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AUSTRALIAN FOOTBALL LEAGUE

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AUSTRALIA

12 MAY 1997

98th
ANNUAL REPORT
1994

AUSTRALIAN FOOTBALL LEAGUE

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Notice of Meeting

The Annual General Meeting of the Australian Football League will be held at the Radisson President Hotel, Melbourne, on February 20, 1995.

Business

To receive and consider the Board of Directors' 98th Annual Report, Balance Sheet and Income and Expenditure Account for the year ended October 31, 1994.

Corporate Aims and Philosophies

The Australian Football League is in existence to promote, plan and generally manage the sport of Australian Football in a professional manner in order that it achieves its full potential, now and in the years ahead.

The AFL, in 1990, superseded the Victorian Football League, which was established in 1896 and incorporated in 1929.

The AFL is an independent, self-supporting organisation relying on income from supporters, sponsors and naming rights to finance present operations and future growth. All nett income is re-invested in Australian Football. Our aims are that Australian Football, because of its entertainment, spectacle, patronage and level of participation, becomes recognised as Australia's national sport and, ultimately, achieves recognition and participation in other areas of the world.

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The 1994 Annual Report was compiled and edited by Tony Peek and Greg Hobbs.

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Among the Commission's varied tasks during season 1994, the most important was the production of a document outlining its main strategies to the year 2000. The AFL's Strategic Plan represents views of the Commissioners concerning the immediate past, the current position and the short term future of Australian football. Many regular Commission meetings, as well as several special day sessions, were allotted to its preparation.

In general, the plan was well received by the clubs and the wider football public. Critical comment centred on the claim that the document was not specific in discussing the future of football. Whilst there may be some substance in this assertion, the Commission believes our game is unique in so many aspects that its role as 'keeper of the code' is to conserve those features whilst promoting responsible rather than spectacular changes.

On the field close finishes, good weather and record attendances combined to make 1994 one of the competition's most successful. The Final Eight, adopted with a new 16-club competition in mind, seems reasonable given the necessary limitations imposed by the draw for home and away matches. The season provided some of the most exciting finals ever seen and the grand final was a rather spectacular demonstration of the superiority in 1994 of a team of talented footballers - the West Coast Eagles.

The Commission is pleased at the improved financial position of several clubs as a result of their efforts in 1994. It now seems certain that the 1995 competition will comprise 16 financially viable clubs. We will work towards the maintenance and improvement of our communication with all clubs. We are conscious of the increasing commercialism of all professional sport in competitive pursuit of the entertainment dollar, both within Australia and internationally. As participants in this wider competition we recognise the urgent need to promote and establish our football as Australia's national code. Similarly in this context we must attend to the legitimate expectations of AFL players.

In commending the 1994 Annual Report to you I wish on behalf of the AFL Commissioners to thank all AFL staff whose enthusiastic application to their work made 1994 a successful one for football.

John Kennedy,
Chairman, AFL Commission

GRAND FINAL



Right:

The West Coast has won its second premiership - again against Geelong. The excited players are pictured immediately after the final siren. The Eagles won their first flag in 1992 and in 1994 started the finals as the premiership favourite and won all three finals. In 1994 the club played 25 games, winning 19 and losing six.



Below:

Geelong has lost another grand final and the hardest part is to watch opponents, the West Coast, lap up another premiership. The Cats were in the same position in 1989 when they lost to Hawthorn and again in 1992 when they went down to the West Coast. It's a long stretch back to 1963 when Geelong won the last of its six premierships.





Left:

The MCG on grand final day. Another splendid picture of colour. The huge map of Australia includes the words International Year of the Family. The half-time entertainment united a diverse range of performers under the banner of the International Year of the Family. A crowd of 93,860 watched the game.

Below left:

Action in the grand final as the West Coast's David Hart (right) and Geelong's Leigh Tucor are ready to pounce on the ball as Eagle Ashley McIntosh passes through.

Below right:

The Australian Army Band ready to 'strike up.'





By Ross Oakley,
Chief Executive Officer

The past year has been one of further development and progress for the Australian Football League as we have continued to build our reputation as this country's leading national competition in the sports entertainment industry.

While we work in a very demanding environment where emotion sometimes clouds the real issues and an accurate measurement of performance, we should be proud of the game's achievements in recent years.

Before outlining the highlights of 1994, let us compare the state of our key indicators since the mid 80's.

- From 1981 to 1986, crowds had dropped by some 500,000 to 2.8 million.
- By 1987, club membership had fallen to 71,238.
- More than half the VFL clubs were technically bankrupt.
- Transfer fees were excessive and the competition was operating at a loss of \$3 million in 1985, equivalent to \$4.8 million in today's dollars.
- Major corporate sponsors were withdrawing from the game.

Compare those numbers with our results in 1994:

- We set a new all-time attendance record for the Foster's AFL premiership season of 4,723,023 which beat the previous record of 4,332, 925 set in 1992 for 24 rounds and 165 matches.

In Victoria, the development of the national competition has meant that attendances are at a 40 year high, reaching an average per game this year of 30,604 compared to averages per game of 21,677 in 1955, 23,616 in 1965, 20,877 in 1975 and 20,661 in 1985.

The national average attendance per game in 1994 was 28,615 compared to last year's average of 27,903.

New attendance records were also set in 12 of our 24 rounds this year and our total attendance is about double that of our nearest competitors.

- We also created a new attendance record for the Foster's Cup of 251,736.
- Another 514,375 people attended the finals bringing our aggregate attendance for all AFL matches in 1994 to 5,489,134.
- A new record was set for club membership with the total reaching 214,226, beating the 1993 level of 207,640 when we passed the 200,000 club members mark for the first time.
- Television and radio audiences continued to grow with an average of 3 million people per week watching telecasts on the Seven Network and another 1 million people listening to radio broadcasts.
- We also entered into new corporate sponsorship arrangements with Coca-Cola, Carlton & United Breweries, Ansett Australia and Challenge Bank which when combined with our new television rights agreement with the Seven Network - concluded at the start of the 1994 financial year - underpin the long term finances of the competition.

Financially, the year has produced very satisfying results with the AFL recording a surplus of \$32,641,740 compared to our 1993 surplus of some \$27 million, a growth of approximately 21%.

This year's result has been enhanced by the very successful introduction of the final eight, and improved income from licensing, membership and finals function sales.

While our key indicators are all very positive, the AFL Commission has addressed a number of major issues during the past year with the most notable being

the adoption of its five year plan which was released to the clubs and public in August.

In preparing the plan, five principles underscored the Commission's approach.

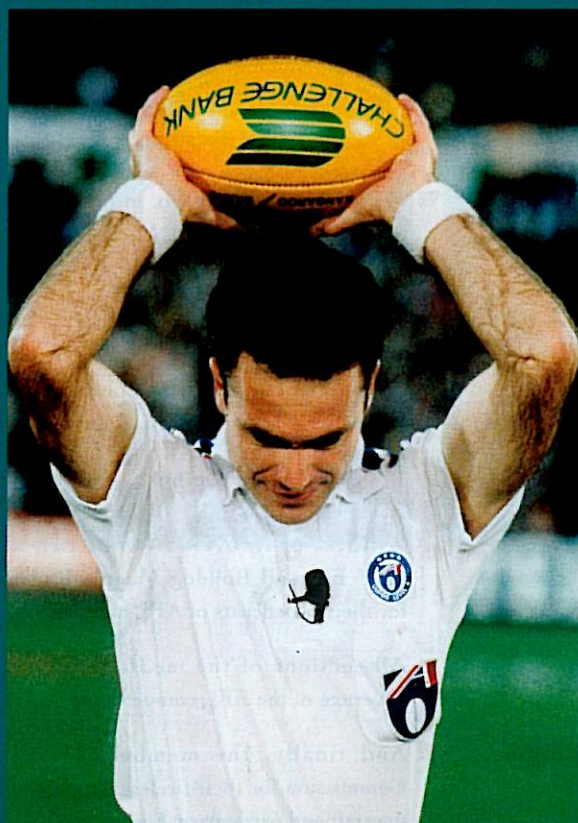
- First we take a national view of football, not simply an expanded VFL view. The AFL competition emerged from the VFL and a Victorian focus was inevitable given the beginning. Our Plan, however, is based on the view that football followers throughout Australia are of equal importance.
- Second, we adopt equalisation rather than survival of the fittest for competition health. The evenness of the current competition results from the draft, salary cap and financial equalisation strategies pursued by the Commission and we are convinced that these strategies are broadly correct.
- Third, we see the AFL as both keeper of the code and manager of the national competition. Our obvious responsibility is to the national competition but the AFL accepts responsibility to help feeder structures and the overall health of the code..
- Fourth, we see the AFL as a generator of income but not a banker to the clubs. It is not appropriate to guarantee club debt - to do so would destroy financial disciplines at club level.
- Finally, we seek commercial sponsorship rather than adopt user pays admission prices. While sponsorship will sometimes be controversial, the fact is that it costs us \$26 for every attendee to run the competition yet we charged \$11 for adults and \$1.50 for children as entry prices in 1994.

TOTAL DISTRIBUTIONS/PAYMENTS TO CLUBS HAVE INCLUDED:

Annual Distribution	\$21,024,000
Club Support Packages	\$1,476,000
Match Contributions	\$1,628,000
Prizemoney	\$1,088,500

ALLOCATIONS

Junior Development Grants	\$3,902,054
Umpiring Grants	\$261,133
Development/Promotional Grants	\$710,000
Ground Rationalisation	\$31,157,015



Top

Ansett Australia is the new sponsor of the AFL's summer competition that will be known as the Ansett Australia Cup. AFL Chief Executive Officer, Ross Oakley, left, and Graeme McMahon, Managing Director and Chief Executive of Ansett Australia at the press conference to launch the series.

Left

The Challenge Bank football is about to bounce into action in 1994 - field umpire Andrew Coates has the ball. Challenge Bank was sponsor of the match-day balls in 1994.

Above

AFL Commissioners, from left, Ron Evans, Terry O'Connor, John Kennedy (Chairman), Ross Oakley and Colin Carter discuss the Five-Year Plan with members of the media.



Our low admission prices are only possible because of sponsorship and broadcast rights.

Another key step in the development of the national competition came this year with the admission of the Fremantle Football Club for the 1995 Coca-Cola AFL premiership season.

Fremantle will play a very important role by allowing us to provide the Perth market with an AFL match each week and will also further boost the interest and development of Australian football in Western Australia.

The decision to admit the Dockers was taken in conjunction with the West Australian Football Commission as we believed it was essential to work closely with the body responsible for football in the State.

We also supported the re-surfacing of Subiaco Oval with a dollar for dollar grant to the W. A. Commission of \$250,000.

While talking about clubs outside Victoria, it is also worth reinforcing the role of the Sydney and Brisbane clubs as detailed in our five year plan.

In direct cash terms, Sydney and Brisbane have contributed more to other clubs than they have received because their license fees until now have exceeded any grants, loans or subsidies made to the two clubs.

We estimate that the New South Wales and Queensland markets generate an additional \$5 million per year because of their impact on television rights and corporate sponsorships while club sponsorships - mainly in Victoria - benefit by about \$1million because of the television coverage we receive in the two northern markets.

During 1994, the Commission maintained its commitment to junior development by investing some \$3.56 million in grass roots football and with sponsorship support, we intend to invest more in the future development of the game and continue the recent trend of increasing the overall participation rates at the junior level.

As detailed earlier, the AFL Commission entered into a new corporate sponsorship

agreement with Coca-Cola Amatil which secures sponsorship support for football beyond the year 2000.

In that year, of course, the Olympic Games will be held in Sydney which will certainly attract a great deal of corporate sponsorship support.

Under our new agreement which takes effect from 1995, Coca-Cola will be our major naming rights sponsor encompassing the premiership season, finals series, and State of Origin while maintaining a commitment to junior development through sponsorship of the AFL Junior Squadron.

We welcome Coca-Cola as our major naming rights sponsor and we are looking forward to further developing our relationship with Coca-Cola who have been associated with Australian football at various levels for many years.

With Coca-Cola as our major sponsor, Carlton and United Breweries has exchanged its former naming rights role for a long term-agreement to be our major support sponsor as our official brewer through to the year 2006.

I would like to take this opportunity to thank CUB for its generous support of our game at AFL and club level and we are delighted that the company will continue to support the competition well into the next century.

We were also delighted to welcome Challenge Bank as the sponsor of our match day football this year.

Our sponsorship portfolio was completed when we finalised an agreement with Ansett Australia. We are certain the Ansett Australia Cup will continue to grow in status and as part of our agreement, we have extended our contract with Ansett Australia to be our official carrier until the end of the 1998 season.

Combined with our exclusive television rights contract with the Seven Network, these agreements ensure the long term financial security of the competition and also bring to the AFL the vigorous support of some of the most energetic and innovative companies in Australia.

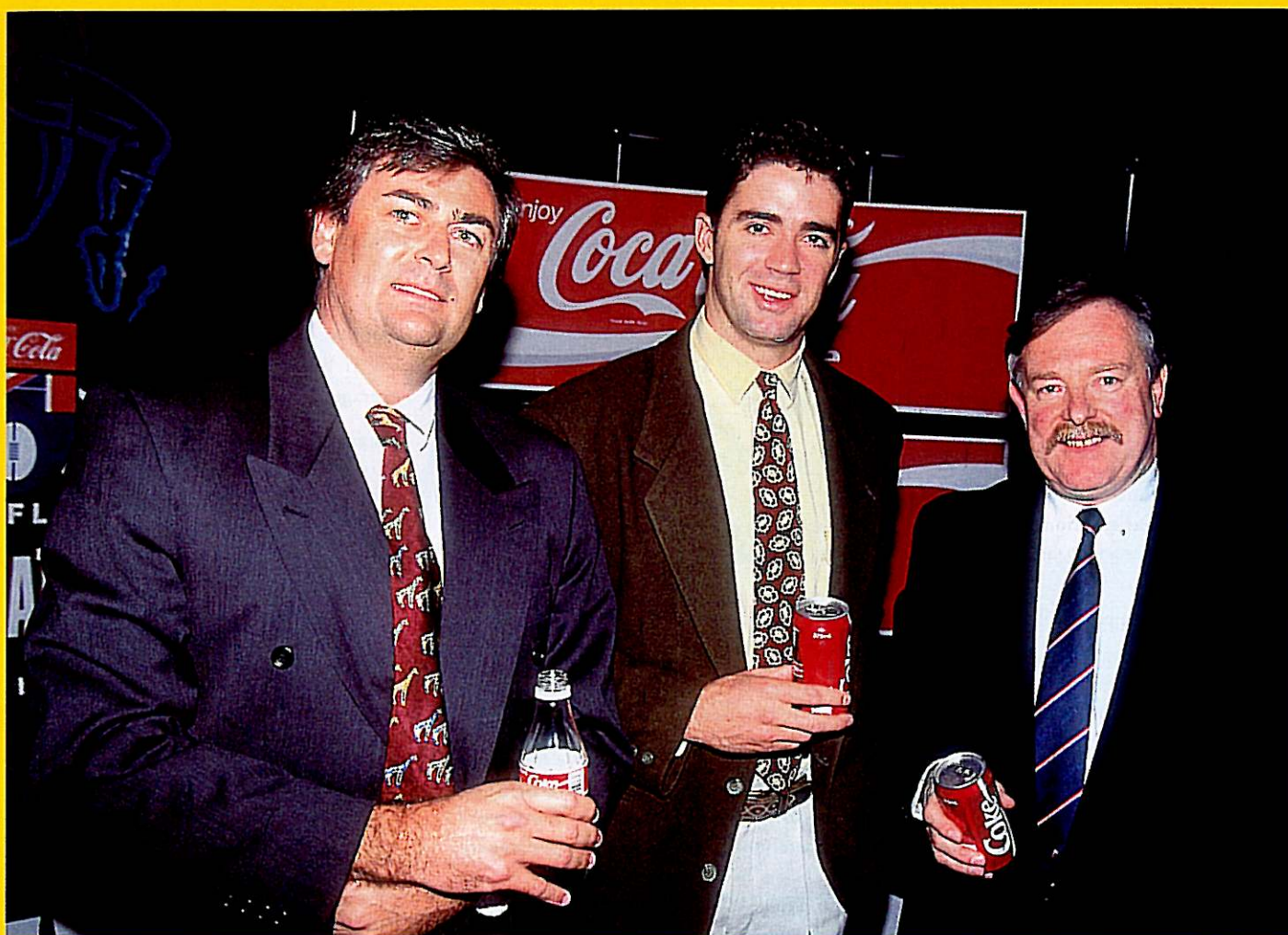
On the field-where our product is ultimately judged-we have again enjoyed an exciting season because of the even nature of our competition and the outstanding athletes who are playing our game at the highest level.

As we move closer to celebrating our centenary in 1996, we anticipate an exciting future for our game.

The key indicators of the health of our game are strong because of the great support we get from the football public of Australia and I would like to sincerely thank the public for its backing.

Finally, I would also like to thank:

- Each member of the AFL staff for their continued enthusiasm and commitment and, in particular, my General Manager of Football Operations, Ian Collins for his effort in his first year with the AFL and my secretary, Ros Desmond, for her continued invaluable support.
- AFL legal adviser Jeff Browne and his staff.
- Campaign Palace-AFL advertising agency for its successful "I'd like to see that!" campaign.
- AMR Quantum Market Research.
- Progress Printers & Distributors - printers of the Football Record.
- Melbourne Cricket Club, in particular, Club President, John Mitchell, and General Manager, Dr. John Lill and his staff.
- The Seven Network for its continued commitment to the AFL competition particularly Gary Fenton, Director of Sport.
- Radio stations 3AW, ABC, Magic 693, K-Rock, 6PR, 6NR, 5AA, 5RPH, 2 GLF FM and Bulldog Magpie Radio for their broadcasts of AFL matches.
- All sections of the media for their coverage of the AFL competition.
- And finally, the members of the Commission for their tireless support of the staff and particularly Ian and myself..



Top

Mark Clark, Australian Region Director, Coca-Cola Amatil, left, Melbourne captain and Coca-Cola AFL Squadron host, Garry Lyon, and AFL Chief Executive Officer, Ross Oakley, at the announcement of the Coca-Cola sponsorship of the AFL.

Left Left

The Fremantle Dockers - A new club in the AFL in 1995.

Above Right

Season 1994 saw the AFL set an all-time attendance record: 4,723,023 watches the 24 home and away rounds. This is a crowd scene from the 1994 grand final.



On the final day of the 1994 season it was like 1992 all over again with the West Coast playing Geelong in the grand final. And, like 1992, it was another West Coast victory.

This means that in eight seasons in the competition the West Coast has won two premierships, finished second once, third once, fourth once, fifth once and has been a non-finalist twice.

A crowd of 93,860 saw the match which left Geelong with its third grand final loss in five years. Soon after the grand final Geelong's coach in those three big matches, Malcolm Blight, announced his retirement.

Michael Malthouse, coach of the West Coast, has the satisfaction of having his club in the finals every year since he took over in 1990.

Season 1994 was different to all others in the past as eight teams made up the finals which contained nine matches played over four weekends. For the second time one of the finals - the 1st qualifying final between Geelong and Footscray - was played at night at the MCG.

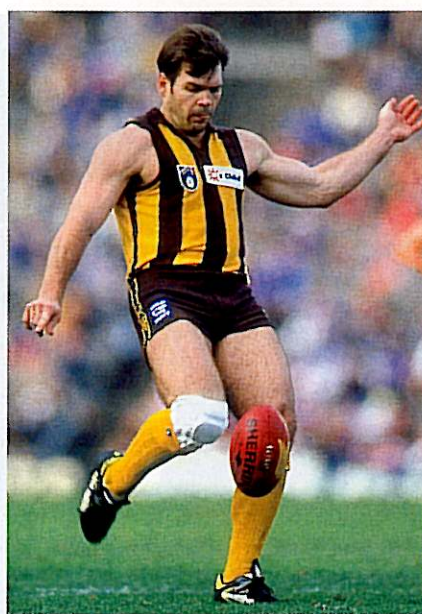
For the first time, two finals were played in Perth at the WACA Ground. Another two were at Waverley Park and five at the MCG.

The first week of the finals provided for four matches - and three of the games finished with cliff-hanger tension.

Scores in the North Melbourne-Hawthorn game were tied at full time and for the first time in a finals series extra time had to be played to find the winner. Each team had five minutes (plus time on) at each end and it resulted in North kicking 3.5 to Hawthorn's 0.0, giving the game to North.

At the final siren in the Geelong-Footscray game, Footscray led by one point. But Geelong forward Bill Brownless had marked before the siren and his kick after the siren travelled accurately for a goal and Geelong was home by five points.

At the WACA Ground in Perth the West Coast and Collingwood engaged in a thrilling encounter and as the final seconds ticked away the Eagles led by two points. Collingwood made a desperate charge, Mick McGuane flew for a mark, he couldn't hold it and the home team took the honors.



Jason Dunstall - became the third player in league history to reach 1000 goals.

In the other first-week final Melbourne caused an upset by defeating Carlton in all, an extraordinary start to the finals. A magnificent, thrilling start.

And so the finals continued. There were two semi-finals on Week 2, two preliminary finals on Week 3 and on Week 4, the grand final.

Channel Seven's coverage of the grand final scored record ratings around the nation. In Melbourne it peaked at a massive 57, in Perth 54, Adelaide 45, Brisbane 20 and Sydney 17. In terms of viewers in the five capital cities, the grand final was seen by almost three million people, compared with 2.5 million in 1993.

The Brownlow Medal count, held at the Radisson President Hotel in Melbourne for the first time - on the Monday night before the grand final - was also another television bonanza - Seven had a rating of 40.

Greg Williams, of Carlton, won the Brownlow Medal for the second time with the second highest tally of votes-30-under the 3-2-1 votes-a-game system.

The season's other two major medals were won by Geelong's Gary Ablett (Coleman Medal) and the West Coast's Dean Kemp (Norm Smith Medal).

Not surprisingly, West Coast occupied top place on the ladder for the bulk of the season and fully deserved its premiership.

For the first time two of the finals were played at the WACA Ground. While this brought some criticism from the Melbourne media, the West Coast was entitled to an extra home-State match on the guidelines set out by the AFL at the start of the season.

Three field umpires were used in each game for the first time in 1994 and they were supported by three boundary umpires. And the length of quarters was set at 20 minutes, plus time on. This averaged out to about 29 minutes a quarter.

During 1994 there were several outstanding milestones-none better than Hawthorn full-forward Jason Dunstall's feat in reaching 1000 career goals. He became only the third player in league history to reach this lofty mark.

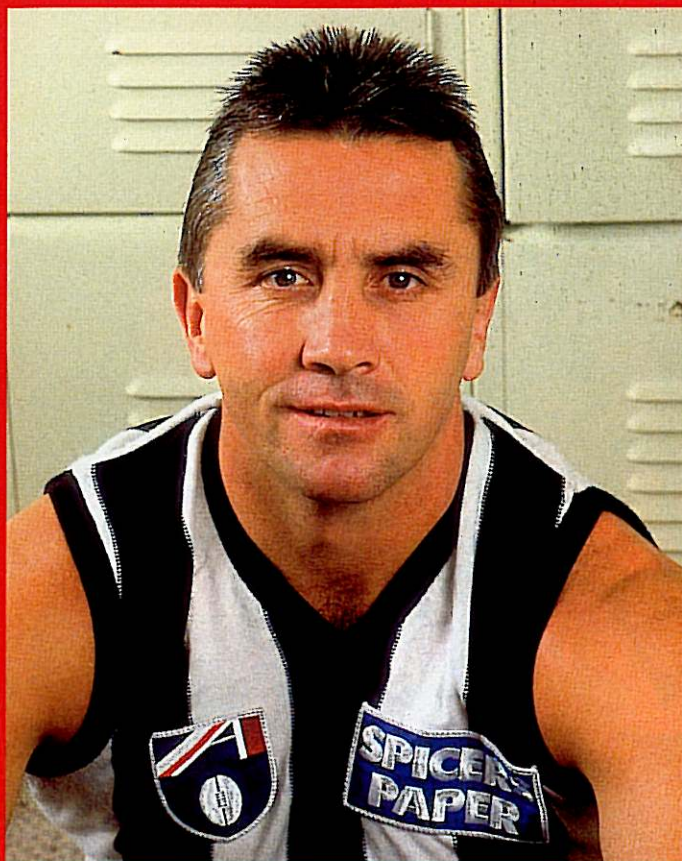
The late Gordon Coventry of Collingwood kicked 1299 goals and Doug Wade, who played for Geelong and North Melbourne, kicked 1057. Dunstall reached the four figures in the fastest time, taking 206 games. Wade took 249 and Coventry 238.

Two players - Collingwood's Tony Shaw and Footscray's Doug Hawkins - broke long-standing club records. When Shaw played his 307th game he bettered the late Gordon Coventry's mark of 306. Coventry played his last game in 1937. Hawkins became the Footscray record-holder when he played his 322nd game, beating Ted Whitten's record. Whitten's last game was in 1970.

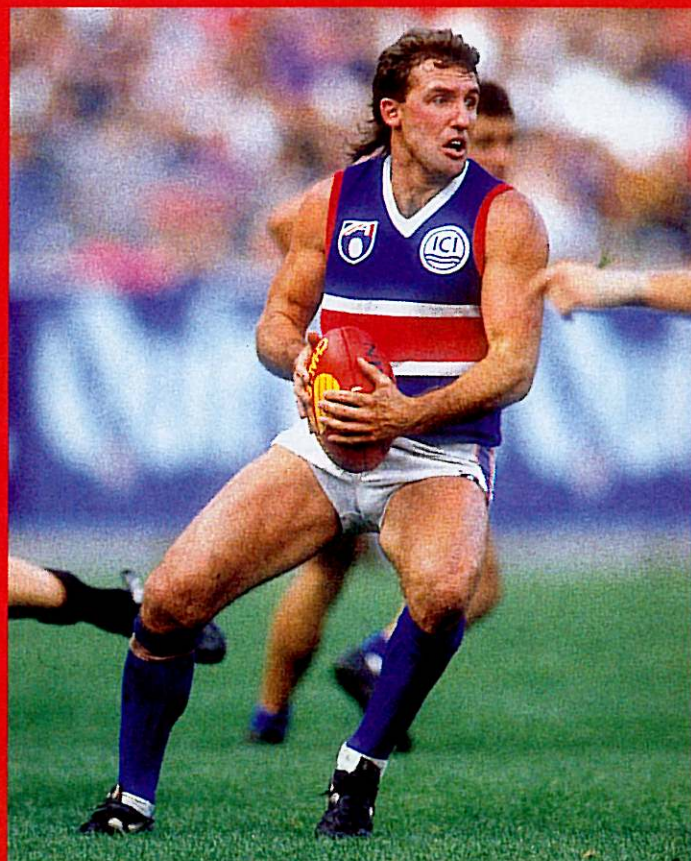
Shaw retired from league football at the end of the season along with Tim Watson, of Essendon, who played his 300th game in 1994.

Other notable achievements in 1994 were Essendon's victory over Adelaide to win the pre-season Foster's Cup, Gary Ablett's 14 goals against Sydney and his second Coleman Medal and the success of Alan Joyce in lifting Footscray into the finals after the Bulldogs brought him in as coach in Round 5.

The disappointment of the year: Possibly Essendon's failure to reach the Final 8 after winning the 1993 premiership. Essendon finished 10th - the lowest a club has finished in league history after being premiers the year earlier.



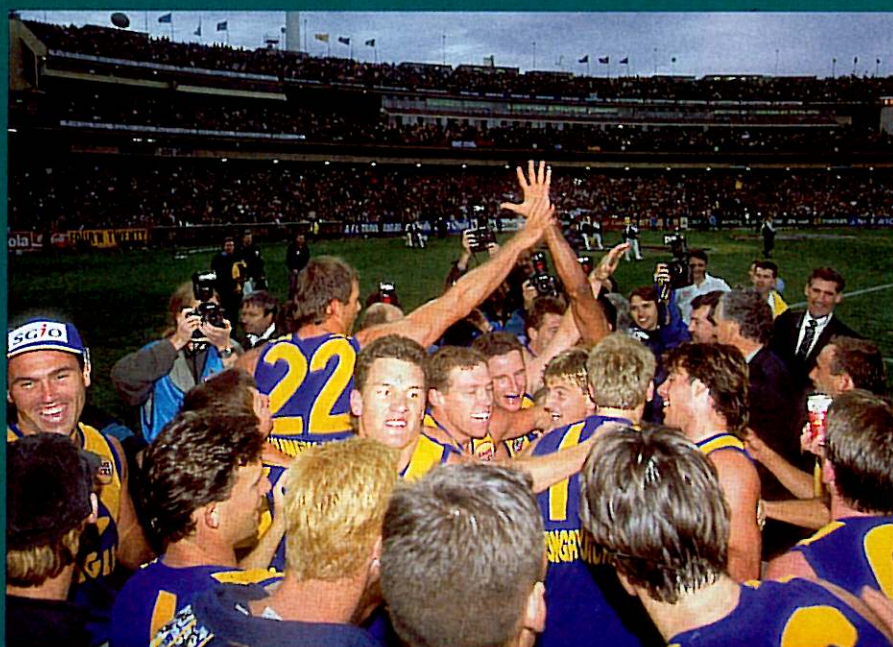
Tony Shaw - broke Gordon Coventry's long standing games record at Collingwood.



Doug Hawkins - established a new games mark at Footscray in 1994.



The WACA Ground in Perth - scene of two finals in 1994. The West Coast is playing Melbourne.



Top Left:

West Coast captain John Worsfold and coach Michael Malthouse hold the premiership cup aloft.

Left:

A premiership - and great jubilation.

Above:

Three happy Eagles - from left: Guy McKenna, Don Pyke and Chris Mainwaring.

WEST COAST

B - D. Hart, M. Brennan, R. Turnbull
HB - J. Worsfold, G. Jakovich, G. McKenna
C - C. Mainwaring, D. Kemp, P. Matera
HF - B. Heady, A. McIntosh, C. Lewis
F - T. Evans, P. Sumich, J. Ball
FOLL - D. Hynes, D. Pyke
ROVER - D. Banfield
INTER - P. Wilson, C. Waterman, S. Bond

WEST COAST

4.4 - 8.12 - 12.18 - 20.23 - (143)

GEELONG

4.3 - 5.7 - 7.12 - 8.15 - (63)

ATTENDANCE

93,860

FIELD UMPIRES

Denis Rich, Bryan Sheehan, David Howlett
 (the 1994 finals - page 36)

GEELONG

B - S. Hocking, S. O'Reilly, S. Handley
HB - M. Mansfield, T. McGrath, K. Hinkley
C - L. Pickering, P. Couch, P. Riccardi
HF - L. Colbert, B. Brownless, A. Hickmott
F - S. Breuer, G. Ablett, L. Tudor
FOLL - J. Barnes, M. Bairstow
ROVER - G. Hocking
INTER - P. Brown, A. Wills, D. Mensch



Above:
Essendon has won another Foster's Cup - and can't you tell!



Above:
Part of the brilliant fireworks display at Waverley Park before the grand final.

ROUND ONE

Collingwood - 13.14 (92) d North Melbourne - 13.13 (91) • Richmond - 17.14 (116) d St Kilda - 14.12 (96)
Adelaide - 16.17 (113) d West Coast - 14.10 (94) • Fitzroy - 12.13 (85) d Geelong - 10.11 (71)
Sydney - 16.9 (105) d Footscray - 15.12 (102) • Hawthorn - 14.15 (99) d Carlton - 11.18 (84)
Brisbane - 18.18 (126) d Melbourne - 14.10 (94)

ROUND TWO

Collingwood - 15.15 (105) d Richmond - 7.14 (56) • Adelaide - 15.18 (108) d Fitzroy - 13.8 (86)
Hawthorn - 20.13 (133) d Sydney - 14.10 (94) • Essendon - 15.19 (109) d Brisbane - 6.11 (47)

SEMI-FINALS

Adelaide - 13.11 (89) d Collingwood - 7.10 (52) • Essendon - 15.12 (102) d Hawthorn - 13.9 (87)

GRAND FINAL

Essendon - 15.12 (102) d Adelaide - 9.14 (68)



Above:
Michael Mansfield, selected for the first time.

Left:
Greg Williams (right), captain of the 1994 All - Australian team, with 1993 captain, Wayne Carey.

THE TEAM

BACKS: Chris Langford (Hawthorn), Stephen Silvagni (Carlton), David Hart (West Coast)

HALF BACKS: Guy McKenna (West Coast), Glen Jakovich (West Coast), Michael Mansfield (Geelong)

CENTRES: Stephen Tingay (Melbourne), Greg Williams (Capt-Carlton), Peter Matera (West Coast)

HALF FORWARDS: Gavin Brown (VC - Collingwood), Wayne Carey (North Melb.), Garry Lyon (Melbourne)

FORWARDS: Jason Dunstall (Hawthorn), Gary Ablett (Geelong), Ben Allan (Hawthorn)

FOLLOWERS: Shaun Rehn (Adelaide), Robert Harvey (St Kilda)

ROVER: Garry Hocking (Geelong)

INTERCHANGE: Stephen Kernahan (Carlton), Mark Ricciuto (Adelaide), Craig Bradley (Carlton)

COACH: Neil Balme (Melbourne)

FIELD UMPIRE: David Howlett

More lustre was added to Carlton champion Greg Williams' season when he was chosen captain of the 1994 Foster's AFL All-Australian team. The vice-captaincy went to Collingwood captain Gavin Brown.

The team, announced at the Radisson President Hotel, Melbourne, on September 23 was selected on home and away form only.

Williams was the vice-captain of the 1993 team but it was felt his dominance in 1994 earned him the No. 1 spot in a team that included five league captains - Chris Langford (Hawthorn), Garry Lyon (Melbourne), Stephen Kernahan (Carlton), Wayne Carey (North Melbourne) and Brown.

Carey was the 1993 skipper and was retained in the side at centre half forward.

Interesting faces in the line-up include Adelaide's Mark Ricciuto, the first of the Norwich Rising Stars to win a place; Geelong's Michael Mansfield who was a comparative unknown before his fine 1994 season and Melbourne's Stephen Tingay, chosen for the first time.

And, David Hart, of the West Coast, is an All-Australian first gamer. He's been a strong Eagles player for several seasons but hasn't been showered with the same praise as his more feted teammates.

Selectors opted for two specialist full forwards, with Gary Ablett, of Geelong, playing in the central goalkicking position

and Hawthorn's great spearhead Jason Dunstall along side him in the pocket.

Adelaide ruckman Shaun Rehn continued to improve his stature in league football and was picked as the No. 1 ruckman. He has a host of ruck-rovers to assist.

Neil Balme, who steered Melbourne as far as the 2nd preliminary final in 1994, was nominated as coach of the All-Australians. 1994 was his second season with the Demons.

The selectors were Ted Whitten, Mal Brown, Russell Ebert, Rick Quade, Gerard Healy and Ian Collins. AFL Chief Executive Officer, Ross Oakley, was the non-voting chairman. The top umpire, David Howlett, was selected by Bill Deller, Rod Austin and David Levens.



Above: AFL Chief Executive Officer, Ross Oakley, (left) toasts the 1994 Brownlow Medallist, Greg Williams.

Carlton centreman Greg Williams polled a hefty 30 votes to win the 1994 Brownlow Medal. It was his second medal as he was also successful in 1986 when a Sydney player.

Williams' vote haul was the second biggest (under the 3-2-1 votes a game system) since the medal was first presented in 1924.

(South Melbourne's Herb Matthews and Collingwood's Des Fothergill tied with 32 votes in 1940-and when umpires awarded 12 votes a game for two seasons Essendon's Graham Moss polled 48 in 1976 and South Melbourne's Graham Teasdale 59 in 1977).

Williams, who turned 31 four days after his victory, scored nine first votes, one second and one third.

The only older players to win the medal have been Kevin Murray (Fitzroy) and Barry Round (South Melbourne). They were both 31.

The count was conducted for the first time at the Radisson President Hotel in Melbourne and the night was again televised live by the Seven Network.

Williams defeated West Coast wingman Peter Matera by two votes and in third position, eight votes behind the winner, was Geelong ruck-rover Garry Hocking.

Ten players have now won two or more Brownlow Medals:

Haydn Bunton(Fitzroy - 5)
Dick Reynolds(Essendon - 5)
Bob Skilton(South Melbourne - 5)

Ian Stewart(St Kilda, Richmond - 5)
Ivor Warne-Smith(Melbourne - 2)
Bill Hutchison(Essendon - 2)
Roy Wright(Richmond - 2)
Keith Greig(North Melbourne - 2)
Peter Moore ..(Collingwood, Melbourne - 2) and Williams.

Williams is the fourth Carlton player to win the medal. He has joined Bert Deacon (1947), John James (1961) and Gordon Collis (1964).

Williams started his league career with Geelong in 1984, later moved to Sydney and switched to Carlton in 1992. He has played 202 games and was a strong fancy to win the 1994 medal after scooping most other awards.

Full Brownlow Medal details - page 42.



NORM SMITH MEDAL

It's a big step from Kalgoorlie in Western Australia to the victory dais at the MCG on grand final day- but, the West Coast's Dean Kemp, (pictured right), has savoured the moment on two occasions celebrating Eagles premierships - in 1992 and 1994.

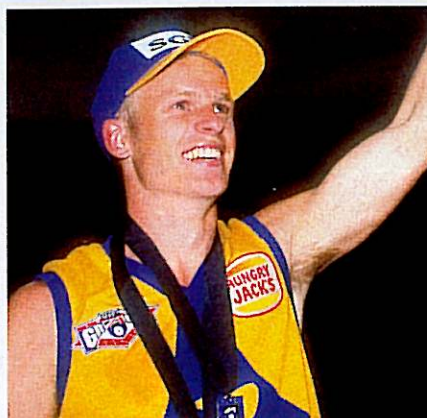
Last year it was even more special for the fair-haired dasher, he not only received a premiership medallion but the prestigious Norm Smith Medal for being voted best on the ground in the grand final.

He is the second Eagle to win the medal - Peter Matera was successful in 1992.

Kemp was born in the East Kalgoorlie Hospital in 1969 and in his 19th year moved to Perth when invited to train with WA league club Subiaco. After two seasons there he was a late selection by the West Coast at the 1989 National Draft.

He made his debut with the Eagles in 1990. Season 1992 was a big one for him - not only did he play in the premiership team he also won All-Australian selection and the club's Best and Fairest award.

In 1994 he registered his 100th game.



Kemp played a slashing game in the grand final in an overall power-packed West Coast victory.

The Norm Smith Medal is presented in honour of the late Norm Smith, an outstanding Melbourne forward and one of the most famous of all league coaches. He coached Melbourne into the finals every year from 1954 to 1964, which included six premiership and two other grand final appearances.

Smith, who died in 1973 aged 57, played 210 games (1935-48) for Melbourne and

coached the club in another 310 games from 1952-67. He also played 17 games (1949-50) with Fitzroy and coached that club in 55 matches from 1949-51. His last senior coaching post was with South Melbourne - 87 games from 1969-72.

The MCG was his second home and it is fitting that the grand final award is named after him and presented at the ground where he served with so much distinction.

NORM SMITH MEDALISTS

1979	...W. HARMES (Carlton)
1980	...K. BARTLETT (Richmond)
1981	...B. DOULL (Carlton)
1982	...M. RIOLI (Richmond)
1983	...C. ROBERTSON (Hawthorn)
1984	...B. DUCKWORTH (Essendon)
1985	...S. MADDEN (Essendon)
1986	...G. AYRES (Hawthorn)
1987	...D. RHYS-JONES (Carlton)
1988	...G. AYRES (Hawthorn)
1989	...G. ABLETT (Geelong)
1990	...A. SHAW (Collingwood)
1991	...P. DEAR (Hawthorn)
1992	...P. MATERA (West Coast)
1993	...M. LONG (Essendon)
1994	...D. KEMP (West Coast)

COLEMAN MEDAL

In 1994, for the second successive season, Geelong full-forward Gary Ablett, (pictured right), won the Coleman Medal for being the league's top goalkicker at the end of the home and away series. He had a runaway 16-goal win over three-times winner of the medal, Jason Dunstall of Hawthorn.

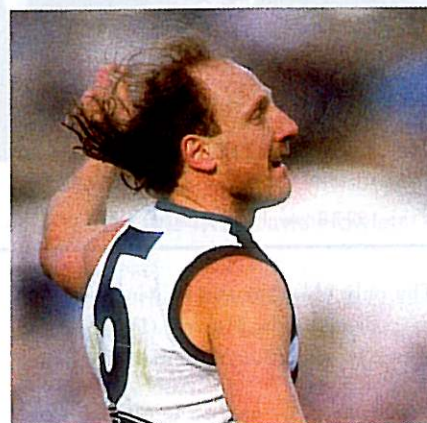
Ablett, 33 on October 1 last - grand final day - kicked 113 goals in home and away matches and finished the year with 128 after four finals. Dunstall played in one final and reached 101 goals.

In 1993 Ablett kicked 124 home and away goals to win the medal from Adelaide's Tony Modra. Ablett didn't play in the finals - Modra did and his tally extended to 129.

Ablett's highest scoring in 1994 was 14 goals against Sydney, 10 against Melbourne, eight against Richmond and 7 on four occasions.

His career goals tally has risen to 839 in 209 games - an average of 4.01. He kicked nine of the goals early in his career with Hawthorn and his 830 with Geelong is only four behind the club record held by Doug Wade.

The Coleman Medal was first awarded in 1981 and players to have won it more than once have been Fitzroy's Bernie



Quinlan (1983-4), St Kilda's Tony Lockett (1987, 1991), Hawthorn's Jason Dunstall (1988-89, 1992) and Ablett (1993-4).

Ablett's freakish ability, particularly when driving his body at a fierce rate to mark the ball either up in a pack or near the ground, makes him a special player.

Much of his football in earlier days at Geelong was played on the half-forward line and the odds are that if he had played exclusively at full-forward throughout his long career he would have passed the 1000-goal barrier.

Jason Dunstall reached 1000 goals in 1994.

The Coleman Medal is awarded in memory of champion Essendon full-forward John Coleman, who died in 1973 aged 44. Coleman played 98 games from 1949-54 before a knee injury ended his career. He kicked 537 goals at an average of 5.48 a game.

Coleman was like Ablett has been for several years - a huge crowd-drawing magnet. Coleman was sensational in the air and he was a strong accurate kick for goal. In his first game he kicked 12 goals, he kicked 100 goals in his first season and in that opening year played for Victoria and won Essendon's Best and Fairest award in a premiership season.

COLEMAN MEDALISTS

1981	...M. ROACH	(Richmond)86
1982	...M. BLIGHT	(North Melbourne)94
1983	...B. QUINLAN	(Fitzroy)106
1984	...B. QUINLAN	(Fitzroy)102
1985	...S. BEASLEY	(Footscray)93
1986	...B. TAYLOR	(Collingwood)100
1987	...T. LOCKETT	(St. Kilda)117
1988	...J. DUNSTALL	(Hawthorn)124
1989	...J. DUNSTALL	(Hawthorn)126
1990	...J. LONGMIRE	(North Melbourne)98
1991	...T. LOCKETT	(St. Kilda)118
1992	...J. DUNSTALL	(Hawthorn)139
1993	...G. ABLETT	(Geelong)124
1994	...G. ABLETT	(Geelong)113



The Norwich *Rising Star* award was conducted for the second year in 1994 - and the outright winner was again a Brisbane player - Chris Scott. He was named ahead of 23 other excellent nominations.

In 1993 Nathan Buckley, then a Brisbane player who is now at Collingwood, won the award.

Scott, 18, joined Brisbane last season after an early football grounding with St Kevin's College in Melbourne and the VSFL Under-18s club, Eastern Ranges.

One player was nominated after each of the 24 rounds. To be eligible a player had to be under 21 at January 1, 1994 and not have played more than 10 games at the start of the 1994 season. Any player found guilty of an offense (other than time wasting) by the Tribunal was also ruled out.

(North Melbourne nomination Corey McKernan was suspended for one match for tripping during 1994 and could not contest the final).

The *Rising Star* nominations gathered at Sheraton Towers, Southgate in Melbourne for the announcement. Scott received a Norwich Investment Portfolio valued at more than \$10,000, plus a handsome trophy.

The 1994 *Rising Stars* are pictured with the exception of the Collingwood pair Jon Hassall and Kent Butcher.



Above:

The winner, Chris Scott (Brisbane), with the chairman of the AFL Commission, John Kennedy, (right), and Dr. Peter Jonson, the Managing Director of the Norwich Financial Services Group.

Below:

BACK, from left: John Barker (Fitz), Jamie Tape (Rich), Simon Hawking (Fitz), Corey McKernan (NM), Scott Cummings (Ess), Matthew Clarke (Bris), Brett Spinks (WC), Sean Wellman (Adel), James Cook (Carl); CENTRE: Mark Graham (Haw), Matthew Kluzek (Adel), Danny Southern (Foots), Jarrod Molloy (Fitz), Duncan Kellaway (Rich), Matthew Rogers (Rich), Shane Wakelin (St K); FRONT: Che Cockatoo-Collins (Ess), Drew Banfield (WC), Chris Johnson (Fitz), Troy Bond (Carl), Chris Scott (Bris), Rayden Tallis (Haw), Absent: Kent Butcher (Coll), Jon Hassall (Coll).





1. Introduction

1 994 was a very positive year in which the growth of new members exceeded our expectations. This was shown in the excellent financial result for the year.

The drop-off of Waverley Park members continues and we expect this trend to continue for the next couple of years.

AFL membership currently consists of approximately 35,000 full members, 11,000 restricted members with 3,000 absentee and 500 deferred membership holders. The most popular form of membership, as indicated in Table One, is the Club Support Package where a portion of AFL member contributions directly benefits the club of the members choice.

2. Five Year Plan

The AFL expresses its appreciation to all members who participated in the major survey used by the AFL to develop part of the AFL Five Year Plan.

The data received will also help us to keep in touch with our members needs.

3. Membership Benefits

The AFL is constantly reviewing the benefits of membership to ensure that they meet the demands of the market.

The benefits in 1994 were similar to those of 1993 - 24 Home & Away matches, entry to Finals, half price entry to International Cricket at the MCG, however, the addition of five editions of the Football Australia magazine to members was a significant improvement which was well received in 1994.

Arrangements are in place for a much more flexible package of benefits in 1995 which should further enhance AFL membership. We anticipate this new package will make the product much more saleable and reduce member confusion and complaint.

AFL members were also able to take advantage of a priority booking period for major concert events held at the MCG as well as various special offers and discounts over a wide range of items and services.

4. Club Support Package

\$1.48 million was distributed to AFL clubs in 1994 as the AFL Club Support Package dividend, an increase of 40 percent on last year. This increase is due to clubs becoming more aware of the benefits AFL membership affords their supporters and the improved public understanding of the excellent benefits that the package provides.

In future years it is anticipated that the number of Club Support Package holders will steadily increase and this direct revenue will make-up a substantial portion of overall membership revenue.

The breakdown of the \$1.48 million from the AFL Club Support Package is listed in Table Two.

Other than the dividend paid to clubs from Club Support Package income and the contributions into match gate receipts, the majority of income generated from AFL membership is shared equally between the fifteen AFL clubs.

5. Member Acquisitions

The target for new members in 1994 was 2,660, however, this was exceeded by more than 2,000 with 4,680 new members joining.

Each campaign developed to recruit new members was successful and the Member Get Member and major television advertising campaigns were particularly good. A direct brochure distribution to targeted households was completed earlier in the year which added support to our other campaigns.

We also continued to work with the clubs this year on promoting the Club Support Packages.

Membership Figures

FULL MEMBERS	
Competition	11,750
Centenary Club	115
Club Support	15,900
Waverley Park	4,200
Absentee	3,035
Deferred	500
RESTRICTED MEMBERS	
Competition	2,750
Club Support	8,300
Centenary Club	60
TOTAL	46,610

Club Support Table

CLUB	MEMBERS	INCOME
Adelaide	330	\$23,315
Brisbane	4	\$259
Carlton	2,755	\$190,266
Collingwood	5,057	\$356,643
Essendon	3,780	\$266,731
Fitzroy	411	\$28,201
Footscray	595	\$41,960
Geelong	1,498	\$106,405
Hawthorn	1,527	\$106,243
Melbourne	1,375	\$97,713
North Melbourne	645	\$45,997
Richmond	1,165	\$80,733
St. Kilda	1,726	\$122,972
Sydney Swans	81	\$5,829
West Coast Eagles	41	\$3,075

Table One

Table Two - Club Support Dividend details



An AFL Membership Display Stand was set-up at the AFL Sensation and was kept busy and hopefully the AFL will benefit from the results of this in our 1995 membership numbers.

6. Improved Facilities

The major improvement made this year for members was at Optus Oval with the introduction of a Members' Reserve in the John Elliott Stand.

We would like to thank all the staff and management at Optus Oval for their help and co-operation during this first membership season.

At the MCG the introduction of a Members Carvery in the Legends Room was well received and attended.

7. Centenary Club

The AFL Centenary Club has grown to a membership of 161 comprising 115 full members and 46 restricted members. We have extended restricted membership to 60 in 1995.

The annual Members' Cocktail Party, where Mr Bill Deller performed a guest speaking role, was also well attended.

We are continuing to try to further add and expand the special benefits that will be available to Centenary Club members in 1995.

8. 1994 Grand Final

As each year progresses we are catering better for the large numbers of members who attend the Grand Final. This year had approximately 23,000 members who attended with no delays or seating difficulties experienced.

The card system implemented in 1993 to ensure that seats were not saved for latecomers was continued again in 1994.

An additional "flow-over" reserved area was made available to AFL members in the Ponsford Stand.

The ballot for reserved seats for the Preliminary and Grand Final saw many more applications than tickets available.

Many members favour this system and we will be looking at increasing the number of pre reserved seats in 1995.

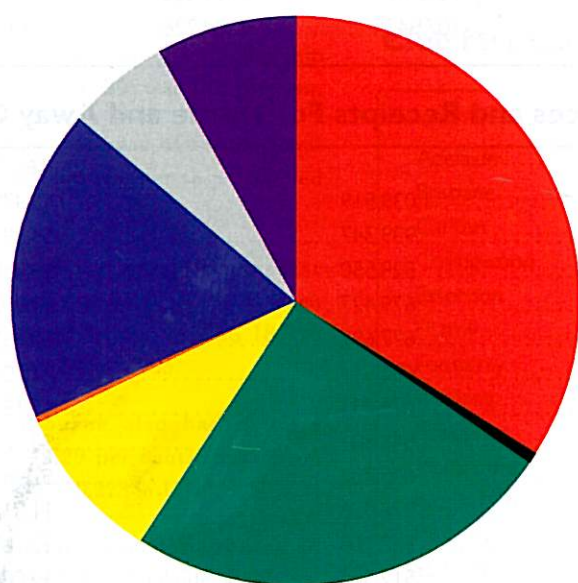
Guest passes were sold in limited numbers for the Semi Finals and Preliminary Final but not the Grand Final.

9. Appreciation

The AFL is indebted to the significant contribution made to the AFL membership program by its Membership Department officers. In particular the outstanding and conscientious service of Robyn Maclarn, Ros Taylor and Sandra Thomas (resigned October) should be acknowledged.

The League's appreciation is also extended to Dr. John Lill and the MCG, Mr. Graeme Finn at Waverley Park and Mr. Stephen Gough at Optus Oval and all the Ground Management Staff at these venues. Our appreciation is also extended to Spotless O'Brien the caterers at Optus Oval and the MCG and to AVS Catering at Waverley Park.

Categories of Membership



- Full Club Support
- Full Centenary Club
- Full Competition
- Waverley Park
- Restricted Centenary Club
- Restricted Club Support
- Restricted Competition
- Absentee/ Deferred

CLUB MEMBERSHIP, ATTENDANCES



Key indicators of public interest in the AFL competition - attendances and club membership - continued to grow to record levels during 1994.

A total of 5,489,134 people saw AFL matches in 1994 with the break up as follows:

- Foster's Cup - 251,736.
- Foster's AFL premiership season 4,723,023.
- Foster's AFL finals series - 514,375.

Aggregate figures for the Foster's Cup and premiership season created new records.

The new mark for the Foster's AFL premiership season beat the previous record of 4,332,925 for 24 rounds and 165 matches set in 1992.

Our 1994 record represents an average attendance per game of 28,615 compared to an average per game in 1993 of 27,903.

In 12 rounds during 1994, total attendance was 200,000 or more which is also a new record for that level of crowds per round in a season.

During 1992, there were eight rounds which attracted crowds of 200,000 or more. Before that, there had been six occasions in the history of the VFL/AFL where that aggregate had been achieved for individual rounds.

In 1993, there were also eight rounds which produced crowds of 200,000 or more.

New attendance records were set in 12 of the 24 rounds during 1994 as follows:

ROUND 2	238,278
(previous record, 1990, 188,396)	
ROUND 4	209,733 (1992, 201,790)
ROUND 5	239,052 (1992, 210,457)
ROUND 7	183,534 (1962, 172,067)
ROUND 9	228,531 (1964, 197,774)
ROUND 10	227,717 (1991, 191,445)
ROUND 17	236,261 (1993, 207,274)
ROUND 18	212,634 (1993, 207,354)
ROUND 20	187,289 (1993, 176,562)
ROUND 21	206,512 (1993, 191,407)
ROUND 22	213,042 (1981, 200,176)
ROUND 24	228,347 (1992, 186,634)

Other key points included:

- A total of 2,029,148 people attended the 46 Foster's AFL premiership season matches at the MCG at an average per game of 44,112,

Finals at the MCG attracted another 356,851 people bringing the total attendance to AFL matches at our headquarters to 2,385,999,

- Waverley Park was the next most attended venue, drawing 711,082 people during the Foster's AFL premiership season at an average of 26,336 per game.

Two Waverley Park finals were attended by 91,383 while another 212,707 people attended Foster's Cup games at Waverley Park bringing total attendance at the ground for AFL matches in 1994 to 1,015,172.

- There were 16 matches during the 1994 premiership season which attracted crowds of 50,000 or more.

This is also a record, beating the previous mark of 13 such matches in 1992, 12 in 1990 and 10 in 1993 and 1980.

Home Game Attendances

CLUB	1994	1993	VARIATION
Collingwood	530,661	380,558	39.44%
Essendon	511,119	416,128	22.83%
Adelaide	471,492	462,263	2.00%
North Melbourne	384,825	302,019	27.42%
Richmond	373,644	248,525	50.34%
Melbourne	366,331	311,370	17.65%
Carlton	359,670	340,659	5.58%
West Coast	301,758	336,748	-10.39%
Geelong	290,992	267,739	8.68%
Hawthorn	273,720	270,082	1.35%
St. Kilda	249,222	284,423	-12.38%
Footscray	226,361	210,853	7.35%
Fitzroy	138,170	146,691	-5.81%
Brisbane	107,947	111,488	22.68%
Sydney	107,947	94,226	14.56%

1994 Attendances and Receipts For Home and Away Games

CLUB	ATTENDANCES	RECEIPTS
Collingwood	1,039,519	\$5,470,652
Essendon	939,347	\$4,381,675
Carlton	828,550	\$3,953,696
Geelong	679,427	\$2,902,359
North Melbourne	677,692	\$3,252,769
Adelaide	692,414	\$2,706,521
Melbourne	674,833	\$3,181,321
Richmond	646,301	\$3,105,942
Hawthorn	605,752	\$2,465,923
West Coast	576,326	\$1,810,161
Footscray	543,160	\$2,113,421
St Kilda	512,315	\$2,000,489
Fitzroy	365,123	\$1,323,379
Sydney	339,848	\$1,143,126
Brisbane	324,755	\$1,047,250



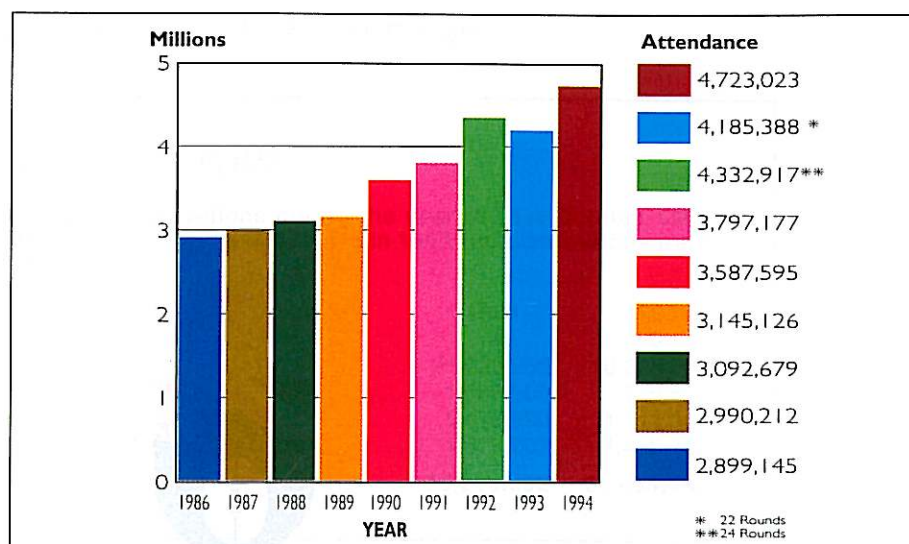
Collingwood Record

Collingwood Football Club set a new attendance record for a single club with an aggregate of 1,039,519 spectators during the 1994 Foster's AFL premiership season.

This beats the club's previous record of 1,032,425 set in 1992.

For its home games, Collingwood attracted 530,661 spectators compared to 380,558 in 1993, an increase of 150,103, or 39.44 per cent.

The club's seven home games at the MCG drew 403,740 people at an average of 57,677 per game.



Essendon Soars

Club membership figures reached another record in 1994 with a total of 214,226 which passed the all-time record of 207,640 set in 1993 which was the first time that the 200,000 mark had been broken.

The overall increase in club membership when compared to 1993 was 3.17 per cent.

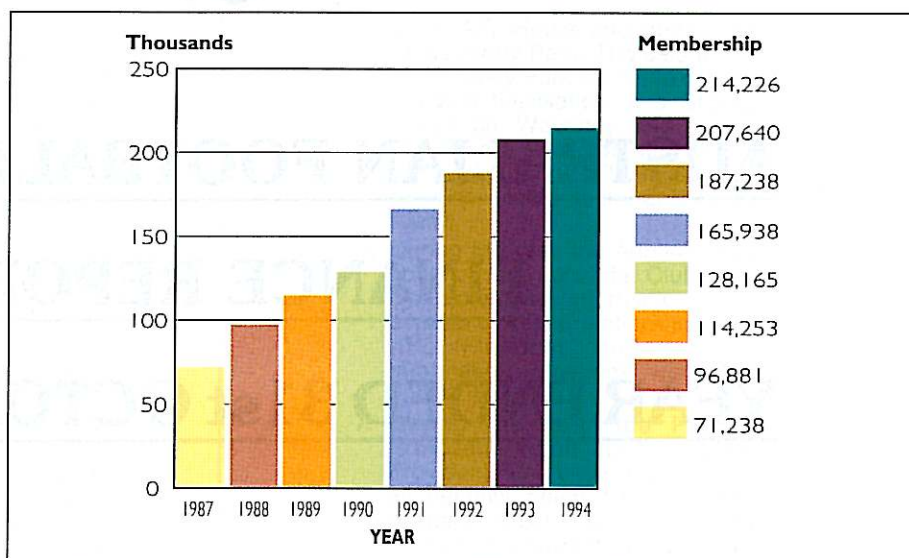
In 1987, the first year of the national competition, club memberships totalled 71,238.

Essendon had the most spectacular increase in club membership in 1994 when its total jumped 64 per cent to 18,995 compared to 11,546 in 1993.

North Melbourne also had a large increase of 49.29 per cent, going from 6,851 in 1993 to 10,228 in 1994.

Other clubs to record increases in membership included Adelaide, Brisbane, Carlton, Melbourne and Sydney.

Adelaide was a clear leader in the club membership stakes with 40,546



Club Membership Totals

CLUB	1994	1993	VARIATION
Adelaide	40,546	40,100	1.11%
Brisbane	6,154	5,750	7.03
Carlton	17,914	14,445	24.02
Collingwood	20,169	21,882	(-7.38)
Essendon	18,995	11,546	64.52
Fitzroy	8,080	6,853	17.90
Footscray	9,258	11,478	(-19.34)
Geelong	14,107	15,500	(-8.99)
Hawthorn	10,969	11,388	(-3.68)
Melbourne	10,351	10,097	2.52
North Melbourne	10,228	6,851	49.29
Richmond	8,102	9,918	(-18.31)
St. Kilda	11,773	12,956	(-9.13)
Sydney	3,322	3,097	7.27
West Coast	24,258	25,779	(-5.90)
TOTAL	214,226	207,640	3.17



AUSTRALIAN FOOTBALL LEAGUE
FINANCE REPORT
YEAR ENDED 31st OCTOBER, 1994



By Kevin Lehmann, AFL Finance Manager.

FINANCE MANAGER'S REPORT

Total Income from the League's operations during the year to 31st October 1994 amounted to \$61,186,901 compared with \$48,876,415 in 1993 and distributions were provided to the clubs as follows:—

	1994 \$	1993 \$
Annual Distribution.....	21,023,955	18,325,830
Prizemoney	1,088,500	725,500
Club Support Packages.....	1,476,690	1,011,344
Contributions to gate in respect of AFL Members.....	1,628,907	1,430,793
	<u>25,218,052</u>	<u>21,493,467</u>

Comments on the results for 1994 and other related matters are as follows:

1. The distributions to Clubs amounted to \$21,023,955 or \$1,401,597 per Club, which was in line with our budget forecasts. In addition, a further \$4,194,097 was paid to the Clubs in respect of Prizemoney, Club Support Packages and contributions to the gate.
2. The significant increase in income during 1994 results from the introduction of the very successful Final 8 Series together with increased income from the Licensing and Membership Departments, Television Rights and function sales during the Final Series. Also included in the 1994 income is an abnormal item of \$4m which relates to the Licence Fee payable by the WAFC over a ten (10) year period in respect of the admission of the Fremantle team to the competition.
3. The operating profit for the year after abnormal items amounted to \$3,474,642 which compares with the profit of \$28,920 in the previous year.
4. The Commission has determined that \$1.4m of this amount will be transferred to a reserve account to be used for either future capital expenditure or debt reduction. This decision will provide an excellent opportunity of improving the financial position of the AFL and at the same time meeting our commitment in respect of distributions to the Clubs.
5. Only modest progress has been made with our debt reduction programme mainly due to the difficulties associated with the disposal of our non-core assets,

being AFL House and surplus land at Waverley Park. The sale of land at Waverley Park has been deferred pending finalisation of a Strategy Paper on Waverley and Colliers Jardine are acting on our behalf in the marketing of AFL House which remains unsold at the date of this report.

6. During the year the Administration continued to provide Clubs with comprehensive information on all aspects of AFL operations including AFL Finances and four (4) Information Meetings were held during the year.
7. During the year the Players' Provident Fund and Umpires' Provident Fund were wound up with all benefits being paid to retired members of both funds and benefits in respect of current Umpires being transferred to a new fund, the AFL Superannuation Fund.
8. In January, 1994 arrangements were completed with Ozray Parking, a company associated with AVS Catering who hold the catering rights at Waverley Park, to take over on a contract basis the operation of the car park at Waverley and at the same time be responsible for the cleaning of the stadium.

In conclusion, I would like to take this opportunity of thanking my Finance staff for their support during the year. They have continued to play an important role in the administration of the AFL.

The financial information on the following pages has been extracted from the Statutory Accounts of the Australian Football League and its controlled Entities, which have been duly audited by KPMG Peat Marwick.



AUSTRALIAN FOOTBALL LEAGUE PROFIT AND LOSS ACCOUNT — YEAR ENDED 31ST OCTOBER, 1994

	NOTE	1994 \$	1993 \$
Operating Profit Before Abnormal Items and Income Tax.....	1	1,473,877	28,920
Abnormal Items.....	2	2,000,765	—
OPERATING PROFIT BEFORE INCOME TAX.....		3,474,642	28,920
Income Tax attributable to Operating Profit.....	3	—	—
Operating Profit after Income Tax.....		3,474,642	28,920
Retained Profit at beginning of year.....		4,304,641	3,165,721
Transfer from Reserve.....	12	—	1,110,000
TOTAL AVAILABLE FOR APPROPRIATION.....		7,779,283	4,304,641
Transfer to Reserve.....	12	1,400,000	—
RETAINED PROFIT AT END OF FINANCIAL YEAR.....		6,379,283	4,304,641

AUSTRALIAN FOOTBALL LEAGUE BALANCE SHEET AS AT 31ST OCTOBER, 1994

	NOTES	1994	1993
CURRENT ASSETS			
Cash.....	4	5,723,061	1,400
Receivables.....	5	4,338,805	6,538,588
Inventories.....	6	15,285	17,077
Other.....	7	742,133	696,698
TOTAL CURRENT ASSETS.....		10,819,284	7,253,763
NON-CURRENT ASSETS			
Investments.....	8	6	6
Receivables.....	5	5,302,733	3,466,270
Property, Plant & Equipment.....	9	45,757,496	46,453,526
TOTAL NON-CURRENT ASSETS.....		51,060,235	49,919,802
TOTAL ASSETS.....		61,879,519	57,173,565
CURRENT LIABILITIES			
Creditors and Borrowings.....	10	5,603,915	4,650,418
Provisions.....	11	6,765,845	4,819,864
TOTAL CURRENT LIABILITIES.....		12,369,760	9,470,282
NON-CURRENT LIABILITIES			
Creditors and Borrowings.....	10	14,220,000	15,820,000
Provisions.....	11	441,726	509,892
TOTAL NON-CURRENT LIABILITIES.....		14,661,726	16,329,892
TOTAL LIABILITIES.....		27,031,486	25,800,174
NET ASSETS.....		34,848,033	31,373,391
ACCUMULATED FUNDS			
Reserves.....	12	28,468,750	27,068,750
Retained Profit.....		6,379,283	4,304,641
TOTAL ACCUMULATED FUNDS.....		34,848,033	31,373,391



AUSTRALIAN FOOTBALL LEAGUE STATEMENT OF CASH FLOWS — YEAR ENDED 31ST OCTOBER, 1994

	1994 \$	1993 \$
Cash Flows From Operating Activities		
Cash receipts in the course of operations.....	59,532,231	51,421,159
Cash payments in the course of operations.....	(49,749,519)	(45,398,269)
Net cash provided by operating activities.....	9,782,712	6,022,890
Cash Flows From Investing Activities		
Interest received.....	321,940	179,446
Payments for property, plant and equipment.....	(934,739)	(2,193,206)
Proceeds from sale of non-current assets.....	106,447	759,957
Net cash used in investing activities.....	(506,352)	(1,253,803)
Cash Flows From Financing Activities		
Interest paid.....	(993,759)	(1,163,473)
Repayment of borrowings.....	(1,450,000)	(400,000)
Net cash used in financing activities.....	(2,443,759)	(1,563,473)
Net increase in cash held.....	6,832,601	3,205,614
Cash at the beginning of the financial year.....	(1,109,540)	(4,315,154)
Cash at the end of the financial year.....	5,723,061	(1,109,540)

EXPLANATORY NOTES ON PROFIT AND LOSS ACCOUNT AND BALANCE SHEET.

NOTE 1.

OPERATING PROFIT

Operating profit has been arrived at after including:

- Operating Revenue		
Revenue from trading operations.....	56,864,961	48,696,969
- Other Revenue		
Interest received or due and receivable from		
- other persons.....	321,940	179,446
Abnormal items		
- licence fees receivable.....	4,000,000	—
	61,186,901	48,876,415
- Operating Expenses		
Dep'n of property, plant & equipment.....	1,510,657	1,060,273
Bad debts.....	6,483	26,159
Auditors' Remuneration		
- Audit.....	40,000	36,750
- Other Services.....	9,680	35,075
Interest paid or payable to:		
- Other Persons.....	993,759	1,163,473
Amounts set aside to provide for:		
- Employee entitlements.....	57,048	26,052
- Grants to clubs.....	21,023,955	18,325,830
Amortisation of Leasehold Improvements.....	41,024	40,186
Lease rental expenses		
- operating leases.....	1,598,925	1,481,688
Profit/(Loss) on sale of property, plant and equipment.....	31,815	(8,050)
Write down in value of inventories.....	1,792	22,839



NOTE 2.

ABNORMAL ITEMS

	1994 \$	1993 \$
Licence Fees receivable.....	4,000,000	—
Redirected licence fees written off.....	1,999,235	—
	<u>2,000,765</u>	<u>—</u>

NOTE 3.

INCOME TAX

Prima facie income tax expense calculated at 33% (1993-39%) on the operating profit.....	1,146,632	11,279
Exemption from income tax.....	<u>(1,146,632)</u>	<u>(11,279)</u>
Income tax expense.....	<u>—</u>	<u>—</u>

The surplus of the Company is exempt from income tax under Section 23g(iii) of the Income Tax Assessment Act 1936 as amended, as the Company's activities are solely the promotion, administration and development of Australian Rules football.

NOTE 4.

CASH

Cash on hand.....	1,600	1,400
Cash at bank.....	1,721,461	—
At call deposit with bank.....	4,000,000	—
	<u>5,723,061</u>	<u>1,400</u>

NOTE 5.

RECEIVABLES

Current

Trade Debtors.....	3,851,867	6,201,650
Provision for doubtful debts.....	<u>(65,000)</u>	<u>(65,000)</u>
	3,786,867	6,136,650
Loan to controlled entity.....	1,938	1,938
Other.....	550,000	400,000
	<u>4,338,805</u>	<u>6,538,588</u>

Non Current

Other.....	<u>5,302,733</u>	<u>3,466,270</u>
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NOTE 6.

INVENTORIES

Stock of uniforms and apparel.....	<u>15,285</u>	<u>17,077</u>
— Valued at the lower of cost and net realisable value		

NOTE 7.

OTHER CURRENT ASSETS

Prepayments.....	<u>742,133</u>	<u>696,698</u>
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NOTE 8. INVESTMENTS

			1994 \$	1993 \$
	Class of Share	AFL Interest	Amount of Investment	
		1994 1993		
AFL Funding Pty Ltd	Ord.	100% 100%	2	2
AFL Management Services Pty Ltd	Ord.	100% 100%	2	2
National Football League Pty Ltd	Ord.	100% 100%	2	2
			<u>6</u>	<u>6</u>

NOTE 9. PROPERTY, PLANT AND EQUIPMENT

Land — At Directors' Valuation 1985.....	6,421,769	6,421,769
Additions — at cost.....	42,000	42,000
	<u>6,463,769</u>	<u>6,463,769</u>
Buildings — At Directors' Valuation 1985.....	35,890,221	35,890,221
Additions — at cost.....	3,191,786	3,123,697
	<u>39,082,007</u>	<u>39,013,918</u>
Less Accumulated Depreciation.....	(4,021,076)	(3,601,637)
	<u>35,060,931</u>	<u>35,412,281</u>
Plant & Equipment at cost.....	5,049,486	4,398,646
Less Accumulated Depreciation.....	(2,775,091)	(1,794,258)
	<u>2,274,395</u>	<u>2,604,388</u>
Leasehold improvements.....	1,699,814	1,621,087
Less Accumulated Amortization.....	(81,210)	(40,186)
	<u>1,618,604</u>	<u>1,580,901</u>
Motor Vehicles — at cost.....	518,254	548,929
Less Accumulated Depreciation.....	(178,457)	(156,742)
	<u>339,797</u>	<u>392,187</u>
	<u>45,757,496</u>	<u>46,453,526</u>

The Directors' valuation of Land and Buildings at 31st October 1993 as required under Schedule 5 to the Corporations Law, exceeded the book value for Waverley Park by \$27,250,000 and the book value for AFL House by \$180,000. The Directors have decided to retain these assets at their book values.

The valuations of the Land and Buildings at AFL House and the Land at Waverley Park were based on market values assuming existing use, and the valuation of the Buildings at Waverley Park was based on the insured value of the total complex.

The 1993 figures have been restated to conform with the classifications adopted in 1994.

NOTE 10. CREDITORS AND BORROWINGS

Current		
Trade Creditors.....	5,036,193	3,121,756
Bank Overdraft — Secured.....	—	1,110,940
Bank Loans — Secured.....	550,000	400,000
Loans from: — Controlled entity.....	1,222	1,222
— other.....	16,500	16,500
	<u>5,603,915</u>	<u>4,650,418</u>
Non-Current		
Bank Loans — Secured.....	<u>14,220,000</u>	<u>15,820,000</u>



AFL Commissioners — 1994

JOHN KENNEDY

(Chairman)

ROSS OAKLEY

(Chief Executive Officer)

COLIN CARTER

RON EVANS

TERRY O'CONNOR

GRAEME SAMUEL

JOHN WINNEKE

The Current AFL Central Full-Time Administration Structure

CHIEF EXECUTIVE OFFICER

R. G. Oakley (Secretary — R. Desmond)

GENERAL MANAGER — FOOTBALL OPERATIONS

I. Collins, (Secretary — S. Ohlson)

FINANCE

K. Lehmann (Manager)
P. Edebone (Secretary)
D. Anning (Accountant)
M. Kiernan (Accounting)
M. Harte (Accounting)
J. Clayton (Accounting)

AFL MEMBERSHIP

M. O'Sullivan (Manager)
R. Maclarn (Secretary)
R. Anderson (Manager — Membership Services)
R. Taylor (Administration)

FOOTBALL OPERATIONS

D. Moore (Manager — Football Projects)
C. Burnie (Secretary)
M. Patterson (Manager — Football Administration)
K. Simmonds (Secretary)
J. Lindsay (Manager — Ground Operations)
J. Loughnan (Secretary)
G. Finn (Ground Mngr, Waverley Park)
M. McMahon (Administration Officer)
R. Berryman (Administrative Officer)
G. Robins (Senior Telephonist)
G. Gazelle (Office Assistant)
J. Smilie (Reception)
C. Mifsud (Cleaner)

UMPIRING

W. Deller (National Director of Umpiring)
K. Mitchell (Victorian State Director of Umpiring)
D. Levens (Umpires' Coach)
J. Keogh (Administration Officer)
T. Claridge (Administration Officer)
R. Hocking (Administration Officer)

COMMUNICATIONS

T. Peek (Manager)
G. Hobbs (Publications Manager)
C. Hutchinson (Statistician)
J. Cooke (Media Co-ordinator)

MARKETING

G. Burgess (Manager)
A. McKenzie (Licensing Sales Manager)
K. Phelan (Marketing Officer)
L. Buhdey (Licensing Co-ordinator)
M. Higgins (Corporate Sales Manager)
H. Condon (Secretary)



Appointments — 1994

PATRON

The Hon. P. J. Keating, M.P.

CHAIRMAN OF COMMISSION

J. Kennedy

CHIEF EXECUTIVE OFFICER: R. Oakley

COMMISSIONERS

G. Samuel, J. Winneke, C. Carter,
R. Oakley, T. O'Connor, R. Evans

CLUB PRESIDENTS/CHAIRMEN

Adelaide: R. Hammond
Brisbane: N. Gordon
Carlton: J. Elliott
Collingwood: A. McAlister
Essendon: D. Shaw
Fitzroy: D. Hore-Lacy
Footscray: P. Gordon
Fremantle: R. Kelly
Geelong: R. Hovey
Hawthorn: G. Lord
Melbourne: I. Ridley
North Melbourne: R. Casey
Richmond: L. Daphne
St. Kilda: A. Plympton
Sydney: R. Colless
West Coast: D. Buckland

PRESIDENTS

1897-1915: Alex McCracken, J.P.
1915-1917: O. Morrice Williams
1918-1919: Charles Brownlow
1919-1925: Sir Baldwin Spencer
1926-1955: Dr. W. M. C. McClelland, C.B.E., J.P.
1956-1971: Sir Kenneth Luke, C.M.G., J.P.
1971-1976: Sir Maurice Nathan, K.B.E.
1977-1984: Dr. Allen Aylett, O.B.E.

COMMISSIONER

1984-1986: J. C. Hamilton, A.M.

CHAIRMAN — COMMISSION

1986-1993 R. G. Oakley

EXECUTIVE COMMISSIONER

1986-1993 A. Schwab (Dec. 18.6.93)

COMMISSIONERS

1985-1991: The Hon. P. Nixon
1985-1993: P. D. Scanlon
1985-1988: R. J. Seddon
1988-1993: A. Mantello
1991-1993: M. Carlile

SECRETARIES/GENERAL MANAGERS

1897-1929: E. L. Wilson
1929-1956: L. H. McBrien, O.B.E.
1956-1976: E. O. McCutchan, O.B.E.
1977-1984: J. C. Hamilton, A.M.
1985-1986: A. Schwab

The Clubs

ADELAIDE: W. Sanders, P.O. Box 1, West Lakes, S.A. 5021

BRISBANE: A. Ireland, P.O. Box 1535, Coorparoo DC, 4151

CARLTON: S. Gough, P.O. Box 83, North Carlton 3054

COLLINGWOOD: R. Petrie, P.O. Box 165, Abbotsford 3067

ESSENDON: R. Hampson, P.O. Box 17, Essendon 3040

FITZROY: J. Birt, 2 Charles St., Northcote 3070

FOOTSCRAY: D. Galimberti, P.O. Box 112, Footscray West 3012

FREMANTLE: D. Hatt, P.O. Box 381, Fremantle 6160

GEELONG: G. Durham, P.O. Box 461, Geelong 3220

HAWTHORN: P. Hudson, P.O. Box 52, Hawthorn 3122

MELBOURNE: H. Mann, P.O. Box 254, East Melbourne 3002

NORTH MELBOURNE: G. Miller, P.O. Box 158, North Melbourne 3051

RICHMOND: J. Malone, P.O. Box 48, Richmond 3121

ST. KILDA: D. Hanly, P.O. Box 34, Moorabbin 3189

SYDNEY: R. Joseph, P.O. Box 173, Paddington 2021

WEST COAST: B. Cook, P.O. Box 508, Subiaco 6008

PLAYER PAYMENT COMMISSIONER

R. Lane

NAFC DELEGATE

K. Gannon (VSFL)
I. Collins (AFL)

TRIBUNAL — SENIOR

N. Busse (Chairman), B. LeBrocq, N. Price,
J. Schultz, G. Sherry, G. Forster

Tribunal — VSFL

G. Meese (Chairman), R. Nunn, P. Hollings,
S. Maguire, D. Shilbury, M. Kelleher,
M. Browne, S. Cusumano

PLAYERS' ADVOCATES

I. Findlay, R. Lord, R. Moore,
D. Scott, B. Gaudion, I. Corlett, G. Ayres,
P. Murrihy

ADMINISTRATION STAFF EXECUTIVE SUB-COMMITTEE

R. G. Oakley (Chairman),
I. Collins, K. Lehmann, D. Hanly (Res. 4/10/94), D. Moore, M. Patterson, T. Peek,
W. Deller, G. Hobbs, K. Gannon,
K. Sheehan, D. Anning, G. Burgess,
J. Lindsay, G. Finn, M. O'Sullivan

LAWS OF THE GAME PANEL OF REVIEW SUB-COMMITTEE

R. Oakley (Chairman), I. Collins, W. Deller,
R. Flower, R. Skilton, R. Austin, T. Watson,
K. Bartlett, D. Moore (Secretary)

PUBLICATIONS BOARD

R. G. Oakley (Chairman),
I. Collins, T. Peek (Communications Manager),
G. Hobbs (Publications Manager), K. Lehmann
(Finance Manager), D. Anning (Accountant),
G. Burgess (Marketing Manager), H. Mitchell,
R. Fildes.

UMPIRING SELECTION AND COACHING COMMITTEE

W. Deller (Chairman), R. Austin, D. Levens.

DISCIPLINARY COMMITTEE:

P. O'Callaghan (Chairman), G. Meese,
J. Schultz

APPEALS BOARD

P. O'Callaghan (Chairman), F. Bibby,
J. Clarke, J. Cox, J. Hyde, C. Stubbs,
B. Beattie, B. Bourke

AFL FOUNDATION

R. Oakley, I. Collins, K. Lehmann, S. Miller,
Dame Phyllis Frost, G. Durham, T. Peek,
K. Phelan,

LEGAL ADVISER

Bronne & Co.

MEDICAL COMMISSIONERS

Dr A. Capes
Prof. K. Hardy (Deputy)

AFL OFFICIAL ANNOUNCER

C. Willis

ARBITRATOR

J. Gaffney, A. Nolan

INVESTIGATION OFFICER

M. Croxford

BANKERS

Westpac Banking Corporation

ADVERTISING CONSULTANTS

The Campaign Palace

AUDITORS

K.P.M.G. Peat Marwick



By Grant Burgess,
Marketing Manager

1 994 has been a year of firsts for the Marketing Department, which underwent a restructure this year in order to capitalise on the opportunities that are becoming increasingly apparent as interest in football and all matters associated with it continue to grow.

The department now consists of six members including our new Licensing Manager, Andrew McKenzie, who joined us after several years with the Walt Disney Company. Andrew replaces Warren Mills who left the AFL after five years to take up the position of Victorian Branch Manager with the AFL's official guernsey manufacturer, Burley Sekem.

A new position of Sponsorship Sales Manager has also been created and this area will be responsible for selling all advertising and hospitality facilities at Waverley Park and the MCG.

One of the most significant events of 1994 was the release of the "I'd Like To See That" corporate advertising campaign which was launched in Sydney in April. The campaign has captured the imagination of the broader public and the catch phrase has become part of the vernacular.

There is no doubt that the advertisements have raised the awareness of AFL football generally, particularly in the challenging markets of Brisbane and Sydney. In the first month of screening, the campaign was seen by over nine million people and we are confident that we now have a promotional property with enormous equity and considerable mileage left in it.

Another significant change on the activities of the department was the decision to take the marketing of our international television highlights program in-house. The decision was made in May following a change in the ownership and direction of Broadcom, which previously sold the program on our behalf.

As a result, the AFL took a stand at the Sportel international television fair in Monte Carlo in October, which proved an invaluable experience not only for meeting with those representatives already taking the AFL highlights package, but also for forging new relationships that will see the AFL's program gain even wider distribution next year.

The other initiative arising from the decision to market our highlights program was the establishment of a videotape library suitable for the safekeeping and maintenance of AFL videotapes until the year 2000. The library means that the AFL has total control over one of its most valuable assets, and allows us to regulate the use of all footage in the marketplace.



West Coast Eagle Chris Lewis holds the 1994 Premiership Cup aloft, resplendent in a premiership shirt which was particularly popular in stores in W.A.

I would like to thank David Barham and his team at Vuecast Pty Ltd for their assistance with the setting-up and maintenance of the library as well as their excellent work with the production of our international highlights program.

Another first in 1994 was the staging of the inaugural Coca-Cola AFL Sensation at Flinders Park. While attendances were not as high as we would have liked, the event was received very positively by the general public. Crowds built up each day during the week until it became necessary to close the gates on Friday afternoon. Market research conducted by AMR Quantum over the first five days of the event indicated that the Sensation was rated as excellent or very good by half of the respondents interviewed, while a further 32% rated it as good. A majority of people (82%) indicated that they would recommend the event to friends and family interested in football.

The Coca-Cola AFL Sensation was supported by Triple M and 3AW, while the Sunday Age produced a television advertisement and carried the official program of events. It will continue to be a major event in Grand Final week and host the official post Grand Final Parade press conference, which has previously been held in shopping centres and consequently suffered from lack of space for fans of the two competing teams.

The State of Origin match between South Australia and Victoria at Football Park on May 3 was played before a near capacity crowd and deemed one of the best State of Origin matches ever played.

Considerable pro-game marketing using the slogan "Ted Whitten in tears, I'd like to see that" ensured that there was a high public awareness of the game and this was reflected in the near capacity attendance. The response of the South Australian public and the outstanding TV ratings, reinforced the view that AFL State of Origin football in its best form is an attractive product worthy of feature status in the football calendar.

The Marketing Department has been heavily involved in a number of key initiatives undertaken by the AFL this year, in particular the preparation of a marketing plan which forms part of the Five Year Plan, and a position on the Steering Committee for the new AFL Traineeship program. A pilot program of secondary school videos featuring topics such as "The role of the media in sport" commenced this year and has received a very favourable and positive response from schools involved in the program. We were also responsible for providing a brief to the Fremantle Dockers on the design of its new logo and the suggestion to move away from the traditional "shield" logo has resulted in a very distinctive and marketable logo that has been well received across the board.

For the first time this year a limited number of tables were sold to the Brownlow Medal, which was held at the Radisson President Hotel in Queens Road after many years at the Southern Cross Hotel. The night was deemed a huge success by all those who attended and the practice of selling a limited number of tickets will continue next year.

1994 also saw the introduction of a colourful, collector-style final series ticket to take the place of the usual computer-generated BASS ticket. The tickets featured the "flying man" logo used for the AFL Sensation and all guests at official luncheons on Grand Final day received a ticket mounted in a perspex case as a memento of the day.

Another highlight during the finals was the Grand Final Marquee Village, marketed by the AFL and held for the first time at Flinders Park, where 750 guests enjoyed a three course dinner and entertainment from MMM's "The Grill Team" prior to attending the game.

Our official carrier, Ansett Australia, which recently announced its naming rights sponsorship of the pre-season competition for 1995, was active during the finals series and dressed its gate lounges with displays featuring the competing teams and the AFL Sensation. We look forward to a continued and expanded relationship with Ansett in 1995.

Challenge Bank came on board as sponsor of the official match ball while the Norwich Financial Group continued its sponsorship of the Norwich Rising Star Award this year and again hosted an excellent function at the Sheraton Towers hotel. The award has



quickly become one of the most important events in the football calendar and, most importantly, has succeeded in focusing media attention on our youngest stars. We congratulate Chris Scott for being the second Brisbane Bears player to win the award.

At the end of 1994 it is timely to mention all those at Carlton and United Breweries who have been associated with us as major sponsor for the past six years. Late this year the AFL announced that Coca-Cola would take over the major sponsorship of the AFL while CUB has elected to continue as an exclusive supplier at all AFL matches and official functions. I look forward to continuing the relationship with everyone at CUB who has worked so closely with us since 1989 and thank them for their assistance and support during that time.

Finally I would like to thank my colleagues Karen Phelan, Sharon Jellis, Lyn Bunday and Andrew McKenzie for all their help during a very hectic year.

Licensing

I 994 again saw a record year for AFL Licensing with royalty income continuing to grow across all categories.

The two key factors that demonstrate the growing strength of the AFL brand are the developments in both core and new business.

Our core business of football outfits (jumpers, shorts, socks) as well as key supporter lines such as scarves, caps etc., is up to 20% over another record year in 1993. This is also highlighted by our major retail supporter, Kmart, who experienced a similar percentage growth for their ever expanding AFL range. Strong ongoing sales within these core lines shows how the AFL Licensing business reflect the growth achieved across all areas of the sport.

New business continues to excite and drive the market for AFL products. This year new licensees, including Davenport and Starter, successfully launched into the market immediately establishing the AFL as an important part of their broader businesses.

Through our association with such high profile, national and international companies, the AFL ensures that the profile of Australian football and the AFL clubs are being reinforced in all areas of Australia through a diverse range of quality merchandise.

Established licensees continued to dominate through products such as Australian Football Video's "Name a Game" and player profile series, Spalding and Crystal Craft.

Other new products this year included "team posters" backed up by some innovative art by Double M Laminating, collector telephone cards by Telearch and life size cardboard cut outs of star players by Visyboard.

The phenomenal success of our trading card business with Select Magazines saw them leap into the position of largest licensee for the first time in 1994. "The Official AFL Football Cards" released at the start of the season sold out quickly, and this was then followed by the "Cazaly series".

Meetings are now being conducted with Licensees to continually enforce the standard of AFL Licensed merchandise and to ensure AFL owned trade marks are vigorously protected.

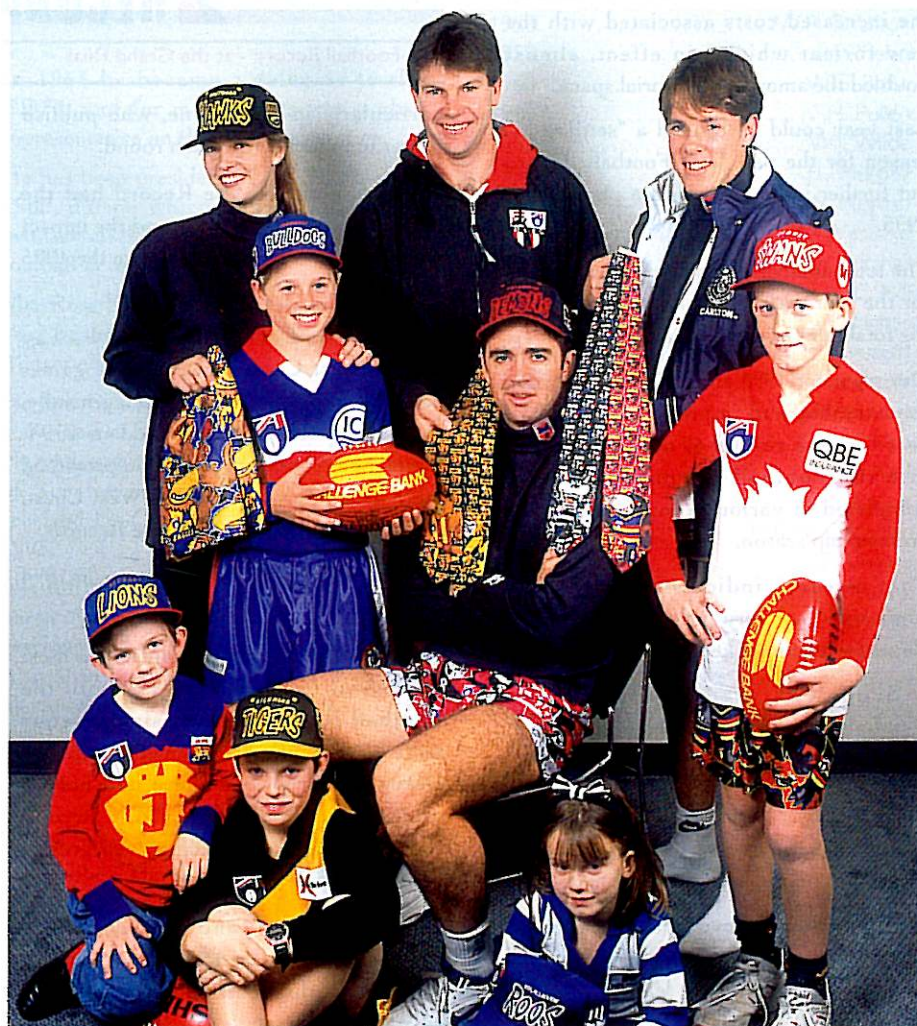
Retail distribution widened significantly in 1994, and this was not only limited to Victoria. South Australia and Perth now have a strong retail presence not only for local AFL teams but all teams. Major retailers such as John Martins and Rowe & Jarman in Adelaide, and Myer, Jim Kidd and Sportslocker in Perth, all had record sales in AFL Licensed products. Myer in Victoria again had a good year with their "Sporting Edge" department in the city store, and have confirmed that for 1995 this will be expanded to include eighteen metropolitan stores. New opportunities this year have developed with the What's New group of national gift stores who undertook

a major advertising campaign mid year through television, print and a strong association with 3AW in Melbourne.

AFL Clubs increased their retail sales through strong support of the Licensing Program. Licensed products were advertised heavily in Club Newsletters and one club in particular recorded a 35% increase in sales over 1993.

A number of sales promotions were conducted during the Season with licensees and these assisted in boosting the profile of the products in the market place as well as taking the AFL brand into non-traditional areas of the consumer market. Some of the successful promotions during 1994 included the Coca-Cola Footy Faces promotion, Pura Milk Commemorative Medallion, and the highly successful Age Newspaper Dream Team promotion.

New initiatives for 1995 include the "Authentic" program geared to promote the on field products worn and used by the stars, and "AFL Kids" aimed at targeting the ever important 0-7 year olds. These programs will be supported by other new areas earmarked for potential growth leading up to our exciting Centenary Year in 1996.



A range of the latest AFC Supporter gear from Starter, Davenport and Burley Sekem.



By David Anning,
Secretary of the Publications Board

Football Record

I 994 was a year of change for the Football Record. The small, pocket size Record, which had been part of the VFL/AFL scene since 1912, made way for a bigger A4 size publication.

This change was for several reasons. Major considerations were that the bigger size allowed for a bolder pictorial approach to stories, plus weekly posters, and it opened up new avenues for advertising revenue.

The former 'small' home and away Record contained 48 pages and a colour section of 16 pages (including advertisements); the new-look home and away Record has 40 pages with colour available throughout.

The cover price increased from \$1.20 in 1993 to \$1.50 in 1994 to take into account the increased costs associated with the new format which, in effect, almost doubled the amount of editorial space.

Last year could be termed a "settling in" season for the new look Football Record but further improvements are planned for 1995.

The total number of Football Records sold for the year was up by about 145,000 with the total sales of some 1.8 million.

Our plans for 1995 are aimed at increasing that number and improvements will be based on the results of market research into the Football Record which was completed at various venues late in the premiership season.

That research indicated that football supporters had very little criticism of the Record while other key findings included.

- Supporters were wanting more information about the home club.
- Supporters can't get enough information about their club and players.
- Record sellers could be more visible at venues, particularly for night matches.
- Sellers should move through the crowd more, particularly at venues where the bulk of supporters are seated.

The Record also continues to receive severe competition from daily newspapers,



The Football Record - at the Grand Final

particularly in Melbourne, who publish player numbers before each round.

In years gone by, the Record had the player numbers exclusively and the impact will have to be considered before the 1995 season.

Near the end of the home and away season West Coast and Adelaide games had their own Record covers and, generally, the sales interstate increased in 1994. Greater emphasis was placed on providing more local information in the West Coast, Adelaide, Sydney and Brisbane Records.

The introduction of Player Posters in 1994 were also well received.

Cameron Media Sales completed a most successful first year in 1994 with the Football Record. Advertising revenue increased by 30% and managing-director Barry Cameron said there had been a positive reaction to the 'new look' Record. He is confident of attaining even greater sales in 1995.

Barry Cameron and his colleague Matthew Healey are to be congratulated for their untiring contribution in 1994.

Greg Hobbs completed his seventh year as editor of the Record and has continued

to turn out a quality product. The Grand Final edition ranked with the best ever.

Thanks are also extended to the Publications Board which contains Ross Oakley (chairman), Tony Peek, Greg Hobbs, David Anning (secretary), Kevin Lehmann, Grant Burgess, Harold Mitchell, Rob Fildes and Ian Collins.

Col Hutchinson, the AFL's statistician, also provided much material for the Record and in 1994 former Age chief football writer Ron Carter contributed weekly articles.

The AFL also acknowledges the fine photography on Tony and Kerryn Feder and Stuart Milligan at Sporting Pix.

Finally, the swift production of the Football Record, against constant deadlines, would not be possible without the professional services of Progress Printers and Distributors. Special mention is made to Neil Brown, Chris Jefferson, Doug Power and John Elkan.

The Football Record continues to be a part of football tradition, but, as mentioned, it has strong opposition from other football publications and must stand its ground with its own style in the market place.



Jack Titus Award

Former Essendon grand final player and premiership president, Greg Sewell, is the latest winner of the Jack Titus Award.

Sewell has been an Essendon person for as long as he can remember, commencing in the club's Thirds in 1950 and progressing through the ranks until his senior debut in 1952.

He has done the lot over more than four decades and this includes assisting senior coach John Coleman prepare the team for the 1965 premiership and coaching the club Reserves to the premiership in 1968.

In Essendon's dual-premiership golden era of the 1980's Sewell was the club president. He took over the post in 1981 and stood down at the end of 1987. His leadership had provided long experience and a keen knowledge and understanding of all levels of a football club.

Early in his career in 1952 he played in Essendon's Seconds premiership team but the Bomber fans remember him as a senior

player who excelled on the wing, half-forward and in the back pocket.

He represented the State as a wingman in 1957. He also played in Essendon's senior grand final teams in 1957 and 1959 which lost both games to Melbourne.

In 1961 Sewell retired as a league player after 171 games.

He was the players' representative on the Essendon committee for several years before taking a place on the committee after his retirement. He later coached Kyneton and returned to the club in 1965 to assist with the coaching under John Coleman.

From 1969 until 1976 Sewell once more sat on the Essendon Board and in his final year was a vice-president. In 1981 he returned as president and held the position until 1987. The highlights were the premiership years of 1984-85.

Greg Sewell still watches the progress of the Essendon FC of which he is a Life Member.

In 1961 he became a delegate to the EDFL and for many years was a club representative on the EDFL executive.

He has been president of the EDFL since 1982, during which time he has helped institute marked changes to the running of football in the modern era.

Mr. Rose has also given valuable service as a board member with the Victorian Metropolitan FL.

He is a Life Member of the Pascoe Vale F.C., and a Life Member of the EDFL. He was awarded the VMFL Recognition of Service medallion in 1987 and he received his Order of Australia Medal in 1993.

His lofty reputation in district football, particularly in the Essendon area, is far reaching and it is fitting that the National Australian Football Council now recognises his untiring work with this award.

Jack Titus Winners

1977W.J. Titus (Richmond)
1978J.F. Adams (North Melbourne)W.H. Cookson (Essendon)
1979J.H. Cardwell (Melbourne)
1980M. Elmer (Hawthorn)
1981I. Drake (St. Kilda)
1982R. McConnell (Essendon)
1983G. Richmond (Richmond)
1984N.S.W. Chandler (Carlton)
1985I. Ridley (Melbourne)
1986J. Hannan (North Melbourne)
1987G. Coates (Fitzroy)
1988S. Dunn (Hawthorn)
1989B. Comben (Carlton)
1990J. Dugdale (Noah Melbourne)
1991R. Richards (Collingwood)
1992A. Cooke (Richmond)
1993K. McKenzie(Nth Melbourne / Carlton)
1994C. 'Bill' McMaster (Geelong)

NAFC Merit Winners

1955L.H. McBrien
1956Sir Kenneth Luke
1957H.R. Clover
1958W.R. Crichton
1959L.J. Phelan
1960W.G. Brew
1961H. Pullen
1962W.J. Wilde
1963J.L. Murphy
1964T.W. Morrish
1965F.R. Westlake
1966A.R. Jennings
1967C. Hill
1968F.V. Hughes
1969C.E. Chessells
1970J.L. Lancaster
1971R.W. Hamley
1972G. Le Broco
1973A. E. Neil
1974A.L.V. King
1975N.S.W. Chandler
1976J.P. Crowe
1977S. Cheatley
1978F. Leverett
1979R.W. Hamley
1980S. Wren
1981D. Lamb
1982J. Lauritz
1983A. Dunstan
1984J. Irving
1985S. LeLiewe
1986J.R. Templeton
1987J. Mueller
1988H. Collier
1989M. Croxford
1990K. McIntyre
1991N. Hector
1992Y. Crafti
1993J. Huxtable

NAFC Merit Award

Reg Rose, O.A.M., has been a stalwart of the Essendon District Football League as a player, coach, committeeman, delegate to his current position as League president.

He thoroughly deserves this latest honour after a life-time of involvement with the EDFL, starting as a 15 year old in the Pascoe Vale FC under-21 side. He progressed to the seniors and rose to the rank of captain.

Rose played 300-plus games, he was a member of the EDFL's first representative sides in 1959-60 and as coach of Pascoe Vale for six years he landed three premierships.

He also served Pascoe Vale as a committeeman from 1958-80 and this included a long term as president from 1961-80.

Media Awards

Ansett Australia Football Writer of the Year: Michael Sheahan, Herald Sun, Melbourne.

Ansett Australia Photographer of the Year: Wayne Ludbey, Herald Sun, Melbourne.

Best Feature Story: Trevor Grant, Herald Sun, Melbourne.

Best Action Shot: Phillip Stubbs, Geelong Advertiser.

Best Television Feature: Anne-Maree Sparkman, Wide World of Sport, Channel 9.

Best Television News: Eddie McGuire, Channel 9.

Football Broadcaster of the year: ABC

Best Regular Radio Coverage, other than Broadcasts: 3AW



By Bill Deller,
National Director of Umpiring

I 1994 saw the introduction and implementation of several initiatives as determined by the AFL Commission.

They were the appointment of a full time coach for AFL umpires, the three field umpire system, the three boundary umpire system and the establishment of two umpiring Academies in metropolitan Melbourne.

All of these initiatives proved to be successful, the degree of success ranging from outstanding to marginal.

AFL Umpires' Coach

David Levens completed a successful first year as full time coach. His was not an easy task as delays in having the newly created full time position in place resulted in him not taking up the position until late January. None the less, his performance has been very good and we are confident of significant improvement in performances over the next few years as the effects of his influence on the umpires becomes more evident.

Three Field Umpire System - Performance Standards

Whilst the performance of the group was slightly better than in previous seasons, we did not fully capitalise on the opportunity presented to us with the introduction of the three field umpire system.

The potential of the three umpire system was clearly demonstrated however during the finals series (when we were able to select our twelve best performed umpires) in which the standard was very good in eight of the nine matches.

During 1994, we developed a model by which to objectively assess performance standards. This will enable us to measure outcomes in future years.

In real terms, the decisional accuracy rate is better than that shown because the model does not take into account the number of decisions which are made in situations where it is correct not to pay a free kick and play is allowed to continue.

We will be investigating improvements to the model so that these correct decisions are taken into account when calculating decisional accuracy.

The following table depicts the more significant aspects of the model:

PER MATCH - Overall		1994
Average number of infringements	48.8
Average number of free kicks awarded	40.2
% of infringements penalised	82%
Average number of correct free kicks awarded	33.6
Overall decisional accuracy	68.8%
- END ZONES		
Average number of infringements in end zones	18.8
Average number of free kicks awarded in end zones	15.2
% of infringements penalised in end zones	81%
Average number of correct free kicks awarded in end zones	12.6
Overall decisional accuracy - end zones	67%
- MID ZONES		
Average number of infringements in mid zone	30
Average number of free kicks awarded in mid zone	25
% of infringements penalised in mid zone	83%
Average number of correct free kicks awarded in mid zone	21
Overall decisional accuracy - mid zone	70%

Three Boundary Umpire System

The introduction of the third boundary umpire was only partially successful. It achieved one major aim, to reduce the work load and minimise errors caused by fatigue. The second major aim was to have the umpire closer to the play, this was achieved on occasions but there were still instances where the pace of play left the umpires well behind the play and errors occurred because they were not in a good position from which to adjudicate.

Victorian Academies

The establishment of the two Academies has been an outstanding success. Located at Waverley Park and Reservoir, they are well placed to adequately service metropolitan and close country umpiring groups.

Enrolments exceeded expectations, it was our aim to limit numbers to 40 at each venue thereby enabling us to have 80 of the most promising Victorian umpires under our coaching influence. In fact, we had 67 at Waverley and 35 at Reservoir.

Our Academy Directors, in evaluating their effectiveness and efficiency with coaching, have recommended that numbers at each venue can be increased to a maximum of 50.

AFL Squads

AFL squads - field, boundary and goal - are made up of the best umpires from each State League Senior Panel. Squads for 1994 with a break down of State Representation, with Finals Series appearances in brackets, are as follows:

STATE	FIELD	BOUNDARY	GOAL	TOTAL
NSW	1	1		2
QLD	2	4 (1)	3 (1)	9 (2)
SA	2	4 (1)	3	9 (1)
TAS	-	-	1 (1)	1 (1)
VIC	26 (12)	21 (10)	18 (9)	65 (31)
WA	2	3 (1)	3 (1)	8 (2)
TOTALS	33 (12)	33 (13)	28 (12)	94 (37)

1995 squads will be finalised in mid March. It is anticipated with the inclusion of Fremantle that squads will need to be increased slightly on 1994 numbers.

Five new umpires were promoted to AFL football in 1994. They were Shane McInerney (QAFL), Scott McLaren, Mark Nash, Adrian Panozzo (VSFL) and Tim Pfeifer (SANFL). Greg Scroop was

re-instated on the AFL Squad after being delisted in 1993.

Umpires who retired or were delisted after 1993 were Michael Abbott (23 AFL matches - returned to SANFL), Peter Cameron (306 AFL matches - retired), Darren Goldspink (86 AFL matches - result of injury), Michael Viney (35 AFL matches appointed assistant coach, VSFL Waverley Academy).



Out come the Umpires for the 1994 grand final. From left: Denis Rich, David Howlett and Bryan Sheehan.

National Talent Acceleration Program

David Levens has developed and implemented a program (National Talent Acceleration Program) which aims to provide additional coaching and development activities for a group of young umpires identified as having the necessary attributes to advance to AFL football in the short term.

This national squad consists of umpires from each State except Victoria. All are on State League squads and officiating in the Senior State League competition.

A break down of State Representation is as follows: NSW (3), QLD (3), SA (3), Tas (3), WA (5)- Total (17).

Four who participated in NTAP in 1994 will be considered for selection to the AFL squad for 1995. Of the 17, seven officiated in State League Senior Grade Grand Finals.

It is felt that by bringing these umpires under the influence of the AFL coach at an earlier stage of their career, it will be possible to fast track their development, resulting in advancement to the AFL Squad in a shorter time than would have been achieved otherwise.

Australian Sports Commission

The Australian Sports Commission has long been concerned at the lack of attention and support given to officials by most sports in Australia. To address this concern, it has established a National Officiating Committee. The mission of the Committee is "to improve the quality and status of officials at all levels of Australian Sport". This will be achieved through the development and implementation of a National Officiating Program.

The Committee consists of representatives from Basketball, Gymnastics, Hockey, Netball, and Australian Football. It is a feather in the cap of Australian Football to be selected to sit on the Committee. All the other sports are international sports and for the Commission to recognise the efforts of Australian Football in this way is high praise indeed.

1994 Umpires and Games

	1994 GAMES	TOTAL	FIRST GAME	RECRUITED FROM
Darren Agnew	6	8	1993	VSFL
Brett Allen	23	49	1992	VSFL
Murray Bird	15	43	1990	QAFL
Keith Callaghan	16	24	1992	VSFL
Peter Carey	24	205	1985	VFL Reserves
Geoff Caulfield	21	35	1991	Diamond Valley
Kevin Chambers	5	7	1993	SANFL
Andrew Coates	22	70	1989	Essendon Dist.
Gavin Dore	19	110	1986	West Gippsland
Trevor Garrett	20	36	1991	WAFL
John Harvey	14	37	1990	VFA
David Howlett	24	168	1982	Essendon Dist.
Hayden Kennedy	22	113	1988	Essendon Dist.
Shane McInerney	8	8	1994	Ballarat
Anton McKernan	22	51	1991	Waverley Juniors
Scott McLaren	8	8	1994	Eastern Dist.
Chris Mitchell	24	175	1984	Footscray Dist.
Mark Nash	18	19	1994	Waverley Juniors
Adrian Panozzo	12	12	1994	Waverley Juniors
Tim Pfeiffer	11	11	1994	SANFL
Mark Prince	20	25	1993	VSFL
Denis Rich	18	185	1983	Western Suburbs
John Russo	17	202	1982	Southern Umpire
Rowan Sawers	24	343	1977	Southern Umpire
Greg Scroop	13	30	1990	WAFL
Bryan Sheehan	21	176	1986	Dandenong
James Van Beek	19	39	1991	Dandenong
Grant Vernon	24	122	1987	WAFL
Gerald Walsh	3	5	1986	Oak Parks
Mark Westgarth	19	51	1982	Western Suburbs

1994 Umpires and Games

UMPIRES	ELIM	QUAL	1ST	2ND	PRE	GF	TOTAL
Rowan Sawers	5	4	5	4	6	4	28
Bryan Sheehan	4	2	5	1	3	4	19
Peter Carey	3	3	1	3	3	3	16
John Russo	1	4	1	3	-	2	11
Denis Rich	1	3	2	1	2	3	12
David Howlett	1	2	1	2	1	1	8
Chris Mitchell	2	3	2	-	1	-	8
Gavin Dore	1	2	-	2	1	-	6
Grant Vernon	1	1	2	-	-	-	4
Hayden Kennedy	-	2	-	1	1	-	4
Andrew Coates	-	2	1	-	-	-	4
Brett Allen	-	1	-	-	1	-	2

Highlights and Honours

Foster's Cup Grand Final

Field: Gavin Dore, Bryan Sheehan, Geoff Caulfield

Bound: Greg Harding, Sam Leslie, Adam Skidmore

Goal: Peter Kelly, Laurie Page

State of Origin - Sth Australian v Victoria

Field: David Howlett, Chris Mitchell, Denis Rich

Bound: Peter McDonald, Alan Cook, Darren Wilson

Goal: Colin Hood, Mike Nicolai

All Australian Umpire

David Howlett

AFL Grand Final

Field: David Howlett, Bryan Sheehan, Denis Rich

Bound: Peter McDonald, Malcolm Owen, Andrew Wheeler

Goal: Craig Clark, Colin Hood

Milestones

100 Matches

Field: Grant Vernon, Hayden Kennedy, Gavin Dore

Bound: Ross Barr, Dean Maxwell

Goal: Rod Davies

200 Matches

Field: John Russo, Peter Carey

Overseas Exhibition Matches

Field: Brett Allen, Peter Carey, Andrew Coates, Gavin Dore, John Russo, James Van Beek

Bound: Alan Cook, Peter McDonald, Malcolm Owen, Matthew Star, Andrew Wheeler

Goal: Robert Hendrie, Colin Hood, Greg Kennedy, Mark Powell



Mark Thompson



Mark Bayes



Peter German



Steven Stretch

At the end of the 1961 season the League formed an exclusive club, bringing together players with 200 or more League matches, including night series and interstate (state of origin) games.

A further nine players — Mark Bayes, Peter German, Steven Hocking, Brett Lovett, Tony McGuinness, Ross Smith, Steven Stretch, Jim Stynes and Mark Thompson joined 'The Club' in 1994.

The following list shows the '200 Club' members and their total matches for premiership points only. All reached the double century when night series/interstate games were added.

G. Ablett (Haw., Rich., St.K.) 1973-1985	230
G. Ablett (Haw., Geel.) 1982-1994	209
D. Ackerly (Syd., Nth. Melb.) 1979-1989	191
N. S. Alves (Melb., Nth. Melb.) 1965-1979	266
T. Alvin (Carl.) 1984-1994	218
B. Armstrong (Carl.) 1969-1981	205
G. F. Arthur (Haw.) 1955-1968	232
R. Ashman (Carl.) 1973-1986	236
R. Austin (Carl.) 1972-1985	220
A. J. Aylett (Nth. Melb.) 1952-1964	220
G. Ayres (Haw.) 1978-1993	269
R. D. Barassi (Melb., Carl.) 1953-1969	254
T. Barker (St.K.) 1975-1989	231
K. C. Bartlett (Rich.) 1965-1983	403
M. Bayes (Syd.) 1985-1994	194
P. J. Beames (Melb.) 1931-1944	213
P. Bedford (Sth. Melb., Carl.) 1968-1978	189
V. Belcher* (Sth. Melb.) 1907-1920	226
G. Bennett* (Haw., Foots., Haw.) 1930-1944	200
P. J. Bentley* (Rich.) 1925-1940	263
A. Bews (Geel.) 1982-1994	227
J. Birt (Ess.) 1957-1957	194
G. Bisset (Foots., Coll.) 1963-1974	207
M. Blight (Nth. Melb.) 1974-1982	178
M. Bos (Geel.) 1979-1989	195
F. Bourke (Rich.) 1967-1981	300
C. Bradley (Carl.) 1986-1994	201
B. Breen (St.K.) 1965-1982	301
D. Brereton (Haw., Syd.) 1982-1994	196
T. Bright (Geel.) 1976-1986	219
N. J. Brown (Fitz.) 1962-1973	181
M. Browning (Syd.) 1975-1987	251
N. Bruns (Geel.) 1978-1992	223
R. Byrne (Carl., Coll., Geel.) 1973-1984	219
D. Carroll (Syd.) 1981-1993	219
R. Carter (Fitz., Syd.) 1974-1990	293
R. Cazaly* (St.K., Sth. Melb.) 1911-1927	198
D. C. Clarke (Geel., Carl.) 1971-1982	211
J. Clarke (Ess.) 1951-1967	263
R. Clay (Rich.) 1966-1976	213
J. W. Cleary* (Sth. Melb.) 1934-1948	216
R. J. Clegg* (Sth. Melb.) 1945-1960	231
D. Cloke (Rich., Coll.) 1974-1991	333
G. Coleman (Fitz/Swans/Foots) 1980-1992	190

A. Collier* (Coll., Fitz.) 1925-1942	217
H. Collier* (Coll.) 1926-1940	253
G. Colling (St.K.) 1968-1981	264
R. B. Comben (Carl.) 1950-1961	188
M. Conlan (Fitz.) 1977-1989	210
N. Cordy (Foots., Syd.) 1979-1993	236
P. Couch (Geel.) 1985-1994	208
G. Coventry* (Coll.) 1920-1937	306
S. Coventry* (Coll.) 1922-1934	227
G. Cowton (Nth. Melb., Foots., Sth. Melb.) 1971-1984	198
B. Crosswell (Carl., Nth. Melb., Melb.) 1968-1982	222
G. Cunningham (St.K.) 1977-1989	224
F. E. Curcio* (Fitz.) 1932-1948	249
P. Daicos (Coll.) 1979-1993	250
A. Daniher (Swans, Ess.) 1981-1994	233
T. Daniher (Sth. Melb., Ess.) 1976-1992	313
A. Davis (St.K., Melb., Ess., Coll.) 1966-1980	250
B. Davis (Ess., Nth. Melb.) 1961-1975	289
R. E. Davis (Geel.) 1949-1958	189
R. Dean (Rich.) 1957-1973	245
G. Dempsey (Foots., Nth. Melb.) 1967-1984	332
D. Dench (Nth. Melb.) 1969-1984	275
C. Dibbs* (Coll., Geel.) 1924-1936	223
R. DiPierdomenico (Haw.) 1975-1991	240
C. R. Ditterich (St.K., Melb.) 1963-1980	285
B. J. Dixon (Melb.) 1954-1968	252
W. Donald (Foots.) 1946-1958	205
B. Doull (Carl.) 1969-1986	359
J. Dugdale (Nth. Melb.) 1955-1970	248
R. Dunne (Coll.) 1967-1978	213
J. Dunstall (Haw.) 1985-1994	208
L. J. Dwyer (Nth. Melb.) 1956-1970	200
J. R. Dyer (Rich.) 1931-1949	312
R. Eade (Haw., Bris.) 1976-1990	259
W. Eason* (Geel.) 1902-1915	220
J. Edmond (Foots., Syd., Bris.) 1977-1988	188
W. H. Eicke* (St.K., Nth. Melb.) 1909-1926	218
F. Elliott* (Melb., Carl.) 1899-1911	209
B. Evans (Syd., Carl.) 1978-1988	185
A. Ezard (Ess.) 1983-1993	183
N. Fields (Ess., Sth. Melb.) 1969-1982	199
K. Fletcher (Ess.) 1967-1980	264
R. Flower (Melb.) 1973-1987	272
G. Foulds (Ess.) 1979-1989	300
J. A. Francis (Haw., Carl.) 1929-1943	223
K. Fraser (Ess.) 1958-1968	198
D. Frawley (St.K.) 1984-1994	226
A. Gale* (Fitz.) 1948-1961	213
A. Gallagher (Carl., Foots., Nth. Melb.) 1964-1976	220
P. German (Nth. Melb.) 1984-1994	185
F. Gill* (Carl.) 1929-1942	205
R. Glendinning (Nth. Melb., W.C.) 1978-1988	230
W. Goggin (Geel.) 1958-1971	248
N. Goss (Sth. Melb., Haw.) 1972-1982	203
J. E. Graham* (Sth. Melb.) 1935-1949	227
R. Greene (St.K., Haw.) 1974-1988	304
K. Greig (Nth. Melb.) 1971-1985	297
I. Hampshire (Geel., Foots.) 1968-1982	224
K. N. Hands (Carl.) 1945-1957	211
G. Hardeman (Melb.) 1967-1981	221
L. Harris (Fitz.) 1979-1989	186

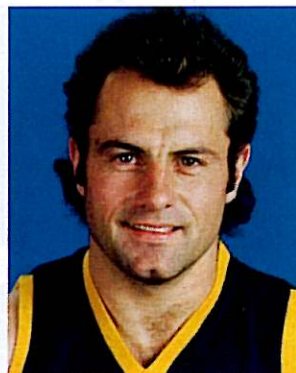
R. Harris* (Rich.) 1934-1944	196
R. Hart (Rich.) 1967-1977	187
G. Hawker (Ess., Carl.) 1978-1991	227
D. Hawkins (Foots.) 1978-1994	329
G. Healy (Melb., Syd.) 1979-1990	211
K. Heath (Haw., Carl.) 1968-1980	219
J. Hendrie (Haw.) 1972-1982	197
R. Hickey* (Geel.) 1926-1940	245
S. Hocking (Geel.) 1984-1994	199
L. Hughes* (Coll.) 1908-1922	225
R. Hunt (Geel., Rich., St.K.) 1968-1978	202
W. H. Hutchison* (Ess.) 1942-1957	290
S. Icke (Nth. Melb., Melb.) 1975-1985	196
W. Irwin (Fitz., Coll.) 1970-1983	231
J. James (Carl.) 1953-1963	195
A. Jesaulenko (Carl., St.K.) 1967-1981	279
J. Jess (Rich.) 1976-1988	223
J. Jillard (Foots.) 1958-1970	189
R. (Tas) Johnson (Melb.) 1959-1969	203
W. Johnston (Carl.) 1979-1990	209
N. Johnstone (Fitz.) 1944-1957	228
P. Jones (Carl.) 1966-1979	249
M. Keane (Rich.) 1972-1984	239
P. Keenan (Melb., Nth. Melb., Ess.) 1970-1982	213
J. Kennedy (Haw.) 1979-1991	241
T. Keogh (Carl.) 1970-1981	208
S. Kernahan (Carl.) 1986-1994	199
P. Knights (Haw.) 1969-1985	265
A. E. Kyne* (Coll.) 1934-1950	245
C. Langford (Haw.) 1983-1994	256
J. Law (Nth. Melb.) 1978-1989	219
W. Lee* (Coll.) 1906-1922	230
M. Lee (Rich.) 1977-1991	233
G. Leek (Ess.) 1951-1962	191
H. Lever* (St.K.) 1905-1922	217
B. Lovett (Melb.) 1986-1994	185
D. McKay (Carl.) 1969-1981	263
P. McKenna (Coll., Carl.) 1965-1977	191
D. McKenzie (Ess.) 1960-1974	266
D. McLeish (Sth. Melb.) 1969-1980	213
D. McMahon (Fitz.) 1973-1984	218
M. Maclure (Carl.) 1974-1986	244
J. Madden (Ess., Carl.) 1980-1994	286
S. Madden (Ess.) 1974-1992	378
S. Magee (Sth. Melb., Foots.) 1962-1975	217
A. Martello (Haw., Rich.) 1970-1983	255
L. Matthews (Haw.) 1969-1985	332
D. Meagher (Haw.) 1966-1976	198
R. Merrett (Ess., Bris.) 1978-1994	277
H. Merrigan (Fitz.) 1969-1981	198
C. Mew (Haw.) 1980-1992	230
S. McCann (Nth. Melb.) 1977-1988	226
P. McConville (Carl., St.K.) 1978-1989	194
R. McGregor* (Carl.) 1905-1920	237
T. McGuinness (Foots., Adel.)	193
J. McHale* (Coll.) 1903-1920	261
A. E. Mills* (Haw.) 1930-1942	196
B. Mitchell (Syd., Coll., Carl.) 1984-1994	204
H. Mitchell (Ess.) 1953-1967	224
M. Moncrieff (Haw.) 1971-1983	224
K. Montgomery (Nth. Melb.) 1968-1981	189
K. Moore (Haw.) 1970-1984	300
P. Moore (Coll., Melb.) 1974-1987	249
A. G. H. Morrison (Foots.) 1928-1946	224
S. Morwood (Coll.) 1983-1993	212
T. Morwood (Syd.) 1978-1989	229
J. E. Mueller (Melb.) 1934-1950	217



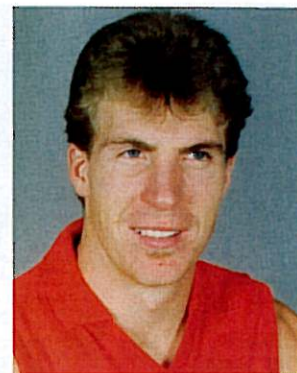
Steven Hocking



Brett Lovett



Tony McGuinness



Jim Stynes

J. Murphy (Fitz., Sth. Melb., Nth. Melb.) 1967-1980	248
K. Murray (Fitz.) 1955-1974	333
B. R. Mynott (St.K.) 1964-1975	209
B. Nankervis (Geel.) 1970-1983	253
I. Nankervis (Geel.) 1967-1983	325
M. Neagle (Ess., Syd.) 1977-1990	204
R. Neal (Geel., St.K.) 1974-1988	220
K. Neale (St.K.) 1965-1977	256
K. Newland (Geel., Foots.) 1965-1978	216
J. Newman (Geel.) 1964-1980	300
J. R. Nicholls (Carl.) 1957-1974	328
A. Noonan (Ess., Rich.) 1966-1977	192
R. Osborne (Fitz., Syd., Foots.) 1982-1994	221
A. H. Olliver* (Foots.) 1935-1950	272
K. E. O'Neill* (Rich.) 1930-1941	208
D. A. Parkin (Haw.) 1961-1974	211
J. Peck* (Haw.) 1954-1966	212
T. Pekin (Fitz., St.K.) 1984-1994	207
G. Pert (Fitz., Coll.) 1982-1990, 1992-1994	216
W. Picken (Coll., Syd.) 1974-1986	241
P. Pinnell (Carl., Melb.) 1969-1981	201
J. Platten (Haw.) 1986-1994	200
T. Pool* (Haw.) 1926-1938	200
B. Quinlan (Foots., Fitz.) 1969-1986	366
G. Raines (Rich., Coll., Ess., Bris.) 1976-1989	254
J. Rantall (Sth. Melb., Nth. Melb., Fitz.) 1963-1980	336
J. V. Regan* (Coll.) 1930-1946	196
R. Renfrey (Geel.) 1946-1956	201
R. S. Reynolds (Ess.) 1933-1951	320
D. Rhys-Jones (Sth. Melb., Carl.) 1980-1992	182
L. T. Richards (Coll.) 1941-1955	250
M. Richardson (Coll., Fitz.) 1969-1980	244
W. Richardson (Coll.) 1966-1978	278
M. Roach (Rich.) 1977-1989	200
P. Roos (Fitz.) 1982-1994	269
B. Round (Foots., Syd.) 1969-1985	328
B. Rowlings (Haw., Rich.) 1975-1986	234
B. Royal (Foots.) 1983-1993	199
P. Russo (Haw., St.K.) 1978-1990	195
A. Ruthven (Fitz.) 1940-1954	222

P. Salmon (Ess.) 1983-1994	196
J. Sarau (St.K.) 1973-1983	226
J. Scarlett (Geel., Sth. Melb.) 1967-1978	212
W. Schimmelbusch (Nth. Melb.) 1973-1987	306
J. Schultz (Foots.) 1958-1968	188
D. Scott (Haw.) 1967-1981	302
T. Shaw (Coll.) 1978-1994	313
K. Sheedy (Rich.) 1967-1979	251
K. Sheldon (Carl., St.K.) 1977-1989	185
S. Silvagni (Carl.) 1958-1971	238
R. Simmonds (Haw.) 1950-1961	191
R. J. Skilton (Sth. Melb.) 1956-1971	237
N. Smith* (Melb., Fitz.) 1935-1950	228
R. Smith (Nth. Melb.) 1984-1994	196
R. Smith (St.K.) 1961-72, 1975	234
S. Smith (Melb.) 1974-1985	203
G. Southby (Carl.) 1971-1984	270
I. H. Stewart (St.K., Rich.) 1963-1975	206
A. Stoneham (Foots., Ess.) 1972-1983	200
S. Stretch (Melb., Fitz.) 1986-1994	183
J. Stynes (Melb.) 1987-1994	178
A. Sullivan (Melb.) 1967-1979	190
M. Tandy* (Sth. Melb.) 1911-1926	207
R. Taylor* (Melb., Nth. Melb.) 1922-1935	204
N. Teasdale (Nth. Melb.) 1956-1967	178
L. Thomas* (Sth. Melb., Haw., Nth. Melb.) 1927-1940	208
W. Thomas* (Sth. Melb., Rich.) 1905-1919	197
L. Thompson (Coll., Sth. Melb., Fitz.) 1965-1980	303
M. Thompson (Ess.) 1983-1994	183
V. Thorp* (Rich.) 1910-1925	263
D. Thorpe (Foots., Rich.) 1965-1976	178
J. Titus* (Rich.) 1926-1943	294
G. E. Todd* (Geel.) 1922-1934	232
B. Toohey (Geel., Syd., Foots.) 1981-1993	263
S. Trott (St.K., Haw.) 1967-1977	199
M. Tuck (Haw.) 1972-1991	426
D. Tuddenham (Coll., Ess.) 1961-1977	251
M. Turner (Geel.) 1974-1988	245
H. F. Vallenge* (Carl.) 1926-1938	204
P. Van Der Haar (Ess.) 1977-1990	201



Ross Smith

D. Wade (Geel., Nth. Melb.) 1961-1975	267
T. Wallace (Haw., Rich., Foots.) 1978-1991	254
S. Wallis (Foots.) 1983-1994	228
R. Walls (Carl., Fitz.) 1967-1980	259
N. M. Ware (Foots.) 1932-1946	200
T. Watson (Ess.) 1977-1991, 1994	307
D. Weightman (Rich.) 1974-1993	274
G. Wells (Melb., Carl.) 1969-1982	267
E. J. Whitten (Foots.) 1951-1970	321
D. Williams (Melb.) 1953-1968	206
G. Williams (Geel., Syd., Carl.) 1984-1994	202
J. Williams (Ess., Coll.) 1965-1976	196
M. Williams (Coll., Bris.) 1981-1990	201
B. Wilson (Foots., Nth. Melb., Melb., St.K.) 1978-1991	209
G. Wilson (Fitz.) 1971-1984	268
P. Wilson* (Coll., Melb.) 1909-1924	234
B. Wood (Rich., Ess.) 1972-1986	253
R. Wright (Rich.) 1946-1959	195
S. Wright (Syd.) 1979-1992	246

* Deceased

Overseas

Four AFL teams — Carlton, Richmond, Adelaide and the West Coast — travelled overseas in October and staged two games at Foster's Oval in England.

About 6000 spectators, many of them expatriate Australians, saw Richmond defeat Carlton and the 1994 premiers, West Coast, win comfortably against Adelaide.

It was the first time for three years the AFL had played in England.

The West Coast-Adelaide game was a curtain-raiser to the Richmond-Carlton clash.

The AFL Chief Executive Officer, Ross Oakley, made the trip to watch the matches which were televised back to Australia by the Seven Network. The details:

RICHMOND: 3.7 7.9 12.14 14.20 (104)
CARLTON: 5.0 8.3 11.3 13.5 (83)

Best: Richmond — Knights, Daffy, Free, Leys, Broderick, Bond.

Carlton — Cook, Dean, Christou, Oliver, McKay.

Goals: Richmond — Jurica, Murphy 3, Pitura, Daffy 2, B. Gale, M. Gale, Rogers, Free.

Carlton — Cook 8, Ratten, Oliver, Dean, Green, Sheehan.

WEST COAST: 6.1 8.5 11.8 14.12 (96)
ADELAIDE: 0.2 4.3 5.5 8.8 (56)

Best: West Coast — Turley, Mainwaring, Ball, Heatley, Banfield.

Adelaide — Pittman, Groom, Tongarie, Tregenza.

Goals: West Coast — Heatley 4, Heady, Turley, Brennan 2, Mainwaring, Lamb, Banfield, Ball.

Adelaide — Modra, Tongarie, Bone 2, Wellman, Groom.

Crowd: about 6000.



South Australia after beating Victoria at Football Park in 1994.

South Australia scored its third successive win over Victoria to retain the Malcolm Blight Cup in the State of Origin match played at Football Park in South Australia on May 3. It was a thriller, with the South Australians getting home by two points. Another big SA attendance of 44,598 saw the match, once more demonstrating the great support given to the home side.

South Australia: 2.4 7.6 9.6 11.9 (75)

Victoria: 3.2 5.8 8.13 10.13 (73)

Goals: South Aust: Modra 6, D. Jarman, Kappler, Hynes, Russell, Platten.

Victoria: Ablett 4, G. Hocking 2, G. Brown, Mercuri, Hanna, Stynes.

Best: South Australia: A. Jarman, McKay, D. Jarman, Modra, Wanganeen, Kappler, McDermott. **Victoria:** Calthorpe, Hanna, G. Hocking, G. Brown, Ablett, Tingay, Mercuri. **Umpires:** D. Howlett, C. Mitchell, D. Rich. **Crowd:** 44,598. At Football Park, SA.

E.J. Whitten Medal: D. Calthorpe (Essendon)

Fos Williams Medal: A. Jarman (Adelaide)

THE PLAYERS:

SOUTH AUSTRALIA: C. McDermott (c), B.

Hart, R. Champion, A. McKay, N. Smart, M. Ricciuto, G. Anderson, G. Wanganeen, S. Tregenza, T. Viney, S. Kernahan, S. Russell, T. Bond, T. Modra, A. Jarman, D. Jarman, S. Rehn, T. Francis, J. Platten, R. Jameson, D. Kappler, D. Hynes. **COACH:** Graham Cornes.

VICTORIA: G. Lyon (c), A. Collins, S. Silvagni, D. Neitz, M. Hanna, C. Langford, M. Harvey, S. Tingay, G. Brown, L. Cameron, B. Boyd, M. Mercuri, N. Burke, G. Ablett, C. Grant, J. Stynes, G. Hocking, M. Hogg, D. Calthorpe, C. Sholl, D. Frawley, J. Barnes. **COACH:** Rod Austin.

State of Origin Matches: 1977-94

October 8, 1977 W.A. 23.13.151 d VIC 8.9.57 at Subiaco. (25,467)
 June 10, 1978 VIC 25.13.163 d W.A. 8.15.63 at Waverley Park. (45,192)
 October 7, 1978 VIC 17.13.115 d W.A. 14.17.101 at Subiaco. (30,195)
 October 4, 1979 TAS 17.20.122 d QLD 13.12.90 at Perth Oval
 October 6, 1979 W.A. 23.33.171 d TAS 9.10.64 at Subiaco. } (15,186)
 October 6, 1979 VIC 25.30.180 d S.A. 20.15.135 at Subiaco. }
 October 7, 1979 QLD 23.13.151 d A.C.T. 18.12.120 at Leederville Oval
 October 8, 1979 S.A. 22.20.152 d TAS 17.11.113 at Subiaco. } (30,876)
 October 8, 1979 W.A. 17.21.123 d VIC 16.12.108 at Subiaco. }
 July 5, 1980 VIC 18.15.123 d W.A. 15.12.102 at Waverley Park. (31,467)
 October 11, 1980 S.A. 22.18.150 d TAS 8.13.61 at Football Park. } (10,666)
 October 11, 1980 VIC 14.20.104 d W.A. 9.15.69 at Football Park. }
 October 13, 1980 W.A. 17.23.125 d TAS 12.18.90 at Football Park. } (17,579)
 October 13, 1980 VIC 15.12.102 d S.A. 12.13.85 at Football Park }
 April 27, 1981 W.A. 16.23.119 d VIC 13.12.90 at Subiaco. (26,000)
 May 17, 1982 VIC 21.13.139 d S.A. 18.19.127 at Football Park. (40,399)
 July 13, 1982 VIC 19.10.124 d W.A. 15.11.101 at Subiaco (29,182)
 May 16, 1983 S.A. 26.16.172 d VIC 17.14.116 at Football Park. (42,521)
 July 12, 1983 W.A. 16.22.118 d VIC 16.19.115 at Subiaco. (44,213)
 May 15, 1984 VIC 16.12.108 d S.A. 16.8.104 at Football Park. (52,719)
 July 17, 1987 W.A. 21.16.142 d VIC 21.12.138 at Subiaco. (42,500)
 May 14, 1985 VIC 20.13.133 d S.A. 11.10.76 at Football Park. (44,287)
 July 16, 1985 VIC 19.16.130 d W.A. 9.11.65 at Subiaco. (38,000)
 May 13, 1986 S.A. 18.17.125 d VIC 17.13.115 at Football Park (43,143)
 July 8, 1986 W.A. 21.11.137 d VIC 20.14.134 at Subiaco. (39,863)
 May 27, 1987 S.A. 12.13.85 d VIC 11.15.81 at Football Park. (41,605)
 July 22, 1987 VIC 16.20.116 d W.A. 13.14.92 at Subiaco. (22,000)

March 2, 1988 AMAT 14.12.96 d A.C.T. 12.11.83 at Football Park.
 March 2, 1988 N.T. 19.20.134 d TAS 10.8.68 at Football Park. } (5,195)
 March 2, 1988 VIC 20.13.133 d W.A. 10.13.73 at Football Park. }
 March 3, 1988 N.T. 11.19.85 d AMAT 8.9.57 at Football Park.
 March 3, 1988 V.F.A. 17.10.112 d QLD 4.11.35 at Football Park } (5,755)
 March 3, 1988 S.A. 12.8.80 d N.S.W. 8.11.59 at Football Park. }
 March 4, 1988 V.F.A. 18.20.128 d A.C.T. 9.16.70 at Norwood. } (576)
 March 4, 1988 TAS 11.16.82 d QLD 10.10.70 at Norwood. }
 March 5, 1988 N.T. 17.10.112 d V.F.A. 9.13.67 at Football Park.
 March 5, 1988 N.S.W. 10.8.68 d W.A. 9.12.66 at Football Park. } (19,387)
 March 5, 1988 S.A. 15.12.102 d VIC 6.6.42 at Football Park. }
 July 5, 1988 VIC 21.23.149 d W.A. 15.9.99 at Subiaco. (23,006)
 May 16, 1989 VIC 19.12.126 d W.A. 10.12.72 at the WACA. (20,993)
 July 1, 1989 VIC 22.17.149 d S.A. 9.9.63 at the MCG. (91,960)
 July 2, 1989 VIC 25.13.163 d TAS 15.17.107 at North Hobart. (12,342)
 May 22, 1990 N.S.W. 13.8.86 d VIC 10.16.76 at the SCG. (13,424)
 June 24, 1990 TAS 20.14.134 d VIC 14.17.101 at North Hobart. (18,649)
 June 26, 1990 VIC 14.13.97 d W.A. 8.12.60 at the WACA. (21,897)
 May 28, 1991 VIC 17.14.116 d TAS 14.20.104 at North Hobart. (16,000)
 May 28, 1991 VIC 12.14.86 d S.A. 11.4.70 at Football Park. (37,277)
 July 16, 1991 QLD 23.14.152 d VIC 15.18.108 at the Gabba. (8,519)
 July 16, 1991 W.A. 19.13.127 d VIC 7.9.51 at the WACA. (24,397)
 May 12, 1992 N.S.W. 22.9.141 d QLD 6.12.48 at the SCG. (7,223)
 May 26, 1992 VIC 23.19.157 d W.A. 13.12.90 at the MCG. (32,152)
 July 7, 1992 S.A. 19.19.133 d VIC 18.12.120 at Football Park. (33,984)
 June 1, 1993 VIC 19.16.130 d N.S.W./A.C.T. 8.17.65 at the MCG. (22,409)
 June 2, 1993 SA 19.13.127 d W.A. 14.7.91 at Football Park. (21,487)
 June 5, 1993 S.A. 16.13.109 d VIC 14.12.97 at the MCG. (31,792)
 June 6, 1993 QLD/N.T. 16.14.110 d TAS 10.16.76 at Bellerive. (9,660)
 May 3, 1994 SA 11.9.75 d VIC 10.13.73 at Football Park. (44,598)



Home and Away Matches Attendance Records at all Venues 1994

CLUB	HOME VENUE	HIGHEST MATCH ATTENDANCE				SEASON TOTALS		
		Rnd	Opponent	Attendances	Receipts	Mtchs	Attendances	Receipts
Adelaide	Football Park	4	Geelong	45,638	\$195,341	11	471,502	\$1,991,380
Brisbane	Gabba	14	Collingwood	18,881	\$75,416	11	136,769	\$486,363
Carlton	Princes Park	23	Richmond	32,486	\$136,529	9	234,546	\$849,409
Collingwood	Victoria Park	11	Adelaide	27,390	\$90,534	3	79,710	\$253,294
Collingwood	MCG	17	Carlton	85,831	\$539,024	7	403,740	\$2,195,387
Essendon	MCG	10	Geelong	75,129	\$409,877	9	459,946	\$2,251,195
Fitzroy	Western Oval	16	Collingwood	15,394	\$66,123	8	82,820	\$286,880
Footscray	Western Oval	18	Collingwood	25,540	\$99,275	10	187,180	606,288
Geelong	Kardinia Park	2	Footscray	24,019	\$100,478	9	195,798	\$605,274
Hawthorn	Waverley Park	15	Geelong	35,267	\$151,087	11	273,720	\$1,049,797
Melbourne	MCG	12	Carlton	52,199	\$296,579	10	352,235	\$1,857,916
North Melb	MCG	9	Collingwood	72,216	476,620	9	342,233	\$1,899,723
Richmond	MCG	12	Collingwood	61,983	\$368,981	9	333,918	\$1,908,779
St. Kilda	Waverley Park	23	Collingwood	40,154	\$179,774	11	249,222	\$929,050
Sydney	SCG	15	Collingwood	13,083	\$56,669	11	107,955	\$320,459
West Coast	Subiaco	16	Essendon	29,723	\$72,194	7	188,488	\$327,263
West Coast	WACA	21	North Melb	31,948	\$109,925	4	113,461	\$376,464

1994 Finals: Scores, Attendances, Umpires

FIRST QUALIFYING FINAL (MCG)

Geelong
8.3 10.6 12.9 15.16 (106)
Footscray
3.3 8.5 12.7 15.11 (101)
Umpires: D. Rich, A. Coates,
J. Russo
Attendance: 61,182

SECOND QUALIFYING FINAL (Waverley Park)

North Melbourne
2.3 6.12 9.12 15.24 (114)
Hawthorn
4.5 5.7 10.11 13.13 (91)
Umpires: H. Kennedy,
R. Sawers, G. Dore
Attendance: 38,223

THIRD QUALIFYING FINAL (MCG)

Melbourne
4.4 9.5 14.11 18.15 (123)

Carlton
3.1 9.7 11.8 14.12 (96)
Umpires: D. Howlett,
B. Sheehan, B. Allen
Attendance: 56,111

FOURTH QUALIFYING FINAL WACA Ground

West Coast
4.3 6.7 9.14 11.16 (82)
Collingwood
2.3 4.5 6.8 12.8 (80)
Umpires: P. Carey,
C. Mitchell, G. Vernon
Attendance: 31,824

FIRST SEMI FINAL (MCG)

Melbourne
5.4 9.7 19.11 21.18 (144)
Footscray
1.5 6.7 8.9 9.11 (65)
Umpires: B. Sheehan,
C. Mitchell, G. Vernon
Attendance: 65,577

SECOND SEMI FINAL (Waverley Park)

Geelong
4.4 9.7 14.9 15.15 (105)
Carlton
2.1 5.3 10.7 10.12 (72)
Umpires: D. Howlett,
G. Dore, A. Coates
Attendance: 53,160

FIRST PRELIMINARY FINAL (MCG)

Geelong
3.3 10.7 15.9 16.13 (109)
North Melbourne
5.9 5.13 11.15 14.19 (103)
Umpires: P. Carey, B. Allen,
C. Mitchell
Attendance: 80,121

SECOND PRELIMINARY FINAL WACA Ground

West Coast
4.7 7.9 13.16 16.21 (117)

Melbourne
1.0 6.3 6.4 8.4 (52)
Umpires: R. Sawers,
H. Kennedy, D. Rich
Attendance: 34,317

GRAND FINAL (MCG)

West Coast
4.4 8.12 12.18 20.23 (143)
Geelong
4.3 5.7 7.12 8.15 (63)
Umpires: D. Rich,
B. Sheehan, D. Howlett
Attendance: 93,860

1994 Happenings

HIGHEST SCORE: Melbourne — 26.18 (174) against Geelong 16.13 (109) at the MCG in Round 1. Allen Jakovich kicked eight of the Melbourne goals.

LOWEST SCORE: Fitzroy — 3.8 (26) against the West Coast 13.14 (92) at the Western Oval in Round 19.

GREATEST WINNING MARGIN: North Melbourne — 127 points with a score of 25.23 (173) against Hawthorn 6.10 (46) at the MCG in Round 3.

TOP POSITION: In the home and away series the West Coast occupied top position on the ladder for more rounds than any other club — 16 times. Then followed North Melbourne (3), Melbourne (3), Carlton (1) and Adelaide (1).

NOT IN EIGHT: St Kilda and Sydney were the only two clubs who did not get inside the Top 8 at any stage of the season.

BIGGEST H&A CROWD: 85,381 — for the Carlton v Collingwood match at the MCG in Round 17.

MOST GOALS IN A GAME: Gary Ablett — 14 for Geelong against Sydney at the SCG in Round 8.

LONGEST WINNING SEQUENCE: Carlton — eight games, from Rounds 10-17.



Record of premiers, finals teams — 1897-1994

Season	First	Second	Third	Fourth	Fifth	Grand Final Attendance
1897	Essendon	Geelong	Collingwood	Melbourne		—
1898	Fitzroy 5.8 (38)	Essendon 3.5 (23)	Collingwood	Geelong		16,000
1899	Fitzroy 3.9 (27)	South Melbourne 3.8 (26)	Geelong	Collingwood		4,000
1900	Melbourne 4.10 (34)	Fitzroy 3.12 (30)	Essendon	Collingwood		20,000
1901	Essendon 6.7 (43)	Collingwood 2.4 (16)	Geelong	Fitzroy		30,000
1902	Collingwood 9.6 (60)	Essendon 3.9 (27)	Fitzroy	Melbourne		35,000
1903	Collingwood 4.7 (31)	Fitzroy 3.11 (29)	Carlton	Geelong		32,363
1904	Fitzroy 9.7 (61)	Carlton 5.7 (37)	Collingwood	Essendon		32,688
1905	Fitzroy 4.6 (30)	Collingwood 2.5 (17)	Carlton	Essendon		30,000
1906	Carlton 15.4 (94)	Fitzroy 6.9 (45)	Collingwood	Essendon		44,437
1907	Carlton 6.14 (50)	South Melbourne 6.9 (45)	St. Kilda	Collingwood		40,485
1908	Carlton 5.5 (35)	Essendon 3.8 (26)	St. Kilda	Collingwood		50,261
1909	South Melbourne 4.14 (38)	Carlton 4.12 (36)	Collingwood	Essendon		36,700
1910	Collingwood 9.7 (61)	Carlton 6.11 (47)	South Melbourne	Essendon		43,000
1911	Essendon 5.11 (41)	Collingwood 4.11 (35)	South Melbourne	Carlton		44,000
1912	Essendon 5.17 (47)	South Melbourne 4.9 (33)	Carlton	Geelong		54,463
1913	Fitzroy 7.14 (56)	St. Kilda 5.13 (43)	South Melbourne	Collingwood		59,479
1914	Carlton 6.9 (45)	South Melbourne 4.15 (39)	Fitzroy	Geelong		30,427
1915	Carlton 11.12 (78)	Collingwood 6.9 (45)	Fitzroy	Melbourne		39,211
1916	Fitzroy 12.13 (85)	Carlton 8.8 (56)	Collingwood	Richmond		20,953
1917	Collingwood 9.20 (74)	Fitzroy 5.9 (39)	Carlton	South Melbourne		28,385
1918	South Melbourne 9.8 (62)	Collingwood 7.15 (57)	Carlton	St. Kilda		39,168
1919	Collingwood 11.12 (78)	Richmond 7.11 (53)	South Melbourne	Carlton		47,000
1920	Richmond 7.10 (52)	Collingwood 5.5 (35)	Carlton	Fitzroy		53,908
1921	Richmond 5.6 (36)	Carlton 4.8 (32)	Collingwood	Geelong		43,122
1922	Fitzroy 11.13 (79)	Collingwood 9.14 (68)	Essendon	Carlton		50,054
1923	Essendon 8.15 (63)	Fitzroy 6.10 (46)	South Melbourne	Geelong		46,566
1924	Essendon	Richmond	Fitzroy	South Melbourne		—
1925	Geelong 10.19 (79)	Collingwood 9.15 (69)	Melbourne	Essendon		64,288
1926	Melbourne 17.17 (119)	Collingwood 9.8 (62)	Essendon	Geelong		59,362
1927	Collingwood 2.13 (25)	Richmond 1.7 (13)	Carlton	Geelong		34,551
1928	Collingwood 13.18 (96)	Richmond 9.9 (63)	Melbourne	Carlton		50,026
1929	Collingwood 11.13 (79)	Richmond 7.8 (50)	Carlton	St. Kilda		63,336
1930	Collingwood 14.16 (100)	Geelong 9.16 (70)	Carlton	Richmond		45,022
1931	Geelong 9.14 (68)	Richmond 7.6 (48)	Carlton	Collingwood		60,712
1932	Richmond 13.14 (92)	Carlton 12.11 (83)	Collingwood	South Melbourne		69,724
1933	South Melbourne 9.17 (71)	Richmond 4.5 (29)	Geelong	Carlton		75,754
1934	Richmond 19.14 (128)	South Melbourne 12.17 (89)	Geelong	Collingwood		65,335
1935	Collingwood 11.12 (78)	South Melbourne 7.16 (58)	Richmond	Carlton		54,154
1936	Collingwood 11.23 (89)	South Melbourne 10.18 (78)	Melbourne	Carlton		74,091
1937	Geelong 18.14 (122)	Collingwood 12.18 (90)	Melbourne	Richmond		88,540
1938	Carlton 15.10 (100)	Collingwood 13.7 (85)	Geelong	Footscray		96,834
1939	Melbourne 21.22 (148)	Collingwood 14.11 (95)	St. Kilda	Richmond		78,110
1940	Melbourne 15.17 (107)	Richmond 10.8 (68)	Essendon	Geelong		69,061
1941	Melbourne 19.13 (127)	Essendon 13.20 (98)	Carlton	Richmond		79,687
1942	Essendon 19.18 (132)	Richmond 11.13 (79)	South Melbourne	Footscray		49,000
1943	Richmond 12.14 (86)	Essendon 11.15 (81)	Fitzroy	Carlton		42,100
1944	Fitzroy 9.12 (66)	Richmond 7.9 (51)	Essendon	Footscray		43,000
1945	Carlton 15.13 (103)	South Melbourne 10.15 (75)	Collingwood	North Melbourne		62,986
1946	Essendon 22.18 (150)	Melbourne 13.9 (87)	Collingwood	Footscray		73,743
1947	Carlton 13.8 (86)	Essendon 11.19 (85)	Fitzroy	Richmond		85,815
1948	Melbourne 10.9 (69)	Essendon 7.27 (69)	Collingwood	Footscray		85,658
	Replay 13.11 (89)	7.8 (50)				52,226
1949	Essendon 18.17 (125)	Carlton 6.16 (52)	North Melbourne	Collingwood		90,453
1950	Essendon 13.14 (92)	North Melbourne 7.12 (54)	Geelong	Melbourne		87,601
1951	Geelong 11.15 (81)	Essendon 10.10 (70)	Collingwood	Footscray		85,795
1952	Geelong 13.8 (86)	Collingwood 5.10 (40)	Fitzroy	Carlton		82,890
1953	Collingwood 11.11 (77)	Geelong 8.17 (65)	Footscray	Essendon		89,060
1954	Footscray 15.12 (102)	Melbourne 7.9 (51)	Geelong	North Melbourne		80,897
1955	Melbourne 8.16 (64)	Collingwood 5.6 (36)	Geelong	Essendon		88,053
1956	Melbourne 17.19 (121)	Collingwood 6.12 (48)	Footscray	Geelong		115,802
1957	Melbourne 17.14 (116)	Essendon 7.13 (55)	Hawthorn	Carlton		100,324
1958	Collingwood 12.10 (82)	Melbourne 9.10 (64)	North Melbourne	Fitzroy		97,956
1959	Melbourne 17.13 (115)	Essendon 11.12 (78)	Carlton	Collingwood		103,506
1960	Melbourne 8.14 (62)	Collingwood 2.2 (14)	Fitzroy	Essendon		97,457
1961	Hawthorn 13.15 (94)	Footscray 7.9 (51)	Melbourne	St. Kilda		107,935
1962	Essendon 13.12 (90)	Carlton 8.10 (58)	Geelong	Melbourne		98,385
1963	Geelong 15.19 (109)	Hawthorn 8.12 (60)	Melbourne	St. Kilda		101,209
1964	Melbourne 8.16 (64)	Collingwood 8.12 (60)	Geelong	Essendon		102,469
1965	Essendon 14.21 (105)	St. Kilda 9.16 (70)	Collingwood	Geelong		104,846
1966	St. Kilda 10.14 (74)	Collingwood 10.13 (73)	Essendon	Geelong		101,655
1967	Richmond 16.18 (114)	Geelong 15.15 (105)	Carlton	Collingwood		109,396
1968	Carlton 7.14 (56)	Essendon 8.5 (53)	Geelong	St. Kilda		116,828
1969	Richmond 12.13 (85)	Carlton 8.12 (60)	Collingwood	Geelong		119,165
1970	Carlton 17.9 (111)	Collingwood 14.17 (101)	St. Kilda	South Melbourne		121,696
1971	Hawthorn 12.10 (82)	St. Kilda 11.9 (75)	Richmond	Collingwood		118,192



Record of premiers, finals teams — 1897-1994

Season	First	Second	Third	Fourth	Fifth	G.F. Attend.			
1972	Carlton 28.9 (177)	Richmond 22.18 (150)	St. Kilda	Collingwood	Essendon	112,393			
1973	Richmond 16.20 (116)	Carlton 12.14 (86)	Collingwood	St. Kilda	Essendon	116,956			
1974	Richmond 18.20 (128)	North Melbourne 13.9 (87)	Hawthorn	Collingwood	Footscray	113,839			
1975	North Melbourne 19.8 (122)	Hawthorn 9.13 (67)	Richmond	Carlton	Collingwood	110,551			
1976	Hawthorn 13.22 (100)	North Melbourne 10.10 (70)	Carlton	Geelong	Footscray	110,143			
1977	North Melbourne 9.22 (76) Replay 21.25 (151)	Collingwood 10.16 (76) 19.10 (124)	Hawthorn	Richmond	Sth Melb	108,224			
1978	Hawthorn 18.13 (121)	North Melbourne 15.13 (103)	Collingwood	Carlton	Geelong	98,366			
1979	Carlton 11.16 (82)	Collingwood 11.11 (77)	North Melbourne	Fitzroy	Essendon	101,704			
1980	Richmond 23.21 (159)	Collingwood 9.24 (78)	Geelong	Carlton	Nth Melb	112,845			
1981	Carlton 12.20 (92)	Collingwood 10.12 (72)	Geelong	Fitzroy	Essendon	113,461			
1982	Carlton 14.19 (103)	Richmond 12.13 (85)	Hawthorn	North Melbourne	Essendon	115,964			
1983	Hawthorn 20.20 (140)	Essendon 6.9 (57)	North Melbourne	Fitzroy	Essendon	107,536			
1984	Essendon 14.21 (105)	Hawthorn 12.9 (81)	Collingwood	Carlton	Carlton	110,332			
1985	Essendon 26.14 (170)	Hawthorn 14.8 (92)	Footscray	North Melbourne	Fitzroy	92,685			
1986	Hawthorn 16.14 (110)	Carlton 9.14 (68)	Fitzroy	Sydney	Carlton	100,042			
1987	Carlton 15.14 (104)	Hawthorn 9.17 (71)	Melbourne	Sydney	Essendon	101,861			
1988	Hawthorn 22.20 (152)	Melbourne 6.20 (56)	Carlton	Sydney	Nth Melb	92,754			
1989	Hawthorn 21.18 (144)	Geelong 21.12 (138)	Essendon	Collingwood	West Coast	93,754			
1990	Collingwood 13.11 (89)	Essendon 5.11 (41)	West Coast	Melbourne	Melbourne	94,796			
					Hawthorn	98,944			
Season	First	Second	Third	Fourth	Fifth	Sixth	G.F. Attend.		
1991	Hawthorn 20.19 (139)	West Coast 13.8 (86)	Geelong	Melbourne	St. Kilda	Essendon	75,230*		
1992	West Coast 16.17 (113)	Geelong 12.13 (85)	Footscray	St. Kilda	Collingwood	Hawthorn	95,007		
1993	Essendon 20.13 (133)	Carlton 13.11 (89)	Adelaide	West Coast	Nth Melb	Hawthorn	96,862		
Season	First	Second	Third	Fourth	Fifth	Sixth	Seventh	Eighth	G.F. Attend.
1994	West Coast 20.23 (143)	Geelong 8.15 (63)	Nth Melb	Melbourne	Carlton	Footscray	Hawthorn	Collingwood	93,860

*System of second round matches did not provide for a final match.

*Waverley Park

Finals appearances by clubs — 1897-1994

	Premiers	Second	Third	Fourth	Fifth	Sixth	Seventh	Eighth	Total
Collingwood	14	23	17	14	3	—	—	1	72
Carlton	15	12	14	15	3	—	—	—	59
Essendon	15	13	7	10	6	1	—	—	52
Geelong	6	7	15	13	1	—	—	—	42
Richmond	10	12	3	7	—	—	—	—	32
Melbourne	12	4	7	9	—	—	—	—	32
Fitzroy	8	5	9	6	1	—	—	—	29
South Melbourne/Sydney	3	8	6	6	1	—	—	—	24
Hawthorn	9	5	4	—	1	2	1	—	22
North Melbourne	2	4	5	4	3	—	—	—	18
St. Kilda	1	3	5	7	1	—	—	—	17
Footscray	1	1	4	6	2	1	—	—	15
West Coast	2	1	1	1	1	—	—	—	6
Adelaide	—	—	1	—	—	—	—	—	1

Dr. Wm. C. McClelland trophy

In 1991 a new system was introduced to determine the winner of the McClelland Trophy. The winner is now the club finishing at the head of the ladder at the end of the home and away series. Previously the award involved points from the three grades — the Seniors, Reserves and Under-19s.

Season	First	Second	Third	Season	First	Second	Third
1951	Essendon	Geelong	Collingwood	1973	Richmond	Collingwood	Essendon
1952	Geelong	Collingwood	Carlton	1974	Richmond	Footscray	Hawthorn
1953	Essendon	Collingwood	Geelong	1975	Richmond	Hawthorn	Carlton
1954	Geelong	Melbourne	North Melb.	1976	North Melb.	Hawthorn	Carlton
1955	Melbourne	Collingwood	Footscray	1977	Richmond	Collingwood	North Melb.
1956	Melbourne	Collingwood	Geelong	1978	North Melb.	Hawthorn	Geelong
1957	Essendon	Melbourne	Hawthorn	1979	Carlton	North Melb.	Collingwood
1958	Melbourne	Collingwood	Essendon	1980	Geelong	Richmond	Carlton
1959	Collingwood	Melbourne	Hawthorn	1981	Geelong	Essendon	Carlton
1960	Collingwood	Essendon	Melbourne	1982	Richmond	Hawthorn	Carlton
1961	Hawthorn	Melbourne	Footscray	1983	North Melb.	Fitzroy	Collingwood
1962	Geelong	Essendon	Melbourne	1984	Hawthorn	Essendon	Carlton
1963	Geelong	Essendon	Hawthorn/St. Kilda	1985	Hawthorn and Carlton (tied)	—	Essendon
1964	Collingwood	Melbourne	Geelong	1986	Hawthorn	Carlton	North Melb.
1965	Collingwood	St. Kilda	Geelong	1987	Carlton	Hawthorn	North Melb.
1966	Collingwood	St. Kilda	Richmond	1988	Hawthorn	*Carlton	Collingwood
1967	Richmond	Collingwood	Geelong	1989	Essendon	Geelong	Hawthorn
1968	Essendon	Richmond	St. Kilda	1990	Melbourne	Essendon	Collingwood
1969	Carlton	Richmond	Collingwood	1991	West Coast	Hawthorn	Geelong
1970	Collingwood	Richmond	Hawthorn	1992	Geelong	Footscray	Collingwood
1971	Hawthorn	Richmond	Collingwood	1993	Essendon	Carlton	North Melb.
1972	Richmond	Carlton	Hawthorn	1994	West Coast	Carlton	North Melb.



Analysis of Interclub Competition — 1897-1994

ADELAIDE

Against	Won	Lost	Tied	Total
Brisbane	6	—	—	6
Carlton	2	5	—	7
Collingwood	1	5	—	6
Essendon	2	5	—	7
Fitzroy	4	2	—	6
Footscray	2	5	—	7
Geelong	3	3	—	6
Hawthorn	3	5	—	8
Melbourne	4	2	—	6
Nth. Melbourne	3	2	—	5
Richmond	5	1	—	6
St. Kilda	2	3	1	6
Sydney	4	2	—	6
West Coast	2	5	—	7
Total	43	45	1	89

BRISBANE

Against	Won	Lost	Tied	Total
Adelaide	—	6	—	6
Carlton	3	9	—	12
Collingwood	1	11	—	12
Essendon	1	10	—	11
Fitzroy	8	6	—	14
Footscray	2	12	—	14
Geelong	4	9	—	13
Hawthorn	1	12	—	13
Melbourne	3	11	—	14
Nth. Melbourne	3	10	—	13
Richmond	6	7	—	13
St. Kilda	5	8	—	13
Sydney	8	5	—	13
West Coast	—	12	1	13
Total	45	128	1	174

CARLTON

Against	Won	Lost	Tied	Total
Adelaide	5	2	—	7
Brisbane	9	3	—	12
Collingwood	105	100	4	209
Essendon	104	91	3	198
Fitzroy	117	72	5	194
Footscray	72	39	4	115
Geelong	107	78	2	187
Hawthorn	94	42	—	136
Melbourne	102	76	2	180
Nth. Melbourne	86	36	—	122
Richmond	103	75	2	180
St. Kilda	150	31	2	183
Sydney	121	66	6	193
University	13	1	—	14
West Coast	6	7	—	13
Total	1194	719	30	1943

COLLINGWOOD

Against	Won	Lost	Tied	Total
Adelaide	5	1	—	6
Brisbane	11	1	—	12
Carlton	100	105	4	209
Essendon	107	80	3	190
Fitzroy	129	75	3	207
Footscray	89	31	—	120
Geelong	117	79	1	197
Hawthorn	83	42	—	125
Melbourne	130	70	4	204
Nth. Melbourne	87	38	2	127
Richmond	102	70	1	173
St. Kilda	139	44	1	184
Sydney	123	68	1	192
University	13	—	1	14
West Coast	7	7	1	15
Total	1242	711	22	1975

ESSENDON

Against	Won	Lost	Tied	Total
Adelaide	5	2	—	7
Brisbane	10	1	—	11
Carlton	91	104	3	198
Collingwood	80	107	3	190
Fitzroy	109	80	5	194
Footscray	76	49	1	126
Geelong	104	77	5	186
Hawthorn	80	49	—	129
Melbourne	110	72	2	184
Nth. Melbourne	85	38	1	124
Richmond	83	72	3	158
St. Kilda	123	55	4	182
Sydney	116	69	—	185
University	12	2	—	14
West Coast	10	6	—	16
Total	1094	783	27	1904

FITZROY

Against	Won	Lost	Tied	Total
Adelaide	2	4	—	6
Brisbane	6	8	—	14
Carlton	72	117	5	194
Collingwood	75	129	3	207
Essendon	80	109	5	194
Footscray	54	69	—	123
Geelong	79	100	1	180
Hawthorn	52	60	1	113
Melbourne	88	86	3	177
Nth. Melbourne	62	62	1	125
Richmond	72	91	—	163
St. Kilda	104	74	1	179
Sydney	104	74	4	182
University	10	3	1	14
West Coast	6	7	—	13
Total	866	993	25	1884

FOOTSCRAY

Against	Won	Lost	Tied	Total
Adelaide	5	2	—	7
Brisbane	12	2	—	14
Carlton	39	72	4	115
Collingwood	31	89	—	120
Essendon	49	76	1	126
Fitzroy	69	54	—	123
Geelong	43	77	2	122
Hawthorn	62	64	—	126
Melbourne	54	72	1	127
Nth. Melbourne	62	59	3	124
Richmond	55	66	1	122
St. Kilda	61	59	2	122
Sydney	62	61	1	124
West Coast	3	11	—	14
Total	607	764	15	1386

GEELONG

Against	Won	Lost	Tied	Total
Adelaide	3	3	—	6
Brisbane	9	4	—	13
Carlton	78	107	2	187
Collingwood	79	117	1	197
Essendon	77	104	5	186
Fitzroy	100	79	1	180
Footscray	77	43	2	122
Hawthorn	65	53	1	119
Melbourne	102	77	1	180
Nth. Melbourne	76	45	1	122
Richmond	78	79	3	160
St. Kilda	108	69	—	177
Sydney	98	84	—	182
University	8	6	—	14
West Coast	4	14	—	18
Total	962	884	17	1863

HAWTHORN

Against	Won	Lost	Tied	Total
Adelaide	5	3	—	8
Brisbane	12	1	—	13
Carlton	42	94	—	136
Collingwood	42	83	—	125
Essendon	49	80	—	129
Fitzroy	60	52	1	113
Footscray	64	62	—	126
Geelong	53	65	1	119
Melbourne	62	66	—	128
Nth. Melbourne	78	55	2	135
Richmond	55	69	—	124
St. Kilda	64	59	1	124
Sydney	70	49	2	121
West Coast	7	8	—	15
Total	663	746	7	1416

MELBOURNE

Against	Won	Lost	Tied	Total
Adelaide	2	4	—	6
Brisbane	11	3	—	14
Carlton	76	102	2	180
Collingwood	70	130	4	204
Essendon	72	110	2	184
Fitzroy	86	88	3	177
Footscray	72	54	1	127
Geelong	77	102	1	180
Hawthorn	66	62	—	128
Nth. Melbourne	72	50	1	123
Richmond	66	86	2	154
St. Kilda	106	70	1	177
Sydney	82	89	—	172
University	11	3	—	14
West Coast	7	9	—	16
Total	876	962	18	1856

NORTH MELBOURNE

Against	Won	Lost	Tied	Total
Adelaide	2	3	—	5
Brisbane	10	3	—	13
Carlton	36	86	—	122
Collingwood	38	87	2	127
Essendon	38	85	1	124
Fitzroy	62	62	1	125
Footscray	59	62	3	124
Geelong	45	76	1	122
Hawthorn	55	78	2	135
Melbourne	50	72	1	123
Richmond	49	74	1	124
St. Kilda	57	63	2	122
Sydney	63	62	—	125
West Coast	6	7	—	13
Total	570	820	14	1404

RICHMOND

Against	Won	Lost	Tied	Total
Adelaide	1	5	—	6
Brisbane	7	6	—	13
Carlton	75	103	2	180
Collingwood	70	102	1	173
Essendon	72	83	3	158
Fitzroy	91	72	—	163
Footscray	66	55	1	122
Geelong	79	78	3	160
Hawthorn	69	55	—	124
Melbourne	86	66	2	154
Nth. Melbourne	74	49	1	124
St. Kilda	96	51	2	149
Sydney	93	65	1	159
University	9	5	—	14
West Coast	3	11	—	14
Total	891	806	16	1713

ST. KILDA

Against	Won	Lost	Tied	Total
Adelaide	3	2	1	6
Brisbane	8	5	—	13
Carlton	31	150	2	183
Collingwood	44	139	1	184
Essendon	55	123	4	182
Fitzroy	74	104	1	179
Footscray	59	61	2	122
Geelong	69	108	—	177
Hawthorn	59	64	1	124
Melbourne	70	106	1	177
Nth. Melbourne	63	57	2	122
Richmond	51	96	2	149
Sydney	64	112	2	178
University	8	6	—	14
West Coast	4	8	—	12
Total	662	1141	19	1822

SYDNEY

Against	Won	Lost	Tied	Total
Adelaide	2	4	—	6
Brisbane	5	8	—	13
Carlton	66	121	6	193
Collingwood	68	123	1	192
Essendon	69	116	—	185
Fitzroy	74	104	4	182
Footscray	61	62	1	124
Geelong	84	98	—	182
Hawthorn	49	70	2	121
Melbourne	89	82	1	172
Nth. Melbourne	62	63	—	125
Richmond	65	93	1	159
St. Kilda	112	64	2	178
University	13	1	—	14
West Coast	5	7	—	12
Total	824	1016	18	1858

UNIVERSITY

Against	Won	Lost	Tied	Total
Carlton	1	13	—	14
Collingwood	—	13	1	14
Essendon	2	12	—	14
Fitzroy	3	10	1	14
Geelong	6	8	—	14
Melbourne	3	11	—	14
Richmond	5	9	—	14
South Melb	1	13	—	14
St. Kilda	6	8	—	14
Total	27	97	2	126

WEST COAST

Against	Won	Lost	Tied	Total
Adelaide	5	2	—	7
Brisbane	12	—	1	13
Carlton	7	6	—	13
Collingwood	7	7	1	15
Essendon	6	10	—	16
Fitzroy	7	6	—	13
Footscray	11	3	—	14
Geelong	14	4	—	18
Hawthorn	8	7	—	15
Melbourne	9	7	—	16
Nth. Melbourne	7	6	—	13
Richmond	11	3	—	14
St. Kilda	8	4	—	12
Sydney	7	5	—	12
Total	119	70	2	191



1994 Brownlow Medal Votes

	3	2	1	Total
G. Williams (Carl)	9	1	1	30
P. Matera (West C)	8	1	2	28
G. Hocking (Geel)	3	3	5	20
W. Schwass (NM)	3	3	4	19
D. Monkhorst (Coll)	4	2	1	17
T. Liberatore (Foot)	3	1	5	16
C. Grant (Foot)	3	2	2	15
D. Schwarz (Melb)	4	1	1	15
W. Carey (NM)*	3	3	0	15
J. Platten (Haw)	4	0	2	14
S. Rehn (Adel)	2	2	3	13
L. Cameron (Foot)	4	0	1	13
J. Madden (Carl)	1	4	1	12
D. Southern (Foot)*	1	4	1	12
J. Dunstall (Haw)	3	1	1	12
G. Jakovich (West C)	3	1	1	12
T. Francis (Coll)	3	1	0	11
M. Mansfield (Geel)	3	1	0	11
D. Jarman (Haw)*	2	2	1	11
C. Langford (Haw)	3	0	2	11
S. Tingay (Melb)	1	3	2	11
P. Kelly (Syd)*	2	2	1	11
A. McIntosh (West C)	3	1	0	11
G. Lyon (Melb)	2	2	0	10
P. Broderick (Rich)	2	1	2	10

9 — G. Ablett (Geel), J. Barnes (Geel), P. Couch (Geel), S. Denham (Ess), B. Gale (Rich), I. Grgic (Foot), C. Lambert (Bris), C. Sholl (NM).

8 — C. Bond (Rich), M. Knights (Rich), J. Longmire (NM), T. McGuinness (Adel).

7 — G. Anderson (Adel), M. Armstrong (Fitz), N. Buckley (Coll), S. Crawford (Haw), P. Filandia (Syd), D. Hart (WC), J. Lawson (Syd), T. Lockett (StK)*, A. Lynch (Bris), C. McKernan (NM)*, C. Naish (Rich), J. Stynes (Melb).

6 — B. Allison (NM), D. Bewick (Ess), M. Clarke (Bris), A. Fletcher (Bris), M. Hanna (Carl), J. Hird (Ess), B. Lovett (Melb), G. Lovett (Melb), C. Mainwaring (WC), B. Mitchell (Carl), P. Roos (Fitz), S. Silvagni (Carl), G. Wanganeen (Ess).

5 — R. Champion (Bris)*, A. Christou (Carl), T. Free (Rich), M. Gale (Rich), A. Ishchenko (NM), A. Jarman (Adel)*, D. Kemp (WC), S. Kernahan (Carl), A. McGregor (Fitz), S. Minton-Connell (Syd), G. O'Donnell (Ess), D. Pyke (WC), M. Ricciuto (Adel), M. Richardson (Rich), P. Sartori (Fitz), N. Winmar (StK)*.

4 — M. Bairstow (Geel), B. Boyd (Fitz), C. Bradley (Carl), G. Brown (Coll), D. Crocker (NM), G. Croisica (Coll), D. Laidley (NM), S. Loewe (StK), G. McAdam (Bris), M. McGuane (Coll), G. McKenna (WC), D. McRae (Syd), C. O'Brien (StK), S. Watters (Syd), 3 — B. Allan (Haw), G. Archer (NM), M. Ashcroft (Bris), S. Atkins (Foot), M. Bayes (Syd), J. Blakey (NM), D. Bourke (Bris), N. Bower (Rich), B. Brownless (Geel), D. Calthorpe (Ess)*, S. Charles (Melb), T. Clarke (Bris), D. Cresswell (Syd), M. Croft (Foot)*, S. Cummings (Ess), P. Dean (Carl), C. Devonport (StK), A. Gleeson (Carl), A. Gowers (Haw), D. Hardwick (Ess), D. Hawkins (Foot), D. Houlihan (Coll)*, M. Hunter (Foot), R. Jencke (Haw), C. Johnson (Fitz), A. Koutoufides (Carl), R. Lyon (Fitz), J. McCarthy (Fitz), T. McGrath (Geel), A. McKay (Carl)*, M. McKinnon (Adel), T. Modra (Adel), R. Olarenshaw (Ess), S. Paxman (Fitz), M. Symons (Ess), J. Taylor (Haw), L. Vidovic (StK)*, S. Wallis (Foot), S. Wight (Melb), P. Wilson (WC), J. Wynd (Fitz).

2 — J. Ball (WC), M. Bickley (Adel), S. Breuer (Geel), F. Brown (Carl), N. Burke (StK), D. Craven (Bris), J. Daniels (StK), K. Dyson (Melb), M. Febey (Melb), D. Grant (StK), R. Harvey (StK), D. Kappler (Syd), D. Kellaway (Rich), R. Keogh (StK), D. Kickett (Syd)*, S. Lawrence (Haw), D. Lewis (Syd), A. Lovell (Melb), C. McDermott (Adel), D. Neitz (Melb)*, S. Rocca (Coll), T. Shaw (Coll), C. Starcevic (Bris), A. Stevens (NM), J. Tape (Rich), T. Viney (Melb), W. Weidemann (Adel), S. Wellman (Adel), S. West (Foot), D. White (Bris), A. Wills (Geel), G. Wright (Coll)*.

1 — D. Anderson (StK), L. Beveridge (Foot), C. Cockatoo-Collins (Ess), A. Collins (Haw), J. Cook (Carl), T. Darcy (Geel), B. Doolan (Ess), M. Dunstan (Fitz), M. Fraser (Coll), M. Graham (Haw), M. Harvey (Ess), J. Hilton (Melb), K. Hinkley (Geel), M. Hogg (Carl), P. Hudson (Haw), A. Jakovich (Melb)*, C. Lewis (WC), B. Leys (Rich), M. Liptak (Adel), P. Mann (NM), J. McCartney (Coll), S. McIvor (Bris), M. McLean (Bris), J. Mooney (Syd), T. Nichols (NM), R. Osborne (Foot), D. Pittman (Adel), A. Rock (NM), M. Rogers (Rich), C. Scott (Bris), D. Shaw (StK), B. Spinks (WC), K. Sporn (Fitz), B. Standfield (Foot), S. Tongerie (Adel), A. Tranquilli (Coll), R. Turnbull (WC), S. Watson (Coll), P. Williams (Coll), G. Yeats (Melb), M. Zanotti (Fitz).

* Ineligible

How the Clubs Polled

	3	2	1	Total
Adelaide	9	9	10	55
Brisbane	8	10	11	55
Carlton	15	16	13	90
Collingwood	11	10	8	61
Essendon	10	6	8	50
Fitzroy	7	8	8	45
Footscray	14	14	15	85
Geelong	11	15	11	74
Hawthorn	13	10	13	72
Melbourne	12	12	14	74
North Melbourne	15	15	13	88
Richmond	12	10	10	66
St Kilda	5	6	9	36
Sydney	7	12	8	53
West Coast	16	12	14	86

TOTALS 495 330 165 990

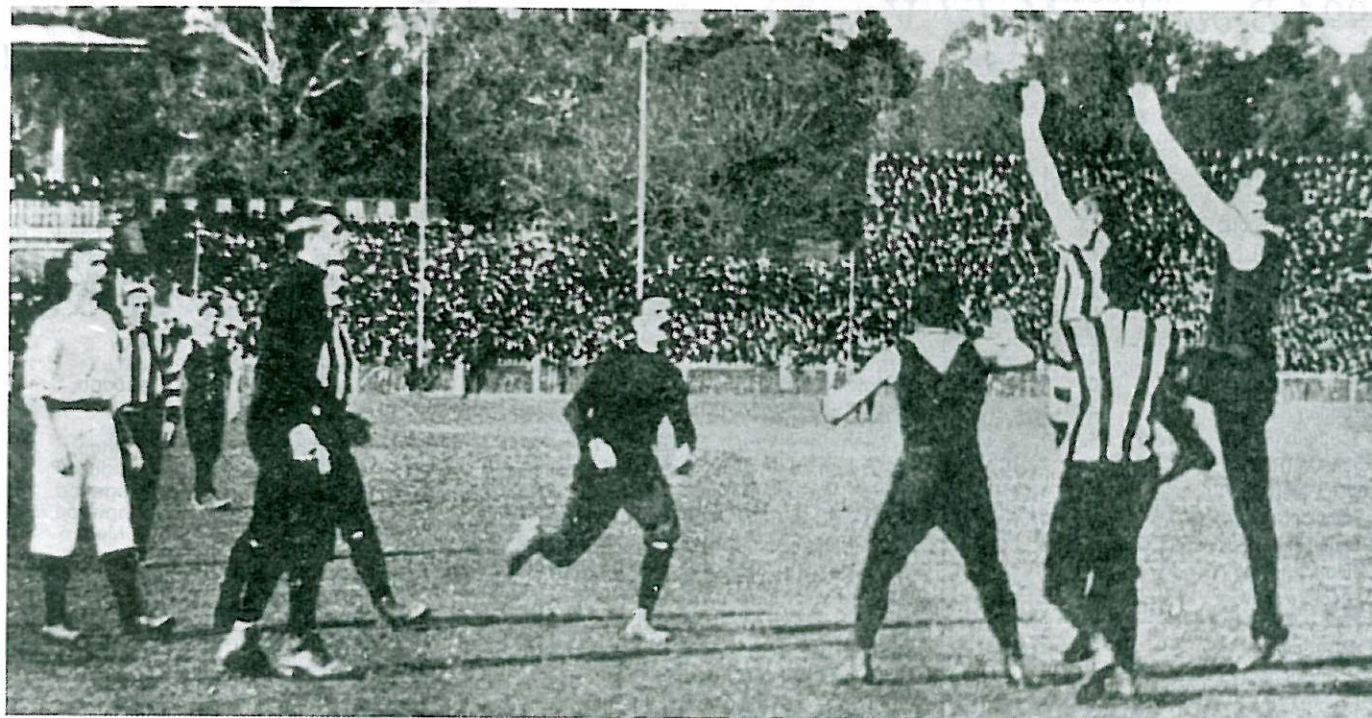
Number of Players Votes

Players	Total
Adelaide	14
Brisbane	15
Carlton	15
Collingwood	15
Essendon	13
Fitzroy	13
Footscray	14
Geelong	12
Hawthorn	13
Melbourne	16
North Melbourne	15
Richmond	13
St Kilda	12
Sydney	13
West Coast	13
TOTALS	206

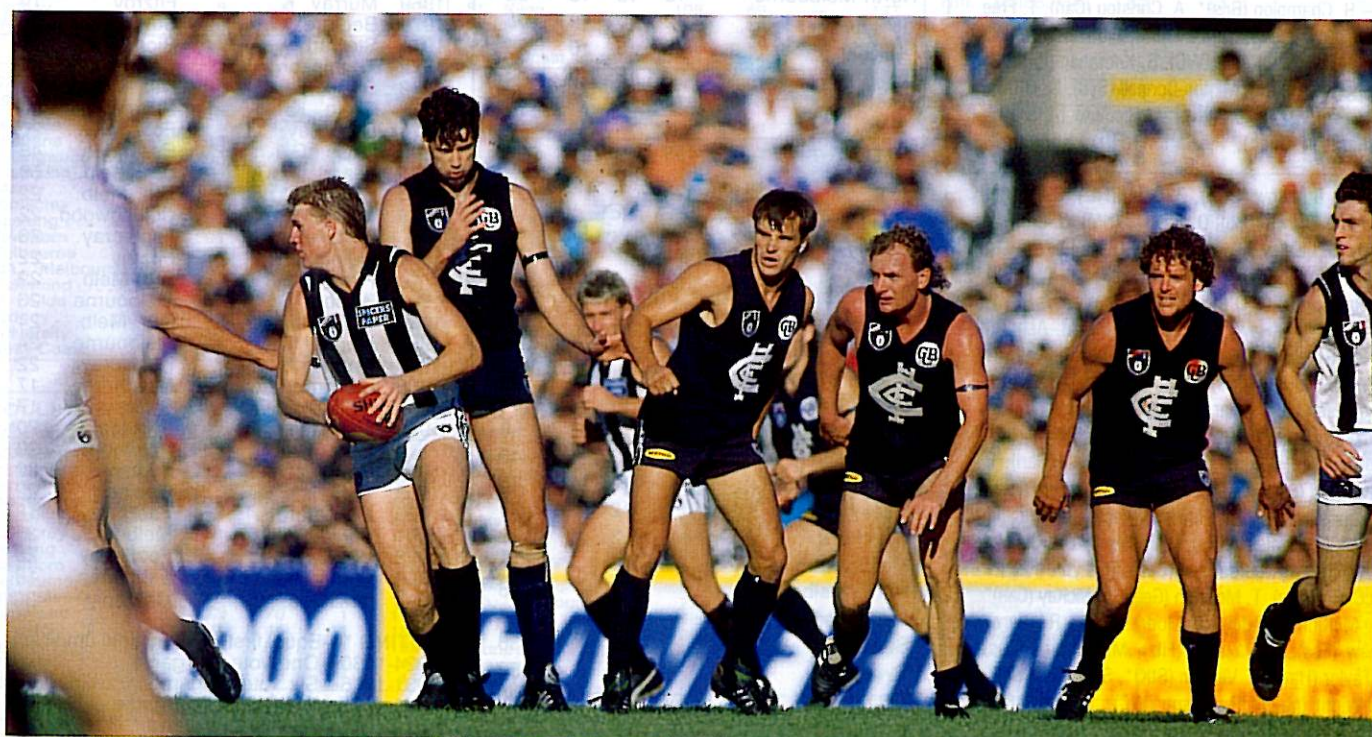
Brownlow Medallists 1924-1994

Year	Player	Club	Votes
1924	Greeves, E.	Geelong	7
1925	Watson, C.	St Kilda	9
1926	Warne-Smith, I. P.	Melbourne	8
1927	Coventry, S.	Collingwood	7
1928	Warne-Smith, I. P.	Melbourne	8
1929	Collier, A.	Collingwood	6
1930	Collier, H.	Collingwood	4
	Hopkins, A.	Footscray	4
	Judkins, S.	Richmond	4
1931	Bunton, H.	Fitzroy	26
1932	Bunton, H.	Fitzroy	23
1933	Smallhorn, W.	Fitzroy	18
1934	Reynolds, R. S.	Essendon	19
1935	Bunton, H.	Fitzroy	25
1936	Ryan, D.	Fitzroy	26
1937	Reynolds, R. S.	Essendon	27
1938	Reynolds, R. S.	Essendon	18
1939	Whelan, M.	Collingwood	23
1940	Fothergill, D.	Collingwood	32
	Matthews, H.	St. Melb.	32
1941	Ware, N.	Footscray	23
1942, 1943, 1944, 1945	award suspended during war period		
1946	Cordner, Dr. D.	Melbourne	20
1947	Deacon, B. J.	Carlton	24
1948	Morris, J. W.	Richmond	24
1949	Austen, C.	Hawthorn	23
	Clegg, R.	St. Melb.	23
1950	Ruthven, A.	Fitzroy	21
1951	Smith, R.	Geelong	23
1952	Wright, G. R.	Richmond	21
	Hutchison, W. H.	Essendon	21
1953	Hutchison, W. H.	Essendon	26
1954	Wright, G. R.	Richmond	29
1955	Goldsmith, F. W.	St. Melb.	21
1956	Box, P.	Footscray	22
1957	Gleeson, B.	St Kilda	24
1958	Roberts, N.	St Kilda	20
1958	Skilton, R.	St. Melb.	20
	Howell, V.	St Kilda	20
1960	Schultz, J.	Footscray	20
1961	James, J.	Carlton	21
1962	Lord, A.	Geelong	28
1963	Skilton, R.	St. Melb.	20
1964	Collis, G.	Carlton	27
1965	Teasdale, N.	Nth. Melb.	20
	Stewart, I.	St Kilda	20
1966	Stewart, I.	St Kilda	21
1967	Smith, R.	St Kilda	24
1968	Skilton, R.	St. Melb.	24
1969	Murray, K.	Fitzroy	19
1970	Bedford, P.	St. Melb.	25
1971	Stewart, I.	Richmond	21
1972	Thompson, L.	Collingwood	25
1973	Greig, K.	Nth. Melb.	27
1974	Greig, K.	Nth. Melb.	27
1975	Dempsey, G.	Footscray	20
1976	Moss, G.	Essendon	48
1977	Teasdale, G.	St. Melb.	59
1978	Blight, M.	Nth. Melb.	22
1979	Moore, P.	Collingwood	22
1980	Templeton, K.	Footscray	23
1981	Quinlan, B.	Fitzroy	22
	Round, B.	St. Melb.	22
1982	Wilson, B.	Melbourne	23
1983	Glendinning, R.	Nth. Melb.	24
1984	Moore, P.	Melbourne	24
1985	Hardie, B.	Footscray	22
1986	DiPierdomenico, R.	Hawthorn	17
	Williams, G.	Sydney	17
1987	Lockett, T.	St Kilda	20
	Platten, J.	Hawthorn	20
1988	Healy, G.	Sydney	20
1989	Couch, P.	Geelong	22
1990	Liberatore, T.	Footscray	18
1991	Stynes, J.	Melbourne	25
1992	Wynd, S.	Footscray	20
1993	Wanganeen, G.	Essendon	18
1994	Williams, G.	Carlton	30

VOTING *—Equal first, †—Two field umpires.
1924-1930—One vote per game.
1931-1975—Six votes a game.
1976-1977—Twelve votes a game.
1978-1994—Six votes a game.



PROGRESSIVE GROWTH OF AUSTRALIAN FOOTBALL 1858-1994





Progressive growth of Australian football: 1858-1994

1858 — Australia Game initiated by Messrs H. C. A. Harrison, W. J. Hammersley, J. B. Thompson and T. W. Wills, who formed the Melbourne Club. August 7 — First recorded match, Scotch College v. Melbourne Grammar School.

1859 — Geelong Club formed.

1860 — South Yarra and Richmond Clubs formed.

1864 — Carlton, Albert Park (now South Melbourne) and Royal Park Clubs formed. First club formed in New South Wales (Sydney University).

1865 — Brunswick and Williamstown Clubs formed.

1866 — University and Warehousemen's Clubs formed. First codification of rules made by meeting of delegates from Melbourne, South Yarra, Carlton and Royal Park.

1868 — Kyneton Club formed.

1869 — Ballarat and Port Fairy Clubs formed. The practice whereby the team scoring two goals won the match was discontinued, and the winner was the highest scorer in a limited time. Hotham (now North Melbourne) Club formed.

1871 — Castlemaine and Ararat Clubs formed.

1872 — Revision of rules. Umpires were introduced; hitherto rival captains had decided any points and had awarded free kicks. Ends were changed at half-time. Goals had to be kicked, not forced. Bendigo and Maryborough Clubs formed.

1873 — Uniforms were introduced. Hitherto caps had been the only distinguishing mark. Essendon and St Kilda Clubs formed.

1874 — New code of rules drawn up.

1876 — Australian game established in New Zealand.

1877 — Victorian Football Association established. Rules again revised. Carlton team visited Sydney and played the Waratah Club. Melbourne and St Kilda teams visited Adelaide.

1878 — A South Australian team visited Victoria and played the Melbourne and Geelong Clubs.

1879 — First intercolonial match, Victoria v. South Australia, played in Melbourne. Geelong Club visited South Australia.

1880 — South Melbourne Club formed (amalgamation with Albert Park). Geelong premiers for third successive year.

1882 — Fitzroy Club formed.

1883 — Footscray Club formed.

1884 — Geelong, for the second time, won its third successive premiership.

1890 — South Melbourne won its third successive premiership.

1892 — Britannia merged into Collingwood. Victorian Amateur Football Association established.

1893 — Essendon won the championship by winning all its matches. Collingwood Club formed.

1894 — Essendon premiers for the fourth season in succession.

1896 — Carlton, Collingwood, Essendon, Melbourne, Fitzroy, South Melbourne succeeded from the Association. St Kilda and Geelong followed, and the Victorian Football League was established. North Melbourne, Port Melbourne, Footscray, Richmond and Williamstown stayed in the Association. Collingwood's first premiership with the Association.

1897 — Victorian Football League played its first matches. "Little Mark" abolished. Finals system. Top four teams at end home and home rounds met each other. South

Melbourne protested against Essendon — dismissed. Brunswick joined the Association. System of scoring by points introduced — six for goal and one for each behind; hitherto behinds had not counted.

1899 — Prahran and West Melbourne admitted to Association.

1900 — Essendon Town (later known as Essendon "A") admitted to the Association. St Kilda protested successfully against Melbourne to record their first win in VFL.

1903 — Premiership match, Collingwood v. Fitzroy, played at Sydney. Boundary umpires appointed.

1906 — St Kilda protested in match v. Fitzroy — dismissed. J. Worrall appointed first VFL club coach — Carlton.

1908 — First Australian Football Carnival in Melbourne, won by Victoria. Richmond and University admitted to the League. Brighton became an Association club. Association reduced the number of players in a team from 18 to 17. Carlton won its third successive premiership.

1909 — Northcote joined the Association. South Melbourne won its first League Premiership. Geelong won protest against St Kilda for playing disqualified player.

1911 — Second Australian Football Carnival held in Adelaide, won by South Australia. Payments to players approved by the League. Instructor to umpires (Mr John Worrall) appointed.

1912 — Numbering of players introduced by the League. Melbourne City admitted to the Association. Association introduced boundary umpire. "The Football Record" established. Stewards with power to report players introduced by the League.

1913 — Hawthorn admitted to the Association. Independent Tribunal instituted by the League. Association reduced the number of players in a team to 16. Agreement between the League and the Association, whereby each body recognised the other's clearances. J. H. McHale appointed coach of Collingwood, term ending in 1956.

1914 — Third Australian Football Carnival held in Sydney, won by Victoria.

1915 — University Club disbanded because of World War 1. District football introduced by the League.

1916 — Association discontinued play because of World War 1. Four League clubs competed — Carlton, Collingwood, Fitzroy and Richmond.

1917 — Six League clubs competed — Carlton, Collingwood, Fitzroy, Richmond, Geelong and South Melbourne. Fifteen home and home matches played.

1918 — The Association resumed and increased number of players in a team from 16 to 18. Eight League clubs competed — Carlton, Collingwood, Essendon, Fitzroy, Geelong, Richmond, South Melbourne and St Kilda. Second Semi-Final postponed because of heavy rain (August 24).

1919 — Record League score, 29 goals 15 behinds kicked by South Melbourne against St Kilda. Agreement between League and Association cancelled. Melbourne returned to VFL, making nine teams plus a bye. VFL Reserve Grade formed and first matches decided.

1920 — Semi-Final Association match, North Melbourne v. Footscray, could not be finished as the crowd rushed the ground. First morning VFL game held at Punt Road Oval. Richmond won its first VFL Premiership.

1921 — Fourth Australian Football Carnival held at Perth, won by Western Australia. Final Association match, Williamstown v. Footscray, abandoned during third quarter

because of terrific hailstorm. Five drawn matches played during season. Essendon transferred from East Melbourne ground to Essendon Recreation Reserve for home matches.

1922 — Hawthorn kicked 30 goals 31 behinds (211 points) against Prahran — the record for a senior match. Free kick for forcing ball out of bounds introduced.

1923 — VFL appoint Mr Jack Elder, former field umpire, to instruct umpires for first time. First time in history VFL Grand Final postponed (October 13) as MCG flooded. Moves to re-appoint stewards (as in 1912-16) following many breaches of laws going unreported, but did not eventuate.

1924 — Fifth Australian Football Carnival held at Hobart, won by Victoria. Footscray, Hawthorn and North Melbourne Clubs admitted to League. Brownlow Medal for fairest and best player in the League established. Black knickers for home team and white knickers for visiting team introduced by League. Attendance for First Round matched passed 100,000 for first time. New system of playing Finals introduced for one year. Essendon awarded Premiership on percentage from Richmond after six Finals, in the last of which Essendon was beaten by Richmond. First count of players on field requested by St Kilda captain W. Eicke v. Carlton. Protest by Geelong v. South Melbourne (player shook goalpost) — dismissed. Also Collingwood v. Richmond — dismissed. Association Premiers Footscray beat VFL Premiers, Essendon, in after-season match for charity.

1925 — Coburg joined the Association. Agreement between League and Association cancelled. Gardiner Medal for best and fairest in VFL Seconds established. Boundary throw-in abolished, replaced with free kick to opposing player. Under another new rule, players had to punch the ball instead of a camouflaged throw.

1926 — Camberwell and Preston joined the Association. Admission to Finals by Football Club Member's Ticket cancelled. First three round attendances reach 324,000. Finals aggregate 204,742. Two clubs, North Melbourne and Collingwood, stop payment to players under suspension. First time three players of one club pass 50 goals each in a season — Melbourne.

1927 — Sixth Australian Football Carnival in Melbourne, won by Victoria. Victorian Country Football League founded. Victorian Football Union founded. Collingwood Club win all three top awards for first time — Brownlow Medal, S. Coventry; VFL Premiership; and leading goalkicker, G. Coventry, 97 goals.

1928 — Record attendance at a League match (66,381), Carlton v. Richmond. Geelong (Association) retired, and Yarraville joined the Association. Melbourne and Collingwood tied in a Semi-Final match — 9 goals 8 behinds each.

1929 — Oakleigh and Sandringham joined the Association. Collingwood gained its third successive premiership. Collingwood Club went through all 18 First Round matches unbeaten. Collingwood again win all three top awards — leading goalkicker, G. Coventry, 124 goals (16 goals in one match v. Hawthorn); VFL Premiership; and Brownlow Medalist, A. Collier.

1930 — Seventh Australian Football Carnival, in Adelaide, won by Victoria. Collingwood gained its fourth successive premiership — the first team in the League to do so. Australian controlling body, the ANFC, adopted principle of permitting a substitute for an injured player — 19th man first used in VFL match, May 30, 1930. "Coulter Law", regulating payments to players, was adopted



by the League. League bought city property, named "Harrison House". Appointment of first Umpires Appointment Board. Aggregate finals attendance: 174,720.

1931 — A reciprocal agreement was entered into whereby the League and the Association recognised each other's clearances. Page system of playing Finals introduced. Richmond broke 1919 record with a score of 30 goals 19 behinds against North Melbourne. Aggregate Finals attendance: 198,858. Fitzroy's H. Bunton wins his first Brownlow Medal in first season of League football.

1932 — Record attendance (69,724) at Grand Final, Carlton v. Richmond. Brownlow Medal won by H. Bunton (Fitzroy). First time medal won by same player in successive years. South Melbourne won first 11 games following Australia-wide recruiting drive.

1933 — Record Australian attendance (75,724) at Grand Final, South Melbourne v. Richmond. Total attendance for season: 1,959,507. Finals Aggregate: 213,407. Eighth Australian National Football Carnival, held at Sydney, won by Victoria. First time team entered from Canberra. Murray Border and Riverina Districts of NSW now Victorian territory. Siren used in a VFL game first — Essendon v. Geelong.

1934 — Centenary Premiership won by Richmond. Attendance at final matches 183,692. New record of 1,696,100 at First Round Matches. Record 150 goals kicked in season by R. Pratt, South Melbourne, in 21 matches.

1935 — First VFL night match under electric light, Richmond v. South Melbourne at Olympic Park at 8 p.m. Attendance: 20,000. Brownlow Medal awarded to H. Bunton (Fitzroy) — third time.

1936 — Victoria won South Australian Centenary Cup beating South Australia at Adelaide. Final Matches attracted 235,545 people — establishing a new record. Collingwood beat South Melbourne to win their eleventh premiership. Victorian Football Association, Victorian Country League and interstate Leagues report improved attendances. Round of July 4 postponed — grounds flooded.

1937 — Ninth Australian National Football Carnival in Perth, won by Victoria. Record attendance and receipts of 38,824 and £3,116 respectively. VFL Grand Final — record attendance at League match, 88,540. Record receipts, £5,960. Gates closed before play. VFL final matches record aggregate receipts, £14,587.

1938 — League and Association agreement terminated by Association, who introduced Amendments to Laws, including throwing the ball. VFL Final Matches — record attendance broken at each game. VFL Grand Final — record established when 96,834 people paid 6,788. Gates closed 15 minutes before play. Brownlow Medal awarded to R. S. Reynolds — third time. Essendon beat St Kilda in last morning VFL match on Queen's Birthday. Aggregate Finals attendance record of 290,703.

1939 — ANFC Amendments to Laws awarding free kick against player who drops ball when held by an opponent; re-introduction of throw-in from boundary. Matches postponed on August 26 due to bad weather. Record attendance at Preliminary Final: 66,848. Grand Final attendance: 78,110. Aggregate Finals attendance: 251,145 with receipts, £16,284 exceeded previously only by 1938 Finals.

1940 — Game conducted on war-time basis. Payments to players and staff reduced 50 per cent. First Round attendances: 1,362,000. Final Matches — aggregate attendance, 215,429; total receipts, £14,469, including £1,000 pluvius insurance. Despite the fact that rain started at 10.45 a.m. and continued until 3.30 p.m. 69,061 people at the Grand Final. Brownlow Medal — first tie under system of allotting points., H. Matthews

(South Melbourne) and D. Fothergill (Collingwood) declared equal first.

1941 — Geelong Club transferred to Kardinia Park. Additional territory allotted as club districts. First Round attendances: 1,157,200. Final Matches attracted 263,595 people, who paid £21,748, a record amount. Grand Final attendance, 79,687; receipts, £6,701.

1942 — Fifteen home and home rounds. Payments to players limited to 30/- a match. Geelong Club did not compete. VFA games suspended. Melbourne, St Kilda, South Melbourne and Footscray grounds, and Harrison House, occupied by defence authorities. Final Matches played at the Carlton ground: aggregate attendance, 132,000; receipts, £13,203. Grand Final figures: 49,000 and £4,925.

1943 — Games stay on war-time basis. Sixteen games played. The Brownlow Medal award being eliminated after 11 rounds, when lowest club, St Kilda, was dropped from competition. Footscray ground vacated by defence authorities. Final Matches played at Carlton — aggregate attendance, 134,600; receipts, £15,949. Grand Final figures were 42,100 and £4,981.

1944 — Eighteen home and home rounds attracted 1,409,950 people. Geelong Club resumed play in VFL competition. St Kilda ground vacated by defence authorities. Final Matches played at St Kilda — aggregate attendance, 137,000; receipts, £14,535. Despite general tramway strike, 43,000 at the Grand Final, receipts being £4,438.

1945 — Twenty home and home rounds played — aggregate attendance, 1,719,500, and receipts £46,714 (record figures). Modified form of pooling of gate receipts operated. Club Membership ticket increased to 10/6. South Melbourne ground vacated by defence authorities, but unfit for playing of matches. Final Matches played at Carlton — aggregate attendance, 205,375; receipts, £23,334 (record). Grand Final figures 62,986 and £7,213.

1946 — Nineteen home and home rounds attracted record aggregate attendance and receipts: 2,058,000 and £56,703. Melbourne played at Richmond until return to MCG for last two matches. South Melbourne again played "home" matches at St Kilda. VFL Players' Provident Fund instituted. Finals played at MCG — attendance, 336,833; receipts, £38,040 (record). Essendon and Collingwood played a tie in Second Semi-Final. Laws of Game amended to allow replacement of two players. VFL Under 19 Grade competition started.

1947 — Nineteen home and home matches played. Aggregate attendance, 2,047,000; receipts, £54,032. South Melbourne returned to home ground following occupation by defence forces. Finals at MCG — total attendance, 299,508; total receipts, £34,859. Grand Final: 85,815 and £9,963/15/3. Tenth Australian National Football Council Carnival in Hobart, won by Victoria. Morrish Medal for VFL Under 19 Grade best player introduced.

1948 — Club Members' tickets increased to 13/6. McDonald Award re Grounds Occupancy operative. Home and home matches started at 2.15 p.m. Nineteen home and home rounds attracted record aggregate attendance and receipts — 2,060,000 and £59,301. Second Round aggregate attendance and receipts of 345,293 and £33,861 also were records. Melbourne and Essendon played a tie in the Grand Final. First payments made from VFL Players' Provident Fund.

1949 — Outer Ground admission to First Round Matches increased to 1/3. ANFC instituted levy of 1d per adult admission First Round Matches and 3d per adult admission Final Matches. Total of £7,193/18/5 paid to ANFC for propaganda. Nineteen home and home rounds, attendances aggregated,

1,919,950; receipts, £70,550. Final Matches attendance and receipts — 303,587 and £40,948 respectively. Gates closed one hour before start of Grand Final — attendance, 90,453. VFL Club districts revised.

1950 — Eighteen home and home rounds, attendance aggregated, 2,102,500; receipts, 76,743. Final Matches attendance and receipts — 296,575 and £39,911 respectively. Grand Final attendance, 87,601 (gates closed 75 minutes before start). Eleventh Australian National Football Council Championships in Brisbane, won by Victoria. Teams from Australian Amateur Association and Victorian Football Association competed in Championships for first time.

1951 — Eighteen home and home rounds, attendance totalled, 2,081,200; receipts (net), £93,475. Finals: Attendance, 281,487 and receipts (gross), £44,300. Both receipts figures established new records. Grand Final gates closed before noon — attendance 85,795. Outer Ground admissions increased from 1/3 to 2/1; Club Memberships from 13/6 to 18/6. Dr Wm. C. McClelland's Point Aggregate (1st, 2nd, 3rd 18s) Trophy awarded. Moorabbin and Box Hill Clubs admitted to VFA.

1952 — Nineteen home and home rounds, including extra round in Interstate and Country centres. Attendances, 2,248,568; receipts, £118,262 (excluding extra round receipts paid to ANFC). Both figures created new records. Outer Ground admission 2/6; Club Membership 22/6. Record attendance for First Round Match, June 7, Melbourne v. Collingwood at MCG — 58,543. Finals: attendances, 271,159; receipt (gross), £43,435. Second Semi-Final figures of 77,417 and £12,519 are new records. Essendon and Richmond played at Showgrounds under electric light on October 11.

1953 — Eighteen home and home rounds — attendance, 2,065,027; receipts, £107,863. Finals 286,444 and 46,588. Twelfth ANFC Championships in Adelaide, won by VFL. Geelong on top of ladder from first to last Home & Away Matches, carrying wins in succession through to a record 23.

1954 — Eighteen home and home rounds — attendances, 2,363,716; receipts, £135,600, both record figures. Club Membership, 25/-, new entertainment tax scale operative — Prices Outer 2/1, Grand Stand 3/9. MCG Grand Stands under construction. Second Round attendances, 239,734; receipts, £35,622. Footscray win first VFL Premiership.

1955 — Eighteen home and home rounds — attendances, 2,341,194; receipts, £145,749 (record). New admission prices — Outer 2/6, Grand Stand 4/6 (3d tax). Portion new MCG Stands used for Final Matches — attendances, 285,697; receipts, £44,714/17/-. Clubs first permitted to use "runners" to convey coaches' instructions to players, following August meeting of Board.

1956 — Resignation announced of Dr Wm. C. McClelland, VFL President (30 years), and L. H. McBrien, VFL Secretary (25 years). On March 9, 1956, K. G. Luke and E. O. McCutchan appointed President and Secretary respectively. Dr McClelland appointed Patron. First Round Matches (18 rounds — attendances, 2,371,555; receipts, (net) £176,573/4/- (both records). New admission prices — Outer 3/-, Grand Stand 5/- (4d tax), Club Membership 30/-. New MCG Stand used for Final Matches. Attendances, 380,788; £65,631/11/3 (both records). Admission prices — Outer Ground 4/1, Grand Stand 7/- (9d tax). Night Football Competition (7 matches) played at South Melbourne (8 clubs competing). Attendances, 142,820; receipts, £17,653/10/7. Night Premiership won by South Melbourne. Aggregate attendance for season, 2,895,163; receipts, £259,863/5/10. Grand Final attendances, 115,802; receipts,



19,718/13/8 (both records). Final attendances, 115,802; receipts, £19,718/13/8 (both records). Thirteenth ANFC Championships at Perth, won by Victoria.

1957 — First Round Matches (18 rounds) attendances, 2,540,236; receipts, (gross) £203,479. Both records. Grand Stand 5/- plus (6d tax) — 5/6. Final Matches — Reserved Seats introduced. Attendances, 314,101; receipts, £97,587 (record). Night Competition at South Melbourne (11 matches), 12 clubs competed. Won by South Melbourne Club. Aggregate attendances for season, 3,041,094; receipts, £322,314/17/-. VFL matches televised (last quarter only).

1958 — Centenary of Australian Football. 18 First Round Matches played. Aggregate attendances, 2,391,700; receipts, £163,810. Melbourne v. Collingwood at MCG Queen's Birthday, attendance, 99,346; receipts, £10,765 (both records). Final Matches: attendances, 321,175; receipts, £100,871/11/3 (record). Night Competition at South Melbourne (8 Clubs — Final Four Clubs excluded). Won by St Kilda Club. Mordialloc and Dandenong Clubs admitted to the VFA. Fourteenth ANFC Championships at Melbourne, won by Victoria. Last season when Under 19 matches played as curtain raisers to seniors in First Round Matches.

1959 — First Round Matches (19): attendances, 2,351,499; receipts, £179,575. Club Membership Ticket 35/-. Final Matches: aggregate attendances and receipts and Grand Final attendance of 103,506 all highest since introduction of Reserved Seats. Night Matches (7) at South Melbourne. Eight Clubs (Final Four excluded). Won by Fitzroy Club. Sunshine Club admitted to VFA. Prahran did not compete in VFA. Reserve Grade Matches first played as curtain raisers to Seniors in both First and Second Round Matches.

1960 — First Round Matches (18): attendances, 2,292,556; receipts, £217,544 (record). New admission charges: Outer 3/6, Grand Stand 6/-. Final Matches: attendances, 323,763; receipts, £115,528 (record). Night Matches between eight clubs, won by South Melbourne Club. Prahran Club re-admitted to VFA. Matches postponed April 23 and played on Anzac Day for first time, following torrential downpour which flooded grounds.

1961 — First Round Matches (18): attendances, 2,634,236 (record); receipts, £246,795 (record). Final Matches: attendances, 368,208 (record); receipts, £110,069. Night Matches (7), won by Geelong Club. Attendances, 152,019; receipts, £16,475. Aggregate for season: 3,154,463; receipts, £373,339. Players' Provident Fund credits approved for Night Matches. Fiftieth consecutive year of publication of "Football Record". VFL matches not telecast. Waverley Club admitted to VFA. VFA operated two divisions, with a promotion and relegation system. Fifteenth ANFC Championships at Brisbane, won by WA. Hawthorn wins its first VFL Premiership.

1962 — First Round Matches (18): attendances, 2,720,209; receipts, £287,250 (both records). Final Series (5 matches). Attendances, 463,578; receipts, £157,560 (both records). Preliminary Final between Carlton and Geelong, drawn game, the fourth in a Final Series since 1897. Night Matches (7). Attendances, 111,710; receipts, £19,220. Won by Richmond Club. League bought about 200 acres of land in the City of Waverley for development as a sports arena. First Australian Football Congress (convened by VFL) held April 5, 6.

1963 — First Round Matches (18): attendances, 2,739,372; receipts, £302,818 (both records). Final Series: attendances, 368,140; receipts £124,345 (record for a Final Series of four matches since the introduction of reservations). First Round Matches postponed Saturday, July 13. Prices for admission for

First Round Matches: adults, Stand 6/6, Outer 4/6; children (Under 15), Stand 2/-, Outer 1/6. Membership Tickets: adults, 45/-, juniors (Under 15), 10/-. Night Matches (7): attendances, 99,286; receipts, £16,532. Won by Footscray Club. Second Australian Football Congress held on July 19.

1964 — First Round Matches (18): attendances, 2,536,962; receipts, £279,874. Final Series: attendances, 374,801; receipts, £128,364 (both records for a Final Series of four matches since the introduction of reservations). Prices of admission for First Round Matches: adults, Stand 7/6, Outer 5/-, children (Under 15), Stand 2/-, Outer 1/6. Membership Tickets: adults, 45/-, juniors (Under 15), 10/-. Night Matches (7): attendances, 128,360; receipts, £22,699. Night Series sponsored by H. C. Sleight Limited. Won by Footscray Club. Coaches permitted to enter arena at quarter time to address players.

1965 — First Round Matches (18): attendances, 2,550,567; receipts, £322,734 (record). Final Series: attendances, 388,460; receipts, £149,044 (both records for a Final Series of four matches). Prices of admission for First Round Matches: adults, Stand 7/6, Outer 5/-, children (Under 15), Stand 2/-, Outer 1/6. Membership Tickets: adults, 60/-, juniors (Under 15), 10/-. Night Matches (7): attendances, 153,401; receipts, £31,666 (both records). Won by North Melbourne Club. Third Australian Football Congress held on April 2. St Kilda "home" matches played at Moorabbin. North Melbourne at Coburg and Richmond at MCG.

1966 — First Round Matches (18): attendances, 2,567,643; receipts, £636,466. Final Series: attendances, 384,487; receipts, £296,129. Sixteenth Australian Football Championships played in Hobart, won by VFL. Prices of admission for First Round Matches: adults, Stand 75c, Outer 50c; children (Under 15), Stand 20c, Outer 15c. Membership Tickets: adults, \$6, juniors (Under 15), \$1. Night Matches (7): attendances, 93,220; receipts, \$36,347. Won by North Melbourne Club. North Melbourne returned to Arden Street ground for "home" matches. Total attendances for season: 3,045,350. St Kilda wins its first VFL Premiership by one point.

1967 — First Round Matches (18): attendances, 2,428,002; receipts, \$658,681 (record). Final Series: attendances, 395,704 (record for four matches); receipts, \$366,650 (record). Prices of admission for First Round Matches: adults, Stand 80c, Outer 60c; children (Under 15), Stand 20c, Outer 15c. Membership Tickets: adults, \$6, juniors (Under 15), \$1. Night Matches (7): attendances, 94,604; receipts, \$49,809. Won by Footscray Club. Fitzroy "home" matches played at Princes Park. Brownlow Medal vote reading system changed to third being read first and first votes read last.

1968 — First Round Matches (20): attendances, 2,425,905; receipts, \$914,049 (record). Final Series: attendances, 425,727 (record for four matches); receipts, \$378,688 (record). Prices of admission for First Round Matches: adults, Stand 80c, Outer 60c; children (Under 15), Stand 20c, Outer 15c. Membership Tickets: adults, \$5, juniors (Under 15), \$1. Adult Membership Tickets admit to Home Matches only. Night Matches (7): attendances, 89,639; receipts, \$48,005. Won by Hawthorn Club. Zoning introduced whereby Victoria and Riverina divided into areas and allocated as country zones to clubs for initial three-year period. Later extended. Payment by Cricket and Social Club Members introduced. Total attendance for season: 2,941,271.

1969 — First Round Matches (20): attendances, 2,486,795; receipts, \$965,669 (record). Final Series: attendances, 436,221 (record for four matches); receipts, \$439,684 (record). Seventeenth Australian Football

Championship played in Adelaide. Won by VFL. Prices of admission for First Round Matches: adults, Stand 80c, Outer 60c; children (Under 15), Stand 20c, Outer 15c. Membership Tickets: adults, \$5, juniors (Under 14), \$1. Night Matches (7): attendances, 79,625; receipts, \$43,578. Won by Hawthorn Club. Construction of Sir Kenneth Luke Stand at VFL Park started. Instruction to Umpires to award free kick where ball kicked out of bounds on full.

1970 — First Round Matches (22): attendances, 2,863,780 (record); receipts, \$1,313,769 (record). Prices for admission for First Round Matches: adults, Reserve 90c, Outer 70c; children, Reserve 25c, Outer 20c. Final Series Matches (4): attendances, 446,988 (record); receipts, \$440,601 (record). Grand Final attendance, 121,696 (record). Night Matches (7): attendances, 72,732; receipts, \$46,987. Won by Footscray Club. Total attendance for season: 3,383,500. VFL Park opened April 18 — Fitzroy v. Geelong. Each Club played three matches at VFL Park — total 18. Attendances, 390,043; receipts, \$223,840. Fitzroy Club transferred to St Kilda Cricket Ground from Princes Park. Amendment by ANFC to Laws of Game to provide for free kick to be awarded where ball kicked out of bounds on full. First direct telecast of Brownlow Medal.

1971 — First Round Matches (22): attendances, 2,906,157 (record); receipts, \$1,297,972. Prices of admission for First Round Matches: adults, Reserve 90c, Outer 70c; children, Reserve 25c, Outer 20c. Final Series matches (4): attendances, 420,270; receipts, \$439,665. Grand Final attendance: 118,192. Night Matches (7): attendances, 77,374; receipts, \$47,783. Won by Melbourne. Total attendance for season: 3,470,704 (record). Each club played three matches at VFL Park — total 18. Attendances, 380,041; receipts, \$208,247. I. Stewart (Richmond) became fourth player to win three Brownlow Medals — first to win Medal after transferring to another team. He had won two Medals while playing with St Kilda.

1972 — First Round Matches (22): attendances, 2,934,919; receipts, \$1,703,370 (record). Prices of admission for first round: adults, \$1 (all areas); children, 25c (Outer areas abandoned). Eighteenth AFC Championship played in Perth, won by VFL. Final Five matches introduced by VFL. Final Series Matches (7): attendances, 591,879; receipts, \$888,249. Grand Final attendance, 112,393. First Final Series Matches at VFL Park, Elimination Final attendance, 52,499; Second Semi-Final attendance, 54,338; total receipts, \$167,547. Final Matches at MCG. Qualifying Match attendances, 91,900; receipts, \$146,574; First Semi-Final: attendance, 91,857; receipts, \$146,693; Second Semi-Final replay: attendance, 92,670; receipts, \$131,107; Preliminary Final: attendance, 96,272; receipts, \$147,571; Grand Final: attendance, 112,393; receipts, \$148,757; total \$720,702. Total attendance for season: 3,526,798 (record); receipts, \$2,591,619 (record). Season of 20 First Round Matches at VFL Park. Attendance, 458,019; receipts, \$323,617. Second ever draw in a Second Semi-Final: Carlton v. Richmond (8.13 each) at VFL Park. League premises "Harrison House" sold for \$962,000.

1973 — First Round Matches (22): attendances, 2,836,694; receipts, \$1,613,043. Prices of admission for First Round: adults, \$1 (all areas); children, 25c. Final Series Matches (6): attendances, 501,954; receipts, \$1,017,134. Final Series Matches at VFL Park, Elimination Final attendance, 53,405; Second Semi-Final attendance, 60,072 (record). Total receipts, \$262,083. Finals Matches at MCG: Qualifying Match attendance, 86,386; receipts, \$187,702. First Semi-Final attendance, 86,483; receipts, \$187,704.



Preliminary Final attendance, 98,654; receipts, \$190,487. Grand Final attendance, 116,956; receipts, \$190,487. Total for four matches: 388,477; receipts, \$755,051. Total attendance for season, 3,338,648; receipts, \$2,630,177 (record). Season of 20 First Round Matches at VFL Park: attendance, 467,606; receipts, \$323,264. League Rules altered before season to allow players with 10 calendar years service with one VFL club to transfer to any other Club without a clearance. A later amendment in May prevented players so qualified from transferring to another Club in the League. Opening of VFL House and occupation by League's administrative staff. Keith Greig won Brownlow Medal — first win for North Melbourne Club. "Centre Square" area in the shape of a diamond drawn out on all grounds with points to wings, centre half-forward and centre half-back position. Only four players of either side being permitted inside at the bounce of the ball. Surcharge on Finals tickets for establishment of Ground Improvement Fund.

1974 — First Round Matches (22): attendances, 2,763,654; receipts, \$2,251,907.20. Matches at VFL Park: attendance, 484,177; receipts, \$480,017 (record). Prices of admission: adults, \$1.50; pensioners, 50c; children, 25c. Club Membership tickets: adults, \$9.00, juniors, \$1.50. Surcharge of 10c per adult cash admission to First Round Matches for Ground Improvement Fund. Hawthorn Club transferred to Princes Park. Time of starting First Round Matches — 2.00 p.m. Final Series Matches (6): 4 at MCG, 2 at VFL Park. Total attendances, 479,997; receipts, \$1,227,915 (record). Grand Final Attendance, 113,839; receipts, \$224,445 (record). Total attendance for season, 3,243,651. Total receipts, \$3,379,822 (record). Color changes to player and runner uniforms approved for color television in 1975. Carlton captain-coach J. Nicholls passed day VFL games-played record. Later in season, Fitzroy player K. Murray broke Nicholls' record (331) to complete 333 and established new high.

1975 — First Round Matches (22): attendances, 2,755,765; receipts, \$2,198,607. 20 matches at VFL Park: attendance, 498,120; receipts, \$478,741. Final Series (6): 3 at VFL Park, 3 at MCG. First Preliminary Final at VFL Park: attendance, 71,130; receipts, \$216,091. Total attendances, 450,251; receipts, \$1,429,281 (record). Grand Final attendance, 110,551; receipts, \$308,172 (record). Total attendance for season: 3,206,016; receipts, \$3,345,377. Restricted area on arena changes from diamond to square. Australian Football Council becomes National Football League of Australia. First knockout championship series won by Victoria. Matches played in Melbourne (VFL Park) and Adelaide (Football Park). Television replays in color. Clubs introduce colored shorts to "home" matches. Television videotape used in Tribunal cases. VFL Properties Division Company formulated and begins operations to recover royalties from League endorsed products. North Melbourne wins first VFL Premiership since admission to League in 1925.

1976 — First Round Matches (22): attendances, 2,863,112, receipts, \$3,087,482. 20 matches at VFL Park: attendance, 520,862; receipts, \$650,322 (record). Prices of admission: adults, \$2, pensioners, 50c, children, 25c. Club Membership tickets: adults, \$15, pensioners and full-time students, \$5, juniors, \$1.50. Surcharge of 25c per adult cash admission to First Round Matches for Ground Improvement Fund. Finals tickets prices: MCG Qualifying and First Semi-Finals: adults, \$4, \$4.50 (children half prices) and \$5 (no halves). Grand Final: Seats \$8, \$8.50 and \$10. Standing: all Finals MCG \$2. VFL Park: Elimination, Second Semi-Final: adults, Stand \$5, Terrace \$4.50. Preliminary Final: Stand \$8.50, Terrace \$8 (children under 15 half price on Terrace, all matches). Total

attendance for season: 3,288,470; receipts, \$5,061,762 (record). Final Series matches (6): 3 at VFL Park, 3 at MCG. Total attendances: 425,358; receipts, \$1,974,280. Grand Final attendance: 110,143; receipts, \$564,705. VFL Park Finals: attendance, 180,025; receipts, \$804,661. Two Field Umpires used in all Senior VFL Matches after approval for trial period granted by NFL. This required each Field Umpire to vote 3-2-1 for Brownlow Medal. League players wear VFL Symbol on guernseys, shorts and hose as part of Properties Division Agreement. League Administrative Director, E. O. McCutchan and President, Sir Maurice Nathan announce retirements. J. C. Hamilton appointed General Manager from January 1, 1977. First National Football series involving teams from various States won by Hawthorn, who also won third VFL Premiership.

1977 — Home & Away Matches (22): attendances, 2,773,007; receipts, \$2,947,518. 20 matches at VFL Park: attendance, 501,391; receipts, \$603,822.70. Total attendance for season 3,304,080; receipts, \$5,607,203 (record). Final Series (7): 3 at VFL Park. Total attendance, 173,010; receipts, \$833,470. 4 at MCG: total attendance, 358,063; receipts, \$1,793,636.25. Grand Final attendance, 108,224; receipts, \$589,995.50. Grand Final re-play attendance, 98,366; receipts, \$586,515. Prices of admission: adults, \$2, pensioners, 50c, children (under 15), 25c. Club Membership tickets: adults, \$15, pensioners and full-time students (15-17 years), \$5, children (under 15), \$1.50. Surcharge of 25c per adult cash admission to Home & Away Matches to Ground Improvement Fund. Finals prices same as previous year. Night Series at VFL Park sponsored by Amco-Herald-Channel Seven and under lights costing \$1.5 million. Premiership won by Hawthorn from Carlton in Grand Final. Attendance, 27,407; receipts, \$28,654. Shield matches for secondary schools as curtain raisers. Both day Grand Finals — tie and replay — telecast direct throughout Victoria following sell-out of tickets. Extra Finals entertainment including massed Pipe and Services Band and singer Barry Crocker. Beanie and guernsey days, when children under 15 admitted free to a League Home and Away Round of matches. Two Field Umpires used in Reserve Grade matches for first time. Team changes announced over ground PA systems. Former North Melbourne player Dr Allen Aylett elected to VFL Presidency. North Melbourne competes in fourth consecutive Grand Final, which was tied with Collingwood. North Melbourne win second VFL Premiership in replay. Record sponsorship of League football by Marlboro of \$165,000, plus \$50,000 for promotion in season.

1978 — Home & Away Matches (22): attendances, 3,024,926 (record); receipts, \$3,729,554 (record). 20 matches at VFL Park: attendance, 604,377 (record); receipts, \$860,136 (record). Total attendances for season, 3,478,355 (record); receipts, \$6,265,200 (record). Final Series (6): 3 at VFL Park. Total attendance, 179,575; receipts \$1,022,455 (record). 3 at MCG. Total attendance, 273,834; receipts, \$1,513,191. Grand Final attendance 101,704; receipts, \$691,458. Prices of admission: adults, \$2.50, pensioners, 60c, children (under 15), 30c. Club Membership tickets: adults, \$16, pensioners, \$5 (home matches only); full-time students (between 15-17 years), \$10, children (under 15), \$2. Surcharge of 25c for each adult cash admission for Home & Away Matches to Ground Improvement Fund. Finals tickets prices: MCG — Qualifying and First Semi-Final: adults, \$6.50, \$5.50, \$2.50; children, \$3.25, \$2.75, 60c. Grand Final: adults, \$12, \$9.50, \$2.50; children, \$6, \$4.75, 60c. VFL Park — Elimination and Second Semi-Final: adults, \$6; juniors, \$3. Preliminary Final: adults, \$7.50; juniors, \$3.75. Night Series at VFL Park, sponsored

by Amco, Herald and Channel Seven involving all VFL teams, plus Tasmania. Premiership won by Fitzroy from North Melbourne. Attendance, 156,714; receipts, \$217,969. Amco Shield matches for secondary schools again held as night curtain raisers. International entertainer Mr Keith Michell highlighted the Grand Final entertainment by singing "The Impossible" Dream", accompanied by the RAAF Band. Both field umpires during 1978 conferred to provide a 3-2-1 match vote for the Brownlow Medal counting. 1979 — Home & Away Matches (22): attendances, 3,096,945 (record); receipts, \$4,165,445 (record). 20 matches at VFL Park: attendances, 577,027; receipts, \$892,080 (record). Total attendances for season, 3,574,288 (record); receipts, \$7,178,112 (record). Final Series (6): 3 at VFL Park. Total attendance, 191,992 (record); receipts, \$158,756 (record) 3 at MCG. Total attendance, 285,349; receipts, \$1,851,911. Grand Final attendance, 112,845; receipts, \$849,316. Record 477,341 for six-finals series. Attendances for Second Semi-Final (69,142) and Preliminary Final (73,380) were records for VFL Park. Prices of admission: adults, \$2.70, pensioners, 60c, children (under 15), 30c. Club Membership tickets: adults, \$17.50, pensioners, \$5 (home matches only), full-time students (between 15-17 years), \$10, children (under 15), \$2. Surcharge of 25c for each adult cash admission from Home & Away Matches to Ground Improvement Fund. Finals ticket prices MCG — Qualifying and First Semi-Final: adults, \$7, \$6, \$2.70; children, \$3.50, \$3, 60c. Grand Final: adults, \$13, \$10.50, \$2.70; children, \$6.50, \$5.25, 60c. VFL Park — Elimination and Second Semi-Final: adults, \$6.50; juniors, \$3.25. Preliminary Final: adults, \$8; juniors, \$4. For the first time MCC Members paid \$5 each for admittance to each Final. For the third successive year the Grand Final was televised "live" throughout Victoria following a sellout of all tickets.

Two VFL matches for premiership points were played in Sydney between North Melbourne and Hawthorn on June 10 and Fitzroy and Richmond on July 15. Grand Final week was spectacular with Brownlow Medal count again held on Monday before the premiership match. "Up There Cazaly" theme commissioned by HSV-7 as recorded by singer-composer Mike Brady and was sung at the Grand Final after the record had become an Australian best-seller. Pop star Johnny Farnham sang Waltzing Matilda. Norm Smith Medal was struck for the best player in the Grand Final and was won by Carlton's Wayne Harmes. Dr A. J. Aylett awarded OBE. The first NFL State-of-Origin Championships held in Perth between all States with WA beating Victoria in the Final.

1980 — Home & Away Matches (22): attendances, 3,280,129 (record); receipts, \$4,879,713 (record). 21 matches at VFL Park: attendances, 663,410 (record); receipts, \$1,148,977 (record). Total attendances for season, 3,770,917 (record); receipts, \$8,336,513 (record). Final Series (6): 3 at VFL Park. Total attendances, 199,843 (record); receipts, \$1,305,046. 3 at MCG. Total attendances, 290,945; receipts, \$2,075,974. Record 490,788 for six-finals series; Preliminary Final record for VFL Park of 75,526. Prices of admission: adults, \$3; pensioners, 60c; children (under 15), 40c. Club Membership tickets: adults, \$20; pensioners, \$5 (home matches only); full-time students, \$12; children (under 15), \$2.50. Surcharge of 25c for each adult cash admission from Home & Away Matches to Ground Improvement Fund. Finals tickets prices: MCG — Elimination and First Semi-Final: adults, \$8, \$7, \$3; children, \$4, \$3.50, 60c. Grand Final: adults, \$14, \$11.50, \$3; children, \$7, \$5.75, 60c. VFL Park — Qualifying Finals and Second Semi-Final: adults, \$7.50; juniors, \$3.75. Preliminary Final: adults, \$9; juniors, \$4.50. The



Commodore Cup series continued on Saturday-Sunday, but the Preliminary and Grand Finals were held with Senior and Under 19 Grade finals. AFC had its second Escort Championships with 34 teams participating. South Australia and Queensland joined for the first time to compete against Victorian and WA clubs and representative teams from Tasmania, NSW and ACT. North Melbourne won the Grand Final from Collingwood at VFL Park before a record night crowd of 50,478. Matches televised by HSV-7. Herald Shield matches were played as curtain raisers. VFL matches were played in Sydney — Footscray and North Melbourne on April 27, Essendon and Carlton on May 25, South Melbourne and Geelong on June 15 and St Kilda and Richmond on July 20. All televised direct to Melbourne by HSV-7. Brownlow Medal count again held on the Monday of Grand Final week. Grand Final day was spectacular with international star Mr Peter Allen singing "I Still Call Australia Home", "Advance Australia Fair" and "God Save The Queen".

1981 — Home & Away Matches (22): attendances, 3,354,023 (record); receipts, \$6,486,822 (record). 22 matches at VFL Park: attendances, 772,271 (record); receipts, \$1,743,038 (record). Finals Series: 3 at VFL Park. Attendance, 194,212; receipts, \$1,582,586. 3 at MCG. Attendance, 281,996; receipts, \$2,372,132. Totals for season: attendances, 3,830,231; receipts, \$10,441,540. Home & Away admission: adults, \$4; children and pensioners, 50c. Memberships: adults, \$25; students, \$15; pensioners, \$4; children, \$3. Surcharge of 25c for each adult cash admission from Home and Away Matches to Ground Improvement Fund. New \$1 levy on adult cash daily price of \$4 credited to VFL Equalisation Fund for distribution to each VFL club. Finals ticket prices: MCG (Qualifying and First Semi-Final): adults, \$9, \$8, \$4; children, \$4.50, \$4, 50c. For Grand Final: adults, \$15, \$13, \$4; children, \$7.50, \$6.50, 50c. VFL Park (Elimination and Second Semi-Final): adults, \$9, children, \$4.50. For Preliminary Final: adults, \$10, children, \$5. Reserve Grade sponsored by Statewide Building Society and became Statewide Cup with Saturday-Sunday matches. Preliminary and Grand Finals held as curtain raisers to senior matches. AFC series held another successful Escort Cup series with 30 clubs from all over Australia plus representative teams from ACT, Queensland and NSW. Essendon won their first night premiership, beating Carlton, who were the only club not to have won a night pennant. Three VFL Home and Away Rounds played interstate, two in Sydney, one in Brisbane. All were resounding successes, with gates being closed an hour before the Essendon and Hawthorn match in Brisbane. State Government gave all clear for two Sunday trial matches. Essendon beat Collingwood on August 2, before 64,149 people and Carlton beat South Melbourne on August 9, before 24,287 people. Senior VFL Umpires resigned before Round 19 and were replaced by Reserve Grade Umpires. Dispute settled before Round 20. Crowds were again a season record and VFL Park set two new records within 3 weeks: 79,326 saw Essendon beat Collingwood on May 17 and 92,935 saw Hawthorn beat Collingwood on June 8. Carlton defender Bruce Doull won the Norm Smith Medal for the best player in the Grand Final. Richmond full-forward Michael Roach won the inaugural John Coleman Medal for the most number of goals in the Home and Away season. Jon English was invited to sing at the Grand Final. HSV-7, were official sponsors of the Finals Series and Carlton and United Breweries were the VFL's 1981 official sponsors. For the first time, the Brownlow Medal was shared between Fitzroy's Bernie Quinlan and South Melbourne's Barry Round. The VFL decided in October, 1980 to do away with the count-back system.

1982 — Home & Away Matches (22): attendances, 3,264,284; receipts, \$6,970,094 (record). 24 matches at VFL Park (two of Fitzroy's home matches transferred). Attendances, 801,163 (record); receipts, \$2,006,279 (record). Finals series: 3 at VFL Park. Attendances, 177,455; receipts, \$1,605,854 (record). 3 at MCG. Attendance, 239,817; receipts, \$2,443,564. Totals for season: attendances, 3,681,556; receipts, \$11,019,512 (record). Home & Away admission: adults, \$4.50; children and pensioners, 60c. Membership: adults, \$30; students, \$17; pensioners, \$5; children, \$4. Surcharge of 40c for each adult cash admission from Home & Away Matches to Ground Improvement Fund. Retention of \$1 levy on adult cash daily price of \$4.50 credited to VFL Equalisation Fund. Finals ticket prices: MCG (matches 1 and 2), adults, \$10, \$9, \$5; children, \$5, \$4.50, \$1. Grand Final: adults, \$17, \$14, \$6; children, \$8.50, \$7, \$1. VFL Park (matches 1 and 2); adults, \$10; children, \$5. Preliminary Final: adults, \$12; children, \$6. South Melbourne had a name change to The Swans, with home games played at Sydney Cricket Ground on Sundays and televised live to Melbourne by HSV-7. New Governor and VFL Patron, Sir Brian Murray, opened new VFL House at 120 Jolimont Road, Jolimont, in March. General Motors Holden became VFL's corporate sponsor. Statewide Building Society again sponsored the Reserve Grade competition, which was played on Saturday and Sundays when Swans matches were not played in Sydney. AFC held streamlined Escort Cup series at VFL Park. All 12 VFL Clubs and two each from Western Australia and South Australia competed. Series won by Swans, who beat North Melbourne. WA club Swan Districts, suspended from competition after sending a second grade team to play Richmond in a Quarter-Final. ACT, Tasmania, New South Wales and Queensland competed in separate competition known as the Escort Shield, which was Queensland competed in separate competition known as the Escort Shield, which was won by Tasmania. Fitzroy, drawn to play Richmond at home in Round 2, moved the game to VFL Park the week before the scheduled opening round. The Lions also moved a later game against Collingwood from the Junction Oval to VFL Park. Victoria won interstate matches against South Australia and Western Australia. Video Matrix screen operated at VFL Park for the first time, with replay highlights and direct telecasts from other grounds. First two finals at VFL Park started 30 minutes early to allow last quarter of MCG matches to be telecast on the Video Matrix Screen. Grand Final telecast direct by HSV-7. Carlton won second successive premiership to bring its tally to 14, a VFL Record. Rolf Harris was invited to sing at the Grand Final. Richmond's Maurice Rioli won the Norm Smith Medal for the best player in the Grand Final. North Melbourne full-forward, Malcolm Blight, kicked his 100th goal for the season in the First Semi-Final. He also won the John Coleman Medal for kicking the highest number of goals in home and away rounds. The Brownlow Medal was won by Brian Wilson of Melbourne. Ban on taking alcohol into VFL matches. Beer sold in two-can limit.

1983 — Home & Away Matches (22): attendances, 3,217,578; receipts, \$8,895,404 (record). VFL Park attendances, 730,242; receipts, \$2,331,343 (record). Final Series: 3 at VFL Park. Attendances, 170,729; receipts, \$1,761,350 (record). 3 at MCG. Attendance, 249,710; receipts, \$2,787,528 (record). Totals for season: attendances, 3,638,017; receipts, \$13,444,232 (record). Home & Away admission: adult, \$6, children and pensioners, \$1. Introduction of family admission ticket (a): \$12 for 2 adults and 3 children; (b): \$7 for 1 adult and 3 children. Membership: adults, \$40; students, \$22; pensioners, \$7; children,

\$5. (Family membership, \$95). Ground Improvement Fund: surcharge of 40c on adult cash admission terminated at end of 1982. Replaced by surcharge of \$1.20 to newly-created VFL Club Development Fund. Levy to VFL Equalisation Fund increased from \$1 to \$1.20 per adult cash admission. Contribution to VFL Club Membership Ticket Pool increased from \$2 to \$8 per adult Club ticket sold. Finals ticket prices: MCG matches 1 and 2: adults, \$11, \$10, \$5; children, \$5.50, \$5, \$1. MCG Grand Final: adults, \$19, \$16, \$6; children, \$9.50, \$8, \$1. VFL Park matches 1 and 2: adults, \$11; children, \$5.50. Preliminary Final: adults, \$14, children, \$7. The Swans had a second name change in as many years to become the Sydney Swans. Swans player, Silvio Foschini, challenged successfully the VFL rules and regulations in the courts to win a clearance to St Kilda. The VFL was forced to re-draft all permit rules and regulations. The McKinsey Report suggested an overhaul in VFL administrative procedures and recommendations were ratified by the VFL Board. Army Reserve took over as sponsors of the Reserve Grade competition. AFC again held national night series, with Carlton winning the Premiership. Victoria lost both interstate matches in all All-Australian Carnival Series. VFL, State Government, MCC and MCG Trustees involved in negotiations over the venue for the 1984 Grand Final. The 1983 Grand Final telecast direct to the United States on cable television for the first time. Direct telecast throughout Australia and New Zealand. Delayed telecasts in England. Glenn Shorrock invited to sing at Grand Final. Hawthorn and Essendon make history as they met for the first time ever in a Finals Match for the Grand Final. Hawthorn's 83-point win was a VFL record. Hawthorn's Colin Robertson won the Norm Smith Medal. Fitzroy's Bernie Quinlan won the John Coleman Medal, kicking 106 goals in Home & Away Rounds and adding a further 10 goals during the Finals. Brownlow Medal won by North Melbourne's Ross Glendinning. Kevin Bartlett became the first to play 400 VFL games.

1984 — Home & Away Matches (22): attendances, 2,951,247; receipts, \$8,119,728. VFL Park attendances: 666,891, receipts, \$2,217,958. Final Series: 3 at VFL Park. Attendances, 200,131; receipts, \$1,973,129. 3 at MCG. Attendances, 243,193; receipts, \$2,976,267. Totals for season: attendances, 3,394,571; receipts, \$13,069,124. Home & Away admission: adults, \$6; children and pensioners, \$1; family ticket (a): \$12 for 2 adults and 3 children; (b): \$7 for 1 adult and 3 children. Membership: adults, \$40; students, \$22; pensioners, \$7; children, \$5. Family membership, \$95. VFL Club Development Fund, \$1.20 surcharge. VFL Equalisation Fund, \$1.20 per adult cash admission. Contribution to VFL Club Membership ticket pool, \$8 per adult club ticket sold. Task Force comprised Messrs D. Mandie (Chairman), J. Pratt, N. Busse, J. Kennedy and State Government representative R. Miller, MLA. Following its recommendations Mr J. C. Hamilton was appointed by the VFL Board as full-time commissioner and Messrs R. Seddon, P. Nixon, G. Samuel and P. Scanlon part-time commissioners with specialist responsibilities. New rules governing player transfers and payments were implemented and in December a salary cap was introduced effective in 1985. The Grand Final was played at the MCG after negotiations with the MCC Trustees and State Government. VFL and MCC members shared an enlarged members enclosure incorporating the Northern Stand. Four North Melbourne matches were transferred from Arden Street to the MCG. In two thrilling interstate matches Victoria narrowly defeated South Australia in Adelaide and was defeated by Western Australia in Perth. Essendon won a premiership double capturing the AFC night title by defeating the



Sydney Swans in August and the VFL Cup by defeating the previous year's premier side, Hawthorn. Slim Dusty was invited to sing at the Grand Final. It ended a Finals Series that saw the first Sunday finals in the history of the competition. The Bombers broke the monopoly of four clubs had on the flag spanning 18 years and kicked a record 9.6 in a Grand Final last quarter. The game was available on TV to an estimated world audience of 43 million. Essendon's Bill Duckworth won the Norm Smith Medal. Fitzroy's Bernie Quinlan finished the season with 105 goals and the John Coleman Medal and the Brownlow Medal was won by Peter Moore.

1985 — Home & Away Matches (22): attendances, 2,727,217; receipts, \$8,166,098. VFL Park attendances, 594,244; receipts, \$2,211,256. Final Series: 3 at VFL Park, attendances, 171,435; receipts, \$1,978,455; 3 at MCG, attendances, 214,521; receipts, \$3,028,812. Totals for the season: attendances, 3,113,255; receipts, \$13,173,365. Home & Away admission: adults, \$7; children and pensioners, \$1; children under 10 accompanied by an adult admitted free; family tickets (a): \$14 for 2 adults and 3 children; (b): \$8 for 1 adult and 3 children. Membership: adults \$40, students, \$22, pensioners, \$7, children, \$5, family membership, \$85. Club Development Fund \$2 surcharge. VFL Equalisation Fund \$1.20 an adult cash admission. Contribution to VFL Club Membership Ticket Pool \$8 for each adult ticket sold. The 12 VFL clubs transferred to the Independent Commission power to implement the plan, "Establishing The Basis For Future Success" developed with the League by consultants Pappas, Carter, Evans and Koop. The Sydney Swans became the first privately owned club. A licensing agreement under which clubs acknowledged that they would abide by League rules came into force. Nissan Australia continued as major sponsor. Fitzroy home games played at Collingwood. Victoria had big wins over both South Australia in Adelaide and Western Australia in Perth in State-of-Origin games. Essendon won its second successive flag by defeating Hawthorn, equalling Carlton's record 14 premierships and breaking its own record for last quarter score in a VFL Grand Final. Diana Trask was invited to sing at the Grand Final. Hawthorn captured the AFC night title. Footscray's Brad Hardie won the Brownlow Medal while teammate Simon Beasley won the John Coleman Medal.

1986 — Home & Away Matches (22): attendances, 2,899,145; receipts, \$8,941,408. VFL Park attendances, (23 games), 599,525; receipts, \$2,186,629. Final series: 3 at VFL Park: attendances, 190,074; receipts, \$2,176,900; 3 at MCG: attendances, 233,640; receipts, \$3,291,458. Totals for the season: attendances, 3,322,859; receipts, \$14,409,766. Home & Away admission: adults, \$7; children and pensioners, \$1; children (under 10), admitted free; family tickets (a): \$14 for 2 adults and 3 children; (b): \$8 for 1 adult and 3 children. Membership: Adults, \$40, students, \$22, pensioners, \$7, children, \$5, family membership, \$85. VFL Equalisation Fund (incorporating Club Development Fund) \$3.20 per adult cash admission. Carlton & United Breweries became VFL corporate sponsor and continued to sponsor the Foster's Cup night series. Bond Brewing sponsored umpires, the VFL coaches' team of the year as well as providing for advertising on goal and behind posts. VFL Commission re-scheduled a number of big games to the MCG and VFL Park. Two 'double-headers' played at the MCG while North Melbourne played five Friday night games at the ground for premiership points. Victoria was defeated by both South Australia in Adelaide and Western Australia in Perth. Olivia Newton-John was invited to sing at the Grand Final. Hawthorn won the premiership when it defeated Carlton

and also captured the Foster's Football Cup, again downing the Blues. As well, the Hawks defeated WAFL premiers Subiaco in Perth and won the inaugural 'Aussie Bowl' played between the two VFL grand finalists at Yokohama Stadium in Japan. Hawthorn's Robert DiPierdomenico and the Sydney Swans' Greg Williams tied for the Brownlow Medal. Collingwood's Brian Taylor won the John Coleman Medal, finishing the season with 100 goals. Mr Jack Hamilton retired from the VFL after a distinguished career which began in 1949. He was appointed VFL General Manager in 1977 and became the VFL's first full-time Commissioner in November 1984. Mr Ross Oakley was appointed Chairman of the Commission and Mr Alan Schwab, Executive Commissioner. Teams from Perth and Brisbane admitted to the expanded Victorian Football League competition for the 1987 season.

1987 — Home & Away Matches (22): attendances, 2,990,212; receipts, \$11,280,134. VFL Park attendances, (23 games), 602,282; receipts, \$2,338,431. Final Series: 3 at VFL Park, attendances, 183,383; receipts, \$2,217,162; 3 at MCG, attendances, 245,674; receipts, \$3,726,651. Total for the season: attendances, 3,419,269; receipts, \$15,006,785. Home & Away admission: adults, \$7.50; concession (under-18, pensioners and unemployed), \$3; Family Ticket (two adults, plus all their children under 18), \$15. Membership: adult (nine games), \$44; 10 or 11 games, \$48. Concession (pensioners and under 18), 9 home games, \$20; 10 or 11 home games, \$22; 22 home and away games, \$38. Family Ticket (two adults plus all their children under 18), \$95. Night Series: Adults, \$6; Concession (under 18, pensioners and unemployed), \$2. Sportsplay became the VFL corporate sponsor while Speedo Australia sponsored the finals series. The Channel Two network gained the television rights for the 1987 season and this meant a vast amount of travelling for its commentators with the entry of the West Coast Eagles and the Brisbane Bears into the competition. For the first time in history the VFL staged a 14 team competition. The Eagles established its team from players from the WA League; the Bears had to recruit mainly in Victoria and South Australia to establish a team from scratch. The Victorian clubs, plus the Sydney Swans, were required to make available players to help form the Queensland club, which had its home ground at Carrara, on the Gold Coast. The Eagles played at the Subiaco Oval and also at the WACA ground for night encounters. Soon after the end of the season the Seven network bid successfully for the TV rights of VFL football for the next five years. Chairman of the Commission, Ross Oakley, made the announcement at VFL House in October. Fitzroy played North Melbourne on Friday, April 10, in the first match under lights for premiership points at VFL Park. Fitzroy moved to Princes Park for its home games. In the interstate competition Victoria lost narrowly in the State-of-Origin game to South Australia at Football Park, SA and later defeated Western Australia at the Subiaco Oval. In SA Hawthorn's Chris Langford won the E. J. Whitten Medal and in WA, Greg Williams of the Swans, won the Whitten Medal. Geelong's Andrew Bews won the Simpson Medal in WA and Mark Naley, the Carlton rover who represented SA, won the Tassie Medal. Back in Melbourne at the MCG in September, Carlton won the premiership with a decisive victory over Hawthorn, the 1986 premiers. Australia's 1987 Wimbledon singles champion Pat Cash tossed the coin before the game, while television star Daryl Somers and the Coodabeen Champions entertained the crowd before the match and at half time. Melbourne, which had not been in the major finals since 1964, gave the finals an injection of fresh life before being beaten in controversial circumstances with a

Hawthorn goal after the siren in the preliminary final. Earlier in the season Melbourne had won the night flag. The Brownlow Medal again provided two winners — Hawthorn rover John Platten and St Kilda full forward Tony Lockett. Lockett also won the John Coleman Medal for being the VFL's leading goal-kicker, with 117 goals. After the season VFL teams again played overseas. Carlton defeated North Melbourne in London at The Oval, Melbourne beat the Sydney Swans in Vancouver and then Melbourne defeated North Melbourne for the Foster's Cup in Vancouver. This three match series was sponsored by Carlton and United Breweries. In another overseas encounter, sponsored by Fuji Television in Japan, Hawthorn beat Essendon at the Yokohama Stadium in Tokyo.

1988 — Home & Away Matches (22): attendances, 3,092,679; receipts, \$10,509,355. VFL Park attendances (22 home and away) 670,935; receipts, \$2,459,851. Final series: three at VFL Park — attendances, 172,006; receipts, \$2,363,413; three at MCG — attendances, 264,193; receipts, \$4,114,610. Total for season attendances, 3,528,878; receipts, \$16,987,578. Home & Away admission: Adults \$8; Adult members' away game concession \$6; Concession category (pensioners, unemployed students and students 15 and over) \$3.20; Children under 15: \$1; Children under six: free; Family including all primary and secondary school students: \$16. Club Membership: Adults: 11 games, \$50; Family including all primary and secondary school student children: \$100; Concession: Includes only pensioners and students 15 and over: 11 games, \$22; 22 home & away games, \$35. VFL Squadron (under 15): 22 home & away games, \$12. Elders-IXL was the VFL corporate sponsor for the home and away series while Myer sponsored the finals series. The Channel Seven network gained the TV rights, replacing Channel Two. The Seven contract is for five years. Fourteen teams again made up the competition and the West Coast Eagles created history by reaching the finals in only their second season in the VFL. A crowd of 93,754 watched the grand final, won by Hawthorn. Before the game Noel Watson sang *Waltzing Matilda*. Hawthorn produced the Coleman Medalist in Jason Dunstall and another Hawthorn player, Gary Ayres, won the Norm Smith Medal. The Brownlow Medal was won by Sydney Swans player Gerard Healy. The traditional night series was renamed the Panasonic Pre-Season Competition and started earlier than usual — on February 10. The series concluded on March 26 with Hawthorn defeating Geelong for the premiership. At the Bicentennial Carnival in Adelaide, in March, Victoria lost the final to South Australia. Victorian Paul Salmon won the Tassie Medal in Division One while Carlton captain Stephen Kernahan, playing for SA, was named the All-Australian captain. During the year foundation commissioner Dick Seddon resigned from his post and was replaced by long-serving senior North Melbourne official and former North player Albert Mantello.

1989 — Home and away Matches (22): attendances 3,145,126; receipts, \$10,941,567. VFL Park attendances (22 home and away) 742,377; receipts 2,910,282. Final series: three at VFL Park — attendances 196,957; receipts \$2,702,766; three at MCG — attendances 239,739; receipts \$4,108,716. Total for season attendances 3,581,822; receipts \$17,753,049. Home and away admission: Adults \$8.50; Adult members' away game concession \$6.50; Concession category (pensioners, unemployed and students 15 and over) \$3.50; Children under six: free; Family including all primary, Children under 15: \$1; Children and secondary school students: \$17. Club Membership: Adults: 11 games, \$54; Family including all primary and secondary school students: \$108;



Concession: includes only pensioners and students 15 and over: 11 games: \$24; 22 home and away games: \$38. VFL Squadron (under 15): 22 home and away games \$12; 11 games (interstate clubs), \$8. Carlton and United Breweries Ltd. was the VFL corporate sponsors for the home and away games and the finals and Channel Seven again had the TV rights. Fourteen teams continued to make up the competition. Hawthorn won the premiership, beating Geelong by six points, before a crowd of 94,796. The guest singer was John Farnham and the half-time dance spectacular, beamed to millions of viewers throughout the world, was also aimed at helping Melbourne's bid for the 1996 Olympic Games. The victorious Australian Test team, not long back from its successful series in England, were driven a lap of the ground before the main game. At the end of the game former Footscray great Ted Whitten presented the Premiership Cup and medallions to Hawthorn while Victorian coach Bill Goggin presented the Norm Smith Medal to Gary Ablett, of Geelong. The Panasonic Cup series was conducted from February 8 to March 3 at VFL Park. Melbourne defeated Geelong in the final. The Brownlow Medal went to Paul Couch of Geelong, at a glittering night at the Southern Cross hotel on the previous Monday night. The John Coleman Medal, awarded to the leading goalkicker, was won by Hawthorn full-forward Jason Dunstall, who kicked 138.

On October 3, Ross Oakley, the chairman of the VFL Commission, announced that the Footscray FC would merge with the Fitzroy FC and start playing games in 1990 under the banner of the Fitzroy Bulldogs and with a redesigned jumper. The club would be made up of players and officials from both clubs.

Supporters of the Footscray F.C. then mounted a huge fund-raising campaign and received strong financial support of more than \$1.3 million. On October 24, representatives of the VFL Commission and the Footscray Fightback Foundation met at VFL House. Based on what was presented at the meeting, the VFL Commission supported Footscray continuing its position in the competition in its own right in 1990.

Agreement was reached with the Victorian Government and Melbourne Cricket Club for the development of a new Southern Stand at the MCG to be built at a cost of some \$140 million. AFL members will have access to the new facility and the agreement is for a period of 40 years and provides for at least four finals games, including the Preliminary Final and Grand Final, to be played at the MCG once the Southern Stand is completed. Pappas, Carter, Evans and Koop consulted on the project.

1990 — Home & Away Matches (22): attendances, 3,587,595; receipts, \$13,427,812. VFL Park attendances (23 home & away) 867,280; receipts, \$3,503,679. Final Series: 4 at VFL Park, attendances, 210,337; receipts, \$3,068,542; 3 at MCG, attendances, 265,453; receipts, \$4,849,954. Totals for the season: attendances, 4,063,385; receipts, \$21,346,308. Home & Away admission: adults, \$9; adult members' away games concession \$7; concession category (pensioners, unemployed and students 15 and over) \$3.75; children under 15, \$1; children under 6 free; family, including all primary and secondary school students, \$18. Club membership: adults (11 games), \$58; Family, including all primary and secondary school children, \$116. Concession: includes only pensioners and students 15 and over, 11 games, \$26; 22 home & away games, \$41. AFL Squadron (under 15): 11 games, \$8.50; 22 games, \$13. Carlton and United Breweries Ltd. was the league's corporate sponsor for the home & away series and the finals. The Channel Seven network had the TV right for the season. Fourteen teams made up the competition and the West Coast Eagles became

the first interstate team to win a finals game — over Melbourne in the First Semi. Collingwood ended a drought, reaching back to 1958, to beat Essendon for the premiership. A crowd of 98,944 watched the grand final, which was televised live. Guest singer at the grand final was Normie Rowe. North Melbourne's John Longmire won the Coleman Medal with 98 goals; Footscray's Tony Liberatore won the Brownlow Medal; Collingwood captain Tony Shaw won the Norm Smith Medal and Hawthorn captain Michael Tuck broke Kevin Bartlett's league games record which had stood at 403 since 1983. A notable retirement was that of Hawthorn coach Allan Jeans after 553 games as coach (with St. Kilda and Hawthorn). Victoria played three State of Origin games — losing to NSW at the SCG, losing to Tasmania in Hobart and defeating Western Australia at the WACA ground. Essendon defeated North Melbourne at Waverley to win the Foster's Cup in the pre-season competition. Footscray, after almost merging with the Fitzroy FC, continued in the competition and did well, winning 12 games, losing 10 and finishing seventh. During the season South Australian FL club Port Adelaide made a bid to join the AFL in 1991. This prompted quick action from the SA league, which had had protracted negotiations with the AFL about fielding a team in the national competition. The Port Adelaide submission was superseded by the SA league package and in October it was resolved that SA would have a team in the AFL in 1991. In October two end-of-season games, sponsored by Fosters, were staged overseas — Melbourne defeated the West Coast Eagles in Portland, USA and Collingwood beat Essendon at The Oval, England.

1991 — Home and Away Rounds (24) (each club played 22 home and away games): attendances, 3,797,177; receipts, \$13,520,577. VFL Park attendances (26 home and away) 864,687; receipts, \$3,490,892. Final Series: 6 at VFL Park, attendances, 337,565; receipts, \$6,460,402. One at Subiaco, WA, attendance, 44,142; receipts, \$1,015,484. Totals for season: attendances, 4,178,884; receipts, \$20,996,463. Home and Away admission: adults, \$9.50; adult members' away games concession \$7.50; concession category (pensioners, war widows, unemployed, full-time students 15 and over) \$4; children under 15, \$1; children under 6, free; Family, including primary and secondary school students, \$19. Club membership: adults (11 games), \$63; Family, including all primary and secondary school children, \$126. Concession: includes only pensioners and students 15 and over, 11 games, \$28; 22 home and away games, \$44. AFL Squadron (under 15): 11 games, \$9 (interstate only); 22 games, \$14. Carlton and United Breweries Ltd. was the league corporate sponsor for the home and away series, plus the finals and the Channel Seven network had the TV rights for the season. The Adelaide Crows entered the competition, swelling the club numbers to 15. The bye was re-introduced, there were 24 rounds and each club played 22 home and away games. A Final Six was also introduced for the first time and a final (the qualifying final) was played outside Victoria, also for the first time, at the Subiaco Oval, WA. The other six finals were played at VFL Park — the MCG was not used because the new southern stand was still under construction. The system for playing the finals was: Week 1 — (A) Qualifying Final: 1st v 2nd; (B) 2nd Elimination Final: 3rd v 4th; (C) 1st Elimination Final: 5th v 6th. Week 2 — (D) 2nd Semi Final: Winner A v Winner B; (E) 1st Semi Final: Winner C v Loser A. Week 3 — (F) Preliminary Final: Winner E v Loser D. Week 4 — (G) Grand Final: Winner D v Winner F. The West Coast Eagles won the McClelland Trophy for finishing at the head of the ladder after the home and away games and became the first interstate team into a

senior-grade grand final — however, Hawthorn emerged as the premier team in the first grand final at VFL Park. Michael Tuck, the oldest player in the league at 38, captained the Hawks to victory. One of the features of the finals was St. Kilda's first appearance since 1973. There was great delight for the Brisbane Bears — they won the Reserve Grade premiership and became the first interstate team to win a flag. Melbourne's Jim Stynes won the Brownlow Medal, Tony Lockett the Coleman Medal for the second time and Hawthorn's Paul Dear the Norm Smith Medal. In March Hawthorn also won the Foster's Cup, the pre-season competition, with a win over North Melbourne. The arrival of the Adelaide Crows proved a huge success and the people of South Australia thronged to their games in thousands at Football Park. They finished the season in ninth position. On the State of Origin scene Victoria defeated South Australia at Football Park and lost to Western Australia at the WACA ground. A Victorian B team beat Tasmania in Hobart and another Victorian B side lost to Queensland at the 'Gabbra.

1992 — Home and Away rounds (24) — each club played 22 games. Attendances 4,332,925; receipts \$15,923,353. Waverley Park attendances (25 home and away) 915,271; receipts \$3,719,672. Final Series: Two at Waverley Park — attendances 133,765; receipts \$1,536,261. Four at MCG — attendances 307,346; receipts \$6,518,778. One at Subiaco Oval — attendance 40,235; receipts \$917,079. Totals for season attendances 4,814,271; receipts \$24,895,471. Home and away admission: Adults \$10; Adult members' away game concession \$8; Concession (pensioners, war widows, unemployed and full time students 15 and over) \$4.20; Children under 15 \$1.20; Children under 6 free; Family: Two adults and their school-aged children \$20. Carlton and United Breweries Ltd. was the league corporate sponsor and the Channel Seven network had the TV rights for the season. Fifteen teams again made up the competition, there were 24 home and away rounds, each club had two byes and there was again a final Six. The system of playing the finals was changed — it operated as follows: Week 1: Qualifying Final (1st v 2nd); 2nd Elimination Final (3rd v 6th); 1st Elimination Final (4th v 5th). Week 2: 2nd Semi Final — Winner of QF v winner of 2nd EF and 1st Semi Final — winner of 1st EF v loser of QF. Week 3: Preliminary Final — Winner of 1st S v loser of 2nd S. Week 4: Winner of 2nd S v winner of Prel. Final. The grand final returned to the MCG which was served by a magnificent \$140 million Great Southern Stand. The first AFL game in front of the new stand was between Melbourne and Geelong in Round 2. Essendon played its home games at the MCG — joining Melbourne, Richmond and North Melbourne while Hawthorn's home games went to Waverley Park from Princes Park. The West Coast Eagles, born in 1987, became the first interstate club to win the premiership. And, for the first time, there was not a Melbourne club in the grand final, Geelong being the West Coast's beaten opponent. Geelong won the McClelland Trophy for finishing at the head of the ladder after the home and away games. The Victorian State Football League became the governing body for the old Reserve-Grade and Under-19s competitions. Essendon won the VSFL flag and Geelong the new-look Under-18s premiership. The major trophy winners in 1992 were: Brownlow Medal — Scott Wynd (Footscray); Norm Smith Medal — Peter Matera (WCE); John Coleman Medal — Jason Dunstall (Hawthorn). Hawthorn defeated Fitzroy to win the pre-season competition Foster's Cup and in the State of Origin contests Victoria defeated Western Australia at the MCG and lost to South Australia at Football Park.



1993 - Home and Away rounds (22) - each club played 20 games. Attendances: 4,185,388; Receipts: \$15,755,094. Waverley Park attendances (22 home and away) 607,762; receipts: \$2,226,663. Final Series: Two at Waverley Park - attendances: 88,380; receipts: \$1,011,462. Totals for season: attendances: 4,656,889; receipts: \$24,783,921. Home and Away admission: adults, \$10.50; Visiting adult club member \$8.50; Concession (Pensioners, war widows, unemployed and full time students, 15 and over): \$4.50. Children under 15: \$1.20; children under 6: free. Family: Two adults and their school aged children: \$21.

Carlton and United Breweries Ltd was the league corporate sponsor and the Channel Seven network had the TV rights for the season. Fifteen teams again made up the competition, there were 22 home and away rounds, each club had two byes and there was again a Final Six. The system of playing the finals was the same as the previous season. Essendon played magnificently to win the grand final against Carlton before a crowd of 96,862. The theme surrounding the grand final was a celebration to mark the International Year of the World's Indigenous People. Before the game Aboriginal singer Maroochy Barambah sung Waltzing Matilda and the National Anthem and the half-time entertainment included performances from Archie Roach and Yothu Yindi, led by 1992 Australian of the Year, Mandawuy Yunupingu. For the first time in league history a final was played at night - the qualifying final between Essendon and Carlton at the MCG drew a crowd of 79,739. History was made when the Adelaide Crows, born in 1991, reached the finals for the first time.

They went as far as the preliminary final. Essendon won the McClelland Trophy for finishing at the head of the ladder after the home and away games. The Victorian State Football League was again the governing body for the old Reserve-Grade and Under-19s competitions. Melbourne won the VSFL flag and Northern Districts the Under-18's premiership. The major trophy winners in 1993 were: Brownlow Medal - Gavin Wanganeen (Essendon); Coleman Medal - Gary Ablett (Geelong); Gardiner Medal - Rod Keogh (Melbourne); Morrish Medal - Dean Watson (Southern Districts). In March, Essendon defeated Richmond to win the pre-season competition Foster's Cup and the State of Origin series was won by South Australia which defeated Victoria in the final.

1994 — Home and Away rounds (24) — each club played 22 games. Attendances 4,723,023; receipts, \$20,732,332. Waverley Park attendances (27 home and away) 711,434; receipts \$2,829,212. Final Series: Two at Waverley Park — attendances: 91,383; receipts: \$972,884. Five at MCG — attendances: 356,851; receipts: \$8,402,601. Two at WACA Ground, WA — attendances: 66,141; receipts: \$1,946,470. Totals for finals: attendances: 514,375; receipts: \$11,321,955. Totals for season: attendances: 5,237,398; receipts: \$32,054,287. Home and Away admission: adults, \$11; Visiting adult club member \$9; Concession (pensioners, war widows, unemployed and full time students, 15 and over): \$5; Children under 15: \$1.50; Children under 6: Free; Family: two adults and up to four school-aged children: \$22.

Carlton and United Breweries Ltd. was the league corporate sponsor and the Channel Seven network had the TV rights for the season. Fifteen teams again made up the competition, there were 24 home and away rounds, each club had two byes and for the first time there was a Final Eight. There were nine finals — four qualifying finals, two semi finals, two preliminary finals and the grand final. Three field umpires were also used in premiership matches for the first time and they were backed by three boundary umpires. There was also a ground change — Fitzroy played its home matches at the Western Oval, sharing with Footscray. The West Coast proved too accomplished for Geelong in the grand final before a crowd of 93,860. Before the game popular Australian singing group Judith Durham — The Seekers sung Waltzing Matilda and the National Anthem. The half-time entertainment, under the banner of the International Year of the Family — Let's Look After Families, also featured recording and concert artist Debra Byrne. For the second time in league history a final was played at night —

the 1st qualifying final between Geelong and Footscray at the MCG drew a crowd of 61,182. The West Coast won the McClelland Trophy for finishing at the head of the ladder after the home and away games. The Victorian State Football League was again the governing body for the old Reserve-Grade and Under-19's competitions. Footscray won the VSFL flag and Northern Knights the Under-18's premiership for the second year in a row. The major trophy winners in 1994 were: Brownlow Medal — Greg Williams (Carlton); Norm Smith Medal — Dean Kemp (West Coast); John Coleman Medal — Gary Ablett (Geelong); Gardiner Medal — David Bain (Fitzroy); Morrish Medal — Gary Moorcroft (Northern Knights). In March, Essendon defeated Adelaide to win the pre-season competition Foster's Cup and the State of Origin series was won by South Australia which defeated Victoria at Football Park. In October four AFL teams played at the Foster's Oval in England — the West Coast defeated Adelaide and Richmond downed Carlton.

TRAINEESHIP PROGRAM FOR AFL

The Australian Football League concluded an agreement in August, 1994, with the Federal Government for the establishment of a six year sports traineeship program.

Details of the program were announced by the Minister for Employment, Education and Training, Simon Crean, and AFL Chief Executive Officer, Ross Oakley.

The AFL traineeship program follows from the Federal Government's initiative to expand entry places through "Working Nation" and involves funding from the Department of Employment, Education and Training, the Australian Sports Commission, the Australian National Training Authority, and the AFL.

The program has also been endorsed by the National Employment and Training Taskforce (NETFORCE) which is chaired by Lindsay Fox.

Traineeships will involve training in areas such as sports administration, umpiring, ground keeping, coaching and catering.

A formal curriculum comprising a range of accredited training modules will result in trainees receiving a portable qualification under the Australian Vocational Certificate Training System following the successful completion of the traineeship.

The program was also established with the support of the AFL Players' Association and Bill Kelty, representing the ACTU.

Some 100 trainees are expected to participate in the first year of the program during 1995.

Many of the trainees will be young athletes developing their playing career at an AFL club and will be regarded as endorsed entry students for the program.

Others, classified as general entry students, will be young men and women who have a desire to become involved in the sports industry and see the AFL sports traineeship program as a means to that end.

Each trainee will spend two days a week in off the job study at a training institution and three days each week in on the job training with a designated employer.

The AFL has contracted Melbourne's Western Metropolitan College of Technical and Further Education to develop the curriculum for the program.



Football mourned the loss of several champion footballers, plus one of its greatest field umpires, in 1994.

Harry Collier

Collingwood farewelled Harry Collier, one of its most famous sons, at the club's home ground, Victoria Park. The service was conducted on the ground in front of the Social Club where Harry once enjoyed so much success.

He died, aged 86, on August 16 and with him went a part of the great Collingwood tradition.

His coffin was draped in a premiership flag and nearby was his Brownlow Medal, a No.8 Collingwood guernsey and a photo of Harry in football gear at the height of his career.

He played with Collingwood from 1926 and when his senior career came to a close in 1940 he had played 253 games and kicked 299 goals.

Harry coached Essendon Reserves to the premiership in 1941, but he returned to Collingwood where he served for many years on the committee.

In 1930 Harry was beaten on a countback by Richmond's Stan Judkins for the Brownlow Medal.

Many years later, in 1988, Harry launched a campaign, taken up by Collingwood officials, arguing that players beaten on a countback in the Brownlow Medal should also receive a medal.

The league agreed and in 1989 a gala retrospective Brownlow Medal evening was held at the Southern Cross Hotel in Melbourne. Eight players, including Harry, were awarded medals.



Mourners say farewell to Collingwood great, Harry Collier.

Jeff Crouch

One of the most gifted field umpires in league history, Jeff Crouch, died on August 5, two days before his 60th birthday.

Jeff was more than an umpire and family man - he was a great Australian and worked tirelessly for 20 years in his role as director of the Royal Children's Hospital Appeal.

Under his leadership the Appeal raised \$57 of the \$67 million it has collected since it began in 1932.

Mourners from all walks of life packed into St Paul's Cathedral, Melbourne to pay their last respects to Jeff, a kindly man so tragically taken by cancer.

He umpired five grand finals in the days when there was only one field umpire at each game. The games were: Geelong-Hawthorn in 1963; St Kilda-Essendon in 1965; St Kilda-Collingwood in 1966; Carlton-Essendon in 1968 and Carlton-Richmond in 1969.

He retired in 1970 after 10 umpiring seasons and 182 games at the top and later served the league as an Umpires' Adviser.

In 1989 Jeff was named Victoria's Father of the Year, fitting recognition to the way he led his life. He is survived by his wife and two daughters.

Jack Cassin

Jack Cassin died in September, aged 87, and is remembered at Essendon as a tough ruckman of 152 games from 1936-47. He played in the premiership sides of 1942 and 1946.

He also played in the 1941, 1943 and 1947 losing grand final sides and moved on to coach Colac, in Victoria's Western District.

His son, John Cassin, also played league football with Essendon, North Melbourne and Fitzroy.

Jack Howell

Jack 'Chooka' Howell was a prominent Carlton centre half-forward and ruckman in 138 games from 1942-44, 1946-50, 1952-54.

Jack died on June 12, aged 69.

The Howell family in synonymous with VFL premierships - Jack played in the 1947 Carlton side, his father Jack played in South Melbourne's 1918 title team and son Scott was a member of Carlton's 1981 flag side.

'Chooka' Howell was fast and mobile, he kicked 246 goals and was one of the biggest and best players of his era. He was a long kick, powerful overhead and his 17 State games included the Carnivals of 1947, 1950 and 1953.

Stan Wittman

Melbourne's brilliant Stan 'Bunny' Wittman, a prominent football figure from 1924-51, died shortly before his 93rd birthday on May 14.

He played 113 games, kicked 132 goals and joined the Melbourne FC after its secretary, Andrew Manzie, riding in a cable tram, was told about a champion young footballer living at Rosedale in Gippsland.

Manzie followed up the lead, 'Bunny' was soon in the Melbourne colours and he

developed into a top line half-forward and played in the 1926 premiership side.

Gerald Burke

Carlton's shrewd ruckman and forward pocket of the 1950s, Gerald Burke, was 63 when he died on June 24.

Gerald played with the Blues from 1953-55 and 1957-60 for 87 games and 116 goals. He topped Carlton's goalkicking in 1957.

He was later secretary of Carlton from 1965-69 and a Life Member of the club. He was also a football commentator on radio.

Wally Culpitt

Wally Culpitt, the former Hawthorn star, died on October 15, aged 76. He played 126 games from 1940-48 and represented Victoria at the 1947 State Carnival series in Hobart.

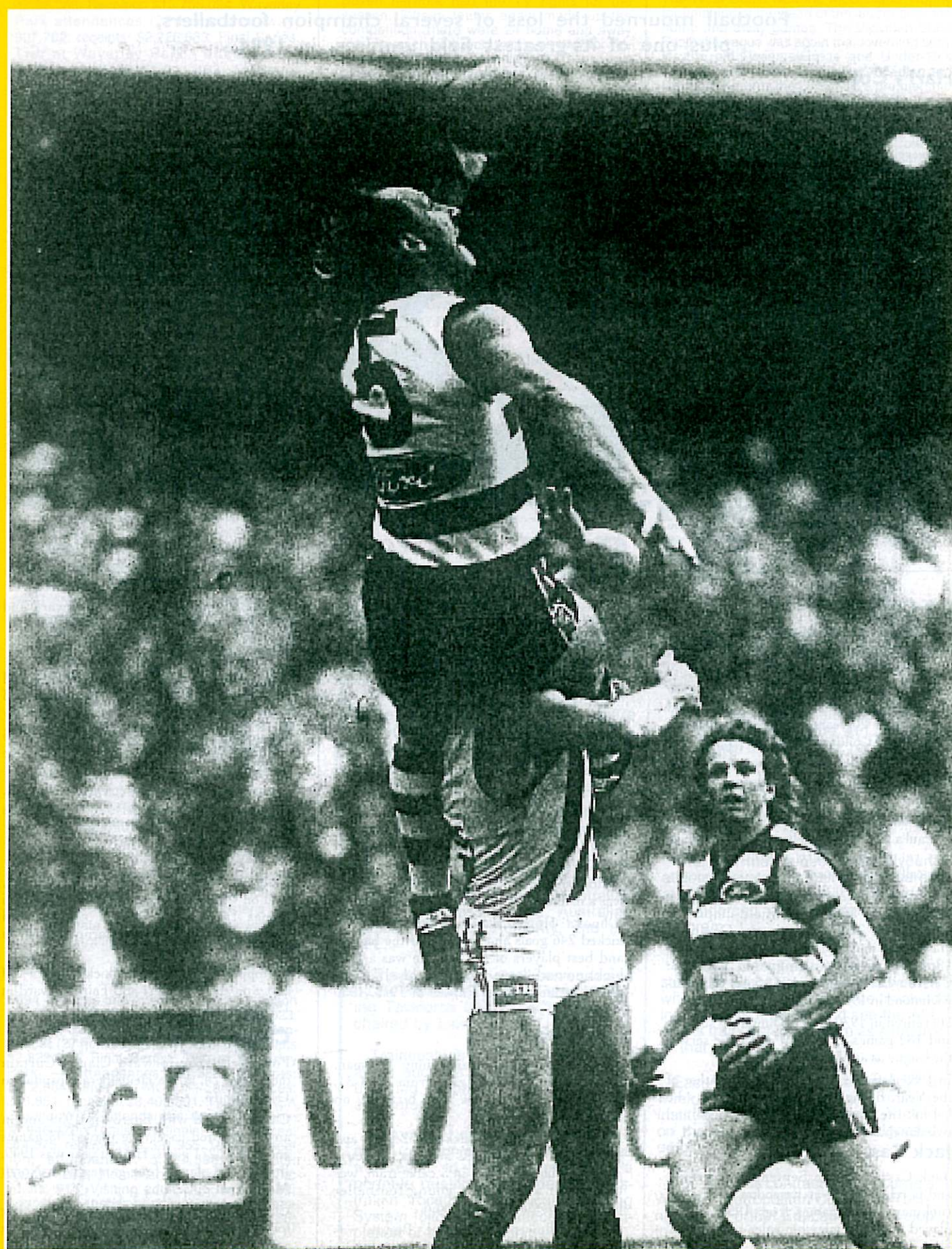
He topped Hawthorn's goalkicking in 1943-4 and won the club Best and Fairest award in 1947.

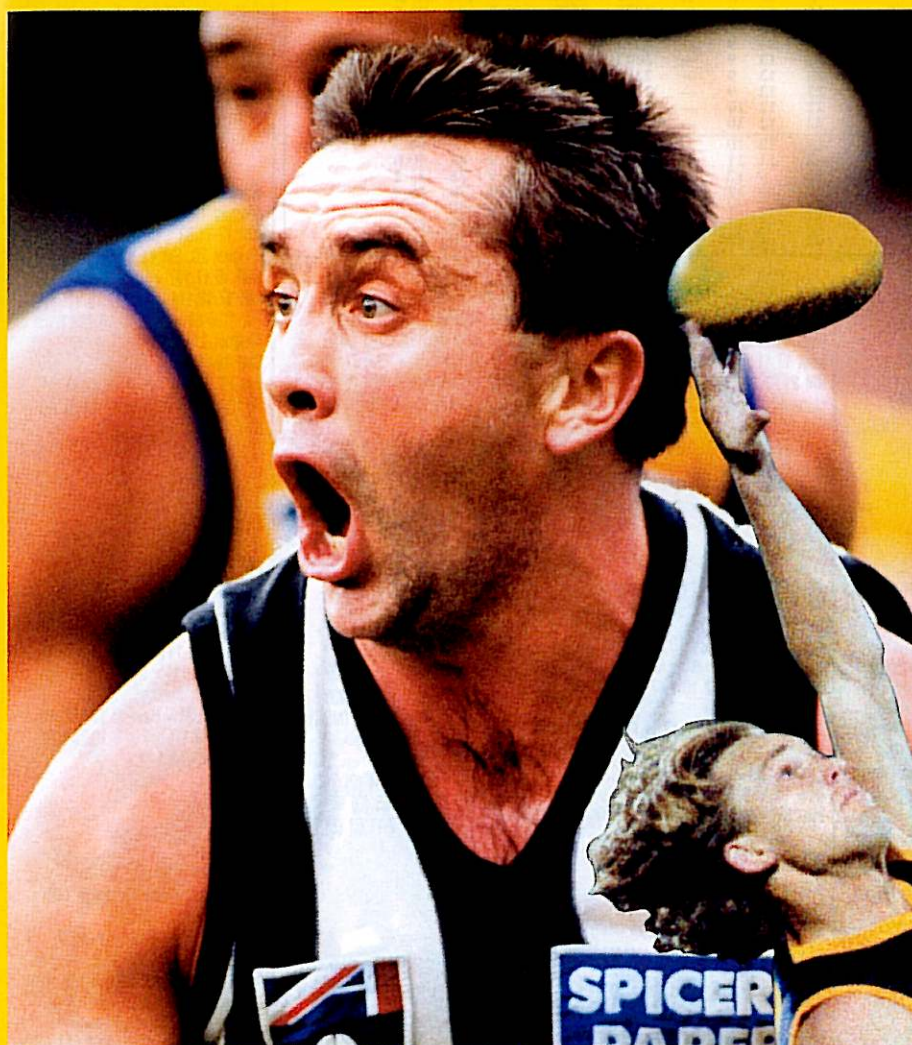
Claude Curtin

Former Fitzroy forward Claude Curtin died, aged 74, at the Heidelberg Hospital on December 13.

Claude started with Fitzroy in 1939 and in an interrupted career he played 93 games and kicked 271 goals. His last year was 1949. In 1948 he played four games with North Melbourne.

Claude, who topped Fitzroy's goalkicking four times in the 1940s, represented Victoria against NSW in 1941.





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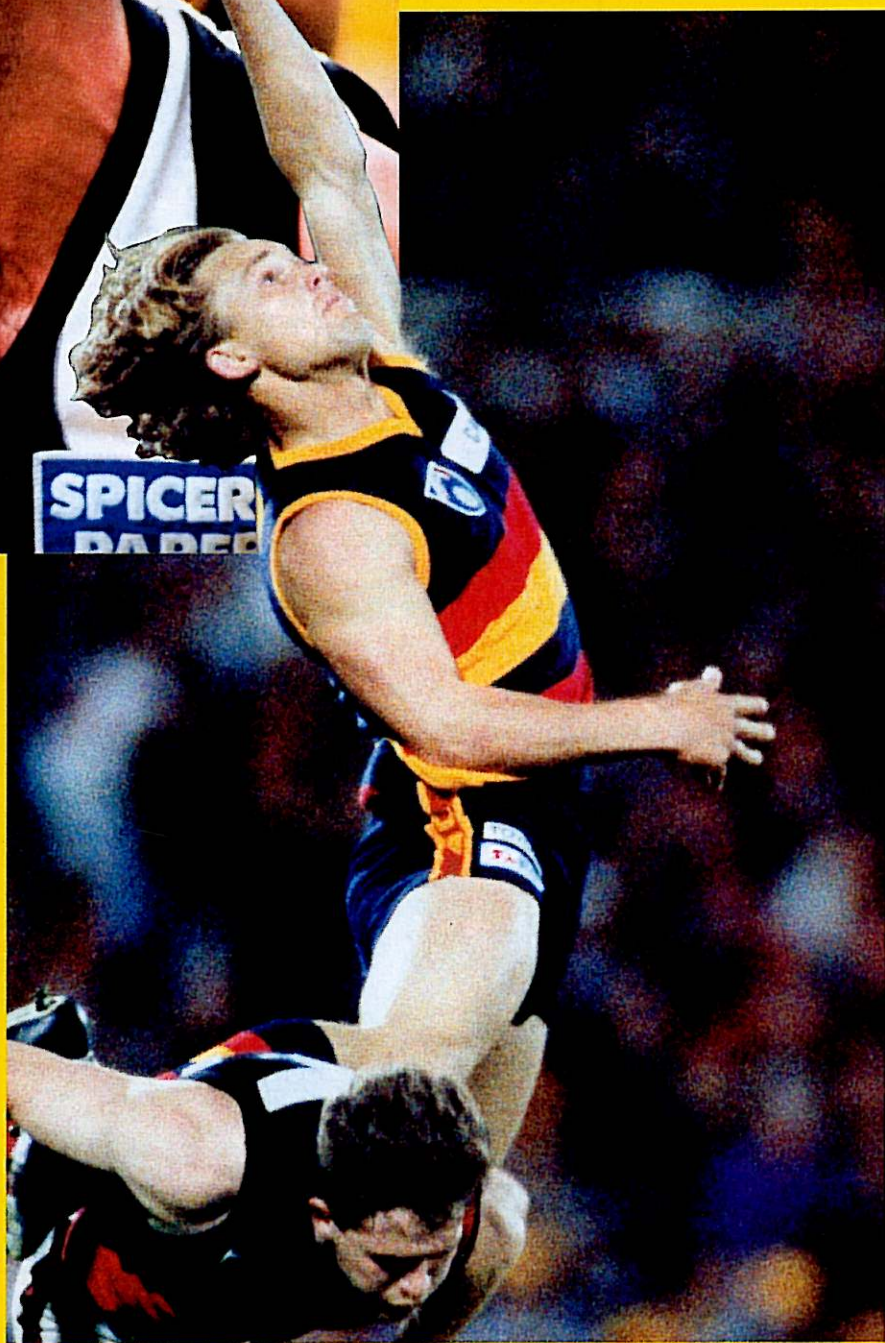
A 1994 media award-winning picture taken by Phillip Stubbs of the Geelong Advertiser captures Geelong champion Gary Ablett bringing down a 'screamer.'

Left:

Another award-winning picture taken by Wayne Ludbey of the Herald Sun shows the fierce determination of Tony Shaw of Collingwood.

Below right:

Ray Titus, of the Adelaide Advertiser, snapped this Tony Modra leap and, below right, a young Geelong supporter in her finery at the grand final.





Round 1 —

(March 26, Saturday)
 Coll 17.12.114 v Fitz 16.7.103 (VP)
 Ess 12.10.82 v WCE 11.13.79 (MCG)
 Foots 17.11.113 v Rich 17.9.111 (WO)
 StK 15.9.97 v Haw 23.15.153 (P)
 (March 27, Sunday)
 Melb 26.18.174 v Geel 16.13.109 (MCG)
 Bris 13.21.99 v Syd 12.17.89 (G)
 Adel 22.18.150 v Carl 13.6.84 (FP)
 Bye: North Melbourne

Round 2 —

(April 2, Saturday)
 Haw 8.16.64 v Melb 17.16.118 (P)
 Fitz 17.10.112 v Ess 14.15.99 (OO)
 NM 21.16.142 v StK 10.13.73 (MCG)
 (April 3, Sunday)
 Rich 20.14.134 v Bris 11.6.72 (MCG)
 WCE 14.13.97 v Adel 11.12.78 (S)
 (April 4, Monday)
 Carl 12.66 v Coll 14.16.100 (MCG)
 Geel 22.20.152 v Foots 8.16.64 (KP)
 Bye: Sydney

Round 3 —

(April 8, Friday)
 NM 25.23.173 v Haw 6.10.46 (MCG)
 (April 9, Saturday)
 StK 16.12.108 v Ess 14.10.94 (P)
 Fitz 17.9.111 v Bris 12.6.78 (WO)
 Rich 5.9.39 v WCE 20.15.135 (MCG)
 (April 10, Sunday)
 Carl 14.15.99 v Geel 10.10.70 (OO)
 Coll 14.11.95 v Foots 12.22.94 (MCG)
 Syd 21.9.135 v Adel 24.10.154 (SCG)
 Bye: Melbourne

Round 4 —

(April 15, Friday)
 Syd 11.20.86 v Rich 10.12.72 (SCG)
 (April 16, Saturday)
 Haw 11.7.73 v Carl 24.16.160 (P)
 Ess 9.12.66 v Melb 12.12.84 (MCG)
 Foots 14.15.99 v NM 17.10.110 (WO)
 WCE 18.21.129 v Fitz 8.5.53 (WACA)
 (April 17, Sunday)
 Bris 22.19.151 v StK 15.8.98 (G)
 Adel 15.14.104 v Geel 11.11.77 (FP)
 Bye: Collingwood

Round 5 —

(April 22, Friday)
 Melb 17.15.117 v Bris 4.6.30 (MCG)
 (April 23, Saturday)
 Geel 17.18.120 v NM 15.15.105 (KP)
 Ess 14.14.98 v Coll 14.10.94 (MCG)
 Fitz 20.17.137 v Syd 20.9.129 (WO)
 (April 24, Sunday)
 Adel 13.15.93 v Foots 17.8.110 (FP)
 WCE 8.10.58 v Haw 19.15.129 (S)
 (April 25, Monday)
 StK 10.10.70 v Rich 15.22.112 (P)
 Bye: Carlton

Round 6 —

(April 30, Saturday)
 Carl 20.14.134 v Syd 11.8.74 (OO)
 Coll 8.7.55 v Melb 9.6.60 (P)
 NM 13.8.86 v WCE 18.15.123 (MCG)
 Bris 17.8.110 v Adel 18.13.121 (G)
 Bye: Essendon, Footscray,
 St Kilda, Geelong, Fitzroy,
 Hawthorn, Richmond
STATE OF ORIGIN
 May 3, Tuesday
 SA 11.9.75 v Vic 10.13.73 (FP)

1994 Ladder

	P	W	L	D	For	Agst	%	Pts	M/R
WEST COAST	22	16	6	—	2078	1572	132.2	64	72.7
CARLTON	22	15	7	—	2351	1774	132.5	60	68.2
NORTH MELB	22	13	9	—	2383	1848	129.0	52	59.1
GEELONG	22	13	9	—	2403	2104	114.2	52	59.1
FOOTSCRAY	22	13	9	—	2106	1905	110.6	52	59.1
HAWTHORN	22	13	9	—	2188	2005	109.1	52	59.1
MELBOURNE	22	12	10	—	2190	1879	116.6	48	54.5
C'WOOD	22	12	10	—	2017	2019	99.9	48	54.5
RICHMOND	22	12	10	—	2033	2167	93.8	48	54.5
ESSENDON	22	11	11	—	2075	2119	97.9	44	50.0
ADELAIDE	22	9	12	1	1876	2159	86.9	38	43.2
BRISBANE	22	9	13	—	1940	2195	88.4	36	40.9
ST. KILDA	22	7	14	1	1809	2415	74.9	30	34.1
FITZROY	22	5	17	—	1726	2456	70.3	20	22.7
SYDNEY	22	4	18	—	1987	2545	78.1	16	18.2

Round 7 —

(May 7, Saturday)
 Haw 12.16.88 v Ess 11.9.75 (P)
 Melb 8.10.58 v NM 13.12.90 (MCG)
 Rich 20.13.133 v Fitz 13.14.92 (OO)
 (May 8, Sunday)
 Geel 18.16.124 v Coll 13.18.96 (MCG)
 Foots 12.14.86 v Bris 7.7.49 (WO)
 Syd 17.7.109 v StK 16.14.110 (SCG)
 WCE 16.19.115 v Carl 6.13.49 (S)
 Bye: Adelaide

Round 8 —

(May 13, Friday)
 Rich 16.11.107 v Carl 20.15.135 (MCG)
 (May 14, Saturday)
 Coll 19.13.127 v StK 11.12.78 (MCG)
 Haw 25.16.166 v Bris 10.7.67 (P)
 Fitz 13.12.90 v NM 17.17.119 (WO)
 (May 15, Sunday)
 Ess 20.11.131 v Adel 13.10.88 (OO)
 Melb 13.13.91 v Foots 14.10.94 (MCG)
 Syd 9.17.71 v Geel 25.15.165 (SCG)
 Bye: West Coast

Round 9 —

(May 20, Friday)
 NM 17.19.121 v Coll 13.10.88 (MCG)
 (May 21, Saturday)
 Carl 7.20.62 v Ess 9.9.63 (P)
 Foots 7.10.52 v WCE 12.11.83 (WO)
 Geel 21.16.142 v Rich 11.12.78 (KP)
 Melb 14.13.97 v Syd 16.10.106 (MCG)
 (May 22, Sunday)
 StK 11.9.75 v Fitz 8.14.62 (P)
 Adel 7.6.48 v Haw 22.13.145 (FP)
 Bye: Brisbane

Round 10 —

(May 27, Friday)
 WCE 14.17.101 v Syd 10.15.75 (WACA)
 (May 28, Saturday)
 Carl 16.13.109 v Foots 13.19.97 (OO)
 Ess 16.16.112 v Geel 15.11.101 (MCG)
 StK 4.8.32 v Melb 15.16.106 (P)
 Coll 16.14.110 v Haw 10.14.74 (VP)
 (May 29, Sunday)
 Bris 17.18.120 v NM 12.21.93 (G)
 Adel 15.13.103 v Fitz 9.10.64 (FP)
 Bye: Richmond

Round 11 —

(June 4, Saturday)
 Fitz 12.8.80 v Carl 20.15.135 (P)
 Coll 13.12.90 v Adel 8.19.67 (VP)
 Ess 24.10.154 v Rich 17.6.108 (OO)
 Geel 15.11.101 v Bris 19.12.126 (KP)
 (June 5, Sunday)
 Melb 11.8.74 v WCE 18.10.118 (MCG)
 Haw 20.5.125 v Foots 8.13.61 (P)
 Syd 16.10.106 v NM 19.12.126 (SCG)
 Bye: St Kilda

Round 12 —

(June 11, Saturday)
 Melb 13.16.94 v Carl 18.13.121 (MCG)
 Geel 17.11.113 v StK 16.14.110 (KP)
 NM 21.23.149 v Adel 10.9.69 (OO)
 (June 12, Sunday)
 Syd 13.5.83 v Haw 21.15.141 (SCG)
 WCE 11.12.78 v Bris 10.9.69 (S)
 (June 13, Monday)
 Rich 14.18.102 v Coll 4.12.36 (MCG)
 Foots 13.14.92 v Ess 9.10.64 (P)
 Bye: Fitzroy

Round 13 —

(June 18, Saturday)
 Carl 22.13.145 v StK 10.5.65 (OO)
 Haw 7.11.53 v Fitz 10.6.60 (P)
 Rich 9.18.72 v NM 10.7.67 (MCG)
 (June 19, Sunday)
 Coll 18.13.121 v WCE 12.12.84 (MCG)
 Foots 20.14.134 v Syd 9.6.60 (WO)
 Bris 17.12.114 v Ess 11.15.81 (G)
 Adel 11.17.83 v Melb 12.6.78 (FP)
 Bye: Geelong

Round 14 —

(June 24, Friday)
 NM 13.10.88 v Carl 15.16.106 (MCG)
 (June 25, Saturday)
 Foots 21.18.144 v Fitz 6.4.40 (WO)
 Melb 9.8.62 v Rich 11.12.78 (MCG)
 StK 12.7.79 v Adel 11.13.79 (P)
 Geel 10.15.75 v WCE 14.9.93 (KP)
 (June 26, Sunday)
 Ess 19.15.129 v Syd 14.11.95 (MCG)
 Bris 17.19.121 v Coll 11.11.77 (G)
 Bye: Hawthorn

Round 15 —

(July 1, Friday)
 WCE 19.14.128 v StK 7.7.49 (WACA)
 (July 2, Saturday)
 Carl 22.12.144 v Bris 6.10.46 (OO)
 NM 11.19.85 v Ess 14.8.92 (MCG)
 Haw 16.19.115 v Geel 11.13.79 (P)
 Fitz 9.11.65 v Melb 16.15.111 (WO)
 (July 3, Sunday)
 Syd 10.13.73 v Coll 13.15.93 (SCG)
 Adel 12.11.83 v Rich 13.12.90 (FP)
 Bye: Footscray

Round 16 —

(July 9, Saturday)
 Fitz 11.14.80 v Coll 19.15.129 (WO)
 Rich 14.13.97 v Foots 12.22.94 (MCG)
 Geel 22.13.145 v Melb 17.13.115 (KP)
 Haw 21.16.142 v StK 11.12.78 (P)
 (July 10, Sunday)
 Carl 20.16.136 v Adel 10.16.76 (OO)
 Syd 15.20.110 v Bris 21.9.135 (SCG)
 WCE 11.14.80 v Ess 5.14.44 (S)
 Bye: North Melbourne

Round 17 —

(July 16, Saturday)
 Coll 7.12.54 v Carl 14.13.97 (MCG)
 Melb 17.10.112 v Haw 11.8.74 (OO)
 Foots 17.11.113 v Geel 13.7.85 (WO)
 StK 8.7.55 v NM 17.14.116 (P)
 (July 17, Sunday)
 Ess 24.9.153 v Fitz 12.17.89 (MCG)
 Bris 12.12.84 v Rich 15.8.98 (G)
 Adel 12.10.82 v WCE 11.12.78 (FP)
 Bye: Sydney

Round 18 —

(July 22, Friday)
 Adel 10.15.75 v Syd 13.9.87 (FP)
 (July 23, Saturday)
 Foots 13.9.87 v Coll 7.13.65 (WO)
 Ess 15.10.100 v StK 18.2.110 (MCG)
 Haw 9.5.59 v NM 15.9.99 (P)
 (July 24, Sunday)
 Geel 13.12.90 v Carl 8.6.54 (P)
 Bris 8.17.65 v Fitz 7.16.58 (G)
 WCE 14.17.101 v Rich 7.11.53 (S)
 Bye: Melbourne

Round 19 —

(July 29, Friday)
 NM 15.12.102 v Foots 12.10.82 (MCG)
 (July 30, Saturday)
 Carl 15.14.104 v Haw 9.18.72 (OO)
 Melb 21.9.135 v Ess 8.10.58 (MCG)
 StK 5.15.45 v Bris 8.7.55 (P)
 (July 31, Sunday)
 Geel 13.13.91 v Adel 5.8.38 (KP)
 Fitz 3.8.26 v WCE 13.14.92 (WO)
 Rich 14.11.95 v Syd 9.8.62 (MCG)
 Bye: Collingwood

Round 20 —

(August 5, Friday)
 Coll 19.20.134 v Ess 17.4.106 (MCG)
 (August 6, Saturday)
 NM 11.11.77 v Geel 10.18.78 (OO)
 Rich 12.21.93 v StK 9.7.61 (MCG)
 Haw 15.10.100 v WCE 7.12.54 (P)
 (August 7, Sunday)
 Foots 17.16.118 v Adel 4.10.34 (WO)
 Bris 12.12.84 v Melb 14.15.99 (G)
 Syd 9.12.66 v Fitz 13.16.94 (SCG)
 Bye: Carlton

Round 21 —

(August 12, Friday)
 WCE 10.13.73 v NM 9.10.64 (WACA)
 (August 13, Saturday)
 Melb 9.10.64 v Coll 13.14.92 (MCG)

StK 10.12.72 v Foots 17.15.117 (P)
 Fitz 8.11.59 v Geel 13.22.100 (OO)
 (August 14, Sunday)
 Rich 11.23.89 v Haw 18.9.117 (MCG)
 Syd 9.16.70 v Carl 8.14.62 (SCG)
 Adel 13.11.89 v Bris 12.14.86 (FP)
 Bye: Essendon

Round 22 —

(August 19, Friday)
 NM 12.11.83 v Melb 15.13.103 (MCG)
 (August 20, Saturday)
 Coll 15.17.107 v Geel 16.8.104 (MCG)
 StK 17.12.114 v Syd 11.15.81 (P)
 Fitz 10.9.69 v Rich 19.15.129 (WO)
 (August 21, Sunday)
 Carl 19.12.126 v WCE 8.14.62 (OO)
 Ess 20.16.136 v Haw 12.12.84 (MCG)
 Bris 13.10.88 v Foots 14.14.98 (G)
 Bye: Adelaide

Round 23 —

(August 26, Friday)
 NM 25.10.160 v Fitz 10.14.74 (MCG)
 (August 27, Saturday)
 Carl 25.11.161 v Rich 6.12.48 (OO)
 StK 14.6.90 v Coll 13.10.88 (P)
 Foots 16.15.111 v Melb 11.5.71 (WO)
 Geel 16.15.111 v Syd 15.9.99 (KP)
 (August 28, Sunday)
 Bris 13.13.91 v Haw 15.12.102 (G)
 Adel 17.13.115 v Ess 8.10.58 (FP)
 Bye: West Coast

Round 24 —

(September 2, Friday)
 Coll 8.14.62 v NM 19.12.126 (MCG)
 (September 3, Saturday)
 Ess 12.8.80 v Carl 9.8.62 (MCG)
 Rich 13.17.95 v Geel 27.9.171 (OO)
 Fitz 15.12.102 v StK 21.14.140 (WO)
 Haw 9.12.66 v Adel 6.11.47 (P)
 (September 4, Sunday)
 Syd 18.13.121 v Melb 27.5.167 (SCG)
 WCE 17.15.117 v Foots 6.10.46 (S)
 Bye: Brisbane

FINALS —

(Sept. 10, 1st Qual)
 Geel 15.16.106 v Foots 15.11.101 (MCG)
 (2nd Qual)
 NM 15.24.114 v Haw 13.13.91 (P)

(Sept. 11, 3rd Qual)
 Carl 14.12.96 v Melb 18.15.123 (MCG)
 (4th Qual)
 WCE 11.16.82 v Coll 12.8.80 (WACA)

(Sept. 17, 2nd Semi)
 Carl 10.12.72 v Geel 15.15.105 (P)
 (1st Semi)
 Melb 21.18.144 v Foots 9.11.65 (MCG)

(Sept. 24, 1st Prel)
 NM 14.19.103 v Geel 16.13.109 (MCG)

(2nd Prel)
 WCE 16.21.117 v Melb 8.4.52 (WACA)

(Oct 1, Grand Final)
 WCE 20.23.143 v Geel 8.15.63 (MCG)

LEGEND:

(P) Waverley Park. (VP) Victoria Park. (G) Gabba. (FP) Football Park. (OO) Optus Oval. (WACA) WA Cricket Association Ground. (S) Subiaco. (MCG) Melbourne Cricket Ground. (WO) Western Oval. (KP) Kardinia Park. (SCG) Sydney Cricket Ground.



1994 (and 1986) Brownlow Medallist Greg Williams was at the Old Scotch Oval in grand final week demonstrating the art of handball to hundreds of youngsters at the Quit Superclinic. He was one of the many league stars who helped make the day a big success.



In action. From left, Paul Couch (Geelong), John Blakey (North Melbourne) and John Barnes (Geelong).