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Australian Football League



99th
Annual Report
1995

Australian Football League

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A.C.N. 004 155 211

Notice of Meeting

The Annual General Meeting of the Australian Football League will be held at the Carlton Radisson Hotel, Melbourne on February 19, 1996.

Business

To receive and consider the Board of directors' 99th Annual Report, Balance Sheet and Income and Expenditure Account for the year ended October 31, 1995.

AFL Mission Statement

The Australian Football League exists to:

- Develop and manage the AFL competition to ensure it is Australia's most successful national sports competition in the entertainment industry.
- Maximise the economic, cultural and social benefits of Australian football to its member clubs, the players, the football fraternity and the community at large.
- Promote and develop participation and support for Australian football throughout Australia and overseas.
- Foster good citizenship, both on and off the playing field.

In terms of its administration of the competition, the AFL Commission has adopted five key principles.

- Firstly, it takes 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 this beginning. However, the Commission is of the view that football followers throughout Australia are of equal importance.
- Secondly, it adopts 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 being pursued by the AFL and the Commission is convinced that the strategies are broadly correct.
- Thirdly, it sees the AFL as both keeper of the code and manager of the national competition. Its obvious responsibility is to the national competition but it accepts responsibility for the development of the game, feeder structures and the overall health of the code.
- Fourthly, it sees the AFL as a generator of income but not a banker to the clubs. It is not appropriate to guarantee club debts - to do this would destroy financial disciplines at club level.
- Fifthly, it seeks commercial sponsorships rather than adopt user pays admission prices. Whilst sponsorships can be controversial, the fact is that the AFL's low attendance prices are only possible because of sponsorships.

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The 1995 Annual Report was compiled and edited by Tony Peck & Greg Hobbs
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Cover: Carlton has won the 1995 premiership - the happy pair are coach David Parkin (left) and captain, Stephen Kernahan.

AFL Annual Report

CHAIRMAN OF COMMISSION

For those who wish to see Australian Football prosper throughout the land, Season 1995 provided evidence of the continued growth and expansion of our game.

The AFL Commission is again pleased to note the record breaking attendances at AFL matches, the strengthening of public interest in Sydney and Brisbane, the continued fanaticism in Adelaide and Perth and the consistently huge crowds of supporters in Australia's sporting capital, Melbourne, who filled the MCG whenever their teams performed. The entry to the competition of the Fremantle Dockers and the finals appearance of the Brisbane Bears were significant "firsts" in our history.

The evenness of the competition produced several close finishes in the home and away matches.

Brisbane fans will readily recall their team's sensational last quarter in which the prospect of a dispiriting defeat was turned into a triumphant victory. No doubt the emotions of the Hawthorn supporters were the reverse of Brisbane's!

The enthralling Richmond/Essendon draw at the MCG demonstrated the special appeal which the game makes to "live" spectators. In the last minutes of the match the 80,000 present could look ahead of the player with the ball and see one or two loose men.

The anticipation/fear of a goal generated enormous excitement. At present this view, forward of the play, belongs only to those present at the match.

The final eight again proved successful in the circumstances of a sixteen (16) team competition. The criticism of the one sided nature of some recent Grand Finals (it never emanates from the Premiers or Runners Up) ignores the nature of the game. All genuine supporters have felt the

pain of a crushing defeat as well as the exultation of a runaway win. The AFL Commission congratulates Carlton on demonstrating so convincingly why the team won a record twenty home and away matches in 1995, and all other Clubs on their successful on-field performances during the season.

This year, after lengthy and detailed consultation and negotiation, the AFL on behalf of the Clubs signed an historic formal agreement with the AFL Players' Association covering such areas as minimum payments, injury compensation to players, termination payments, rationalization of marketing etc. The AFL Commission's hope is that the players legitimate expectations

can be safeguarded by this process. The AFL Commission is conscious of its obligation to foster the growth of the code in each state at all levels. Structures now exist which should provide competition for seniors and juniors who wish to play football without necessarily aspiring to AFL level. The NAFC has now given way to the Australian Football Foundation

(AFF) which will administer football nationally on behalf of the AFL.

The AFF maintains close relationships with state bodies which have entered into licence agreements for the implementation of football development programs based on uniform national guidelines.

In commending the 1995 Annual Report to you I wish on behalf of the AFL Commissioners to thank all AFL staff whose enthusiastic application made 1995 a successful year for football.

We look forward to celebrating our Centenary in 1996.

- John Kennedy, Chairman,
AFL Commission



AFL Annual Report

CHIEF EXECUTIVE OFFICER

Our 99th year of competition was full of highlights and our key indicators of interest in the AFL - attendances, club memberships, TV and radio audiences, media coverage and corporate support, continued to grow and reach record levels.

While this annual report reflects on 1995's achievements, it is also worth noting that our 100th year of competition in 1996, the Coca-Cola AFL Centenary Season, promises even bigger and better things for the game in the next 12 months and beyond.

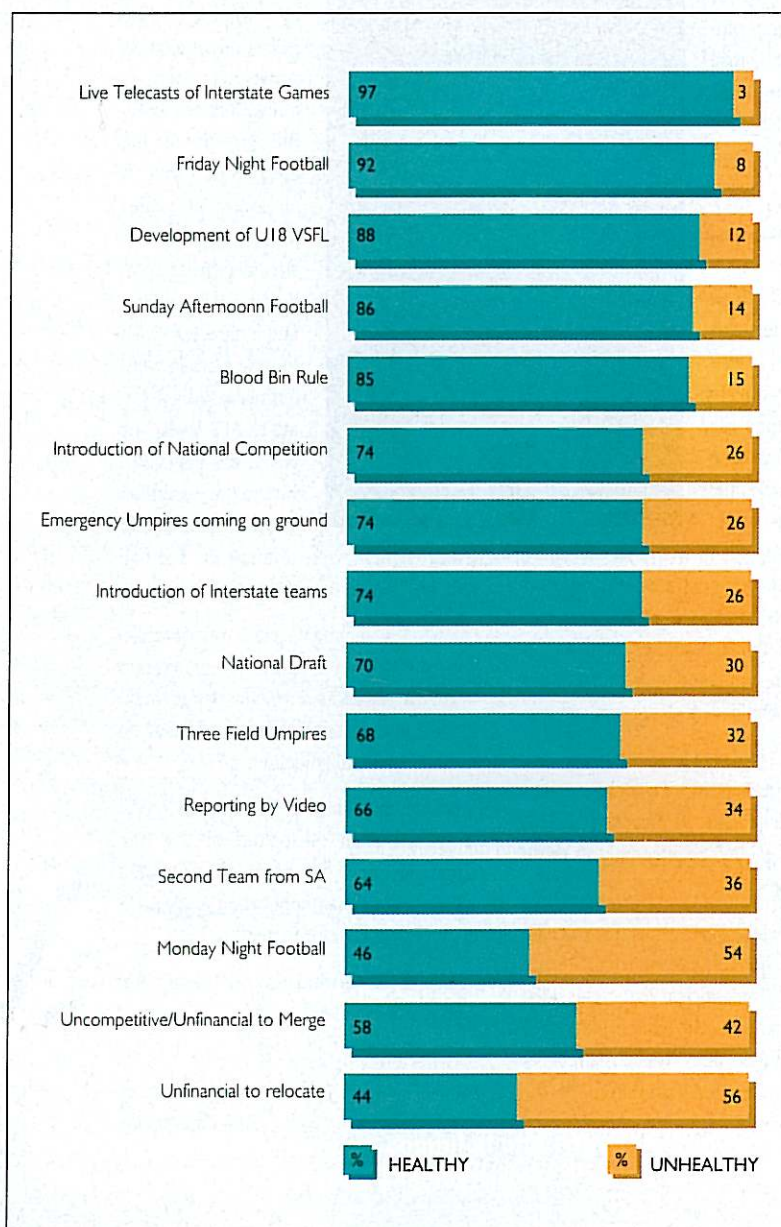
When reviewing 1995, everyone associated with our competition should be very positive

about our continued collective achievements.

Yes, we still have our controversial moments, largely caused by the emotion which drives the game - and we still have some major issues facing us as we continue to operate in a commercial sports entertainment environment which is more competitive than ever before.

While there is a small minority who reject change, some independent market research we undertook during 1995 clearly shows that the vast majority of football supporters now embrace the national competition as the table below indicates.

reaction to changes



In terms of our key indicators and highlights of the year the following is a brief summary of 1995:

- Attendances for the Coca-Cola AFL premiership season exceeded 5 million for the first time in history with our crowds totalling 5,117,167.

Our other crowds included:

Coca-Cola AFL finals series 594,919

Ansett Australia Cup 250,103

Coca-Cola AFL State of Origin ... 79,897

This means that 6,042,086 people attended various AFL matches in 1995. Further details are outlined on Page 16 of this report.

- Club memberships reached a new record tally of 261,067.

- We completed a successful first year of a partnership with Coca-Cola as our corporate sponsors. Coca-Cola has a long history of support for Australian football and the company's very considerable marketing and promotional expertise has added a great deal to our competition.

- Agreement was reached with the Seven Network for a new broadcast rights contract covering the period 1999-2001 inclusive.

- CLUB continued to provide significant sponsorship support to the AFL.

- A new agreement was reached for McDonald's to become the major sponsor of junior football throughout Australia.

- Carlton set a new record for wins during the premiership season -- 20 -- and then won its 16th. premiership, giving it outright leadership of the premiership stakes from Essendon which has won 15 flags.

- Carlton ruckman, and one of the game's genuine personalities, Justin Madden, passed the 300 game milestone and qualified for AFL Life Membership.

- Brisbane reached the Coca-Cola AFL finals series for the first time and helped us set a new record for TV ratings in the Brisbane market.

- Sydney showed vastly improved form with its captain, Paul Kelly, winning the Brownlow Medal and Tony Lockett kicking 100 goals which in turn led to a leap in attendances at the SCG.

- Fremantle completed a very successful first year in the competition and unearthed some very talented players who had not had an opportunity to play before at the highest level.

■ The AFL's total financial contribution to our 16 clubs totalled \$ 27.3 million in 1995 compared to \$22.04 million in 1992 -- an increase of \$5.26 million or 24 per cent -- and we are budgeting for our payments to clubs to be \$29 million in 1996.

Three other major issues were addressed by the AFL Commission during 1995 -- on-field racial abuse, a new collective bargaining agreement with the AFL Players' Association and potential mergers involving Victorian based clubs.

The actions taken by the AFL Commission to deal with racism are detailed on Page 36 of this report, but it is fair to say that the whole process was part of a very steep learning curve for all involved.

We made some initial mistakes, but at the end of it all, we have rules and procedures in place to deal with racial and religious vilification which have been welcomed by the Aboriginal and Torres Strait Islander and other ethnic communities, as well as organisations such as the Human Rights Commission and Equal Opportunity Commission of Victoria

The AFL Commission believes that on and off field racial abuse is simply not acceptable and we have a responsibility to the broader community to take a strong stance against such behaviour.

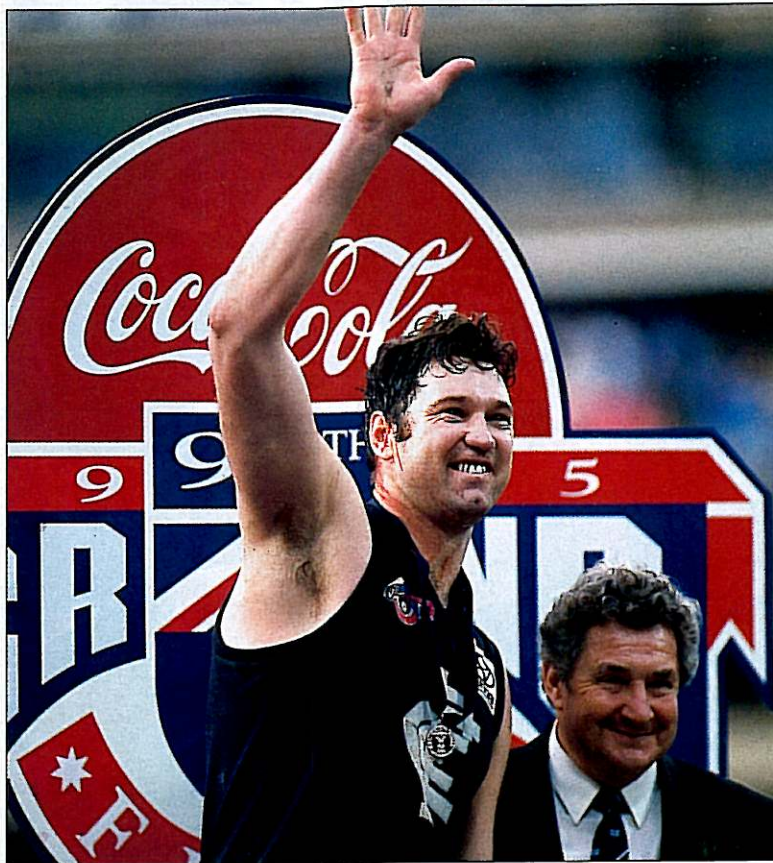
Our new collective bargaining agreement with the AFL Players' Association sets minimum conditions of employment for all AFL players.

Establishing a minimum base salary of \$15,000 and a minimum senior game payment of \$1000 per game for 1996, minimum payments for the Ansett Australia Cup, provision of hospital, medical and dental benefits and new arrangements for injury, illness and termination payments are part of this new agreement.

In addition, the AFL has agreed to pay 60 per cent of royalties derived from player cards, stickers, display cards and posters licensed by the AFL, or the sum of \$600,000 in 1996, \$650,000 in 1997 and \$700,000 in 1998, to the AFL Players' Association.

The AFLPA has agreed to distribute 40 per cent of this revenue to the players featured in the licensed products, 40 per cent for a second career plan for AFL players and 20 per cent to meet its administrative costs.

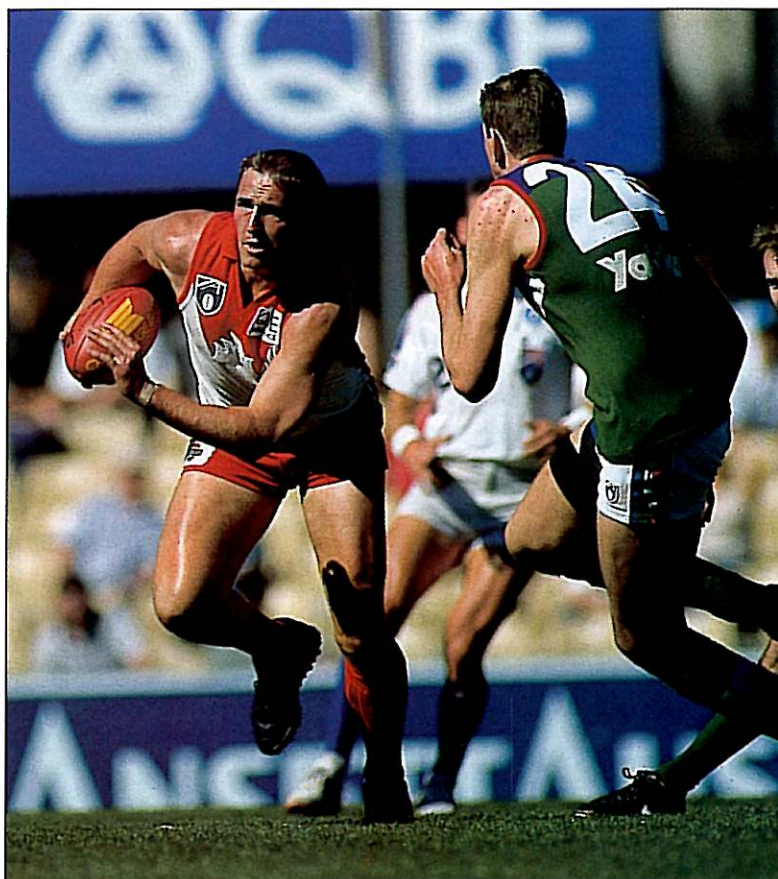
We also agreed to pay \$50,000 per year to the AFLPA for the establishment of a player welfare advisory service.



Above: Justin Madden, pictured celebrating Carlton's Grand Final victory, provided one of the on-field highlights of 1995 when he reached the 300 game mark and earned AFL life membership. Pictured right is former Geelong champion, Bob Davis, who presented the Premiership Cup and the winner's medallions on Grand Final day.

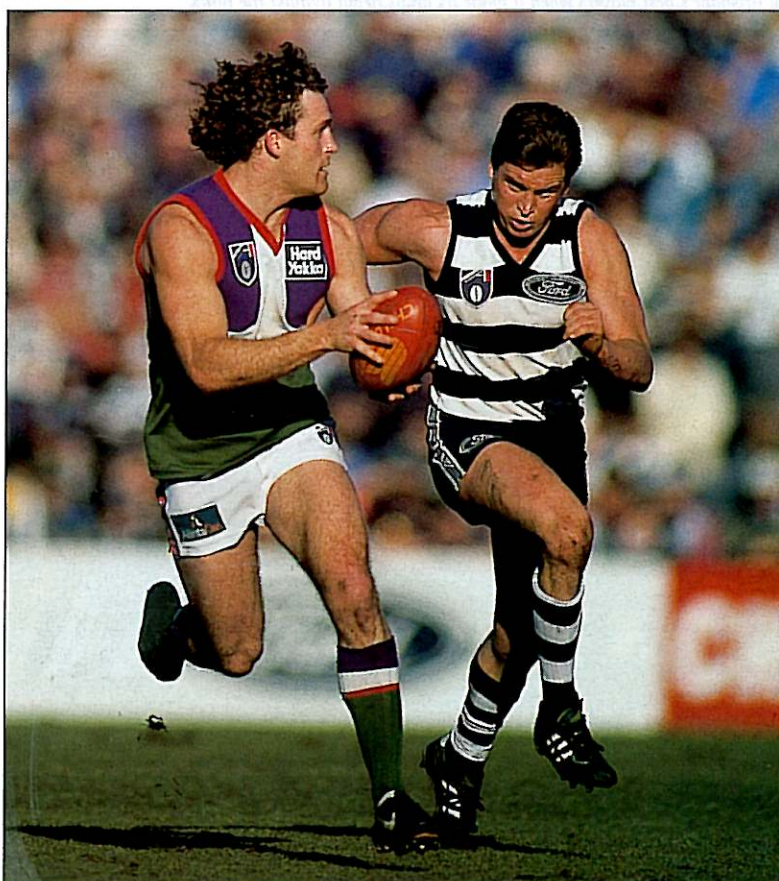
Below: Gilbert McAdam, pictured kicking in full flight ahead of Carlton's Dean Rice, was one of Brisbane's best players when it made its finals debut against the Blues.





Above: Tony Lockett, pictured taking charge of the ball against Fremantle, was one of the keys to Sydney's improved performances in 1995.

Below: Ben Allan, pictured taking the ball ahead of Geelong's Paul Couch, had the honor of being Fremantle's inaugural captain as the Dockers made a successful debut in 1995.



This new agreement is for the next three years and the AFL Commission believes it establishes a very positive relationship with the AFL Players' Association and provides our most valuable resource - our players - with a fair share of competition income and other benefits.

It is worth noting that the average salary for AFL players in 1991 was \$40,100 while in 1995, the average was \$70,005, an increase of nearly 75 per cent in the past five years.

In 1989, four players in the competition earned \$100,000 or more while in 1995, 100 players earned \$100,000 or more.

The longest debate in 1995 centred on the competition structure in Victoria and the package made available by the AFL Commission after consultation with the clubs to the first two clubs to merge.

While the AFL Commission's initial offer was for a \$4 million incentive package, the vast majority of clubs indicated that \$6 million was the assistance required before serious consideration would be given to a merger proposal.

By late October, 1995, it became obvious that the merger package would not be accepted in time for our Centenary season.

The AFL Commission, however, has not altered its view that 11 Victorian based clubs, moving rapidly to full professionalism, cannot all survive in the long term and believes that a merger is a far preferable outcome than having a club disappear.

The incentive package will still be available to any clubs contemplating a merger in the future.

As a result of there being no merger, we advised Port Adelaide that it would not be admitted to the competition in 1996 but further discussions will be held with Port Adelaide and the 16 AFL clubs about options for 1997.

While many clubs discussed the attractive merger package on offer, the AFL Commission was disappointed that none took it up but there is no doubt that most clubs understand the various pressures created by having 11 clubs located in one market and the rapidly growing gap between the clubs which have substantial, sustainable supporter bases and those which do not.

This vast difference in support bases in turn has created a growing financial gap between clubs.

We will continue to discuss mergers with clubs and use a variety of public forums to inform our game's supporters of the various issues involved.

Let us repeat again, however, that a merger will only succeed if the supporters of both clubs ultimately embrace such a concept.

During the year, John Winneke resigned as a member of the AFL Commission after being appointed as a Judge and President of the new Victorian Court of Appeal.

I would like to take this opportunity to acknowledge the outstanding contribution John has made to football as a premiership player with Hawthorn, a member of the Tribunal and Appeals Board and as an AFL Commissioner from 1993.

His place on the AFL Commission was taken by Wayne Jackson who is a former player, coach and president of West Torrens Football Club in South Australia.

He was also a former Commissioner of the South Australian National Football League and is Managing Director of The South Australian Brewing Company.

I would also like to acknowledge:

- Each member of the AFL staff for their continued commitment, in particular, our General Manager of Football Operations, Ian Collins, and my personal assistant, Ros Desmond, for her valuable contribution.

- AFL legal adviser, Jeff Browne, and his staff.
- Coca-Cola, our major corporate sponsor.
- The Seven Network for its excellent coverage of the AFL competition and its support, particularly Network Director of Sport, Gary Fenton.
- Ansett Australia, CUB, Challenge Bank, Norwich Financial Services and Hungry Jack's, our key support sponsors during 1995.
- Our advertising agency, The Campaign Palace, for the award winning "I'd like to see that" campaign.
- Progress Printers and Distributors, Scanagraphix and Myriad Communications for their involvement in producing the Football Record.
- Melbourne Cricket Club - President, John Mitchell and General Manager, Dr. John Lill, and staff.
- Radio stations 3AW, ABC, Magic 693, K Rock, 6PR, 6NR, 5AA, 5RPH and 3WRB for their broadcasts of AFL matches.

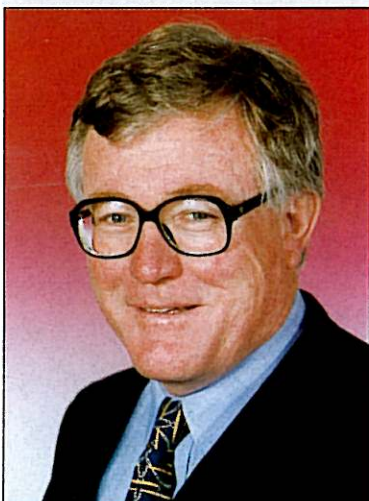
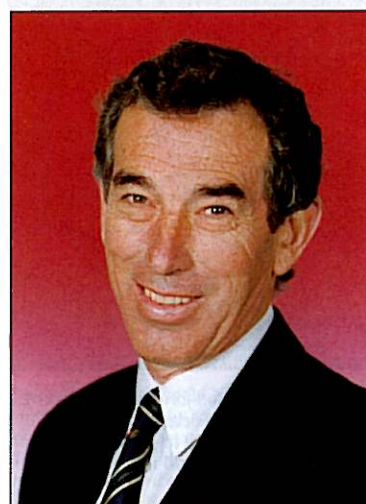
- All other sections of the media.
- AMR Quantum Market Research.

Finally, I would like to acknowledge each member of the AFL Commission -- Chairman, John Kennedy, Colin Carter, Ron Evans, Wayne Jackson, Terry O'Connor and Graeme Samuel -- for their contribution to what has been another record year for the competition.

- Ross Oakley, Chief Executive Officer.



Below: AFL Commissioners, top row, from left: Chairman, John Kennedy, Colin Carter, Ron Evans. Second row, from left: Wayne Jackson, Terry O'Connor, Graeme Samuel..



AFL Annual Report

THE YEAR

Many highlights emerged in 1995, league football's 99th season, but surely three that sort themselves out for special mention are Carlton's AFL record-breaking home and away season, and then the premiership, the appearance of Brisbane in the finals for the first time and the birth of the Fremantle FC.

Tony Lockett's conquering of the 1000 goal barrier, Gary Ablett's third successive Coleman Medal, the retirement of long-time coach Ron Barassi and the league's oldest player in 1995, Doug Hawkins, plus Justin Madden's 300th league game and AFL Life Membership were also significant in an action-packed year.

The spectators were enthralled and for the first time they broke the 5 million mark in the Coca-Cola AFL premiership season.

Sadly, football mourned the loss of one of its greatest champions, Ted Whitten.

Many thousands paid their last respects to the Footscray stalwart at a State Funeral in Melbourne. St Patrick's Cathedral in East Melbourne overflowed while hundreds of other mourners lined the route as the cortege passed by Footscray's Western Oval, since renamed the E.J. Whitten Oval.

In the final wash-up it was Carlton which took the major accolades of 1995, losing only two games for the season. Its 20 home and away wins constituted a league record and the club can look back on a bonanza season that didn't see a loss from Round 10 on - a mighty 16 straight wins.

Carlton also took its premiership tally to 16 - which has given it outright AFL leadership over Essendon (15).

Carlton ruckman Justin Madden was the only player to make it to 300 games in 1995 and this entitled him to Life Membership of the AFL. He was also selected as the No.1 ruckman in

the Coca-Cola AFL All-Australian side.

For Geelong it was a bitter pill to swallow on grand final day. Since 1989 it has played in four grand finals and lost them all - its last premiership being achieved way back in 1963.

The sight of the Brisbane colors in the finals for the first time came after a tight-rope last round. Melbourne, Collingwood and Brisbane all vied for eighth position but, in Round 22, Brisbane beat Melbourne at the Gabba and Sydney beat Collingwood two days later at the SCG and Brisbane was in.

Brisbane's success was the culmination of years of hard work from the league's most northern club. Coach Robert Walls had announced his intentions to leave the club before the finals break through and he kept his word. Ironically, he later accepted the Richmond coaching position when it became vacant with John Northey's sudden departure and subsequent acceptance of the Brisbane post.

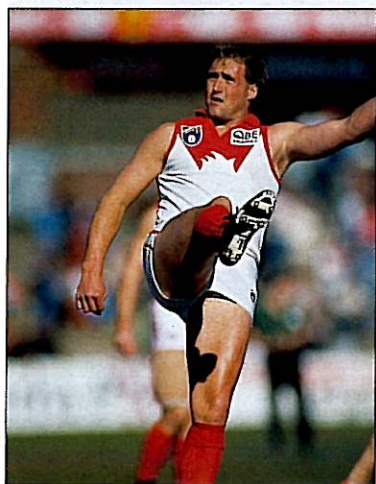
Brisbane faced a marathon mission in its first final - the 4th qualifying against Carlton, but it did better than the other clubs who played the Blues in the finals, losing by 13 points after a hard struggle.

Fremantle, nicknamed The Dockers, became the AFL's 16th club and this eliminated the bye which had been in operation since Adelaide's entry in 1991. Fremantle, coached by local Gerard Neesham and captained by Ben Allan, proved to be most competitive and can be well proud of its eight wins and 13th placing on the ladder.

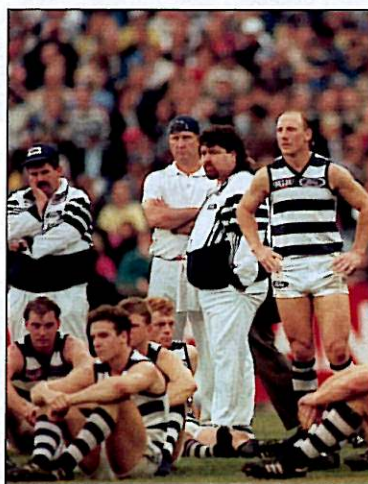
Richmond's return to power after not being in the finals since 1982 was also one of the most striking aspects of 1995. The Tigers advanced as far as the preliminary final and for the younger generation Tigers it was the first time they had seen their club in the finals. Richmond also underlined the fact that it still had a huge supporter base and the Tigers were able to draw substantial crowds to their games.

Conversely, Hawthorn, after being in the finals every year since 1982 and in that time winning five premierships and finishing runner-up three times, took a slide to 15th, or second last place. At the season's end Peter Knights lost his job as coach and former Hawthorn player Ken Judge was installed in the job.

Only two clubs - Fitzroy and St Kilda - were not in the Top 8 at any stage of the



The style of Sydney full-forward Tony Lockett. During 1995 Lockett became the fourth player in league history to post 1000 career goals. He also topped 100 in 1995.



Geelong has lost another grand final - its fourth since 1989. The Cats camp shows its disappointment immediately after the final siren on grand final day.



Left: Brisbane is in the finals for the first time since entering the competition in 1987. The Bears are pictured entering the MCG for the 4th qualifying final against Carlton. Carlton won by 13 points.

season while Carlton sat in top place after 17 rounds of the 22 rounds.

Sydney full-forward Tony Lockett kicked 110 goals for the season and he also had the honor of joining the late Gordon Coventry (Collingwood), Jason Dunstall (Hawthorn) and Doug Wade (Geelong/North Melbourne) with more than 1000 career goals. Coventry kicked 1299, Dunstall has 1077 and Wade kicked 1057.

Lockett also kicked the biggest tally in one game in 1995 - 16, well ahead of Sav Rocca's 10 for Collingwood and Stephen Kernahan's 10 for Carlton.

Geelong full-forward Gary Ablett became the first player to win three successive Coleman Medals for being the top goalkicker in the premiership season. He kicked 118 and this swelled to 122 after his finals matches. He was also selected as captain of the All-Australian side, with North Melbourne forward Wayne Carey his deputy.

Carlton centreman/forward Greg Williams won the Norm Smith Medal for being best on the ground in the grand final and this latest decoration will hold pride of place with his two Brownlow Medals.

North Melbourne won the pre-season Ansett Australia Cup with victory over Adelaide and North full-back, Michael Martyn was voted best on the ground in the grand final and received the Michael Tuck Medal.

The Norwich Rising Star award for the top young players was conducted for the third season and the 1995 winner was Nick Holland of Hawthorn.

Two representative Coca-Cola AFL State of Origin games were played in 1995 with Victoria defeating South Australia at the MCG in June before a crowd of 64,186 and at the Subiaco Oval in Perth the following day. The Allies were too strong for Western Australia. The Allies were made up of players from NSW, the ACT, Tasmania, Queensland and the Northern Territory.

In the Victoria - SA game the medallists were: E.J. Whitten Medal: Tony Lockett (Victoria), Fos. Williams Medal: Simon Tregenza (SA). In the other game: Alex Jesaulenko Medal: Ryan O'Connor (The Allies); Graham Moss Medal: Tony Evans (WA).

Some of the saddest and most emotional scenes ever seen at the MCG greeted Ted Whitten's lap of honor (with his son Ted Jun. sitting beside him) of the MCG in an open car before the Victoria-SA game. Ted, desperately

ill with cancer, barely left a dry eye among the big crowd. He died two months later. (See obituaries on pages 32 & 33).

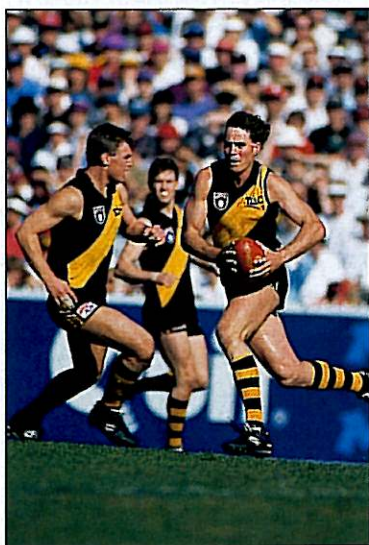
Ron Barassi's long coaching innings came to a close in 1995 when he stepped down in Sydney. After a magnificent playing career with Melbourne (204 games -1953-64), he sensationally transferred to Carlton in 1965 where he became captain-coach. He played 50 games there, coached the club in 147 games, including two premierships and after the 1971 season moved on to North Melbourne where he directed that club's first premiership in 1975. He also coached the North 1977 premiership team. After 198 games at Arden St (1973-80) he coached Melbourne in 110 games (1981-85) and he coached Sydney in 59 games (1993-95).

Leigh Matthews, who coached Collingwood to its only modern-day premiership in 1990, left Victoria Park, the changes regarding

Robert Walls and John Northey and Peter Knights' exit from Hawthorn have already been mentioned while Bernie Quinlan lost his position at Fitzroy before the season's end amid the club's struggle for success.

Doug Hawkins, 35 last May, announced in October that he was finished as a league footballer. At Footscray he played 329 games, breaking the late Ted Whitten's club record of 321, and he played his final season with Fitzroy - for a grand total of 350 games from 1978-1995.

There was the sad news of many players suffering serious injuries or illness - Adelaide's Shaun Rehn, Melbourne's David Schwarz, Brisbane's Alastair Lynch, Essendon's Darren Bewick, Hawthorn's Anthony Condon, Geelong Barry Stoneham (still injured from 1994) and Richmond's Matthew Richardson being some of them. Hopefully all of them, plus others, will return fit and fresh in 1996.



Richmond made a big surge up the ladder in 1995 and played in its first finals series since 1982. The crowds also gave Richmond great support. The Richmond player with the ball is Justin Charles.



Fremantle joined the AFL in 1995, swelling the club numbers to 16. Fremantle became the first club to have green among its colors. Pictured is Fremantle player Tony Delaney and West Coast backman Guy McKenna.



Right: The faces tell the story. Carlton has just won the 1995 premiership - now it's time to celebrate.

Geelong full-forward Gary Ablett was selected the captain of the 1995 Coca-Cola AFL All-Australian side a few days before his 34th birthday - a wonderful achievement for a player at this point of his career. Ablett, who also won the Coleman Medal in 1995, was named at full-forward, with Sydney's champion goalkicker Tony Lockett along side him in the forward pocket. Both players had splendid 100 goals-plus seasons.

Wayne Carey, the All-Australian captain in 1993, was selected as vice-captain and placed at centre half-forward for the third successive year. The selections were announced by AFL Chief Executive Officer Ross Oakley at a luncheon at the Victorian Arts Centre on September 18. Selectors took into account form in home and away matches and Coca-Cola AFL State of Origin matches.

Despite Ablett's sizeable football age he wasn't the oldest player selected - this honor was claimed by Carlton ruckman Justin Madden who turned 34 in the middle of the 1995 season.

Carlton had the biggest representation with five players - Madden, Craig Bradley, Anthony Koutoufides, Ang Christou and Stephen Silvagni.

Brisbane, Footscray, Adelaide, Collingwood and Fitzroy missed selection.

The side has several players who have gained All-Australian status for the first time - Richmond's Wayne Campbell, Carlton's Christou and Koutoufides, Essendon's Michael Long and James Hird, Melbourne's David Neitz and Sydney's Paul Kelly.

It wasn't surprising that David Parkin was made Coach of the Year after Carlton's AFL record-breaking run in the home and away series (20 wins in one season is a league record) and then the successful finals series, culminating with the premiership.

And Darren Goldspink, one of the 1995 grand final umpires, was voted the top umpire for the second time, adding to his 1993 success.

The selectors were Malcolm Blight, Gerard Healy, Ross Glendinning, Kevin Bartlett, Ian Collins with Ross Oakley the non-voting chairman.



Above: Richmond's Wayne Campbell gained selection for the first time and is congratulated by AFL Chief Executive Officer, Ross Oakley.



the team

BACKS

Gavin Wanganeen (Essendon)
Stephen Silvagni (Carlton)
Ang Christou (Carlton)

HALF-BACKS

Michael Mansfield (Geelong)
Glen Jakovich (West Coast)
Wayne Campbell (Richmond)

CENTRES

Nicky Winmar (St Kilda)
Paul Couch (Geelong)
Michael Long (Essendon)

HALF-FORWARDS

Garry Lyon (Melbourne)
Wayne Carey (VC - Nth Melbourne)
James Hird (Essendon)

FORWARDS

Darren Jarman (Hawthorn)
Gary Ablett (Capt. - Geelong)
Tony Lockett (Sydney)

FOLLOWERS

Justin Madden (Carlton)
Robert Harvey (St Kilda)

ROVER

Craig Bradley (Carlton)

INTER

David Neitz (Melbourne)
Paul Kelly (Sydney)
Anthony Koutoufides (Carlton)

COACH

David Parkin (Carlton)

UMPIRE

David Goldspink

Left: Gary Ablett, the Geelong co-captain, was appointed captain of the 1995 All-Australian side. He is with AFL MC Craig Willis.

AFL Annual Report

BROWNLOW MEDAL

Football in Sydney received a huge boost when Sydney captain Paul Kelly was voted the 1995 Brownlow Medallist in front of a packed audience at the Carlton Radisson in Melbourne and on national television on Channel Seven.

While Kelly proudly showed off his medal several hundred Sydney FC players and supporters celebrated at a Brownlow function at the Randwick racecourse. Among them was Kelly's wife Lyndelle.

But it wasn't long before she was on a plane to Melbourne to join her husband.

Kelly won with a total of 21 votes and his two closest rivals - Hawthorn's Darren Jarman (18 votes) and Geelong's Garry Hocking (17) - were both ineligible because they had been suspended by the tribunal during the year.

This placed four players in equal second - Michael Long (Essendon), Robert Harvey (St Kilda), Matthew Knights (Richmond) and Paul Couch (Geelong).

Kelly is a 'home grown' NSW winner - and a very popular winner.

He was born at West Wyalong and recruited to Sydney from the Wagga Tigers club. He made his debut in 1990, is a dual club Best and Fairest winner and has been the club captain since 1993.

In Sydney's 1995 Best and Fairest voting Kelly had to lower his colors to champion goalkicker Tony Lockett.

Kelly's victory was another milestone for the famous No.14 red and white guernsey. Bob Skilton carried the number in his three medal wins in 1959, 1963 and 1968 as a South Melbourne player.

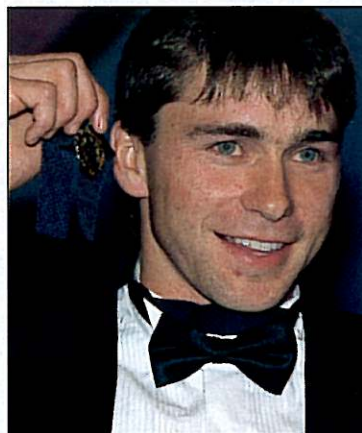
South relocated to Sydney in 1982 and since the move the club has produced three medal winners - Greg Williams in 1986, Gerard Healy in 1988 and Kelly in 1995. The South Melbourne winners were Herb Matthews (1940), Ron Clegg (1949), Fred Goldsmith (1955), Bob Skilton (1959, 1963, 1968), Peter Bedford (1970), Graham Teasdale (1977) and Barry Round (1981).

Kelly sat with his coach Ron Barassi and teammates Derek Kickett and Daryn Cresswell as the votes were counted. He was swamped by well-wishers after the final vote and could barely express his joy... "It's magnificent, mate. I can't believe it," he said.

Kelly was also selected in the 1995 Coca-Cola AFL All-Australian side for the first time - this, plus his medal and a better overall display from Sydney made it a memorable season for the courageous ruck-rover.

Two of the well-fancied players were North Melbourne captain Wayne Carey and Richmond's prolific kick-winning wingman Wayne Campbell. Carey finished with 14 votes but Campbell polled only 10.

Three former winners - Paul Couch (1989), Jim Stynes (1991) and Tony Liberatore (1990) were well up - Couch with 16 votes, Stynes 15 and Liberatore 14.



A happy Paul Kelly has won the 1995 Brownlow Medal - a very popular win to the Sydney captain.

- Full Brownlow Medal details - page 47.



The counting of the Brownlow Medal votes at the Carlton Radisson in Melbourne - from left: AFL personnel Dean Moore, Jill Lindsay, Chief Executive Officer Ross Oakley, Ian Collins and Mark Patterson with Channel 7 computer operator Liz Davidson.



Right: Paul Kelly is the winner and is applauded by his coach Ron Barassi and teammates Derek Kickett (far left) and Daryn Cresswell.

AFL Annual Report

N O R M S M I T H M E D A L

Greg Williams has a powerful collection of football medals, the most noteworthy his two Brownlow Medals and the Norm Smith Medal.

He won the Norm Smith Medal for his outstanding game for Carlton against Geelong in the 1995 grand final. He kicked five goals, had 17 kicks, five marks and 14 handballs in his best-on-ground performance.

Williams won his Brownlow Medals at different clubs - with Sydney in 1986 and Carlton in 1994.

Williams is the fourth Carlton player to win the Norm Smith Medal - Wayne Harmes won the first in 1979, Bruce Doull won in 1981 and David Rhys-Jones in 1987.

Of the 17 medallists only two players were in the losing team on grand final day - Maurice Rioli of Richmond in 1982 and Gary Ablett of Geelong in 1989.

Williams, who was 32 in September, has played 219 games and kicked 195 goals. He started the 1995 finals as a spectator serving a Tribunal suspension but he finished in a blaze of glory.

He made his league debut with Geelong in 1984 and played 34 games before moving to Sydney where he played a further 107 games and he switched to Carlton in 1992 and has played 78 games with the Blues.



Greg Williams has won the Norm Smith Medal - he's with former Geelong champion & premiership coach Bob Davis, who made the presentation.

The medal marks the great contribution Norm Smith made to football at three clubs - Melbourne, Fitzroy and Sydney. It was with Melbourne where Smith made his biggest impact.

He played 210 games for Melbourne from 1935-48 and 17 games with Fitzroy in 1949-50. Overall he kicked 572 goals. He coached Fitzroy in 55 matches from 1949-51 and soon after his golden run started with Melbourne. He coached the Demons from 1952-67 and the club played in every finals series from 1954-64 and there were premierships in 1955-6-7, 1959-60 and 1964. He also coached South Melbourne in 87 games from 1969-72.

Smith died in 1973, aged 57

norm smith medal

1979.....	Wayne Harmes	(Carlton)
1980.....	Kevin Bartlett	(Richmond)
1981.....	Bruce Doull	(Carlton)
1982.....	Maurice Rioli	(Richmond)
1983.....	Colin Robertson	(Hawthorn)
1984.....	Bill Duckworth	(Essendon)
1985.....	Simon Madden	(Essendon)
1986.....	Gary Ayres	(Hawthorn)
1987.....	David Rhys-Jones	(Carlton)
1988.....	Gary Ayres	(Hawthorn)
1989.....	Gary Ablett	(Geelong)
1990.....	Tony Shaw	(Collingwood)
1991.....	Paul Dear	(Hawthorn)
1992.....	Peter Matera	(West Coast)
1993.....	Michael Long	(Essendon)
1994.....	Dean Kemp	(West Coast)
1995.....	Greg Williams	(Carlton)

C O L E M A N M E D A L

In 1995 Geelong full-forward Gary Ablett became the first player to win the Coleman Medal in three successive years.

He won the medal with a total of 118 goals, kicked in the home and away series. His tally for the year was 122, but goals kicked in the finals are not included in this award.

Ablett's 118-goal haul was eight better than Sydney spearhead Tony Lockett's 110.

The award was instituted in 1981 and Hawthorn's Jason Dunstall is the only other player to have won it three times - in 1988-89, 1992.

Ablett's winning totals over the past three seasons have been 124 (1993), 113 (1994) and 118 (1995). The biggest winning tally is 139, kicked by Dunstall in 1992.

Ablett had a consistent 1995, kicking an average of 5.9 goals a game in the home and away series. Lockett's average was 5.8. Lockett had the honor of kicking his biggest tally in one game - 16 against Fitzroy in Round 19.

Ablett kicked one bag of nine, two of eight and four of seven.

In third place came Collingwood giant Saverio Rocca with 93 goals and he was followed by Melbourne captain Garry Lyon (77), St Kilda's Stewart Loewe (76) and Jason Dunstall (66).

The medal is named after the great Essendon



Michael Roach presents Gary Ablett with the 1995 Coleman Medal. Roach, a former Richmond full-forward, won the medal in 1981.

full-forward John Coleman. He had similar magnetism to that of Ablett and spectators packed into grounds to watch his freakish aerial exploits.

He started with Essendon in 1949 and in his first season kicked 100 goals, topped the VFL goalkicking, kicked 12 goals in his first game, represented Victoria, won Essendon's best and fairest award and played in a premiership side. His career was tragically cut short in 1954 when he suffered a serious knee injury. He had played 98 games and kicked 537 at an average of 5.48 goals a game.

He died in 1973, aged 44.

coleman medal

(HOME AND AWAY GAMES ONLY)

1981 -	Michael Roach (Richmond)	86
1982 -	Malcolm Blight (Nth Melb)	94
1983 -	Bernie Quinlan (Fitzroy)	106
1984 -	Bernie Quinlan (Fitzroy)	102
1985 -	Simon Beasley (Footscray)	103
1986 -	Brian Taylor (Collingwood)	100
1987 -	Tony Lockett (St Kilda)	117
1988 -	Jason Dunstall (Hawthorn)	124
1989 -	Jason Dunstall (Hawthorn)	126
1990 -	John Longmire (Nth Melb)	98
1991 -	Tony Lockett (St Kilda)	118
1992 -	Jason Dunstall (Hawthorn)	139
1993 -	Gary Ablett (Geelong)	124
1994 -	Gary Ablett (Geelong)	113
1995 -	Gary Ablett (Geelong)	118

AFL Annual Report

NORWICH RISING STAR

Nick Holland, the strong-marking Hawthorn player from South Australia, was voted the AFL's 1995 Norwich Rising Star from a field of 22 leading youngsters.

It was the third year of the award and Holland has joined previous winners Nathan Buckley (1993 - Brisbane) and Chris Scott (1994 - Brisbane).

Holland was announced the winner at a luncheon at Sheraton Towers, Southgate on September 13.

After each of the 22 rounds a player was nominated for good play and at the end of the home and away series the judges had to pick the outright winner.

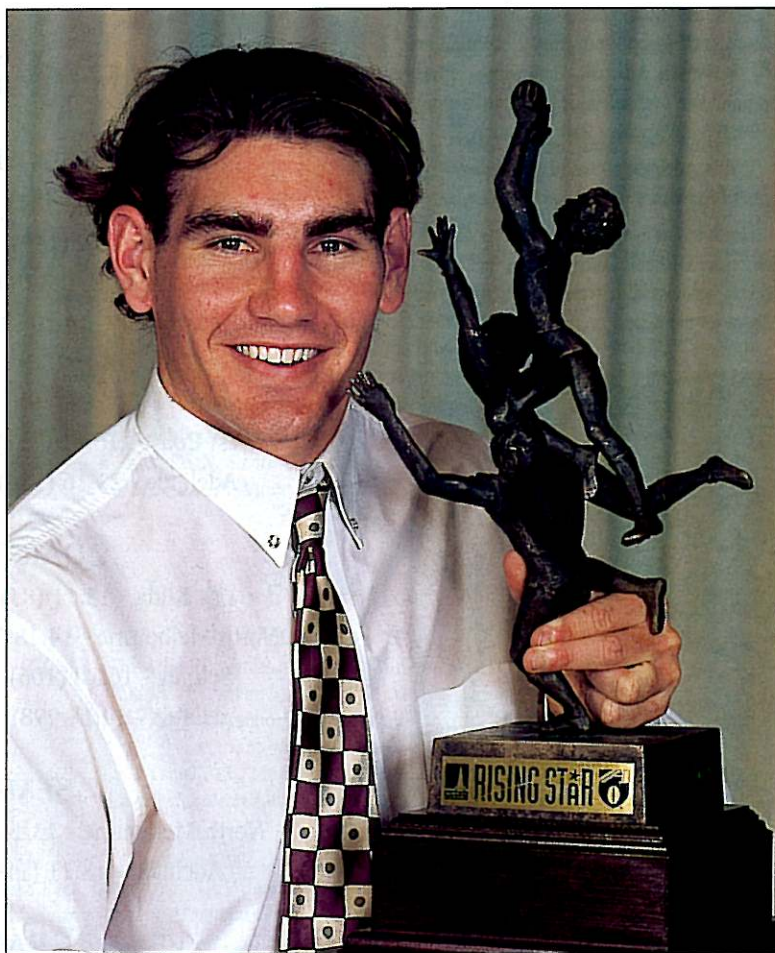
It was a fine effort by Holland (date of birth: 29.7.74) as he missed seven matches with a dislocated shoulder in 1995. Before his injury he had taken 85 marks in 11 matches - only Wayne Carey of North Melbourne was in front of him.

Holland made his debut with Hawthorn in 1994 and played two games in that season before blossoming last year.

A player had to be under 21 at January 1, 1995, not have played more than 10 senior AFL games and not have been found guilty of any offences (other than time-wasting) by the AFL or State League Tribunals.

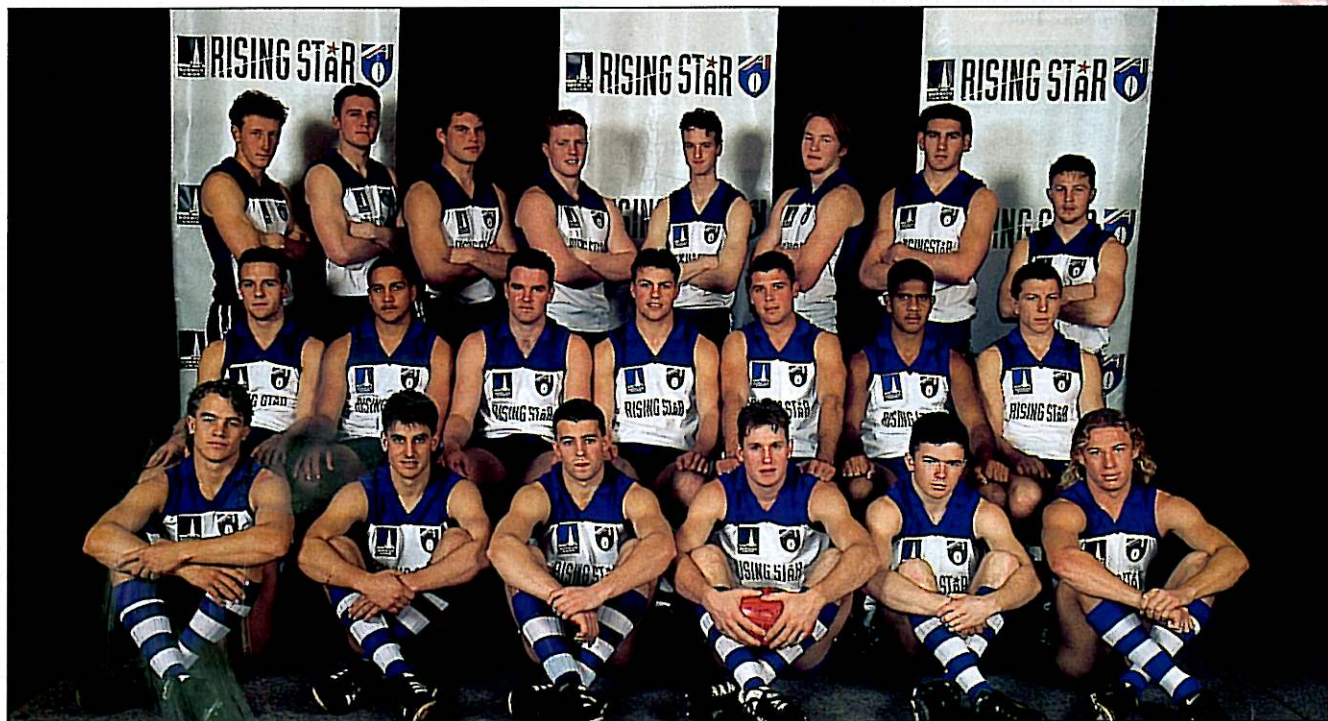
The judges were Malcolm Blight, Kevin Bartlett, Ross Glendinning, Gerard Healy, Ian Collins with Ross Oakley the non-voting chairman. Ted Whitten was also on the panel until his death (17.8.95).

The 1995 nominations, with the exception of West Coast player Fraser Gehrig, are pictured below.



Above: Nick Holland, the 1995 Norwich Rising Star

Below: The 1995 Norwich Rising Star nominations: Back (l-r): M. McKinnon (A), M. Capuano (NM), S. Jurica (R), R. O'Connor (E), D. Bourke (R), D. Hargraves (Foots), N. Holland (H), C. Callaghan (Fre). Seated: A. Lord (G), A. McLeod (A), T. Lane (Foots), B. Johnson (Foots), S. Anderson (NM), M. O'Loughlin (S), J. Smith (StK). Front: S. Lawrence (B), S. Camporeale (Carl), A. Whitehead (Carl), J. Crawford (S), A. Jones (StK), S. McManus (Fre). Absent: F. Gehrig.



AFL Annual Report

ANSETT AUSTRALIA CUP

North Melbourne won its first night title since 1980 when it captured the Ansett Australia Cup with a strong 30-point win over Adelaide in front of a crowd of 39,393 at Waverley Park on March 25.

It was Adelaide's second successive night grand final loss.

North led at every change and its star was full-back Michael Martyn, who held Tony Modra goalless and won the Michael Tuck Medal for being best on the ground.



North Melbourne full-back Mick Martyn wins the Michael Tuck Medal for being best on the ground in the grand final. He was in superb touch, blanketing Crows' ace, Tony Modra.

The North Melbourne players have won the first premiership of 1995 - the pre-season Ansett Australia Cup. The Roos were too good for Adelaide, runners-up for the second year in a row. It was North's first night premiership since 1980.



round by round

ROUND ONE

St Kilda - 19.7 (121) d Fremantle - 13.8 (86)
 Carlton - 20.9 (129) d Richmond - 13.9 (87)
 North Melbourne - 17.18 (120) d Brisbane - 8.12 (60)
 Essendon - 14.10 (94) d Fitzroy - 8.13 (61)
 Footscray - 12.16 (88) d Collingwood - 12.15 (87)
 Sydney - 18.11 (119) d Hawthorn - 16.10 (106)
 West Coast - 16.11 (111) d Melbourne - 11.11 (77)
 Adelaide - 23.16 (154) d Geelong - 13.15 (93).

QUARTER FINALS

St Kilda - 12.11 (83) d Carlton - 12.10 (82)
 North Melbourne - 14.18 (102) d Essendon - 11.9 (75)
 Sydney - 16.10 (106) d Footscray - 10.12 (72)
 Adelaide - 14.14 (98) d West Coast - 6.11 (47).

SEMI FINALS

North Melbourne - 13.14 (92) d St Kilda - 9.11 (65)
 Adelaide - 18.11 (119) d Sydney - 14.7 (91)

GRAND FINAL

North Melbourne - 14.9 (93) d Adelaide - 8.15 (63)
 North Melbourne: 5.1 10.3 11.6 14.9 (93)
 Adelaide: 2.5 5.8 6.14 8.15 (63)
 Umpires: A. Coates, C. Mitchell, G. Vernon.
 AT: Waverley Park, Crowd 39,393.

THE PLAYERS:

North Melbourne: J. Barnett, W. Schwass, A. Rock, M. Martyn, R. Scott, W. Campbell, A. Stevens, J. Blakey, T. Nichols, M. Armstrong, R. Smith, M. Capuano, W. Carey, K. Reynolds, M. Roberts, C. Sholl, J. Daniltchenko, A. Ishchenko, C. McKernan, B. Allison, D. King, J. Longmire.

Adelaide: G. Anderson, A. Jarman, M. Robran, T. Modra, N. Smart, J. McCartney, T. McGuinness, S. Tregenza, S. Lee, M. Connell, R. Maynard, B. Chalmers, M. Powell, D. Brown, A. McLeod, M. Bickley, M. McKinnon, M. Kluzek, M. Ricciuto, R. Jameson, S. Wellman, S. Rehn.

• Michael Tuck Medal: Mick Martyn (North Melbourne)

AFL Annual Report

STATE OF ORIGIN

Victoria, after three successive defeats to South Australia, broke back for a victory in the Coca Cola AFL State of Origin game at the MCG on June 17. The following day at the Subiaco Oval, Western Australia played a side which went under the banner of The Allies and included players from Tasmania, NSW, the ACT, Queensland and the Northern Territory.



Richard Champion (SA) is in front of Jim Symes (Victoria) as they battle for a hit-out in the State of Origin game at the MCG in June, 1995.

JUNE 17, MCG

Victoria: 6.4 9.7 15.8 18.12 (120)

South Australia: 1.1 3.4 4.7 8.9 (57)

GOALS - Victoria: Lockett 7, Ablett 4, Couch 3, Lyon, Campbell, Boyd, Monkhorst.

SA: Ricciuto 2, Champion, Daffy, D. Jarman, Wanganeen, Hynes, A. Jarman.

BEST - Victoria: Lockett, Mansfield, Couch, Silvagni, Christou, R. Harvey, Bayes.

SA: Tregenza, A. Jarman, Bulluss, Wanganeen, Platten.

Crowd: 64,186. Umpires: P. Carey, D. Goldspink, D. Rich.

E.J. Whitten Medal: T. Lockett (Vic.); Fos. Williams Medal: S. Tregenza (SA)

THE PLAYERS

Victoria: N. Burke, S. Silvagni, M. Bayes, M. Mansfield, D. Neitz, A. Christou, W. Campbell, P. Couch, W. Schwass, G. Hocking, S. Loewe, G. Lyon, R. Harvey, T. Lockett, G. Ablett, J. Stynes, G. O'Donnell, B. Boyd, D. Monkhorst, A. Stevens, D. Kellaway, M. Knights.

SA: M. Bickley, S. Wellman, R. Champion, B. Hart, P. Bulluss, A. McKay, C. Bradley, A. Jarman, S. Russell, M. Ricciuto, N. Smart, D. Jarman, G. Wanganeen, M. Clarke, J. Platten, D. Pittman, C. McDermott, T. Viney, D. Hynes, M. McKinnon, S. Tregenza, N. Daffy.

JUNE 18, SUBIACO OVAL

The Allies: 3.5 6.10 9.11 13.14 (92) Western Australia: 1.3 3.5 6.9 8.13 (61)

GOALS - The Allies: Brownless 5, Pyke 2, Minton-Connell 2, White, Buckley, P. Williams, Allison. WA: Mann 2, Jakovich 2, Winmar, Seecamp, Evans, Burrows.

BEST - The Allies: O'Connor, Buckley, McAdam, Pyke, Kelly, Brownless, P. Williams.

WA: Evans, Burrows, Allan, Winmar, Zanotti, Laidley.

Crowd: 15,711. Umpires: A. Coates, A. Sawers, B. Sheehan.

Alex Jesaulenko Medal: R. O'Connor (Vic) Graham Moss Medal: T. Evans (WA)

THE PLAYERS

The Allies: C. Cockatoo-Collins, D. White, M. McLean, R. O'Connor, N. Buckley, G. McAdam, D. Pyke, B. Brownless, P. Williams, M. Gale, P. Kelly, M. Ashcroft, D. Pritchard, J. Shanahan, M. Febey, S. Febey, S. Minton-Connell, J. Taylor, G. Croisica, B. Allison, C. Bond, G. Dhurkay.

WA: D. Laidley, N. Winmar, D. Banfield, B. Allan, P. Mann, S. O'Reilly, P. Symmons, M. Connell, Dale Kickett, T. Evans, K. Langdon, M. Zanotti, Derek Kickett, G. Jakovich, C. Lewis, T. Delaney, C. Burrows, D. Hart, C. Waterman, R. Turnbull, M. Seecamp, S. McManus.

State of Origin Matches: 1977-95

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. (30,876)
 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. (31,467)
 July 5, 1980 VIC 18.15.123 d W.A. 15.12.102 at Waverley Park. (10,666)
 October 11, 1980 S.A. 22.18.150 d TAS 8.13.61 at Football Park. (17,579)
 October 11, 1980 VIC 14.20.104 d W.A. 9.15.69 at Football Park. (26,000)
 October 13, 1980 W.A. 17.23.125 d TAS 12.18.90 at Football Park. (29,182)
 October 13, 1980 VIC 15.12.102 d S.A. 12.13.85 at Football Park. (42,521)
 April 27, 1981 W.A. 16.23.119 d VIC 13.12.90 at Subiaco. (44,213)
 May 17, 1982 VIC 21.13.139 d S.A. 18.19.127 at Football Park. (42,500)
 July 13, 1982 VIC 19.10.124 d W.A. 15.11.101 at Subiaco. (39,863)
 May 16, 1983 S.A. 26.16.172 d VIC 17.14.116 at Football Park. (41,605)
 July 12, 1983 W.A. 16.22.118 d VIC 16.19.115 at Subiaco. (22,000)
 May 15, 1984 VIC 16.12.108 d S.A. 16.8.104 at Football Park. (44,287)
 July 17, 1987 W.A. 21.16.142 d VIC 21.12.138 at Subiaco. (38,000)
 May 14, 1985 VIC 20.13.133 d S.A. 11.10.76 at Football Park. (43,143)
 July 16, 1985 VIC 19.16.130 d W.A. 9.11.65 at Subiaco. (39,863)
 May 13, 1986 S.A. 18.17.125 d VIC 17.13.115 at Football Park. (41,605)
 July 8, 1986 W.A. 21.11.137 d VIC 20.14.134 at Subiaco. (22,000)
 May 27, 1987 S.A. 12.13.85 d VIC 11.15.81 at Football Park. (44,598)
 July 22, 1987 VIC 16.20.116 d W.A. 13.14.92 at Subiaco. (5,195)
 March 2, 1988 AMAT 14.12.96 d A.C.T. 12.11.83 at Football Park. (5,195)
 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. (5,755)
 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. (576)
 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. (19,387)
 March 5, 1988 N.T. 17.10.112 d V.F.A. 9.13.67 at Football Park. (19,387)
 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. (23,006)
 July 5, 1988 VIC 21.23.149 d W.A. 15.9.99 at Subiaco. (20,993)
 May 16, 1989 VIC 19.12.126 d W.A. 10.12.72 at the WACA. (91,960)
 July 1, 1989 VIC 22.17.149 d S.A. 9.9.63 at the MCG. (12,342)
 July 2, 1989 VIC 25.13.163 d TAS 15.17.107 at North Hobart. (13,424)
 May 22, 1990 N.S.W. 13.8.86 d VIC 10.16.76 at the SCG. (18,649)
 June 24, 1990 TAS 20.14.134 d VIC 14.17.101 at North Hobart. (21,897)
 June 26, 1990 VIC 14.13.97 d W.A. 8.12.60 at the WACA. (16,000)
 May 28, 1991 VIC 17.14.116 d TAS 14.20.104 at North Hobart. (37,277)
 May 28, 1991 VIC 12.14.86 d S.A. 11.4.70 at Football Park. (8,519)
 July 16, 1991 QLD 23.14.152 d VIC 15.18.108 at the Gabba. (24,397)
 July 16, 1991 W.A. 19.13.127 d VIC 7.9.51 at the WACA. (7,223)
 May 12, 1992 N.S.W. 22.9.141 d QLD 6.12.48 at the SCG. (32,152)
 May 26, 1992 VIC 23.19.157 d W.A. 13.12.90 at the MCG. (33,984)
 July 7, 1992 S.A. 19.19.133 d VIC 18.12.120 at Football Park. (22,409)
 June 1, 1993 VIC 19.16.130 d N.S.W./A.C.T. 8.17.65 at the MCG. (21,487)
 June 2, 1993 SA 19.13.127 d W.A. 14.7.91 at Football Park. (31,792)
 June 5, 1993 S.A. 16.13.109 d VIC 14.12.97 at the MCG. (9,660)
 June 6, 1993 QLD/N.T. 16.14.110 d TAS 10.16.76 at Bellerive. (44,598)
 May 3, 1994 SA 11.9.75 d VIC 10.13.73 at Football Park. (64,186)
 June 17, 1995 VIC 18.12.120 d SA 8.9.57 at MCG. (15,711)
 June 18, 1995 The Allies 13.14.92 d WA 8.13.61 at Subiaco.

AFL Annual Report

AFL MEMBERSHIP

1 995 was an excellent year for AFL Membership with income revenue, new member and total member budgets being achieved and indeed exceeded.

Total membership income revenue was budgeted at \$10.4 million but surpassed with a \$10.53 million return.

The fall in Waverley Park Members continues as more people choose the flexibility of the Competition Package or to directly support their clubs with the Club Support Package.

AFL Full Membership consists of just over 34,000 Full Members and 13,000 Restricted Members. Tables 1 and 2 outline the number of members and package breakdowns of each type of membership.

Membership Benefits

In 1995 an AFL Advantage booklet offered a range of special offers and discounts to AFL members and each AFL Newsletter advertised additional offers and promotions available.

Members received a priority booking period for the Rolling Stones Concert at the MCG and all adult members received a \$2 discount on the entry price to the AFL Sensation.

The new flexible package arrangements introduced in 1995 allowing members entry to their 13 or 24 "other" games at the MCG, Waverley Park or Optus Oval in any combination has been extremely successful. No complaints at all, only praise has been

received and members are much less confused.

Free entry for AFL Full Members to State of Origin matches at the MCG and Subiaco were also added this year. In the finals Restricted Members were able to purchase a guest pass for themselves to attend the Preliminary Finals at the MCG and Waverley Park, an additional benefit not part of the package.

Patrons in the Jack Wrout Dining Room at Optus Oval now receive a reserved seat as part of their seat package at no extra cost, thus eliminating the difficulty of finding seats at the last minute.

Club Support Package

\$1.72 million in Club Support Package revenue was distributed to the clubs during the 1995 season. This exceeded by 7.5% the budgeted target of \$1.6 million in payments. The package continues to grow in popularity each year as members change from Competition or Waverley Park Packages to directly support their club. The extra chance for a Grand Final ticket (should the club make it) is also a major factor contributing to this packages popularity.

Individual clubs are now also more willing to promote the package in addition to normal season ticket membership, so members are not hesitating in choosing the Club Support Package.



Left: Carlton coach David Parkin addresses AFL Centenary Club members at the club's annual cocktail party at the MCG in July.

table 1

membership breakdown

CATEGORY	MEMBERS
Full Members.....	25,389
Waverley Park Members	1,628
Country Members	4,483
Centenary Club Members	170
Full Absentees	2,511
Restricted Members	2,576
Restricted Absentees	354
TOTAL MEMBERS.....	47,111

table 2

apackage breakdown

BREAKDOWN	NUMBER	% OF TOTAL M/SHIP
<i>Competition Package</i>		
Full Members.....	7537.....	16%
Restricted Members.....	2405	5%
Country Members.....	4483	9.5%
<i>Club Support Package</i>		
Full Members.....	17,852.....	38%
Restricted Members.....	10,171	21.6%
Waverley Park.....	1,628	3.5%
<i>Centenary Club Package</i>		
Full Members.....	110.....	2%
Restricted Members	60.....	1%
<i>Absentee</i>		
Full Members	2,511	5.3%
Restricted Members	354.....	8%
TOTAL	47,111	100%

It is anticipated in future years that the Club Support Package will be chosen in the majority cases and become the main source of membership income revenue, and also for many clubs an excellent source of revenue.

The breakdown of the \$1.72 million from the AFL Club Support Packages is listed in the Table 3.

New Member Acquisitions

The target for new members in 1995 was 3650 but this was exceeded by 1080 with 4730 new members joining. Central to the campaign to recruit new members was a television commercial shown during the telecast of Ansett Australia Cup games. These advertisements sparked immediate response and a telemarketing company was hired to answer the after-hours calls.

A membership stand at the AFL Sensation, a "Member get Member" campaign and five clubs choosing to market the Club Support Package directly to their members all contributed to our increase in new members.

Improved Facilities

The major improvement made this year at the MCG was the division of the Bunton Room into a separate dining and bar facility. Building work finished at the end of July in time for some of the big games of the season and the finals.

Previously members had not had any bar facilities during the finals so the creation of the Haydn Bunton Bar was enthusiastically welcomed. The aesthetics of

the dining room have also improved with the construction of an attractive new entrance. The Legends carvery at the MCG continues to be popular and well attended.

Waverley Park experienced a vast cosmetic face-lift in 1995 with extensive painting and landscaping both outside and inside the member reserve. All members' seats have now been painted.

Customer Service

1995 saw the introduction of the AFL "Success through Service" customer service program.

This program aims to improve the AFL's service to its members, give members a direct line of communication to the AFL and reward those employees who have a true commitment to customer service.

Many members have taken part in our surveys and we thank them for their input. We will continue to try to improve service to our members in all possible ways.

Centenary Club

The AFL Centenary Club is now at capacity with 110 Full Members and 60 Restricted Members. We have also established a waiting list with 55 people wanting to join.

The annual members Cocktail Party was well attended and we wish to thank Mr. David Parkin, coach of Carlton Football Club, who was an excellent guest speaker.

Thanks also to Jodi Smillie for her excellent work in this her first year as the Centenary Club Co-ordinator.

1995 Grand Final

A total of 22,565 AFL members attended the 1995 grand final between Carlton and Geelong. The additional "overflow" area in the Ponsford Stand was made available to AFL members so no matter what time members arrived there were seats available. Forty five minutes after the opening of the gates all 11,000 members who had queued outside for entry had been admitted into the ground.

The card system implemented in 1993 to ensure that seats were not saved for late comers was again used.

Guest Passes were sold in limited numbers for all games in the first two weeks of the finals and for Restricted Members to gain entry to the preliminary final.

Appreciation

The AFL Membership Department is staffed by a small band of dedicated and loyal workers - in particular the excellent service provided by Robert Anderson, Ros Taylor, and Jodi Smillie. Thank you also to Brent Alford and Cheryl Francis for their assistance.

The league's appreciation is also extended to Dr. John Lill and the MCC, Graeme Finn at Waverley Park and Martin Shannon at Optus Oval. Thanks must also go to all attendants and ground management staff at these venues who assist us and all members who attend the football. Appreciation is also extended to Spotless O'Brien and AVS Catering.

- Maris O'Sullivan, AFL Membership Manager

table 3

club support

CLUB	MEMBERS	INCOME
Adelaide	487	\$ 29,302
Brisbane	10	\$ 378
Carlton	3,586	\$ 225,085
Collingwood	6,432	\$ 413,868
Essendon	5,273	\$ 319,074
Fitzroy	477	\$ 29,281
Footscray	844	\$ 54,775
Fremantle	9	\$ 609
Geelong	2,173	\$ 137,942
Hawthorn	1,898	\$ 115,073
Melbourne	1,908	\$ 110,887
North Melbourne	1,070	\$ 70,616
Richmond	1,929	\$ 125,384
St Kilda	1,673	\$ 107,226
Sydney Swans	121	\$ 8,085
West Coast Eagles	70	\$ 4,683
TOTAL	27,980	\$1,752,268

AFL Annual Report

ATTENDANCES, CLUB MEMBERSHIP

attendances for the Coca-Cola AFL premiership season passed the 5 million mark for the first time in history during 1995.

A total of 5,117,167 people attended the 1995 Coca-Cola AFL premiership season at an average of 29,074 per game, beating the 1994 all-time record of 4,723,023 at an average of 28,624 per game.

That figure, however, is only part of the story as the total attendance for all AFL matches in 1995 exceeded 6 million as the following breakdown indicates:

- Coca-Cola AFL premiership season
- 5,117,167
- Coca-Cola AFL finals series
- 594,919
- Ansett Australia Cup
- 250,103
- Coca-Cola AFL State of Origin
- 79,897

TOTAL - 6,042,086.

During 1995, some 2,404,782 people saw 50 AFL premiership season matches at the MCG at an average per game of 48,096.

In Sydney, 175,442 people attended the 11 matches at the SCG at an average of 15,949 per game, well up from a total of 107,955 and an average of 9814 per game in 1994.

New attendance records for a single round were set in 15 of the 22 rounds during the 1995 Coca-Cola AFL premiership season as follows:

attendances per round

Round 1	240,721	(previous record 219,511 set in 1966)
Round 3	238,880	(previous record 231,569 set in 1993)
Round 4	291,321	(previous record 209,733 set in 1994)
Round 7	237,722	(previous record 183,534 set in 1994)
Round 8	235,925	(previous record 212,698 set in 1963)
Round 9	244,246	(previous record 228,531 set in 1994)
Round 10	239,367	(previous record 227,717 set in 1994)
Round 11	277,416	(previous record 230,970 set in 1981)
Round 13	185,376	(previous record 175,403 set in 1993)
Round 14	281,450	(previous record 171,774 set in 1991)
Round 18	229,548	(previous record 212,634 set in 1994)
Round 19	241,206	(previous record 232,385 set in 1992)
Round 20	220,230	(previous record 187,289 set in 1994)
Round 21	214,314	(previous record 206,512 set in 1994)
Round 22	265,125	(previous record 213,042 set in 1994)



A group of young Cats, painted up for the occasion on Grand Final day.



Two keen young Carlton fans full of anticipation before the Grand Final. Their smiles were even bigger at the final siren.

Of the 22 rounds played in 1995, 20 attracted an aggregate attendance of 200,000 or more. The previous highest tally of rounds with that level of attendance was 12 in 1994.

Before 1992, there had only been six rounds in the history of the competition which had attracted an aggregate of 200,000 or more.

While attendances continued to grow so, too, did club membership with a new record of 261,067 being established in 1995 compared to the previous record of 217,474 set in 1994.

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

The 1995 figures took a substantial leap following the entry of the Fremantle Football Club which attracted 18,456 members in its first season, the fifth best figure in the competition.

The top six clubs in the membership stakes in 1995 were:

ADELAIDE	41,645
WEST COAST	26,821
ESSENDON	23,833
COLLINGWOOD	22,543
FREMANTLE	18,456
CARLTON	18,032

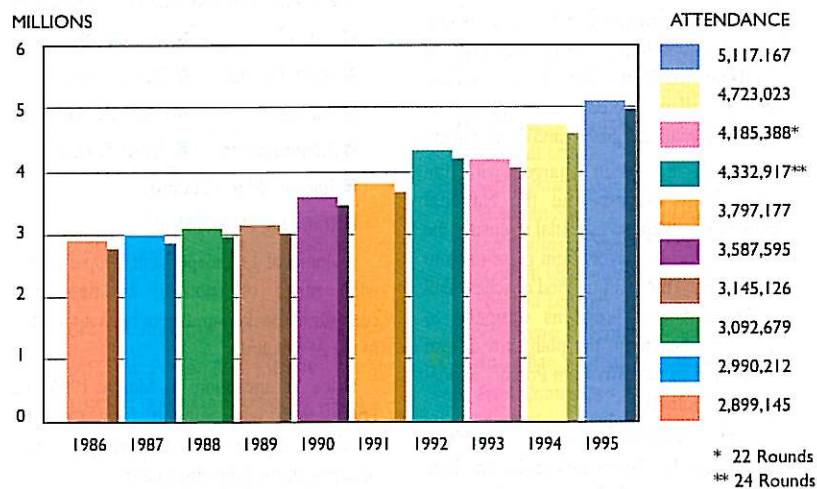
Several clubs had outstanding results in building their memberships including:

ESSENDON	UP 20.86 %
FOOTSCRAY	UP 30.86 %
NORTH MELBOURNE	UP 36.24 %
RICHMOND	UP 77.99 %

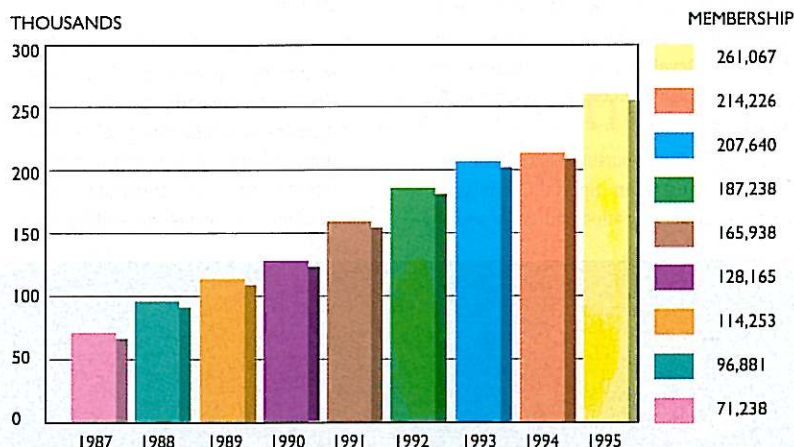
Since moving to the MCG, Essendon has doubled its membership from 11,593 in 1991 to the 1995 level of 23,833.

The club's average home crowds have also soared from about 17,000 in 1991 to 55,914 per home game at the MCG in 1995.

coca-cola AFL premiership season attendances



club membership growth



club membership totals

CLUB	1995	1994	VARIANCE
Adelaide	41,645	40,611	2.55%
Brisbane	6,893	6,158	11.94%
Carlton	18,032	18,308	- 1.51%
Collingwood	22,543	20,843	8.16%
Essendon	23,833	19,720	20.86%
Fitzroy	8,806	8,164	7.86%
Footscray	12,212	9,339	30.76%
Fremantle	18,456	-	-
Geelong	15,922	14,312	11.25%

CLUB	1995	1994	VARIANCE
Hawthorn	12,728	11,245	13.19%
Melbourne	9,544	10,648	-10.37%
North Melbourne	14,027	10,296	36.24%
Richmond	14,647	8,229	77.99%
St. Kilda	8,870	12,009	-26.14%
Sydney	6,088	3,327	82.99%
West Coast	26,821	24,265	10.53%
TOTAL	261,067	217,474	20.05%

The Australian Football League recognises that as the "keeper of the code" it has a responsibility for development of the game's feeder structures and overall health. The AFL established the Australian Football Foundation (AFF) in March 1995 to ensure that Australian Football has appropriate programs to maintain growth and development.

The AFF has been charged with the responsibility to carry out the National Development Plan, so essential to ensure the necessary flow of players from grass roots to senior level. Through qualified coaches, skill development and programs designed to increase participation, the plan provides an effective player pathway from Primary School to Senior Football.

Talent identification for AFL and State League Clubs is a key factor of the plan. Lists of potentially talented players will be provided at regular intervals and supported by an Elite Player Program. As only a very small percentage of players will however obtain the national level, all other areas of senior football will also obviously benefit.

Through the AFF, the AFL will provide significant funding for affiliated State and Territory Development Foundations for practical implementation of programs at the local level.

The AFF will also pursue financial assistance from the Australian Sports Commission, commercial sponsorships and other sources

to meet its administrative costs and provide further impetus to the plan.

The specific programs contained in the plan are:

- Auskick
- Aussie Footy
- Youth Football
- Club Football
- 9-a-side
- Coach Accreditation
- Administration
- Sports Trainers
- Talented Player Pathway
- Umpiring Development

A Board of 11 independent people with a wide range of football, business and community backgrounds has been appointed to the AFF Board.

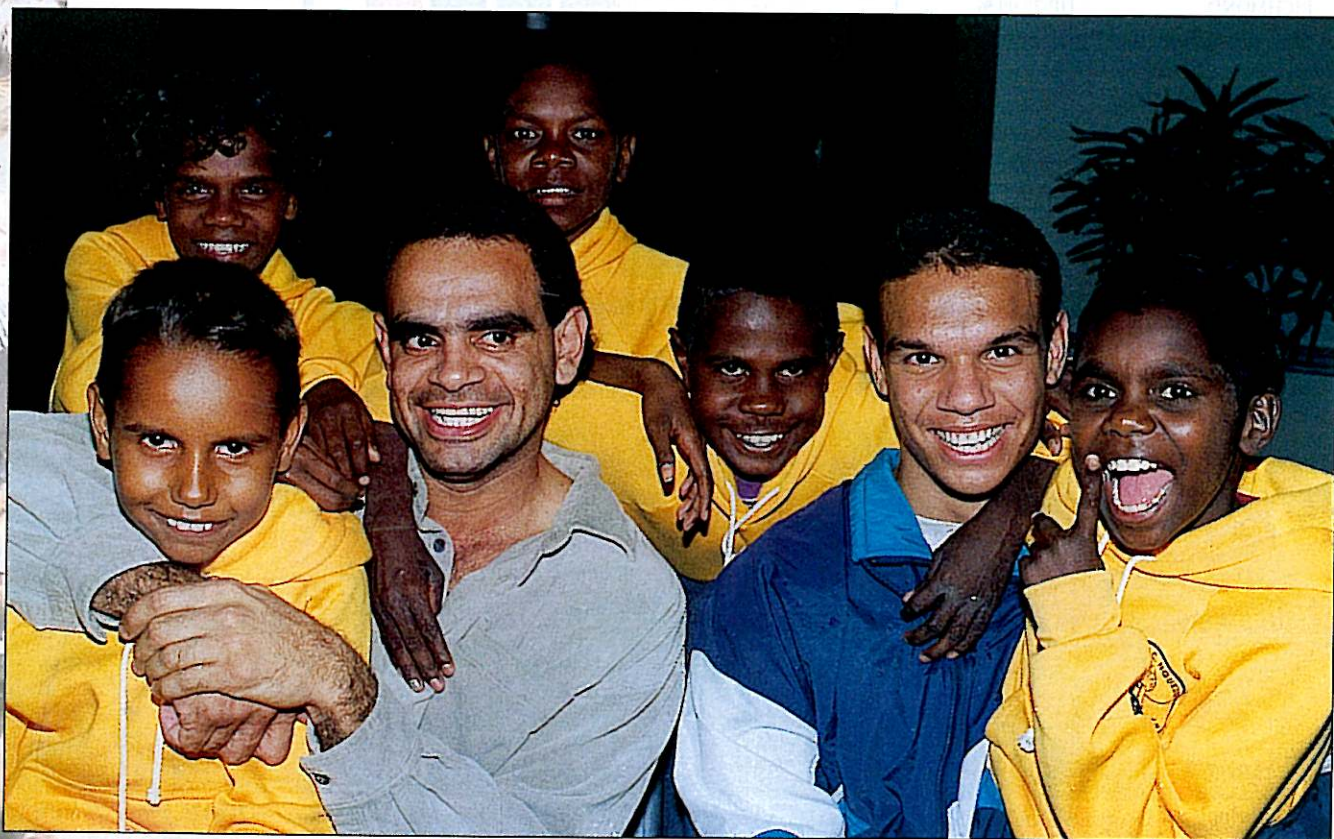
Since its inception in March 1995 the Foundation, with support from the AFL Football Operations Department, has undertaken the following tasks:

- Established Affiliation Agreements with State Bodies.
- Reviewed funding levels and procedures for accountability of AFL Grants.
- Drafted a National Development Plan 1996-99.
- Reviewed the Talented Player Pathway in consultation with the AFL's Football Operations Department. This review includes a restructuring of National Junior Championships and a proposed introduction of the Australian Football Academy. A submission seeking up to

\$750,000 for the Australian Football Academy has been lodged with the Australian Sports Commission in an effort to obtain a level of Federal Government funding more equitable with other sports.

- Completed the 1995 Participation Census which shows that since the introduction of the first National Development Plan in 1990, overall participation has increased by almost 40,000 (357,586 to 395,087) clearly demonstrating the benefit of a national focus. The AFF's National Plan has set targets for each State aimed at achieving a national 10% increase by 1999.
- Prepared a Report on Aboriginal Football Development.
- Continued to conduct the annual Commonwealth Bank Cup, Level Three Coaching Course, AFL Draft Camp, Three Day In Service Program for State Directors of Coaching and the production of a variety of educational resources.
- Obtained one year Sponsorship of \$122,000 from the Australian Defence Forces.
- Initiated a National Sponsorship proposal aimed at obtaining major national funding for Auskick and the Talented Player Pathway.

Operating under the AFL as a single national entity, the Foundation is fulfilling the objectives



envisaged in the AFL five year plan, with added emphasis in the important area of Junior Development.

Commonwealth Bank Cup

This 1995 Under 17 National Championship was staged in Southern New South Wales with games played at Wagga Wagga, Lavington, Narrandera, Barooga and Albury.

Matches were again of a high standard with South Australia defeating the Victorian Metropolitan Football League by 22 points in the final.

Summary of Commonwealth Bank Cup Results:

- Division One Champion - South Australia
- Division Two Champion - West Australia
- Larke Medal (Division One Best and Fairest) - Luke Godden (VMFL), and Ben Setchell (VCFL)
- Harrison Medal (Division Two Best and Fairest) - Steven Koops (NT).
- Schwab Medal (Division One Best Player Grand Final) - Paul Evans (SA).

Auskick

The Auskick Program is an extremely popular introductory football program for primary school aged children and their parents. Conducted locally throughout Australia at Auskick centres, children are introduced to the skills of Australian Football through a variety of modified footy games and skill activities before the young player progresses to the more competitive club scene. Auskick numbers nationally have continued to climb dramatically. From a base figure of 24,186 participants in 1990 the numbers have grown phenomenally to 47,402 in 1995.

Auskick Participants Growth

- 1990 - 24,186 ■ 1991 - 28,264
- 1992 - 33,370 ■ 1993 - 38,433
- 1994 - 43,412 ■ 1995 - 47,402

Left: These Aboriginal children travelled a long way from Elcho Island in the Arafura Sea off the north coast of Arnhem Land to Melbourne just to meet two of their AFL heroes; Michael Long of Essendon and Robbie Ahmat who was drafted by Collingwood from Darwin in 1994. From the Shepherdson College, a highlight of their trip was to represent the Bombers in the Hungry Jack's AFL Little League.

Right: South Australian captain Jared Crouch receiving the Commonwealth Bank Cup after his team defeated Victorian Metropolitan in the 1995 Grand Final. Jared also won All Australian U17 selection.

Far Right: Two Victorians shared a very special honour this year at the Commonwealth Bank Cup when they were named joint "Larke Medallists" for the Champion's best player in Division One. Victorian Metropolitan's Luke Godden (left) and Victorian Country's Ben Setchell became the first players ever to tie for this top award.

AFF Merit Awards

Merit Award Certificates are awarded annually to each State Football League to people rendering outstanding services to Australian Football. One such Certificate per State relates specifically to Junior Football.

The following nominations were approved for 1995:

- ACTAFL - M.C. McDonald
- NSWAFL - J. Reynolds
- NTFL - A. T. Shaw
- QAFL - L. Barker
- SANFL - J. S. Hunter
- VSFL - R. Rose O.A.M.
- WAFC - A. Pantone & K. J. Duffy
- AUSTRALIAN AMATEURS - D. Baker.

Resources

The Australian Football Foundation provides a wide range of coaching resources for coaches and teachers of all age groups from the introductory Auskick level to elite levels. Manuals, videos and charts are available covering topics such as skills teaching, tactics, psychology, fitness for football and position play.

Australian Football Foundation Board Members

- John Adams: Chairman; Partner, Adams, Maguire and Sier
- James Mackenzie: Managing Director, Transport Accident Commission
- John Halbert: Chairman SANFL Technical and Development Committee
- Bob Gozzi: Commissioner, Tasmanian Football League
- Ken Gannon: General Manager, Victorian State Football League
- Ian Collins: General Manager - Football Operations, Australian Football League
- Jeff Ovens: Executive Director, West Australian Football Commission
- Peter Cumiskey: General Manager, Queensland Australian Football League
- Ed Biggs: General Manager, Australian Football Foundation
- Prue Digby: Chief Executive Officer, City of Yarra
- Peter MacKinnlay: General Manager and Country Head Australia, Overseas Union Bank Ltd

- Ed Biggs, General Manager, Australian Football Foundation

player participation

	1990	1994	1995
Club	231,725	237,925	240,825
School	*97,175	97,375	(A) 92,775
Auskick	24,186	43,412	47,402
9-A-side	-	6,792	8,760
Womens	-	4,300	2,150
Veterans	4,500	4,675	3,175
Grand Total	357,586	394,479	395,087

*Estimated (A) Loss of school teams arising from industrial action in WA and policy changes in the ACT education system



AFL Annual Report

MARKETING

1995 was an exciting year in the AFL Marketing Department. This time last year we reported a departmental restructure and the addition of several new staff members. Thanks to the continued growth in all areas of our marketing and licensing activities, it became necessary to recruit Rebecca Hocking from the Umpiring Department to assist in the licensing area and the Department now consists of seven people.

1995 was our first year with new major sponsor, Coca-Cola, and if this first year is anything to go by, we have an excellent future together as partners in Australia's number one sport.

The people at Coca-Cola have demonstrated from the outset their keenness to leverage the major sponsorship and throughout the year we undertook a number of special promotions at the MCG and during Grand Final week. In particular, the Coke giveaways at the Grand Final Parade (ponchos, placards, foam hands and streamers) were a real hit with supporters and complemented the colourful street banners.

1995 started on a high note with the launch of the first Coca-Cola AFL Premiership season in Brisbane. Members of the Melbourne, Sydney and Brisbane media attended the launch and were on hand to see the AFL's new corporate television campaign unveiled.

Reigning Australian Open tennis champion Mary Pierce, American golfer John Daly and leading America's Cup yachtsman, Dennis Connor, all starred in the television commercial which continued the extremely successful "I'd Like To See That" theme, introduced in 1994.

Mary Pierce, John Daly and Dennis Connor were new to the campaign in 1995 while other world-class athletes Ian Wright, (England and Arsenal striker) Hakeem Olajuwon (NBA All-Star), Lawrence Taylor (11 times NFL All-Pro Linebacker) and British Lion Dean Richards all featured again.

The campaign continues to win major awards and recently received a national award for Commercial of the Year in the 1994/95 Australasian Retail category.

1995 was also the first year of Ansett Australia's sponsorship of the summer competition. The Ansett Australia Cup gained

instant acceptance, enjoying excellent crowds and some spectacular Grand Final entertainment. Ansett Australia continue to serve the competition as our official carrier and we are delighted to see the Ansett Australia Cup enjoy such a successful first year, one of many to come.

One of the most exciting developments in 1995 was the expansion of our international television audiences. Following our 1994 trip to the SPOTEL international television fair at Monte Carlo, distribution of our game has widened considerably and the countries and broadcasters which show our programs now include South East Asia, Japan, Ireland, United Kingdom, Middle East, Nauru and New Zealand. Several sports highlights programs that are broadcast worldwide also regularly include AFL footage and it is fair to say that our game now receives exposure equal to many world sports.

Our push for a wider international distribution has been helped enormously by David Barham and staff at Vuecast Pty Ltd, who not only produce our highlights program, but also administer our film and video library which was established in 1994. The film library continues to generate valuable income through footage sales and, more importantly, protects and controls this valuable resource for future uses including special programs and documentaries which will be shown throughout the Centenary year.

1995 also saw the return of a bigger and better Coca-Cola AFL Sensation which changed venue slightly to be predominantly based on the Old Scotch Oval, opposite Olympic Park.

There is no doubt that the 1995 Coca-Cola AFL Sensation was regarded by the media and the public as a vast improvement on the previous year's event. The event was far more visible, and attendances rose accordingly. We were blessed with fantastic weather throughout the week which added to the "feel good" atmosphere that pervaded the event this year. People also seemed to appreciate the new format of the Sensation, with some outdoor games and room for kids to run around and kick footballs on the oval. The vastly superior media coverage this year was a real plus and something to build on in future years.

One of the major "news" items this year was

the announcement of the AFL's official player program, Pro Squad. The AFL's own player group was launched in 1995 to a great deal of media interest and continues to develop under our licensing program.

With the co-operation of the AFL Player's Association, the AFL and Flying Start Promotions reached agreement this year relating to the marketing rights of AFL players. The agreement ended a legal stand-off between the two parties. This will enable the AFL to proceed smoothly with its marketing for the Centenary celebrations in 1996 with the full co-operation of AFL players. Most importantly, the agreement ensures that the AFL's corporate sponsors will be protected from any ambush marketing activities.

The agreement with Flying Start Promotions and the AFL Players' Association has not affected the operations of Pro Squad.

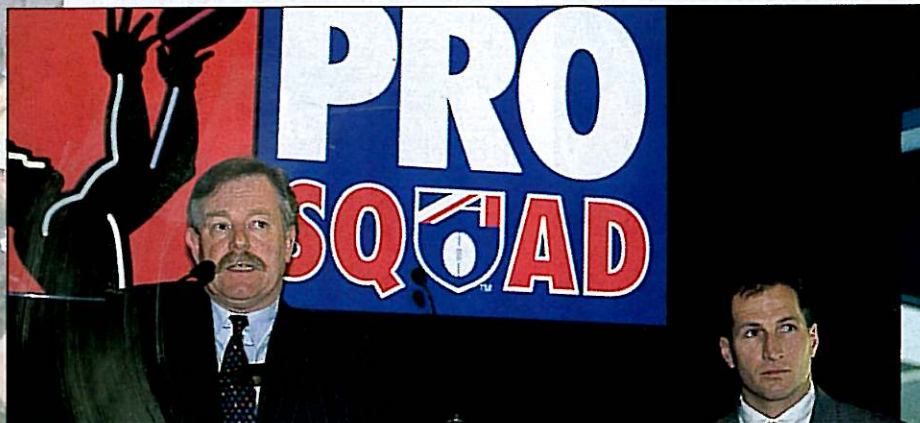
The Norwich Financial Group hosted another excellent function this year to celebrate the 1995 Norwich Rising Star Award winner - this year's winner a very deserving Nick Holland of Hawthorn. The award continues to grow in importance and has succeeded in focusing media attention on our youngest stars.

The Marketing Department also undertook a comprehensive corporate hospitality program this year with packages available at the MCG, Waverley Park and various official AFL functions, including the Brownlow Medal. The highlight of the year for corporate hospitality sales was the Grand Final Marquee Village, held at the AFL Sensation on Old Scotch Oval, where 1,000 guests enjoyed a three course lunch and entertainment from Triple M's "The Grill Team" prior to the big match.

As we focus our thoughts and energies on the forthcoming Centenary year, I would like to record my thanks to the following people who have been of such great assistance in 1995: David Barham and the team at Vuecast Pty Ltd, who produce our international television program, Jeff Browne and his staff for their invaluable legal advice, Randall Glennon at our advertising agency, The Campaign Palace, who provide us with such wonderful award-winning advertisements, Garry Kingshott of Ansett Australia, Mandy Hibberd-Day from Norwich, Tom Smith at CUB, Pauline Satchell at Challenge Bank and Jack Cowin of Hungry Jack's.

In particular I would like to thank Peter Trives of Coca-Cola Amatil for all his support and assistance throughout the year. He has made it a pleasure to get the new sponsorship up and running. Finally, I would like to thank my hard working colleagues Andrew McKenzie, Karen Phelan, Lyn Bunday, Mark Higgins, Helen Condon and Rebecca Hocking for all their efforts during this very hectic year.

- Grant Burgess, Marketing Manager,



Left: AFL Chief Executive Officer, Ross Oakley, launches the AFL PRO SQUAD. He is flanked by Collingwood player Craig Kelly, who manages the Squad.

L I C E N S I N G

The success of the AFL Licensing program in 1995 can be measured in two readily identifiable areas: firstly, the posting of a record \$60 million at retail sales and secondly, the willingness of more and more people to "show their colours" in official AFL Licensed Products.

The AFL Licensing program has posted a record result every year since its inception. Season 1995 was no exception. The retail result of \$60 million was achieved, up from \$54 million in 1994 - that is almost a 100% increase over the past two seasons from the 1993 retail figure of \$36 million.

This result should not be taken lightly. It came as the end result of the overall marketing component of the AFL 5-year plan, and a strategic and integrated licensing plan.

It is further highlighted when compared to the depressed nature of Australian retail and the less than spectacular increases achieved by even the leading Australian retail groups.

Our single-minded business objective is to become the number one licensed property in Australia by the year 2000.

Our benchmarks are the best licensing programs - sport or entertainment - across the world. AFL Licensing has a strategic responsibility in the development of the broader AFL brand through its ability to influence culture, young people and consumer perception and behaviour in relation to the AFL. This, coupled with our responsibility to return significant financial benefits to clubs, contributes significantly to the broader marketing role of promotion and development of the game.

1995 saw the successful implementation of Stage 1 of our licensing long-term plan. We have reduced overall numbers in our licensing base and set higher expectations from our licensees in product and performance standards. Stage 2, to be explored during our Centenary Year, includes establishment and promotion of AFL Licensed Products as a stand alone sub-brand of the AFL. The long-term objective is to grow and expand the business and to establish an AFL Properties organisation.

Some of the key objectives for our licensing program:

- Introduction of key brands to associate with the AFL brand. We recently launched our new Nike and revitalised Puma relationships for supporter apparel and guernseys alongside our highly successful Burley-Sekem partnership.
- Focus on apparel as a major growth opportunity - we want everybody showing their colours both at the matches and in all environments such as the golf course, the BBQ and the school room.

Right: Three elements of the marketing/licensing division: Top right: Dennis Connor, of America's Cup fame, helps promote the successful "I'd like to see that" campaign; Right: Adelaide Crow Matthew Connell displays some of the licensed products available; Far right: The AFL's PRO SQUAD meet at the MCG

- Increase the quality of our products across the range - gone are the days of duffle coats with player names on the sleeves!
- Continue to expand our business with key retailer and licensee partnerships.
- Promote the program. In 1996, our Centenary Year, there will be even more promotion.
- In 1995 we witnessed the introduction of the AFL PRO SQUAD, the official player marketing program of the AFL, managed by Collingwood premiership player Craig Kelly.

Strengths in our program this year include the increases in apparel (from 33% in 1994 to 45% of our business in 1995), retail expansion into concept stores/locations and catalogues, as well as technological advances in award-winning CD-Rom and Internet products.

Key measuring sticks of our business were all well up in 1995. This included core playing uniform up 70%, core long-term retail partners Myer and K-Mart up 80 and 65% respectively.

Areas that remain high on our list of priorities to expand and control are publishing, toy lines, gift packages and retail concepts.

It is worth noting that this year we are returning 86 cents in the dollar directly to clubs as part of the equalisation process. This is an exceptionally high figure by worldwide standards. Virtually all of this income is directly related to clubs, highlighting the tribal nature of our spectators flowing on to consumer purchases. The direct response to our clubs "win on Sunday, sell on Monday" theory has been showcased clearly this year (Richmond and Carlton, in particular, stand out).

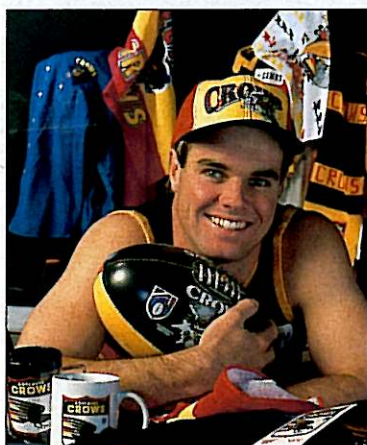
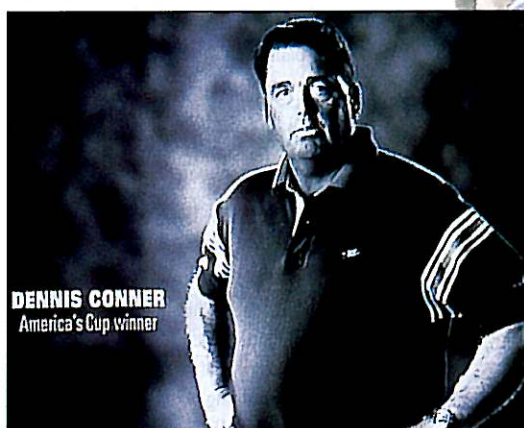
In 1995 we recognised the achievements of several partners with our Licensing Best & Fairest Awards. Winners were Croner-Tyco for their Matchbox cars, K-Mart for its retail program, Coca-Cola Amatil for its "Footy Faces" promotion, Vivid for product promotion, Davenport for development of a licensing program and Select Magazines (Trading cards) for Licensee Of The Year (second time running).

To our continued frustration AFL Licensing does not yet command the profile and acceptance in the marketing world as a leader in its field, despite having the obvious runs on the board. The difference between the official AFL program and other licenses is substance - passion - a desire to identify with a team. Our license is not just about entertainment or this season's fashion, but about being able to buy a piece of our club football culture. We have in 1995 experienced a decline in some areas of US sports which recognises the fickle nature of consumers and the delicate nature of sports licensing.

Our challenge and responsibility is to plan and think long-term. Our plans for 1996 are to utilise our history and the benefits of our Centenary Year as a springboard for the next 100 years. Our efforts are directed to working with our partners to revitalise our image for a new threshold of success in product, in sales promotions, in advertising, in sponsorships, in promotion, in sales, and in brand development of our game.

To our Clubs, licensees, retailers and promotional partners, we say well done - and congratulations on our success and we look forward to meeting these objectives collectively in the future. Thank you also to Lyn Bunday and Rebecca Hocking of the Licensing Team for their efforts in achieving this.

- Andrew McKenzie, Licensing Manager



AFL Annual Report

AFL FOUNDATION

the Australian Football League Foundation is involved in helping a great many people in our community to strive for and attain worthwhile goals in their lives through the AFL's Golden Opportunity Awards. While we have funded some fantastic projects over the past twelve months, we still find that little is known about the Foundation and the good it is doing.

The AFL Foundation was established following a VFL All-Stars match in 1984 to assist victims of the Ash Wednesday bushfires. A sum of about \$160,000 was raised from gate receipts and catering rights to contribute to the State Government Bushfire Relief Fund.

As a result of the substantial profile this game and the League's contribution generated, it was decided that both the League and the public could benefit significantly from having an on-going community fundraising presence.

Thus the concept of an AFL Foundation was born. The objectives of the Foundation created back then remain much the same today and applications may be submitted in any one of four categories:

- To overcome a social or educational disability of an individual, the purpose being to enable the candidate to develop possible skills or abilities which will allow that person to overcome isolation, lack of communication, physical immobility or any other handicap.
- A scholarship grant to assist in the further development of skills or exceptional talent possessed by a young person who would otherwise have no opportunity to realise the full potential of their talents.
- To assist a specific ongoing project which will benefit other members of the community in a clearly defined and original way.
- To assist a dependant family of an actively participating footballer who is seriously or permanently injured or killed while participating in a game or training.

To highlight the work of the AFL Foundation, two of the grants made in 1995 are outlined below:

Typo Station

The AFL Foundation was called on to assist with an initiative of the Youth Opportunity Program Ltd, which is an independent, non-profit organisation committed to helping young people explore and realise their true potential.

The project nominated for assistance from the AFL Foundation was Typo Station, specifically designed for adolescents who are homeless, experiencing family difficulties or young people who have been involved in conflicts with the law or school.

Typo Station is the name of the project and the actual property - a beautiful farm located in the Rose River Valley, south-east of Wangaratta. The historic property features a turn of the century mud brick homestead and is complete with out-buildings and a unique old style woolshed.

The AFL Foundation made a grant of \$15,000 to fund the design and construction of the homestead roof and verandah.

Michael Short

Michael Short, who is almost 21, became a quadriplegic in January while he and his friends were enjoying the surf at Sorrento on New Year's Day. Michael was dumped by the last wave they had decided to catch before getting out of the water and driving home. He is a quadriplegic from a high fracture that leaves him with only a slight amount of power in his shoulders.

Before his accident, Michael was singing in a band and spent much of his time composing and arranging music. He now has two aims - one to actively promote community awareness of spinal cord injury, particularly amongst other young adults and secondly to further his own education and return to music composition and arrangement.

In order to assist Michael with his hopes for the future, the AFL Foundation agreed to make a grant available for the purchase of computer equipment that would allow Michael to continue working at his musical composition and a motor vehicle in which he can be transported by his carer.

Throughout the year, members of the Foundation Committee have assessed a wide range of applications. Besides those outlined above, we have also assisted with the construction of four sleeping huts at the Taggerty Pioneer Farm, the establishment of Reclink, a football league for homeless/unemployed which has enjoyed considerable media attention and earned a great deal of praise in the community for the good it is doing and numerous other projects.

It is very gratifying to see recipients of the AFL Foundation who have used the grants to forge ahead in their particular field. Kyle Vander Kuyp, one of Australia's most promising athletes and one of the world's top hurdlers, was given financial assistance by the AFL Foundation so that he could compete overseas. At the time of writing, he is a definite medal prospect for the Atlanta and Sydney Olympic Games. Kyle is an excellent ambassador for Australia and never fails to acknowledge his gratitude to the AFL Foundation.

I should also mention that our profile this year has been raised somewhat thanks to the success of the "Toss the Coin" raffle, proceeds of which are divided equally amongst the AFL Foundation, Rotary Australia and the Australian Olympic Committee. Now in its second year of operation, the 1995 Toss the Coin raffle was launched at the MCG Gallery of Sport and attracted considerable media interest. We are indebted to all at Channel 7 for their support and look forward to funding many worthwhile projects with the funds generated from the raffle.

Finally, I would like to thank all the members of the AFL Foundation Committee of Management for their work throughout the year. In particular, special thanks should go to Dame Phyllis Frost and Mick Miller who both, despite gruelling personal schedules and countless other commitments, are untiring in their work for the Foundation. It is difficult to believe that the Foundation could have achieved so much without their energy and commitment. Thanks also to Ross Oakley, Chairman of the AFL Foundation, and other members Ian Collins, Greg Durham, Kevin Lehmann and Tony Peek.

- Karen Phelan, Secretary, AFL Foundation

Members of the Sacred Heart Mission football team in the Reclink competition in Melbourne.



AFL Annual Report

PUBLICATIONS

The Football Record, the flagship of the league's publications since 1912, entered into another phase of technology in 1995 when it was published 'desktop' for the first time.

And with the switch away from the traditional type-setting era came a re-organisation in personnel in the editorial and production departments.

The result: A slick, more streamlined and professional product.

The Record has long since moved away from the days when patrons largely regarded it as a 'numbers sheet' and the added information, color and features that now make up the content is eagerly sought by football followers and advertisers.

The change to 'desktop' allowed for the strengthening of the editorial section - with only a minimal overall increase in expense.

It was the task of AFL Communications Manager Tony Peek to bring all parties together and plan the Record's change to the new technology.

Greg Hobbs continued as Editor and chief writer in his ninth year in the job and the department was been boosted with the addition, on a part-time basis, of sports journalists Geoff Slattery and Corrie Perkin.

Slattery became the Managing Editor and Perkin the Co-Ordinating Editor and both were key components with bright, fresh ideas in the overall operation.

Campbell Smith of Myriad Communications also worked tirelessly as the Production Manager channelling copy and film into pages.

This team produced the Record in conjunction with Scanagraphix, which was responsible for the color separations, Progress Printers and Distributors, printers of the Record, Sporting Pix, in charge of the pictorial coverage and Cameron Media, which handled the advertising Australia-wide.

Sporting Pix also filed all AFL film used in the Record and started an AFL service library at its headquarters in West Melbourne.

The home and away issues of the Record remained at 40 pages but included more features than previously and this was favorably received by the football public. The design and general look of the book was also sharper and well worth the cover price of \$1.50.

This price did not increase from 1994.

More attention centred on lay-out, there was a bigger range of front covers for non-Victorian games and a greater variety of subjects were surveyed.

The size of the Record for the first three weeks of the 1995 finals increased to 70 pages and the price dropped to \$3 - 50 cents less than in 1994 when the early finals Records contained 62 pages. In 1995 we also saw the

biggest-ever Grand Final Record of 110 pages. This was an increase of 10 pages on 1994 and the cover price was \$5, an increase of \$1 on the previous season.

Sales of the Advance Edition of the Grand Final Record reached almost 90,000. This figure, added to the Match Day sales of 52,000, realised a record-breaking total of 142,000.

More effort was spent on alerting the public through advertising and promotions that the Advance Edition was on sale three days before the Grand Final and this will continue in 1996. There is no doubt the growth of the Advance Edition has been spectacular since its foundation days in the 1980s and the AFL will continue to explore more avenues to widen the trend.

There were 22 rounds in the 1995 home and away season - two less than in 1994. But with the arrival of the Fremantle FC eliminated the bye, which had been part of the fixture since Adelaide FC's birth in 1991.

So eight matches, instead of seven, were played each week and this meant that the home and away season season contained 176 games - eleven more than in 1994. The finals format remained the same.

Sales for the season, including the finals, were 2,043,000 which was an increase of about 150,000 on 1994.

Considerable research was conducted before the 1995 season 'new look' Record was launched and this led to greater attention to club notes, player profiles, more general information on players and a more extensive coverage of AFL matters from central control.

Football Park, SA returned disappointing sales in 1995 but this was influenced by a greater number of night matches at the ground.

A trend of falling sales has developed at night fixtures generally and the AFL is addressing that question. Crowds often arrive late and in the haste to gain entry and a seat many often forget to purchase the Record

until they are in position to watch the game.

Several ideas have been canvassed at meetings of the AFL Publications Board and it is hoped that the night sales situation will be turned around in 1996.

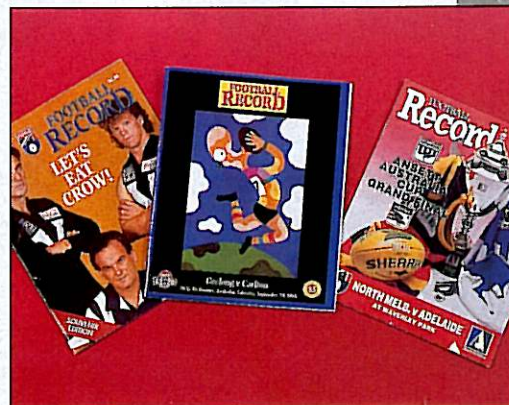
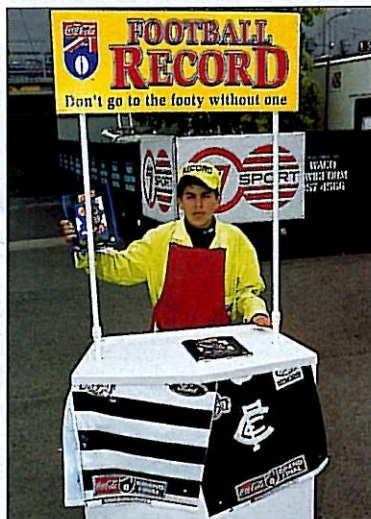
Thanks are extended to the Publications Board. The league is fortunate to have the experience of Rob Fildes and Harold Mitchell to join AFL representatives Ross Oakley (chairman), Ian Collins, Tony Peek, Greg Hobbs, David Anning (secretary), Kevin Lehmann, Grant Burgess, Geoff Slattery and Corrie Perkin on the Board.

The AFL also acknowledges several other vital contributors:

- Progress Printers and Distributors - the league has had a long and successful association with the Progress team and special thanks go to Neil Brown, Doug Power, Chris Jefferson and John Elkan. They gave fast co-operative support in 1995 as the Record went 'desktop.'
- Statisticians Col Hutchinson and Kevin Taylor and various other editorial contributors, including Ron Carter and Michael Roberts, plus the correspondents covering the clubs outside Victoria.
- Sporting Pix - the pictorial arm of the Football Record and Tony and Kerryn Feder provided a fast and professional service.
- Cameron Media - thanks to Barry Cameron and Matthew Healey who gave strong support in adding to the revenue of the Record.
- Scanagraphix Pty Ltd - thanks to Paul Wilson and his staff for a big job well done.

The Football Record could not meet its deadlines without everyone associated playing a part. On-time copy and film to satisfy deadlines is essential and became even more vital in 1995 and it will not be any easier in 1996 as we launch into the AFL's Centenary Year with several feature editions.

- David Anning, Secretary,
Publications Board.



AFL MEDIA Annual Report

all arms of the media once again contributed to the success of season 1995.

Football and the media have a strong relationship and both sides benefit from the mass coverage, whether it be news, features or the televising and broadcasting of games.

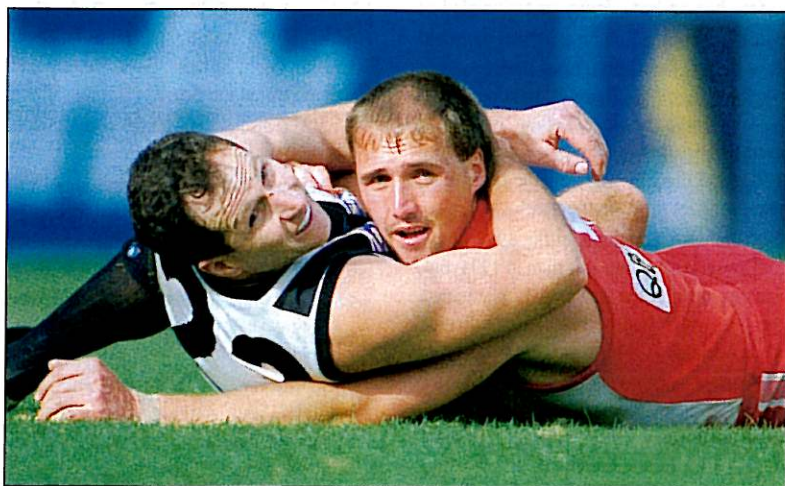
Each year the AFL recognises their work and the league is thankful for the backing of

Coca-Cola and Ansett Australia in this area.

The media awards were first introduced in 1972 and have been keenly contested each year since.

The presentation night in September was again held at the Hawthorn FC Social Club.

Judges sifted through a high quality list of entries and the winners are listed.



Wayne Ludbey of the Herald Sun once again entered a folio of top class pictures and the picture, above, of fierce opponents Craig Kelly (Collingwood) and Tony Lockett (Sydney) was one of them. He actually got the two players to smile for the camera!

The shot, below, was adjudged this year's Best Action Picture in the Media Awards. It was taken by Joe Armao of the Herald Sun and it shows Collingwood's Chad Liddell in flight after spearing out a handball.

Best TV News Coverage, sponsored by Cola-Cola:

The Seven Network, for its comprehensive news coverage and new program, Talking Footy.

Best TV Feature:

Nine Network, for the feature by Tony Jones and Lou Richards on Mr Football, Ted Whitten.

Radio Broadcasters Of The Year, sponsored by Coca-Cola:

ABC for its Grandstand program and commentary.

Best Regular Radio Coverage Other Than Match Broadcasts:

Peter Le Grand, K Rock, for his tribute to Ted Whitten on State of Origin day.

Best Football Feature:

Stephen Reilly, of The Age, for his feature on Fitzroy captain Brad Boyd.

Ansett Australia

Football Writer of the Year:

Patrick Smith, of The Age.

Best Action Photograph:

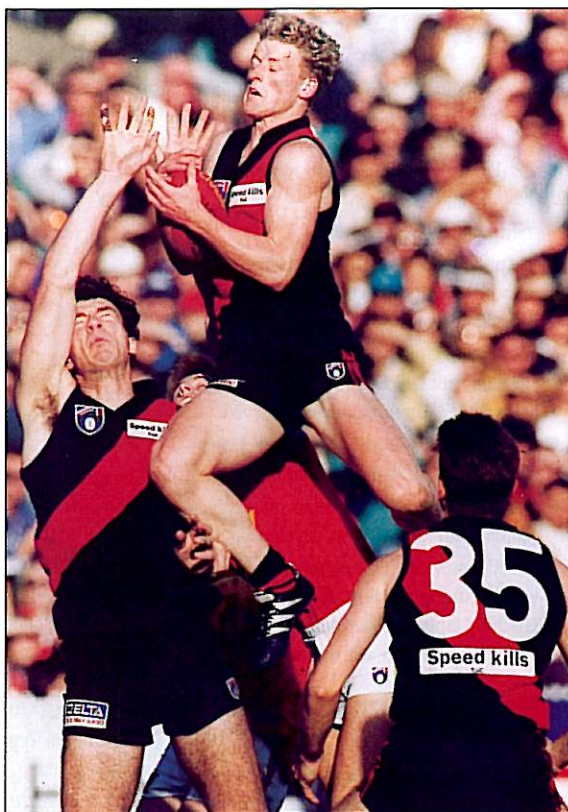
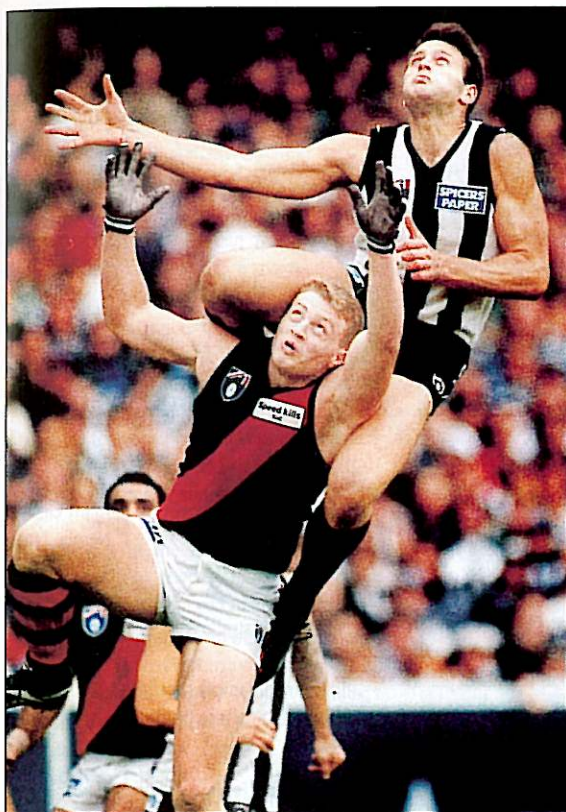
Joe Armao, of the Herald Sun.

Ansett Australia

Photographer of the Year:

Jack Atley, of The Age.





The Ansett Australia Photographer of the Year was Jack Atley, of *The Age*. The picture, above left, of Collingwood forward Saverio Rocca rising high was one of his entries.

And Ray Kennedy, of *The Age*, also had a good season and the picture, above right, of Essendon's Damien Hardwick marking high over a pack represented some of his work.

Below: This spectacular and unusual picture of West Coast captain John Worsfold hanging in mid-air, with the ball under his left arm, must have been more than a surprise for his teammate Chris Waterman and St Kilda rover Austinn Jones. It was taken by Greg Wood of *Westside Football*, Perth.



AFL Annual Report

U M P I R I N G

Ongoing progress was achieved during 1995. Objectives as detailed in the umpiring component of the AFL Strategic Plan were achieved in accordance with the time table.

Significant objectives were;

- The positions of State Director of Umpiring in both South Australia and Western Australia became AFL positions.
- The positions of National Training and Development Officer and Administration Officer - AFL Umpiring, were approved.
- All States developed a Five Year Plan plus an Annual Plan for Umpiring.
- A National Five Year Plan plus an Annual Plan for 1996 was developed.
- The AFL provided a "Sassy" computerised video editing system for producing coaching tapes and assisting with match performance review and appraisals.

National Organisation - Staffing

At the conclusion of the season, Des Foster resigned from the position of South Australian State Director of Umpiring. He was succeeded by Shane Harris, a former VFL/AFL Umpire who, for the past two years, has been part time Director of the VSFL Waverley Academy.

Don Casey, a former VFL umpire was appointed to the newly created position of National Training and Development Officer.

STATE	FIELD	BOUNDARY	GOAL	TOTAL
NSW	1	1	2	4
QLD	2	3	3 (1)	8 (1)
SA	2	4 (1)	4	10 (1)
TAS	-	1	2 (1)	3 (1)
VIC	32 (11)	21 (10)	16 (6)	69 (27)
WA	2 (1)	4 (1)	4 (1)	10 (3)
TOTAL	39 (12)	34 (12)	31 (9)	104 (33)

The major function of this position will be to develop and oversee the implementation of vocational education and training programs for Field, Boundary and Goal Umpires, plus coaching and support staff.

Train the Trainer and other appropriate programs will also be developed with the aim of enhancing the knowledge and skills of grass roots umpiring personnel.

The current organisational structure and staff is as follows;

National Director Bill Deller

AFL Umpires Coach David Levens

Administration Officers Judy Fryer
John Keogh
Cindy Smith

National Training & Development Officer Don Casey

State Director

New South Wales Keith Ogston
Queensland Neville Nash
South Australia Shane Harris
Victoria Kevin Mitchell
Western Australia David Johnson
Tasmania Norm Gregory

In Tasmania this is currently a TFL position. The timetable for it to become an AFL position is 1997.

AFL Squads

AFL Squads - Field, Boundary, Goal were made up of the best Umpires from each State League Senior Panel. 1995 Squads with a break down of State Representation, with finals appearances in brackets, are as follows;

Seven new Field Umpires were promoted to AFL Football in 1995. They were Craig



Durham 6 matches (QAFL). Steve McBurney 14 matches (VSFL). Darren McCauley 8 matches (VSFL). Mark McKenzie 21 matches (VSFL). Matthew Norden 13 matches (NSWAFL). Stuart Wenn 2 matches (VSFL). Richard Williams 6 matches (SANFL).

McKenzie was outstanding, officiating in 20 matches and being selected to the Finals Panel. McBurney, Wenn and Norden all demonstrated above average ability at various times.

Two other outstanding achievements were those of Goal Umpires, Steve Shepherd and Neil O'Brien. Shepherd is based in Hobart and after only 31 AFL matches was selected for the AFL Grand Final, thus becoming the first non Melbourne based Umpire to officiate in a Grand Final. O'Brien commenced umpiring in Cairns and moved to Brisbane with the dream of umpiring AFL Football. In his first year in the AFL and after only 11 matches, he was selected to officiate in the finals series. His dream certainly came true.

Umpires who retired or were delisted after Season 1994 were Murray Bird (43 AFL matches - returned to QAFL). Kevin Chambers (7 AFL matches - returned to SANFL). John Murnane (2 matches - retired). Gerald Walsh (11 matches - retired).

Performance Standards

For the second year in succession we failed to capitalise on the opportunity presented to us in the form of the three umpire system.

Whilst it could be argued that the increase in numbers per round over the last 2 seasons, (from 14 per round in 1993 to 24 per round 1995), exposes our inexperience and lack of depth, the three umpire system offers the opportunity to achieve a consistently high level of performance. This was again evident during the finals series (when the twelve best performed Umpires were in action) where the standard was good in all matches and the Umpires were hardly noticed. This was achieved with 3 (25%) new umpires in the finals 12, McKenzie 20 matches, Nash 38 matches and Scroop 50 matches.

If the 25% new umpires in the finals is compared with the percentage of new umpires in the Home and Away Season, 7 of 35 or 20%, then it becomes evident that our so called inexperience and lack of depth is not necessarily the problem. Rather the problem appears to lie with the middle order and more experienced group. They are the ones whose performances were not up to expectations and when experienced umpires such as Russo, Howlett, Mitchell and Allen are unable to perform at a level to warrant selection to the finals panel, then this has a dramatic adverse effect on performance standards. It is this group plus the middle order which need to provide us with a lift in Season 1996.

- Bill Deller, National Director of Umpiring

1995 umpires & finals

	Elim	Qual	1sts	2nds	Prel	G.F.Total	
Rowan Sawers	... 5	... 5	... 5	... 5	... 7	... 4	... 31
Bryan Sheehan	... 4	... 3	... 5	... 2	... 4	... 4	... 22
Peter Carey	... 3	... 4	... 1	... 3	... 4	... 4	... 19
Denis Rich	... 1	... 4	... 3	... 1	... 3	... 3	... 15
John Russo	... 1	... 4	... 1	... 3	... -	... 2	... 11
Darren Goldspink	-	... 3	... -	... -	... 3	... 2	... 8
David Howlett	... 1	... 2	... 1	... 2	... 1	... 1	... 8
Hayden Kennedy	-	... 3	... 1	... 1	... 2	... 1	... 8
Chris. Mitchell	... 2	... 3	... 2	... -	... 1	... -	... 8
Gavin Dore	... 1	... 3	... -	... 2	... 1	... -	... 7
Andrew Coates	... -	... 3	... 1	... 1	... 1	... -	... 6
Grant Vernon	... 1	... 2	... 3	... -	... -	... -	... 6
Brett Allen	... -	... 1	... -	... -	... 1	... -	... 2
Greg. Scroop	... -	... 1	... -	... 1	... -	... -	... 2
Mark McKenzie	... -	... 1	... -	... -	... -	... -	... 1
Mark Nash	... -	... 1	... -	... -	... -	... -	... 1

1995 umpires & games

	1995 Games	Total	First Game	Recruited From
Darren Agnew	1	9	1993	VSFL
Brett Allen	17	66	1992	VSFL
Keith Callaghan	12	36	1992	VSFL
Peter Carey	24	229	1985	VFL Reserves
Geoff Caulfield	17	53	1991	Diamond Valley
Andrew Coates	22	92	1989	Essendon Dist.
Gavin Dore	21	131	1986	West Gippsland
Craig Durham	6	6	1995	QAFL
Trevor Garrett	14	50	1991	WAFL
Darren Goldspink	20	107	1989	Preston Dist.
John Harvey	13	50	1990	VFA
David Howlett	19	186	1982	Essendon Dist.
Hayden Kennedy	25	138	1988	Essendon Dist.
Stephen McBurney	14	14	1995	South East Sub.
Darren McCauley	8	9	1993	Essendon Dist.
Shane McInerney	12	20	1994	Ballarat
Mark McKenzie	21	21	1994	Doncaster Dist.
Anton McKernan	11	62	1991	Waverley Jnrs.
Scott McLaren	10	18	1994	Eastern Dist.
Chris. Mitchell	19	1994	1984	Footscray Dist.
Mark Nash	20	39	1994	Waverley Jnrs.
Matthew Norden	13	13	1995	Doncaster Dist.
Adrian Panozzo	11	23	1994	Waverley Jnrs.
Tim Pfeiffer	13	24	1994	SANFL
Mark Prince	14	39	1993	VSFL
Denis Rich	22	207	1983	Western Sub.
John Russo	20	222	1982	Southern Ump.
Rowan Sawers	24	367	1977	Southern Ump.
Greg. Scroop	22	52	1990	WAFL
Bryan Sheehan	24	200	1986	Dandenong Dist.
James VanBeek	17	56	1991	Dandenong Dist.
Grant Vernon	22	144	1987	WAFL
Stuart Wenn	2	2	1995	Eastern Sub.
Mark Westgarth	19	69	1982	Western Sub.
Richard Williams	6	6	1995	SANFL

Left: The 1995 Grand Final umpires come out to play - from left: Peter Carey, Hayden Kennedy and Darren Goldspink.

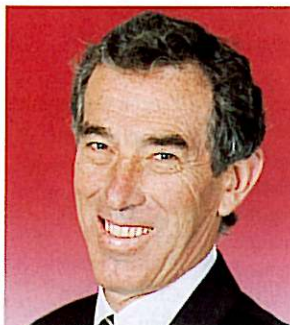
AFL Commissioners — 1995



JOHN KENNEDY
(Chairman of Commission)



COLIN CARTER



RON EVANS



WAYNE JACKSON
(Appointed 19.6.95)



ROSS OAKLEY
(Chief Executive Officer)



TERRY O'CONNOR



GRAEME SAMUEL



JOHN WINNEKE
(Resigned 26.5.95)

AFL Administration

CHIEF EXECUTIVE OFFICER

R. G. Oakley (Personal Assistant — R. Desmond)

GENERAL MANAGER — FOOTBALL OPERATIONS

I. Collins, (Personal Assistant — S. Ohlson)

FINANCE

K. Lehmann (Manager)
R. Maclarn (Secretary)
D. Anning (Accountant)
M. Kiernan (Accounting)
M. Harte (Accounting)
J. Clayton (Accounting)
C. Beecroft (Accounting Trainee)

AFL MEMBERSHIP

M. O'Sullivan (Manager)
J. Smillie (Secretary)
R. Anderson (Manager — Membership Services)
R. Taylor (Senior Membership Administrator)

COMMUNICATIONS

T. Peek (Manager)
P. Edebone (Media Liaison Officer)
G. Hobbs (Publications Manager)
J. Cooke (Media Co-ordinator)

FOOTBALL OPERATIONS

D. Moore (Manager — Football Projects)
C. Burnie (Personal Assistant)
M. Patterson (Manager — Football Administration)
T. Claridge (Secretary)
C. Hutchinson (Statistician)
J. Lindsay (Manager — Ground Operations)
J. Loughnan (Administrative Assistant)
G. Finn (Ground Mngr, Waverley Park)
M. McMahon (Administration Officer)
R. Berryman (Administration Officer)
A. Hills (Administration Officer)
G. Robins (Senior Telephonist)
G. Gazelle (Office Assistant)
I. Sabjert (Cleaner)

MARKETING

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

UMPIRING

W. Deller (National Director of Umpiring)
K. Mitchell (Victorian State Director of Umpiring)
D. Levens (Umpires' Coach)
J. Keogh (Administration Officer)
J. Fryer (Administration Officer)
S. Clancy (Administration Officer)
C. Smith (Secretary)

CENTENARY EVENTS

J. Lauritz — (Manager)
J. Tregear — (Co-ordinator)
C. Oswald — (Production Supervisor)
C. Griffin — (Administration Assistant)

Appointments — 1995

PATRON

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

CHAIRMAN OF COMMISSION

J. Kennedy

CHIEF EXECUTIVE OFFICER: R. Oakley

COMMISSIONERS

G. Samuel, C. Carter, R. Oakley,
T. O'Connor, R. Evans, W. Jackson

CLUB PRESIDENTS/CHAIRMEN

Adelaide: R. Hammond
Brisbane: N. Gordon
Carlton: J. Elliott
Collingwood: A. McAlister/K. Rose
Essendon: D. Shaw
Fitzroy: D. Hore-Lacy
Footscray: P. Gordon
Fremantle: R. Kelly
Geelong: R. Hovey
Hawthorn: G. Lord/B. Coleman
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. Carille
1993-1995: J. Winneke

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, P.O. Box 1224, Fitzroy North 3068

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: G. Lord/B. Coleman, 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/K. Templeton, P.O. Box 173, Paddington 2021

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

PLAYER PAYMENT COMMISSIONER

R. Lane

AFF REPRESENTATIVES

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

TRIBUNAL — SENIOR

N. Busse (Chairman), B. LeBrocq,
S. McGuire, G. Sherry, G. Forster,
D. Shilbury, M. Green

TRIBUNAL — RESERVES

G. Meese (Chairman), P. Hollings,
M. Kelleher, M. Browne, S. Cusumano,
P. Serong

PLAYERS' ADVOCATES

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

ADMINISTRATION STAFF EXECUTIVE SUB-COMMITTEE

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

AFL LAWS COMMITTEE

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

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, G. Slattery, C. Perkin.

UMPIRING SELECTION AND COACHING COMMITTEE

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

APPEALS BOARD

P. O'Callaghan (Chairman), J. Clarke,
C. Stubbs, B. Beattie, B. Bourke, G. Francis,
J. Rheiner

GRIEVANCE TRIBUNAL

K. Power, J. Rush, QC, P. Sinn, M. Moncrieff,
S. Newport, L. Serafini.

AFL FOUNDATION

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

LEGAL ADVISER

Browne & Co.

MEDICAL COMMISSIONERS

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

AFL OFFICIAL ANNOUNCER

C. Willis

ARBITRATOR

A. Nolan

INVESTIGATION OFFICER

M. Amad

BANKERS

Westpac Banking Corporation

ADVERTISING CONSULTANTS

The Campaign Palace

AUDITORS

K.P.M.G.

ALL-AUSTRALIAN TEAM SELECTION COMMITTEE

R. Oakley (non-voting chairman), I. Collins,
G. Healy, R. Glendinning, M. Blight,
K. Bartlett, M. Patterson (secretary).

AFL Annual Report

LIFE MEMBERS

Graeme Samuel has been at the forefront of many of the AFL's biggest decisions since being appointed a foundation Commissioner in December, 1984. At that time the Commissioner was the late Jack Hamilton and the four Non-Executive Commissioners Peter Nixon, Peter Scanlon, Dick Seddon and Mr Samuel.

Mr Samuel has been untiring in his Commission duties and during his time in office has been a vital force behind some of the league's most far-reaching policy decisions which have included the addition of four clubs from outside Victoria, the rationalisation of grounds, the fixturing of games, the financial positions of clubs and other strategic issues.

Mr Samuel has not been afraid to stand up front in some of the decision-making which at times has angered supporters of some clubs, particularly in the area of amalgamation or relocation.

He spends long hours attending to football business and his Life Membership of the AFL is just reward for his devotion to duty.

Mr Samuel left a career in law to become Executive Director of the Macquarie Bank and is now principal of Grant Samuel and Associates, corporate advisers.

Justin Madden, the Carlton ruckman, joins his brother Simon, a former Essendon ruckman, as a Life Member of the AFL. They become the first set of brothers to be awarded the honor.

Justin last season took his games tally to 311. He started his senior career with Essendon in 1989 and after 45 games with that club crossed to Carlton in 1983 where he has played a further 266 games. Brother Simon played 378 matches.

Last year Justin turned 34 and was the third oldest player in the competition but he continued on his triumphant way, starring in Carlton's premiership win and gaining selection in the Coca-Cola AFL All-Australian team.

Justin is affectionately known as 'Harry' and apart from his on-field football longevity has been a leading member of the AFL Players' Association in his capacity as president.

Over the journey he has won two Carlton Best and Fairest awards - in 1985 and 1991 - was second in 1988 and third in 1989. He wore also second in the Brownlow Medal count in 1985.

It has been a long football innings since he played his first league game for Essendon against Richmond in Round 13, 1980. He wore No.44 on his back that afternoon - and he still does!

Max Basheer is a new Life Member with a difference - his long association with football has been in South Australia and he is currently the Chairman of the SANFL Commission.

But while Mr Basheer has devoted his energies to SA football he has been for many years a familiar figure in the AFL boardrooms, particularly in the lead up to the formation of Adelaide FC in 1991.

Mr Basheer was Chairman of the Interim Board of the Adelaide FC and is today the club's No.1 member.

Over the years he has held many responsible positions in football. He was a SANFL Commissioner from 1962-66, a senior vice president of the SA League from 1967-78, he was a member of the steering committee to establish Football Park from 1969-74 and in 1978 he was appointed president of the SANFL, a post he still holds.

From 1980-85 he was also a Director of Australian Football Championships Pty Ltd. In 1990 he was appointed Chairman of the SA Football Commission and still retains that position.

These are just some of the positions he has held. He has, over a long period, been a friend of the VFL/AFL, even if at times he and his league haven't agreed with some of the AFL's plans and decisions, particularly in the area of national expansion.

During the 1995 season **Robert Walls** passed the 300-game milestone as a league coach and he richly deserves his AFL Life Membership.

His senior league career began with Carlton in 1967 and he established himself as one of the game's leading centre half-forwards. He finished his playing career with Fitzroy in 1980 and overall played a total of 259 games.

Walls played in Carlton's premiership sides of 1968, 1970 and 1972 and was club captain in 1974 and 1977-78.

His coaching started at Fitzroy in 1981 - he stayed for five seasons (115 games) and three times directed the Lions into the finals. He went home to Carlton as coach in 1986 and after finishing runners-up that season the Blues won the premiership in 1987. After 84 games he left Carlton in 1989 and by 1991 he was coach of Brisbane.

In 1995 he coached the Bears into their first finals series. But, after 109 games in the north he decided to return to Melbourne and in 1996 is coaching Richmond.

Walls the coach is noted for his deep thinking and his teachings to younger players. He has achieved the ultimate as both player and coach and it is fitting he should be honored by the AFL in this way.

LIFE MEMBERS

Andrew, C. B.	Crone, D. H.*	Hammond, T. W.*	Lowe, H. J.*	Nash, A. C.	Sheedy, K.
Ansett, R. G.	Crowe, J. P.*	Harris, G.	Luke, Sir Kenneth*	Nathan, Sir Maurice*	Sherrin, T. W.*
Aylett, Dr A. J.	Dallas, L. F.*	Harris, J. D.*	Madden, J.	Newman, J.	Schimmelbusch, W.
O.B.E.	Daniher, T.	Harrison, H. C. A.*	Madden, S.	Nicholls, J.	Skilton, R. J.
Banks, N.*	Davis, B. J.	Hawkins, D.	Mantello, A.	Nixon, P.	Smith, N.*
Banks, T.*	Deller, W.	Hickey, C. M.*	Manzie, A. A.*	O'Brien, F. E.*	Smith, K.
Barassi, R. D.	Dempsey, G.	Hickey, R.*	Matthews, L.	Okey, H. C.*	Spencer, Sir Baldwin*
Bartlett, K. C.	Denham, J.*	Hird, A. T.	Maybury, W. A.*	Page, P.*	Stewart, I. H.
Basheer, M.	Doull, B.	Hocking, V. J.*	Meere, J. F.*	Parker, J. H.	Strickland, W.*
Bentley, P. J.*	Drake, I.	Hogg, R. B.*	Melville, J.*	Parkin, D.	Sutton, C.
Blair, J. C.*	Dummett, A. E.*	Hovey, R.	Minogue, D.*	Phelan, L. J.*	Thompson, L. M.*
Bourke, B.	Dunning, A. W.*	Huggins, G. G.	Mitchell, P. J.*	Pullen, H.*	Thompson, L.
Bourke, F.	Dyer, J. R.	Hughes, F. V.*	Moir, G. A.*	Quinlan, B.	Titus, W. J.*
Breen, B.	Dyke, H. J.*	Hunt, R.*	Monteath, J. H.*	Ramsay, S. W.*	Tobin, A. V.*
Brew, W. G.*	Elder, J.*	Hutchison, W.*	Moore, K.	Rantall, J.	Trainor, A. M.*
Brooks, Sir Dallas*	Elms, M.*	Inskip, G. H.*	More, I. W.*	Reid, F.*	Trumble, T. C.*
Brown, A.	Farnan, P. J.*	Irvine, J.*	Morris, I.*	Reynolds, R. S.	Tuck, M. O.A.M.
Brownlow, C.*	Farnsworth, G.*	Irving, J. W.	Morrish, T. W.*	Richards, L.	Walls, R.
Cameron, P.	Ferguson, Dr A. S.	Jeans, A. L.	Mullaly, R. T.*	Richmond, G.*	Watson, T.
Capes, A. G.	Fleming, W. R.*	Jennings, A. R.	Murray, K.	Roberts, H. L.*	Webb, K. A.
Carlyon, G. S.	Foley, A.*	Jona, Dr. J.*	MacMullen, J.*	Robinson, I.	White, J. J.*
Cathie, G. J.*	Foulds, G.	Jones, E. L.*	McBrien, Hon L. H.*	Rose, R.	Whitten, E. J.* O.A.M.
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Chessell, A. J.	Gay, N.	Joyce, J. J.*	McClelland, Dr W. C.*	Rush, R. T.*	Williams, O. M.*
Cloke, D.	Gibson, I. A.*	Kennedy, E. P.*	McCracken, A.*	Ryan, P. J.	Williams, J. L.*
Clover, H. R.*	Gleeson, B. J.*	Kennedy, J.	McCutchan, J.*	Samuel, G.	Wilson, C. G.*
Collins, J. J.	Goding, H. A.*	Kennedy, P.*	McCutchan, E. O.,	Sawers, R.	Wilson, E. L.*
Connoley, J.*	Green, M. O.*	Killingsworth, F. E.*	O.B.E.*	Scanlon, P.	Wilson, W. I.
Cook, R. G.	Greene, R.	Kimberley, C.	McGowan, A. F.*	Schultz, J.	Winneke, Sir Henry*
Copeland, E. W.*	Greig, K.	King, A. L. V.*	McHale, J. F.*	Schwab, A.*	Worrall, J.*
Coventry, G. R.*	Haley, T.	Knight, W. J.*	McIntosh, D.*	Scott, D.	Youlden, H. K.*
Crebbin, W. C.*	Hale, J.	Lancaster, L.	McMurray, J.*	Shaw, T.	
Crichton, W. R.*	Hamilton, J. C. A.M.*	Lane, R.	Nankervis, I.	Shaw, A. H.*	

*Deceased.

AFL Sports Traineeship

Sport, and especially Australian Football, has for a long time been an integral part of Australian society. In more recent times though it has achieved the status of an industry in its own right, and with that the recognition of governments and other bodies of the contribution sport makes to the physical, social and economic well-being of the nation.

In this context the AFL Group Training Company which was established towards the end of 1994 makes a conscious effort to enable young people find employment within the industry.

In the course of 1995 the Company has employed 150 young men and women in the traineeship program. Of this 150, 49 were listed AFL players and 16 were players registered either with the VFA, VSFL, SANFL or the WAFL. As well there were five umpires - four AFL and one SANFL. Twenty three of the trainees were young women who undertook traineeships either in sports administration, grounds maintenance or catering/hospitality.

The program received excellent support from each of the AFL clubs all of whom

endorsed and employed trainees.

There are three elements to a traineeship - an employer, a trainer and an applicant. Employers are obviously the key to the program. There is no problem finding young people who are interested in doing an AFL Sports Traineeship - in 1995 more than 1300 applied, while for 1996 already more than 900 have asked to be considered.

There are numerous TAFE colleges and private providers prepared to offer the off-the-job training, but where the challenge lies is in finding suitable employers within the industry. Much of the time and energy of the Group Training Company staff is devoted to "spreading the word" among employers. Their task is made easier by the generous support provided by the AFL in terms of financial management and other support, to say nothing of the disbursement of the very substantial monies raised by means of the levy on finals tickets over the past two years. These monies plus the significant subsidies from the Federal Government paid through the Department of Employment, Education and Training and the support received from the various State Government's training bodies all ensure that employers are given every encouragement to give a young person a chance.

The AFL Group Training Company is controlled by a Board of Directors whose members are: Ian Collins (Chairman), Peter Allen (AFL Players' Association), Michael Green, David McKay (NETTFORCE), Simon Madden (AFL Players' Association), Mark Patterson, Damian Smith and Philip Wallbridge (Manager). In 1996 the Company has a target of employing 200 trainees. Apart from offering traineeships in the major centres - Perth, Adelaide, Melbourne, Sydney and Brisbane - moves have been made to expand the program into Hobart, Geelong, Ballarat, Bendigo, Shepparton, Albury/Wodonga and Central Gippsland.

In addition to the streams which were offered in 1995 - Sports Administration, Catering/ Hospitality and Grounds Maintenance - traineeships will be offered in Sports Marketing and Fitness Instruction in 1996.

All listed AFL players will be expected to complete an additional course relating to their role as professional sportsmen.

In this way the AFL is making a very real contribution to the sports industry as a whole and to football in particular.

- Philip Wallbridge, Traineeship Manager

Tony Brown

Young St Kilda forward Tony Brown's career took a turn for the better in 1995 when Yarra Yarra Golf Club accepted an approach from the football club to give him on-the-spot training under the AFL traineeship scheme.

Brown, 18, whose salary was paid by the AFL, worked on ground maintenance, in the club house and attended college.

"I started working at Moorabbin and John Beveridge (St Kilda recruiting manager) asked if I would like to work at Yarra Yarra.

"I enjoy working outdoors and I have been offered a Turf Management apprenticeship so it has fallen into place really well," Brown said.

The hours have also helped Brown juggle football, work and school. "I start at 7am and finish at 3.30pm and school finishes at three which gives me time to get to training. It's a pretty long day but I fit it all in."

"Any employee who is willing to work and willing to listen is good for us," said Yarra Yarra curator Jeff Keast. "Tony has been excellent, he is very mature and is a great young man. We have been able to ease him into things and he has chosen this line of work is his chosen profession."

While Yarra Yarra picked up Brown with the compliments of St Kilda FC, the AFL Group Training Company wants to widen employer participation in the golf industry.

"The AFL Sports Traineeship started when Essendon coach Kevin Sheedy and ACTU Secretary and Bombers' supporter Bill Kely developed a traineeship for footballers," said AFL Group Training Company consultant John Allpress.

"It is aimed at young players.

"Sixty per cent of drafted players never play in the firsts and the trainee scheme was developed to give young footballers a year to concentrate while at the same time giving them the opportunity to develop skills to get jobs later on.

"Essendon trialed the scheme in 1993 with six players and in 1994 almost all the AFL clubs participated. In 1995 the scheme was opened to all sporting companies, organisations and clubs and all kids who are interested in sport and included 126 trainees."

The 12-month traineeship aimed at 16-19 year-olds combines schooling with on the job training and employers can select their own trainee or select an AFL applicant.

The AFL Group Training Company employs the trainees and pays award wages and provides conditions appropriate to the work undertaken and leases them to the host employer.

About 75 per cent of the time is spent on the job and the scheme provides quality off the job training valued at \$2,100, at no cost to the host employer.

The 1996 traineeship will comprise six

elements: the professional sportsperson, hospitality and catering, grounds maintenance, sports administration, sales marketing and fitness instruction.

While the AFL traineeship has no trouble in attracting trainees (in 1995 the scheme attracted 1,300 applicants), it also has some added benefits for the host employers.

Mr Allpress said: "There are about 100 different traineeships and if you put on a trainee you can get a subsidy of \$2,000; the government has given us an additional \$3,000 and we pass the \$5,000 back to our host employer.

"For example, a year 12 school leaver training in ground maintenance this year cost the host employer \$6,461.

"We find a lot of small sporting clubs and organisations don't have the knowledge to organise traineeships so we take the burden off them. It also gives the advantage that where it doesn't work out the trainee is our problem.

"Alexandra and Eildon Golf Clubs were not able to afford a trainee even with the \$5,000 subsidy, so they share a trainee.

"Other clubs have taken trainees on in their own right," he said.

Green Acres Golf Club has been involved with the scheme and General Manager Geoff Brookes said, "The AFL has been very good, it welcomed on-site employer in put, was very pro-active and preferred to get the best for everyone"



Ted Whitten

Football all over Australia was saddened with the death of one of the game's most famous sons, Ted Whitten, on August 17, 1995.

Ted had finally lost his battle with cancer and the State Funeral that followed in Melbourne underlined the standing he had in the sporting community in all parts of Australia.

Ted was 62 and two months before his death he had made one last appearance at his beloved MCG before the State of Origin game between Victoria and South Australia. The seriously ill E.J., as he was affectionately known, was driven a lap of the ground, accompanied by his son Ted jun. and it was one of the most tearful and emotion-charged few minutes in the great stadium's history.

A crowd of almost 65,000 knew then they they were saying goodbye to one of league football's most dynamic and colorful personalities - a 321 game veteran with Footscray, a captain and coach of that club, a wonderful player in the Big V and the man who instilled life back into the State of Origin concept in his role as chairman of the Victorian selectors.

The headlines that followed his death were those usually saved for the death of a Prime Minister.

Thousands gathered for the State Funeral at St Patrick's Cathedral in East Melbourne and thousands more assembled in Melbourne streets to watch the cortege pass by and there were bigger throngs in the western suburbs, and at Footscray's Western Oval (since renamed the E.J. Whitten Oval) where Ted performed much of his greatness.

The cortege headed for the Altona cemetery where there was a private family cremation.



Above: Pictured by the casket are Ron Barassi (closest to camera) and facing are Neil Kerley (centre) and Allen Aylett.

Below: Ted Whitten's funeral - and three of the six casket bearers Ron Barassi (front - partly hidden), Mal Brown (centre) and John Schultz.

Melbourne had seldom seen such an outpouring of love and grief and Mr Des Tobin of Tobin Brothers, who directed the funeral, said in 35 years of conducting funerals he had never seen anything like Ted Whitten's farewell. Nobody had had it bigger than this.

Scores of football's biggest names were at the funeral service which was also attended by a huge presence of dignitaries including the Governor of Victoria, Richard McGarvie, the Victorian Premier Jeff Kennett, the Federal Treasurer Ralph Willis and the Deputy Leader of the Federal Opposition Peter Costello.

Ted's son Ted jun. and triple Brownlow Medallist Bob Skilton delivered remembrances at the service which was conducted by the Most Rev. Peter J. Connors, Auxiliary Bishop for the Western Region of the Archdiocese of Melbourne.

Skilton described Whitten as 'uniquely Australian - and a born leader on and off the field.' He said that as a player Whitten was the 'complete package' - a fine athlete with wonderful skills, tough as nails, a fierce competitor who thrived on the skill of the contest.

The Pall Bearers were the Victorian Premier Jeff Kennett, leader of the Victorian Opposition John Brumby and Messrs. Paul Moore, Bryan Grey, Ross Oakley and Charlie Sutton.

Whitten's old mates and football foes acted as the Casket Bearers - Ron Barassi, Allen Aylett, Neil Kerley, John Nicholls, Mal Brown and John Schultz.

They were putting to rest their old mate 'Mr Football', the wizard in the No.3 guernsey who will not only be remembered as a hero in the game but for his famous State football catchcry 'We stuck it up 'em'.

The chief mourners were Ted's wife's Val and son Ted jun.



edward james whitten O.A.M

Nicknames E.J. and Mr Football
Date of Birth 27.7.1933
Died 17.8.1995
Club Footscray
Games 321
Goals 362
Captain 1957-70
Coach 1957-66, 1969-71
Premierships 1 (1954)
Total Finals 10
Club Best and Fairest 5
State Games 29
State Captain and Coach 1962
All-Australian 1956, 58, 61
Victorian Selector 1983-94
Chairman 1987-94
Life Member AFL and Footscray

Don Williams

One of the dashing players in Melbourne's golden era of the 1950s and part of the 1960s, Don Williams, died on October 19, 1995, aged 60.

Don played in the Melbourne 1955-56-57, 1959, 1964 premiership sides and won a reputation as being a top-line defender who could also play successfully in the centre.

He played 206 games from 1953-59 and 1964-68. In between he played with West Perth and also WA. He also played for Victoria eight times. Melbourne premiership players formed a guard of honor at his funeral service at Springvale.

Sef Dunn

The AFL's 1988 Jack Titus Award winner, Sef Dunn of the Hawthorn FC, died in May, 1995.

Sef served on the Hawthorn Board for 27 years (1957-83), was on the club's Recruiting Committee from 1959-92 and he was a Life Member of both the Football Club and the Social Club.

Brian Moloney

Country football lost a wonderful ambassador in Brian Moloney when he died in July, 1995.

Brian, who played league football with Carlton and St Kilda, was a former president of the Victorian Country Football League and always a champion for that body's causes.

Col Austen

Brownlow Medallist Col Austen died on October 3 shortly after he had attended the 1995 Medal count. He had been seriously ill for several months.

Col was 74 and in 1949 topped the Brownlow voting with South Melbourne player Ron Clegg. However, he was defeated on a countback and it wasn't until 1989 that he collected a medal after the VFL changed the rules regarding the countback system.

Col was a brilliant half-back who played 91 games at Hawthorn from 1940-43 and 1946-49, winning the club Best and Fairest award in 1949. He later played 50 games with Richmond from 1950-52 and ended his association in the VFL as captain-coach of Richmond Reserves. He won the Gardiner Medal in 1953 for the league Best and Fairest player in that grade.

Arthur Dunning

Hawthorn stalwart and AFL Life Member Arthur Dunning died in September, 1995. For many years (1961, 1963-70) Arthur was a well-liked and well-respected Hawthorn delegate at the league table. In this role he was was one of Hawthorn's most influential identities, serving on its committee from 1949-72 and he was a vice-president from 1955-70. He was also president of the Hawthorn FC Social Club from 1963-72.

Arthur was a Life member of the Football Club and the Social Club.

Eddie Hart

Fitzroy lost a long-standing and loyal former player in full-forward Eddie Hart on August 16, 1995. Eddie was 71 and died the day after he had marched with his old war-time mates from the 2nd Field Company Engineers on VP Day in Melbourne.

He played 98 matches and kicked 323 goals for Fitzroy as a leading full-forward between 1941 and 1951. He topped Fitzroy's goalkicking from 1947-51.

More than 400 mourners attended the funeral service at St Raphael's in West Preston to a man who had not only been a fine on-field representative but a gentleman off the ground who gave the club a considerable amount of his time, particularly in its troubled times in the 1980-90s.

Jack Baggott

Prominent Richmond player Jack Baggott died during 1995, aged 88. Jack played 128 games and kicked 140 goals for Richmond from 1927-35 and was a member of the 1932 and 1934 premiership sides. He twice topped the club goalkicking in the 1920s.

He later played 19 games with Essendon (1936-37) and also captained and coached Essendon. He was the coach before Dick Reynolds started his long reign in the job from 1938-1960.

Jack's younger brother Ron Baggott played 133 games with Melbourne.

JACK TITUS AWARD

Rick Quade joins a list of distinguished football personnel as the latest winner of the Jack Titus award.

Rick has given wonderful service to football - first with the South Melbourne club and now with the Sydney FC. He has been a player, captain, best and fairest winner, coach, selector and is currently on the Sydney Board.

He was the coach of the Swans when they relocated to Sydney in 1982.

The Rick Quade file reads:

- Player with South Melbourne: 1970-1980
- Games: 164 Goals: 111
- Best and Fairest: 1976
- Captain: 1977-79
- Coach: 1982-84
- Chairman of Selectors: 1989-1991
- Board Member: Since January, 1995

One of his highlights was coaching Sydney to the night premiership in 1982.

Rick played a pivotal role in helping steer the club through its transition from Melbourne to Sydney. The relocation wasn't without its problems and many of the stalwarts of the South Melbourne club in Melbourne fought hard to stop the move.

However, the push continued for the league to spread its wings nationally and South Melbourne became the first non-Victorian club in the then VFL. Now there are five non Victorian clubs and Port Adelaide is standing by waiting for an opportunity to join the competition.

Rick initially came from Arian Park in NSW and two of his brothers, Mick and Tom, also played league football.

This award honors the late Jack Titus, a former Richmond champion player, official and coach. Jack played 294 games for Richmond and kicked 970 goals from 1926-1943. His league record of 204 consecutive games has stood the test of time but Melbourne ruckman Jim Stynes needs only a further nine games to beat it. Jack coached Richmond in 1965 and for many years helped select Richmond teams.

Rob Petrie is honored this year with a Recognition of Service Medallion. In 1995 Rob completed 10 years as General Manager of the Collingwood FC.

The highlight so far was the premiership in 1990 - the club's first since 1958.

jack titus award

1977	W.J. Titus (Richmond)
1978	J. F. Adams (Nth Melbourne)
		W.H. Cookson (Essendon)
1979	J.H. Cardwell (Melbourne)
1980	M. Elmer (Hawthorn)
1981	I. Drake (St. Kilda)
1982	R. McConnell (Essendon)
1983	G. Richmond (Richmond)
1984	N.S.W. Chandler (Carlton)
1985	I. Ridley (Melbourne)
1986	J. Hannan (Nth Melbourne)
1987	G. Coates (Fitzroy)
1988	S. Dunn (Hawthorn)
1989	B. Comben (Carlton)
1990	J. Dugdale (Nth Melbourne)
1991	R. Richards (Collingwood)
1992	A. Cooke (Richmond)
1993	K. McKenzie (Nth Melb/Carlton)
1994	C. 'Bill' McMaster (Geelong)
1995	G. Sewell (Essendon)

recognition of service

B. Capuano Essendon
T. Hogan Geelong

I. Collins Carlton
J. Lauritz Hawthorn

R. Joseph Nth Melbourne
P. Lucas Collingwood

K. Dixon Richmond
R. Petrie Collingwood

AFL 200 Club Annual Report



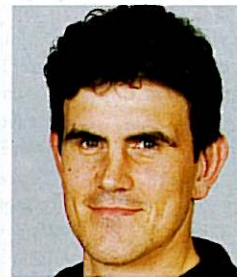
Stewart Loewe



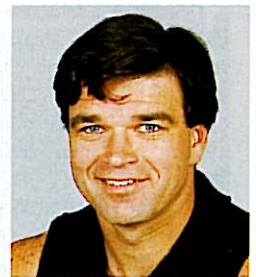
Stephen Silvagni



Scott McIvor



Greg Dear



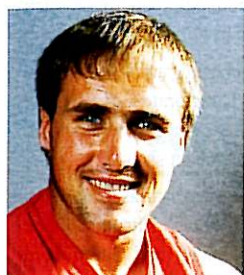
Earl Spalding

A further 17 players became members of the AFL 200 Club in 1995. There are Earl Spalding, Peter Lean, John Blakey, Andrew Collins, Tony Lockett, Stewart Loewe, Garry Lyon, Stephen Silvagni, David Grant, Greg Dear, Tim Darcy, Ian Fairley, Steve Macpherson, Gary O'Donnell, Scott McIvor, Mark Harvey and Darrin Pritchard and have been included on the list on these pages. The games tallies beside the players' names are premiership matches only — but with night series and State games included all have reached at least 200 games.

G. Ablett (Haw., Rich., St.K.) 1973-1985	230
G. Ablett (Haw., Geel.) 1982-1995	231
D. Ackery (Syd., Nth. Melb.) 1979-1989	191
S. Alves (Melb., Nth. Melb.) 1965-1979	266
T. Alvin (Carl.) 1984-1994	218
B. Armstrong (Carl.) 1969-1981	205
G. Arthur (Haw.) 1955-1968	232
R. Ashman (Carl.) 1973-1986	236
R. Austin (Carl.) 1972-1985	220
A. Aylett (Nth. Melb.) 1952-1964	220
G. Ayres (Haw.) 1978-1993	269
R. Barassi (Melb., Carl.) 1953-1969	254
T. Barker (St.K.) 1975-1989	231
K. Bartlett (Rich.) 1965-1983	403
M. Bayes (Syd.) 1985-1995	213
P. Beames (Melb.) 1931-1944	213
P. Bedford (Sth. Melb., Carl.) 1968-1978	189
V. Belcher* (Sth. Melb.) 1907-1920	226
G. Bennett* (Haw., Foots.) 1930-1944	200
P. Bentley* (Rich.) 1925-1940	263
A. Bews (Geel., Bris.) 1982-1995	246
J. Birt (Ess.) 1957-1967	193
G. Blisset (Foots., Coll.) 1963-1974	207
J. Blakey (Fitz., Nth. Melb.) 1985-1995	201
M. Blight (Nth. Melb.) 1974-1982	178
M. Bos (Geel.) 1979-1989	195
F. Bourke (Rich.) 1967-1981	300
C. Bradley (Carl.) 1986-1995	226
B. Breen (St.K.) 1965-1982	301
D. Brereton (Haw., Syd., Coll.) 1982-1995	211
T. Bright (Geel.) 1976-1986	219
N. 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. Clarke (Geel., Carl.) 1971-1982	211
J. Clarke (Ess.) 1951-1967	263
R. Clay (Rich.) 1966-1976	213
J. Cleary* (Sth. Melb.) 1934-1948	222
R. 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

A. Collins (Haw.) 1987-1995	190
R. Comben (Carl.) 1950-1961	188
M. Conlan (Fitz.) 1977-1989	210
N. Cordy (Foots., Syd.) 1979-1993	236
P. Couch (Geel.) 1985-1995	233
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. Curcio* (Fitz.) 1932-1948	249
P. Daicos (Coll.) 1979-1993	250
A. Daniher (Syd., Ess.) 1981-1994	233
T. Daniher (Sth. Melb., Ess.) 1976-1992	313
T. Darcy (Geel., Ess.) 1982-1995	190
A. Davis (St.K., Melb., Ess., Coll.) 1966-1980	250
B. Davis (Ess., Nth. Melb.) 1961-1975	289
R. Davis (Geel.) 1949-1958	189
R. Dean (Rich.) 1957-1973	245
P. Dean (Carl.) 1984-1995	207
G. Dear (Haw., Rich.) 1985-1995	182
G. Dempsey (Foots., Nth. Melb.) 1967-1984	329
D. Dench (Nth. Melb.) 1969-1984	275
C. Dibbs* (Coll., Geel.) 1924-1936	223
R. DiPierdomenico (Haw.) 1975-1991	240
C. Ditterich (St.K., Melb.) 1963-1980	285
B. Dixon (Melb.) 1954-1968	252
W. Donald (Foots.) 1946-1958	205
B. Doull (Carl.) 1969-1986	356
J. Dugdale (Nth. Melb.) 1955-1970	248
R. Dunne (Coll.) 1967-1978	213
J. Dunstall (Haw.) 1985-1995	225
L. Dwyer (Nth. Melb.) 1956-1970	201
J. 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. 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
I. Fairley (Nth. Melb.) 1983-1995	193
N. Fields (Ess., Sth. Melb.) 1969-1982	200
K. Fletcher (Ess.) 1967-1980	264
R. Flower (Melb.) 1973-1987	272
G. Foulds (Ess.) 1979-1989	300
J. Francis (Haw., Carl.) 1929-1943	223
K. Fraser (Ess.) 1958-1968	198
D. Frawley (St.K.) 1984-1995	240
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	202
J. Graham* (Sth. Melb.) 1935-1949	227
D. Grant (St.K.) 1984-1995	191
R. Greene (St.K., Haw.) 1974-1988	304
K. Greig (Nth. Melb.) 1971-1985	297
I. Hampshire (Geel., Foots.) 1968-1982	211
K. Hands (Carl.) 1945-1957	224

G. Hardeman (Melb.) 1967-1981	221
L. Harris (Fitz.) 1979-1989	186
R. Harris* (Rich.) 1934-1944	196
R. Hart (Rich.) 1967-1977	187
M. Harvey (Ess.) 1984-1995	176
G. Hawker (Ess., Carl.) 1978-1991	227
D. Hawkins (Foots., Fitz.) 1978-1995	350
G. Healy (Melb., Syd.) 1979-1990	211
K. Heath (Haw., Carl.) 1968-1980	218
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. 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	202
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.) 1986-1995	216
P. Knights (Haw.) 1969-1985	265
A. Kyne* (Coll.) 1934-1950	245
C. Langford (Haw.) 1983-1995	274
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
T. Lockett (St.K., Syd.) 1983-1995	202
S. Lowe (St.K.) 1986-1995	191
B. Lovett (Melb.) 1986-1995	197
G. Lyon (Melb.) 1986-1995	192
D. McKay (Carl.) 1969-1981	263
P. McKenna (Coll., Carl.) 1965-1977	191
D. McKenzie (Ess.) 1960-1974	266
D. McLaish (Sth. Melb.) 1969-1980	213
D. McMahon (Fitz.) 1973-1984	218
M. Maclure (Carl.) 1974-1986	244
S. Macpherson (Foots.) 1982-1995	188
J. Madden (Ess., Carl.) 1980-1995	311
S. Madden (Ess.) 1974-1992	378
S. Magee (Sth. Melb., Foots.) 1962-1975	216
A. Martello (Haw., Rich.) 1970-1983	255
L. Matthews (Haw.) 1969-1985	332
S. McCann (Nth. Melb.) 1977-1988	226
P. McConville (Carl., St.K.) 1978-1989	194
R. McGregor* (Carl.) 1905-1920	236
T. McGuinness (Foots., Adel.) 1986-1995	204
J. McHale* (Coll.) 1903-1920	261
S. McIvor (Fitz., Bris.) 1985-1995	184
D. Meagher (Haw.) 1966-1976	198
R. Merrett (Ess., Bris.) 1978-1995	296
H. Murrigan (Fitz.) 1969-1981	198
C. Mew (Haw.) 1980-1992	230
A. Mills* (Haw.) 1930-1942	196
B. Mitchell (Syd., Coll., Carl.) 1984-1995	217
H. Mitchell (Ess.) 1953-1967	224
M. Moncrieff (Haw.) 1971-1983	224



Tony Lockett



John Blakey



Ian Fairley



David Grant



Gary O'Donnell

K. Montgomery (Nth. Melb.) 1968-1981	189
K. Moore (Haw.) 1970-1984	300
P. Moore (Coll., Melb.) 1974-1987	249
A. Morrison (Foots.) 1928-1946	224
S. Morwood (Coll.) 1983-1993	212
T. Morwood (Syd.) 1978-1989	229
J. Mueller (Melb.) 1934-1950	216
J. Murphy (Fitz., Sth. Melb., Nth. Melb.) 1967-1980	248
K. Murray (Fitz.) 1955-1974	333
B. Mynott (St.K.) 1964-1975	210
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. Nicholls (Carl.) 1957-1974	328
A. Noonan (Ess., Rich.) 1966-1977	192
G. O'Donnell (Ess.) 1987-1995	181
R. Osborne (Fitz., Syd., Foots.) 1982-1995	244
A. Oliver* (Foots.) 1935-1950	272
K. O'Neill* (Rich.) 1930-1941	208
D. Parkin (Haw.) 1961-1974	211
J. Peck* (Haw.) 1954-1966	213
T. Pekin (Fitz., St.K.) 1984-1995	219
G. Pert (Fitz., Coll.) 1982-1990, 1992-1995	233
W. Picken (Coll., Syd.) 1974-1986	240
P. Pinnell (Carl., Melb.) 1969-1981	201
J. Platten (Haw.) 1986-1995	219
T. Pool* (Haw.) 1926-1938	200
D. Pritchard (Haw.) 1987-1995	178
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. Regan* (Coll.) 1930-1946	196
R. Renfrey (Geel.) 1946-1956	201
R. Reynolds (Ess.) 1933-1951	320
D. Rhys-Jones (Sth. Melb., Carl.) 1980-1992	182
L. Richards (Coll.) 1941-1955	250
M. Richardson (Coll., Fitz.) 1969-1980	241
W. Richardson (Coll.) 1966-1978	278
M. Roach (Rich.) 1977-1989	200
P. Roos (Fitz., Syd.) 1982-1995	290
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.) 1983-1995	209
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
Sergio Silvagni (Carl.) 1958-1971	239
Stephen Silvagni (Carl.) 1985-1995	188
R. Simmonds (Haw.) 1950-1961	192
R. Skilton (Sth. Melb.) 1956-1971	237
N. Smith* (Melb., Fitz.) 1935-1950	227
R. Smith (Nth. Melb.) 1984-1995	221

R. Smith (St.K.) 1961-72, 1975	234
S. Smith (Melb.) 1974-1985	203
G. Southby (Carl.) 1971-1984	270
E. Spalding (Melb., Carl.) 1987-1995	195
I. Stewart (St.K., Rich.) 1963-1975	205
A. Stoneham (Foots., Ess.) 1972-1983	200
S. Stretch (Melb., Fitz.) 1986-1995	189
J. Stynes (Melb.) 1987-1995	200
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	209
W. Thomas* (Sth. Melb., Rich.) 1905-1919	197
L. Thompson (Coll., Sth. Melb., Fitz.) 1965-1980	301
M. Thompson (Ess.) 1983-1995	194
V. Thorp* (Rich.) 1910-1925	263
D. Thorpe (Foots., Rich.) 1965-1976	178
J. Titus* (Rich.) 1926-1943	294
G. Todd* (Geel.) 1922-1934	232
B. Toohey (Geel., Syd., Foots.) 1981-1993	263
S. Trott (St.K., Haw.) 1967-1977	200
M. Tuck (Haw.) 1972-1991	426
D. Tuddenham (Coll., Ess.) 1961-1977	251
M. Turner (Geel.) 1974-1988	245
H. Vallence* (Carl.) 1926-1938	204
P. Van Der Haar (Ess.) 1977-1990	201
D. Wade (Geel., Nth. Melb.) 1961-1975	267
T. Wallace (Haw., Rich., Foots.) 1978-1991	254
S. Wallis (Foots.) 1983-1995	240
R. Walls (Carl., Fitz.) 1967-1980	259
N. 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. Whitten* (Foots.) 1951-1970	321
D. Williams* (Melb.) 1953-1968	205
G. Williams (Geel., Syd., Carl.) 1984-1995	219
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



Steve Macpherson



Darrin Pritchard



Peter Dean



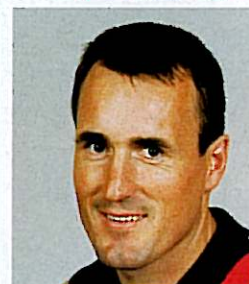
Garry Lyon



Andrew Collins



Mark Harvey



Tim Darcy

Racism in football was a major issue for the Australian Football League in 1995 culminating in the AFL receiving a special peace award from the United Nations Association for a number of initiatives to address the issue.

Focus on the issue was heightened when the Essendon Football Club lodged a complaint on behalf of Michael Long that he had been racially abused by Damian Monkhorst of Collingwood during the clubs' Anzac Day clash at the MCG.

That led to a specific racial vilification rule being adopted by the AFL Commission to outlaw on-field abuse on the grounds of race and religion.

The rule also sets out a procedure for dealing with such complaints through confidential mediation, and if that process does not resolve the issue, it would then be considered by the AFL Tribunal.

After a first offence, any subsequent charge against a player would be immediately referred to the AFL Tribunal for determination.

Adoption of the racial and religious vilification rule took far longer than the AFL had originally planned and, yes, mistakes were made along the way.

The positive thing to emerge, however, is that the rule and procedures for dealing with on-field racial and religious abuse are based on expert advice received by the AFL from the Commonwealth Human Rights Commission, the Equal Opportunity Commission of Victoria and the Aboriginal Education Association of Victoria.

The rule was drafted by Ron Merkel, QC, and AFL lawyer, Jeff Browne. Advice was also received from Sir Ronald Wilson, President of the Human Rights Commission, and Zita Antonious, Race Discrimination Commissioner.

Leading Aboriginal and Torres Strait Islander players from AFL clubs such as Essendon, Sydney, Brisbane, Fitzroy, Richmond, West Coast and Fremantle were also consulted before the rule was adopted.

Other initiatives adopted by the AFL Commission included:

- Developing a public education program, initially using a television commercial, to get a message to the broader community that racism is not acceptable.

The campaign carried the tag line "Racism: The Game is Up". This campaign will continue in 1996.

- Conducting a cultural diversity program for AFL staff and senior AFL club officials.

- Reviewing football development programs in Aboriginal and Torres Strait Islander communities and how such programs can be improved in the future.

- Participating in a program in conjunction with the Directorate of School Education in Victoria to help combat racism in government schools.

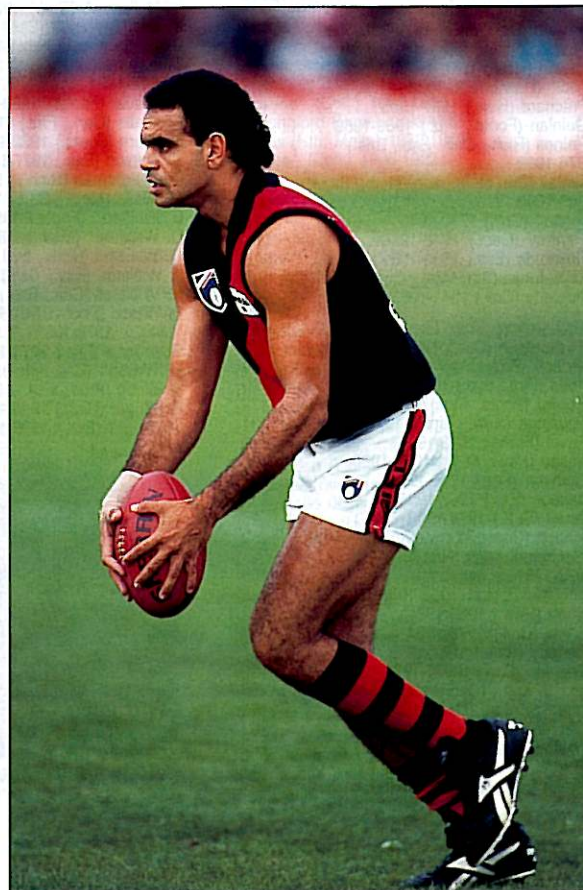
This involved players such as Troy Bond, Justin Murphy, Robbie Ahmat, Shane Crawford, Mark Graham and Aaron Lord visiting schools to educate youngsters about racism in sport.

Michael Long and Nicky Winmar, in particular, have made very powerful statements on behalf of their people that racism, on or off the field, is not acceptable.

The AFL will continue to take a leading role in this issue as part of its broader community role.

Below left: AFL Chief Executive Officer, Ross Oakley, receives the United Nations Association special peace award from the Chairperson of the Equal Opportunity Commission of Victoria, Virginia Rogers, at a ceremony in October, 1995.

Below right: Michael Long...made a very powerful statement on the issue of racism in sport on behalf of his people.





AUSTRALIAN FOOTBALL LEAGUE

FINANCE REPORT

YEAR ENDED 31ST OCTOBER 1995

By Kevin Lehmann, AFL Finance Manager.

FINANCE MANAGER'S REPORT

Total Income from the League's operations during the year to 31st October 1995 amounted to \$68.058 million compared with \$61.518 million in 1994 and distributions and other payments were provided to the Clubs as follows:-

	1995 \$'000	1994 \$'000
Annual Distribution	22,426	21,024
Prizemoney	1,243	1,089
Club Support Packages	1,752	1,476
Contributions to gate in respect of AFL Members	1,831	1,587
Compensation — Fremantle Players	93	-
	27,345	25,176

Comments on the results for 1995 and other related matters are as follows:-

1. The distributions to Clubs amounted to \$22.426 million or \$1.402 million per Club which was in line with our budget forecasts. The amount per Club was unchanged from 1994 although total distributions increased by \$1.402 million following the introduction of Fremantle into the competition.
2. The significant increase in income during 1995 results from further increases in income from television rights, sponsorship and the Finals Series following record attendances during 1995.
3. The operating profit for the year before abnormal items amounted to \$1.855 million which compares with \$1.474 million in the previous year.
4. The Commission has again determined that \$1.4 million of this amount will be transferred to a reserve account to be used for either future capital expenditure or debt reduction following a transfer of the same amount in 1994. These transfers have significantly improved the financial position of the AFL and at the same time we have been able

to meet our commitments in respect of distributions to the Clubs.

5. Our debt was reduced by \$.750 million during the year and since balance date a further \$2.8 million has been repaid from the profits generated in 1994 and 1995. Our current debt is \$11.220 million which compares with \$16.220 million in 1993.
6. During the year, the AFL entered into a conditional contract of sale in respect of AFL House and while the conditions for completion of the contract have not yet taken place, it is expected that the contract will proceed to settlement during the subsequent financial year and the proceeds of the sale have again been allocated to further reduce our debt.
7. 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.
8. Coca-Cola became the major sponsor of the competition and Ansett Australia became the sponsor of the Pre-Season Competition which is now known as the Ansett Australia

Cup and these initiatives provided a strong increase in our sponsorship revenues. In addition, the AFL's contract with Channel 7 was extended for a further three (3) years from 1999 which will result in significant increases in revenue from that time.

9. Following the release of the AFL's Strategic Plan in 1994, the equalisation arrangements were significantly revised for the 1995 season to remove the inequalities which had emerged due to changes in gate and membership patterns and the AFL's desire to schedule some teams to play each other twice every year.

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 entity, which have been duly audited by KPMG. The accounts have been rounded to the nearest one thousand dollars for presentation purposes.

**AUSTRALIAN FOOTBALL LEAGUE
PROFIT AND LOSS ACCOUNT -
YEAR ENDED 31ST OCTOBER 1995**

	NOTE	1995 \$'000	1994 \$'000
Operating profit before abnormal items and income tax	1	1,855	1,474
Abnormal items	2	—	2,001
Operating profit before Income Tax		1,855	3,475
Income tax attributable to operating profit	3	—	—
Operating profit after income tax		1,855	3,475
Retained profit at the beginning of year		6,379	4,304
Adjustment to retained profits at the beginning of the financial year due to initial adoption of an Accounting Standard AASB1028, Accounting for Employee Entitlements	4	(72)	—
Amount transferred to retained earnings	5	1,123	—
Total available for appropriation		9,285	7,779
Transfer to reserve		1,400	1,400
Retained profit at end of financial year		7,885	6,379

**AUSTRALIAN FOOTBALL LEAGUE
BALANCE SHEET AS AT 31ST OCTOBER 1995**

	NOTE	1995 \$'000	1994 \$'000
CURRENT ASSETS			
Cash	6	6,271	5,723
Receivables	7	4,273	3,567
Inventories	8	—	15
Other	9	637	742
TOTAL CURRENT ASSETS		11,181	10,047
NON-CURRENT ASSETS			
Investments	10	—	—
Receivables	7	4,350	5,303
Property plant & equipment	11	44,532	45,757
TOTAL NON-CURRENT ASSETS		48,882	51,060
TOTAL ASSETS		60,063	61,107
CURRENT LIABILITIES			
Creditors and borrowings	12	7,522	5,604
Provisions	13	4,707	5,993
TOTAL CURRENT LIABILITIES		12,229	11,597
NON-CURRENT LIABILITIES			
Creditors and borrowings	12	10,520	14,220
Provisions	13	881	442
TOTAL NON-CURRENT LIABILITIES		11,401	14,662
TOTAL LIABILITIES		23,630	26,259
NET ASSETS		36,433	34,848
ACCUMULATED FUNDS			
Reserves	14	28,548	28,469
Retained profits		7,885	6,379
TOTAL ACCUMULATED FUNDS		36,433	34,848

**AUSTRALIAN FOOTBALL LEAGUE
STATEMENT OF CASH FLOWS -
YEAR ENDED 31ST OCTOBER 1995**

	1995 \$'000	1994 \$'000
CASH FLOWS FROM OPERATING ACTIVITIES		
Cash receipts in the course of operations	66,892	59,532
Cash payments in the course of operations	(64,006)	(49,749)
Net cash provided by operating activities	2,886	9,783
CASH FLOWS FROM INVESTING ACTIVITIES		
Interest received	522	322
Payments for property, plant & equipment	(949)	(935)
Proceeds from sale of non-current assets	165	107
Net cash used in investing activities	(262)	(506)
CASH FLOWS FROM FINANCING ACTIVITIES		
Interest paid	(1,326)	(994)
Repayment of borrowings	(750)	(1,450)
Net cash used in financing activities	(2,076)	(2,444)
Net increase in cash held	548	6,833
Cash at the beginning of the financial year	5,723	(1,110)
Cash at the end of the financial year	6,271	5,723

**EXPLANATORY NOTES ON PROFIT AND
LOSS ACCOUNT AND BALANCE SHEET**

	1995 \$'000	1994 \$'000
NOTE 1		
OPERATING PROFIT		
Operating profit has been arrived at after including:-		
- Operating Revenue		
Revenue from trading operations	67,536	57,196
- Other Revenue		
Interest received or due and receivable from		
- other persons	522	322
Abnormal items		
- licence fees receivable	—	4,000
	68,058	61,518
- Operating Expenses		
Dividend received from de-registered controlled entity	6	—
Depreciation of property, plant & equipment	1,752	1,510
Bad debts	46	6
Auditors' remuneration		
- Audit	43	40
- Other services	9	10
Interest paid or payable to		
- Other persons	1,326	994
Amounts set aside to provide for		
- Employee entitlements	528	57
- Grants to clubs	22,426	21,024
Amortisation of leasehold improvements	44	41
Lease rental expenses		
- operating leases	1,856	1,657
(Loss)/profit on sale of property, plant & equipment	(60)	32
Write down in value of inventories	15	2

	1995 \$'000	1994 \$'000
NOTE 2		
ABNORMAL ITEMS		
Licence fees receivable	—	4,000
Redirected licence fees written off	—	(1,999)
	<u>—</u>	<u>2,001</u>

NOTE 3
INCOME TAX

Prima facie income tax expense calculated @ 36% (1994-33%) on the operating profit	668	1,147
Exemption from income tax	(668)	(1,147)
(refer Note 1 (e))		
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
ACCOUNTING FOR EMPLOYEE ENTITLEMENTS

Employee entitlements have been calculated in accordance with AASB1028, Accounting for Employee Entitlements for the first time. The adoption of this Standard has resulted in a change in the method of calculating the provision for annual leave and long service leave.

The financial effect of the change for both annual leave and long service leave has been to decrease retained earnings at the beginning of the financial year by \$71,825 and the effect on the current year has been to increase the provision for employee entitlements by \$528,422 in the accounts.

NOTE 5
AMOUNT TRANSFERRED TO RETAINED EARNINGS

Amount transferred from capital profits reserve (see Note 14)	1,123	—
--	-------	---

NOTE 6
CASH

Cash on hand	2	2
Cash at bank	3,469	1,721
At call deposit with bank	2,800	4,000
	<u>6,271</u>	<u>5,723</u>

NOTE 7
RECEIVABLES

Current

Trade debtors	3,638	3,082
Provision for doubtful debts	(65)	(65)
	<u>3,573</u>	<u>3,017</u>
Other debtors	700	550
	<u>4,273</u>	<u>3,567</u>

Non Current

Other debtors	4,350	5,303
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	1995 \$'000	1994 \$'000
NOTE 8		
INVENTORIES		
Stock of uniforms and apparel	—	15
Inventories are carried at the lower of cost and net realisable value		
NOTE 9		
OTHER CURRENT ASSETS		
Prepayments	637	742
NOTE 10		
INVESTMENTS		
The investment in National Football League Pty. Ltd. of \$2.00 was eliminated with the rounding to the nearest thousand dollars. AFL Management Services Pty. Ltd. and AFL Funding Pty. Ltd. were de-registered during the financial year.		
NOTE 11		
PROPERTY, PLANT AND EQUIPMENT		
Land		
— At directors' valuation 1985	6,422	6,422
— Additions - at cost	42	42
	6,464	6,464
Buildings		
— At director's valuation 1985	32,795	35,890
— At director's valuation 1995	2,216	—
— Additions - at cost	3,273	3,192
	38,284	39,082
Less accumulated depreciation	(3,761)	(4,021)
	34,523	35,061
Plant & equipment at cost	4,621	5,049
Less accumulated depreciation	(3,310)	(2,775)
	1,311	2,274
Leasehold improvements	1,946	1,699
Less accumulated amortization	(125)	(81)
	1,821	1,618
Motor vehicles — at cost	629	518
Less accumulated depreciation	(216)	(178)
	413	340
	44,532	45,757

Director's Valuation — Waverley Park

The directors' valuation of Waverley Park Land and Buildings at 31 October 1993 as required under Schedule 5 to the Corporations Law, exceeded the book value by \$27,250,000. The directors have decided to retain the asset at its book value.

The valuation of the Land at Waverley Park was 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.

Director's Valuation — AFL House

During the year the Company entered into a conditional contract of sale in respect to AFL House. The conditions for completion of the contract have not yet taken place but it is expected that the contract will proceed to settlement during the subsequent financial year.

The directors' have decided to write the asset down to its market value based on the selling price included in the contract and accordingly have retained the land component at book value and written the building down by \$198,418 which has been charged against previous increments in the Asset Revaluation Reserve (see Note 14).

NOTE 12

CREDITORS AND BORROWINGS

Current

	1995 \$'000	1994 \$'000
Trade creditors	4,006	5,038
Bank loans — secured	3,500	550
Other loans	16	16
	<u>7,522</u>	<u>5,604</u>

Non-Current

Bank loans — secured	<u>10,520</u>	<u>14,220</u>
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NOTE 13

PROVISIONS

Current

Employee entitlements — including on costs	520	—
Grants to AFL Clubs	4,187	5,993
	<u>4,707</u>	<u>5,993</u>

Non-Current

Employee entitlements - including on costs	217	137
Waverley Park seat replacement	220	305
Australian Football Foundation — Development funds	444	—
	<u>881</u>	<u>442</u>

NOTE 14

RESERVES

Asset revaluation reserve	25,168	25,366
Capital profits reserve	—	1,123
Asset replacement reserve	3,380	1,980
	<u>28,548</u>	<u>28,469</u>

During 1995 an amount of \$1,400,000 was transferred to the Asset Replacement Reserve (1994 \$1,400,000), the Capital Profits Reserve was transferred to retained profits and \$198,418 was charged against the Asset Revaluation Reserve in respect of the director's valuation of AFL House.

AFL Annual Report

STATISTICS

Home and Away Matches Attendance Records at all Venues 1995

CLUB	HOME VENUE	HIGHEST MATCH ATTENDANCE				SEASON TOTALS		
		Rnd	Opponent	Attendances	Receipts	Mtchs	Attendances	Receipts
Adelaide	Football Park	4	West Coast	42,723	\$179,164	11	424,566	\$1,764,184
Brisbane	Gabba	21	Essendon	12,657	\$41,551	11	113,355	\$344,984
Carlton	Princes Park	8	North Melb	32,065	\$110,489	8	196,518	\$675,400
Collingwood	Victoria Park	10	Fitzroy	23,356	\$69,470	3	68,657	\$192,887
Collingwood	MCG	4	Essendon	94,825	\$603,630	8	450,735	\$2,714,514
Essendon	MCG	22	Carlton	87,984	\$614,797	9	483,754	\$2,658,395
Fitzroy	Whitten Oval	1	Essendon	17,869	\$86,575	7	78,741	\$332,980
Footscray	Whitten Oval	6	Geelong	20,749	\$77,742	8	139,847	\$433,763
Fremantle	Subiaco	22	West Coast	39,844	\$166,858	8	184,028	\$481,644
Fremantle	WACA	4	Geelong	26,455	\$129,303	3	72,947	\$327,060
Geelong	Kardinia Park	17	Sydney	28,600	\$104,189	10	241,102	\$768,349
Hawthorn	Waverley Park	5	Collingwood	40,715	\$206,319	11	250,085	\$953,391
Melbourne	MCG	11	Carlton	53,290	\$315,638	9	312,232	\$1,784,438
North Melb	MCG	14	Collingwood	66,719	\$442,965	9	373,280	\$2,209,678
Richmond	MCG	15	Essendon	76,628	\$560,634	9	428,713	\$2,669,856
St. Kilda	Waverley Park	20	Essendon	34,121	\$141,283	11	205,964	\$792,337
Sydney	SCG	8	Carlton	23,744	\$104,535	11	175,736	\$711,679
West Coast	Subiaco	21	Carlton	41,705	\$121,089	8	263,635	\$568,011
West Coast	WACA	3	North Melb	31,303	\$114,650	3	89,680	\$310,655

1995 Finals: Scores, Attendances, Umpires

FIRST QUALIFYING FINAL (Waverley Park)

Essendon
2.4 5.6 11.8 11.8 (74)
West Coast
4.2 6.5 7.7 8.7 (55)
Umpires: R. Sawers, D. Rich,
H. Kennedy
Attendance: 36,102

SECOND QUALIFYING FINAL (MCG)

North Melbourne
3.2 8.4 11.7 17.12 (114)
Richmond
3.4 7.9 9.10 12.12 (84)
Umpires: D. Goldspink,
G. Scroop, G. Vernon
Attendance: 68,226

THIRD QUALIFYING FINAL (MCG)

Geelong
10.2 14.8 20.10 24.11 (155)
Footscray
1.4 3.6 5.9 10.13 (73)
Umpires: P. Carey, M. McKenzie,
B. Sheehan
Attendance: 59,889

FOURTH QUALIFYING FINAL (MCG)

Carlton
5.5 6.8 9.10 13.12 (90)
Brisbane
2.1 6.3 9.4 12.5 (77)
Umpires: A. Coates, G. Dore,
M. Nash
Attendance: 52,092

FIRST SEMI FINAL (MCG)

North Melbourne
5.7 9.10 14.14 18.21 (129)
West Coast
4.1 6.3 8.7 10.11 (71)
Umpires: H. Kennedy, D. Rich,
G. Vernon
Attendance: 53,757

SECOND SEMI FINAL (MCG)

Richmond
3.2 4.4 9.7 12.14 (86)
Essendon
3.3 9.4 9.6 11.7 (73)
Umpires: R. Sawers, G. Scroop,
B. Sheehan
Attendance: 88,308

FIRST PRELIMINARY FINAL (Waverley Park)

Geelong
5.1 13.4 16.6 20.9 (129)

Richmond

1.1 3.2 5.3 6.4 (40)
Umpires: H. Kennedy, P. Carey,
R. Sawers
Attendance: 70,321

SECOND PRELIMINARY FINAL (MCG)

Carlton
4.3 11.5 11.7 18.10 (118)
North Melbourne
2.1 5.4 8.6 8.8 (56)
Umpires: A. Coates,
D. Goldspink, B. Sheehan
Attendance: 72,552

GRAND FINAL (MCG)

Carlton
4.5 10.8 16.11 21.15 (141)
Geelong
2.4 3.10 6.12 11.14 (80)
Umpires: P. Carey,
H. Kennedy, D. Goldspink
Attendance: 93,670

Grand Final Teams

CARLTON

B: A. Whitehead, S. Silvagni, M. Sexton
HB: A. Christou, P. Dean, A. McKay
C: S. Camporeale, C. Bradley, M. Hanna
HF: M. Clape, E. Spalding, A. Koutoufides
F: B. Pearce, S. Kernahan, F. Brown
Foll: S. Madden, B. Ratten
Rov: G. Williams
Inter: M. Allan, T. Bond, B. Heaver

GEELONG

B: B. Sholl, B. Graham, S. Handley
HB: L. Colbert, T. McGrath, M. Mansfield
C: S. Breuer, L. Pickering, P. Riccardi
HF: P. Couch, B. Brownless, A. Lord
F: K. Hinkley, G. Ablett, D. Mensch
Foll: J. Barnes, G. Hocking
Rov: G. Tanner
Inter: P. Brown, L. Tudor, A. Hickmott

CARLTON 4.5 10.8 16.11 21.15 (141)
GEELONG 2.4 3.10 6.12 11.14 (80)

ATTENDANCE 93,670

FIELD UMPIRES P. Carey, D.
Goldspink, H. Kennedy

Record of premiers, finals teams — 1897-1995

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 11.25 (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 — 1897-1995

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)	Collingwood 10.16 (76)	Hawthorn	Richmond	Sth Melb	108,224
	Replay 21.25 (151)	19.10 (124)				98,366
1978	Hawthorn 18.13 (121)	North Melbourne 15.13 (103)	Collingwood	Carlton	Geelong	101,704
1979	Carlton 11.16 (82)	Collingwood 11.11 (77)	North Melbourne	Fitzroy	Essendon	112,845
1980	Richmond 23.21 (159)	Collingwood 9.24 (78)	Geelong	Carlton	Nth Melb	113,461
1981	Carlton 12.20 (92)	Collingwood 10.12 (72)	Geelong	Fitzroy	Essendon	115,964
1982	Carlton 14.19 (103)	Richmond 12.13 (85)	Hawthorn	North Melbourne	Essendon	107,536
1983	Hawthorn 20.20 (140)	Essendon 6.9 (57)	North Melbourne	Fitzroy	Carlton	110,332
1984	Essendon 14.21 (105)	Hawthorn 12.9 (81)	Collingwood	Carlton	Fitzroy	92,685
1985	Essendon 26.14 (170)	Hawthorn 14.8 (92)	Footscray	North Melbourne	Carlton	100,042
1986	Hawthorn 16.14 (110)	Carlton 9.14 (68)	Fitzroy	Sydney	Essendon	101,861
1987	Carlton 15.14 (104)	Hawthorn 9.17 (71)	Melbourne	Sydney	Nth Melb	92,754
1988	Hawthorn 22.20 (152)	Melbourne 6.20 (56)	Carlton	Collingwood	West Coast	93,754
1989	Hawthorn 21.18 (144)	Geelong 21.12 (138)	Essendon	Melbourne	Collingwood	94,796
1990	Collingwood 13.11 (89)	Essendon 5.11 (41)	West Coast	Melbourne	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
1995	Carlton 21.15 (141)	Geelong 11.14 (80)	Nth Melb	Richmond	Essendon	West Coast	Footscray	Brisbane	93,670

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

Finals appearances by clubs — 1897-1995

	Premiers	Second	Third	Fourth	Fifth	Sixth	Seventh	Eighth	Total
Collingwood	14	23	17	14	3	—	—	1	72
Carlton	16	12	14	15	3	—	—	—	60
Essendon	15	13	7	10	7	1	—	—	53
Geelong	6	8	15	13	1	—	—	—	43
Richmond	10	12	3	8	—	—	—	—	33
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	6	4	3	—	—	—	19
St. Kilda	1	3	5	7	1	—	—	—	17
Footscray	1	1	4	6	2	1	1	—	16
West Coast	2	1	1	1	1	1	—	—	7
Adelaide	—	—	1	—	—	—	—	—	1
Brisbane	—	—	—	—	—	—	—	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.
				1995	Carlton	Geelong	Richmond

Analysis of Interclub Competition — 1897-1995

ADELAIDE

Against	Won(N)	Lost(N)	Drw(N)	Total
Brisbane	6(1)	2	—	8
Carlton	2(1)	6	—	8
Collingwood	1	6(2)	—	7
Essendon	2(1)	6(1)	—	8
Fitzroy	4(4)	3(1)	—	7
Footscray	3(3)	5	—	8
Fremantle	1(1)	—	—	1
Geelong	3(2)	4	—	7
Hawthorn	4(2)	5(1)	—	9
Melbourne	6(5)	2	—	8
Nth Melbourne	4(1)	3(2)	—	7
Richmond	5(1)	3(3)	—	8
St. Kilda	4(2)	3(1)	1	8
Sydney	4(2)	4(2)	—	8
West Coast	3(3)	6(1)	—	9
Total	52(30)	58(14)	1(—)	111

BRISBANE

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	2	6(1)	—	8
Carlton	3	12(1)	—	15
Collingwood	1	12(3)	—	13
Essendon	2(1)	11(3)	—	13
Fitzroy	9	6	—	15
Footscray	2	13(1)	—	15
Fremantle	—	1	—	1
Geelong	4(1)	10(1)	—	14
Hawthorn	2	13(1)	—	15
Melbourne	4(1)	12(4)	—	16
Nth Melbourne	3(2)	11(3)	—	14
Richmond	7(3)	8(2)	—	15
St. Kilda	6(1)	9	—	15
Sydney	10(2)	5(2)	—	15
West Coast	—	13(3)	1(1)	14
Total	55(11)	141(25)	1(1)	197

CARLTON

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	6	2 (1)	—	8
Brisbane	12(1)	3	—	15
Collingwood	107(1)	100	4	211
Essendon	106(1)	91	3	200
Fitzroy	119	72	5	196
Footscray	74	39	4	117
Fremantle	1	—	—	1
Geelong	109	78	2	189
Hawthorn	95	42	—	137
Melbourne	103	76	2	181
Nth Melbourne	89(3)	36(1)	—	125
Richmond	104(2)	75(1)	2	181
St. Kilda	150	32	2	184
Sydney	121(1)	67(2)	6	194
University	13	1	—	14
West Coast	8	7(2)	—	15
Total	1217(9)	721(7)	30(—)	1968

COLLINGWOOD

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	6(2)	1	—	7
Brisbane	12(3)	1	—	13
Carlton	100	107(1)	4	211
Essendon	107(2)	81(1)	4	192
Fitzroy	130	75	3	208
Footscray	89(1)	31	1	121
Fremantle	1	—	—	1
Geelong	118	80	1	199
Hawthorn	84(1)	43	—	127
Melbourne	130	71	4	205
Nth Melbourne	87(1)	39(3)	2	128
Richmond	102	72	1	175
St. Kilda	140(1)	44	1	185
Sydney	124(1)	69(1)	1	194
University	13	—	—	14
West Coast	7	9(1)	1	17
Total	1250(12)	723(7)	24(—)	1997

ESSENDON

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	6(1)	2(1)	—	8
Brisbane	11(3)	2(1)	—	13
Carlton	91	106(1)	3	200
Collingwood	81(1)	107(2)	4	192
Fitzroy	111(1)	80	5	196
Footscray	7	49	1	127
Fremantle	2(1)	—	—	2
Geelong	104(1)	78	5	187
Hawthorn	81(1)	49	—	130
Melbourne	112	72	2	186
Nth Melbourne	85	39(4)	1	125
Richmond	83	73	4(1)	160
St. Kilda	125	55	4	184
Sydney	116(2)	70(2)	—	186
University	12	2	—	14
West Coast	12(2)	6(1)	—	18
Total	1109(13)	790(12)	29(1)	1928

FITZROY

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	3(1)	4(4)	—	7
Brisbane	6	9	—	15
Carlton	72	119	5	196
Collingwood	75	130	3	208
Essendon	80	111(1)	5	196
Footscray	54	70	—	124
Fremantle	—	2	—	2
Geelong	79	102	1	182
Hawthorn	52	61	1	114
Melbourne	88	87	3	178
Nth Melbourne	52(2)	64(2)	1	127
Richmond	72(1)	92(1)	—	164
St. Kilda	105	75	1	181
Sydney	104(3)	76(2)	4	184
University	10	3	1	14
West Coast	6(3)	8(2)	—	14
Total	868(10)	1013(12)	25(—)	1906

FOOTSCRAY

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	5	3(3)	—	8
Brisbane	13(1)	2	—	15
Carlton	39	74	4	117
Collingwood	41	89(1)	1	127
Essendon	49	77	1	127
Fitzroy	70	54	—	124
Fremantle	1	1	—	2
Geelong	44	79(2)	2	125
Hawthorn	64	64	—	128
Melbourne	56	72	1	129
Nth Melbourne	62	60(2)	3	125
Richmond	55	67	1	123
St. Kilda	61	61	2	124
Sydney	64(1)	61	1	126
West Coast	4	11(4)	—	15
Total	618(2)	775(12)	16(—)	1409

FREMANTLE

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	—	1(1)	—	1
Brisbane	1	—	—	1
Carlton	—	1	—	1
Collingwood	—	2(1)	—	2
Essendon	2	—	—	2
Fitzroy	1	1	—	2
Footscray	1	1	—	2
Geelong	1(1)	1	—	2
Hawthorn	—	1	—	1
Melbourne	—	1	—	1
Nth Melbourne	—	1	—	1
Richmond	—	2	—	2
St. Kilda	1	—	—	1
Sydney	2	—	—	2
West Coast	—	2	—	2
Total	8(1)	14(2)	—(—)	22

GEELONG

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	4	3(2)	—	7
Brisbane	10(1)	4(1)	—	14
Carlton	78	109	2	189
Collingwood	80	118	1	199
Essendon	78	104(1)	5	187
Fitzroy	102	79	1	182
Footscray	79(2)	44	2	125
Fremantle	1	1(1)	—	2
Hawthorn	66	54	1	121
Melbourne	104	77	1	182
Nth Melbourne	77(1)	45(1)	1	123
Richmond	80	79	3	162
St. Kilda	108	70	—	178
Sydney	100(2)	84(1)	—	184
University	8	6	—	14
West Coast	5(1)	14(2)	—	19
Total	980(7)	891(9)	17(—)	1888

HAWTHORN

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	5(1)	4(2)	—	9
Brisbane	13(1)	2	—	15
Carlton	42	95	—	137
Collingwood	43	84(1)	—	127
Essendon	49	81(1)	—	130
Fitzroy	61	52	1	114
Footscray	64	64	—	128
Fremantle	1	—	—	1
Geelong	54	66	1	121
Melbourne	62	67	—	129
Nth Melbourne	76(4)	57(1)	2	137
Richmond	55	71(1)	—	126
St. Kilda	65	60	1	126
Sydney	71	49	2	122
West Coast	7	9(1)	—	16
Total	670(6)	761(7)	7(—)	1438

MELBOURNE

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	2	6(5)	—	8
Brisbane	12(4)	4(1)	—	16
Carlton	76	103	2	181
Collingwood	71	130	4	205
Essendon	72	112	2	186
Fitzroy	87	88	3	178
Footscray	72	56	1	129
Fremantle	1	—	—	1
Geelong	77	104	1	182
Hawthorn	67	62	—	129
Nth Melbourne	73(3)	51(1)	1	125
Richmond	67(1)	86	2	155
St. Kilda	107	70	1	178
Sydney	83	89	1	173
University	11	3	—	14
West Coast	7(2)	11(2)	—	18
Total	885(10)	975(9)	18(—)	1878

NORTH MELBOURNE

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	3(2)	4(2)	—	7
Brisbane	11(3)	3(2)	—	14
Carlton	36(1)	89(4)	—	125
Collingwood	39(3)	87(1)	2	128
Essendon	39(4)	85	1	125
Fitzroy	64(2)	62(2)	1	127
Footscray	60(2)	62	3	125
Fremantle	1	—	—	1
Geelong	45(1)	77(1)	1	123
Hawthorn	57(1)	78(4)	2	137
Melbourne	51(1)	73(3)	1	125
Richmond	51(6)	75(2)	1	127
St. Kilda	58(4)	63(1)	2	123
Sydney	63(5)	63(2)	—	126
West Coast	8(5)	8(4)	—	16
Total	586(40)	829(28)	14(—)	1429

RICHMOND

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	3(3)	5(1)	—	8
Brisbane	8(2)	7(3)	—	15
Carlton	75(1)	104(2)	2	181
Collingwood	72	102	1	175
Essendon	73	83	4(1)	160
Fitzroy	92(1)	72(1)	—	164
Footscray	67	55	1	123
Fremantle	2	—	—	2
Geelong	79	80	3	162
Hawthorn	71(1)	55	—	126
Melbourne	86	67(1)	2	155
Nth Melbourne	75(2)	51(6)	1	127
St. Kilda	97	52	2	151
Sydney	94(2)	65(2)	1	160
University	9	5	—	14
West Coast	4	11(1)	—	15
Total	907(12)	814(17)	17(1)	1738

ST. KILDA

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	3(1)	4(2)	1	8
Brisbane	8	6(1)	—	14
Carlton	32	150	2	184
Collingwood	44	140(1)	1	185
Essendon	55	125	4	184
Fitzroy	75	105	1	181
Footscray	61	61	2	124
Fremantle	—	1	—	1
Geelong	70	108	—	178
Hawthorn	60	65	1	126
Melbourne	70	107	1	178
Nth Melbourne	63(1)	58(4)	2	123
Richmond	52	97	2	151
Sydney	65	112	2	179
University	8	6	—	14
West Coast	4	10(3)	—	14
Total	670(2)	1155(11)	19(—)	1844

SYDNEY

Against	Won(N)	Lost(N)	Drw(N)	Total
Adelaide	4(2)	4(2)	—	8
Brisbane	5(2)	10(2)	—	15
Carlton	67(2)	121(1)	6	194
Collingwood	69(1)	124(1)	1	194
Essendon	70(2)	116(2)	—	186
Fitzroy	76(2)	104(3)	4	184
Footscray	61	64(1)	1	126
Fremantle	—	2	—	2
Geelong	84(1)	100(2)	—	184
Hawthorn	49	71	2	122
Melbourne	89	83	1	173
Nth Melbourne	63(2)	63(5)	—	126
Richmond	65(2)	94(2)	1	160
St. Kilda	112	65	2	179
University	13	1	—	14</

1995 Brownlow Medal Votes

	3	2	1	Total
P. Kelly (Syd)	3	4	4	21
D. Jarman (Haw)*	4	3	0	18
G. Hocking (Geel)*	2	4	3	17
M. Long (Ess)	5	0	1	16
P. Couch (Geel)	3	3	1	16
M. Knights (Rich)	4	1	2	16
R. Harvey (StK)	3	3	1	16
J. Stynes (Melb)	3	2	2	15
T. Liberatore (Foot)	3	2	1	14
W. Carey (NM)	3	2	1	14
A. Jarman (Adel)*	3	2	0	13
M. Voss (Bris)	2	3	1	13
S. Chisholm (Frem)	3	1	2	13
W. Schwass (NM)	2	2	3	13
S. Loewe (StK)*	2	3	1	13
P. Matera (West C)	4	0	1	13
G. McAdam (Bris)	2	2	2	12
A. Koutoufides (Carl)	3	1	1	12
P. Somerville (Ess)	3	1	1	12
R. Smith (Foot)	3	1	1	12
C. Bradley (Carl)	2	2	0	10
P. Riccardi (Geel)	0	3	4	10
S. Crawford (Haw)	3	0	1	10
P. Broderick (Rich)	1	3	1	10
W. Campbell (Rich)	3	0	1	10
N. Burke (StK)*	2	1	2	10
N. Winwar (StK)*	2	2	0	10
C. Waterman (West C)	3	0	1	10

9 — M. Clarke (Bris), M. Clape (Carl), S. West (Foot), S. Wynd (Foot), B. Allan (Frem), G. Ablett (Geel)*, J. Barnes (Geel), G. Lyon (Melb), C. Bond (Rich), G. Jakovich (WC).

8 — S. Kernahan (Carl), E. Spalding (Carl), S. Denham (Ess), S. McManus (Frem), S. Breuer (Geel), D. Neitz (Melb), M. Armstrong (NM), J. Ball (WC).
7 — S. Tregenza (Adel), A. Fletcher (Bris), A. Christou (Carl), M. Hanna (Carl), N. Buckley (Coll), S. Rocca (Coll), J. Hird (Ess), G. Wanganeen (Ess), L. Cameron (Foot), S. Smith (Melb), M. Bayes (Syd), D. Kappler (Syd), T. Lockett (Syd).

6 — D. Pittman (Adel), G. Williams (Carl)*, S. Russell (Coll), P. Williams (Coll), S. Alessio (Ess), S. Atkins (Fitz), D. Hawkins (Fitz)*, N. Holland (Haw), J. Blakey (NM), A. Stevens (NM)*, M. Richardson (Rich)*, A. Dunkley (Syd), D. Lewis (Syd)*, D. McRae (Syd), C. Lewis (WC)*.

5 — M. Ricciuto (Adel), F. Brown (Carl), S. Camporeale (Carl), G. Croisica (Coll)*, G. Wright (Coll)*, M. Zanotti (Fitz), B. Standfield (Foot), T. Ridley (Frem), S. Watters (Frem), J. Platten (Haw)*, J. Hilton (Melb)*, B. Gale (Rich), M. Gale (Rich), D. Hart (WC), C. Turlay (WC).

4 — G. Anderson (Adel), P. Dean (Carl), A. McKay (Carl), B. Pearce (Carl), D. Fletcher (Ess)*, M. Mercuri (Ess), B. Boyd (Fitz), M. Burton (Frem), K. Dyson (Melb), A. Lovell (Melb), R. Smith (NM), S. Wigney (Rich), G. Rose (Syd), B. Heady (WC), B. Lyle (WC), G. McKenna (WC).

3 — M. Bickley (Adel), A. Ingerson (Adel), C. McDermott (Adel), M. McKinnon (Adel), R. Champion (Bris), T. Clarke (Bris), N. Lappin (Bris), B. Mitchell (Carl), B. James (Coll), D. Monkhorst (Coll)*, D. Bewick (Ess), D. Calthorpe (Ess)*, J. Molloy (Fitz)*, K. Koster (Foot), T. Lane (Foot), P. Mann (Frem), A. Hickmott (Geel), M. Mansfield (Geel)*, T. McGrath (Geel), L. Tudor (Geel), J. Taylor (Haw)*, G. Lovett (Melb), T. Viney (Melb)*, D. King (NM), D. Laidley (NM), C. McKernan (NM), D. Bourke (Rich), N. Bower (Rich), S. Turner (Rich)*, E. Considine (Syd), D. Cresswell (Syd), D. Kickett (Syd)*, D. Kemp (WC).

2 — R. Jameson (Adel), T. Modra (Adel), N. Smart (Adel), D. White (Bris), J. Madden (Carl), D. Rice (Carl), M. Sexton (Carl), D. Brereton (Coll)*, S. Burns (Coll), C. Cockatoo-Collins (Ess), D. Morgan (Ess), R. Olarenshaw (Ess), B. Cook (Fitz), W. Lamb (Fitz), C. Grant (Foot), W. Abraham (Frem)*, C. Burrows (Frem), S. O'Reilly (Frem), B. Graham (Geel), K. Hinkley (Geel), P. Dear (Haw), J. Dunstall (Haw), C. Langford (Haw), D. Pritchard (Haw), S. Stevenson (Haw), D. Irving (Melb), M. Capuano (NM), M. Martyn (NM), D. Kellaway (Rich), J. Tape (Rich), P. Everitt (StK), P. Roos (Syd), D. Hynes (WC), P. Symmons (WC).

1 — M. Connell (Adel), M. Liptak (Adel), T. McGuinness (Adel), M. Ashcroft (Bris), S. Hart (Bris), R. Lyon (Bris), M. McLean (Bris), C. McRae (Bris), S. Silvagni (Carl), G. Brown (Coll), J. Hassall (Coll), A. James (Coll), L. Walker (Coll), R. O'Connor (Ess), G. O'Donnell (Ess), P. Salmon (Ess), M. Symons (Ess), J. Baldwin (Fitz), I. Grgic (Foot), R. Osborne (Foot), D. Southern (Foot), S. Wallis (Foot), G. Dhurrkay (Frem), D. Kickett (Frem), D. Muir (Frem), P. Brown (Geel), A. Lord (Geel), B. Sholl (Geel), A. Collins (Haw), M. Graham (Haw), T. Hargreaves (Haw), A. McDonald (Haw), S. Wight (Melb), S. Anderson (NM), G. Archer (NM), M. Roberts (NM), G. Dear (Rich), C. Naish (Rich), R. Keogh (StK), J. Peckett (StK), J. Smith (StK), T. Gray (Syd), G. Stafford (Syd), C. Mainwaring (WC), D. Pyke (WC), M. White (WC).

* Ineligible

How the Clubs Polled

	3	2	1	Total
Adelaide	9	10	9	56
Brisbane	9	9	12	57
Carlton	17	16	16	99
Collingwood	8	9	8	50
Essendon	16	8	16	80
Fitzroy	4	6	5	29
Footscray	10	13	12	68
Fremantle	9	11	7	56
Geelong	15	14	15	88
Hawthorn	9	10	9	56
Melbourne	8	13	11	61
North Melbourne	10	11	15	67
Richmond	15	11	13	80
St Kilda	9	10	7	54
Sydney	12	15	11	77
West Coast	16	10	10	78
TOTALS	537	356	177	1056

Number of Players Votes

	Players	Total
Adelaide	15	56
Brisbane	13	57
Carlton	18	99
Collingwood	14	50
Essendon	17	80
Fitzroy	8	29
Footscray	13	68
Fremantle	13	56
Geelong	15	88
Hawthorn	14	56
Melbourne	11	61
North Melbourne	14	67
Richmond	15	80
St Kilda	8	54
Sydney	14	77
West Coast	16	78
TOTALS	218	1056

Brownlow Medallists 1924-1995

Year	Player	Club	Votes
1924	Greaves, 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.*	Sth. 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.*	Sth. 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.	Sth. Melb.	21
1956	Box, P.	Footscray	22
1957	Gleeson, B.	St Kilda	24
1958	Roberts, N.	St Kilda	20
1958	Skilton, R.*	Sth. 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.	Sth. 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.	Sth. Melb.	24
1969	Murray, K.	Fitzroy	19
1970	Bedford, P.	Sth. 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.†	Sth. 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.*	Sth. 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
1995	Kelly, P.	Sydney	21

VOTING * — Equal first, † — Two field umpires.
1924-1930 — One vote per game.
1931-1975 — Six votes a game.
1976-1977 — Twelve votes a game.
1978-1995 — Six votes a game.

AFL Annual Report

PROGRESSIVE GROWTH OF AUSTRALIAN FOOTBALL: 1858-1995

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 match 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 Harnes. 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 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 Medallist 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. became 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 & 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 'Gabba.

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 sang 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 sang 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.

1995 - Home and Away rounds (22) - each club played all rounds as there were no byes. H&A attendance 5,117,774; receipts, \$23,912,294. Waverley Park attendance (24H&A) 499,037; receipts \$1,948,482. Final Series: Two at Waverley Park - attendance 106,423 receipts: \$1,717,298. Seven at MCG - attendance: 488,496; receipts: \$10,825,011. Totals for finals: attendance: 594,919; receipts \$12,542,309. Totals for season: attendances: 5,712,693; receipts: \$36,454,603. It was the first time more than 5 million had watched the H&A series. Club membership also set a record of 261,067. Home and Away admission: adults, \$16.50; Visiting adult club member

\$14.50; Concession: \$10.20; Children under 15: \$6.30; Children under 6: Free; Family: Adults: \$16.50 and up to four juniors at 60 cents each. Coca-Cola had its first season as the AFL corporate sponsor and the Channel Seven network again had the TV rights. Fremantle FC became the league's 16th club, thus eliminating the bye that had been necessary since Adelaide entered the competition in 1991. Fremantle became known as The Dockers and played their home games at the WACA ground and Subiaco. Their entry meant that WA now had two clubs - the West Coast was admitted in 1987 and there was now a league match in WA each week of the season. The Final Eight again operated and there were again nine finals - four qualifying, two semi, two preliminary and the grand final. Carlton easily defeated Geelong to win the premiership and along the way set a new league record of 20 H&A wins in one season. Carlton won every match from Round 10 on and it became the outright leader on the AFL premiership chart by winning its 16th title in front of a crowd of 93,670. The feature of the finals was the first appearance of Brisbane which did a fine job before being knocked out in a qualifying final by Carlton. Brisbane's last-minute entry into the finals came after a thrilling last round that saw Melbourne and Collingwood miss out. Before the grand final Tina Arena sang Waltzing Matilda and the National Anthem, the Coodabeen Champions were on hand and at half time the entertainment included a performance by John Paul Young. The major medal winners were: Paul Kelly (Brownlow), Greg Williams (Norm Smith) and Gary Ablett (Coleman). Geelong forward Ablett won the Coleman for the third successive year when he topped 100 goals for the third season in a row. He was also selected captain of the All-Australian side. Sydney spearhead Tony Lockett also kicked 100 goals in 1995 and became the fourth player in league history to reach a career total of 1000. Carlton ruckman Justin Madden made it to 300 games and Doug Hawkins, (Footscray/Fitzroy) and the league's oldest player, retired at the season's end after 350 games. Ron Barassi retired as a league coach (he coached Carlton to two premierships, North Melbourne to two, coached Melbourne and his last port of call was Sydney). Football was saddened with the death of Footscray great, 'Mr Football' Ted Whitten on August 17, 1995 and thousands mourned his passing and it was fitting that he should be given a State Funeral in Melbourne (see obituaries - page 53). North Melbourne won the Pre-Season Ansett Australia Cup over Adelaide and North full-back Michael Martyn won the Michael Tuck Medal for being best man on the ground. The Reserve-grade premiership went to North Melbourne which beat Sydney and the Northern Knights defeated Eastern Ranges to win the VSFL under-18s premiership.

1995 Happenings

HIGHEST SCORE: North Melbourne - 30.24 (204) v Fitzroy in Round 22 at Optus Oval.

LOWEST SCORE: Carlton 3.6 (24) v St Kilda in Round 9 at Waverley Park.

GREATEST WINNING MARGIN: 135 points, by the West Coast against Adelaide in Round 19 at Subiaco.

TOP POSITION: In the home and away series Carlton occupied top place on the ladder after 17 rounds; Richmond for four rounds and Essendon for one.

NOT IN EIGHT: Fitzroy and St Kilda were not in the top eight at any stage of the season.

BIGGEST HOME & AWAY CROWD: 94,825 - Collingwood v Essendon in Round 4 at the MCG (Anzac Day).

MOST GOALS IN A GAME: 16 - Tony Lockett (Sydney) v Fitzroy in Round 19 at the E. J. Whitten Oval.

LONGEST WINNING SEQUENCE: 16 games - Carlton, from Round 10 to grand final, inclusive.

LONGEST LOSING SEQUENCE: 14 games - Fitzroy, from Round 9 until Round 22.

AFL Annual Report

1995 RESULTS / LADDER

Matches played on grounds of first-named clubs except where otherwise determined by the League. (P) - Waverley; (WO) - Whitten Oval; (OO) - Optus Oval; (KP) - Kardinia Park; Geelong; (FP) - Football Park, Adelaide; (S) - Subiaco Oval; (WACA) - West Australia Cricket Ground; (Canberra) - Bruce Stadium; (SCG) - Sydney; (VP) - Victoria Park, Collingwood. (Arranged on McIntyre final Eight System)

ROUND 1

March 31, Friday

NM 11.13 (79) v Adel 10.16 (76) MCG

April 1, Saturday

Rich 12.18 (90) v Fre 12.13 (85) MCG
Haw 20.7 (127) v Bris 11.4 (70) P
Geel 12.15 (87) v Melb 11.7 (73) KP
Fitz 6.2 (38) v Ess 16.16 (112) WO

April 2, Sunday

Carl 14.11 (95) v Coll 9.12 (66) MCG
Foots 13.12 (102) v Syd 12.13 (85) WO
WC 18.13 (121) v StK 11.9 (75) WACA

ROUND 2

April 7, Friday

Fre 11.16 (82) v Ess 12.19 (91) WACA

April 8, Saturday

Melb 12.15 (87) v NM 16.10 (106) MCG
Haw 10.11 (71) v Foots 14.11 (95) P
Carl 18.17 (125) v Fitz 8.8 (56) OO

April 9, Sunday

Coll 11.10 (76) v WC 11.14 (80) MCG
StK 9.15 (69) v Rich 14.11 (95) P
Bris 18.18 (126) v Adel 14.15 (99) Gabba
Syd 10.15 (75) v Geel 11.14 (80) SCG

ROUND 3

April 15, Saturday

Fitz 11.12 (78) v Fre 18.13 (121) WO
Foots 8.12 (60) v Carl 23.20 (158) MCG
Geel 18.14 (122) v Coll 14.11 (95) KP
WC 12.19 (91) v NM 5.13 (43) WACA

April 16, Sunday

Haw 5.4 (34) v Rich 4.16 (40) P
Adel 13.14 (92) v StK 3.8 (26) FP
Bris 15.14 (104) v Syd 14.15 (99) Gabba

April 17, Monday

Ess 14.14 (98) v Melb 12.10 (82) MCG

ROUND 4

April 21, Friday

Fre 12.22 (94) v Geel 10.15 (75) WACA

April 22, Saturday

StK 10.10 (70) v Haw 16.10 (106) P
Syd 17.14 (116) v Fitz 12.12 (84) SCG

April 23, Sunday

Melb 12.8 (80) v Foots 16.7 (103) OO
Adel 7.14 (56) v WC 6.10 (46) FP
Bris 12.10 (82) v Carl 18.11 (119) Gabba

April 24, Monday

Rich 21.8 (134) v NM 13.7 (85) MCG

April 25, Tuesday

Coll 17.9 (111) v Ess 16.15 (111) MCG

ROUND 5

April 29, Saturday

Rich 17.14 (116) v Bris 14.12 (96) MCG
Geel 28.13 (181) v Fitz 13.14 (92) KP
Foots 14.14 (98) v Fre 14.12 (96) WO
WC 13.12 (90) v Melb 11.8 (74) WACA

April 30, Sunday

NM 7.8 (50) v Carl 12.12 (84) MCG
Haw 14.12 (96) v Coll 4.13 (37) P
Ess 24.10 (154) v StK 5.8 (38) OO
Syd 20.24 (144) v Adel 12.15 (87) SCG

ROUND 6

May 5, Friday

Adel 11.11 (77) v Melb 10.9 (69) FP

May 6, Saturday

StK 10.13 (73) v Fitz 12.12 (84) P
Carl 13.12 (90) v WC 10.7 (67) OO
Foots 8.14 (62) v Geel 22.18 (150) WO
Coll 12.10 (82) v Rich 13.16 (94) MCG

May 7, Sunday

NM 22.12 (144) v Haw 14.13 (97) MCG
Ess 19.14 (128) v Bris 14.16 (100) OO
Fre 25.13 (163) v Syd 16.9 (105) WACA

ROUND 7

May 12, Friday

Rich 10.12 (72) v Adel 9.4 (58) MCG

May 13, Saturday

Carl 10.15 (75) v Ess 9.13 (67) MCG
StK 15.15 (105) v Foots 12.15 (87) P
Geel 9.19 (73) v Haw 11.12 (78) KP
Fitz 13.10 (88) v NM 17.16 (118) WO
Coll 13.19 (97) v Syd 11.10 (76) VP

May 14, Sunday

Melb 12.10 (82) v Bris 10.15 (75) MCG
WC 23.13 (151) v Fre 9.12 (66) S

ROUND 8

May 19, Friday

Syd 21.6 (132) v Carl 8.12 (60) SCG

May 20, Saturday

Rich 14.7 (91) v Geel 24.19 (163) MCG
Haw 7.8 (50) v Melb 17.10 (112) P
Foots 13.6 (84) v NM 15.15 (105) WO
Coll 20.11 (131) v Fre 14.9 (93) VP
Adel 9.12 (66) v Fitz 15.9 (99) FP

May 21, Sunday

Bris 17.13 (115) v StK 14.10 (94) Gabba
WC 13.12 (90) v Ess 16.12 (108) S

ROUND 9

May 26, Friday

NM 12.7 (79) v Geel 20.20 (140) MCG

May 27, Saturday

Ess 15.11 (101) v Foots 9.13 (67) MCG
StK 11.14 (80) v Carl 3.6 (24) P
Syd 14.6 (90) v WC 12.10 (82) Canberra
Adel 9.6 (60) v Haw 7.16 (58) FP

May 28, Sunday

Melb 12.13 (85) v Coll 7.16 (58) MCG
Syd 14.6 (90) v Rich 17.14 (116) SCG
Fre 17.18 (120) v Bris 8.6 (54) S

ROUND 10

June 2, Friday

NM 19.12 (126) v Ess 15.9 (99) MCG

June 3, Saturday

Melb 15.12 (102) v Syd 11.11 (77) MCG
StK 9.6 (60) v Fre 20.11 (131) P
Geel 16.20 (116) v Adel 14.7 (91) KP
Coll 13.15 (93) v Fitz 10.19 (79) VP

June 4, Sunday

Foots 9.10 (64) v Rich 13.18 (96) MCG
Carl 26.16 (172) v Haw 10.10 (70) OO
WC 17.10 (112) v Bris 10.7 (67) S

ROUND 11

June 9, Friday

Coll 25.11 (161) v StK 13.9 (87) MCG

June 10, Saturday

Ess 17.10 (112) v Geel 19.9 (123) MCG
Rich 18.15 (123) v WC 9.9 (63) OO
Adel 12.18 (90) v Foots 6.10 (46) FP

June 11, Sunday

Bris 17.30 (132) v Fitz 10.14 (74) Gabba
Fre 11.6 (72) v NM 22.11 (143) S

June 12, Monday

Melb 12.8 (80) v Carl 16.16 (112) MCG
Haw 17.11 (113) v Syd 9.17 (71) P

STATE OF ORIGIN

June 17, Saturday

Vic 18.12 (120) v Sth Aust 8.9 (57) MCG

June 18, Sunday

W. Aust 8.13 (61) v The Allies 13.14 (92) S

ROUND 12

June 23, Friday

Ess 10.18 (78) v Haw 8.12 (60) MCG

June 24, Saturday

Rich 15.19 (109) v Fitz 15.13 (103) MCG
Foots 10.11 (71) v Coll 10.11 (71) P
Carl 16.16 (112) v Geel 15.19 (109) OO
Adel 16.9 (105) v Fre 12.12 (84) FP

June 25, Sunday

StK 11.7 (73) v Melb 13.12 (90) P
Bris 13.11 (89) v NM 20.13 (133) Gabba
WC 11.7 (73) v Syd 10.12 (72) S

ROUND 13

June 30, Friday

Coll 24.8 (152) v Adel 7.14 (56) MCG

July 1, Saturday

Melb 14.11 (95) v Rich 12.12 (84) MCG
StK 12.12 (84) v NM 18.13 (121) P
Geel 17.14 (116) v WC 9.10 (64) KP
Foots 9.15 (69) v Bris 8.5 (53) WO

July 2, Sunday

Fitz 17.10 (52) v Haw 21.25 (151) OO
Syd 21.12 (138) v Ess 17.17 (119) SCG
Fre 7.7 (49) v Carl 15.16 (106) S

ROUND 14

July 7, Friday

NM 18.17 (125) v Coll 10.13 (73) MCG

July 8, Saturday

Ess 27.20 (182) v Adel 8.12 (60) MCG
Haw 8.8 (56) v WCA 14.13 (97) P
Geel 15.21 (111) v Bris 15.8 (98)

July 9, Sunday

Fitz 12.7 (79) v Foots 23.8 (146) WO
Syd 14.10 (94) v StK 17.17 (119) SCG
Carl 17.13 (115) v Rich 12.13 (85) MCG
Fre 7.8 (50) v Melb 13.12 (102) S

ROUND 15

July 14, Friday

Rich 15.11 (101) v Ess 15.11 (101) MCG

July 15, Saturday

NM 12.12 (84) v Syd 16.17 (113) MCG
Haw 18.10 (118) v Fre 11.8 (74) P
Carl 20.13 (133) v Adel 15.10 (100) OO
Fitz 7.8 (50) v Melb 20.11 (131) WO

July 9, Sunday

Geel 13.7 (85) v StK 13.15 (93) MCG
Bris 11.14 (80) v Coll 19.15 (129) Gabba
WC 8.13 (61) v Foots 12.15 (87) S

ROUND 16

July 21, Friday

Adel 9.11 (65) v NM 7.12 (54) FP

July 22, Saturday

Ess 22.18 (150) v Fitz 12.7 (79) MCG
StK 9.10 (64) v WC 19.8 (122) P
Melb 12.10 (82) v Geel 15.21 (111) OO
Syd 12.7 (79) v Foots 21.8 (134) SCG

July 23, Sunday

Coll 10.8 (68) v Carl 12.18 (90) MCG
Bris 14.20 (104) v Haw 14.13 (97) Gabba
Fre 9.13 (67) v Rich 10.14 (74) S

ROUND 17

July 28, Friday

NM 12.8 (80) v Melb 15.12 (102) MCG

July 29, Saturday

Ess 21.9 (135) v Fre 13.9 (87) MCG
Rich 9.8 (62) v StK 15.17 (107) OO
Geel 23.13 (151) v Syd 11.8 (74) KP
Foots 8. 9 (57) v Haw 7.10 (52) WO

July 30, Sunday

Fitz 9.10 (64) v Carl 24.17 (161) P
Adel 6.10 (46) v Bris 11.10 (76) FP
WC 18.21 (129) v Coll 11.13 (79) S

ROUND 18

August 4, Friday

Rich 13.21 (99) v Haw 8.7 (55) MCG

August 5, Saturday

Melb 11.7 (73) v Ess 15.16 (106) MCG
StK 10.8 (68) v Adel 14.14 (98) P
NM 15.16 (106) v WC 7.2 (44) OO

August 6, Sunday

Coll 15.9 (99) v Fitz 9.10 (64) S
Carl 15.16 (106) v Foots 11.15 (81) OO
Syd 17.9 (111) v Bris 19.12 (126) SCG
Fre 17.14 (116) v Fitz 9.10 (64) S

ROUND 19

August 11, Friday

NM 16.14 (110) v Rich 15.10 (100) MCG

August 12, Saturday

Ess 16.14 (110) v Coll 15.12 (102) MCG
Haw 14.13 (97) v StK 16.9 (105) P
Geel 16.10 (106) v Fre 12.11 (83) KP
Foots 11.12 (78) v Melb 7.16 (58) WO

August 13, Sunday

Carl 11.19 (85) v Bris 10.11 (71) OO
Fitz 6.8 (44) v Syd 27.8 (170) WO
WC 26.21 (177) v Adel 5.12 (42) S

ROUND 20

August 18, Friday

Coll 15.14 (104) v Haw 15.11 (101) MCG

August 19, Saturday

Melb 10.15 (75) v WC 16.8 (104) MCG
StK 10.15 (75) v Ess 23.13 (151) P
Carl 18.14 (122) v NM 15.13 (103) OO
Fitz 8.17 (65) v Geel 15.16 (106) WO
Adel 13.15 (93) v Syd 22.7 (139) FP

August 20, Sunday

Bris 24.16 (160) v Rich 13.5 (83) Gabba
Fre 17.14 (116) v Foots 12.13 (85) S

ROUND 21

August 25, Friday

Melb 18.7 (115) v Adel 23.8 (146) MCG

August 26, Saturday

Rich 14.25 (109) v Coll 7.13 (55) MCG
Haw 9.14 (68) v NM 17.11 (113) P
Geel 15.20 (110) v Foots 19.11 (125) KP
Fitz 13.12 (90) v StK 16.21 (117) WO
Bris 17.14 (116) v Ess 12.12 (84) Gabba

August 27, Sunday

Syd 19.13 (127) v Fre 20.24 (144) SCG
WC 16.8 (104) v Carl 15.15 (105) S

ROUND 22

September 1, Friday

Bris 16.14 (110) v Melb 13.11 (89) Gabba

September 2, Saturday

Adel 12.14 (86) v Rich 19.9 (123) FP
Bris 16.14 (110) v Melb 13.11 (89)
Ess 9.13 (67) v Carl 16.12 (108) MCG
Haw 15.12 (102) v Geel 23.10 (148) P
NM 30.24 (204) v Fitz 15.11 (101) OO
Foots 11.12 (78) v StK 20.12 (132) WO

September 3, Sunday

Syd 19.13 (127) v Coll 15.14 (104) SCG
Fre 8.10 (58) v WC 16.15 (111) S

FINALS

September 8, Friday

2ND QUALIFYING FINAL
Rich 12.12 (84) v NM 17.12 (114) MCG

September 9, Saturday

1ST QUALIFYING FINAL
Ess 11.8 (74) v WC 8.7 (55) P
3RD QUALIFYING FINAL
Geel 24.11 (155) v Foots 10.13 (73) MCG

September 10

4TH QUALIFYING FINAL
Carl 13.12 (90) v Bris 12.5 (77) (MCG)

September 16, Saturday

2ND SEMI-FINAL
Ess 11.7 (73) v Rich 12.14 (86) MCG



A packed MCG on Anzac Day for the clash between Essendon and Collingwood.

