

THE MAGAZINE INVESTORS HAVE BEEN WAITING FOR!

THE HUNTER

WILDFIRES

1 FEB 2019 | ISSUE 1 | VOL 1 | THE HUNTER WILDFIRES PROSPECTUS

CONFIDENTIAL - DRAFT 1

GLOBAL RAPID RUGBY,
An opportunity?

PLAYER PATHWAYS

Does the Hunter need a professional destination for its immense playing talent

**FOR THE LOVE
OF RUGBY
AND THE HUNTER**

**IN THE MODERN WORLD OF
ENTREPRENEURIALISM**

What does a start-up professional sports team look like

PUBLISHED BY CHF



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**A TEAM FOR THE PEOPLE
BY THE PEOPLE**

#Hunterstrong

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Recent legislative change opens up a timely opportunity.



A NOTE FROM THE EDITORS

Rugby in Australia for some time now has seen many challenges. Some have commented that the game is struggling; some have even said it's become dislocated and disconnected from its people. In the midst of these comments, it's ignited a much different belief...

5 REASONS THIS JUST MAKES SENSE AND WHY WE ARE EXCITED:

1. Rugby
2. The Hunter is perfect for this
3. The Business Model
4. We have gathered support from top to bottom
5. We have a team ready to go



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We don't think the game is in 'trouble', but rather, see a cohort of passionate fans crying out for change, for genuine community connection, for more meaning, for more purpose and most excitingly, for a reignited identity.

We see an opportunity to step outside the current mould and connect with the true traditions and culture of what truly makes Rugby great.

We see a franchise that enables the consumer multiple ways to engage and identify with a team. To open the player base funnel by growing the game and connecting with the grass roots. This will be done by harnessing our professional players to grow participation, to empower them to be ambassadors and not just players.

We see a new eco-system that could provide Rugby Australia with a pathway from under 6s right through to the Wallabies. To give clarity, direction and a pathway to all grass roots players and supporters in feeling like they own the team, this team...

We see a tremendous opportunity with Global Rapid Rugby to expand the professional game within Australia by changing mindsets and pushing the boundaries to improve, excel and not just have participants but advocates for our game.

We see an exciting possibility to expand into Asia and new world markets. The opportunity to corporately grow our network and broaden our businesses through channels outside of Australia.

Cheers,

Luke & Luke

p.s. At the conclusion of this magazine we'll touch on the opportunity that has been made available due to a legislative change at the end of 2018 to use crowd-funding to raise funding and unify the supporter base behind the team.

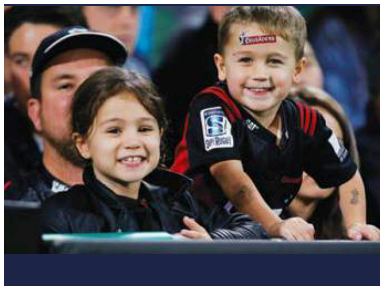
ONE RUGBY EVOLVED

Holding the appeal of a century old tradition, all while connecting with the true values and culture that the game rugby upholds.



Competition like no other

Featuring the most explosive sport people on the planet.



Focus on engaging with and building local sporting communities.

Develop rugby into the community building support for Asia.

Global Rapid Rugby is set to redefine the appeal of a century old sport, create compelling and cutting edge broadcast and match day content, and capture the most populated part of the planet.

In 2018 this free-flowing, fast-scoring, festival of entertainment was trialled under the banner of World Series Rugby. It was met with acclaim from TV and digital viewers, fans in packed stands, players, coaches and administrators alike. In 2019 and beyond, Rapid Rugby's home is the fastest growing consumer market in the world. With over 60% of the population in the Asia Pacific region, it is the perfect platform to showcase this competition-like-no-other. Featuring some of the most explosive and dynamic sport people on the planet, Rapid Rugby is an elite on-field product, but that's just the beginning. A mantra to provide a spectacular 'every venue, every match for everyone' spectator experience, together with a focus on family, means the brand will engage televi-

sion and digital viewing audiences everywhere. Rapid Rugby is international sport's new 'challenger and disruptor' with a forever-focus on elite performance, on-field innovation and off-field entertainment in equal measure. A priority on engaging with and building local sporting communities means the brand will develop rugby into the community-building sport of Asia and directly and indirectly contribute to global game development.



RAPID BY NAME, RAPID BY NATURE

WHERE ELITE SPORT AND ENTERTAINMENT COLLIDE.

OUR RUGBY AROUND THE WORLD
A GREATER GAME, A GREATER OPPORTUNITY
GLOBAL RAPID RUGBY
THE WORLD AROUND OUR RUGBY



GLOBAL RAPID RUGBY

A greater game, A
greater opportunity.

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EVOLVED IN ALL AREAS

Broadcast:

90 MINUTE BROADCAST

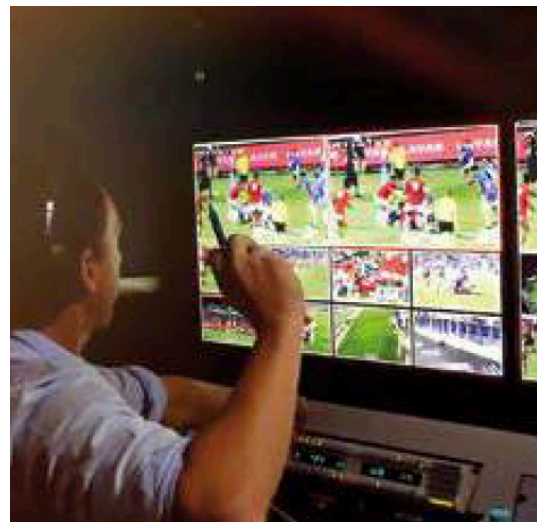
Global Rapid Rugby's live broadcast is all about energy and entertainment. A fast paced, 70-minute game (2 x 35min halves) not only provides the action packed, easily digestible product sports and entertainment lovers demand, it al-

lows it to be packaged as a dynamic 90-minute broadcast. Clever use of traditional and integrated advertising provides for upwards of 16 minutes of commercials within the broadcast. This includes a premium opportunity around a 'Tactical Time

A GENUINE BROADCAST PARTNERSHIP

An International Sports Business Leaders Survey* released in September refers to: The transition towards digital consumption of sports content intensifying, causing more disruption than ever in the media space. As a start-up, live sports business, Rapid Rugby is in

the unique position to custom build content in partnership with both traditional and digital broadcasters. Demand is at the forefront of our thinking – providing what the mobile audience demands, and creating greater demands for free-to-air following.



The Game:

**HOLDING THE AP-
PEAL OF A CENTURY
OLD TRADITION**



WHAT'S NEW:

- Fast paced 70min game time
- Maximised ball-in-play time
- Bonus point incentives for high scoring teams
- Progressive new laws enhancing on-field action
- Lucrative home viewer engagement
- In-play fan entertainment
- Compelling and interactive broadcast
- Unprecedented on-field access
- Revolutionary tactical time-out

18 ROUNDS

9 TEAMS

20 WEEKS

3 FINALS

\$1 MILLION DOLLARS PRIZE MONEY

**A GREATER
GAME,
A GREATER
OPPORTUNITY**

BRINGING VITAL SUPPORT TO THE GROWTH OF RUGBY



NEWCASTLE THE HUNTER REGION



GLOBAL RAPID RUGBY
A greater game, A
greater opportunity.

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TWO A REGION THAT IS PRIMED

Keeping traditions and building growth at grass roots. The inclusion of the Hunter Wildfires into the Global Rapid Rugby competition will bring vital support to the growth of Rugby Union within the region, providing a sustainable pathway for higher level rugby leveraging off and adding to existing partnerships with local groups, community organisations, state & local councils, local sporting clubs and schools. By delivering a professional sporting pathway to the people of the Hunter, it will establish a strong grassroots platform that gives regional players an opportunity not to leave home.



THE HUNTER WILDFIRES
Global Rapid Rugby

**Bringing vital support to
the growth of Rugby**

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The NHRU has recently (Dec 2018) completed a three-year strategic plan and is now embarking on a number of strategies aimed at growing the global game through strong 'whole of community' engagement and a newly unified approach to rugby at all levels. The addition of a professional team in Newcastle will be a logical destination geographically for aspiring rugby players and much-needed addition to the opportunity path for existing players in the region. It is a fact that Newcastle/Hunter is very supportive of its teams, sports people, and sporting endeavours while always demonstrating support by attendance at events.

The team would be based in Newcastle and play games at McDonald Jones Stadium

(MJS) which has a 30,000-Wpatron capacity and high standard corporate and hospitality facilities.

MJS has hosted previous RA Test matches, A League Grand Finals, NRL Finals, Asia Cup Football finals, Australian Matildas Football internationals and is scheduled to host a Waratahs v Sunwolves match on 29 March 2019 and an expected Wallaroos test match mid 2019. The above has attracted record or capacity crowds.

The city of Newcastle is also host to 2 professional football teams in the Newcastle Knights (Rugby League) and Newcastle Jets (Football) who enjoy code topping fan support and engagement.

TWO

A REGION THAT IS PRIMED

With a growing population, sport crazy community and a growing corporate sector this is a region that can grow and expand the game of rugby...

Giving the people of the region a team to call their own



GRR

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Hunter Rugby.

THE FUTURE OF RUGBY

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THE HUNTER
IS PRIMED FOR
GLOBAL RAPID
RUGBY

The NHRU is a stand-alone competition that supports and manages its own competitions and juniors. With a senior rugby base of over 1,700 players and a junior base of over 1,800 there is an appetite for the region to have a team of its own that will create an identity and a purpose for the people and rugby communities within the coastal area.

The inclusion of the Hunter Wildfires will bring vital support to the growth of Rugby Union within the region, providing a sustainable pathway for higher level rugby leveraging off and adding to existing partnerships with local groups, community organisations, state & local councils, local sporting clubs and schools.

By delivering a professional sporting pathway to the people of the Hunter, it will establish a strong grassroots platform that gives regional players an opportunity not to leave home while representing their home and strengthening the local competitions.

The Hunter Wildfires will be a team for the people, supported by people with a 'give-back' mentality. Our focus is on sustainable practice, long-term growth and community investment for every aspect of our team and business. The Rugby leaders in the Hunter have already begun a bottom to top re-boot designed to reinvigorate the game at all levels in the region.

This re-boot would be perfectly complimented by the creation of a professional team that the region could get behind and that provides the ideal

destination for the considerable talent in the area.

Currently, NSW is only able to supply one development officer to service the Newcastle, Hunter and Central Coast area. This will be amplified to complement the region potential which has two alternate professional sporting codes they call their own.

With a growing population, sport crazy community and a growing corporate sector this is a region that can grow and expand the game of rugby by giving the rugby community and the people of the region a team to call their own.

A team that will be able to supply more support and funds that will strengthen grassroots rugby and drive the growth of junior and women's rugby participation numbers. The re-birth of the Hunter Wildfires into Global Rapid Rugby will provide a wonderful opportunity to grow rugby and create a real purpose for the outstanding talent.

The sub-committee has consulted widely with sports administrators on this matter and is advised that the experience of World Series Cricket, Super League and more recently the BBL suggest this new faster game behoves early engagement by new proponents and the current guardians of the game to ensure disillusionment or inertia does not create schism...



With a give back mentality
**A team for the people,
supported by the people**



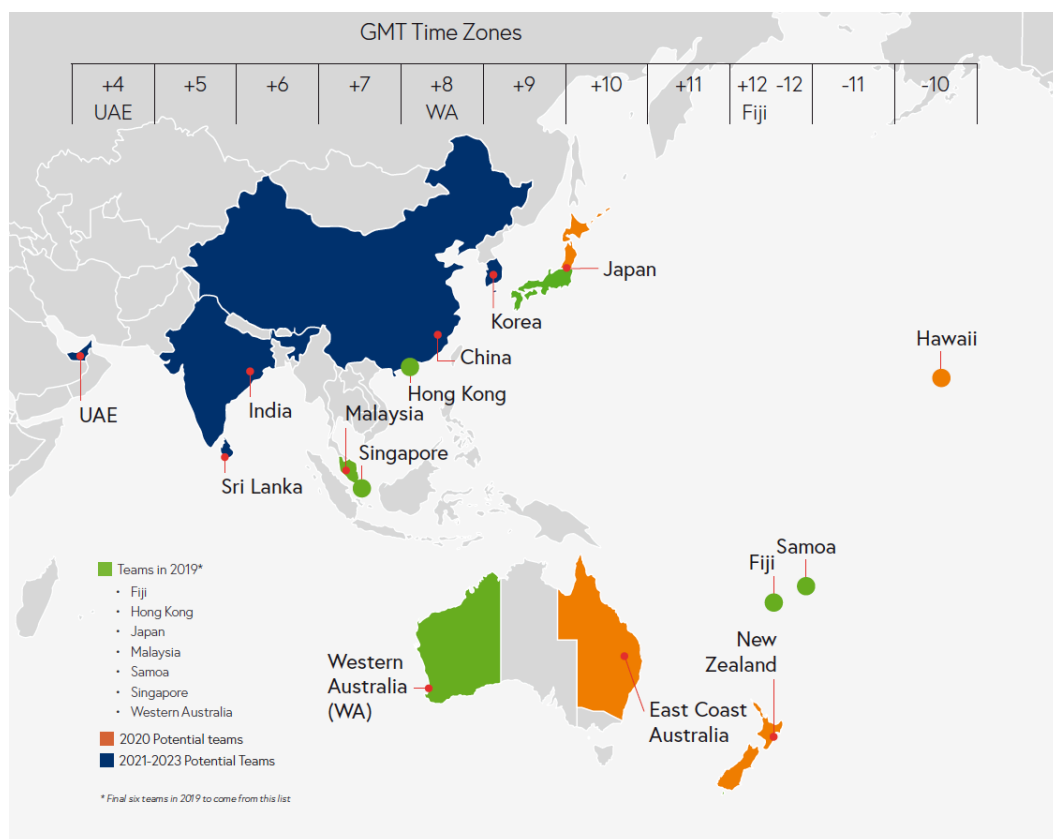
THE HUNTER WILDFIRES IT WILL STRENGTHEN GRASS ROOTS RUGBY

The re-birth of the Hunter Wildfires into Global Rapid Rugby will provide a wonderful opportunity to grow rugby and create a real purpose for the outstanding talent.

Linking business to the world

With strong business partnerships, export and import connections, continuous development, education and research hubs the Hunter is a thriving portal to Asia and the world. As the Hunter Wildfires enters Global Rapid Rugby in 2020, this will be a pivotal moment in establishing partnerships and connecting into Asia, India, Hawaii and other major countries.

GRR: Global Rapid Rugby



The Hunter region has a population of 750,000 and is a NSW and Australian powerhouse economically with a Gross Regional Product (GRP) in excess of \$50bn (cf ACT \$38bn), which is 10% of NSW GRP and nearly 4% of national GRP. Perhaps more importantly are the growth rates centred around the rapid emergence of Newcastle as a smart city around a fast developing innovation and creative eco-system.

GLOBAL RAPID RUGBY
A greater game, A greater opportunity.

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Newcastle is the economic hub of the Hunter Region, accounting for approximately 30% of the Hunter's developed industrial space and 80% of the office space. While Newcastle's industrial sector continues to play an important role, Newcastle is no longer a 'steel city'. A substantial and growing portion of Newcastle's economy is now based around the service sectors.



Newcastle, the hub of the Hunter.

The Port of Newcastle is Australia's largest coal export port by volume and a growing multi-purpose cargo hub. In the 2012/13 financial year it handled 150 million tonnes of bulk cargo, worth \$19 Billion. The port precinct hosts a range of ship repair and other port related services on an area of over 700 hectares.

Another treasure of the region is the Hunter Valley. The Hunter Valley is one of Australia's major wine regions, with a viticulture history dating back to the early 1800s. Known for varietals such as Semillon and Shiraz, it's home to numerous wineries, including world-renowned brands and family-run boutique operations. Most are located south of the Hunter River and offer cellar door wine tastings and vineyard tours.

With strong business partnerships, export and import connections, continuous development, education and research hubs the Hunter is a thriving portal to Asia and the world. As the Hunter Wildfires expand in Global Rapid Rugby it is the perfect opportunity.

Global Rapid Rugby presents a range of exciting opportunities to align your brand with innovation and the ground-breaking future of rugby. Providing unprecedented access to the Asia Pacific region, we will work together to assist you to maximise your exposure and achieve your business goals. Being involved with Rapid Rugby provides extensive leveraging and promotional opportunities; activating these is key to ensuring the partnership is working as hard as it can be.

You will be encouraged to use the Rapid Rugby brand and benefits to provide cut-through in the marketplace and secure valuable commercial coverage.

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TWO

A REGION THAT IS PRIMED

EXPERIENCE

The match day experience has a significant focus on entertainment and fan engagement, with a consistent experience being delivered across all venues and regions. Key contractors, a production company and a sports presentation company will be appointed for each season to ensure the above can be implemented at each venue. A detailed plan will be provided to each team to assist in the delivery of a consistent experience at all matches. Pre-match entertainment on the field (theatre style performances) Lighting and pyrotechnics on-field prior to kick-off Fan engagement throughout the match during breaks in play Music (DJ) and a live brass band during breaks in play Half-time activations including entertainment on the field and activities/competitions involving patrons Venue, precinct and entry gate activation.

GOVERNANCE

Global Rapid Rugby is owned and supported within the Minderoo Group. The strategic direction will be set by an Independent Board, of which Andrew Forrest AO will be Chairman. The operations of Rapid Rugby will be managed by a Clubs Commission and Unions Commission under defined Terms of Reference. Forrest, one of Australia's most successful businessmen and an international philanthropist, was originally driven by the 'injustice' of his home state of Western Australia being forced out of the Super Rugby competition, and a 'burning desire' to improve the game further throughout the Asia Pacific region. "Our new and dynamic brand will bring a whole new support base, inspire young people and attract new and much needed spectator and corporate interest. "Plus, we have already begun reinforcing grassroots rugby across Asia with a fun new RugbyRoos programme for 4-12 year-olds that we want to promote globally."

SUSTAINABILITY

To ensure that Rapid Rugby is sustainable and will grow prosperously into the future, a strategic plan has been developed with four key areas of focus. Rugby – pursuing sustainable success on the field Fans – expanding and enhancing fan support and community engagement Fundamentals – ensuring the fabric of the league and its teams reflects strong community values and that the brand of Rapid Rugby and its teams are of the highest standards People and culture – ensuring an ongoing commitment from Rapid Rugby and its teams to the development of staff, including players, regardless of sex or race, at all levels of the organisations Each team will be required to commit to these four key areas by the following means:

- Governance, coaching and high performance structures to be approved by Rapid Rugby
- The development of an elite player pathways program to nurture and provide the future talent for Rapid Rugby
- A commitment to a prescribed number of community engagement hours by all players and coaches
- Implementation of a localised junior participation program for 4-12 year old children, similar to RugbyRoos
- The delivery of a range of personal and professional development programs for all players and staff

Communications

The overarching aim of the communication plan is to establish the identity of Rapid Rugby and the teams and in doing so develop a passionate supporter base amongst members/supporters and new fans as well. This will initially be achieved by telling and sharing, in detail, the individual stories of the teams and their players, going beyond the usual boundaries in order to genuinely engage with fans. Rapid Rugby will have a strong focus on servicing rapidrugby.com and the mainstream media – TV, radio and print – by ensuring widespread and regular access to all players and coaching staff. All teams, players and coaches will be encouraged to have a strong social media presence. Media coverage, while heavily focused on the pre-season, home and away season matches and finals series, will continue through the off-season to ensure a 365-day presence.

Evolving in all areas

The Hunter is the strongest region economically in Australia.



REGION

The region is the strongest region economically in Australia. It has its own single university, The University of Newcastle (40,000 students). Home to Hunter New England Health with 16,000 employees and housing the largest teaching hospital outside Sydney. (John Hunter Hospital). Is the centre for air defense of Australia at Williamtown airport (host to the new Joint Strike Fighter). Has an international airport. Has the largest coal export port in the world. Boasts a large TAFE organisation.

The strongest region economically in Australia.



ECONOMY

Newcastle has its own medical research institute (Hunter Medical Research Institute). Has a burgeoning hospitality sector focussed around the Hunter Valley wine industry. All of which underpins the learning, training and vocational opportunities available in our region. A nationally recognised Institute for Energy and Resources. Strong parochial sport following. Opportunity to assist and reach into the (North and the South/Central coast).

Strong economy, Strong sport following



RUGBY

Over 3,400 registered rugby players. Over 10,000 engaged participants. Limited cross-over to Waratahs catchment. Self-funded and governed with no reliance on Waratahs for referees etc. Excellent local competition. Fits in well with Rapid Rugby taking rugby to people outside the recognised area.

Boasts an excellent local rugby competition.

Facilities



THE HUNTER WILDFIRES

NEWCASTLE - THE HUNTER REGION
A REGION THAT IS PRIMED

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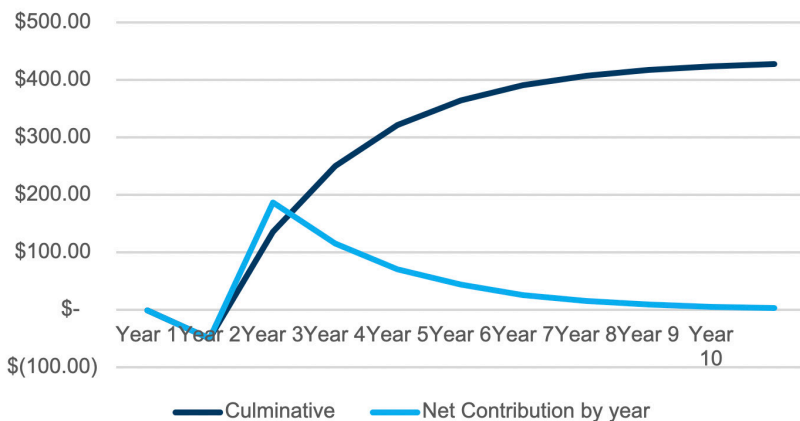
Sport of excellence - Newcastle Nights

McDonald Jones Stadium

Newcastle N02

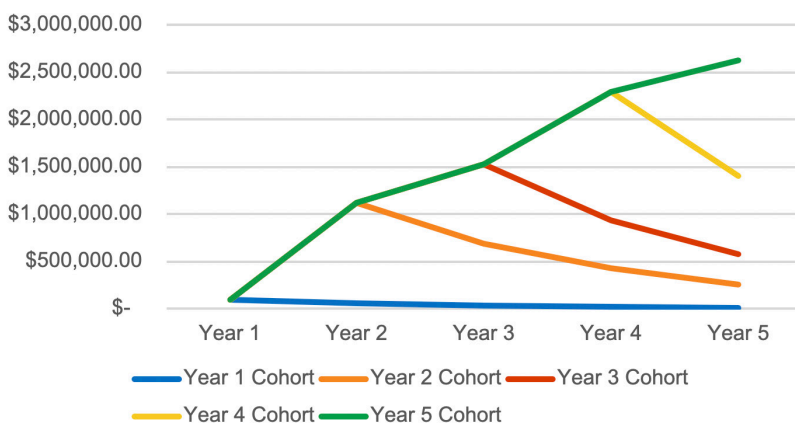
Newcastle University

Member Contribution



which leads to

By Cohort Contribution Stack

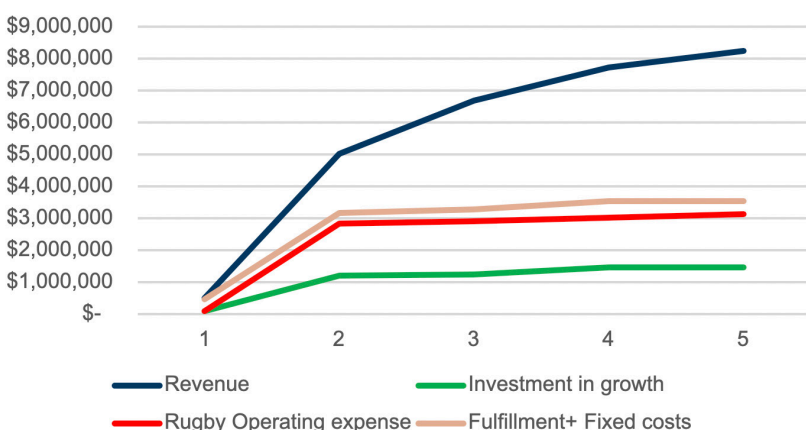


Cohorts that deliver contribution in the years that follow their acquisition investment

Creating a stack effect for growing contribution

So a conservative investment approach leads to a profitable position quite quickly provided the business disciplined – because expenses stabilise quickly and are not directly linked to revenue growth like most businesses

Growth Model



Revenue grows due to compounding cohort effect

Rugby and Operating Expense stabilise (despite growth)

Marketing spend could be accelerated to grow revenue and profit growth once model is proven

FOR THIS TO BE TRUE WE HAVE TO PROVE THAT:

- 1) We can acquire new members at a cost of \$50 per member in marketing costs
- 2) Complimented by our investment in community engagement through the players (which should result in a response rate lift for our marketing activity)
- 3) That members will have a yearly retention rate of 62% (this should actually improve as a cohort matures, but we have assumed a flat but compounding 62% over the years)
- 4) And that members will pay a weighted average membership (i.e across a range of membership options) \$286 per year.

THREE FINANCIAL MODEL

TAKING A LEAN START UP APPROACH



OUR GOAL

To become self-sustaining and profitable enterprise within 2 years.

With a Rugby product that generates loyalty (amongst Fans + Players + Sponsors) and an investment plan focused on creating a compounding growth mode (subscription business).



THE HUNTER WILDFIRES
Global Rapid Rugby

TO DO THAT:

- 1) Provide a compelling Product: By Investing in a high-performance rugby program focused on delivering the best product for our subscribers.
- 2) Continually evolving excellence: Test and measure everything we do – double down on the best performing investments/actions and cancel the worst performers
- 3) Whole organisation focus on loyalty: By removing the gap between fans and players and continuing to invest in new loyal fan creation



IGNITING A SELF FUNDING GROWTH BUSINESS

Self-funding and profitable by 2021 due to the power of creating a loyal Subscriber base



Disciplined test and invest culture generating New Members



Which enables investment in Team performance



Which generates Member loyalty and LTV and New Sponsors

which generates funds to invest

HOW WE WILL MEASURE OURSELVES

MEMBERS

New Members
Investment in New Members
Retention of New Members
Member LTV

PRODUCT QUALITY

Engagement Ratings
Fan Satisfaction Ratings
Member Retention
Team Performance

SPONSOR RATINGS

New Sponsors
Investment in New Sponsors
Retention of New Sponsors
Sponsor LTV

HIGHLIGHTS: SUMMARY P&L

	FY1	FY2	FY3	FY4	FY5
Revenues	\$ 532,150.00	\$ 5,008,900.00	\$ 6,694,650.00	\$ 7,731,650.00	\$ 8,211,650.00
Rugby Expenses	\$ (83,330.00)	\$ (2,847,500.00)	\$ (2,933,875.00)	\$ (3,025,050.61)	\$ (3,122,481.85)
Gross Profit	\$ 448,820.00	\$ 2,161,400.00	\$ 3,760,775.00	\$ 4,706,599.39	\$ 5,089,168.15
Gross Profit (%)	84.3%	43.2%	56.2%	60.9%	62.0%
Marketing	\$ (33,895.50)	\$ (575,260.26)	\$ (610,062.19)	\$ (839,935.66)	\$ (851,364.86)
Community	\$ (60,000.00)	\$ (630,000.00)	\$ (630,000.00)	\$ (630,000.00)	\$ (630,000.00)
Operating Expenses	\$ (474,875.90)	\$ (3,190,115.49)	\$ (3,269,629.97)	\$ (3,527,559.36)	\$ (3,554,237.49)
EBITDA	\$ (26,055.90)	\$ (1,028,715.49)	\$ 491,145.03	\$ 1,179,040.03	\$ 1,534,930.66

A summary of the key memberships assumptions:

Membership Band	Wildfires Future Founder or Wildfires 1000s	Diamond Founding Member	Platinum Founding Member	Family Founding Member	Total
New Customer Acquisition					
Full Maturity Count	1,000	2,000	4,000	3,000	10,000
Retention Rates (each year)	75%	60%	60%	60%	62%
Marketing Cost to Acquire a new Member	(\$50.00)	(\$50.00)	(\$50.00)	(\$50.00)	(\$50.00)
Projected Member Counts					
Year 1	50	100	200	150	500
Year 2	600	1,200	2,400	1,800	6,000
Year 3	800	1,600	3,200	2,400	8,000
Year 4	1,000	2,000	4,000	3,000	10,000
Year 5	1,100	2,200	4,400	3,300	11,000

ADDRESSABLE MARKET

- Release over \$600K per year to go directly towards to community engagement and grassroots development
- While raising the profile of the Wildfires in the region
- Making the best use of most important Asset – the talented players at the Wildfires

tractive product and marketing directly linked to customer acquisition.

- In the period of post-viability, the model produces profits that then can be reinvested in further growth, CapEx programs or dispersed to investors.
- Given the 2019 runway (to build interest) into the 2020 season, it appears feasible that only a \$500k initial investor fund is required to maintain positive cash position throughout the period to viability (Maturity) at which point the model is an excellent cash business.
- Although, it is important to note that the overall operation requires \$6 million per year to run so the revenue targets are important
- *Note: the model is still a draft at this stage, there are other Revenue and Expense potentials that may materialise as we work towards a final model.*

MAKING USE OF OUR BEST ASSETS

In keeping with the revolutionary approach to a professional team, we will restructure the approach to player salaries, providing a salary pot to top up player wages in return for meaningful and measured work within the community to foster community awareness and support for the Wildfires while improving the grassroots rugby skills and engagement.

Through this approach we will:

- Attract talent to the team through a competitive salary approach

LEAN START-UP APPROACH

A lean start-up approach that:

- Is focused on building a sustainable revenue stream by funneling spend into growth investment rather than CapEx.
- Viability is therefore contingent on our ability to engage a strong subscriber base (membership) and corporate partnerships (sponsorship).
- As such, there is a focus on spending on community/development projects (600K+ per year), a Rugby program that is funded sufficiently to provide an at-

SUMMARY P&L

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues	\$ 522,150.00	\$ 5,028,900.00	\$ 6,704,650.00	\$ 7,731,650.00	\$ 8,231,650.00
Rugby Expenses	\$ (83,330.00)	\$ (2,847,500.00)	\$ (2,933,875.00)	\$ (3,025,050.61)	\$ (3,122,573.64)
Gross Profit	\$ 438,820.00	\$ 2,181,400.00	\$ 3,770,775.00	\$ 4,706,599.39	\$ 5,109,076.36
Gross Profit (%)	84.0%	43.4%	56.2%	60.9%	62.1%
Marketing	\$ (33,869.28)	\$ (575,312.70)	\$ (610,088.41)	\$ (839,935.66)	\$ (851,417.31)
Community	\$ (60,000.00)	\$ (630,000.00)	\$ (630,000.00)	\$ (630,000.00)	\$ (630,000.00)
Operating Expenses	\$ (474,676.23)	\$ (3,190,698.41)	\$ (3,269,921.43)	\$ (3,527,559.36)	\$ (3,554,925.31)
EBITDA	\$ (35,856.23)	\$ (1,009,298.41)	\$ 500,853.57	\$ 1,179,040.03	\$ 1,554,151.06
Depreciation	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Net Income	(\$35,856)	(\$1,009,298)	\$500,854	\$1,179,040	\$1,554,151

Note: to be completed once balance sheet is built

Membership Model

TIER 1

Wildfires 1,000 Member

Is a \$1000 membership package that is only available to 1000 members

One (1) reserved seat in any Diamond section to ALL Hunter Wildfires regular season fixtures in 2020 as well as access to any invitational fixtures and/or pre-season games hosted by the Hunter Wildfires.

Access to all NRC home games.

An Invitation to one (1) Members Captain's Run

Exclusive 2019 Member Pack

Access to use the Membership Payment Plan

Priority access to purchase tickets to all Global Rapid Rugby Home Finals played in 2019

Discounted 2021 membership renewal prices

Founders name to feature somewhere forever

Discount on membership for X years

Access special events

Opportunity for Founders raffle that includes 2 x founders away to each home game

Democratisation of community projects

Founders members to attend Hunter Wildfires Board meeting

Founders communications

Hunter Wildfires Pre-Game Wine Club

TIER 2

Wildfires Diamond Member

Is a \$300 membership package

One (1) reserved seat in any Diamond section to ALL Hunter Wildfires regular season fixtures in 2020 as well as access to any invitational fixtures and/or pre-season games hosted by the Hunter Wildfires

Access to all NRC home games.

An Invitation to one (1) Members Captain's Run

Exclusive 2019 Member Pack

Access to use the Membership Payment Plan

Priority access to purchase tickets to all Global Rapid Rugby Home Finals played in 2019

Discounted 2021 membership renewal prices

TIER 3

Wildfires Platinum Member

Is a \$200 membership package

One (1) reserved seat in any Platinum section to ALL Hunter Wildfires regular season fixtures in 2020 as well as access to any invitational fixtures and/or pre-season games hosted by the Hunter Wildfires

Access to all NRC home games.

Exclusive 2019 Member Pack

Access to use the Membership Payment Plan

Priority access to purchase tickets to all Global Rapid Rugby Home Finals played in 2019

Discounted 2021 membership renewal prices

TIER 4

Wildfires Family Member

Is a \$150 membership package

One (1) reserved seat in any Diamond section to ALL Hunter Wildfires regular season fixtures in 2020

Access to any invitational fixtures and/or pre-season games hosted by the Hunter Wildfires.

Access to all NRC home games.

An Invitation to one (1) Members Captain's Run.



A team for the people,
supported by the people

FOUR

RARE UNITY & APPROVAL

UNITY CAN BE HARD TO FIND.

Finding this in professional sport is not something that easy to build or navigate your way through. For a start-up, sharing the same territory in a highly competitive sporting market most would think a new franchise would ever take their first breath.

Through a long and collaborative journey, the Hunter Wildfires have rallied key contributors to ensure this team has not only the support of those around us but also the support of key sporting bodies and government officials.

The process that has been undertaken has been driven by a clear objective to grow the game, understanding the landscape and building a purpose that will grow grass-roots and create a community around an area that has birthed so many of our greatest sportsman.

CITY OF NEWCASTLE

Lord Mayor Nuatali Nelmes
City of Newcastle
The Lord Mayor has endorsed and supported the set up and location of the newest Australian Global Rapid Rugby Team, the Hunter Wildfires.

NSWRU

Led by Andrew Hore, NSWRU Board and staff, the Hunter regions GRR bid has been supported and signed off on the sanctioning and underlying principles of the Hunter Wildfires. Together with NSWRU we have built a model that will see grass roots rugby grown, more academies, stronger local competitions and a larger professional rugby pool within Australian Rugby.

GRR

Global Rapid Rugby look to expand their new and exciting brand of rugby that is currently reaching larger audiences and expanding in new touch points through Asia, India and America. Brad Paastch and Matt Hodgson have worked closely with the Cool Hand Factory operational team in closing the barriers and aligning the governing bodies and enabling a community.

RUGBY AUSTRALIA

CHF

A concept to grow rugby, to find purpose for a local competition and to showcase a region. Luke Holmes & Luke Jecks are passionate about start ups that create positive change. In 2018 CHF took an idea to the NHRU to see if this unite an area and grow rugby. Since then CHF have played a key role in delivering the Hunter Wildfires. In preparation CHF built Club Factory which is creating stronger operational platforms within the local clubs in preparation for the large amount of growth and expansion in 2020.

NHRU

The Newcastle Hunter Rugby Union is a key pillar in building and delivering a new strategic plan that will see Hunter Rugby grow into a dominant force within Australian Rugby. NHRU has played a key role in onboarding a team to deliver and work with the other independent bodies in securing the a sustainable business and community model.



GLOBAL RAPID RUGBY

A greater game, A greater opportunity.

#Hunterstrong



**WHERE ELITE SPORT
AND ENTERTAINMENT
COLLIDE.**

FIVE A TEAM TO DELIVER

Both Luke and Luke along with their talented team members are lovers of family, sports, community and good ol' fashioned eagerness to see others succeed. They exist to foster and further the brilliance in others and with a huge passion to see rugby succeed in Australia and beyond, they have a wealth of knowledge and expertise that will ensure Hunter Wildfires is leading the way in Australian Rugby.



Luke Holmes

Professional Rugby Player & COO Warringah Rugby Club. More than just a professional Rugby player, as COO of Warringah Rugby Club, Luke's impeccable leadership and passion to turn every aspect of the clubs' operating model, player recruitment and administration on its head has seen unprecedented success both on and off the field. The Club is now renowned for its passionate supporters and professional operation and is the envy of professions sporting clubs across Australian Codes.

CO-CHIEF EXECUTIVE OFFICER



Luke Jecks

Successful Entrepreneur with Global success. Founder of Naked Wines Australia and former CEO of Naked Wines International. Boasting more than 20 years' experience in subscription and 'consumer loyalty' businesses, using that experience to build the most loyal consumer base at Naked Wines and revolutionising the Wine Industry globally. Top 50 Online Retail Executives by Inside Retail and Deloitte 4 years running.

CO-CHIEF EXECUTIVE OFFICER

NHRU Sub-committee

Bill Clifton:

President

Glenn Turner:

Lead Chair of Sub-committee

Pat Slattery:

Sub-committee

John Davis:

Sub-committee

Andy Fairfull:

General Manager NHRU

NHRU SUB-COMMITTEE

The Luke's have a built a team of some of Australia's best Marketers and Creative geniuses. With vast experience that has seen their team run campaigns and manage sectors in some of the world's largest businesses. These people will be used to assist and build key elements in the start up.



Creative, Branding,
Collateral Development



Media
Communications



Marketing &
Events



Partnerships

A close-up photograph of a group of people, likely a sports team or fans, wearing red and white knit hats. They are all cheering with their mouths wide open, showing their teeth and tongues. The image is used as a background for a text overlay.

**IMAGE A TEAM
OWNED BY THE
PEOPLE...**

WE DID.

AND SOMETHING TO REALLY THINK ABOUT

RECENT LEGISLATIVE CHANGES OPEN AN OPPORTUNITY

Since Oct '18, Proprietary companies are now able to access Equity Crowd-funding.

They still need to meet the following conditions –

- Your principal place of business is Australia (Tick)
- A majority of your company's directors (excluding alternate directors) ordinarily reside in Australia (will be a tick)
- The company does not exceed the assets and annual revenue caps of \$25 million (including the assets and revenue of your company's related parties)
- And the following Proprietary Company conditions (as opposed to a public company that
- Proprietary companies can now use the CSF regime
- CSF shareholders will not count towards the 50 non-employee shareholder cap for proprietary companies
- It may not be suitable for all proprietary companies to be widely held
- Proprietary companies with CSF shareholders must have a minimum of two directors
- Companies will need to maintain information about CSF shareholders on their registers
- Proprietary companies using CSF will have additional financial reporting obligations
- No audit requirement for small proprietary companies using CSF until more than \$3 million is raised through CSF

- Proprietary companies using CSF will be subject to restrictions on related party transactions
- Proprietary companies that have CSF shareholders will be exempt from take-overs rules

The Proprietary Act includes other amendments to the CSF regime, which:

- Remove the corporate governance concessions for public companies using the CSF regime
- Clarify that companies accessing CSF cannot be listed on overseas exchanges
- Reduce the cooling off period for supplementary or replacement CSF offer documents

AN OPPORTUNITY TO BE A TEAM WITH FAN OWNERSHIP

It appears that the perfect venture to use the CSF is an organisation that:
Can convert a loyal fan base or community into a tribe of invested stakeholders and customers.

That then becomes:

- A great brand message and marketing (A professional team owned by its fans)
- While generating enhanced customer loyalty
- And a generator of new customers
- This is a significant marketing opportunity as much as it is a fundraise option.



HOW THIS COULD WORK

To be completed after discussion with Alan Crabbe - so this is just an example.

TERM	DETAILS
Type	Fully-paid ordinary shares
Shares & price	\$10 per share
Min Investment Parcel	\$50
Max Investment Parcel	\$25,000
Max Subscription	\$5 million
Opening Date	31 Mar 2019

Issue 500,000 Shares at \$10 a share
Voting rights and Dividend rights available with shares

Plus special Owners Membership benefits (TBC)

RISK WARNING*



THE HUNTER WILDFIRES

**IMAGINE A TEAM
OWNED BY THE
PEOPLE...
WE DID.**

*RISK WARNING:

Crowd-sourced funding is risky. Issuers using this facility include new or rapidly growing ventures. Investment in these types of ventures is speculative and carries high risks. You may lose your entire investment, and you should be in a position to bear this risk without undue hardship. Even if the company is successful, the value of your investment and any return on the investment could be reduced if the company issues more shares. Your investment is unlikely to be liquid. This means you are unlikely to be able to sell your shares quickly or at all if you need the money or decide that this investment is not right for you. Even though you have remedies for misleading statements in the offer document or misconduct by the company, you may have difficulty recovering your money. There are rules for handling your money. However, if your money is handled inappropriately or the person operating the platform on which this offer is published becomes insolvent, you may have difficulty recovering your money. Ask questions, read all information given carefully, and seek independent financial advice before committing yourself to any investment.

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