | 826,789 | 1,055,893 |
| Interest expense | 654 | 303 |
| Audit services | 17,350 | 19,649 |
| Total Operating Expenses | 4,328,452 | 4,527,883 |

NOTE 3 - TRADE AND OTHER RECEIVABLES

| | 30 June 2014 | 30 June 2013 |
|------------------------------|---------------------|---------------------|
| | \$ | \$ |
| Current | | |
| Trade debtors | 552,167 | 546,211 |
| Provision for doubtful debts | (4,851) | (10,000) |
| Other receivables | 125,477 | 32,500 |
| Stock on hand | 81,641 | 49,501 |
| Current tax assets | - | - |
| | 754,434 | 618,241 |

NOTE 4 - OTHER ASSETS

| | 30 June 2014 | 30 June 2013 |
|--|---------------------|---------------------|
| | \$ | \$ |
| Current | | |
| Loans - other | 6,000 | 6,000 |
| Prepayments | 360,712 | 182,704 |
| | 366,712 | 188,705 |
| Non-Current | | |
| Balance brought forward | - | 1,540,933 |
| Movement of loan | 400,000 | 250,000 |
| Lee write up (down) of impaired assets | - | (1,790,933) |
| | 400,000 | - |
| | 766,712 | 188,705 |

NOTE 5 - FINANCIAL ASSETS

| | 30 June 2014 | 30 June 2013 |
|------------------|---------------------|---------------------|
| | \$ | \$ |
| Other | 25 | 25 |
| Investment - ABL | 25 | 25 |

Australian Baseball League Pty Ltd (ABL) is a company limited by shares, incorporated and domiciled in Australia. The Company's principal activity is to develop and operate the Australian Baseball League being professional baseball in Australia

NOTE 6 - PLANT & EQUIPMENT

| | 30 June 2014 | 30 June 2013 |
|--------------------------------|---------------------|---------------------|
| | \$ | \$ |
| Plant & equipment | 275,265 | 253,257 |
| Less: Accumulated depreciation | 223,597 | 209,498 |
| | 51,668 | 209,498 |

By Category:

| | Furniture & fittings at cost | Office equipment at cost | Computer equipment at cost | Total |
|---------------------------------|---|---------------------------------|-----------------------------------|----------------|
| Gross carrying amount | | | | |
| Balance at 30 June 2013 | 112,334 | 49,251 | 91,263 | 252,848 |
| Additions: | 5,980 | 7,800 | 9,091 | 22,871 |
| Disposals: | | | (454) | (454) |
| Balance at 30 June 2014 | 118,314 | 57,051 | 99,900 | 275,265 |
| Accumulated depreciation | | | | |
| Balance at 30 June 2013 | 84,596 | 46,179 | 78,723 | 209,498 |
| Expense | 6,167 | 1,502 | 6,430 | 14,099 |
| Disposals: | | | | |
| Balance at 30 June 2014 | 90,763 | 47,681 | 85,153 | 223,597 |
| Net carrying amount | 27,551 | 9,370 | 14,171 | 51,668 |

NOTE 7 - TRADE AND OTHER PAYABLES

| | 30 June 2014 | 30 June 2013 |
|----------------------------|---------------------|---------------------|
| | \$ | \$ |
| Unsecured | | |
| Trade creditors | 65,495 | 233,346 |
| Accrual and other payables | 222,511 | 112,231 |
| | 288,006 | 345,577 |

NOTE 8 - OTHER LIABILITIES

| | 30 June 2014 | 30 June 2013 |
|-----------------------------|---------------------|---------------------|
| | \$ | \$ |
| Current | | |
| Revenue received in advance | 79,092 | 98,537 |

NOTE 9 - PROVISIONS

| | 30 June 2014 | 30 June 2013 |
|----------------------|---------------------|---------------------|
| | \$ | \$ |
| Current | | |
| Accrued annual leave | 54,505 | 81,533 |
| Non-Current | | |
| Long service leave | 35,897 | 28,164 |
| | 90,402 | 109,697 |

NOTE 10 - RETAINED EARNINGS

| | Member's equity b/fwd | General | MLBAAP | Total |
|--|-----------------------|------------------|------------------|------------------|
| | \$ | \$ | \$ | \$ |
| 30 June 2012 | | | | |
| Balance at the beginning of the period | 717,081 | 2,113,919 | (368,022) | 2,462,978 |
| Surplus/(Deficit) for the year | | (1,060,916) | (175,074) | (1,235,990) |
| Transfer to equity | | | | |
| Prior year adjustment | | | | |
| Equity at 30 June 2014 | 717,081 | 1,053,004 | (543,097) | 1,226,988 |
| 30 June 2013 | | | | |
| Balance at the beginning of the period | 717,081 | 1,053,004 | (543,097) | 1,226,988 |
| Surplus/(Deficit) for the year | (i) | (1,060,916) | (179,074) | 191,352 |
| Transfer to equity | | | | |
| Prior year adjustment | | | | |
| Equity at 30 June 2014 | 717,081 | 1,424,192 | (772,933) | 1,418,340 |

(i) The results are grossed up (down) by including funds allocated to MLBAAP by ABF

NOTE 11 - CASH FLOW INFORMATION

| | 30 June 2014 | 30 June 2013 |
|--|------------------|----------------|
| | \$ | \$ |
| (a) Reallocation of net cash from operating activities to operating profit after income tax | | |
| Net profit (loss) after income tax | 191,352 | (1,235,990) |
| Adjustment for non cash items | | |
| Depreciation | 14,605 | 13,372 |
| Write down of impaired assets | - | 1,790,333 |
| Adjustment for change in assets and liabilities | | |
| Decrease/(increase) in: | | |
| Debtors | (5,956) | 247,393 |
| Prepayments | 178,008 | 149,359 |
| Other current assets | (130,237) | (60,324) |
| Increase/(decrease) in: | | |
| Accounts payable | (167,979) | 107,939 |
| Other creditors | 90,833 | (144,740) |
| Provisions | (19,295) | 10,434 |
| Net cash from operating activities | (204,503) | 383,591 |

(b) For the purposes of the statement of cash flows, cash includes cash on hand and bank deposits at call net of bank overdrafts. Cash at the end of the year as shown in the statement of cash flows is reconciled to the related items in the accounts as follows:

Reconciliation of cash

| | | |
|--------------|----------------|----------------|
| Cash at bank | 302,701 | 929,876 |
| Petty cash | 300 | 195 |
| | 303,001 | 930,071 |

NOTE 12 - AUDITOR'S REMUNIERATION

| | 30 June 2014 | 30 June 2013 |
|--|---------------------|---------------------|
| | \$ | \$ |
| Remuneration of the auditor of the company for: | | |
| Auditing and reviewing of financial accounts | 17,350 | 19,649 |
| Other services | - | - |
| | <u>17,350</u> | <u>19,649</u> |

NOTE 13 - INVESTMENT IN AUSTRALIAN BASEBALL LEAGUE PTY LTD

| | 30 June 2014 | 30 June 2013 |
|--|-----------------------|---------------------|
| | \$ | \$ |
| ABF holds a 25% stake in Australian Baseball League Pty Ltd (ABL) | | |
| Auditing and reviewing of financial accounts | 25 | 25 |
| Other services | 400,000 | 0 |
| | <u>400,025</u> | <u>25</u> |

Business Operations



Baseball Operations

National teams

ABL Women's All-Star Game - Altona Melbourne 22 December 2013

Result: Victoria 4, Australian All-Stars 2

Roster

| | | | | | |
|------------------|-----|-------------------|-----|-----------------|---------|
| Tahnee Lovering | NSW | Kim McMillan | NSW | Tammy McMillan | QLD |
| Katie Gaynor | NSW | Laura Wagner | QLD | Alexandra Worth | WA |
| Lauren McGrath | NSW | Taylah Welch | QLD | Morgan Doty | WA |
| Brittany Hepburn | NSW | Georgia Blair | QLD | Rebecca Crosby | WA |
| Maddie Lenard | NSW | Amanda Torrington | QLD | | |
| Laura Neads | NSW | Karina Sexton | QLD | Simone Wearne | Manager |

2013 ABL All-Star Game - Altona, Melbourne 18 December 2013

Result: World All-Stars 6, Team Australia 0

Roster

| | |
|-----------------|------------------|
| Corey Adamson | Perth Heat |
| Craig Anderson | Sydney Blue Sox |
| Ryan Battaglia | Brisbane Bandits |
| Andrew Campbell | Brisbane Bandits |
| Mitchell Dening | Sydney Blue Sox |
| Justin Erasmus | Brisbane Bandits |
| Daryl George | Melbourne Aces |
| Brad Harman | Melbourne Aces |
| Justin Huber | Melbourne Aces |
| Luke Hughes | Perth Heat |
| John Hussey | Melbourne Aces |
| Matt Kennelly | Perth Heat |
| Tim Kennelly | Perth Heat |
| Cameron Lamb | Perth Heat |
| Ben Lodge | Adelaide Bite |
| Richard Olson | Adelaide Bite |
| Josh Roberts | Brisbane Bandits |
| Andrew Russell | Melbourne Aces |
| Ryan Searle | Brisbane Bandits |
| Lewis Thorpe | Melbourne Aces |
| Logan Wade | Brisbane Bandits |
| Matt Williams | Adelaide Bite |
| Stefan Welch | Adelaide Bite |
| Brendan Wise | Perth heat |

| | |
|----------------|-------------------|
| Jon Deeble | Manager |
| Glenn Williams | Hitting Coach |
| Phil Dale | Pitching Coach |
| Graeme Lloyd | Assistant Coach |
| Tony Harris | Assistant Coach |
| Greg Jelks | Assistant Coach |
| David Nagy | Executive Officer |
| Bruce Rawson | Physiotherapist |



2014 MLB Opening Series Team Australia Challenge - Sydney Cricket Ground, 20 & 21 March 2014

Game 1 Result: Los Angeles Dodgers 4, Team Australia 2

Game 2 Result: Team Australia 5, Arizona Diamondbacks 0

Roster

| | | | |
|------------------|------|--------------------|-------------------|
| Craig Anderson | NSW | Scott Mitchinson | WA |
| Richard Olson | SA | Shane Lindsay | VIC |
| Matt Williams | SA | Todd Van Steensel | NSW |
| Brendan Wise | WA | Ryan Rowland-Smith | NSW |
| Ryan Searle | QLD | Koo Dae-Sung | NSW |
| Ryan Battaglia | QLD | Brad Thomas | NSW |
| Justin Huber | VIC | Guy Edmonds | NSW |
| Brad Harman | VVIC | Mike Walker | US Resident |
| Luke Hughes | WA | | |
| Stefan Welch | SA | Jon Deeble | Manager |
| Logan Wade | QLD | Graeme Lloyd | Assistant Coach |
| Josh Roberts | QLD | David Nilsson | Assistant Coach |
| Mitch Denning | NSW | Glenn Williams | Assistant Coach |
| Tim Kennelly | WA | Phil Dale | Assistant Coach |
| Ben Lodge | SA | Tony Harris | Assistant Coach |
| Tim Atherton | NSW | Greg Jelks | Assistant Coach |
| Tristan Crawford | QLD | David Nagy | Executive Officer |
| Wayne Lundgren | NSW | Bruce Rawson | Physiotherapist |



2014 Phoenix Cup - Hong Kong, 14-17 February 2014

Result: 3rd Place

Roster

| | | | |
|-----------------------|-----|---------------------|-----------------|
| Casey Sheldon Collins | VIC | Alexandra Worth | WA |
| Rachel Limburg | VIC | Renee Wells | WA |
| Emma French | VIC | Cate Lessman | QLD |
| Abbey Kelly | VIC | Georgia Blair | QLD |
| Maddie Lenard | NSW | Montserrat Sandoval | QLD |
| Claire O'Sullivan | NSW | Grace Zylstra | QLD |
| Sienna Burton | NSW | Georgia Jones | QLD |
| Georgia Bower | NSW | | |
| Megan Molles | NSW | Narelle Gosstray | Manager |
| Lauren Donnellan | NSW | Dan Hayes | Assistant Coach |
| Tegan Rowe | WA | Samantha Hamilton | Assistant Coach |

Tournament Awards

Team MVP

Alexandra Worth

Home Run Award

Georgia Bower & Grace Zylstra

15 Under World Cup - Sinaloa, Mexico, 31 July - 10 August 2014

Result: 10th Place

Roster

| | | | | | |
|------------------------|-----|-------------------|-----|------------------|-------------------|
| Jake Amos | NSW | Dermot Fritsch | QLD | Kodey Wilford | WA |
| Nicholas Anderson-Vine | NSW | Cooper Goodman | VIC | Jess Williams | WA |
| Matthew Beattie | VIC | Samuel Henson | NSW | | |
| Joh Bedggood | QLD | Thomas Holland | NSW | Jason Pospishil | Manager |
| Justin Burke | VIC | Jesse Hunter | VIC | Peter Moylan | Pitching Coach |
| Jordan Busch | VIC | Lachlan Jack | VIC | Brian Murphy | Assistant Coach |
| Jack Dunn | VIC | Alex Osborne | NSW | Mark Petit | Assistant Coach |
| Tim Dutton | ACT | Flynn Stallworthy | NSW | Neil Barrowcliff | Executive Officer |
| Mitchell Edwards | VIC | Mason Talbot | WA | Bruce Rawson | Physiotherapist |

National Championships**U14 National Youth Championship
Glenelg SA, 11-18 January 2014**

Champions: Perth Red

| | |
|------|------------------------------|
| 2nd | Victoria Blue |
| 3rd | New South Wales |
| 4th | South Australia |
| 5th | New South Wales Country |
| 6th | Queensland |
| 7th | Australian Capital Territory |
| 8th | Western Australia Black |
| 9th | Victoria White |
| 10th | Northern Territory |

Best and Fairest

Jack O'Loughlin, SA

**U16 National Youth Championship - Blacktown
International Sports Park, 7-14 January 2014**

Champions: New South Wales Country

| | |
|-----|-----------------------------|
| 2nd | New South Wales |
| 3rd | Western Australia |
| 4th | Victoria Blue |
| 5th | Queensland |
| 6th | Australia Capital Territory |
| 7th | South Australia |
| 8th | Victoria White |

MVP

Joshua Diggins, WA

Golden Bat

Joshua Diggins, WA

Golden Arm

Lachlan Jack, Vic Blue

Golden Glove

Shane Kelleher, NSW

Sam Jones, QLD

**U18 National Youth Championships
Narrabundah Ballpark, 5-12 January 2014**

Champions: Queensland

| | |
|-----|------------------------------|
| 2nd | Western Australia |
| 3rd | Victoria Blue |
| 4th | New South Wales |
| 5th | New South Wales Country |
| 6th | South Australia |
| 7th | Australian Capital Territory |
| 8th | Victoria White |

MVP

Jack Barrie, QLD

Golden Bat

Jack Barrie, QLD

Golden Arm

Michael Ryan, WA

Andrew Muscat, QLD

Golden Glove

Aaron Whitfield, QLD

**National Youth Women's Championship
MacArthur Baseball Association, 18-22 April 2014**

Champions: New South Wales

| | |
|-----|------------------------------|
| 2nd | Western Australia |
| 3rd | Queensland |
| 4th | New South Wales Country |
| 5th | Australian Capital Territory |

MVP

Jordan Richardson, NSW

Golden Bat

Kelsey Brennan, WA

Golden Arm

Elarna Spinks, NSW

Golden Glove

Maddison Heath, NSW

**2014 National Youth Women’s Championships
All-Star Team**

| | |
|-------------------|-------------|
| Kelsey Brennan | WA |
| Meaghan Haggart | WA |
| Kayla Adams | ACT |
| Emmi Lee | ACT |
| Jordan Richardson | NSW |
| Keeli Boehm | NSW |
| Monty Sandoval | QLD |
| Claire Evans | QLD |
| Kirsty Aguilar | NSW Country |
| Jade Hameridis | NSW Country |

**National Women’s Championships
MacArthur Baseball Association, 19-26 April 2014**

Champions: NSW

| | |
|-----|------------------------------|
| 2nd | Victoria Blue |
| 3rd | NSW Country |
| 4th | Queensland |
| 5th | Western Australia |
| 6th | Victoria White |
| 7th | South Australia |
| 8th | Australian Capital Territory |

| | |
|---------------------|------------------------------|
| <i>MVP</i> | Stephanie Gaynor, NSW |
| <i>Golden Bat</i> | Melinda Latimer, NSW Country |
| <i>Golden Arm</i> | Brittany Hepburn, NSW |
| <i>Golden Glove</i> | Tahnee Lovering, NSW |

**2014 National Women’s Championship
All-Star Team**

| | | |
|-----------|------------------|----------|
| Infield: | Georgia Blair | QLD |
| | Katie Gaynor | NSW |
| | Taylah Welch | QLD |
| | Shae Lillywhite | VIC Blue |
| Catcher: | Tahnee Lovering | NSW |
| Outfield: | Tammy McMillan | QLD |
| | Rachel Higgins | QLD |
| Pitchers: | Leslie Anglin | VIC Blue |
| | Brittany Hepburn | NSW |
| | Lauren McGrath | NSW |
| Utility: | Stephanie Gaynor | NSW |
| | Maddison Lenard | NSW |

**Australian Little League Championship
Tallebudgera Baseball Club, 4-9 June 2014**

Champions: Perth Northern Metros

| | |
|------|-----------------------|
| 2nd | Manly |
| 3rd | Swan Hill Aces |
| 4th | Central Firebirds |
| 5th | Cronulla North |
| 6th | Brisbane Metro |
| 7th | MacArthur |
| 8th | Eastern Phantoms |
| 9th | Hills North |
| 10th | Gold Coast |
| 11th | Brisbane South |
| 12th | Brisbane North |
| 13th | West Coast Chargers |
| 14th | Adelaide South |
| 15th | Ryde North |
| 16th | Sunraysia |
| 17th | Adelaide North |
| | Canberra |
| | Yarra Rangers |
| | Northern Diamondbacks |



High Performance

The year saw an unprecedented number of teams compete overseas and at home. From the Team Australia Challenge as part of the MLB Opening Series in Sydney through to the inaugural IBAF 15U World Cup in Mexico.

However, High Performance development activities continue to face challenges due in part to changes in ASC funding based on the Winning Edge strategy. The non-recognition of Baseball as a Winning Edge sport, largely based on Olympic status, has seen significant changes in our ability to fund and maintain domestic programs both at a national and state level. This has led in part to the reduced time frame of the MLB Australian Academy Program where credit must be given to MLB for their continued support given the challenges that Baseball Australia currently faces in this space.

MLB Australian Academy Program (MLBAAP)

The 2014 Academy featured two changes which had major impacts on the organisation and conduct of the camp.

Firstly, the Academy was reduced for the first time to a three week camp. In order to get the amount of work required to fit into the shorter time frame, Head Coach Jon Deeble decided to increase the number of athletes invited to a total of almost 80 players. This enabled the selection of three teams (rather than the usual two) and the introduction of two games per day. One of the teams had a double header each day while the team not involved in a game utilised the backfield and cages for fundamentals, defence and hitting.

The second major change was that with the shorter time frame, we were able to position the camp over a school holiday period which did away with the need for the school program that is normally associated with the Academy. This change allowed more time at the ballpark and a significant reduction in spending.



The Coaching Staff at this year's Academy should be praised for their tireless efforts. The presence of a larger number of athletes, including the Australian Women's team members, added significantly to their workload and they handled this, and the added supervision after baseball hours, very effectively. The quality of the coaching at MLBAAP draws accolades from without (scouts, parents) and from the players themselves. It was pleasing that the coaches contributed further to the boys' development by conducting an information session at night on "Life in Professional Baseball". Sharing their experiences with the boys added greatly to the value of the camp.

MLB Australian Academy Program (MLBAAP) *continued*

Coaches

| | | | |
|---------------------------------|--------------------|----------------|----------------|
| Academy Head Coach | Jon Deeble | Coach | Brian Albrecht |
| Pitching Coordinator | Phil Dale | Coach | Daniel Betreen |
| Hitting Coordinator | Glenn Williams | Coach | Matt Corbitt |
| On-Field/Catching Coordinator | Tony Harris | Coach | Justin Huber |
| Hitting/Outfield Coach | Phill Allen | Coach | Luke Hughes |
| Infield Coordinator | Jason Pospishil | Pitching Coach | Mark Hutton |
| Outfield Coordinator | Damian Shanahan | Coach | Kevin Jordan |
| Baseball Operations | Bill O'Sullivan | Pitching Coach | Darian Lindsay |
| Athlete Performance Coordinator | Bruce Rawson | Pitching Coach | Graeme Lloyd |
| Program Manager | Neil Barrowcliff | Coach | Hisashi Ohno |
| Scoring Coordinator | Connie Stoyakovich | Coach | Andy Utting |

Attendees

| Last Name | First Name | Date of Birth | Position | Height | Weight | Bats | Throws |
|-------------|----------------|---------------|--------------|--------|--------|-------|--------|
| Baker | Louis | 1/3/1997 | Catcher | 187 | 89 | Right | Right |
| Barbaro | Adam | 4/30/1997 | Catcher | 182 | 76 | Left | Right |
| Barrett | Max | 2/8/1998 | Pitcher | 183 | 84 | Right | Right |
| Beasley | Lachlan | 2/2/1998 | 2-Way Player | 181 | 78 | Right | Right |
| Beattie | Matthew | 1/5/1999 | 2-Way Player | 183 | 75 | Right | Right |
| Bell | Carter | 5/28/1998 | 2-Way Player | 185 | 75 | Right | Right |
| Bookluck | Steven | 4/19/1996 | I/F | 197 | 110 | Right | Right |
| Bourke | Daniel | 3/20/1997 | I/F | 194 | 71 | Right | Right |
| Bova | Claude | 4/2/1996 | Pitcher | 190 | 110 | Right | Right |
| Boys | Nicholas | 5/25/1997 | O/F | 187 | 81 | Left | Left |
| Bramble | Jake | 4/20/1998 | I/F | 179 | 67 | Right | Right |
| Brancolino | James | 1/28/1998 | Pitcher | 185 | 92 | Right | Right |
| Callil | George | 7/22/1997 | I/F | 190 | 71 | Right | Right |
| Collins | Bryce | 9/4/1996 | Pitcher | 190 | 88 | Right | Right |
| Cosgrove | Tyson | 1/3/1998 | 2-Way Player | 186 | 65 | Both | Right |
| Cunningham | Nathan | 05/02/1996 | O/F | 185 | 85 | Left | Right |
| d'Avoine | Marcel | 2/25/1997 | 2-Way Player | 183 | 90 | Left | Right |
| Deeble | Jye | 8/8/1997 | Pitcher | 183 | 74 | Right | Left |
| Diggins | Joshua | 12/11/1998 | O/F | 169 | 66 | Right | Right |
| Drover | Peter | 7/17/1996 | O/F | 172 | 65 | Right | Left |
| Eckberg | Nicholas | 7/24/1996 | Pitcher | 188 | 85 | Right | Right |
| Eckberg | Christian | 12/12/1997 | Pitcher | 188 | 68 | Right | Right |
| Enciondo | Jack | 1/26/1997 | Pitcher | 185 | 95 | Right | Right |
| Fox | Dylan | 5/18/1997 | Pitcher | 190 | 60 | Right | Right |
| Frew | Dean | 7/2/1997 | I/F | 182 | 78 | Right | Right |
| Fullerton | Harrison | 8/15/1998 | I/F | 181 | 70 | Right | Right |
| Gillespie | Dean | 1/5/1996 | Pitcher | 181 | 82 | Right | Left |
| Harvey | Samuel | 5/23/1997 | Pitcher | 196 | 91 | Right | Right |
| Hayes | Andrew | 6/3/1996 | Catcher | 176 | 80 | Right | Right |
| Hendrickson | Joshua | 9/18/1997 | Pitcher | 193 | 78 | Left | Left |
| Hodkinson | Chase Jake | 3/5/1998 | Catcher | 175 | 70 | Both | Right |
| Holding | Mitch | 7/24/1997 | Catcher | 176 | 95 | Right | Right |
| Howitt | Oliver | 7/20/1998 | Pitcher | 187 | 75 | Right | Right |
| Hutchinson | David (Cooper) | 1/9/1997 | 2-Way Player | 180 | 90 | Right | Right |
| Ihle | Austin | 5/23/1996 | I/F | 174 | 70 | Right | Right |
| Inglis | Bradley | 1/6/1998 | Pitcher | 195 | 84 | Right | Right |

Attendees (continued)

| Last Name | First Name | Date of Birth | Position | Height | Weight | Bats | Throws |
|------------------|----------------|------------------|----------------|------------|-----------|--------------|--------------|
| Jones | Samuel | 2/19/1998 | 2-Way Player | 187 | 77 | Right | Right |
| Jordan | Kevin | 12/15/1997 | I/F | 185 | 75 | Right | Right |
| Keeping | Benjamin | 10/2/1996 | O/F | 183 | 93 | Right | Right |
| Kelleher | Shane | 5/1/1998 | I/F | 183 | 69 | Right | Right |
| Kift | Ryan | 4/16/1998 | O/F | 183 | 75 | Right | Right |
| King | Tristan | 12/28/1997 | Catcher | 193 | 95 | Right | Right |
| Lindsay | Jordan | 6/6/1997 | I/F | 181 | 67 | Right | Right |
| Lyon | Brodie | 2/18/1998 | Catcher | 183 | 82 | Right | Right |
| MacDonald | Lachlan | 7/11/1997 | Pitcher | 197 | 95 | Right | Right |
| Martin | Zac | 1/10/1998 | Pitcher | 190 | 72 | Right | Left |
| Mayo | Lachlan | 9/17/1996 | I/F | 191 | 94 | Right | Right |
| McArdle | Jordan | 5/2/1998 | Catcher | 186 | 98 | Left | Right |
| McCallum | James | 12/30/1997 | O/F | 185 | 85 | Left | Left |
| Michael | Sam | 20/03/1998 | 2-Way Player | 182 | 81 | Right | Right |
| Muscat | Andrew | 9/24/1996 | Pitcher | 197 | 77 | Right | Right |
| Neunborn | Mitchell | 6/27/1997 | I/F | 183 | 75 | Right | Right |
| Oehme | Alexander | 11/7/1997 | Pitcher | 183 | 83 | Right | Left |
| Pickard | Mason | 5/4/1997 | I/F | 180 | 70 | Right | Right |
| Power | Cameron | 18/9/96 | Catcher | 185 | 101 | Left | Right |
| Radevski | Andy | 2/6/1996 | 2-Way Player | 175 | 85 | Right | Left |
| Raverty | Jack | 10/15/1996 | Pitcher | 185 | 95 | Right | Right |
| Rawlinson | Joshua | 6/26/1998 | Catcher | 183 | 75 | Right | Right |
| Reeves | Matthew | 3/14/1996 | I/F | 178 | 76 | Right | Right |
| Simon | Bradley | 4/22/1997 | Pitcher | 196 | 103 | Right | Right |
| Steedman | Rhys | 2/26/1997 | Pitcher | 188 | 93 | Left | Right |
| Stenhouse | Bran | 9/19/1996 | Pitcher | 182 | 80 | Right | Right |
| Thompson | Ben | 12/21/1997 | Pitcher | 194 | 82 | Right | Right |
| Tilly | Cameron | 1/18/1997 | Catcher | 181 | 65 | Right | Right |
| Trevanion | James | 4/19/1996 | 2-Way Player | 188 | 74 | Right | Right |
| Tsui | Ben | 6/9/1998 | O/F | 180 | 68 | Right | Right |
| Turnbull | Jake | 2/16/1998 | Catcher | 186 | 83 | Left | Right |
| Vankan | Nate | 9/3/1998 | O/F | 181 | 73 | Left | Right |
| Wells | Alexander | 2/27/1997 | Pitcher | 187 | 79 | Right | Left |
| Wells | Lachlan | 2/27/1997 | Pitcher | 183 | 77 | Left | Left |
| Whitefield | Aaron | 9/2/1996 | I/F | 194 | 85 | Both | Right |
| Wilkins | Aaron | 1/8/1998 | Pitcher | 180 | 74 | Right | Right |
| Wright | Dylan | 9/23/1998 | Pitcher | 185 | 68 | Right | Right |
| Wright | Shaun | 10/5/1996 | Pitcher | 183 | 82 | Right | Right |

*Pro signings in **BOLD***

Australians in Major League Baseball

Australians who played in MLB

Grant Balfour, Oakland A's
 Peter Moylan, LA Dodgers
 Ryan Rowland-Smith, Arizona Diamondbacks
 Travis Blackley, Houston Astros & Texas Rangers

Australians who signed MLB contracts

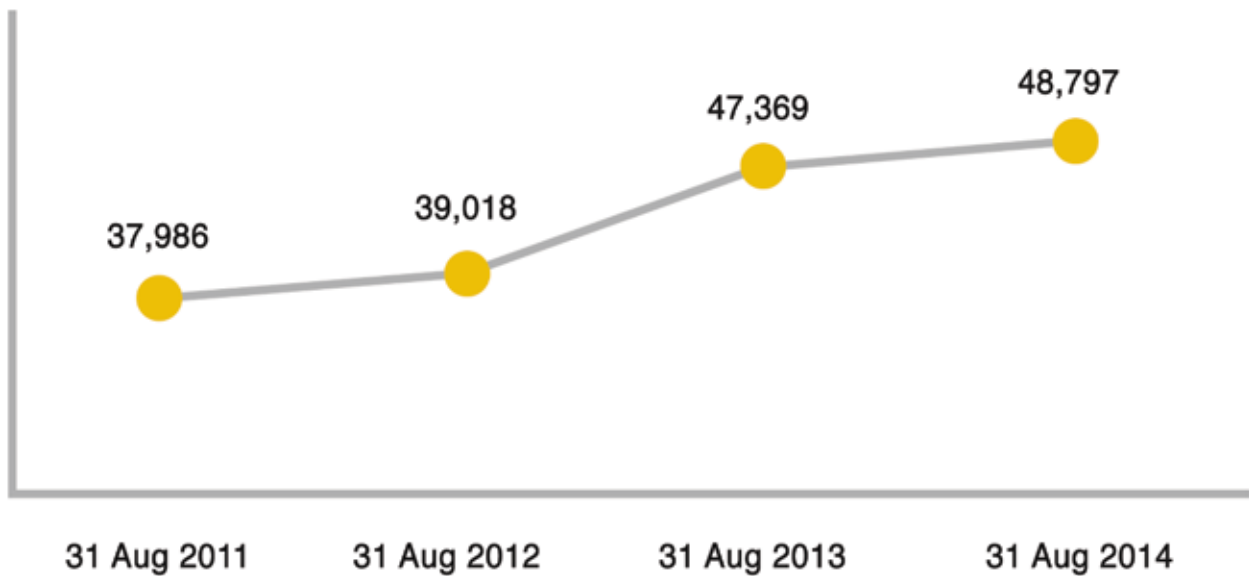
Brandon Stenhouse, New York Yankees
 Jack Barrie, Minnesota Twins
 Lachlan Wells, Minnesota Twins
 Jake Turnbull, Cincinnati Reds

Participation

Baseball participation rates continue to grow in line with the National Participation Plan with Full Active Membership ending the year just under the 50,000 mark.

This membership year saw greater emphasis placed on understanding and recording those individuals that experience baseball outside the traditional club landscape – those defined as Exposure Category participants. The establishment of an Exposure Category data system and a role out of this through the states will give the sport a better picture of baseball as a whole and aid in the development of future participation growth strategies.

Full Active Year-by-Year Growth



Aussie T-Ball

Aussie T-Ball was showcased to the world at the MLB Opening Series in Sydney. Teams of T-Ballers from clubs across the city had the experience of a lifetime playing games on the SCG and meeting big league players from both the Dodgers and Diamondbacks. The sports entry point program continues to play a significant role in recruitment for clubs and is a T-Ball program of choice at schools around the country.



Little League World Series

Williamsport, USA - 14-24 August 2014

The 2014 Little League World Series in Williamsport, PA saw an Australian team make history winning their first ever game. The team came close to progressing to the top end of the bracket and demonstrated the ever improving quality of Little League teams in Australia.

Perth Northern Metros: Game 1 - Loss, 16-3 (Puerto Rico) | Game 2 - Win, 10-1 (Czech Republic) | Game 3 - Loss, 6-2 (Mexico)

Etienne Charette
 Matthew Coleman
 Carter Dowling
 Calvin Eissens
 Benjamin Hewett
 Callum Johnson
 Blake Monaghan
 Javier Pelkonen
 Tarrant Reimers
 Nicholas Riley
 Callum Schipp
 Daniel Stephenson
 Zak Taylor
 Jordano Vivona
 Brian Armstrong
 Grant Johnson
 Kim Pelkonen
 Kevin Sorensen
 Adam Stephenson

Manager
 Assistant Coach
 Executvie Officer
 Assistant Coach
 Assistant Coach
 Assistant Coach



Cal Ripken

Aberdeen, USA
8-16 August 2014

Results: Game 1 - Loss, 11-4 (Canada) | Game 2 - Loss, 7-1 (Korea) | Game 3 - Win, 6-2 (Mexico)
 Game 4 - Win, 11-0 (New Zealand)

| | | | |
|------------------|-----|------------------------------|-------------------|
| Zac Mansfield | QLD | Dean Marnell | Manager |
| Ky Jackson | NSW | Andy Kyle | Assistant Coach |
| Ethan Stacy | NSW | Mark Shipley | Assistant Coach |
| Aidan Torpey | NSW | Natalie Todd | Executive Officer |
| Michael Tovey | WA | | |
| Kurtis King | WA | | |
| Zachary Lawrence | NSW | <i>World All-Series Team</i> | |
| Caleb Shepard | NSW | Ky Jackson | |
| Mitch Schofield | WA | Travis Bazana | |
| Travis Bazana | NSW | | |
| Mitchell Chase | WA | <i>All-Defense Team</i> | |
| Luke Socic | VIC | Ethan Stacey | |
| Jarryd Wood | VIC | | |
| Matthew Martin | WA | | |
| Brendan Bidois | QLD | | |



World Children's Baseball Fair

Ehime, Japan 30 July-7 August 2014

Participants included Lucinda Cavanaugh-Bailey (QLD), Michale Amir (NSW), Rhiannon Bennett (NSW), William Richardson (VIC), Ben Kunce (NSW), and Eryn Shipp (Chaperone)

Women's Development

Baseball Australia remains committed to the growth of Women's Baseball at all levels from T-Ball through to the Emeralds. Significant activities over 2013-2014 included MLB Girls Training with the Pro's held in Melbourne in conjunction with Major League Baseball, the Melbourne Aces and Baseball Victoria. This girls only training day was held in advance of the ABL Women's All-Star game and featured a number of players from both the Emeralds and Victorian State Team.

A specific Level 4 Coaching Accreditation workshop targeting female coaches was also run for the first time.



Officials Development

International Umpire Appointments

MLB Opening Series, Sydney, March 2014: Paul Hyham, Mal Mackay, Brett Robson, Trent Thomas

Asia Series, Taiwan, November 2013: Trent Thomas, Greg Kent

IBAF 18U, Taiwan, September 2013: Blake Halligan

Umpires working overseas

Perth's Jon Byrne this year joined one of the most elite groups in international sport, officiating his first Major League Baseball game as a 'call-up umpire' serving in the absence of a regular full-time umpire.

Since 1901 there have been 11 MLB umpires born outside the United States most of whom were born elsewhere in the Americas. There have been none from our neighbouring baseball powerhouses of Japan, Korea and Taiwan. Jon Byrne, a Minor League Umpire since 2005, worked his way up over nine professional seasons, officiating at all levels from Rookie through to AAA and, now, the big leagues. He genuinely blazed a trail this year.

Other umpires working overseas, and hoping to emulate Jon's achievements, are Tom West (MiLB) and Takahito Matsuda (Japan).

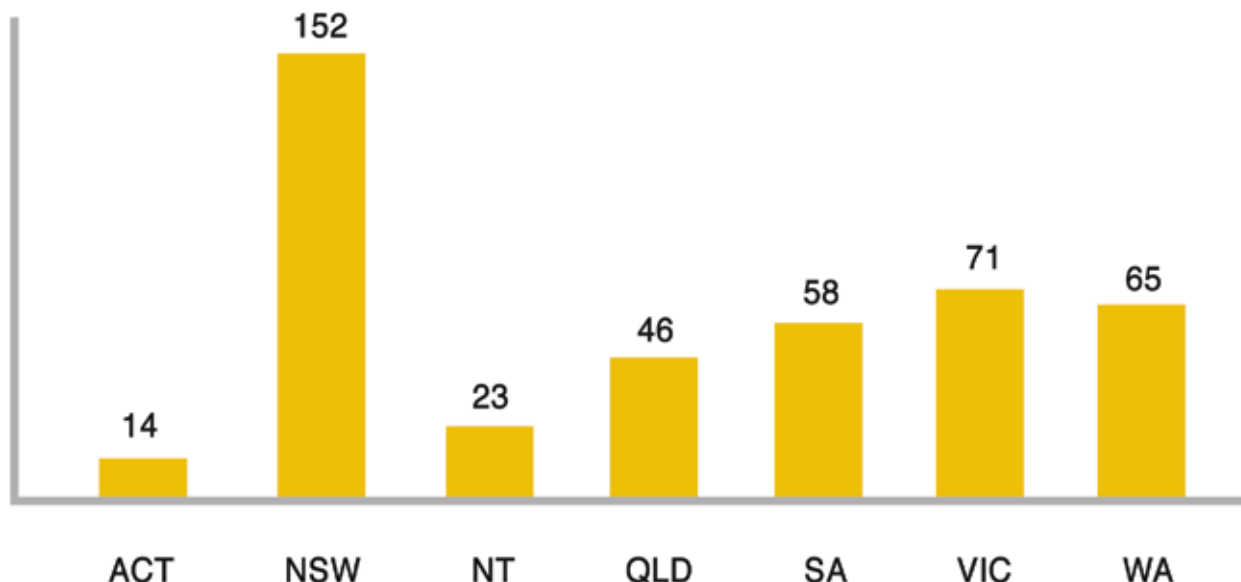


MLBAAP Umpires

2013: Jordan Bates (VIC), Michael Cumming (QLD), Darren Kimmorley (ACT), Ian Reval (SA), Riley Barrington (NSW), Jordan Taylor (NSW), Nicholas Mathey (New Caledonia)

2014: Simon Matters (VIC), Gavin Carson (ACT), Toby Pinder (QLD), Josh Voight (NSW)

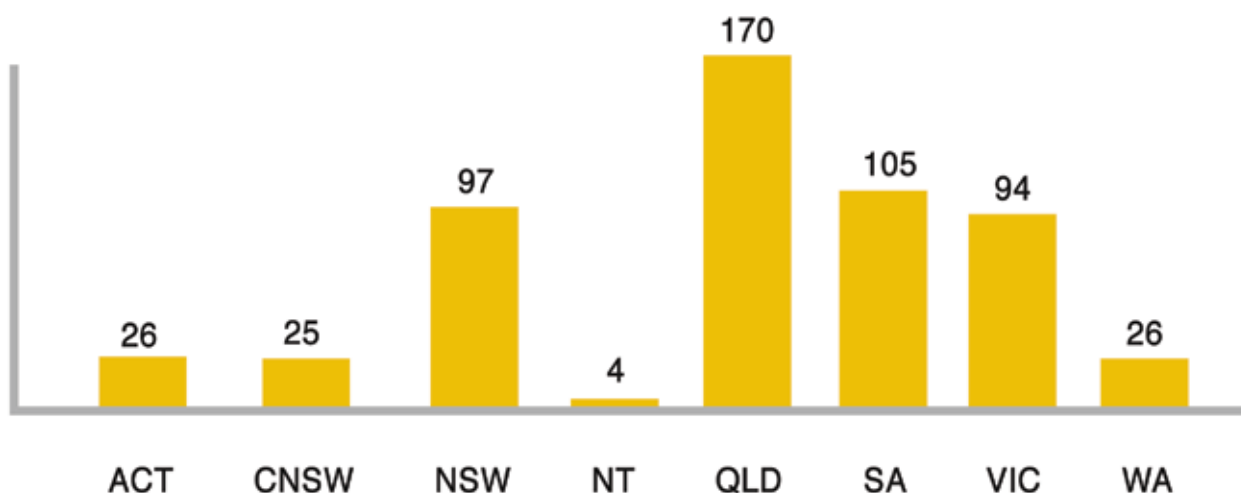
Accredited Umpires by State



When all levels of play are considered, there are more umpires in operation than this. Establishing a culture where accreditation and financial membership is considered the norm remains a priority for the umpiring sector.

Scorers

CABS Members by State



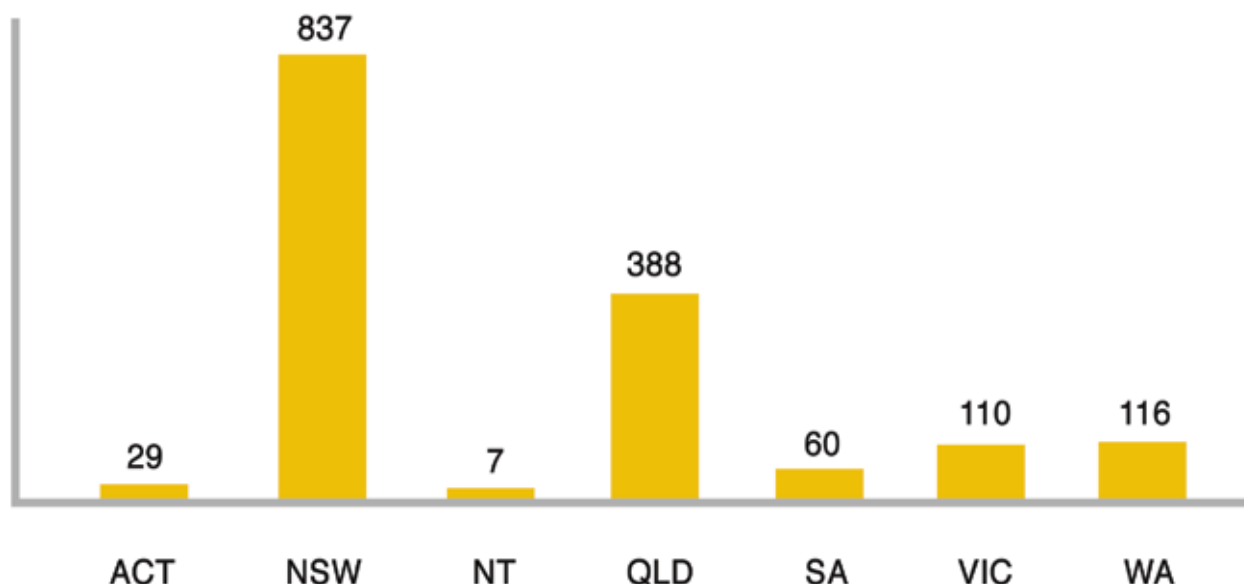
The recruitment and training of scorers is conducted by the State Accreditation Coordinators, whose sterling (and voluntary work) has resulted in 547 accredited and financial CABS members nationwide.

Moving forward, there is a need to ensure continued improvement in the quality and number of scorers. It is fair to say that scoring has not been viewed as having the same priority in the game as umpiring and coaching, and this needs to change if we are to continue to grow all aspects and all levels of participation. Quality scorekeeping is, after all, a big part of the baseball product.

Coach Development

This year has seen accredited coach numbers fall slightly to 1547. This number represents only about 3.3% of our player base, which strongly supports the suggestion that the majority of those who are coaching are doing so without the benefit of accreditation. The coach to player ratio should really be at least one to ten, and in reality, it probably is close to that (at least one coach per team): it is just that most aren't formally accredited.

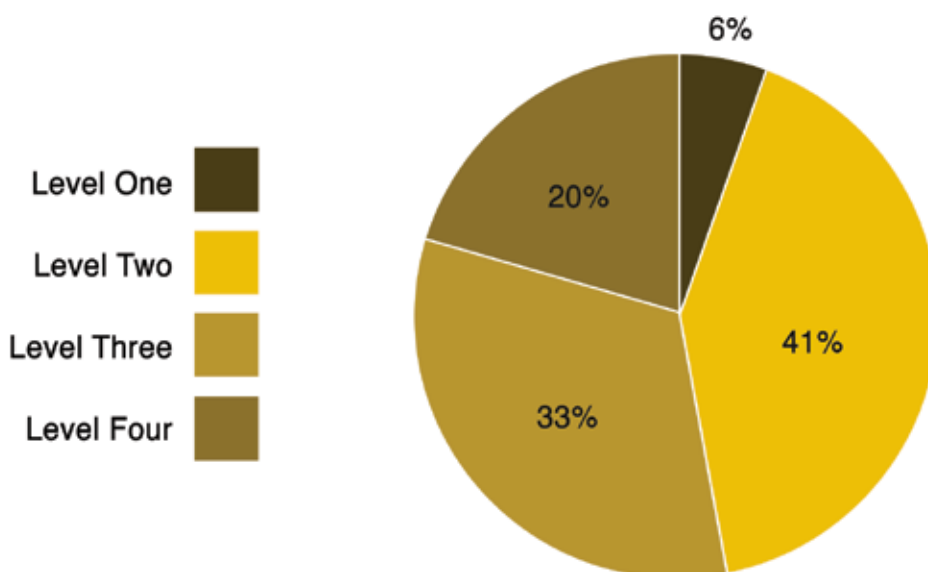
Accredited Coaches by State



468 new accreditations were recorded. Of these, 192 were Level Two and 152 were Level Three, reflecting an increased emphasis on the development of coaching at the club level. This in turn reflects the development of a coaching framework that emerged from the new pathway model and aims to encourage coaching excellence in five discreet "coaching environments".

These five environments are the coaching of: children; club level youth; club level adults; high performance youth; and high performance adults. The first three of these were identified as needing particular emphasis. Each state cultivated coach development plans and projects based not only on this framework but also their own specific needs. This approach continues and, apart from encouraging the improvement of coaching at all levels rather than solely at the top end, should create ongoing opportunities for shared innovation.

New Coach Accreditations 2013/14



Other items of particular note are the introduction of specialist Level Four accreditations (Managing, Pitching and Offense), and the inaugural Level Four camp for female coaches. The latter brought together 16 women identified as important to the development of women's baseball for a three day camp on the Gold Coast, and was made possible by a generous grant from the Australian Sports Commission.

Marketing & Communications

2014 MLB Opening Series & Team Australia Challenge

This event was an enormous opportunity for the sport to showcase and capitalise on what is our biggest marketing tool: our partnership with Major League Baseball.

Objectives achieved:

- Community engagement and recognition
- Raise the media profile of the sport
- Promotion of game participation
- Build the profile of the ABL



Brand Development

The Australian Baseball Federation (ABF) was rebranded to Baseball Australia (BA) in December 2013. The complete rebranding of BA and its member bodies has brought the eight entities under the one logo for the first time.

Technology Platform

Baseball's whole of sport technology solution transitioned to the IMG Sports Technology Group platform between July and December 2013. This system provides integrated member database, competition management, event registration, communication tools, and online registration and payment. Four (4) National websites, seven (7) State websites and over 300 Club and Association websites were also transitioned.

Merchandise

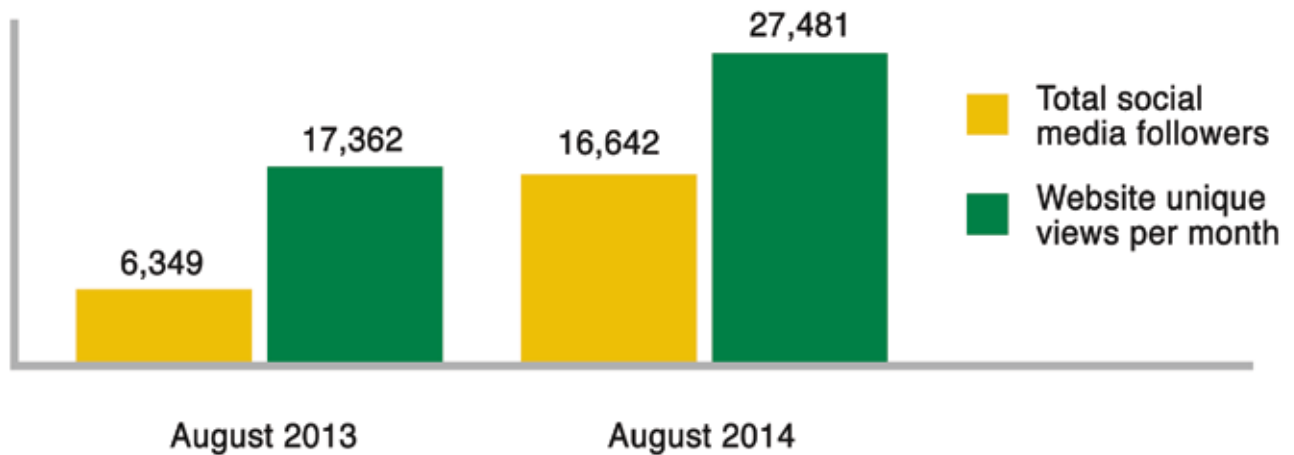
The development of an online shop on the IMG platform, Little League National Championships and the MLB Opening Series all contributed to increased merchandise sales to a record high revenue figure for the year.



Social Media & Website Growth

The suite of Baseball Australia websites were transitioned to the DotNetNuke platform with the IMG STG implementation in December 2013, sparking a substantial growth in average unique visits per month. A streamlined social media strategy resulted in a **162% increase** in followers and engagement from the previous year.

Social Media & Web Audience



Largest social media & web event campaigns:

- 2014 MLB Opening Series and Team Australia Challenge
- 2014 National Little League Championships
- #YOURTEAMYOURNAME



Commercial

Key Partnerships

- Rawlings: Official Baseball, Helmet, and Catchers Gear
- New Era: Official Cap
- Virgin Australia: Official Airline
- Sam Bat: Official Bat
- Bank of Queensland: Naming Rights to Australian Little League Championship
- Majestic: Official Uniform Supplier
- V-Insurance: Official Insurance Broker
- Accor Hotels: Official Hotel
- Europcar: Approved Rental Car Supplier
- Angove Wines: Official Wine of the Baseball Australia Diamond Awards
- Victor Sports: Official Medical Supply Provider

Summary

Significant partnerships continue to come through the way of suppliers and equipment manufacturers as evident by our partnerships with Majestic, Rawlings, Virgin, Sam Bat, and New Era. The key focus for this year will be extending our partnerships further into the marketing space where companies provide financial compensation in exchange for the direct member reach that is possible through the IMG Baseball Australia database and our other member touch points.

Direct reach provided by Baseball Australian registration, EDM's, and national championships provide a unique vehicle for companies looking to engage with families and their children. We will continue to prospect for such partners through the joint sponsorship resources between Baseball Australia and the ABL as well as looking into some third party assistance via sponsorship agency resources.

Team Australia and their involvement in the ABL All Star Game is an important part of sponsorship strategy going forward given the international broadcast of that event throughout Asia, and North America. International companies with reach in those markets can be targeted as potential national team partners.

A key goal for 2014-15 will be securing naming rights partners to T-Ball and Little League given the expansion of those programs and the direct access partners can have to participants and their families.

While family brands have always been a focus for Baseball Australia, partnering with pop culture brands that can appreciate the niche and unique nature of baseball in the Australian market are also potential targets. Marketing managers that want to avoid the cluttered partnership spaces in AFL, Cricket, and Rugby can view baseball as more cost effective and unique activation space.



Hall of Fame & Diamond Award Winners

Phil Alexander 1968-88 Player, (SA)
Kaye Greenham 1947-67 Player, (WA)
Brendan Kingman 1989-99, 2000 onwards, Player (NSW)

Volunteer of the Year: Kerri Tsui (NSW)
Administrator of the Year: Shayne Bennett (SA)
Club of the Year: Windsor Royals Baseball Club (QLD)
State Association of the Year: Baseball Western Australia
Official of the Year: Paul Hyham
Club Coach of the Year: Glen Tovey (WA)
High Performance Coach of the Year: Graeme Lloyd (WA)
Player of the Year - Youth: Lewis Thorpe (VIC)
Player of the Year - Open Women: Shae Lillywhite (VIC)
Player of the Year - Open Men: Grant Balfour (NSW)



Australian Baseball League

Executive Summary

Australian Baseball has experienced a watershed year in 2013-14; not least of which was highlighted by the most successful year in the ABL's 4-year history. Despite some ongoing (and new) challenges the league remains poised to capitalise on significant internal progress and the legacy and profile associated with the 2014 MLB Opening Series event.

Most significantly, the ABL produced the best financial result to date. This was to a large degree driven by **20% increase in ticket sales and attendance**, which benefitted in turn from the Opening Series and very successful ABL Postseason which saw "home and away" finals played for the first time and a more than doubling of Postseason attendance.

One of the most significant events on the field saw the Canberra Cavalry win the **2013 Asia Series Championship**, becoming only the second non-Japanese team to ever do so – a fantastic achievement given the history, strength and financial backing of teams in Korea, Japan and Taiwan.



On the facilities front, the ABL entered our 5th baseball-specific venue in 2014/15 (Holloway Field, Brisbane) and continued to push new boundaries in facility development and government relations with **significant government and private sector funded projects** in play in 4 of 5 ABL markets.

The League enjoyed its **highest TV exposure ever**, not in the least because of three videos that made ESPN SportsCenter's top 10 in the US. The league also established the beginning of a potential long-term partnership with ESPN in Australia, replacing the outgoing arrangement with Fox Sports.

It was also a significant year in terms of the ABL's central governance and resourcing management around the country with the completion of full integration, including a single decision maker, of four ABL Clubs with their respective State Associations (Sydney, Perth, Adelaide and Canberra). While the long-term effectiveness of this solution may require additional analysis; the true value lies in the reaffirmation of the commitment to the success of the ABL from all levels within the sport.

Importantly 2013/14 also provided the League with an opportunity to reflect on our previous 3-year strategic plan period - managing to exceed our goals in some areas and identifying areas of continued improvement required in others.

- ABL managed to exceed all targets for corporate sponsorship, including securing a national naming rights sponsor. Five of our Six Clubs have **multiple-year naming rights deals in place**.
- We have made significant progress on facilities during the plan period, including securing over **\$13 Million in facility grants**, hitting many of our objectives
- We fell slightly short against our planned targets in average attendance. Despite consistent and sustained annual growth over the first 4-seasons of the ABL this requires a renewed focus in the years ahead.
- The on-field product is a continued pillar of strength for the ABL with over 30 current and former Major Leaguers playing in the ABL, and nine ABL alumni playing at the Major League level in 2014. Add to this our burgeoning numbers of local stars and the ABL on-field product is exceptional.

Partnerships

League Sponsorship continued to thrive with all major partners extending and expanding upon their existing deals.

Major Partners around the league include;

- Russell Athletic, Rawlings, New Era, Compass Global Markets, iiNet, ConocoPhillips Australia, Futuretronics, University of Queensland, Vogue Financial Services, Delta Airlines, Virgin Australia, Alcohol Think Again (Perth), SA Power Networks (Adelaide), Jet Couriers (Melbourne), Aerial Cabs (Canberra) and WellDog (Brisbane)

Marketing & PR

ABL Marketing and PR had a banner year in 2013/14 increasing exposure for the ABL and contributing to the leagues burgeoning attendance and increased international impact.

- ABL database has increased by 124%
- The ABL's World Series promotion garnered \$850k worth of free print and digital advertising for the league through a partnership with News Limited which resulted in 7,151 new contacts added to the ABL database.
- For the first time, all six ABL teams offered live streaming of 2013/14 regular season games in partnership with the iiNet, which attracted hundreds of thousands of viewers nationally and internationally.
- A dedicated section of the ABL site called ABL TV was created with streaming schedules and links to watch every team, every game.
- The ABL All-Star Game and ABL Championship Series were broadcast live on MLB.com.
- Unique visitors to the league site increased 55% over the past year.
- League Facebook page experienced an 83% increase over last season, with posts on the League Facebook page generating a total of 104,588,720 unique views.
- Television news and general coverage showed a 207% increase over last season.

Baseball Operations

Overall another successful season highlighted by several significant on-field performances and player development initiatives.

- Perth Heat won their 3rd Championship in 4 years (4th consecutive ABLCS appearance) after running away with the regular season and clinching the division by a remarkable 9-games
- The ABLCS saw a replay (and reversal of the prior year's results) with the Heat managing to outlast the Canberra Cavalry at Barbagallo Ballpark
- Canberra Cavalry won the 2013 Asia Series; making history as the first team outside of NPB or KBO to do so.
- The final playoff participant was only determined in the very last game of the regular season, and it came down to the last couple of innings – it again was been a very competitive league.
- 3rd Annual All-Star game another successful event highlighting the depth of talent and diversity of the ABL.

Final ABL Standings

| Club | W | L | PCT | GB | Home | Away | L10 | Streak |
|------------------|----|----|------|------|-------|-------|-----|--------|
| Perth Heat | 32 | 14 | .696 | - | 18-5 | 14-9 | 9-1 | W5 |
| Sydney Blue Sox | 23 | 23 | .500 | 9.0 | 10-13 | 13-10 | 6-4 | L1 |
| Canberra Cavalry | 22 | 24 | .478 | 10.0 | 13-10 | 9-14 | 3-7 | W1 |
| Melbourne Aces | 22 | 24 | .478 | 10.0 | 14-9 | 8-15 | 4-6 | W1 |
| Adelaide Bite | 21 | 25 | .457 | 11.0 | 13-10 | 8-15 | 4-6 | L4 |
| Brisbane Bandits | 18 | 28 | .391 | 14.0 | 11-12 | 7-16 | 4-6 | L1 |

ABL All-Star Game

Melbourne Ballpark played host to their 2nd consecutive ABL All-Star Game, Presented by Futuretronics which was broadcast for the first time on ESPN and shared with millions of potential viewers around the world tuning in on Start Sports Asia, FOX Japan, and MLB.com.

The World All-Stars comprised of players from six different countries won for the 2nd time in the 3-year history of the event, coming away with an impressive 6-0 shutout of Team Australia's freshly minted Southern Thunder squad.



ABL Talent

2013/14 saw a Significant increase in interest from MLB clubs sending their top prospects to the ABL. Progression of club assignments as follows;

- o 2010-11 (3 clubs, 11 players), to 2013-14 (12 clubs, 33 Players).
- o A total of 83 international players representing 21 of 30 MLB clubs have now been assigned to the ABL.
- o ABL now boasts 30 players with active MLB service time amongst alumni.
- o 9 different players were active at Major League Level in 2014:
 - Brandon Barnes - OF, Colorado Rockies (Sydney Blue Sox 2011/12)
 - Tyler Collins - OF, Detroit Tigers (Sydney Blue Sox 2011/12)
 - Didi Gregorius - SS, Arizona Diamondbacks (Canberra Cavalry 2010/11)
 - Liam Hendriks - RHP, Kansas City Royals (Perth Heat 2010/11)
 - John Holdzkom - RHP, Pittsburgh Pirates (Canberra Cavalry 2011/12, Adelaide Bite 2012/13)
 - James Jones - OF, Seattle Mariners (Adelaide Bite 2011/12)
 - Kevin Kiermaier - OF, Tampa Bay Rays (Canberra Cavalry 2011/12)
 - Donald Lutz - 1B/OF, Cincinnati Reds (Canberra Cavalry 2010/11)
 - Brandon Maurer - RHP, Seattle Mariners (Adelaide Bite 2010/11)

ABL Award Winners

- o Helms Award - Ryan Casteel, C, Melbourne Aces
- o SAM BAT Champion Crusher Award - Ryan Casteel, C, Melbourne Aces
- o New Era Pitching Champion - Mike Ekstrom, RHP, Perth Heat
- o Franklin Sports Reliever of the Year - Dae-Sung Koo, LHP, Sydney Blue Sox
- o Rawlings Golden Glove – Joey Wong, SS, Perth Heat
- o CJ Auto Rookie of the Year – Lewis Thorpe, LHP, Melbourne Aces

2013/14 Individual Highlights

Many significant individual performances and records were set throughout the course of 2013/14

- o Mike Ekstrom set new single season ERA record (0.72)
- o Jon Berti set new single season Stolen Base record (31)
- o Jon Berti set new single season record for runs scored (46)
- o Casey Frawley set single season doubles record (17)
- o Casey Frawley set new single season high for triples (5)
- o Daniel Schmidt first pitcher to 20 careers wins
- o Craig Anderson the first pitcher with 250ip (career)
- o Josh Roberts first player to collect 150 hits (career)

2013/14 Category Leaders

| Category | Player | Team | Result |
|--------------------|---------------|------------------|--------|
| Batting Average | Ryan Casteel | Melbourne Aces | .343 |
| Hits | Brandon Tripp | Perth Heat | 58 |
| Runs | Jon Berti | Canberra Cavalry | 46 |
| Runs batted In | Brandon Tripp | Perth Heat | 41 |
| Home Runs | Ryan Casteel | Melbourne Aces | 11 |
| Stolen Bases | Jon Berti | Canberra Cavalry | 31 |
| Earned Run Average | Mick Eckstrom | Perth Heat | 0.72 |
| Wins | Jack Frawley | Perth Heat | 7 |
| Saves | Dae-Sung Koo | Sydney Blue Sox | 11 |
| | Sean Toler | Canberra Cavalry | 11 |
| Strikeouts | Brian Grening | Canberra Cavalry | 70 |



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