

Remuneration paid to players, coaches, trainers and umpires accounted for the equivalent of a further 3840 full-time jobs. Indirectly, the game supported an additional 7490 full-time equivalent jobs in other sectors of the Australian economy.

About 45,000 volunteers contributed almost 5.7 million working hours in 1998 to all levels of the game, worth the equivalent of \$69.2 million in labour effort.

Total financial contribution of all levels of the game to the Australian economy in 1998 was estimated to be \$1.708 billion.

State and Territory contributions were:

	\$ MILLIONS
Victoria	\$866.5
South Australia	\$292.9
Western Australia	\$241.6
New South Wales/ Australian Capital Territory	\$ 94.8
Queensland	\$ 77.3
Tasmania	\$ 46.6
Northern Territory	\$ 18.9

The distribution of financial contribution by Australian football organisations, participants and businesses in 1998, compared with 1992, was:

	\$ MILLIONS		
	1998	1992	% per annum change 1992-1998
Peak bodies and leagues	217.8	69.8	20.9
Clubs	377.2	217.7	7.2
Players and members	316.1	240.9	4.6
Spectators, business and multiplier effects	727.5	446.8	8.5
Volunteers	69.2	54	4.2

Of the estimated \$595 million expenditure by clubs, leagues and peak bodies, the nature of expenditure was:

	%
Advertising/promotions	6.4
Player, coach, umpire payments	20.6
Salaries, wages	10.3
Match expenses	7.9
Social functions	15.1
Administration	8.5
Affiliation/levies/transfer fees	3.2
Other expenses	28.0

FANS APLENTY: The AFL is Australia's premier spectator sport - a total of 6,243,586 people attended AFL matches in 1999.



Processes set up to maximise accountability, revenues

During 1999, the AFL undertook a series of strategic reviews into aspects of its operations. As part of this review it carried out a preliminary study entitled 'The Funding of Football' based on figures gathered from the 1997 financial year.

This analysis was the first stage in an ongoing review of revenue and expenditure items at every level of Australian Football. Undertaken to ensure future returns on investment are maximised, the project measured all of the revenues that directly derive from the AFL competition and then analysed how these revenues are spent across the same bodies.

The unique evolution of the national game and the AFL has allowed football's revenues and costs to be spread across a variety of organisations. The development of funding arrangements has, therefore, occurred in a piecemeal fashion with variation occurring across states, and disputation as to the most equitable, efficient and profitable method of allocating finances.

Often arguments about cross-subsidisation occur without the AFL having the capacity to fully refer to an 'across the board' picture of AFL finances.

It is a continuing discussion, but until this 'across the board' picture of AFL finances is taken it is difficult to identify exactly where improvements can be made. It is possible that expenditure items can be cut by eliminating duplication of roles across bodies, or that revenue can be further increased by directing funds appropriately in order to maximise growth and take full advantage of current opportunities.

Initial studies (derived by adding together the published financial statements of the AFL, 16 AFL clubs, the MCC, SCG, 'Gabba, SANFL, WAFC and WACA for the 1997 financial year) consolidated all revenues across AFL football, and found that AFL football is a \$276 million per annum industry. The AFL directly generates/controls \$80 million, whilst 16 AFL

clubs uniquely generate \$144 million. The remaining \$52 million came from the other bodies.

The establishment of this figure shows that AFL football is an expensive industry with lots of organisations duplicating each other. Further studies will examine four key questions in relation to AFL football:

- From where will future AFL revenue growth come?
- Are there opportunities to reduce costs across the competition?
- Does the funding of football beneath the AFL elite level need to be reallocated?
- Should the relationship with the Independent State Bodies be reassessed in light of their dependence on derived funding?

The four questions asked will allow the following issues to be examined:

From where will future AFL revenue growth come?

- attendances
- Corporate support
- Broadcasting
- relationship with ground managers

Are there opportunities to reduce costs across the competition?

- administration and marketing costs
- players share in revenues
- Duplication of roles across AFL clubs

Does the funding of football beneath the AFL elite level need to be reallocated?

The state football bodies are dependent on different revenue streams for their existence. In total \$30 million is spent on State Leagues and Junior Development. A clear understanding of funding streams is required to ensure finances flow in an appropriate and sustainable direction.

- How much money should be spent?
- How should the money be spent?
- How should this money be spread across the states?

Should the relationship with the Independent State Bodies be reassessed in light of their dependence on derived funding?

If the AFL is the 'keeper of the code' and the major source of funds, what should its relationship be with the State Bodies? There are three options canvassed:

- Funded, but independently governed (e.g. Commissions)
- Funded, independently governed with strong accountability
- 'Divisions' of the AFL with the state chiefs reporting to the AFL's Chief Executive Officer.

Project Objectives and scope

The AFL has appointed a team to examine how costs can be cut across the competition.

At this stage the scope of the proposed work will centre on the AFL itself, up to four Victorian-based AFL clubs and the two West Australian AFL clubs. This sample of clubs will provide insight into the cost impact of different stadium situations, differences in travel and proximity to other clubs.

Conveners of the report will have full access to AFL costs and the cost structures of several AFL clubs who will participate in this exercise. Results will be made available to all clubs.

Advice will be given on:

- (i) significant cost reduction opportunities that exist, if any
- (ii) potential gains
- (iii) likely options for realising the savings (eg. Joint-venture, outsourcing, joint purchasing)



Key Questions

The AFL must face

From where will future
AFL revenue growth come?

Are there opportunities to reduce
costs across the competition?

Does the funding of football
beneath the AFL elite level need
to be reallocated?

Should the relationship with the
Independent State Bodies be
reassessed in light of their
dependence on derived funding?



Taking the AFL Game to new markets

The AFL is maintaining a considered strategy towards international markets. Although international opportunities are far smaller than those in Australia, they are there, and the AFL should be open to explore them.

Future strategy is about encouraging investment to grow selected small participation and supporter bases overseas.

The AFL's continued international strategy is based on the following reasons:

- most importantly, to leverage attractive current opportunities and keep future growth opportunities open;
- it is the AFL's responsibility as the keeper of the code, to be the guardian of the AFL game internationally;
- to maintain support to the dedicated and enthusiastic lovers of the game around the world;
- to increase the AFL's supporter base and introduce Australian football to new markets;
- to enhance the profile of the game, and provide players and other AFL people with some travel, cultural and international opportunities;
- to create the opportunity to develop a new pool of possible AFL type players.

It is important to note that the AFL's international strategy is purely 'offensive' (as opposed to 'defensive'). A defensive strategy is not required because:

- key AFL revenue streams are not at risk from the 'globalisation' of world sport;
- sufficient consumer and participation growth opportunities exist within Australia;
- the AFL's ability to attract talented athletes is defensible.

Being offensive, within limits, will ensure the AFL will not look back in twenty years time,

and say: 'What if?' It could be said that there is some regret that past administrations did not follow up on opportunities in NSW and Queensland in the last 50-100 years. In a world sports market that is constantly changing, the AFL is willing to keep itself open to new opportunities.

None of this strategy affects the AFL's absolute priority - the development of the AFL game within Australia. AFL investment in the international arena is minimal in the bigger picture.

TV coverage and the internet are the most crucial elements in building international exposure for Australian football, and the AFL.

The AFL currently makes a small nett return on the sale of rights for the international television market and the sponsorship of Foster's. The rights have been offered at low rates in exchange for exposure and the AFL will continue to follow that policy to develop relationships and create servicing strategies for TV networks with the aim of building rights fees over time.

In 1999, AFL football was broadcast in 64 countries by 16 different broadcasters, including six free to air.

Playing matches overseas

In the near term, it was recommended that:

- AFL premiership season matches should not be fixtured overseas. The only viable fixtures are early round Ansett Australia Cup matches, or pre- and post-season exhibition matches;
- Due to limited resources, the AFL should not solely fund the staging of AFL matches overseas (excluding International Series matches);
- If the AFL is to fund a match overseas, this should be an Ansett Australia Cup match in Wellington, New Zealand. This involves small travel time, has a brand new, suitable

stadium, and will provide support for current TV and development initiatives in New Zealand.

- The AFL will encourage third party sponsored exhibition or Ansett Australia Cup matches. This has worked well in regard to the end of season exhibition matches in London, in which a third party Capitalize, market the game and cover match costs. This model can apply around the world providing the following key criteria are met: suitable stadia, acceptable travel time, player welfare, sizeable local interest (usually through large expat base) zero nett cost to the AFL, consideration of AFL sponsors and partners, and a positive impact on the AFL brand. Ideally this would happen in markets where Australian football is played or which receive TV coverage of AFL.

International Rules Series

The AFL is heartened by the success of the International Rules series, at home in 1999, and in Ireland in 1998 - heartened by the interest - at the grounds and on television, the competitiveness of the events, and the passion shown by both players and fans; disheartened by the Australian teams narrow defeats in each series.

The matches at the MCG and Football Park indicate that the AFL's strategy to provide funding for the series until 2001 is correct, and with the right amount of pre-planning and marketing future series can expect growing support. More than 110,000 supporters attended the games in 1999 with Football Park a sellout.

The 1999 matches were the second series in a four year agreement between the AFL and the Gaelic Athletic Association (GAA). The 2000 matches will return to Ireland following the 2000 Coca-Cola AFL Finals Series.



INTERNATIONAL STRATEGY

TEN YEARS AHEAD

TEN YEAR VISION FOR THE AFL

- For the International Rules concept to become a successful annual event of international significance;
- To increase international awareness of the AFL;
- For the AFL to become an attractive and popular multi-media entertainment product, whereby the maximum number of people (and markets) around the world are able to see the game on TV, access the web site, and are able to buy merchandise;
- To play a limited number of AFL games at overseas destinations on an annual basis;
- To provide cultural and learning experiences for AFL players and club personnel through regular international opportunities.

TEN YEAR VISION FOR THE AFL GAME

- To increase international awareness of the AFL game
- To continue to assist international efforts to provide the opportunity to play, or be involved in a quality participation program;
- To nurture existing and help create new international leagues that are financially viable, well managed, with sizeable participation rates and quality junior, youth and senior competitions and programs. Clubs and leagues now exist in Brunei, Canada, China, Denmark, El Salvador, France, Germany, Hong Kong, Indonesia, Israel, Japan, Malaysia, Nauru, New Zealand, PNG, Samoa, Singapore, South Africa, Thailand, United Kingdom, USA and Vietnam. - around 110 clubs, and 3000 participants. Of these Japan, PNG, Samoa, New Zealand, Nauru, Canada, USA, Britain, and Denmark are capable of fielding teams without expat Australian players;
- To have strong working relationships between the various international Australian Football bodies and the AFL;
- Possibly, in some selected countries, the AFL game to be a strong football code;
- Possibly, to have a number of overseas raised and football educated players in the AFL.



New look for the AFL's premier publication, the AFL Record

The AFL's change of corporate identity - using the term AFL in the new corporate logo - led to an early change of title for the Football Record in 1999. A new masthead, and new name - AFL Record - were launched for the start of the AFL season.

This is the first change of title for the official program of the AFL (and before that the VFL), since it was first published on April 27, 1912, with the motto 'Fair Play is Bonnie Play'.

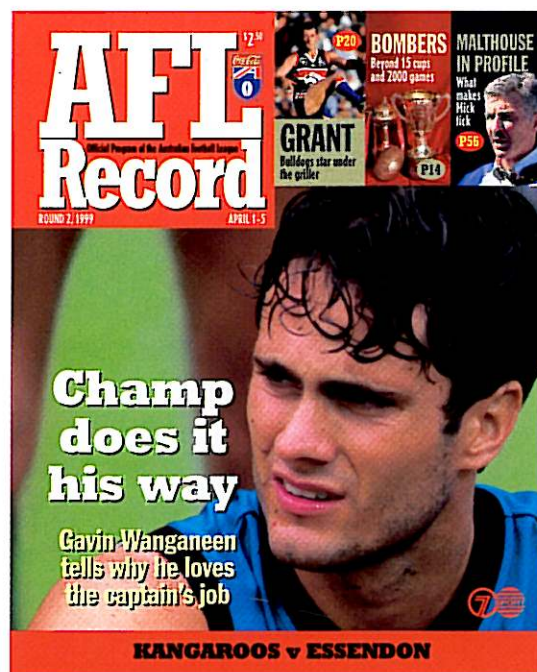
The AFL Record also took on a new design look in 1999, and continues its growth from a sporting program to a combination program and full-on sports magazine. The number of pages in the AFL Record continued to grow - from an average of 72 in the 1998 season to an average of 80 in season 1999.

The new look and style were well supported by advertisers, with advertising revenue up on 1998 levels. Sales of the AFL Record in 1999, despite a cover price rise (from \$2 to \$2.50) remained steady, relative to attendance levels. The cover price remains extremely competitive, and although up in 1999 is still well below what would be considered a commercial cover price for a magazine of such substance and authority. The cover price will remain at \$2.50 during season 2000, although it will be affected following round 17, when the GST is introduced.

Although profitability has been maintained at expected levels through much of the nineties, new processes of accountability on the cost side, and marketing and sales systems on the revenue side, are being implemented to create new value in this product for the AFL into the new decade.

There was a new look too, for the AFL Record produced for the Coca-Cola AFL Grand Final. This was produced in a larger format (275mm x 230mm, compared with 255mm x 210mm for the Premiership season), and created as a true

souvenir of the great event. For the first time, the Grand Final edition was distributed by the Herald & Weekly Times. Sales were strong, nationally - more than 110,000 copies of the Grand Final Record were sold in newsagents, and at the ground. New marketing strategies will be introduced in season 2000 to grow sales away from the ground. Although sales in newsagents are strong for a 'one-off' publication, the AFL believes there is a large, untouched market available, particularly when millions watch the Coca-Cola AFL Grand Final on the Seven Network across Australia.



NEW LOOK: The AFL Record had a new look in 1999

The AFL Record remains the most public, and commercial, of AFL Publications, but is only one in close to one hundred publications produced by the AFL. These include other commercial items - like AFL '99, the official statistical history of the AFL - through to guidebooks, handbooks, posters, fliers, newsletters, marketing documents, information sheets and much more. These publications

represent the intense interest in the AFL Game, and the need for information dissemination to be done professionally, and with due regard to the strength and underlying values of the AFL brand.

New standards in publications have been introduced in the latter half of the decade, maintaining a consistency in the professional positioning of the AFL in all areas of its operation.

One particularly high profile publication - The AFL at Colonial Stadium - was produced for national media for the AFL's 'information/open' day at Colonial Stadium in December, 1999. This document was indicative of the AFL's open book policy, and revealed the minutiae of the AFL's relationship with this exciting new stadium.

The AFL Publications team also worked closely with FHA Design in the development of the new AFL logo, and brand management processes. This will continue through 2000, as the new branding strategies become more apparent. Such will include a new design of the masthead, and cover of the AFL Record in 2000. The AFL Record will also be published on a new, matt, stock in 2000, continuing its evolution, while maintaining its close relationship with AFL fans.

The AFL continued to print the bulk of its publications through Progress Printers and Distributors. 1999 was the third year of a four year contract with Progress. Advertising for the AFL Record was managed by Cameron Media Sales.

All AFL photography, including all photographs in this Annual Report, are provided by Allsport. The AFL shares copyright in all photographic images of the AFL with Allsport, and a licence fee flows to the AFL from all commercial use of AFL images provided by Allsport.

AFL Website confirmed as Australia's number one sports site

The official AFL website www.afl.com.au confirmed its status as the premier sports site in Australia when it won the Best Sports Site award at the 1999 Australian Financial Review/Telstra Internet Awards.

The award recognised the site's dominance of internet traffic and rankings in the sports category. During the football season, www.afl.com.au is by far the number one ranked sports website and ranks in the top three Australian sites in all categories.

www.afl.com.au records a weekly average of two million page impressions - 20 per cent of all traffic to Australian sports sites. On match days, that figure consistently tops 50 per cent.

Even in the football off-season, the site is often the top-ranked Australian sports site.

The site was launched in March 1998 as a partnership between the AFL, the Seven Network and News Limited.

It has stayed at the forefront of internet development through the resources of its joint venture partners and the efforts of a small dedicated team.

The first online outlet for AFL merchandise, The Footy Store, was launched in February 1999 in a joint venture with the Myer Direct Fulfilment Group.

The Footy Store allows football fans to customise their shopping experience to access a store - dedicated to their team- within the store offering a wide range of club merchandise.

Some of the site's most exciting developments have come in the use of multimedia content such as live audio broadcasts, downloadable video highlights, streaming audio interviews and real-time chat sessions with players.

This new layer of content has been added to the site's unique match-day coverage including live match statistics, scores, chat and commentary.

A tipping competition launched in 1999 attracted over 40,000 entrants and more than 20,000 people entered a competition to guess when Tony Lockett would break the magical 1300-goal mark. Another 40,000 website members receive a weekly e-mail with team news and lineups.

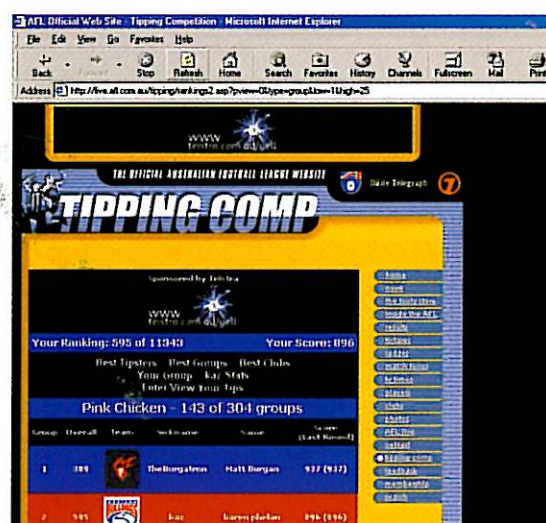
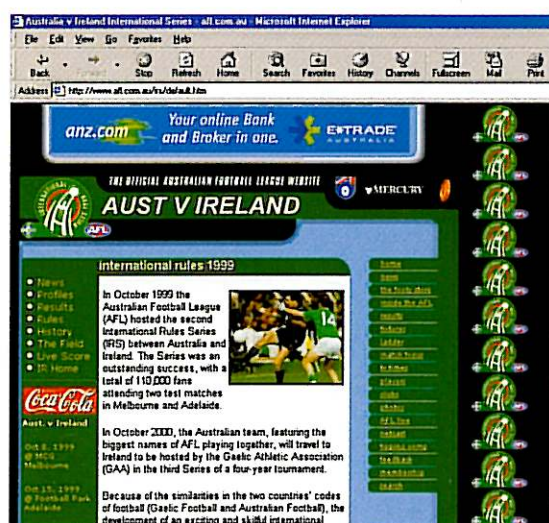
The site has already built up an impressive archive of AFL data that will be an invaluable future resource. Every AFL player has a dedicated page within the site with links to news articles, statistics, photos, audio interviews and video highlights related to the player.

Each match played has archival links to audio and video, player and team statistics, news, photos, team lineups, best players, goal kickers, reports and injuries.

With such a wealth of information and features on offer, the site has built up large base of loyal users who access up-to-the-minute news and information about the AFL.

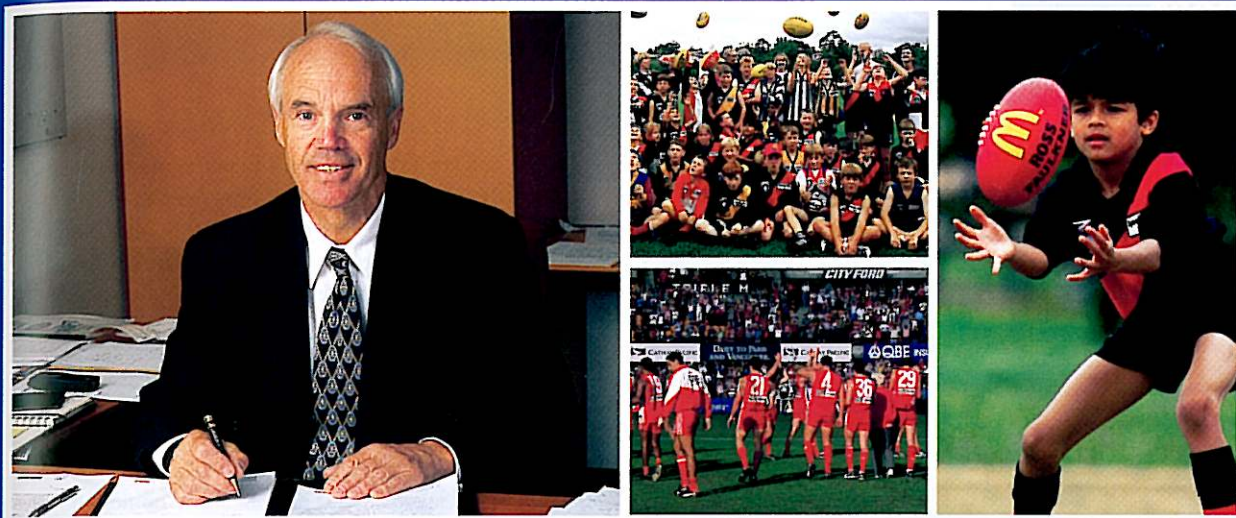
The site's popularity has in turn attracted sponsorship from organisations such as Carlton and United Breweries, IBM and Commonwealth Securities.

Through its joint venture partners the AFL, the Seven Network and News Limited, the official AFL website has carved a highly-visible presence in the new media environment. The venture is poised to contribute new revenue streams to the development of Australian football.



ON THE NET: afl.com.au continued its pre-eminent position as Australia's leading sporting website





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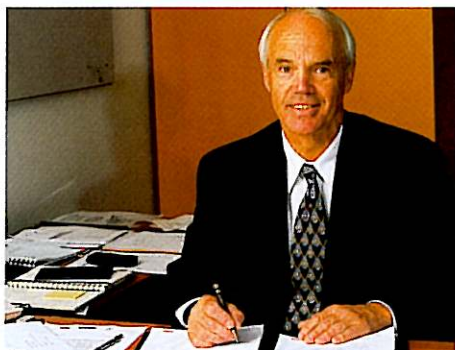
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GENERAL MANAGER - GAME DEVELOPMENT: Dr. Ross Smith

New resources applied to continue the growth of the AFL Game

The challenge to encourage participation in AFL football has increased with each generation. The needs of sports participants are changing and becoming increasingly sophisticated. The AFL's competitors are changing, and the marketplace is becoming a tougher place to win share. As a result the AFL's approach to the strategy, management and planning for game development must become, increasingly, commercially focussed.

Attracting and retaining a large grass roots participation base in well managed programs is important because:

- a wider base increases the penetration of the code into the community, and drives a wider base of football followers at all levels, including prospective AFL supporters.
- with a wider base, there is more chance of capturing talented athletes.
- Appropriate game development strategies are also fundamental to deepen and entrench the wider community's cultural association with all levels of Australian Football.

Recent History

The first National Development plan was produced in 1989 to address the declining participation rates in AFL football. A national forum of state bodies resolved then to introduce a National Development Plan with each state or territory to adopt its own plan to implement core national strategies, including Auskick, coach/umpire accreditation and talented player pathway programs.

The focus on game development by the AFL has grown since it assumed direct responsibility for the role in 1995.

It framed a National Development plan that was implemented between 1995-1999.

This National Development plan sought to:

develop logical and sequential quality experiences appropriate to each age group and build a strong football network.

The implementation of this plan succeeded in two key areas:

1. It sharply reversed the decline in participation. Growth rates in football participation were ahead of population growth.
2. Junior policies, accreditation courses and talented player programs set the benchmark in Australian sporting circles.

An evaluation of the plan recognised, however, that the implementation of the 1995 plan had led to a focus on operational and technical issues. This undervalued the importance of commercial concerns - fundamental to maintaining the quality of the successful operational structures already developed.

The AFL's investment in game development has now grown to more than \$13 million (including \$4 million invested in NSW).

It is the AFL's intention to build upon existing participation and talented player strategies while increasing the funding and resources available to further boost participation in the AFL game. It will achieve this by boosting its marketing focus and capabilities, leveraging business opportunities and building the consumer association with football at all levels.

With the expiration of the current strategy and recognition of the need to address changing social and market issues, the planning group, in conjunction with the Australian Football Foundation, has started a detailed review and analysis of AFL game development.

The AFL aims to produce a new National Development Plan for 2000 and beyond over the next 12 months.

Issues to be considered in the National Development plan include:

- definition of the mission statement for the AFL's development organisation;
- structural change both inside the AFL and the state bodies;
- ownership and complete buy-in from all state bodies and other key stakeholders;
- infrastructure and resources required including an understanding of the physical capability of the existing network;
- complex marketing and branding issues;
- building consumers and participation brand issues;
- relationships with sponsors and business development opportunities;
- relationships with AFL clubs and players.

National Development Plan

The first stage of the National Development Plan for 2000 will, subject to AFL Commission approval, be based on game development having four complementary streams:



THE GAME DEVELOPMENT TEAM: Back Row (L-R): David Matthews, Ross Smith, Terry Wheeler, Ed Biggs, Kevin Sheehan. Front Row: Julie Rackstraw, Quinton Gleeson, Bianca Griffin, Peter Hanlon, Melanie Gibb.

1. Building participation: The focus is on numbers participating at grass roots level, and maintaining well managed, quality programs.
2. Attracting, developing and retaining the most talented athletes: Leveraging off the grass roots to identify and develop the most talented athletes (players and umpires) through clear, well managed and high quality talented pathways.
3. Marketing and promotion: to attract participants, sponsors and business partners to all levels of football. By building a consumer association between participants and the AFL will generate increased funds for investment back into development initiatives.
4. Australian Football as a good citizen: to realise the opportunity derived from football's powerful position in Australian Society to promote healthy lifestyles, life skills, role models and leadership.

General Manager - Game Development

The AFL has appointed Dr Ross Smith as a key executive to head Game Development from 2000. His new position is General Manager - AFL Game Development.

Smith was the Director of the Australian Institute of Sport for three years before being appointed in 1990 as director of Sport Sciences for the AIS.

His AFL career began with St Kilda in 1961. He played 234 games and kicked 231 goals for St Kilda until 1972. He was a member of the club's 1966 premiership team, won the Brownlow Medal in 1967 and was captain from 1970-1972. He also captained Victoria in 1972.

Smith was captain-coach of Subiaco in 1973. Subiaco won the WAFL Premiership in his first year there. It was the club's first flag in 49 years.

Smith returned to Melbourne and was St Kilda's assistant coach for eight years. He was senior coach in 1977.

Smith will be responsible for the following key areas:

- managing all broad based participation programs from McDonald's AFL Auskick at primary school level through various age groups to under 18.
- implementation of the AFL's national development plan.
- Liaison with states and territories concerning junior community and schools football programs.
- elite player pathway - AIS/AFL Academy, national under 16 and under 18 AFL championships, AFL draft camp.
- umpiring development - education, accreditation.
- Coaching development - education, accreditation.

A responsibility to foster grassroots football

Australian Football has a significant social and economic impact on the community. It directly employs 5,000 people – excluding players, coaches and umpires. Football also provides many non-quantifiable benefits to society, such as extensive community and social networks, as well as structured activities for children and youth.

The AFL recognises this fact as a huge opportunity, as well as a major responsibility. Its strategy on game development isn't confined to attracting, developing and retaining the most talented athletes. Game development is also about building participation and using football as a positive community influence.

The AFL is committed to building participation at the grassroots level. It recognises:

- the critical importance of winning participants while they're young and in the school system.
- the need to encourage and recognise volunteer involvement as well as community ownership.

- the need for recruiting, accrediting and retaining quality umpires, coaches, trainers and administrators as much as players, through accessible quality training programs, and codes of conduct.
- the need to invest in quality facilities, resources and personnel that are accessible to all communities and levels of football.
- the need to recognise the critical involvement of women.
- the need to work to make AFL football appealing to all sections of a multi-cultural society.
- the need to improve cohesion across all levels of the football structure.
- the need to invest in developing continuously the quality of program curriculums and delivery.

Junior development across all regions, and participation at all levels, is a fundamental component of the AFL's overall strategy. The AFL makes a significant investment to support this strategy.

In 1999 its total exposure to junior development was over \$13 million, made up of direct investment, plus transfer fees allocated to state bodies based on the number of players from that state, who made it to AFL level. A significant increase in direct financial investment from the AFL was directed towards game development in New South Wales/ACT. 1999 was in NSW/ACT.

A figure of \$4 million was invested in NSW/ACT in 1999, the first year of increased game development invested by the AFL, up from \$1,290,000 in 1998. Increases occurred across all states, but the financial distribution and number of full time development staff is weighted in Victoria's favor because of the dominant position it has at the grass roots level of the game.

Victoria from \$3.120 million to \$3.245 million, Queensland, from \$725,000 to \$1.070 million, Tasmania, from \$935,000 to \$1.25 million, Northern Territory, from \$490,000 to \$495,000, WA, from \$445,000 to \$448,000, SA, from \$260,000 to \$305,000 while New Zealand funding level remained at \$100,000. Total grants for Western Australia and South Australia do not include the revenue do not include by the State Bodies as the owners of the AFL Club licences in those markets. In the cases of WA and SA they each generate \$4-5 million per year from the profits of their AFL Clubs and ground management roles.

A huge investment was also made in AFL resource production, development and administration lifting to from \$715,000 to \$1.220 million, whilst the AFL spent \$450,000 on the AFL National U18 and U16 championships, up from \$420,000, and, once again, \$500,000 on the AIS/AFL Academy. It also invested \$135,000 in other international game development programs. There were 121 full-time development staff across all states, with a further 24 part-timers in NSW/ACT. The breakdown was:

NSW/ACT 11; Victoria 33, Northern Territory 5, Queensland 17, South Australia 27, Tasmania 7, Western Australia 21.



UP, UP AND AWAY: The McDonald's AFL Auskick Program is built on community relations, fun and safety, for kids and their parents.

AFL clubs, through transfer fees, provide significant revenue to the development of football in all states and territories. The states received the following income from these sources: Victoria \$2,025,120, NSW/ACT Development Foundation \$238,500, Queensland \$87,850, WA \$790,580, SA \$907,500, Tasmania \$188,900, and NT \$44,830. This revenue is consolidated by the state bodies and used for the benefit of the total football community rather than being directed at specific clubs.

The AFL's strategy in this area is beginning to increase both junior and youth participation. There has already been an overall increase in the number of teams at national level. The number of teams has risen to 10,188 teams across junior, youth and open age groups. Although a decrease in the number of teams at open age level has continued throughout the 1990s, the sharp drop-off in numbers that occurred in the mid-90s has been slowed. The decline in the number of teams at that level is due to changing social conditions affecting player and volunteer numbers.

The number of players at club level declined by 2,319 between 1998 and 1999, but the game has recorded an increase of 89,883 players across all areas - AFL Auskick, club participation, school and reduced number programs, women's, and veteran's - since 1990. A large proportion of this increase - 52,026 - has come through increased AFL Auskick participants. With the provision of quality resources to competitions and programs across Australia the AFL believes that numbers can be maintained. The emphasis is not, however, solely focused on increasing numbers but providing quality football experiences to existing numbers.

The AFL will conduct rigorous market analysis cutting beneath reporting participation rates at state level to understand the variation in penetration by region, district and suburb. An example of the need for such analysis is provided in Victoria. Victoria has recorded an enormous increase across every level in the number of football teams in metropolitan areas. It now has 2,403 club teams in the metropolitan area - an increase from 1,938 club teams in 1998. This increase was matched

however by a decrease in teams in country Victoria. It had 2,299 club teams in 1999, a drop from a total of 2,680 teams in 1998. The AFL must develop policies appropriate for each region, and sections within regions.

The first plank of the AFL's strategy is to build a mass participation base through McDonald's AFL Auskick. This has been a huge success with numbers involved in the program growing annually. The program attracted 76,212 participants across Australia recording an increase every year in the 1990s. Coaches in the McDonald's AFL Auskick program have access to courses in Coach Accreditation. Parent volunteers also have access to orientation courses so that every child has access to quality skill development programs.

These programs are linked to junior clubs who then have a recruiting pool to draw players from. Coaches at junior clubs are accredited through AFL coaching courses. The AFL has developed a code of conduct which all competitions are expected to adhere to. This has improved the environment of football clubs for all families.

The AFL believes game development is also about expanding the notion of what the AFL, an AFL club, and AFL player, and, importantly, what a local football club is.

Development is about:

- promoting healthy living and anti-drug messages
- promoting life skills
- supporting family units and making local football more family friendly
- providing role models, mentors, and leaders for young people at all levels.
- leveraging the football community to provide input to the community beyond just football.

This approach is about developing an inclusive culture in football clubs. The AFL recognises its responsibility to all levels of AFL football providing education, support and recognition of volunteers, trainers, administrators, coaches and players to maintain the game's significant place in the Australian culture.

Funding Junior Development (\$)

Total AFL junior development expenditure in 1999 was:

New South Wales/ACT (including NSW/ACT Rams)	4,000,000
Northern Territory and North West Western Australia	495,000
Queensland	1,070,000
South Australia	305,000
Tasmania (including State League & Tassie Mariners)	1,250,000
Victoria (including TAC Cup under 18 competition)	3,245,000
Western Australia	448,000
AFL national under 18 & 16 championships	450,000
AIS/AFL Academy	500,000
New Zealand	100,000
International other	135,000
AFL resource production, development & administration	1,220,000
TOTAL	13,218,000

Transfer fee payments to States and Territories in 1999* were:

Western Australia	790,580
South Australia	907,500
Tasmania	188,900
Northern Territory	44,830
Queensland	87,850
NSW/ACT	238,500
Victoria	2,025,120
TOTAL	4,283,280

*The following payments are made by AFL clubs via the state body:

\$14,200 when the player is drafted by an AFL club;
 \$14,200 when the player makes his AFL debut;
 \$11,350 when the player plays his 10th AFL game;
 \$11,350 at the start of the player's second year

Maximum total transfer fees per player: \$51,100



Continuing the success of an outstanding program

The McDonald's AFL Auskick program is the national junior development program created and managed by the AFL and the state bodies for primary aged school children.

The McDonald's AFL Auskick program is designed to introduce children to the AFL game. It has been a key component of the AFL's national development plan - introduced in 1995 - and builds significantly on state-based junior development programs.

In 1999 McDonald's AFL Auskick had 76,212 participants in the program at over 1300 centres throughout Australia. This was a 12 percent increase on the 1998 figure (67,803).

An evaluation of the McDonald's AFL Auskick program during 1999 led to significant resources being allocated towards infrastructure. It was recognised that the program had been successful in operational terms but needed a renewed focus on promotional issues.

A greater leverage of the program's initial success was needed to strengthen its financial viability and to make the program a significant asset of the AFL. Achieving this objective will, in turn, allow more resources to be invested in game development.

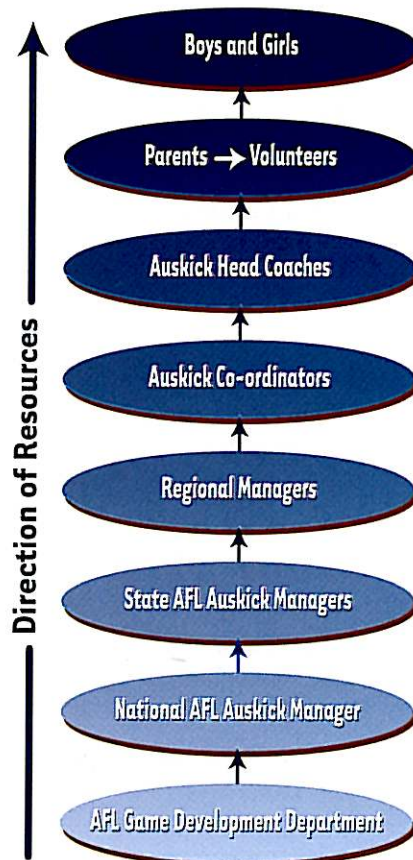
David Matthews was appointed to the position of National McDonald's AFL Auskick Manager at the beginning of the 1999 season. The national manager will bring a strategic focus to McDonald's AFL Auskick particularly in terms of marketing the brand and the program, and a more accountable financial management system.

The objective of the program remains to increase the number of participants, with particular emphasis on strategies in developing states.

However the AFL must ensure that it provides the right support to existing numbers of

participating children and volunteers, and that the participation of children continues as they move out of the McDonald's AFL Auskick program and into junior football.

McDonald's AFL AUSKICK Structure



Individual states have also appointed McDonald's AFL Auskick managers to assist in the development of a national program, whilst implementing strategies that are appropriate to the market in which McDonald's AFL Auskick is being promoted.

Different strategies are required in the growing markets such as NSW and Queensland (with lower participation, less AFL awareness and lower volunteer numbers), compared to mature markets such as Victoria, South Australia, Western Australia and Tasmania (with high participation, passionate AFL awareness and large volunteer numbers).

State Managers responsible for McDonald's AFL Auskick are:

- Trevor Robertson (Victoria)
- Darren Chandler (South Australia)
- Mike Kenny (NSW/ACT)
- Barry Gaby (Tasmania)
- Dean Warren (Queensland)
- Joel Kelly (Northern Territory)
- Colin West (Western Australia)

Future Directions

The McDonald's AFL Auskick program requires the AFL and the States to adopt a team approach working towards a collective vision. This unity of purpose does not preclude the implementation of state specific strategies, but ensures strategies are directed to a common purpose.

The infrastructure provided by the AFL supports the delivery of quality programs. Coaching accreditation, volunteer recognition, and provision of high quality resources will maintain the quality of delivery. Recruitment and retention of participants and volunteers needs to assume equal importance. A systematic data collection process and market research will identify changes and trends more quickly.

The McDonald's AFL Auskick program will continue to seek third party funds to maintain a low cost of delivery. It will also ensure that the integrity of the program and its connection to the local community is maintained.

Strategies in place to make AFL the first choice for young Australians

The AFL's Talented Player Identification program is a strategy designed to make AFL football the first choice sport for talented athletes.

The AFL invests in the AFL Under 16 and Under 18 National Championships, the AIS/AFL Academy, and the AFL Draft Camp to prepare talent for selection in each year's Coca-Cola AFL National Draft. The AFL's profile, increased payments for AFL players, and the 80-90 opportunities to be selected by an AFL club in each year's Coca-Cola AFL National Draft makes AFL football an attractive proposition for talented youngsters.

Kevin Sheehan, as National Talent Manager, is responsible for developing effective programs to prepare young sportsmen for AFL football. At the state level, the TAC Cup, with 12 teams in metropolitan and regional Victoria, plus the NSW/ACT Rams, and the Tassie Mariners cover the Eastern Region. Western Australia and South Australia have their own State League structures with an emphasis on both development through school and club programs. The Northern Territory Thunder and Queensland have teams for talented Under 16 and Under 18 players.

The AFL Under 16 and Under 18 National Championships are both split into two divisions with Vic Metro, Vic Country, Western Australia and South Australia in Division One, and Queensland, Northern Territory, Tasmania and NSW/ACT making up Division Two.

At the AFL Under 16 National Championships, 30 scholarships are offered to players to attend the AIS/AFL Academy. The AIS/AFL Academy scholarship lasts for 12 months with players attending three camps in Melbourne and the Australian Institute of Sport in Canberra.

The AIS/AFL Academy program also allows for

intensive training centres to be conducted throughout Australia ensuring a large number of talented footballers gain a quick insight into the preparation required for AFL Football.

The scholarship holders are educated in physical fitness for football, coaching, tactics, skills sessions, nutrition, physical conditioning, and sports psychology.

Coach by former Footscray coach and player, Terry Wheeler.

The AFL Under 18 National Championships was held in Brisbane in 1999. This Championships provides a perfect opportunity for all clubs to assess the best players in the one environment.

The sixth AFL Draft Camp was, in 1999, held for the first time at the Australian Institute of Sport. The move of the camp to the AIS built on the association forged through the AIS/AFL Academy. At the AFL Draft Camp participants are informed of key issues facing AFL footballers, undergo medical screening and psychological testing, and are tested in areas such as strength, speed, endurance, skill, reaction time, vision, attitude and decision making. After the camp all AFL clubs are sent the results gathered on each participant.

Clubs can invest in interpreting information gathered by the AFL. The AFL has developed a database available to AFL recruiters providing substantial background information on each potential AFL player. This information, which remains confidential, gives AFL clubs an assessment of the player by his coaches, a medical history, height, and weight at various ages, as well as access to match statistics and vision of the player in action. The AFL is looking to make the dissemination of this information as efficient as possible.



They also have the opportunity to attend an AFL club for one week as part of the development, and take part in an International Rules Series against Ireland. In 1999 the Australian team, led by the No.1 selection in the Coca-Cola AFL National Draft, Collingwood's Josh Fraser, won the series 3-0.

Head Coach of the AIS/AFL Academy, Kevin Morris, took up a position with the St Kilda Football Club as an assistant coach at the end of the 1999 season. He was replaced as Head

AIS/AFL Academy selection panel in 1999

Kevin Sheehan (National Talent Manager)

Kevin Morris (Head Coach of the AIS/AFL Academy, replaced at the end of 1999 by Terry Wheeler)

Adrian Dodoro (Essendon recruiting manager)

Kinnear Beatson (Brisbane Lions recruiting manager)

Stephen Wells (Geelong recruiting manager)



Focus not just on the developing states, as Victorian football is restructured

While the AFL has a national focus, the AFL Commission recognises that Victoria is the cornerstone of the national competition. In that regard, while significant funding has been directed to developing markets in NSW/ACT, and Queensland, much has been done in Victoria through 1998 and 1999 to not only maintain Victoria's status, but to grow participation rates, and to generate new enthusiasm for the Victorian Football League as a vibrant, strong State League in the state in which the AFL competition is pre-eminent.

VICTORIA

An essential component of game development is to continue to effectively resource and service the core markets of Australian Football. Victoria remains the engine room of the game of AFL football. It has the most participants, provides the majority of players drafted to the AFL and has the largest supporter base in Australia.

In many ways 1999 was a transition phase for football in Victoria leaving behind the old structure and creating a new, modern structure relevant to the current football environment.

The first step in ensuring the right structure was in place to keep Victorian Football strong at all levels was the appointment of the board of Football Victoria in July 1999.

Football Victoria is responsible for managing the introduction of structural reform in Victoria, while ensuring the state remains a powerhouse of Australian Football.

Football Victoria's role is to create a strong, purposeful, and dynamic identity for Victorian football in all its forms beneath the national competition.

The new VFL competition will include 18 teams in both metropolitan and regional Victoria. The new competition involves AFL clubs in partnership with VFL clubs, AFL Clubs with stand alone reserves teams, and VFL clubs standing alone. Former AFL venues such as Windy Hill, and Victoria Park will be used for

games played in the new competition, and Monday night football will also be a feature. The new competition will be a figurehead competition for a strong, well-resourced, and respected football state.

The Board of Football Victoria

A nominations committee was established jointly by the AFL, VFL, VCFL, VMFL, and VAFA to identify people suitable to serve on the Board of Football Victoria. The committee's recommendations were approved and accepted by the AFL Commission and the former VFL Board.

Football Victoria Board

Mr Neil Busse (chair)
Mr Ken Gannon (CEO)
Mr David Burnes
Mr David Doherty
Mr John Jordan
Mr Bernie Morgan
Mr Geoffrey Polites
Mr Glenn Robertson
Mr Peter Stedwell
Mr Robert Tregear

Direct links between AFL and Football Victoria in 1999:

- \$2,027,090 transfer fees paid to Football Victoria from AFL clubs. Those funds were distributed by Football Victoria to all levels of Victorian Football.
- \$1,840,067 grant to Football Victoria from the AFL. Those funds were managed by Football Victoria to all levels of Victorian Football, with more than 70 per cent directed to Junior Development programs through the VFDF.
- \$1,040,000 levy on AFL clubs - these funds are used to operate the TAC Cup.
- \$1,102,270 revenue directly earned from sponsorship and sales.

The new VFL competition

Each Victorian-based AFL team will be assigned a region of Victoria for promotional and development work. Clubs participating in the VFL competition can draw players from this region to play in their VFL team.

- Only VFL teams can draw on TAC Cup players to play VFL games. This process is to be centrally managed.
- Monday night VFL football broadcast on Pay-TV.

AFL Connections

- Kangaroos fielding a team in Albury/Wodonga region.
- Werribee and Williamstown linked with Western Bulldogs.
- Box Hill linked with Hawthorn.
- Sandringham drawing on Melbourne players.
- Sydney Swans providing 4-6 players to Port Melbourne.

The 18 VFL clubs

BENDIGO DIGGERS
BOX HILL HAWKS (Linked with Hawthorn)
CARLTON
COLLINGWOOD
COBURG-FITZROY
ESSENDON
FRANKSTON
SANDRINGHAM (Drawing on Melbourne players)
SPRINGVALE
ST KILDA
GEELONG
MURRAY KANGAROOS (Linked with Kangaroos)
NORTH BALLARAT
NORTHERN BULLANTS
(formerly the Preston Knights)
PORT MELBOURNE (using Sydney players)
RICHMOND
WERRIBEE (Western Bulldogs players allocated)
WILLIAMSTOWN (Western Bulldogs players allocated)

1999 Player Participation Census

Australian Football National Participation is determined annually by conducting a Census of teams in regular competition (community and school) and individual registrations in the McDonald's AFL Auskick program. As a general policy, 25 players have been used to calculate the average per team, except in reduced number programs (such as 9-a-side and 12-a-side) which are mostly played by schools, and in community and school football in Queensland.

Player Participation

	1990	1993	1998	1999
McDonald's AFL Auskick	24,186	38,433	67,803	76,212
Club				
- Junior	54,350	63,200	73,816	76,785
- Youth	86,000	89,850	92,850	93,575
- Open Age	91,375	87,775	82,923	81,548
School and Reduced Number Programs	97,175	100,667	114,781	113,992
Womens	-	2,825	3,175	2,222
Veterans	4,500	4,500	2,750	3,245
TOTAL	357,586	387,250	438,098	447,579

*1998 figures have been adjusted to reflect the level of reduced player numbers in teams which were identified in the 1999 Census.

Club Teams State Summaries

	Metropolitan				Country			
	1990	1993	1998	1999	1990	1993	1998	1999
AUSTRALIAN CAPITAL TERRITORY								
Junior	54	48	41	47				
Youth	43	35	34	43				
Open	30	30	34	32				
Total	127	113	109	122				
NEW SOUTH WALES								
Junior	41	54	78	112	51	63	81	77
Youth	85	75	73	82	165	207	162	79
Open	44	42	34	36	144	178	173	171
Total	170	171	185	230	360	448	416	327
NORTHERN TERRITORY								
Junior	38	84	82	62	-	24	46	12
Youth	31	27	44	37	-	4	15	27
Open	36	38	45	35	38	46	74	90
Total	105	149	171	134	38	74	136	129
QUEENSLAND								
Junior	124	93	150	143	57	52	103	131
Youth	62	52	63	53	78	94	92	100
Open	51	62	77	53	109	98	84	100
Total	237	207	290	249	244	244	279	331
SOUTH AUSTRALIA								
Junior	98	98	179	194	142	140	156	184
Youth	152	157	200	207	452	426	374	372
Open	277	280	260	253	478	470	348	354
Total	527	535	639	654	1,072	1,036	878	910
TASMANIA								
Junior	129	113	80	60	37	49	83	50
Youth	65	71	90	102	49	54	57	97
Open	35	38	63	32	182	195	160	183
Total	229	222	233	194	268	298	300	330
VICTORIA								
Junior	499	541	711	901	455	517	496	394
Youth	595	588	717	905	1,223	1,216	1,216	1,054
Open	541	544	510	597	1,150	1,059	968	851
Total	1,635	1,673	1,938	2,403	2,828	2,792	2,680	2,299
WESTERN AUSTRALIA								
Junior	348	456	535	551	101	196	237	263
Youth	244	234	325	330	196	234	251	255
Open	274	209	230	230	266	222	259	247
Total	866	899	1,090	1,111	563	652	747	765

NSW/ACT (AFL)

The AFL Commission considers developing the AFL game as a truly national code as its key long term strategic objective. The development of the AFL game in NSW/ACT is a key plank towards achieving that objective.

The NSW/ACT Task Force report was released in May 1998. The broad strategic direction of the report was subsequently accepted by the AFL Commission.

The AFL is determined to develop grass roots support for the game. Success in this area will achieve high participation levels, and, therefore, an improved level of knowledge and support of the AFL game. This increases the potential for AFL footballers to emerge from the local community.

The first step saw the establishment of a commercially based NSW/ACT AFL Commission during 1998.

Key initiatives undertaken by the AFL (NSW/ACT) Commission during 1999:

Regional Leadership

- The appointment of regionally based advisory boards in ACT/Sapphire Coast, Southern NSW and Greater Sydney to assist local administration with the strategic development of the code.
- During year 2000, a regional advisory board will also be established in the Central Coast/Newcastle region to assist the development of the game in that region.

Development

The major focus during 1999 was to establish a strong foundation for growing junior participation rates.

- The NSW/ACT primary school system became the main focus of strategies to develop junior participation. These activities were linked to existing and new junior clubs to ensure the participation programs were viable in the long term.
- A direct link to Team Swans was confirmed. Swans players are directly involved in community activities.
- Kangaroos' players visited and conducted clinics in NSW/ACT.

- Utilising participating McDonald's outlets for registration and promotional activities.
- Utilising Westfield Shopping Centres to conduct regular activities for the promotion of Junior Participation.
- Initiating a 'Be Our Guest' program. Teachers, students, and their families, are invited to AFL games to experience the game at the top level.
- Creating links with the NSW and ACT governments. Outstanding assistance has been provided by the departments of Education, and Sport and Recreation.
- AFL Superclinics at AFL games

Some of the key results from these activities include:

- 5697 registrations in McDonald's AFL Auskick with an additional 4511 participants in supplementary programs. This compares with a total of 4907 registrations in 1998.
- 30 new Junior Clubs in NSW/ACT - from 119 (1998) to 149 (1999).
- 109 new Australian Football teams - from 421 (1998) to 530 (1999).
- 4949 extra clinics - from 1495 (1998) to 6444 (1999).
- AFL contact with 68 percent of Primary Schools, up from 5 per cent in 1998.

The majority of this growth has been established in the under 12 age group. All regions have contributed to growth, however, the additional resources available in Greater Sydney have created the exponential growth opportunities.

A further period of growth is expected in 2000 despite alterations to the season created by the Sydney Olympics. Implementation of our development strategy has been disrupted slightly by this event but the growth in participation is expected to continue.

Facilities

- More than 50 projects for facility development or improvement throughout NSW/ACT were established for use by the various levels of AFL stakeholders.

- Work in progress with 25 councils and government agencies was

established to create a long term platform for facility availability.

Elite Athlete Program

A review of the Elite Player Pathway was conducted. It established the need to focus on the 12 year old age group as the starting point of elite programs. The necessary resources and programs have been established in Sydney, ACT and Southern NSW to continue the program.

Sydney AFL and Regional Football Competitions

The inclusion of a Sydney Swans' team in the Sydney AFL competition will make a significant boost to the competition during the Year 2000.

A number of changes have been made to the Sydney AFL Competition on the way to making it a showcase competition.

These include:

- Establishment of general managers in all Sydney AFL clubs
- Establishment of 'sister club' relationships with a number of AFL clubs to assist the development of the AFL Code in NSW/ACT. These relationships have the potential to lift the profile of the Sydney AFL competition, whilst encouraging support for specific AFL clubs.
- Introduction of a three umpire system and rules to ensure a free flowing, athletic game.

An initiative for the Year 2000 pre-season competition will be a State League competition where teams from the ACT/Riverina and Sydney will compete with the Sydney Swans.

Junior Umpiring Development

To meet the demand for the growth of junior and senior football in the coming years, a structure has been implemented focussing on the recruitment, selection and training of junior umpires.

Growing into the new decade

Future events are:

- The introduction of AFL football to Stadium Australia (Homebush) in Year 2001 with 11 AFL games to be played at the Stadium.
- The further involvement of the Kangaroos in the Sydney market with five games in Sydney in Year 2000.
- Further development at junior and senior level. The appointment of further regional resources to facilitate this process in the following regions:

Central West of NSW

North Coast of NSW

Murrumbidgee Irrigation Area

Central Coast and
Newcastle Regions

Community Programs

Establishment of:

- Aboriginal Community based projects
- Literacy Program for primary schools
- Motor skill development in primary school system
- Specific juvenile justice programs in regional areas

AFL (NSW/ACT) Commission Ltd

RICHARD COLLESS (Chairman)

DAVID BACKLER

ROSS HOWARTH

WAYNE JACKSON

CHRIS LANGFORD

JOHN LIVY

JENNY MCASEY

TERRY O'CONNOR

BRIAN QUADE

LYNN RALPH

JOHN YATES

TASMANIA

An AFL Report investigating the structure of football in Tasmania was handed down in May 1998.

The implementation of this report has had a positive effect on the development of Australian Football in Tasmania.

Football Tasmania became the game's controlling body following the recommendations of the report. Its authority was accepted at all tiers of Tasmanian Football.

The Tasmanian Football Development Foundation continued, under the controlling body's direction, to implement programs aimed at developing footballers in Tasmania. This resulted in the introduction of a three year plan designed to run development programs along AFL lines.

The state development programs take place in three separate regions. The state is divided into the Southern, Northern and North-West regions. Funding of development programs occurs with a regional focus.

Football Tasmania has redefined the talented player programs with clear programs in place for talented players from the age of 13.

Development officers have taken development programs to the regions. This has stopped the necessity for talented players to

relocate in order to obtain access to elite programs. It has also aided the retention of players at all levels of Tasmanian football.

The following objectives have been achieved by the Tasmanian Football Development Foundation in 1999:

- Introduction of a salary cap and transfer fees at the senior tier of Tasmanian Football.
- Introduction of a statewide umpiring development program.
- 500 more McDonald's AFL Auskick participants in 21 new centres created over the past two years.
- Introduction of the U14 Skills Squad.
- Coca-Cola State Youth Championships in U15 and U16 age groups.
- Four players drafted in the 1999 Coca-Cola AFL National Draft.

QUEENSLAND

The AFL announced in June, 1999 it had established a committee to review Australian Football in Queensland.

The committee's charter was to review the structure of football in Queensland and to consider strategic issues for marketing and expanding AFL football within the state.



RELATIONSHIPS: The Sydney Swans have been great flag-bearers for the AFL Game in Australia's biggest city. The AFL (NSW/ACT) has been heavily funded to grow the game across the state of NSW, and into the ACT.

AFL Rio Tinto Kick Start Program

A partnership to assist the community

The AFL has completed the fourth year of a partnership with Rio Tinto to fund specific development programs for Aboriginal communities in the Northern Territory, northern Queensland and northern Western Australia.

The AFL Rio Tinto Kick Start program is designed to develop Australian Football and promote healthy lifestyles in Aboriginal and Tiwi Islander communities throughout Northern Australia.

It also facilitates the chance of a career path progressing towards the AFL competition.

The relationship with the Rio Tinto program emanated from the AFL's racial and religious vilification rule which was developed in 1995. It is also an extension of the AFL's commitment to indigenous Australians particularly those in remote northern Australian communities.

The AFL's annual budget for the program is \$550,000.

The program employs former AFL players as regional co-ordinators in the Northern Territory, North Queensland and Northern Western Australia. Most of the co-ordinators have an Aboriginal background.

The program aims to lift participation in AFL football as a code at junior level from 7 to 17 years. In older age groups it aims to identify talented athletes and provide them with a career path to mainstream AFL football.

The program includes activities and initiatives such as:

- visits to Aboriginal communities from AFL role models and co-ordinators. Players and co-ordinators talk about football, career aspirations and social issues.
- the establishment and support of junior football competitions
- train the trainers through coaching and umpiring clinics
- donation of equipment such as footballs, jumpers, t-shirts and hats.
- conducting clinics at Aboriginal cultural events.
- conducting skills camps in Cairns, Broome, Alice Springs, and Darwin.
- The NT Institute of Sport conducts high level skills testing and fitness programs
- Hold a football carnival
- Identify outstanding players for inclusion in elite squads such as Territory Thunder.
- Scholarships are available for education at Kormilda College and assist with relocation costs.

The review committee has considered all issues and made a preliminary report. This report will be considered by the AFL Commission in the early stages of 2000.

The terms of reference for the review committee were:

- Governance structures, including the Brisbane Lions and domestic bodies;
- Structure of State League and open-age football - South East Queensland

Country and Junior Football Structures;

- Analysis of Queensland regional population centres and levels of interest and participation;
- AFL strength at both elite and participation levels relative to other codes and sports throughout Queensland;
- Marketing and promotion of AFL/Brisbane Lions/Domestic football
- AFL Branding;
- Application of AFL rules and procedures - eg. fixturing, the draft, while ensuring their relevance to Queensland market;
- Media impact and growth strategies - all sectors and regions;
- State junior development plan and network;
- Identifying and providing an appropriate pathway for talented players;
- Extension of AFL RioTinto KickStart Program through Queensland Aboriginal Communities;
- Umpiring recruitment, accreditation and retention;
- Facility availability and development;
- Central and regional administrations;
- Appropriate AFL financial support;
- Role of representative football at domestic level.

The Queensland Review committee is:

JOHN BROWN (Chairman)

IAN COLLINS

Dr SUSAN DANN

ANDREW IRELAND

REG LILLYWHITE

Dr ALLAN MCKENZIE

TONY PEEK

NICOLE PENSKO-DUNN

Assisting the committee: Brian Douge (author of 1995 review of Queensland domestic football), John Livy, Chief Executive AFL (NSW/ACT), Ed Biggs National Administration Manager AFL Game Development, Richard Griffiths General Manager Queensland Australian Football Council, a team of four from the Queensland University of Technology headed by Dr Susan Dann.

WESTERN AUSTRALIA

The Western Australian Football Development Trust is responsible for implementing the state's football development programs. It has three main aims:

- increased participation
- improved quality of coaching
- enhanced talent identification

"Smarter than Smoking" Regional Development Officers lead a team of volunteers and professionals assisting in the development of the game in WA.

The major achievements of 1999 were:

Participation

8844 McDonald's AFL Auskick participants in 1999. Increase of 10 percent from 8028 in 1998.

814 Aussie Footy participants (9-12 years old). Increase of five percent from 772 Aussie Footy participants.

585 Youth Football teams. Increase of two percent in youth football from 573 teams.

814 Junior football teams. This is an increase of 42.

Coaching accreditation

36 coaching accreditation courses (Metropolitan 20/Country 16)

806 coaches received accreditation (Level One Youth/Senior: 316, Level One Aussie: 437, Level Two: 42, Level Three: One)

Talent Identification

Commences with Westar Junior Play-off for 13 and 14 year olds.

Progresses into the Westar 15/16s Championships in the older age bracket. These competitions provide a talent identification base for both state youth selectors and Westar clubs to co-ordinate their selection and development of elite players.

Five players named in the AIS/AFL Academy after the AFL U16 National Championships.

Western Australian Under 18s won the AFL U18 National Championships in 1999.

16 players drafted from state in Coca-Cola AFL National Draft.

SOUTH AUSTRALIA

South Australia recorded improved participation figures in 1999 developing programs that delivered quality skill development at all levels.

Several factors were identified for this improved participation figure:

- Appointment of Development Officers at each SANFL Club to deliver programs run by the AFL, SANFL and SANFL Clubs.
- The McDonald's AFL Auskick program continues to flourish and grew by 25 percent in 1999 to more than 12,000 participants in 209 centres.
- An increase in the numbers of primary school teams playing in the SASFA Saturday morning competition.
- SASFA Saturday morning competitions involved over 500 schools and 100,000 school children.
- The 9-A-side program is still very popular with 25 carnivals occurring involving over 4,500 children.

- SANFL Clubs continue to develop their U13, U14 and U15 development squads so a continual flow of talented players participate in the club U17 and U19 programs.
- Seven Regional Training Coordinators serviced the country areas working with Regional Directors, SANFL Club Development Managers and the State Coaching Coordinator to deliver training programs for Coaches, AFL Auskick Personnel and Administration Officials.
- The state also managed in 1999 to reverse a decline in the number of teams at open age level that had occurred in 1998, whilst continuing to grow its number of junior and youth teams.
- The SANFL had 15 players drafted in the Coca-Cola AFL National Draft
- The SANFL defeated the VFL in a State of Origin game played in May.

NORTHERN TERRITORY

The Northern Territory continues to establish programs to assist the development of the game of Australian Football at all levels.

The Ansett Australia Cup games played by the AFL at Marrara in 1999 (Essendon v Western Bulldogs) and 2000 (Essendon v West Coast Eagles) play a major role in maintaining interest in AFL football in the Territory.

The Rio Tinto Northern Territory Thunder U18s team remains the peak of the Northern Australia's pathway program. The development process is McDonald's AFL Auskick, Rio Tinto Kick Start program, regional school and club competitions, NT Underage and Schoolboy Championships, the Just Jeans Northern Australia Underage Championships and the Territory Thunder U16 and U18 AFL National Championships.

The Northern Territory development program achievements in 1999 have included:

- Employment of AFL head coach committed to AFL development by NT Institute of Sport.
- Winning the AFL U16 National Championships in 1999 being undefeated.

- Commencement of Just Jeans Cup at U16 level. Involves representative teams from Kimberleys, Alice Springs, Darwin and Cairns.
- 1400 McDonald's AFL Auskick registrations. Huge growth in McDonald's AFL Auskick centres established by Aboriginal communities.
- Visits from the Diamond Valley Junior Football League and the Yarra Football League to play against local representative team in Alice Springs.

NEW ZEALAND

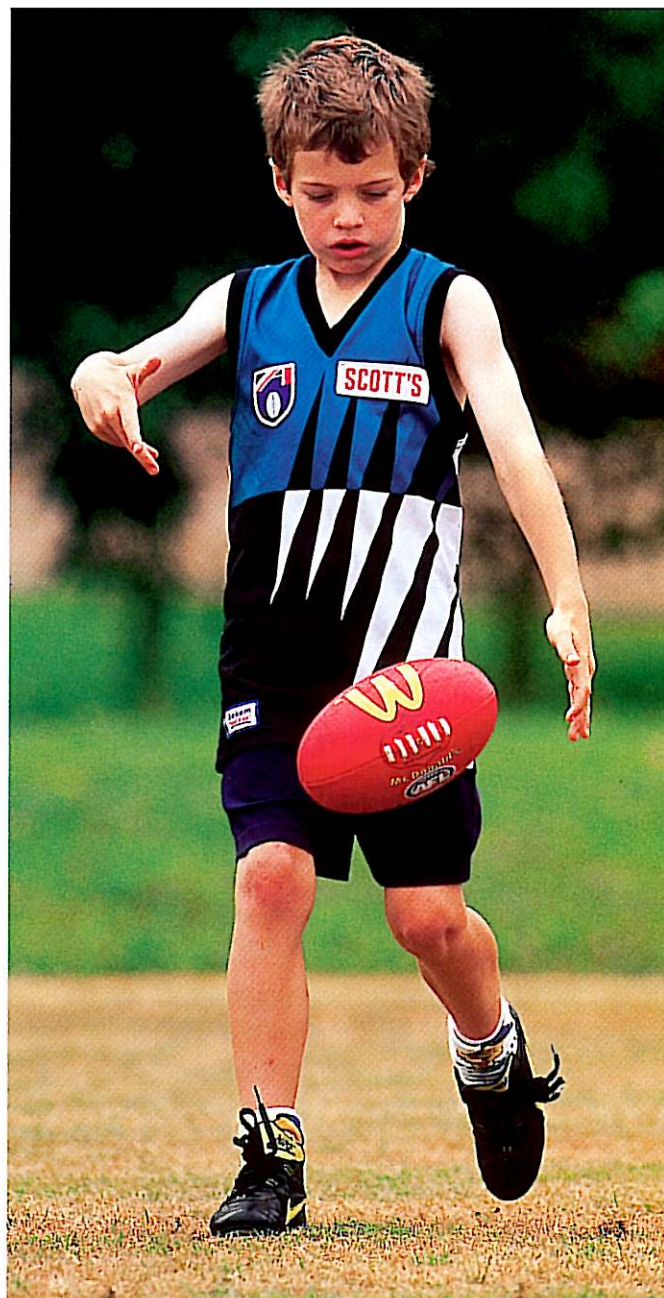
The AFL has maintained a presence on the ground in new markets which have shown growth potential. New Zealand is the pre-eminent of these.

In November 1997, the AFL entered into a three-year licence agreement with New Zealand AFL to develop the game in New Zealand according to the NZAFL Development Plan. The AFL's investment in this program is \$A100,000 per annum over three year period through to October 31, 2000.

The plan includes a range of football development programs and aims to lift the profile of the AFL and the game in New Zealand by securing television coverage and assisting with the staging of high profile matches in New Zealand.

Objectives of the NZAFL Development Plan

- establish Australian Football in New Zealand schools at primary, intermediate and secondary level.
- provide players at junior level with an opportunity to compete in Australian Football competitions at school and club level in the major New Zealand cities.
- strengthen open age competitions by encouraging junior players to participate in senior club football
- establish Australian Football as a recognised and accepted television and spectator sport in New Zealand
- establish New Zealand as a territory from which potential AFL footballers may be recruited.



AUSKICK SUCCESS:
McDonald's AFL Auskick is not only a great hit in Australia, but has seen a successful start up in New Zealand.

AFL Initiatives in NZ

- The appointment of Will McKenzie General Manager of NZAFL, and Ian Francis, full time Director of Coaching
- Kiwi Auskick
Based on the successful McDonald's AFL Auskick program the junior development program for five to ten year olds had a successful first year establishing centres in Auckland and Wellington.
- Schools
Over 50 schools participated in the NZAFL junior development programs in 1999 and this number will increase in 2000. Schools participating in 2000 receive a three hour teacher in service, resource kit, and follow-up sessions with accredited training staff.
- Junior Leagues
Auckland and Wellington Leagues were conducting junior competitions towards

the end of third term and the start of fourth term. These competitions were for Under 16s and Under 12s in Auckland, and for Under 16s in Wellington.

- Club Football
Club competitions are held from late August until early December in Christchurch, Wellington and Auckland.
- Westpac Trust Stadium
The Ansett Australia Cup game between Hawthorn and Western Bulldogs in January 2000 was the first event held at the new stadium. The stadium trust agreed to build the stadium with dimensions suitable for AFL football.
- Television
The AFL Match of the Day was shown live on Prime television for the 26 weeks of the AFL season, as well as the weekly highlights package.

Spreading the word on coaching and umpiring

The AFL courses conducted for coaches and umpires through the various State bodies have been long recognised as "best practice" sport education programs.

With the advent of high-tech education programs and the development of courses for sport in the Vocational Education and Training (VET) area, it was vital that the AFL courses continue to be recognised as providing high quality, appropriate education programs which are readily accessible across the country (and even internationally).

Therefore, a number of significant steps were taken during 1999:

Training

As a Registered Training Organisation, the AFL now offers training to development staff in Certificate IV Workplace Training and Assessment. All State Directors of Coaching and Umpiring have agreed to attain this qualification. The quality of the delivery of courses and assessment of candidates will, when fully implemented, conform to Industry Standard as recognised by the Australian National Training Authority. This will be a further enhancement of quality in addition to the current recognition under the Australian Coaching Council

Further training will be delivered for personnel involved in assessing umpires and coaches "in the field". An accredited "Umpires Advisors Course" and a further "Coach Assessors' Course" will provide further Workplace training qualifications to volunteers and staff who undertake such training.

Links to further study

With the development of a Sport Industry Training Package which in time will enable candidates to undertake studies in Sport (Coaching) and Sport (Officiating) at various levels from Certificates I to IV and Diploma level.

Throughout 1998-1999, components of a number of the AFL Coaching and Umpiring Courses were embedded into these VET courses and the AFL registered as delivering these units of the various qualifications.

When assessed by trained staff/volunteers, in addition to gaining the "AFL" certificate (which remains the recognised qualification to coach or umpire Australian Football) successful candidates will also gain "Statements of Attainment" towards these courses for the units covered.

Should coaches/umpires then want to pursue such studies, they will have gained credits for study already completed through undertaking the AFL endorsed courses.

Codes of conduct

In the Coaching area, all coaches undertaking AFL Courses at Level 1, 2 or 3, are required to sign the "AFL Coaches Code of Conduct" as a means of stating that they are aware of the ethical and other standards required and that they agree to abide by them. Many State bodies have encouraged local Leagues and Clubs to further follow such a practice by having coaches sign on to a code of conduct specifically with them (e.g. the coach with his club).

CD Rom and Internet Development

The "AFL Umpiring CD - An Interactive Umpiring Course", developed from a prototype initially created by the VFL Umpiring Department, was released to State Umpiring Managers in 1999. It is regarded by many, including other major sporting groups, as an outstanding product and will be further enhanced in 2000 for use in schools, umpiring groups in Australia and overseas, and by the public generally.

Work commenced in 1999 to provide internet access (via afl.com.au) to coaches and umpires for not simply ordering materials, but also on-line training programs.

Coaching Courses

The coaching of children at McDonald's AFL Auskick centres is the most important aspect of the program. Failure to develop coordination and basic skills is the single greatest factor in preventing children from continuing to participate in their chosen sport, or sport generally.

Parents can access courses which are highly practical in their content and presentation.

Orientation Course:

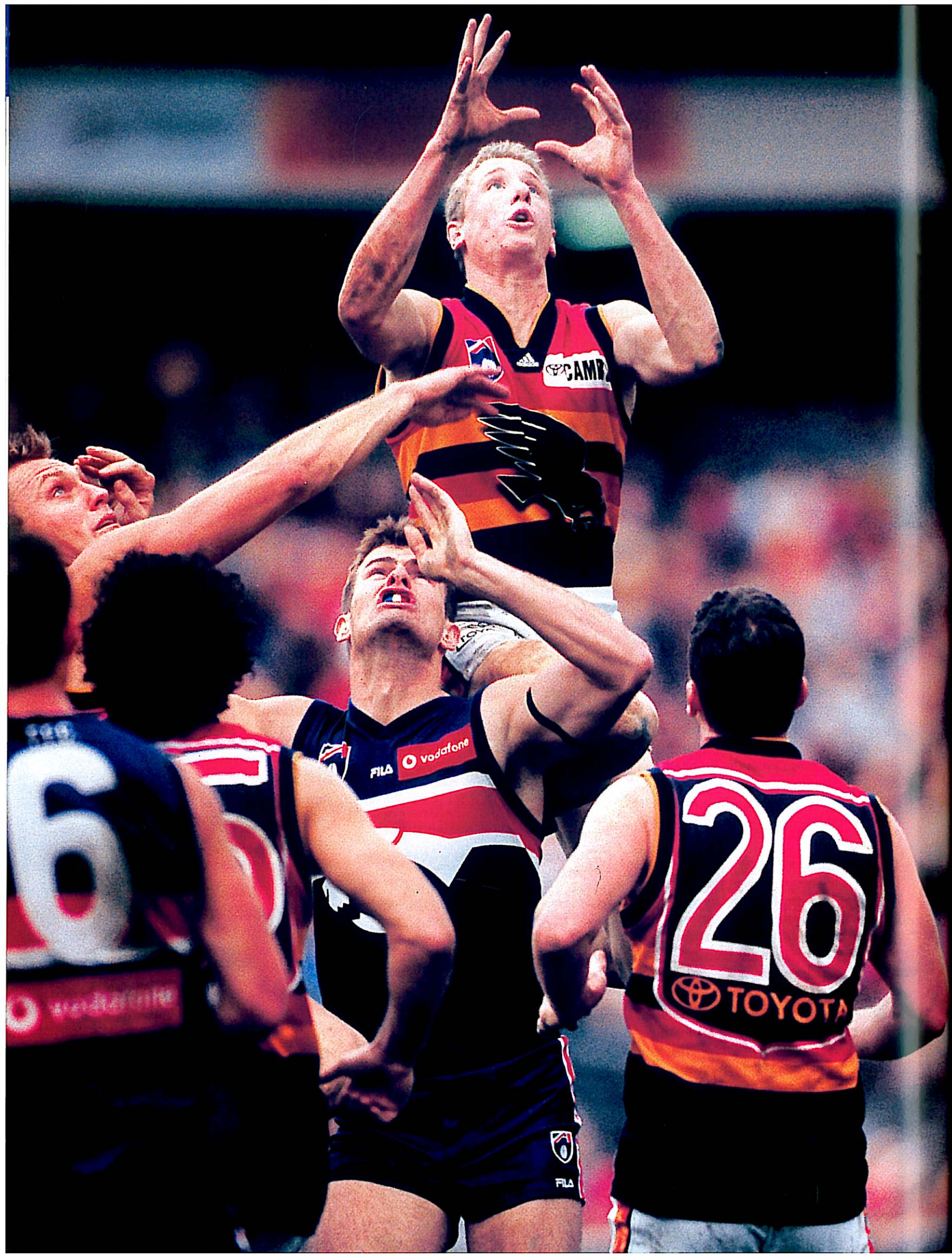
Introductory 3-4 hour course

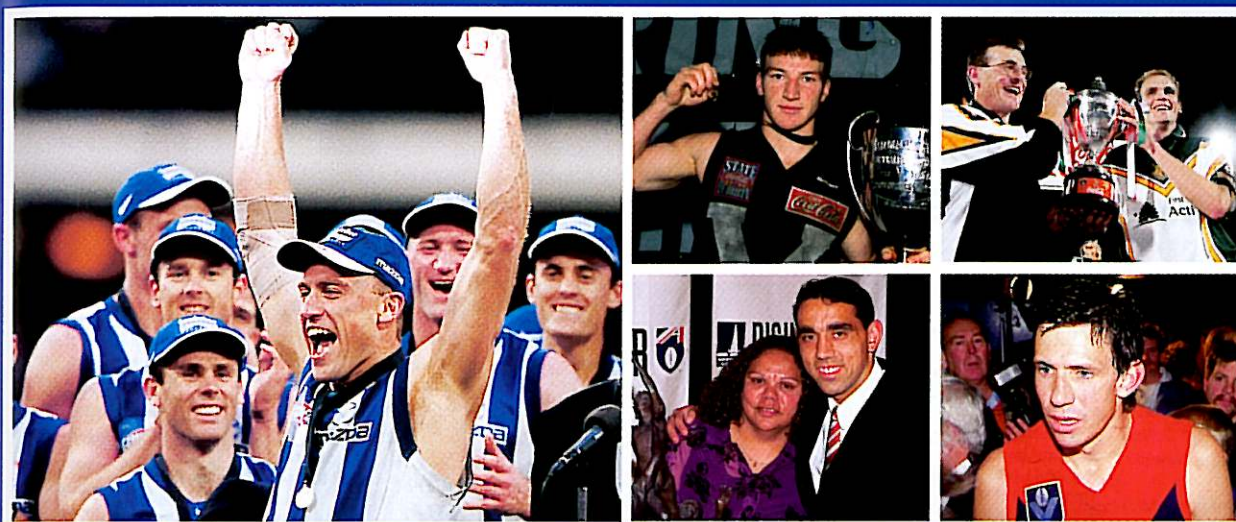
AFL Level 1 (Auskick/Aussie) Certificate:

The AFL's minimum coaching accreditation for coaching children 5-12 years of age conducted over approximately 14 hours

McDonald's AFL Auskick Coaching Co-ordinator Certificate (*an AFL accredited course being developed in 2000*): Designed for coaches who want to further develop their skills in managing a coaching program as a "Leader Coach".

	Level 1 Auskick/Aussie	Level 1 Youth/Senior	Level 2
NSW	117	39	27
NT	12	8	
QLD	182	126	15
SA	329	39	
TAS	54	78	20
VIC	297	1077	61
WA	437	316	52





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UP THERE BURTON: Adelaide's Brett Burton created many sensational moments in the 1999 season with high-flying marks aplenty. He was runner up in the AFL Norwich Union Rising Star award behind Sydney's Adam Goodes.





Results Season 1999

ROUND 1

Thursday, March 25
Ess 16.14 (110) v Carl 9.17 (71) (MCG) N
Friday, March 26
Geel 22.9 (141) v Roos 21.9 (135) (MCG) N
Saturday, March 27
Melb 14.20 (104) v Rich 13.9 (87) (MCG)
Adel 12.6 (78) v WB 13.13 (91) (P) N
BL 23.14 (152) v St K 10.3 (63) (G) N
Sunday, March 28
Coll 8.11 (59) v Haw 10.14 (74) (MCG)
Frem 13.20 (98) v WCE 15.12 (102) S
Syd 12.14 (86) v Port 17.13 (115) (SCG)

ROUND 2 (EASTER)

Thursday, April 1
Roos 15.16 (106) v Ess 22.9 (141) (MCG) N
Saturday, April 3
Rich 15.18 (108) v Syd 13.18 (96) (MCG)
WB 20.14 (134) v Geel 24.11 (155) (OO)
Haw 8.8 (56) v Adel 8.12 (60) (P) N
WCE 11.17 (83) v BL 11.7 (73) (S) N
Sunday, April 4
Port 17.12 (114) v Frem 15.11 (101) (FP)
St K 19.16 (130) v Melb 13.6 (84) (P)
Monday, April 5
Carl 15.22 (112) v Coll 12.11 (83) (MCG)

ROUND 3

Friday, April 9
Rich 13.12 (90) v Roos 15.10 (100) (MCG) N
Saturday, April 10
Ess 22.17 (149) v Syd 9.14 (68) (MCG)
Geel 14.13 (97) v Melb 12.19 (91) (SS)
Frem 11.12 (78) v Haw 16.16 (112) (S) N
BL 11.14 (80) v Port 15.13 (103) (G) N
Sunday, April 11
Adel 14.12 (96) v St K 11.15 (81) (FP) N
Coll 11.9 (75) v WCE 16.15 (111) (VP)
WB 15.13 (103) v Carl 15.15 (105) (OO)

ROUND 4

Friday, April 16
Melb 12.13 (85) v Haw 12.12 (84) (MCG) N
Saturday, April 17
Carl 19.7 (121) v Frem 14.8 (92) (OO)
Coll 14.12 (96) v Rich 22.14 (146) (MCG)
St K 16.11 (107) v WB 15.9 (99) (P)
BL 17.13 (115) v Adel 8.6 (54) (G) N
Syd 10.12 (72) v Roos 10.10 (70) (SCG) N
Sunday, April 18
Port 10.14 (74) v Geel 17.13 (115) (FP)
WCE 15.7 (97) v Ess 3.5 (23) (S)

ROUND 5 (ANZAC)

Friday, April 23
WB 21.17 (143) v Rich 12.9 (81) (MCG) N
Saturday, April 24
Carl 9.11 (65) v Geel 17.13 (115) (OO)
Haw 9.14 (68) v WCE 14.10 (94) (P)
Melb 13.12 (90) v Port 9.12 (66) (MCG)
Roos 14.8 (92) v St K 13.12 (90) (SCG) N
Sunday, April 25
Adel 23.17 (155) v Syd 11.8 (74) (FP)
Ess 15.18 (108) v Coll 15.10 (100) (MCG)
Frem 7.11 (53) v BL 15.18 (108) (S) N

ROUND 6

Friday, April 30
St K 14.15 (99) v Carl 7.16 (58) (MCG) N
Saturday, May 1
Geel 14.14 (98) v Haw 14.16 (100) (SS)
Rich 11.12 (78) v Ess 17.11 (113) (MCG)
WCE 18.16 (124) v WB 7.10 (52) (S) N
BL 14.9 (93) v Melb 10.10 (70) (G) N
Sunday, May 2
Adel 18.7 (115) v Port 12.15 (87) (FP)
Coll 16.13 (109) v Roos 21.11 (137) (MCG)
Syd 15.10 (100) v Frem 11.9 (75) (SCG)

ROUND 7

Friday, May 7
Carl 18.10 (118) v Rich 14.14 (98) (MCG) N
Saturday, May 8
Melb 20.14 (134) v Ess 17.11 (113) (MCG)
St K 9.14 (68) v WCE 7.6 (48) (P)
BL 13.18 (96) v Coll 9.8 (62) (G) N
Port 10.15 (75) v WB 18.12 (120) (FP) N
Sunday, May 9
Syd 20.11 (131) v Haw 16.7 (103) (SCG)
Frem 16.20 (116) v Geel 15.9 (99) (S)
Roos 22.9 (141) v Adel 12.13 (85) (MCG)

ROUND 8

Friday, May 14
Ess 7.9 (51) v St K 13.16 (94) (MCG) N
Saturday, May 15
Coll 14.15 (99) v Frem 8.11 (59) (MCG)
WB 17.15 (117) v Melb 7.11 (53) (OO)
Port 19.11 (125) v Carl 13.8 (86) (FP) N
Haw 7.7 (49) v Roos 15.11 (101) (P) N
Sunday, May 16
WCE 19.12 (126) v Adel 11.6 (72) (S)
Geel 14.16 (100) v Syd 21.15 (141) (SS)
Rich 21.9 (135) v BL 17.17 (119) (MCG)

ROUND 9

Friday, May 21
Coll 12.16 (88) v WB 19.12 (126) (MCG) N
Saturday, May 22
Carl 15.7 (97) v Melb 9.10 (64) (OO)
Haw 7.5 (47) v Ess 15.17 (107) (P)
Frem 12.14 (86) v Roos 17.14 (116) (S) N
Adel 9.13 (67) v Rich 12.6 (78) (FP) N
Sunday, May 23
BL 22.12 (144) v Geel 11.21 (87) (G)
St K 18.11 (119) v Port 7.15 (57) (P)
Syd 11.15 (81) v WCE 14.10 (94) (SCG)

STATE OF ORIGIN

Saturday, May 29
Vic 17.19 (121) v Sth Aust 10.7 (67) (MCG)

ROUND 10

Friday, June 4
Adel 8.13 (61) v Ess 16.13 (109) (FP) N
Melb 13.12 (90) v Frem 23.12 (144) (MCG) N
Saturday, June 5
Geel 16.12 (108) v St K 18.10 (118) (SS)
Rich 11.15 (81) v Haw 12.15 (87) (MCG)
BL 6.8 (44) v WB 9.12 (66) (G) N
Sunday, June 6
Syd 22.13 (145) v Coll 14.10 (94) (SCG)
WCE 12.12 (84) v Carl 15.11 (101) (S)
Roos 20.13 (133) v Port 18.18 (126) (MCG)

ROUND 11 (QUEEN'S BIRTHDAY)

Friday, June 11
Ess 21.11 (137) v Geel 15.14 (104) (MCG) N
Saturday, June 12
Carl 12.6 (78) v BL 13.16 (94) (OO)
St K 10.13 (73) v Syd 15.12 (102) (P)
Port 4.8 (32) v Rich 3.12 (30) (FP) N
Sunday, June 13
Frem 18.14 (122) v Adel 12.11 (83) (S)
WB 10.16 (76) v Haw 11.10 (76) (OO)
Monday, June 14
Coll 11.12 (78) v Melb 13.11 (89) (MCG)
Roos 12.12 (84) v WCE 9.10 (64) (SCG)

ROUND 12

Friday, June 18
Rich 15.11 (101) v Geel 9.12 (66) (MCG) N
Saturday, June 19
Haw 17.7 (109) v St K 14.12 (96) (P)
WB 17.13 (115) v Frem 11.13 (79) (OO)
BL 9.17 (71) v Ess 13.11 (89) (G) N
Adel 14.15 (99) v Coll 14.10 (94) (FP) N
Sunday, June 20
WCE 21.11 (137) v Port 11.6 (72) (S)

Carl 8.13 (61) v Syd 12.16 (88) (OO)
Melb 14.8 (92) v Roos 12.21 (93) (MCG)

ROUND 13

Friday, June 25
Ess 10.20 (80) v WB 11.10 (76) (MCG) N
Saturday, June 26
Geel 9.14 (68) v WCE 16.16 (112) (SS)
St K 11.16 (82) v Coll 15.13 (103) (P)
Port 8.17 (65) v Haw 6.9 (45) (FP) N
Roos 13.11 (89) v Carl 8.5 (53) (MCG) N
Sunday, June 27
Syd 15.8 (98) v BL 20.13 (133) (SCG)
Frem 19.12 (126) v Rich 19.13 (127) (S)
Melb 16.13 (109) v Adel 13.13 (91) (MCG)

ROUND 14

Friday, July 2
Coll 13.9 (87) v Port 12.16 (88) (MCG) N
Saturday, July 3
Roos 15.12 (102) v BL 15.10 (100) (MCG)
St K 13.18 (96) v Rich 8.7 (55) (P)
WCE 16.16 (112) v Melb 11.11 (77) (S) N
Sunday, July 4
Syd 14.17 (101) v WB 18.15 (123) (SCG)
Ess 16.12 (108) v Frem 10.12 (72) (MCG)
Haw 7.13 (55) v Carl 13.11 (89) (P)
Adel 25.9 (159) v Geel 14.12 (96) (FP)

ROUND 15

Friday, July 9
Rich 16.8 (104) v WCE 11.9 (75) (MCG) N
Saturday, July 10
Carl 20.16 (136) v Adel 13.10 (88) (OO)
Geel 19.14 (128) v Coll 19.11 (125) (SS)
Melb 10.14 (74) v Syd 18.17 (125) (MCG)
Frem 16.11 (107) v St K 12.12 (84) (S) N
BL 13.14 (92) v Haw 9.7 (61) (G) N
Sunday, July 11
Port 14.15 (99) v Ess 9.8 (62) (FP)
WB 23.12 (150) v Roos 16.12 (108) (MCG)

ROUND 16

Friday, July 16
Rich 15.7 (107) v Melb 13.4 (82) (MCG) N
Saturday, July 17
St K 10.8 (68) v BL 16.11 (107) (P)
WB 14.15 (99) v Adel 14.13 (97) (MCG)
Roos 22.11 (143) v Geel 13.10 (88) (SCG)
Sunday, July 18
Port 10.12 (72) v Syd 9.10 (64) (FP)
Carl 9.16 (70) v Ess 23.8 (146) (MCG)
Haw 14.8 (92) v Coll 18.16 (124) (P)
WCE 11.6 (72) v Frem 17.17 (119) (S)

ROUND 17

Friday, July 23
Melb 11.13 (79) v St K 14.14 (98) (MCG) N
Saturday, July 24
Ess 24.14 (158) v Roos 20.12 (132) (MCG)
Geel 13.13 (91) v WB 14.14 (98) (SS)
Syd 14.12 (96) v Rich 8.7 (55) (SCG) N
Frem 13.11 (89) v Port 14.12 (96) (FP) N
Sunday, July 25
Adel 18.17 (125) v Haw 11.10 (76) (FP)
BL 25.16 (166) v WCE 9.12 (66) (G)
Coll 14.12 (96) v Carl 23.15 (153) (MCG)

ROUND 18

Friday, July 30
Roos 15.11 (101) v Rich 11.13 (79) (MCG) N
Saturday, July 31
Melb 12.8 (80) v Geel 15.11 (101) (MCG)
St K 9.12 (66) v Adel 15.9 (99) (P)
Syd 11.13 (79) v Ess 15.3 (93) (SCG) N
WCE 16.12 (108) v Coll 10.12 (72) (W) N
Sunday, August 1
Port 9.12 (66) v BL 17.16 (118) (FP)
Carl 14.15 (99) v WB 14.10 (94) (OO)
Haw 15.12 (102) v Frem 9.23 (77) (P)

ROUND 19

Friday, August 6
Ess 23.15 (153) v WCE 15.3 (93) (MCG) N
Saturday, August 7
Geel 18.10 (118) v Port 12.14 (86) (SS)
Rich 10.19 (79) v Coll 16.16 (112) (MCG)
Roos 17.9 (111) v Syd 15.11 (101) (SCG) N
Frem 8.9 (57) v Carl 19.12 (126) (W) N
Sunday, August 8
Adel 6.8 (44) v BL 11.17 (83) (FP)
Haw 18.14 (122) v Melb 8.6 (54) (P)
WB 18.7 (115) v St K 13.13 (91) (OO)

ROUND 20

Friday, August 13
Coll 10.5 (65) v Ess 12.15 (87) (MCG) N
Saturday, August 14
WB 17.13 (115) v Rich 12.7 (79) (MCG)
St K 13.11 (89) v Roos 16.18 (114) (P)
Port 8.15 (63) v Melb 6.10 (46) (FP) N
WCE 11.16 (82) v Haw 12.12 (84) (W) N
Sunday, August 15
BL 28.13 (181) v Frem 9.13 (67) (G)
Geel 17.11 (113) v Carl 15.14 (104) (MCG)
Syd 25.9 (159) v Adel 5.11 (41) (SCG)

ROUND 21

Friday, August 20
Ess 22.15 (147) v Rich 13.11 (89) (MCG) N
Saturday, August 21
Carl 15.16 (106) v St K 7.3 (45) (OO)
Melb 15.14 (104) v BL 25.9 (159) (MCG)
Haw 15.13 (103) v Geel 15.11 (101) (P) N
Frem 10.16 (76) v Syd 15.19 (109) (W) N
Sunday, August 22
Port 13.14 (92) v Adel 9.14 (68) (FP)
Roos 16.17 (113) v Coll 15.10 (100) (MCG)
WB 16.10 (106) v WCE 16.8 (104) (OO)

ROUND 22

Friday, August 27
Rich 13.12 (90) v Carl 11.13 (79) (MCG) N
Saturday, August 28
Coll 8.4 (52) v BL 13.16 (94) (VP)
Ess 17.14 (116) v Melb 15.9 (99) (MCG)
WB 22.13 (145) v Port 11.12 (78) (OO)
WCE 12.8 (80) v St K 18.13 (121) (W) N
Sunday, August 29
Adel 8.18 (66) v Roos 22.10 (142) (FP)
Geel 21.13 (139) v Frem 13.10 (88) (SS)
Haw 23.15 (153) v Syd 11.2 (68) (P)

FINALS

Friday, September 3
1st Qualifying Final
WB 8.12 (60) v WCE 9.11 (65) (MCG) N
Saturday, September 4
3rd Qualifying Final
Roos 15.10 (100) v Port 8.8 (56) (MCG)
2nd Qualifying Final
BL 20.18 (138) v Carl 8.17 (65) (G) N
Sunday, September 5
4th Qualifying Final
Ess 18.15 (123) v Sydney 7.12 (54) (MCG)
Saturday, September 11
1st Semi Final
WCE 10.10 (70) v Carl 18.16 (124) (MCG)
2nd Semi Final
BL 19.12 (126) v WB 10.13 (73) (G) N
Friday, September 17
1st Preliminary Final
Roos 19.9 (123) v BL 11.12 (78) (MCG) N
Saturday, September 18
2nd Preliminary Final
Ess 14.19 (103) v Carl 16.8 (104) (MCG)
Saturday, September 25
GRAND FINAL
Roos 19.10 (124) v Carl 12.17 (89) (MCG)

1999 finals: Scores, attendances, umpires

FIRST QUALIFYING FINAL

(MCG — September 3, night)

West Coast Eagles	2.3	7.5	8.9	9.11 (65)
Western Bulldogs	2.5	4.7	6.9	8.12 (60)

UMPIRES: D. Goldspink, J. Harvey, D. Howlett.

ATTENDANCE: 41,227

SECOND QUALIFYING FINAL

(Gabba — September 4, night)

Brisbane Lions	4.6	9.13	17.15	20.18 (138)
Carlton	1.5	4.8	5.13	8.17 (65)

UMPIRES: S. McLaren, H. Kennedy, S. Hanley.

ATTENDANCE: 26,112

THIRD QUALIFYING FINAL

(MCG — September 4)

Kangaroos	5.4	8.5	12.8	15.10 (100)
Port Adelaide	1.2	4.5	7.6	8.8 (56)

UMPIRES: B. Allen, A. Coates, G. Scroop.

ATTENDANCE: 31,476

FOURTH QUALIFYING FINAL

(MCG — September 5)

Essendon	8.3	11.9	14.12	18.15 (123)
Sydney	1.2	3.3	6.9	7.12 (54)

UMPIRES: P. Carey, B. Sheehan, G. Dore.

ATTENDANCE: 57,687

FIRST SEMI-FINAL

(MCG — September 11)

Carlton	7.5	10.7	13.12	18.16 (124)
West Coast Eagles	2.4	5.6	8.8	10.10 (70)

UMPIRES: M. McKenzie, S. McLaren, H. Kennedy.

ATTENDANCE: 55,682

SECOND SEMI-FINAL

(Gabba — September 11, night)

Brisbane Lions	7.1	11.2	15.6	19.12 (126)
Western Bulldogs	3.2	4.4	6.9	10.13 (73)

UMPIRES: C. Mitchell, B. Allen, B. Sheehan.

ATTENDANCE: 24,045

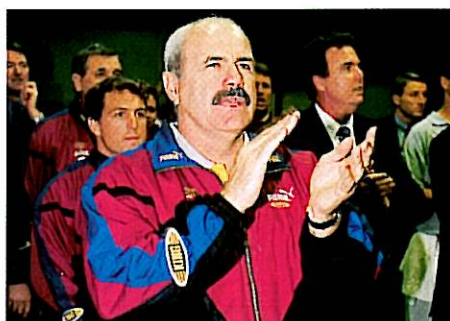
FIRST PRELIMINARY FINAL

(MCG — September 17, night)

Kangaroos	5.2	6.6	11.7	19.9 (123)
Brisbane Lions	2.2	7.4	9.7	11.12 (78)

UMPIRES: D. Howlett, S. McLaren, D. Goldspink.

ATTENDANCE: 61,031



GREAT YEAR: Leigh Matthews took over as coach of Brisbane Lions at the end of the 1998 season, after the Lions had finished last on the AFL Table. Twelve months later and they were the success story of the season, scoring great wins in finals over Carlton and Western Bulldogs before succumbing to the eventual Premiers, the Kangaroos in the First Preliminary Final.

SECOND PRELIMINARY FINAL

(MCG — September 18)

Carlton	6.3	8.4	10.6	16.8 (104)
Essendon	3.5	3.10	10.17	14.19 (103)

UMPIRES: A. Coates, J. Harvey, B. Allen.

ATTENDANCE: 80,519

GRAND FINAL

(MCG — September 25)

Kangaroos	3.3	9.4	15.6	19.10 (124)
Carlton	1.3	5.8	7.11	12.17 (89)

BEST: Kangaroos — Grant, Bell, Martyn, Archer, McKernan, Pickett, Simpson, Carlton — Silvagni, Camporeale, McKay, Bradley, Ratten, Rice.

GOALS: Kangaroos — Grant 4, Bell 4, McKernan 3, Abraham 2, Motlop 2, Carey 2, Sholl, Welsh, Carlton — Whitnall 2, Camporeale 2, Lappin 2, Ratten, Brown, Rice, Allan, Beaumont, Hamill.

UMPIRES: B. Allen, S. McLaren, A. Coates.

ATTENDANCE: 94,228.

Norm Smith Medallist: Shannon Grant (Kangaroos)

GRAND FINAL TEAMS

Kangaroos

Backs: B. Pickett M. Martyn G. Archer

Half-backs: D. King J. Longmire M. Pike

Centres: S. Grant A. Stevens J. Blakey

Half-forwards: S. Welsh W. Carey W. Abraham

Forwards: C. Sholl C. McKernan P. Bell

Followers: M. Capuano A. Simpson

Rover: P. Bell

Interchange: C. Mooney S. Clayton B. Allison S. Motlop

Coach: Denis Pagan

Carlton

Backs: D. Rice S. Silvagni A. Franchina

Half-backs: A. McKay M. Sexton B. Nelson

Centres: S. Camporeale A. Koutoufides K. Massie

Half-forwards: A. Hamill L. Whitnall C. Bradley

Forwards: M. Lappin G. Manton J. Murphy

Followers: M. Allan B. Ratten

Rover: F. Brown

Interchange: A. Christou S. Beaumont A. Hickmott M. Hogg.

Coach: David Parkin

RESERVES

Essendon 2.2 7.7 13.9 20.13 (133)

St Kilda 4.3 7.5 9.7 11.10 (76)

BEST: Essendon — Doolan, Eastaugh, J. Johnson, Milne, McVeigh, Dimattina. St Kilda — Pitts, Davis, Knowles, Carr, Cranage.

GOALS: Essendon — McVeigh 4, Grgic 4, J. Johnson 3, Milne 3, Doolan 2, Ramanauskas, Ladham, Jacobs, Sheppard. St Kilda — Cranage 4, Schwarze 2, Carr, Pickford, C. Gowans, Davis, J. Gowans.

Umpires: A. Malcolm, M. Head, M. Forbes

TAC CUP UNDER-18S

Prahran Dragons 4.1 8.3 11.5 16.8 (104)

Gippsland Power 3.2 4.2 6.6 8.6 (54)

BEST: Prahran Dragons — Smith, Ainley, Lyon, Spriggs, Poyas, Sullivan. Gippsland Power — Murphy, Beaumont, Brown, Kilday, Brayshaw, Stolarczyk.

GOALS: Prahran Dragons — Poyas 5, Lynch 4, Dukes 2, Lindsay 2, Siapantas, Greene, Sullivan. Gippsland Power — Sheehan 2, Brayshaw 2, Dawes, Cooper, Stolarczyk, Byrne. Umpires: C. Donlon, J. Zampatti, D. Jakymczuk.

1999 Coca-Cola AFL Premiership Ladder

	P	W	L	D	For		Against				Home		Away		Streak	Scores		Av. margin		W<	L<	Plrs	R22	
					G.B	Pts	G.B	Pts	%	Pts	W	L	W	L	WL	High	Low	W	L	7pt	7pt	used	98	
Essendon	22	18	4	0	355.270	2400	274.261	1905	125.98	72	10	1	8	3	7W	158	23	37	44	1		37	8	
Kangaroos	22	17	5	0	366.267	2463	313.251	2129	115.69	68	10	1	7	4	5W	143	70	26	22	3	2	34	1	
Brisbane Lions	22	16	6	0	354.298	2422	241.225	1671	144.94	64	8	3	8	3	8W	181	44	53	15		1	36	16	
Western Bulldogs	22	15	6	1	348.275	2363	287.271	1993	118.56	62	8	2	7	4	4W	150	52	32	19	2	3	33	2	
West Coast Eagles	22	12	10	0	304.244	2068	280.257	1937	106.76	48	7	4	5	6	4L	137	48	39	34	1	2	33	7	
Carlton	22	12	10	0	302.276	2088	296.252	2028	102.96	48	7	4	5	6	1L	153	53	34	34	2		35	11	
Port Adelaide	22	12	10	0	260.291	1851	301.248	2054	90.12	48	8	3	4	7	1L	126	32	18	42	2		37	10	
Sydney	22	11	11	0	318.276	2184	310.268	2128	102.63	44	6	5	5	6	1L	159	64	41	35	1		37	3	
Hawthorn	22	10	11	1	269.244	1858	276.287	1943	95.63	42	5	6	5	5	5W	163	45	25	31	4	2	34	13	
St Kilda	22	10	12	0	285.268	1978	297.239	2021	97.87	40	6	5	4	7	1W	130	45	33	31		1	35	6	
Geelong	22	10	12	0	342.276	2328	362.282	2454	94.87	40	6	5	4	7	1W	155	66	24	31	3	2	35	12	
Richmond	22	9	13	0	287.255	1977	314.286	2170	91.11	36	6	5	3	8	1W	146	30	21	29	1	2	36	9	
Adelaide	22	8	14	0	275.253	1903	328.264	2232	85.26	32	6	5	2	9	4L	159	41	35	43	2	1	38	5	
Melbourne	22	6	16	0	267.248	1850	334.289	2293	80.68	24	5	6	1	10	9L	134	46	15	33	1	2	38	4	
Fremantle	22	5	17	0	282.289	1981	355.273	2403	82.44	20	3	8	2	9	6L	144	53	36	36			2	38	15
Collingwood	22	4	18	0	288.245	1973	334.322	2326	84.82	16	1	10	3	8	3L	125	52	32	26		3	39	14	

Kangaroos seal their place as team of the decade

The Kangaroos sealed their place as the team of the nineties with a relatively easy win over Carlton in the 1999 Coca-Cola AFL Grand Final at the MCG on September 25. The Premiership was the second for the 'Roos – they took the one and only Gold Cup in the 1996 Centenary Season – but they had also appeared in Preliminary finals in 1994, 1995, 1997 and lost the Grand Final to Adelaide in 1998.

First quarter

The Kangaroos manage the first clearance but Carlton gets the first goal. Brett Ratten makes a David King kickout look silly converting after sharking off the pack. Carlton has Stephen Silvagni on Wayne Carey, and Anthony Koutoufides on Corey McKernan. Lance Whitnall has been picked up by Glenn Archer while Mick Martyn takes on Aaron Hamill. Matthew Capuano drifts across half-back to take some telling marks. Carey kicks the first for the Roos. Shannon Grant kicks his first gaining a loose possession, and Craig Sholl kicks the third.
Kangaroos 3.3 (21) v Carlton 1.3 (9)

Second quarter

Carlton opens up well kicking the first three goals of the quarter to take an eight-point lead at the nine-minute mark. McKernan kicks two goals in two minutes (one goal from outside 60 metres and the other a banana from the boundary) to allow his team to reclaim the lead. They kick four of the last five goals of the quarter. Grant kicks two more to put a grip on the Norm Smith Medal. Michael Sexton misses two opportunities to goal.
Kangaroos 9.4 (58) v Carlton 5.8 (38)

Third quarter

Winston Abraham kicks a goal within 40 seconds to put the Kangaroos 26 points up. Justin Murphy, sadly, does his knee as Dean Rice puts through a goal for the Blues from the boundary. The Blues then kick the next, closing the margin to 13 points and look to

be lifting. Carey is moved into the centre and from then on the game becomes the Kangaroos'.

They kick the next five goals to put the contest beyond doubt. Martyn inspires a goal with a strong pack-busting clearance and the Roos go into three-quarter time 43 points up.
Kangaroos 15.6 (96) v Carlton 7.11 (53)

Fourth quarter

The game is over at the six-minute mark when Peter Bell marks and goals for the Kangaroos, but Carlton battles on. The Blues kick five of the last eight goals including two to Lance Whitnall and one to Aaron Hamill. Carey takes a one-handed mark that sets the crowd chanting his name. He duly converts. At exactly 5.45pm the siren sounds to end the game in fading light. The Kangaroos win by 35 points.
Kangaroos 19.10 (124) v Carlton 12.17 (89)



WINNERS: The Kangaroos were the team of the year in every way, winning 17 of 22 Premiership season matches, the last five in a row, before brilliant wins in each of three finals. Veteran John Longmire celebrated his last AFL match as a member of a Premiership team.

Hawks wreak havoc

Hawthorn won its first pre-season competition grand final since 1991 when it captured the Ansett Australia Cup with a ruthless exhibition against Port Adelaide at Waverley Park on March 13.

Port, which entered the AFL in 1997, hadn't won an Ansett Australia Cup game before 1999 and after three good lead-up wins found the Hawks far too strong.

Port did not kick its first goal until the third quarter and by then the game was in Hawthorn's keeping.

Hawthorn ruckman Paul Salmon, who was not a certain starter because of a hamstring injury, was the star of the evening and won the Michael Tuck Medal when voted best on the ground.

Tuck, who gave marathon service to Hawthorn from 1972 to 1991, presented Salmon with the medal.

Fifteen games were played in the series. Waverley Park was the anchor ground, but there were also matches at Football Park, Manuka Oval (Canberra), Subiaco Oval, the Gabba, Marrara Oval (Darwin), the MCG and the North Hobart Oval.

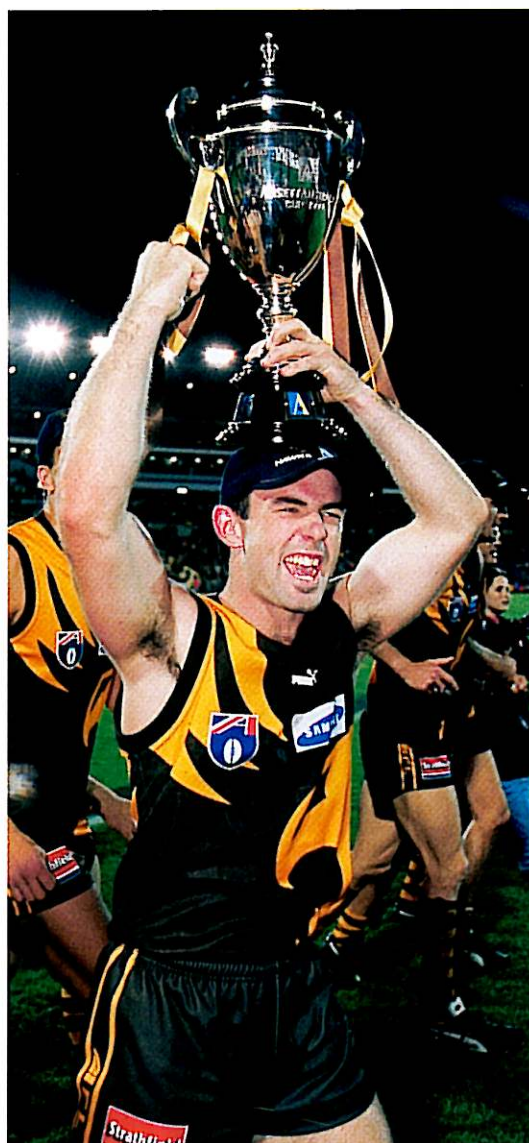
The grand final crowd of 49,874 was considered very good considering only one Victorian club competed and took the attendance aggregate for the series to 274,484.

The Kangaroos' John Blakey became the AFL's pre-season and night series games record-holder when he increased his tally to 34.

Round by round

Round One

Hawthorn 14.12 (96) d Fremantle 7.8 (50), Subiaco
Brisbane Lions 12.15 (87) d Carlton 4.4. (28), Gabba
Sydney 12.13 (85) d Collingwood 11.8 (74), Manuka Oval, ACT



ELATION: Flamboyant Hawthorn utility Daniel Harford celebrates the Hawks' first Grand Final victory since 1991, wearing the 1999 Ansett Australia Cup as headgear during the Hawks' lap of honor after beating Port Adelaide by 47 points. The match was Port Adelaide's first appearance in an Ansett Australia Cup final, a precursor of the club's first AFL finals appearance later in the year.

Western Bulldogs 18.12 (120) d Essendon 14.8 (92), Marrara Oval, NT
Richmond 8.15 (63) d West Coast Eagles 6.10 (46), Waverley Park
Port Adelaide 13.15 (93) d Adelaide 8.9 (57), Football Park
Kangaroos 20.14 (134) d Geelong 9.7 (61),

Waverley Park

St Kilda 12.9 (81) d Melbourne 9.6 (60), Waverley Park.

Quarter-finals

Hawthorn 14.8 (92) d Brisbane Lions 10.9 (69), Waverley Park
Western Bulldogs 9.9 (63) d Sydney 4.11 (35), Waverley Park
Port Adelaide 16.16 (112) d Richmond 10.7 (67), Football Park
St Kilda 13.17 (95) d Kangaroos 13.8 (86), North Hobart Oval

Semi-finals

Hawthorn 10.11 (71) d Western Bulldogs 8.13 (61), Waverley Park
Port Adelaide 10.11 (71) d St Kilda 7.7 (49), MCG

Grand final

Hawthorn 12.11 (83) d Port Adelaide 5.6 (36)
BEST: Hawthorn — Salmon, Croad, Crawford, Graham, Taylor, Treleven, Lord.
Port Adelaide — Kingsley, Francou, Paxman, Wanganeen, Mead, Francis, Lyle.
GOALS: Hawthorn — Holland 2, Lord 2, Chick 2, Salmon, Treleven, Dixon, Vandenberg, Collica, Graham. Port Adelaide — Cockatoo-Collins 3, Tredrea, Mead.
UMPIRES: G. Dore, M. Nash, H. Kennedy.
Crowd: 49,874. At Waverley Park.
Michael Tuck Medal: Paul Salmon (Hawthorn).

Grand Final Teams

Hawthorn: J. Hassall, C. Treleven, T. Croad, K. Barlow, S. Crawford, M. Graham, R. Taylor, P. Salmon, N. Holland, M. Collica, B. Lloyd, A. Lord, L. McCabe, D. Harford, A. Lekkas, R. Vandenberg, B. Dixon, D. Chick, J. Hay, J. Robran, T. Woods, N. Thompson, A. Cox, C. Obst.

Port Adelaide: P. Burgoyne, B. Chalmers, C. Cockatoo-Collins, S. Daniels, S. Dew, D. Dickie, N. Eagleton, F. Francis, J. Francou, N. Fiegert, B. French, M. Harwood, A. Kingsley, B. Lade, B. Lyle, D. Mead, S. Paxman, D. Poole, J. Poulton, J. Schofield, N. Stevens, W. Tredrea, G. Wanganeen, M. Wilson.

Victoria wraps up the last match of the century

The last State of Origin match of the century was played between Victoria and South Australia at the MCG on May 29. The game was played in atrocious weather conditions with the rain and cold restricting the attendance to 26,063.

Victoria won by 54 points in a slog to retain the Malcolm Blight Cup.

Brent Harvey won the E.J. Whitten Medal when voted Victoria's best player and Andrew McKay won the Fos Williams Medal as SA's best.

Victoria was captained by Garry Hocking and SA by Craig Bradley. The respective coaches were Roberts Walls (Victoria) and Graham Cornes (SA).

Results – State of Origin

May 29, MCG

Victoria 5.3 11.9 13.12 17.19 (121)
South Australia 4.1 7.2 10.5 10.7 (67)

BEST: Victoria – B. Harvey, D. King, B. Johnson, G. Hocking, S. West, R. Smith, N. Lappin. SA – A. McKay, C. Bradley, J. Francou, B. Pickett, B. Hart, M. Ricciuto.

GOALS: Victoria – B. Harvey 5, M. Lloyd 3, G. Hocking 2, N. Lappin 2, B. Johnson 2, R. Smith, A. Thompson, P. Everitt. SA – J. Francou 2, C. McRae 2, B. James 2, N. Holland 2, C. Bradley, N. Daffy.

UMPIRES: S. McLaren, B. Allen, J. Harvey.

CROWD: 26,063.

COACHES: Robert Walls (Victoria), Graham Cornes (SA).

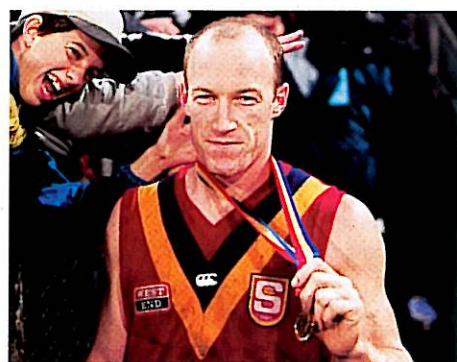
CAPTAINS: Garry Hocking (Victoria), Craig Bradley (SA).

MEDALS: Brent Harvey (E.J. Whitten Medal), Andrew McKay (Fos Williams Medal).

THE PLAYERS

Victoria: G. Hocking (c), N. Burke (vc), M. Allan, W. Campbell, T. Croad, P. Everitt, C. Grant, B. Harvey, B. Johnson, D. King, A. Koutoufides, N. Lappin, A. Lekkas, A. Leoncelli, J. Leppitsch, M. Lloyd, C. Morrison, B. Ratten, P. Riccardi, D. Schwarz, S. Silvagni, R. Smith, A. Thompson, S. West.

South Australia: C. Bradley (c), T. Viney (vc), P. Burgoyne, S. Camporeale, M. Clarke, N. Daffy, L. Darcy, T. Edwards, J. Francou, B. Hart, N. Holland, B. James, A. McKay, C. McRae, D. Mead, B. Pickett, D. Pittman, M. Ricciuto, M. Robran, M. Rogers, N. Smart, W. Tredrea, D. Wakelin, S. Wellman.



WINNERS ALL: The E.J. Whitten Medal for best Victorian player was won by Kangaroos' utility Brent Harvey (top); the Fos Williams Medal for best South Australian was won by Carlton half back Andrew McKay (middle); and (below) the winner of the last State of Origin match was Victoria, captained by Geelong's Garry Hocking.



Carey takes captaincy honors again

Kangaroos captain Wayne Carey was named captain of the Coca-Cola AFL

All-Australian side for the third time in 1999 and Denis Pagan was selected as coach for the first time.

Carey leads a star-studded line-up that contains seven players chosen for the first time. They are Jason Akermanis and Justin Leppitsch (Brisbane Lions), Matthew Allan (Carlton), Byron Pickett and Peter Bell (Kangaroos), Brad Johnson (Western Bulldogs) and Mark Mercuri (Essendon).

Carlton defender Stephen Silvagni and St Kilda on-baller Robert Harvey were each selected for the seventh time and Carey for the sixth time.

Collingwood captain Nathan Buckley was named vice-captain.

The Brisbane Lions, Carlton and the Kangaroos had the most representatives with three each, while Fremantle, Geelong, Melbourne and Port Adelaide, a finalist for the first time in 1999, were not represented.

It was certainly a 'new look' national line-up compared with the previous year. Into the side came Akermanis, Leppitsch, Johnson, Pickett, Bell, Allan, Mercuri, Schwass, Ben Hart (Adelaide), Silvagni, Andrew McKay (Carlton), Michael Voss (Brisbane Lions), Matthew Richardson (Richmond), Nathan Burke (St Kilda) and Wayne Campbell (Richmond).

The players who lost their places were David King, Glenn Archer and Anthony Stevens (Kangaroos), Ashley McIntosh (West Coast Eagles), Sean Wellman (Essendon), Nigel Smart, Mark Ricciuto, Andrew McLeod and Shaun Rehn (Adelaide), Matthew Knights (Richmond), Scott West and Paul Hudson (Western Bulldogs), Tony Lockett (Sydney),



CAPTAIN CAREY: Kangaroos' inspirational skipper Wayne Carey was named captain of the Coca-Cola AFL All-Australian team for the third time. He was previously captain in 1993 and 1998. Carey has been in every All-Australian side since 1993, except for 1997 when he missed 11 games with a shoulder injury.

Peter Everitt (St Kilda) and Todd Viney (Melbourne).

The seven players to hold their ground were Carey, Buckley, Harvey, Ben Cousins (West Coast Eagles), Matthew Lloyd (Essendon), Chris Grant (Western Bulldogs) and Shane Crawford (Hawthorn).

Pagan was recognised under a new selection procedure that automatically sees the premiership coach named coach of the year.

Pagan has now guided the Kangaroos to premierships in 1996 and '99.

Carey has been in every All-Australian side since 1993, except for 1997 when he missed 11 games with a shoulder injury. He was previously captain in 1993 and 1998.

Silvagni is the only player in the side who gained national status back in the 1980s. He was selected in 1988 when long-since retired players such as Danny Frawley, Gary Buckenara, Dale Weightman, Gerard Healy, Simon Madden and Dermott Brereton were in the ranks.

Some of the more interesting selections among the national 'rookies' were Byron Pickett, the 1998 Norwich Union AFL Rising Star; Peter Bell, who couldn't hold a place in the Fremantle team in 1995 before his breakthrough with the Kangaroos, and Wayne Schwass, an AFL player since 1988.

The team

BACKS: Jason Akermanis (BL), Justin Leppitsch (BL), Ben Hart (Adel)

HALF-BACKS: Byron Pickett (Roos), Stephen Silvagni (Carl), Andrew McKay (Carl)

CENTRES: Brad Johnson (WB), Nathan Buckley (Coll), Wayne Schwass (Syd)
Half-forwards: Mark Mercuri (Ess), Wayne Carey (Roos), Michael Voss (BL)

FORWARDS: Ben Cousins (WCE), Matthew Lloyd (Ess), Matthew Richardson (Rich)

FOLLOWERS: Matthew Allan (Carl), Robert Harvey (StK)

ROVER: Shane Crawford (Haw)

Interchange: Peter Bell (Roos), Nathan Burke (StK), Wayne Campbell (Rich), Chris Grant (WB).

CAPTAIN: Wayne Carey (Roos)

COACH: Denis Pagan (Roos)

VICE-CAPTAIN: Nathan Buckley (Coll)

UMPIRE: Brett Allen



Ireland wins the series, but concept the true winner

The first two years of the Coca-Cola AFL International Rules Series between Australia and Ireland have been an outstanding success. The second year of a four year agreement between the AFL and Irish Gaelic Athletic Association saw two games played in Australia in October. The games were a success on all fronts with close, exciting contests, crowds of 64,326 people at the MCG and 45,187 at Football Park and support from the players and AFL community to the concept.

The AFL launched the new series in August with the appointment of former Hawthorn champion and 1999 Australian Football Hall of Fame inductee Dermott Brereton as coach for the 1999 and 2000 series. Former Melbourne player Jim Stynes, who was recruited from Ireland in the mid 1980s, was named assistant coach. Gerard Healy was named Chairman of Selectors, with Graham Cornes, Robert Walls and Robert Dipierdomenico on the match committee.

In the 1999 series Collingwood's Nathan Buckley was named captain of the Australian side after the Kangaroos' and All Australian captain Wayne Carey was unavailable to play in the series because of injury. The Brisbane Lions' Jason Akermanis won the Jim Stynes medal as the Australian player of the series. Ireland won the series on aggregate points after winning the first game at the MCG by eight points and forcing a draw in the second game at Football Park.

The rules of the game were amended to suit both codes – AFL Football and Gaelic Football – and created a fast free-flowing game using the round ball. The important rule variations were as follows: 15 players on the ground with five on the interchange bench; players had to be tackled between shoulders and hips and couldn't be slung by one arm; a player had to be standing or running to gather the loose ball; scoring was set six points for a goal (into the net between the goalposts), three points for an over (over the net, but between the goalposts) and one point for a behind; holding the man is still an



IRISH ON TOP: Irish coach Colm O'Rourke, and captain John McDermott with the Coca-Cola International Rules trophy after taking the two Test series against Australia in October.

infringement and putting the ball over the sideline also results in a free kick to the opposition; if you mark on the goalline, you can take the ball back to the 13-metre line and take your kick from there.

Players selected in the Coca-Cola AFL All-Australian team were automatically selected to play for Australia in the International Rules series. If players are unavailable to play in the series because of injury the match committee was able to select players to join the team.

International Rules Series results

First match

Ireland 2-16-10 (70)
Australia 0-16-14 (62)

Scorers

IRELAND: Fallon 18; Kavanagh 12; Giles 10; Canavan 8; Whelan 7; Dolan, Earley 4; Buckley, Tohill 3; Stynes 1.
AUSTRALIA: Buckley 19; Waterhouse, McRae 7;

Bell, Campbell 6; Leppitsch 4; Smith, West 3; Croad, Ashcroft, Burgoyne, Cousins, O'Loughlin 1.

UMPIRES: M Curley (Ireland) and A Coates (Australia)

CROWD: 64,326 at the MCG

Second match

Ireland (1-11-13) 52
Australia (2-12-4) 52

Scorers

IRELAND: Fallon 8; McDermott, Tohill 7; Buckley, Geraghty 6; Donnellan 4; Giles, Kavanagh, McManus, Stynes 3; Canavan, Whelan 1.

AUSTRALIA: Buckley 16; O'Loughlin 8; Crawford, Smith 6; Graham, Richardson, Waterhouse, Campbell, Bell 3. 1 rushed.

UMPIRES: M Curley (Ireland) and A Coates (Australia)

CROWD: 45,187 at Football Park, Adelaide

Players of the series

AUSTRALIA: (Jim Stynes Medal): Jason Akermanis.
IRELAND: Seamus Moynihán.

A brilliant career

Celebrated full-forward Tony Lockett retired during the 1999 finals with one of the most precious of all AFL records – as the AFL's all-time leading goalkicker.

His remarkable career at two League clubs came to end when the Sydney Swans lost a qualifying final at the MCG. Big 'Pluggie' has set a record that may stand for generations, like it had before he achieved a new mark during the 1999 season.

When the final curtain came down, Lockett had kicked 1357 goals, an average of 4.88 a game in his memorable 278 games. For several decades, since the late Gordon Coventry of Collingwood retired in 1937, the record of 1299 goals was a permanent fixture in the history books. However, at the age of 33, Lockett kicked his 300th goal in round 10 and one of the football's most enduring records had finally been conquered.

In Profile

TONY LOCKETT

Date of Birth:	9/3/66
From:	North Ballarat
St Kilda (1983-94)	
Games:	183 Goals: 898
St Kilda Average:	4.90
Brownlow Medal:	1987
Best and Fairest:	1987, 1991
Leading Goalkicker:	10 times
Sydney (1995-99)	
Games:	95 Goals: 459
Sydney Average:	4.83
Best and Fairest:	1995
Leading Goalkicker:	5 times
Grand Totals	
Games:	278 Goals: 1357
Career average:	4.88
Achievements	
Coleman Medal:	1987, 1991, 1996, 1998
Bags:	7 goals in a game (23 times), 8 goals (16), 9 goals (13), 10 goals (7), 11 goals (5), 12 goals (7), 13 goals (1), 15 goals (1), 16 goals (1).

He started an historic game against Collingwood needing three for the record – typical of the big spearhead, he did it in style, kicking nine.

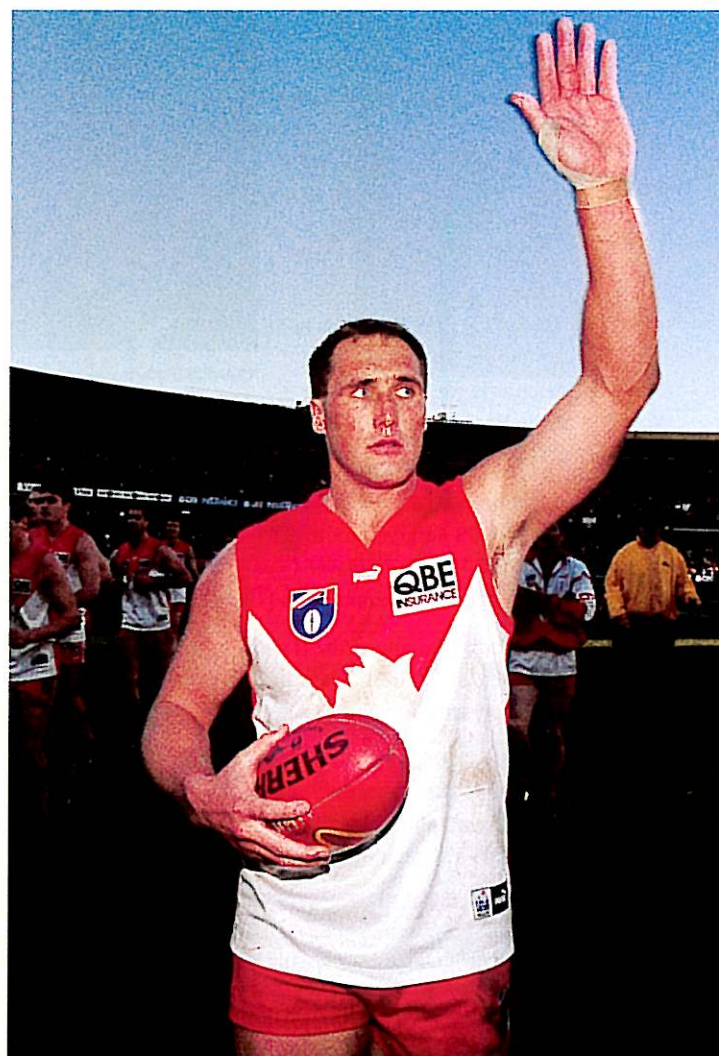
He received thunderous applause from the SCG fans when goal No. 1300 was posted – at the 30-minute mark of the first quarter. He took a pass from Swans captain Paul Kelly and kicked truly, albeit a little wobbly, from 30 metres and a 45-degree angle.

The 1000-goal barrier has been something of an 'Everest' and only five players in the AFL's history have reached the summit – Lockett (1357), Coventry (1299), Jason Dunstall (Hawthorn, 1254), Doug Wade (Geelong, 1057) and Gary Ablett (Geelong, 1030).

Lockett started his League career with St Kilda in 1983 and it was there he became a powerful and often controversial full-forward and some of his rugged exchanges on the ground led to suspension. News always followed Lockett, but he hit the headlines like never before when he decided he leave St Kilda after the 1994 season. He had also won football's highest individual award, the 1987 Brownlow Medal (with Hawthorn's John Platten).

In 1995, Lockett headed to Sydney and the game there has made huge inroads since his arrival. He became the face of Australian Football in Sydney and helped establish the AFL code in a state for so long dominated by Rugby League.

Lockett topped the AFL goalkicking list on four occasions, St Kilda's list 10 times and Sydney's five times. He also bettered 100 goals in a season six times, his most notable effort being 132 for St Kilda in 1992. His biggest bags in games were 16 for Sydney in 1995 and 15 for St Kilda in 1992.



LOCKETT: Took the goal-kicking record in Round 11.

In 1995 in a game against Fitzroy at Whitten Oval, Lockett kicked 16 goals straight. He spent 12 minutes of that game on the interchange bench in the second quarter after he had kicked his 10th goal – the result of a misconstrued coach's message. This may have cost him the all-time record of 18 goals in a game, set by Melbourne's Fred Fanning in 1947.

Lockett has set a mark that might not be broken for years, if ever. When the 2000 season starts, Wayne Carey of the Kangaroos heads the League list with 557 goals and he is well into his career, having started in 1989.

Brownlow Medal

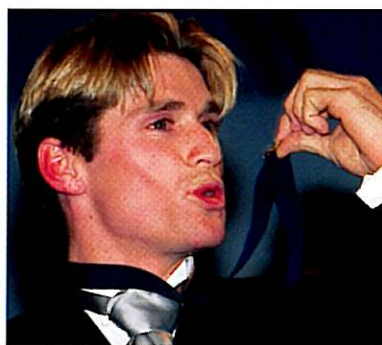
Hawthorn captain Shane Crawford was a hot favorite to win the Brownlow Medal and after a few anxious rounds won convincingly by six votes from Essendon forward Mark Mercuri.

It was a historic count as it was conducted outside Melbourne for the first time — at the Hordern Pavilion in Sydney.

Crawford was a popular winner as most critics believed his on-ball play in 1999 deserved football's highest individual honor. He became the fourth Hawthorn player to win the medal, joining Col Austen (1949), Robert DiPierdomenico (1986) and John Platten (1987).

Crawford, who joined the Hawthorn senior side in 1993, also won his club's best and fairest award for the second successive year, gained All-Australian selection and won the AFL Players' Association's Most Valuable Player award.

He has all the credentials of a Brownlow Medallist as he is fair, brilliant, hard and super fit. It was fitting that a player who spent his early years at Finley, in the NSW Riverina, should win the first



CRAWFORD: Worthy winner of the game's most prestigious award.

Brownlow 1999

28	Shane Crawford	(Hawthorn)
22	Mark Mercuri	(Essendon)
20	Nathan Buckley	(Collingwood)
	Matthew Allan	(Carlton)
19	Wayne Schwass	(Sydney)
18	Craig Bradley	(Carlton)
16	Matthew Richardson	(Richmond)
15	Adrian Fletcher	(Fremantle)
	Ben Cousins	(West Coast Eagles)
14	Scott West	(Western Bulldogs)
13	Jason Akermanis	(Brisbane Lions)
	Corey McKernan	(Kangaroos)
11	Peter Bell	(Kangaroos)
	Wayne Carey	(Kangaroos)
	Byron Pickett	(Kangaroos)
	Chris Grant	(Western Bulldogs)
	Gavin Wanganeen	(Port Adelaide)
	Robert Harvey	(St Kilda)
	Nathan Burke	(St Kilda)

INELIGIBLE

12	Shannon Grant	(Kangaroos)
8	Peter Matera	(West Coast Eagles)
	Tony Liberatore	(Western Bulldogs)
7	Paul Kelly	(Sydney)

Brownlow count held in NSW. Crawford also played football at Assumption College in Kilmore, Victoria, on his way to the AFL.

His 641 disposals (kicks/handballs) was the most of any player in the competition in the home and away rounds in 1999 and gave him an average of almost 30 disposals per game.

If there was a hard luck story it belonged to Collingwood captain Nathan Buckley, who finished equal third after missing five matches (effectively six in a game) with a broken jaw.

John Coleman Medal

West Coast Eagles full-forward Scott Cummings, playing at his third AFL club, won the John Coleman Medal for the first time when he kicked 88 goals in the home and away series.

He finished 11 goals clear of Essendon full-forward Matthew Lloyd and retiring Sydney spearhead Tony Lockett. Lloyd beat Cummings for the full-forward berth in the All-Australian side.

Then followed Tony Modra (Fremantle) with 71 goals and Matthew Richardson (Richmond) with 67.

Cummings' best hauls for the season were eight against Carlton and seven against Collingwood (twice) and Adelaide. He has the distinction of topping the goalkicking at the three clubs he has played for — Essendon, Port Adelaide and the West Coast Eagles.

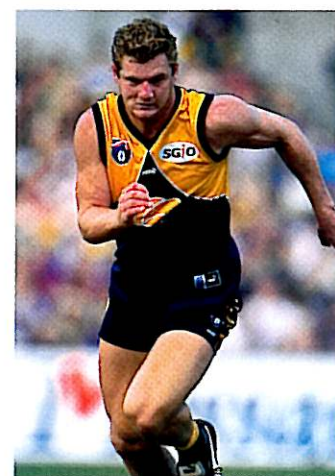
Lloyd kicked the biggest bag of the season with 13.4 against Sydney in round three. Next best were Modra (10.4 against Melbourne), Kangaroos captain Wayne Carey (10.5 against Essendon), Lockett (9.0 against Collingwood), Darren Jarman (9.0 against Melbourne) and Carey (9.3 against Geelong).

Cummings' Coleman Medal win was well-earned and was a much-improved performance on his 1998 return when he kicked 32 goals in 16 games with Port Adelaide.

He started his League career with Essendon in 1994 and in three seasons there played 40 games and kicked 83 goals. He had two seasons at Port Adelaide (1997-98 for 37 games and 102 goals) and in 1999, he played in all 22 home and away games with the Eagles.

Cummings is the first West Coast Eagle to win the Coleman Medal.

The medal, first awarded in 1981, honors former Essendon champion full-forward John Coleman, who kicked 537 goals from 1949 to 1954 when a knee injury prematurely ended his spectacular career.



CUMMINGS: Won the Coleman Medal by 11 goals from former team-mate Matthew Lloyd.

Leading 1999 goalkickers

(Home and away games; full season's totals in brackets)

Scott Cummings	(WCE)	88	(95)
Matthew Lloyd	(Essendon)	77	(87)
Tony Lockett	(Sydney)	77	(82)
Wayne Carey	(Kangaroos)	65	(76)
Tony Modra	(Fremantle)	71	(71)
Matthew Richardson	(Richd)	67	(67)
Darren Jarman	(Adelaide)	58	(58)
Lance Whitnall	(Carlton)	45	(55)
Phil Matera	(WCE)	50	(51)
Paul Hudson	(W Bulldogs)	49	(51)
David Neitz	(Melbourne)	46	(46)

Norm Smith Medal

Kangaroos youngster Shannon Grant dazzled Carlton in the 1999 Grand Final and was rewarded with the Norm Smith Medal. He joined Glenn Archer, successful in the 1996 Grand Final, as Kangaroo winners of the medal.

Grant made several memorable dashes and capped his game with four goals in his best-on-ground performance.

It was Grant's first premiership in his third Grand Final. He played in the losing Sydney Swans Grand Final side in 1996 (against the Kangaroos) and was a member of the Kangaroos' losing team in 1998.

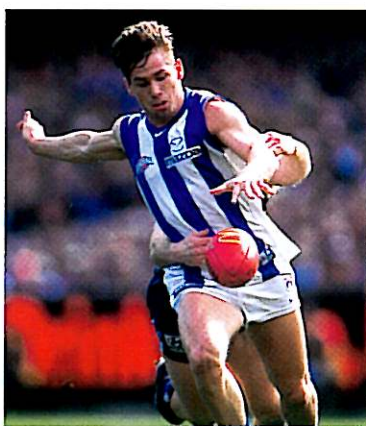
Grant was traded to the Kangaroos, in exchange for Wayne Schwass, before the 1998 season after playing 58 games for the Sydney Swans. In 1999, he took his games tally to 107.

Grant has lived up to his early promise with the Western Jets and his early draft selection in 1994. He was Sydney's second choice (behind Anthony Rocca) and the third selection overall.

Grant did well in the Brownlow Medal count, polling 12 votes, the second best by a Kangaroos player, and on the big day last year put paid to any doubts about his ability to lift under pressure.

The medal honors the late Norm Smith, the great Melbourne player and premiership coach. Smith played in four premiership sides with Melbourne and coached the club to six flags in the 1950s and 1960s.

On most occasions the winner of the medal, first struck in 1979, has come from the premier side, with Maurice Rioli (Richmond, 1982) and Gary Ablett (Geelong, 1989) being the exceptions.



GRANT: Second Kangaroo to take Norm Smith Medal

Norm Smith Medallists

1979	Wayne Harmes	(Carlton)
1980	Kevin Bartlett	(Richmond)
1981	Bruce Doull	(Carlton)
1982	Maurice Rioli	(Richmond)
1983	Colin Robertson	(Hawthorn)
1984	Billy 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 Eagles)
1993	Michael Long	(Essendon)
1994	Dean Kemp	(West Coast Eagles)
1995	Greg Williams	(Carlton)
1996	Glenn Archer	(North Melbourne)
1997	Andrew McLeod	(Adelaide)
1998	Andrew McLeod	(Adelaide)
1999	Shannon Grant	(Kangaroos)

Norwich Union AFL Rising Star

Youngster Adam Goodes made his senior debut with the Sydney Swans in 1999, playing 20 games. His talents were recognised when he became the first Sydney player to win the Norwich Union AFL Rising Star award.

Behind Goodes came Brett Burton (Adelaide - 24 votes), Simon Black (Brisbane Lions - 22), Dean Rioli (Essendon - 16), Luke Power (Brisbane Lions - 5) and Nathan Thompson (Hawthorn - 5).

Goodes, who previously played with Horsham and then North Ballarat Rebels in the TAC Cup, was thrown responsibility this year when Sydney's No. 1 ruckman, Greg Stafford, missed several games due to injury.

He was selected by Sydney in the 1997 AFL National Draft as the club's third choice and 43rd overall. In the TAC Cup grand final that year, he kicked five goals for the Rebels.

The prize includes a Norwich Union investment portfolio valued at \$23,600, plus a magnificent handcrafted perpetual trophy.

A total of 153 players were eligible for this year's award. To be eligible a player had to be under 21 on or before December 31, 1999, not have played more than 10 senior games (for premiership points) to the start of 1999 and not have been suspended by the AFL or a state league tribunal during the 1999 season.

The judges were Rod Austin, Kevin Bartlett, Ian Collins, Gerard Healy, Neil Kerley, Robert Walls and John Worsfold and Wayne Jackson was the non-voting chairman.

Previous winners: 1993 - Nathan Buckley (Brisbane Bears), 1994 - Chris Scott (Brisbane Bears), 1995 - Nick Holland (Hawthorn), 1996 - Ben Cousins (West Coast Eagles), 1997 - Michael Wilson (Adelaide), 1998 - Byron Pickett (Kangaroos).



GOODES: Celebrating his award with his mother

1999 nominations

Week 1	Shane O'Bree	(Brisbane Lions)
Week 2	Adam Goodes	(Sydney)
Week 3	Brett Backwell	(Carlton)
Week 4	Troy Longmuir	(Melbourne)
Week 5	Nick Davis	(Collingwood)
Week 6	David Gallagher	(Adelaide)
Week 7	Dean Rioli	(Essendon)
Week 8	Rowan Jones	(West Coast Eagles)
Week 9	Simon Black	(Brisbane Lions)
Week 10	Brett Burton	(Adelaide)
Week 11	Dean Solomon	(Essendon)
Week 12	Andrew Williams	(WC Eagles)
Week 13	Mark Johnson	(Essendon)
Week 14	Nathan Thompson	(Hawthorn)
Week 15	Andrew Shipp	(Fremantle)
Week 16	Mark Dragicevic	(Richmond)
Week 17	Luke Power	(Brisbane Lions)
Week 18	Paul Licuria	(Collingwood)
Week 19	Matthew Bode	(Port Adelaide)
Week 20	Ben Mathews	(Sydney)
Week 21	Tim Notting	(Brisbane Lions)
Week 22	Lenny Hayes	(St Kilda)
VOTING		
33	Adam Goodes	(Sydney)
24	Brett Burton	(Adelaide)
22	Simon Black	(Brisbane Lions)
16	Dean Rioli	(Essendon)
5	Luke Power	(Brisbane Lions)
	Nathan Thompson	(Hawthorn)



Hudson a Legend, as eight stars inducted

Six Victorians, one South Australian and one West Australian were inducted into the Australian Football Hall of Fame in 1999.

Peter Hudson, the former Hawthorn full-forward, was elevated to the status of Legend of the game, joining 14 other former champions.

Gary Ayres, Peter Bedford, Dermott Brereton, Peter Daicos, Peter McKenna and Garry Wilson (all Victoria), Bob Hank (SA) and Stephen Michael (WA) were inducted into the Hall of Fame at a presentation night in the Plaza Ballroom, Melbourne, on May 28.

The veteran of the group is former West Torrens star Bob Hank, who finished playing in 1958.

HALL OF FAME

Legend

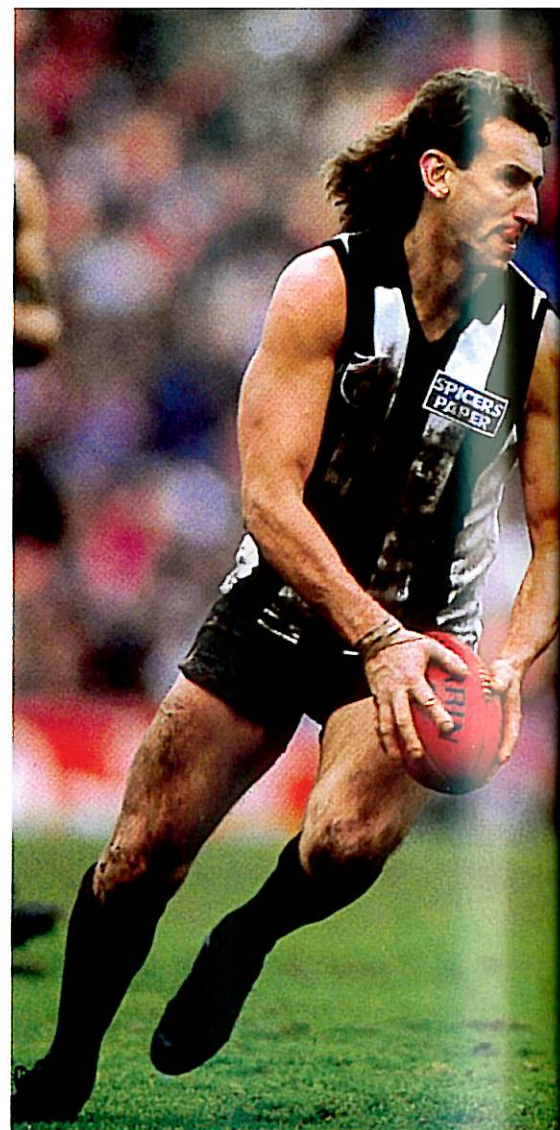
Peter Hudson (born February 19, 1946): from Tasmania, where he was a hot full-forward, and continued in the same vein with Hawthorn, amassing 727 goals in 129 games from 1967 to '74 and 1977. His average of 5.636 goals per game is the highest in VFL/AFL history. In the 1971 Grand Final, he seemed certain to break the League goalkicking record of 150 goals in a season (established by Bob Pratt of South Melbourne in 1934), but he kicked only three goals that day to equal it. He kicked more than 100 goals on five occasions — 125 in 1968, 120 in 1969, 146 in 1970, 150 in 1971 and 110 in 1977. Hudson severely injured a knee in the opening game of 1972, had surgery and returned for one game in round 21, 1973. He played another two games early in 1974, but returned to Tasmania soon after. In 1977, he made a remarkable comeback to League football and headed the VFL goalkicking with 110. Hudson played in the 1971 premiership side and won the club best and fairest award in 1968 and 1970. Overall, he kicked more than 2000 goals in the VFL and Tasmania.

Inductees

Gary Ayres (born September 28, 1960): a back pocket specialist, Ayres was recruited from country Warragul in Victoria's Gippsland district and played in the Hawthorn premiership sides of 1983, 1986, 1988-89 and 1991 during his 269-game career from 1978 to 1993. He also played in night and pre-season series premiership teams in 1985, 1986, 1988, 1991 and 1992. He was a big-occasion player and won two Norm Smith Medals when voted best on ground in the 1986 and '88 Grand Finals. Ayres was Hawthorn's best and fairest player in 1986 and captained the club in 1992 and 1993. It wasn't surprising that after his days on the field Ayres would move into coaching — first as an assistant to Malcolm Blight at Geelong in 1994 and as senior coach from 1995 to 1999. He took the Cats to the 1995 Grand Final and at the end of the 1999 season was appointed coach of the Adelaide Crows, replacing Blight.

Peter Bedford (born April 11, 1948): a prominent player in the Victorian Football Association before he left Port Melbourne to join South Melbourne in 1968. By 1970, the brilliant half-forward/centreman/rover had won a Brownlow Medal. It was the first Brownlow evening to go 'public' at the Dallas Brooks Hall in East Melbourne. For the first time there was a direct telecast of the count by Channel Seven and the innovation proved an outstanding success. Bedford was a fearless all-rounder who also shone as a cricketer for Victoria in the Sheffield Shield competition. He played 178 games and kicked 325 goals for South from 1968 to 1976 and eight games and four goals for Carlton in 1977 and 1978. He captained the Swans from 1973 to '76, won the club best and fairest award in 1969, 1970, 1971, 1973 and 1975 and played 13 games for Victoria.

Dermott Brereton (born August 19, 1964): one of Hawthorn's best-performed and best-loved players had a generous mixture of

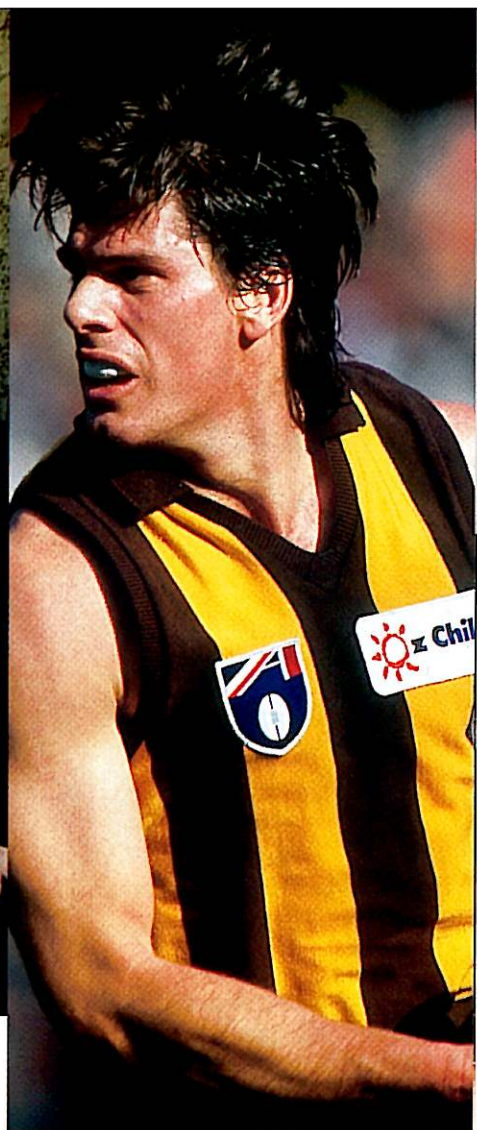


talent, muscle and flamboyance. He is remembered for many things, including his regular visits to the AFL Tribunal, but two games that readily come to mind are Grand Finals. How could anyone forget his magnificent effort in kicking eight goals in Hawthorn's losing Grand Final effort against Essendon in 1985 or his courage in getting up to kick goals after being flattened in the famous 1989 Grand Final? He was a player who wasn't afraid to gather headlines and news seemed to follow him. He played 189 games and kicked 427 goals for Hawthorn from 1982 to 1992, seven games for Sydney (1994) and 15 for Collingwood (1995). He played in five Hawthorn premiership sides in his 26 finals and in five night/pre-season premiership teams.

Peter Daicos (born September 20, 1961): one of the most gifted players of his time, Daicos could weave magical goals from seemingly impossible positions. He wasn't a full-forward but he could play tall enough to handle the job just as he could play low enough to execute breathtaking feats at ground level. He played 250 games from 1979 to 1993 and kicked 549 goals, including 97 in 1990.



INDUCTED: Eight stars of Australian Football were inducted into the Australian Football Hall of Fame in May, 1999, with Peter Hudson elevated to Legend of the game. They are: Back Row (L-R): Stephen Michael, Gary Ayres, Peter McKenna, Dermott Brereton; Front Row (L-R): Peter Daicos, Peter Bedford, Peter Hudson, Bob Hank, and Garry Wilson. Framing the group photo are Daicos (left) and Ayres (right) in their hey day.



His best bag was 13, which stands as a record at Carrara, the early home of the Brisbane Bears. In 1990, Daicos played in Collingwood's premiership side and in 1982 and 1988 he was the club's best and fairest. Daicos was an idol of the Collingwood fans and hundreds of young supporters wore his No. 35 on their backs. He wore the Victorian state jumper on four occasions.

Bob Hank (born June 19, 1923):

a legend in South Australian football, Hank was a West Torrens hero. He played in 224 games from 1945 to '58 and also made his mark in 27 state matches as a centreman/half-forward. His nine West Torrens' best and fairest awards are testimony to his ability as are his Magarey Medals in 1946 and '47. His best and fairest wins ranged from 1945 to 1957 and he was captain of West Torrens from 1947 to 1955 and coach in 1951. Hank was an All-Australian in 1950 and 1953 and captain of SA from 1947 to 1949 and 1951 to 1954. He played in the West Torrens premiership side in 1945 and captained the premiership team in 1953. He is remembered for his courage, ball-handling skills and immaculate left-foot drop-kicking.

Peter McKenna (born August 27, 1946):

a prolific goalkicker, McKenna was the idol of Collingwood fans. About 30 years ago a Melbourne newspaper ran a poll to find football's most popular players and McKenna scored a runaway victory. The star full-forward was very accurate, kicking 874 goals in 191 games for an average of 4.58 a game that puts him in select company. He is the eighth-highest scoring player in VFL/AFL history and his highest tally in one season was 143 in 1970. McKenna topped the VFL goalkicking chart in 1972 (130 goals) and 1973 (86) and also kicked 134 goals in 1971, but this was bettered by Peter Hudson, of Hawthorn. His biggest bag was 16 against South Melbourne. He won Collingwood's best and fairest award in 1970 and finished his League career with Carlton where he played 11 matches in 1977.

Stephen Michael (born March 15, 1956):

a brilliant West Australian ruckman who played 243 games with South Fremantle from 1975 to 1985. He played 210 games, from 1975 until 1984, without a miss. The big-leaping, unassuming star of WA football resisted many temptations to join the VFL. In 1980, he won the Sandover Medal and followed up with

another Sandover win in 1981 when he polled a record 37 votes. He played 17 games for WA and in 1983 won the Simpson Medal for being best on the ground. He captained South Fremantle in 1983 and was club best and fairest winner five times. He played in the South Fremantle's 1980 premiership side and in 1982, he captained WA. The next year, he was named captain of the All-Australian side.

Garry Wilson (born July 17, 1953):

played 268 games and kicked 452 goals for Fitzroy from 1971 to 1984. He was an outstanding rover, but despite his long career, did not play in a Grand Final. Wilson was recruited from Preston Swimmers and quickly gained a reputation for his consistency, often when Fitzroy was experiencing hard times. He won best and fairest awards in 1972, 1976, 1978, 1979 and 1980 and captained the club from 1981 until his retirement in 1984. His games tally of 268 is the third highest in Fitzroy's history. With the club often depressed, Wilson could turn to state football to display his talents and he played 14 matches for Victoria. In the Brownlow Medal, he was third in 1978, beaten by two votes, and second in 1979, beaten by one vote. In his career he polled 161 Brownlow votes.



LIFE
MEMBERS

New committee makes amendments to articles

In May 1999, the AFL Commission approved the establishment of a Life Membership Recommendation Committee.

It comprises former AFL Commission chairman John Kennedy (chairman), prominent football writer Mike Sheahan and AFL General Manager – Football Operations Ian Collins.

The League's Articles have been amended and qualifications relating to life membership expanded.

The Commission has approved life membership for the following people. Each has accumulated at least 300 games as a player or coach. Games include Coca-Cola AFL Premiership Season matches, finals, pre-season/night series games, state games and international games.

Graham Arthur

Captain of Hawthorn's first premiership team in 1961 and played 232 games from 1955 to 1968. Coached in 36 matches for Hawthorn from 1964-65 and is a member of the Australian Football Hall of Fame. Played and coached country football in Victoria and served as secretary of the Victorian Country Football League. Has given long service to Hawthorn in its marketing division.

Nathan Burke

Captain of St Kilda and a tireless utility player since his debut in 1987. Reached his 304th game at the age of 29 in 1999 when he won St Kilda's best and fairest award for the third time, was vice-captain of Victoria and selected in the All-Australian side. Has played 270 premiership matches, 21 pre-season/night series games, 11 State of Origin matches and two internationals.

Ian Collins

Played 163 games for Carlton from 1961 to 1971 and was a member of the 1968 premiership team. Held several leading administrative positions with Carlton and was executive director of the Carlton Football

Club and the Carlton Cricket and Football Social Club from 1981 to 1993. In 1993, he joined the AFL as General Manager – Football Operations, a position he still holds.

Robert Flower

Stylish Melbourne centre-line player who played 300 games (272 premiership matches, 11 pre-season/night series matches, 15 State of Origin games and two internationals) from 1973 to 1987. Captained Melbourne from 1981 to 1987 and despite a long career, never had the satisfaction of playing in a Grand Final. One of Melbourne's greats.

Stewart Loewe

Powerful marking has been Loewe's trademark since he started with St Kilda in 1986. His 314 games comprise 276 premiership matches, 24 pre-season/night series matches, 11 State of Origin matches and three internationals. Despite his long stay with the Saints, he has not played in a premiership team.

John Platten

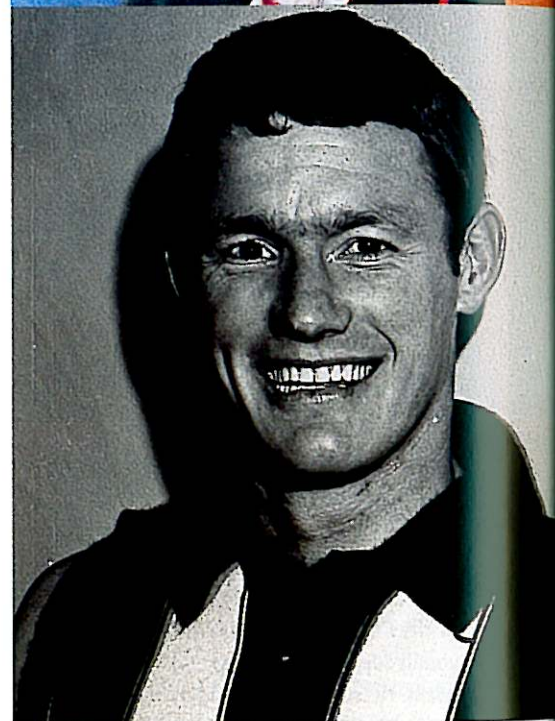
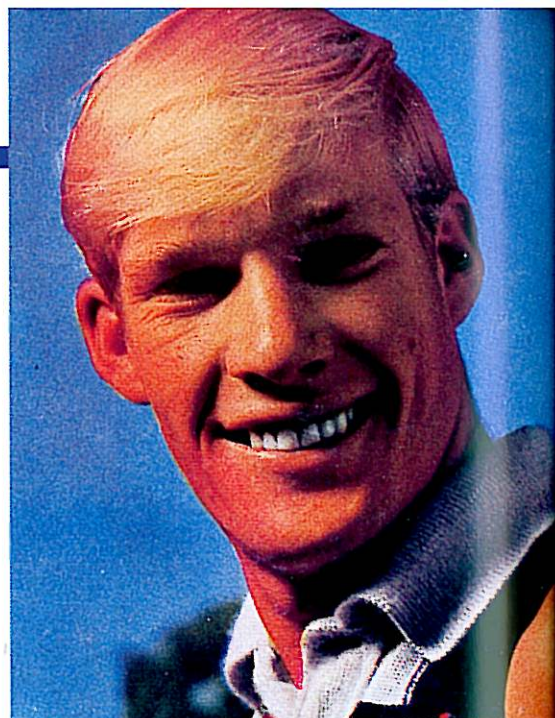
Relentless South Australian rover recruited by Hawthorn in 1986 who went on to play 303 games – 258 premiership matches, 25 pre-season/night series matches, 14 State of Origin games and six internationals. Played AFL football to the end of the 1997 season, won the Brownlow Medal in 1987, four premiership medallions and two Hawthorn best and fairest awards.

Bryan Sheehan

Leading AFL field umpire whose 302-game tally includes 282 premiership season matches, 13 pre-season/night series games, five State of Origin games and two internationals. Joined the VFL cadet umpiring squad in 1984, made his senior debut in 1986 and has umpired 32 finals, including six Grand Finals. All-Australian umpire in 1991.

Stephen Silvagni

Long-standing Carlton full-back who was selected in that position in the AFL's Team of the Century in 1996. To the end of 1999, had



played 307 games – 272 premiership matches, 20 pre-season/night series games, 11 State of Origin games and four internationals. Started with Carlton in 1985 and has been a regular All-Australian. Was a member of Carlton's premiership sides in 1987 and 1995.

Stuart Spencer

One of Melbourne's greatest rovers in a wonderful era for the club. Played 122 games from 1950 to 1956 and won best and fairest awards in the premiership years of 1955 and 1956. Had a long and successful career as player and coach in Tasmania before returning to Melbourne where he has served as club chairman and is currently on the board.



AT THEIR PEAK: Some of the stars awarded AFL Life Memberships in 1999 pictured at the peak of their careers. Top row (L-R): Carl Ditterich (St Kilda), Brian Dixon (Melbourne), Graham Arthur (Hawthorn), Ian Collins (Carlton); Bottom row (L-R): Des Tuddenham (Collingwood), Bill Goggin (Geelong), John Platten (Hawthorn), Robert Flower (Melbourne).

Jim Stynes

Melbourne ruckman from 1987 to 1998 who played 264 premiership season games – 244 without a break to establish an AFL consecutive games record – 21 pre-season/night series games, 10 State of Origin and five internationals for a total of 300. Stynes won the 1991 Brownlow Medal.

Inducted under new rule

The following players and coaches gained life membership in 1999 under the amended rule that allows for a combined total of at least 300 games as player or coach.

Stan Alves

Brilliant wingman with Melbourne (1965–76) and North Melbourne (1977–79) who played a total of 283 games. Also coached St Kilda in 130 games (1994–98). Speedy player and three of his highlights were captaining Melbourne (1973–76), playing in North Melbourne's 1977 premiership team and coaching St Kilda to the 1997 Grand Final.

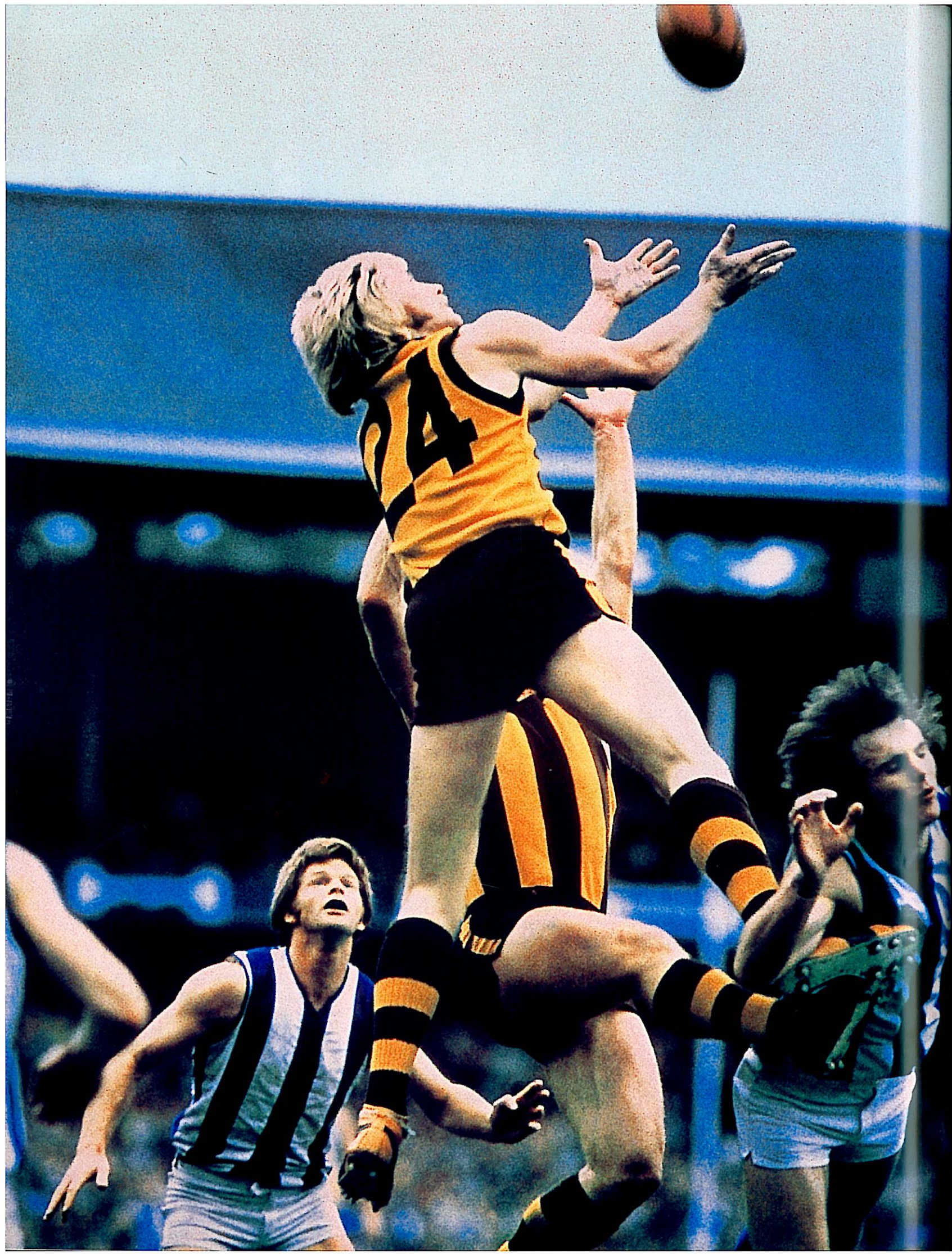
Wally Carter

Played 138 games from 1929 to 1940, won North Melbourne's best and fairest award in 1937 and played for Victoria in the same season. Was non-playing coach of the

Kangaroos in 222 games from 1948 to 1953 and 1958 to 1962. Took the club to its first Grand Final in 1950.

Jack Clarke

Champion centreman with Essendon who captained the 1962 premiership team and played in the 1965 flag-winning side. Played 295 games from 1951 to 1967, captaining the side from 1958 to '64. Non-playing coach in 67 games from 1968 to 1970. One of his biggest disappointments, though still a memorable occasion, was the narrow loss in the 1968 Grand Final.



Bob Davis

Explosive half-forward who played 206 games for Geelong from 1948 to 1958, including the 1951 and 1952 premierships. Captained the Cats from 1955 to 1958 and was the coach in 124 games from 1960 to 1965. Coached Geelong to its last premiership in 1963. Has been a well-known football commentator for several decades.

Carl Ditterich

Made a great impact as a ruckman in his first game with St Kilda in 1963 and stayed with the Saints until the end of 1972. Played with Melbourne from 1973 to 1975, returned to captain St Kilda in 1976, but was back with Melbourne in 1979-80 as captain-coach. Played a total of 299 games and accumulated 17 as non-playing coach.

Brian Dixon

Ball-winning wingman in Melbourne's golden era of the 1950s and early 1960s. Played in five Melbourne premiership sides under legendary coach Norm Smith and in 1961, won the Tassie Medal at the national championships. Played 268 games (1954-68) and coached North Melbourne in 45 games (1971-72).

Rodney Eade

Tasmanian who made his name on the Hawthorn centreline from 1976 to 1987, playing in four premiership sides. Finished his playing days with the Brisbane Bears (1988-90) for a games tally of 292. To the end of 1999 had accumulated 101 games as coach of the Sydney Swans.

Jim Francis

Excellent player with Hawthorn from 1929 to 1933 and then crossed to Carlton (1934-43) where he became a bigger name. Captained the Blues in 1936 and from 1940 to 1943 and was one of Carlton's standout players at centre half-back in the 1938 premiership team. Played 225 games and coached Carlton (1956-58) and St Kilda (1959-60) in 100 games.

Bill Goggin

Champion rover who combined brilliantly with 'Polly' Farmer. Played 270 games with Geelong from 1958 to 1971, was captain from

1968 to 1971 and a member of the 1963 premiership team. Non-playing coach in 139 games with Footscray (1976-78) and Geelong (1980-82). In more recent years, coached the Victorian State of Origin team.

Ken Hands

Gallant captain and ruckman who gave Carlton long service after a fiery baptism in his first season in 1945 in the 'Bloodbath' Grand Final against South Melbourne. Played 226 games from 1945 to 1957, was captain from 1952 to 1957 and coach from 1959 to 1964 (125 games). Also captained Victoria.

Peter Knights

Exciting player, both in defence and attack, who is remembered most as an outstanding aerialist. Played 286 games with Hawthorn (1969-85) for three premierships. Was the Brisbane Bears' first coach from 1987 to 1989 and coached the Hawks in 1994 and 1995 to take his coaching games tally to 112.

Denis Pagan

Played most of his 149 games with North Melbourne (1967-74) before finishing with South Melbourne (1975-76). Wore the Big V, but it is as a coach that he has made his name. After a brilliant record in junior League coaching ranks, has coached the Kangaroos' seniors since 1993 (for a total of 187 games at end of 1999) and two flags.

Bill Stephen

Top back pocket of his era and played 177 games with Fitzroy from 1947 to 1957. Became a familiar figure in the Big V and when he retired as a player, coached Fitzroy in three stints (1955-57, 1965-70 and 1979-80). Also coached Essendon in 1976-77 for a total of 231. Saw some of the hardest times at Fitzroy.

Des Tuddenham

Tear-through all-rounder who is remembered most as a Collingwood player and captain, but who also gave Essendon great service as both captain and playing coach. Played with Collingwood from 1961 to 1971 and 1976 to 1977 and with Essendon from 1972 to 1975. Played 260 games and was non-playing coach in 45. At one stage, he captained Victoria even though he wasn't captain of Collingwood.

Terry Wallace

Hard-working centreman who played at three clubs - Hawthorn (1978-86), Richmond (1987) and Footscray (1988-91) for a total of 287 games. Played in three Hawthorn premiership sides and won two Footscray best and fairest awards. Has coached the Bulldogs' senior side since taking over during the 1996 season for 88 matches.

Jack Titus Award**Laurie Dwyer**

Laurie Dwyer was a champion wingman for North Melbourne in 201 games from 1956 to 1958, 1960 to 1964 and 1966 to 1970. He went very close to winning a Brownlow Medal, finishing third in 1960 and second in 1961 and 1967. He has also served on the North Melbourne administration and has coached the club's lower-grade sides. Dwyer is currently involved in recruiting with the Sydney Swans.

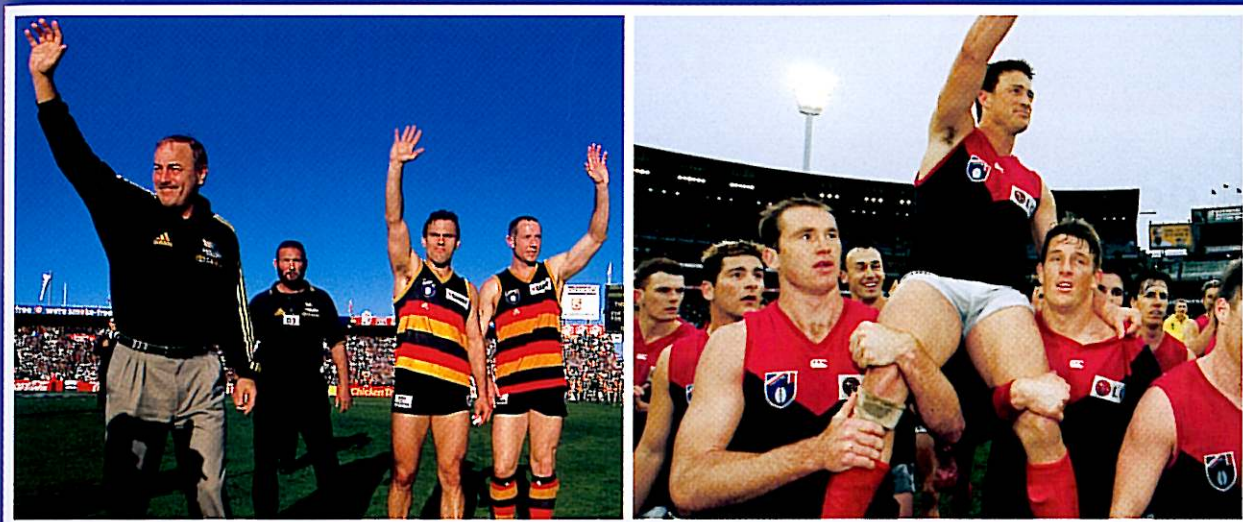
** The late Jack Titus was a leading Richmond forward, coach and committeeman. He played 294 games and kicked 970 goals from 1926 to 1943.*

Previous Winners

1977	Jack Titus	(Richmond)
1978	Jack Adams	(North Melbourne)
	Bill Cookson	(Essendon)
1979	Jim Cardwell	(Melbourne)
1980	Max Elmer	(Hawthorn)
1981	Ian Drake	(St Kilda)
1982	Roy McConnell	(Essendon)
1983	Graeme Richmond	(Richmond)
1984	Newton Chandler	(Carlton)
1985	Ian Ridley	(Melbourne)
1986	Jim Hannan	(North Melbourne)
1987	George Coates	(Fitzroy)
1988	Sef Dunn	(Hawthorn)
1989	Bruce Comben	(Carlton)
1990	John Dugdale	(North Melbourne)
1991	Ron Richards	(Collingwood)
1992	Allan Cooke	(Richmond)
1993	Keith McKenzie	(Carlton/North Melbourne)
1994	Bill McMaster	(Geelong)
1995	Greg Sewell	(Essendon)
1996	Rick Quade	(Sydney)
1997	Bill Stephen	(Fitzroy/Essendon)
1998	Ken Goddard	(Hawthorn)

HIGH FLIER: Hawthorn champion Peter Knights was renowned for his superb aerial skills. This mark was in the 1976 Grand Final against North Melbourne. Suffering at front is Arnold Breidis, and waiting for crumbs is Barry Davis.





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LAST HURRAH: Nicky Winmar finished a great career in 1999, after one season with the Western Bulldogs, and 251 AFL Games, with St Kilda (1987-1998), and the Bulldogs. He left the game with the record number of games played in the AFL/VFL by an Aborigine.



Lockett's departure ends one of the great AFL careers

Recognising the departure of AFL players is becoming an established tradition of the game. Some have left their mark on game in the modern era, some for all time.

Sydney's Tony Lockett with 1357 goals became the greatest goalkicker of all time, Melbourne's former captain Garry Lyon played 226 games and won respect from supporters of all clubs, while Todd Viney captained the Demons for the last two years of his career playing 233 games.

Nicky Winmar played 251 games, 230 for St Kilda and 21 for the Western Bulldogs. The magnificent play from Winmar combined with his symbolic stand against crowd racism in 1995 won him acclaim from all sections of society.

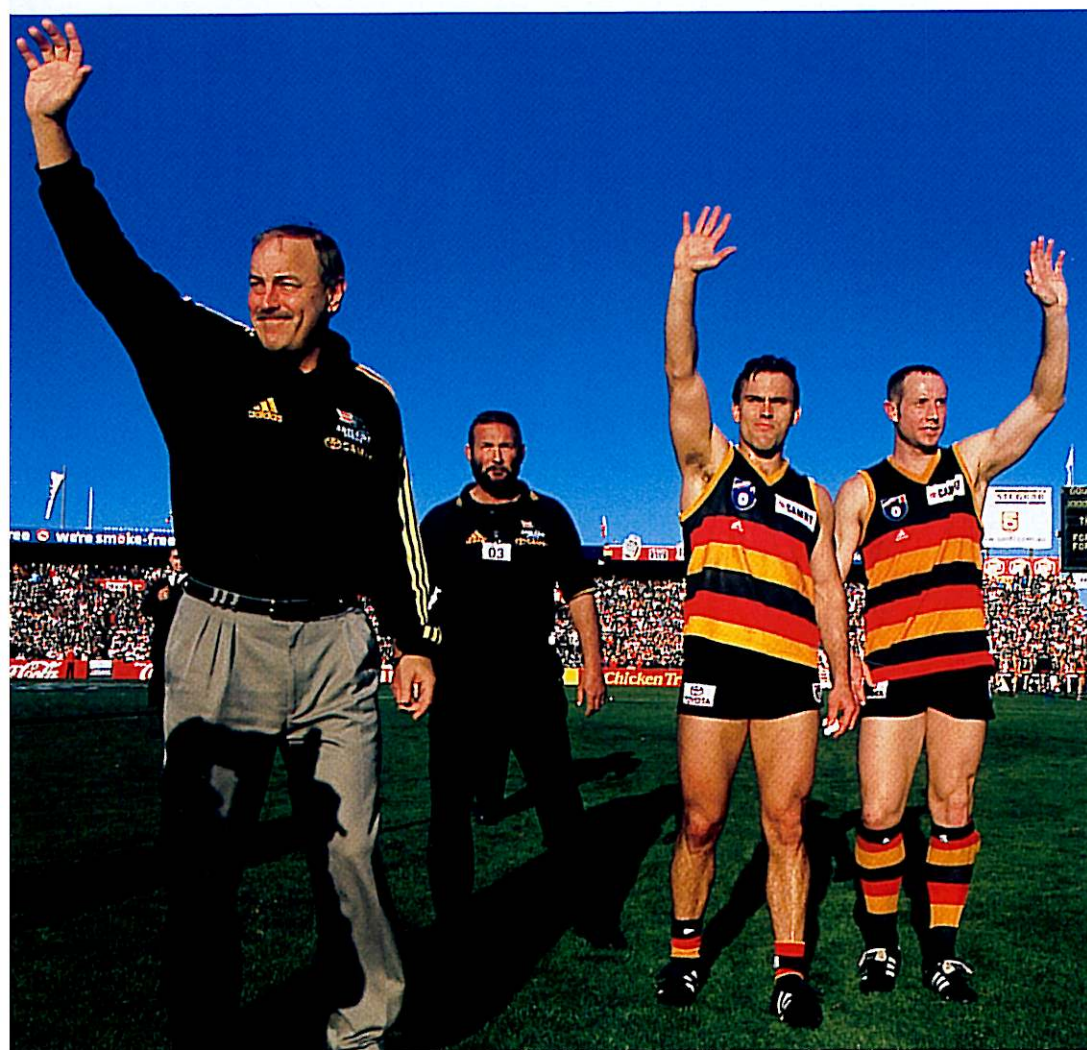
Three members from both West Coast Eagles premiership teams in 1992 and 1994 - Chris Waterman, Brett Heady and Chris Mainwaring - retired after careers that helped establish the Eagles as a dominant AFL force.

The Kangaroos' John Longmire played in a premiership side in his 200th and last AFL game. It was one of the great stories of the decade after he'd missed out on the 1996 Kangaroos' flag because of a knee injury. The Kangaroos' Mark Roberts played in both the Kangaroos' 1996 and 1999 flags. Adelaide's David Pittman played in both Crows' flags in 1997 and 1998. Injury forced Brad Boyd, the last Fitzroy captain, to retire prematurely at the age of 28 after 85 games.

Others have tasted success and managed to achieve at their optimum level. All have added significantly to the AFL game.

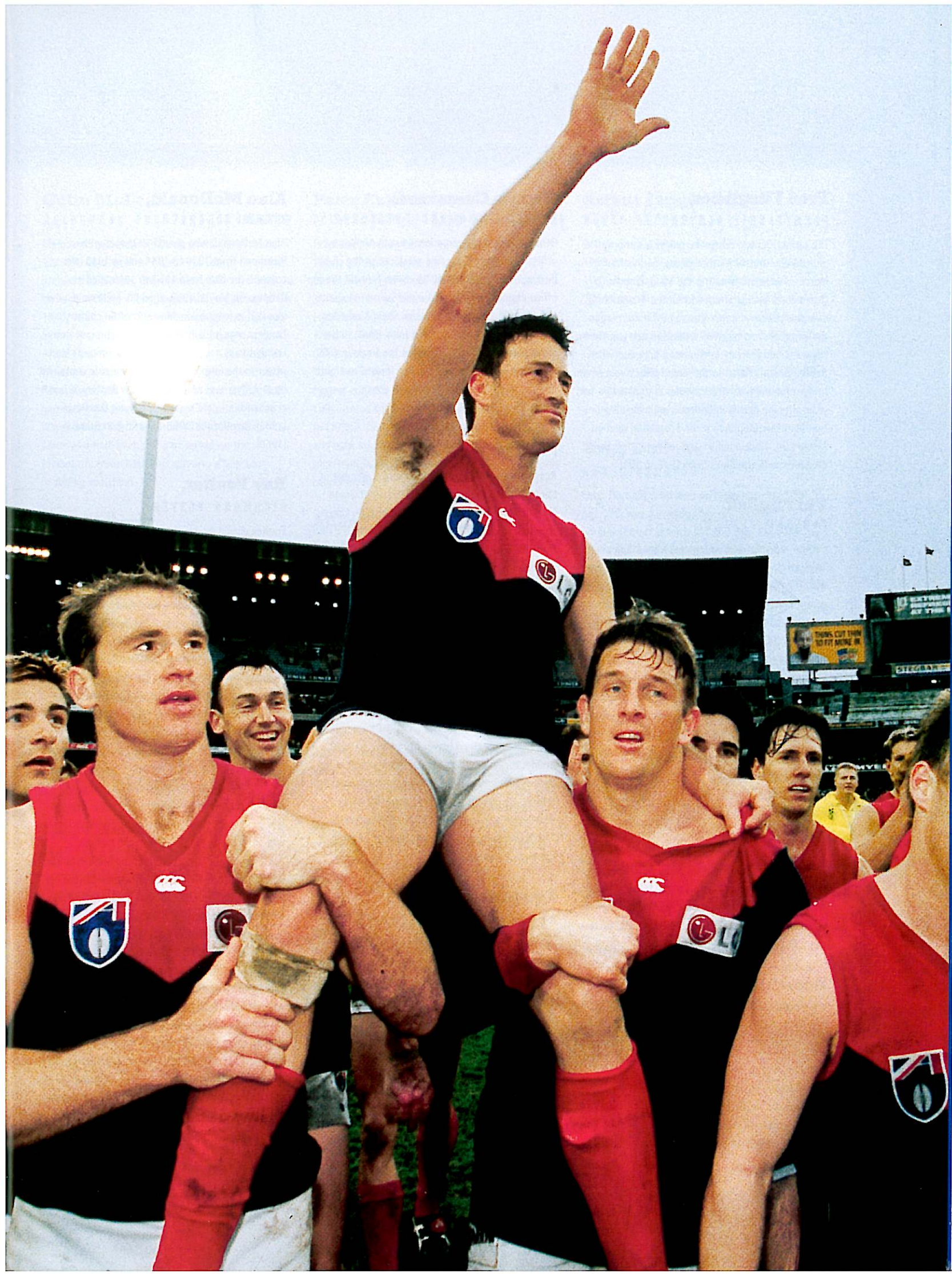
The departing players of note are:

David Pittman: Adelaide 131 games
Rod Jameson: Adelaide 153 games
Matthew Liptak: Adelaide 116 games
Matthew Hogg: Carlton 171 games
Peter Somerville: Essendon 159 games
Chris Bond: Carlton/Richmond/Fremantle 163 games
Tony Francis: Collingwood/St Kilda 161 games
Brad Boyd: Fitzroy/Brisbane Lions 85 games
Andrew Gowers: Hawthorn/Brisbane Lions 140 games
Garry Lyon: Melbourne 226 games
Glenn Lovett: Melbourne 127 games
Todd Viney: Melbourne 233 games
Mark Roberts: Kangaroos 204 games
John Longmire: Kangaroos 200 games
Tony Lockett: St Kilda/Sydney 278 games
Nicky Winmar: St Kilda/WB 251 games
Brett Heady: West Coast Eagles 156 games
Chris Mainwaring: West Coast Eagles 201 games
Chris Waterman: West Coast Eagles 177 games



DEPARTING HEROES (Above): Malcolm Blight finished his AFL coaching career 'forever' when he retired at the end of the 1999 season, his third as coach of the Adelaide Crows. He had coached Adelaide to two flags (1997-98). Sharing the stage were Matthew Liptak and Rod Jameson, both 100 game players for Adelaide.

EMOTIONAL DEPARTURE: (Right): Todd Viney signalled the end of an era when he left the game at the end of round 22, 1999, also the day Demon fans farewell another captain and champion, Garry Lyon. The Demons also lost Glenn Lovett, who succumbed to persistent injury, and retired before the end of the season.





R.I.P.

Fred Fitzgibbon,
PREMIERSHIP PLAYER

The former Carlton centreline player is not only remembered for his football deeds, but his four-match suspension following the 1945 'Bloodbath' Grand Final against South Melbourne. Fitzgibbon's case was different from most as he did not play in the game. He had received a three-match suspension the week before in the preliminary final, but when the rough stuff flared in the Grand Final he raced on to the ground in his street clothes and joined in. Two years later, he played in Carlton's premiership side that beat Essendon by a point. Fitzgibbon died on January 24, 1999, aged 81 and in his heyday played 96 games with the Blues from 1942 to 1948.

Vin English,
CARLTON PLAYER

Carlton defender and ruckman Vin English died on February 3, 1999, aged 69. English played 115 games with the Blues from 1950 to 1956 after being recruited from Sandhurst, near Bendigo, in country Victoria. He played at Carlton during a lean period for the club and took part in only one final - the first semi of 1952 when Fitzroy beat Carlton by a point.

Pat Kelly,
NORTH MELBOURNE PLAYER

Pat Kelly was a top-line defender with North Melbourne and played in the back pocket in the club's first Grand Final side in 1950. Opposition forwards feared the North backmen of that era - players such as Ted Jarrard, Jock McCorkell, John Reeves and Kelly. Skipper of the 1950 Grand Final side, Les Foote, summed it up when he described Kelly as "tough, tenacious, loyal and reliable". Kelly, recruited from West Melbourne, played 100 games with North in 1945 and from 1948 to 1955. He died, aged 75, on February 10, 1999.

Robert Rose,
FOOTBALLER / CRICKETER

Robert Rose's sporting career in top-line football and cricket was tragically ended shortly before his 21st birthday. A car accident on the Western Highway, near Bacchus Marsh in Victoria, left him a quadriplegic. He died, aged 47, on May 12, 1999. Rose, the son of Collingwood's finest player Bob Snr, played 26 games for Collingwood and nine with Footscray.

George Camakaris,
SOUTH MELBOURNE PRESIDENT

George Camakaris, a prominent South Melbourne official who rose to become president of the club, died, aged 57, on February 20, 1999. He held the top office during 1977-78 before the Swans' relocation to Sydney in 1982. He succeeded Craig Kimberley and was succeeded by Graeme John. While in the president's chair, South played in the finals in 1977 under Ian Stewart's coaching, but slipped to eighth in 1978 when Des Tuddenham was coach.

Richie Green,
PREMIERSHIP PLAYER

Richie Green, a fine back pocket and a member of Carlton's 1947 premiership side and 1949 Grand Final line-up, died in March 1999, aged 73. Green, recruited from East Brunswick, played with the Blues from 1946 to 1952 for a total of 95 games. He finished his career with two further games with South Melbourne.

Geoff Rosenow,
GEELONG PLAYER

Former Geelong ruckman Geoff Rosenow, whose 147 games included 100 in a row between 1965 and 1970, died on March 25, 1999, at his home in Bendigo, aged 57. Rosenow, recruited from Echuca, was a senior Geelong player from 1962 to 1970. Besides rucking, he also played fine football in the back pocket where his safe marking made him very reliable. He gained widespread publicity when involved in a skirmish with North Melbourne coach Alan Killigrew near the players' race at Geelong at the end of a game in 1964.

Leo Murphy,
HAWTHORN, VICTORIAN PLAYER

Leo Murphy, who died on April 5, 1999, aged 89, played 132 games with Hawthorn from 1930 to 1940 and won the club best and fairest award in 1936 and 1937. His son, John, also had a distinguished League career, playing 214 games with Fitzroy, 23 with South Melbourne and nine with North Melbourne - and collecting six best and fairest awards (five at Fitzroy and one at South). The Murphys also hold the VFL/AFL record as the first father/son to represent Victoria. Leo was a fine full-back and played for the Big V twice in 1932.

Alan McDonald,
RICHMOND COACH

Alan McDonald, who played 49 games with Richmond from 1939 to 1941 and in 1943 and coached the club from 1957 to 1960, died at Bendigo on May 2, 1999, aged 80. McDonald, who also had extensive coaching success in country Bendigo, was initially recruited to Richmond from Leongatha as a wingman. He was Richmond's best player in the losing 1940 Grand Final side captained by Jack Dyer and coached by Percy Bentley. When he coached the Tigers, his captains were Des Rowe (1957), Roy Wright (1958-59) and Ron Branton (1960).

Ray Poulter,
RICHMOND PLAYER

Poulter played many of his games at centre half-forward and his prodigious kicking was a highlight. He played 170 games and kicked 351 goals from 1946 to 1956 and represented Victoria three times. He died on June 15, aged 70, in Queensland where he had lived for many years. His biggest tally in a game was eight goals against St Kilda and Carlton, he was second in the club best and fairest and was awarded life membership of Richmond in 1955. Ray's father, Joe Poulter, played 83 games with Collingwood, including the 1927 premiership side.

Bob Shearman,
ESSENDON PLAYER AND SA STAR

Football followers were shocked with the news in late June 1999, that former Essendon, West Torrens and Sturt champion Bob Shearman had died suddenly on an overseas trip on the Mediterranean island of Corsica. He was 59. Shearman started his League career with Essendon as a 16-year-old in 1956 and was noted for his long drop-kicking from half-back. He played in Essendon's 1957 and 1959 losing Grand Final sides and after 64 games moved to South Australia where he became a legend. He captained West Torrens in 1963 and 1964 and later played in five successive premiership sides (1966-70) with Sturt and was captain from 1969 to 1972. He also captained SA and in 1963, he led the Croweaters to their first victory over Victoria since 1926 at the MCG. He played 70 games for West Torrens, 120 for Sturt and 13 for SA. Shearman and his wife Fran, who was with him when he died, had lived in Melbourne since 1987.

Colin McLean,

MELBOURNE PREMIERSHIP PLAYER

Melbourne players wore black armbands in round 13, 1999, as a mark of respect for one of its former premierships players, Colin McLean, who died aged 78 on June 20 after a long illness. McLean played in the 1940, 1941 and 1948 premierships sides. He played in five Grand Finals the other two being the 1948 Grand Final draw and the losing 1946 Grand Final. His career was interrupted by war service with the Royal Australian Navy, but he was able to play 138 games and he twice represented Victoria. McLean was recruited from Hamilton in 1940 and made his name as a half-back. He later served on the Melbourne committee and was also a selector, including chairman.

Harold Bray,

ST KILDA AND VICTORIAN PLAYER

Whenever the great St Kilda composite sides are assembled, Harold Bray always wins a berth. The Saints lost the great centreman on June 27, 1999, aged 78. Bray played 156 games with St Kilda from 1941 to 1943 and from 1945 to 1952 after coming from Prahran and on three occasions finished second in the Brownlow Medal - in 1947 (beaten by two votes), 1949 (three votes) and 1952 (two votes). Bray won St Kilda's best and fairest award in 1945 and 1947, he was captain in 1948 and he represented Victoria six times. Unfortunately, Bray played at St Kilda during lean years for the club and he was in the losing side 120 times in his 156 games.

Harry Hickey,

FOOTSCRAY AND VICTORIAN PLAYER

Footscray played in its first final in 1938 - 13 years after entering the VFL - and in the side was Harry Hickey, a 21-year-old who was in his second season after being recruited from South Footscray. It was a first semi-final and the Bulldogs lost to Collingwood. Footscray's next four finals were also losing first semi-finals in 1942, 1944, 1946 and 1948 and Hickey was part of them as well. He was a centreman of class whose career with the Bulldogs extended over 174 games (with 169 goals) from 1937 to 1948. In the book, *Sons of the 'Scray - Footscray's Finest 50*, Hickey was ranked No. 7. He was runner-up to Collingwood's Marcus Whelan for the 1939 Brownlow Medal, won three Footscray best and fairest awards, was club captain in 1947 and represented Victoria. Hickey died on July 19, 1999, aged 82.

Peter Eakins,

COLLINGWOOD PLAYER AND WA STAR

Peter Eakins made his mark in state football with Western Australia before he played with Collingwood. Eakins and South Australian Graham Molloy both won Tassie Medals when voted the equal best players at the 1969 national carnival in Adelaide. After that, Eakins played 32 games with Collingwood from 1970 to 1972. He played in the 1970 Grand Final, which was attended by the biggest crowd in football history (121,696) when Collingwood squandered a big half-time lead to lose to Carlton. He left the VFL scene because of knee and back injuries, returned to Perth and became a successful businessman. He lost his battle with cancer on July 4, 1999, aged 52.

Allan La Fontaine,

MELBOURNE PREMIERSHIP PLAYER AND COACH, MEMBER AUSTRALIAN FOOTBALL HALL OF FAME

One of Melbourne's most famous names, Allan La Fontaine, died in Sydney where he had lived for many years at the age of 88 on August 14, 1999. La Fontaine made his senior debut with Melbourne in 1934 and entrenched himself as one of the all-time greats from the centreline to the goalsquare. He played 171 games, he was captain from 1936 to 1941 and led the 1939, 1940 and 1941 premierships sides. He retired from the Demons in 1945, but was senior coach from 1949 to 1951. La Fontaine won the club best and fairest award in 1935, 1936, 1941 and 1942 and finished fourth in the Brownlow Medal in 1935 and equal fourth in 1936. He is a member of the Australian Football Hall of Fame.

Bob Nunn, MBE

UMPIRE

Bob Nunn, who died on November 23, 1999 aged 71, was a well-known VFL field umpire over 142 games from 1955-62. His pinnacle came very late in his career when he umpired the Essendon-Geelong second semi-final in 1962 in front of a crowd of 95,393. There were several prominent umpires in the 1950s and 1960s, including Frank Schwab, Jeff Crouch, Ron Brophy, Jack Irving, Harry Beitzel, Bill Barbour, Allan Nash, plus Nunn. He was VFL umpires' adviser, president of the VFL Umpires' Association, a life member of the AFL Umpires' Association and a member of the League Tribunal for 25 years. Nunn was awarded an MBE for his services to Australian Football in 1982.

Arthur Sanger

BLUES DEFENDER

Arthur Sanger, who died aged 81 on December 3, 1999, played 117 games for Carlton from 1939 to 1947, including the 1945 premiership - the 'Bloodbath' Grand Final win over South Melbourne. Sanger played for country Victorian sides Daylesford, where he was born, and Castlemaine before joining Carlton where he was a solid and reliable defender who rose to the rank of vice-captain in 1946. After his retirement, he coached the Carlton under-19s and notched a premiership in 1951.

Greg Durham,

ADMINISTRATOR

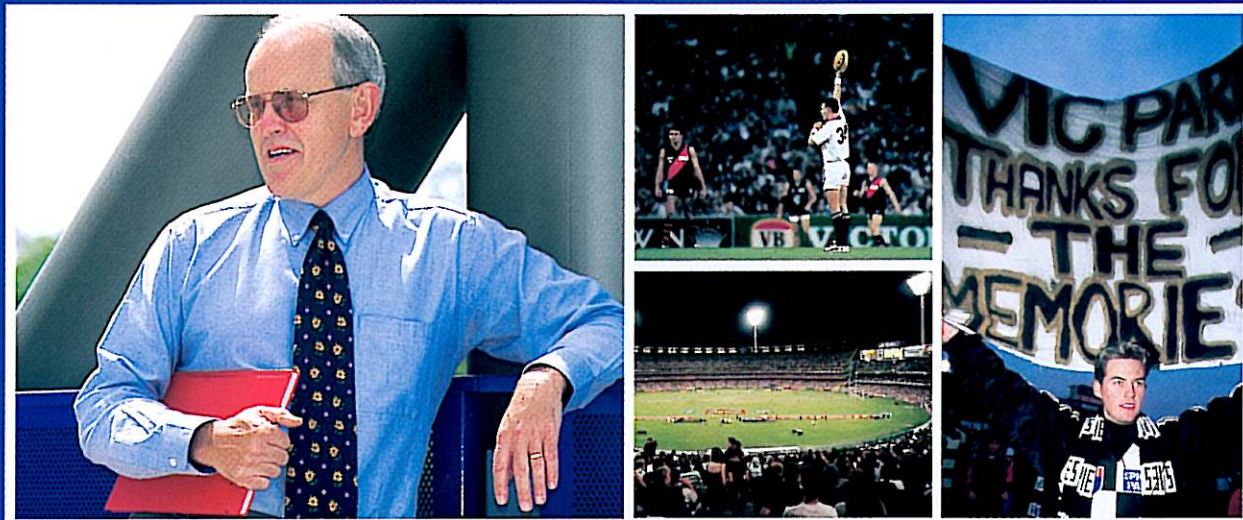
Greg Durham, who died on November 16, 1999, aged 45, was a leading figure in football administration at both AFL and club level. He was one of the AFL's most vibrant figures in the 1980s and early 1990s. He then left to experience life at club level and from 1992 to 1997 was Geelong FC's chief executive. He spent 15 years with the VFL/AFL and became its finance manager at the age of 32. He had a great passion for football as well as accountancy and was involved in high-pressure issues including the growth of Waverley Park, the struggle of the Sydney Swans when the League temporarily took over ownership and the plight of the financially torn Fitzroy Football Club. Durham did much to lift Geelong's image and oversaw years of financial profitability, the introduction of gaming at the ground and the groundwork for the building of a new grandstand at Shell Stadium. Durham died in Ballarat Hospital, where he had been admitted a few days earlier. He was running a hotel at Creswick, in country Victoria, at the time of his death.

Dennis Jones,

PREMIERSHIP PLAYER

Melbourne 1959 premiership player Dennis Jones died, aged 63, on December 21, 1999. Jones, known mainly as a defender, played 59 games from 1956-60 and 1962. He later coached the Demons - in 1978. Jones played in Melbourne's golden era under legendary coach Norm Smith with players such as Ron Barassi, Bob Johnson, Frank Adams and Laurie Mithen. Jones also served on the Melbourne committee.





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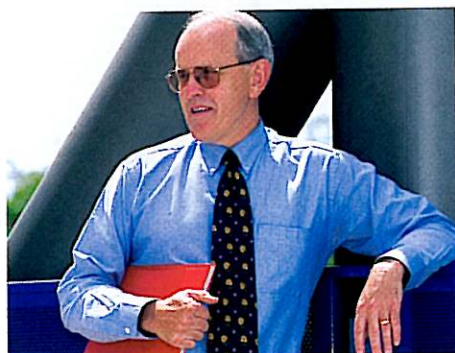
Attendances 136

AFL Membership 138

Club Membership 140

ON A HIGH: Geelong's big-kicking defender Ben Graham had his best season with the Cats in 1999, reaching new heights as both a defender and attacking, goal-kicking forward. He also reached the 100 game milestone, a day he celebrated in some style.





GENERAL MANAGER - FINANCE & ADMINISTRATION: Kevin Lehmann

Payments to AFL clubs lifted by 16.66% in 1999

In 1999, the AFL made payments totaling more than \$42 million to the 16 clubs; this compared to \$36 million in 1998. This represents a year on year increase of 16.66%.

Total AFL revenue in 1999 was \$108.447 million with major income sources being corporate sponsorship, broadcast rights, the Ansett Australia Cup, AFL Record, AFL Licensing, AFL membership and the Coca-Cola AFL Finals Series.

Since 1991, club revenue streams which are directly influenced by AFL Commission strategies have risen substantially, from \$29 million in 1991 to more than \$82 million in 1999. Club revenue streams in this category are:

	1991	\$m 1999
	\$m	\$m
AFL distributions	16.159	35.520
Club support package	-	2.749
Club membership	8.607	33.180
Net gate receipts	4.248	11.432
Total	29.014	82.881

Each club received a distribution of \$2.220 million from the AFL in 1999.

In 2000, the AFL has budgeted for the normal distribution to increase by \$200,000 per Club to a total of \$2.420 million and the preliminary forecast for the year 2001 indicates that the normal AFL distribution per club will be \$2.620 million.

In addition the AFL is budgeting for special distributions to Clubs in 2000 and 2001 to fully fund increases in Total Player Payments in those years. These special distributions are \$300,000 per Club in 2000 and \$537,500 in 2001. The following table shows the distributions made to clubs by the AFL since 1995:

1995	\$1.402 million
1996	\$1.48 million (6% increase)
1997	\$1.7 million (15% increase)
1998	1.87 million (10% increase)
1999	\$2.22 million (19% increase)
2000	\$2.72 million [est.] (23% increase, includes special distribution of \$300,000)
2001	\$3.158 million [est.] (16% increase, includes special distribution of \$538,000)



THE FINANCE & ADMINISTRATION TEAM: (Back row L-R) Adrian Perry, Janet Clayton, Guy Williamson, Kevin Lehmann. (Front row L-R) Michelle Garner, Anne Downing, Christina Ballestrin, Mary Kiernan.



Revenue and Expenditure 1999

Revenue 1999:	\$M	\$M
AFL RECORD	6.324	
AFL LICENSING	9.279	
OTHER (INCLUDING CATERING, CORPORATE HOSPITALITY PACKAGES, SUPERBOX RENTAL)	16.653	
MEMBERSHIP	12.383	
SPONSORSHIP/TV RIGHTS (LOCAL & INTERNATIONAL)/ RADIO RIGHTS	43.065	
MATCH INCOME (EXCLUDING HOME AND AWAY)	20.743	
Total Revenue 1999		\$108.447

Expenditure 1999:	\$M
CENTRAL ADMINISTRATION COSTS	51.721
TOTAL PAYMENTS TO CLUBS	42.153
Payments to Clubs:	
Annual distribution	35.520
Club support package	2.749
Match day contributions	1.784
Prizemoney	2.100
TOTAL OTHER PAYMENTS	13.198
Junior football and Umpire development grants	12.124
Media/marketing support (Brisbane)	.253
Ground improvements	.821

Total Expenditure 1999 **\$107.072**

**UNALLOCATED
PROFIT:
\$1.375m**

These distributions from the AFL are the major components of payments to AFL clubs with other elements being revenue from club support packages in AFL membership, match contributions in respect of AFL members and prizemoney.

In 1999, \$2.749 million was paid to AFL clubs from club support packages taken out by AFL members who nominate a specific club when they renew their membership. The AFL pays the club membership or season ticket component to each club. \$2.569 million was paid to AFL clubs in 1998 from club support packages.

Match contributions relate to money paid into the gate by the AFL each time an AFL member attends a match at the MCG, Waverley Park or Optus Oval. In 1999, match contributions totaled \$1.784 million compared to \$2.142 million in 1998.

Total payments by the AFL to clubs in 1999 are set out in Table 1.

Since 1994, total AFL revenue has increased from \$57.519 to \$108.447 million in 1999, an annual average increase of 13.5 per cent.

For the same period, expenses have risen from \$24.902 million in 1994 to \$51.721 million in 1999 - an annual average increase of 15.7 per cent.

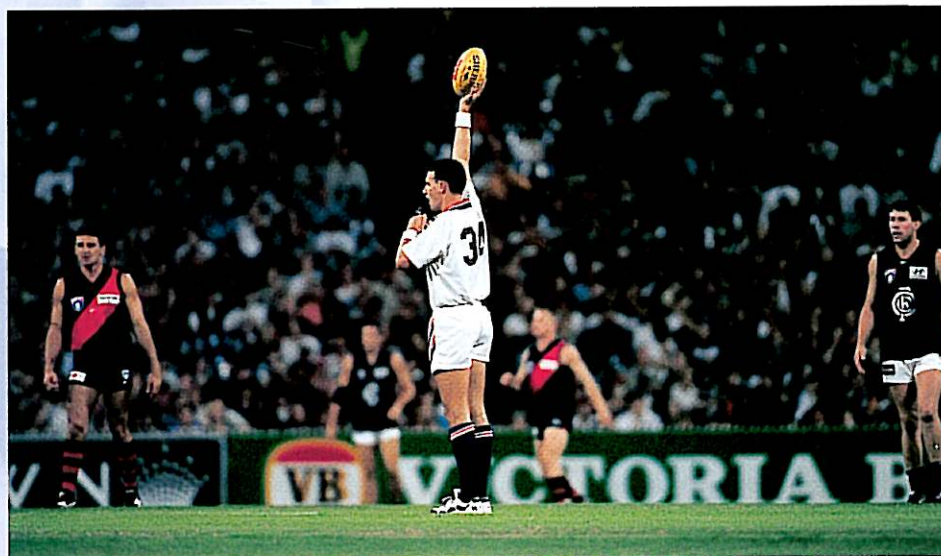
The operating surplus from the AFL has increased from \$32.617 million in 1994 to \$56.726 million in 1999 - an annual average increase of 11.7 per cent.

Total payments to AFL clubs have increased from \$25.177 million in 1994 to \$42.153 million in 1999 - an annual average increase of 10.9 per cent.

Key AFL expenditure items included:

	\$m		\$m
Club/team travel	2.890	Match day catering	0.437
Club/team accommodation	0.684	Match day expenses	0.253
Advertising and promotion:		Matrix Screen expenses	0.112
- Ansett Cup & Grand Final	1.170	On field policy expenses	0.300
- National Campaign	0.982	Player's Association Welfare Fund	3.000
- Match day attendance	0.554	Postage	0.340
Bank Charges	0.216	Practice Match Costs	0.277
Corporate hospitality packages (servicing costs)	1.215	Printing - AFL Membership	0.350
Corporate identity	0.400	Printing - AFL Record	1.753
Computer expenses	0.371	Printing - Other	0.793
Consultants	0.282	Property expenses:	
Depreciation	1.699	- Rent, including use of Great Southern Stand by	
Drug code operations	0.236	AFL Members	1.519
Finals - MCG ground rental	1.857	- Electricity, gas, rates, taxes, other	0.685
Finals - other MCG expenses	1.079	- Repairs and maintenance	0.357
Finals match expenses (Ansett Cup and Final Series)	0.698	Salaries	
AFL Record distribution/publication	1.745	- Staff	3.666
General expenses	0.283	- Ground/match day	0.227
Hawthorn/St Kilda marketing, advertising,		- Umpires (Ansett Cup and Final Series)	0.597
promotion and relocation costs	0.655	Payroll tax, workcover, FBT	1.163
Insurance		Superannuation	0.380
- General	0.252	Signage	0.381
- Player related	0.155	Trade marks and patents	0.229
International TV	0.838	Travel and accommodation, general	0.302
Kangaroos marketing, advertising,		Telephones	0.306
promotion and game development NSW-ACT	0.719	Tribunal	0.220
Legal fees	1.142	Uniforms and equipment	0.118
Market Research/surveys	0.242		

SEASON AWAY: The opening of the 1999 season, the match between Essendon and Carlton at the MCG. The AFL business is now a 12 months a year affair - with expenditure in 1999 reaching almost \$52 million.



1999 Payments to Clubs (\$)

	Club Distribution	Match Support	Contribution	Prizemoney	Total
Carlton	2,220,000	386,900	237,065	320,000	3,163,965
Essendon	2,220,000	444,440	253,471	190,000	3,107,911
Collingwood	2,220,000	543,660	203,241	15,000	2,981,901
Kangaroos	2,220,000	151,280	153,641	400,000	2,924,921
Richmond	2,220,000	248,730	189,610	35,000	2,693,340
Hawthorn	2,220,000	155,590	142,016	125,000	2,642,606
Western Bulldogs	2,220,000	90,100	109,413	200,000	2,619,513
St Kilda	2,220,000	191,510	137,368	60,000	2,608,878
Geelong	2,220,000	225,400	81,914	15,000	2,542,314
Brisbane Lions	2,220,000	48,440	24,316	240,000	2,532,756
Melbourne	2,220,000	146,960	127,731	15,000	2,509,691
Sydney	2,220,000	53,870	49,991	120,000	2,443,861
Port Adelaide	2,220,000	8,380	14,802	180,000	2,423,182
West Coast Eagles	2,220,000	9,410	26,260	155,000	2,410,670
Adelaide	2,220,000	42,720	17,669	15,000	2,295,389
Fremantle	2,220,000	1,670	15,259	15,000	2,251,929
Totals	35,520,000	2,749,060	1,783,767	2,100,000	42,152,827

Actuals - Six Year Summary

	1994 Actuals \$M	1995 Actuals \$M	1996 Actuals \$M	1997 Actuals \$M	1998 Actuals \$M	1999 Actuals \$M	Annual Average Increase
A. Operating Surplus							
Revenue	57.519	68.058	74.246	82.941	92.420	108.447	13.5
Expenses	24.902	31.653	34.691	38.589	44.421	51.721	15.7
Operating Surplus (A)	32.617	36.405	39.555	44.352	47.999	56.726	11.7
B. Distribution Allocations to clubs							
Annual Distribution	21.024	22.426	23.680	27.200	29.920	35.520	11.1
Club Support Package	1.477	1.752	2.068	2.354	2.569	2.749	
Match Contribution	1.587	1.831	2.051	1.799	2.142	1.784	
Prizemoney	1.089	1.243	1.321	1.355	1.375	2.100	
Compensation Fremantle Players		0.093	0.107	0.107	0.013		
Total Distribution/Allocations	25.177	27.345	29.227	32.815	36.019	42.153	10.9
C. Grants and Ground Improvements							
Development and Umpiring Grants	4.191	4.860	5.566	6.534	8.617	12.124	
Development/Promotional Grants	1.065	1.540	1.136	1.065	0.853	0.253	
Ground Improvements	0.710	0.805	0.143	2.039	0.388	0.821	
Total Grants and Ground Improvements (C)	5.966	7.205	6.845	9.638	9.858	13.198	
D. Total Payments (B&C)	31.143	34.550	36.072	42.453	45.877	55.351	
Unallocated Profit	1.474	1.855	3.483	1.899	2.122	1.375	

For comparison purposes the above does not include: *licence fees for Fremantle and Port Adelaide *Centenary season, nett
 *Last rights TV revenue, nett * Merger expenses, Brisbane Lions/Fitzroy.



Crowds drop on 1998 figures, but remain outstanding

Despite recording a small drop in attendances for the Coca-Cola AFL Premiership season, the AFL was pleased that spectator levels have been maintained at a consistently high level. During the 1999 premiership season, 5,771,579 people passed through the turnstiles, compared to 6,119,164 in a record-breaking 1998 season - representing a drop of 5.68%. The 1999 figure was the third highest in the AFL's history, falling narrowly behind attendance levels in 1998 and 1997.

There were some contributing factors to the slight decrease. They included stadia development at the 'Gabba and Subiaco, forcing reduced capacities at both venues, and the fact some traditionally big drawing clubs struggled for form during the season.

The AFL is confident the decrease will only be short-term as work at both those venues will

be completed in 2000. For example, the 'Gabba will move from a capacity of about 18,000 in 1999 to 37,000 in 2000; and Subiaco from 32,000 to 43,500.

The largest drawing match of the Premiership Season was the traditional Anzac Day clash between Essendon and Collingwood in round five, which attracted 73,118 fans. Other highlights for the premiership season were the opening round match between Essendon and Carlton at the MCG (71,501) and the round 22 match at Waverley Park between Hawthorn and Sydney (72,130).

Essendon continued to be the biggest drawing club in the AFL with 1,122,495 fans watching the Bombers during the premiership season. Collingwood, despite collecting the wooden spoon, was next best with 886,750, followed by Richmond (885,159) and Carlton (830,328).

Total attendances, including Premiership Season, Coca-Cola AFL Finals series, Ansett Australia Cup and State of Origin games was 6,543,609, down almost seven per cent on the 1998 figure of 7,023,153. Again, there were some contributing factors - for example, only one State of Origin game was played in 1999 but the match between Victoria and South Australia was played in appalling weather at the MCG.

Round Records 1999

	1999	PREVIOUS
Round 2	306,196	265,543 (1998)
Round 6	293,188	265,150 (1993)
Round 9	259,941	235,452 (1999)
Round 14	283,061	282,401 (1997)
Round 17	284,555	252,738 (1997)
Round 20	264,703	262,308 (1998)

Total 1999 AFL Attendances

	1999	1998	Variance	%
Home and Away	5,771,579	6,119,164	-347,585	-5.68
Finals	472,007	572,733	-100,726	-17.59
Ansett Cup	273,960	299,075	-25,115	-8.40
State of Origin	26,063	32,181	-6,118	-19.01
	6,543,609	7,023,153	-479,544	-6.83

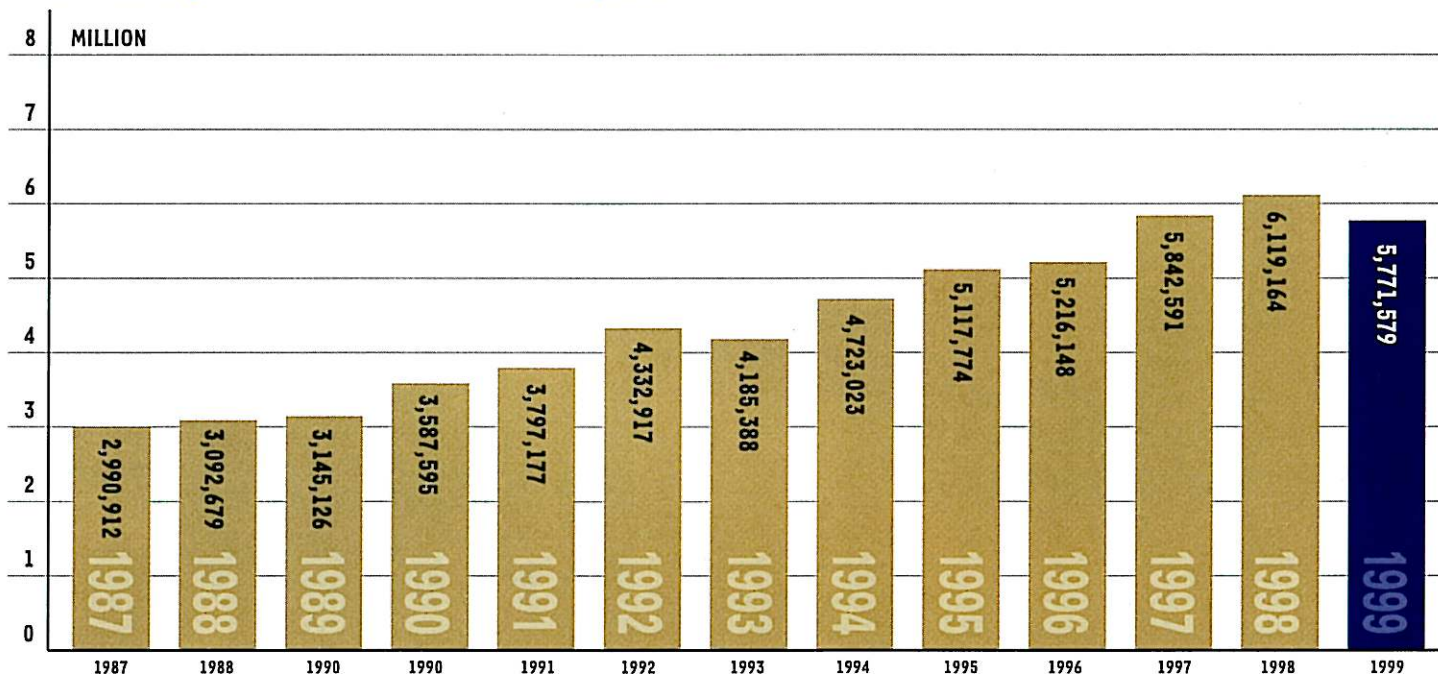
Attendances by Venue 1999

VENUE	1999			1998		
	No. of Games	Attendance	Average	No. of Games	Attendance	Average
Waverley Park	21	704,719	33,558	26	898,269	34,549
Kardina Park	9	197,296	21,922	9	209,767	23,307
MCG	58	2,457,440	42,370	55	2,617,182	47,585
Optus Oval	16	345,368	21,586	17	371,859	21,874
Victoria Park	2	43,934	21,967	2	46,481	23,241
SCG	15	401,506	26,767	11	347,034	31,549
Gabba	11	240,791	21,890	11	183,424	16,675
WACA/Subiaco	22	603,238	27,420	22	630,337	28,652
Football Park	22	777,287	35,331	22	803,490	36,522
Manuka Oval	0	0	0	1	11,321	0
TOTALS	176	5,771,579	32,793	176	6,119,164	34,768

1999 Home Game Attendances by Club

Club	1999		1998		Variance
	Total	Ave.	Total	Ave.	
Adelaide	433,324	39,393	453,696	41,245	-4.49%
Brisbane	240,791	21,890	183,424	16,675	31.28%
Carlton	385,403	35,037	358,971	32,634	7.36%
Collingwood	430,386	39,126	543,391	49,399	-20.80%
Essendon	630,399	57,309	603,830	54,894	4.40%
Fremantle	263,689	23,972	254,143	23,104	3.76%
Geelong	273,242	24,840	312,078	28,371	-12.44%
Hawthorn	383,490	34,863	353,902	32,173	8.36%
Melbourne	351,504	31,955	440,931	40,085	-20.28%
Kangaroos	284,786	25,890	393,703	35,791	-27.66%
Port Adelaide	343,963	31,269	349,794	31,799	-1.67%
Richmond	445,863	40,533	487,377	44,307	-8.52%
St Kilda	365,006	33,182	398,543	36,231	-8.41%
Sydney	335,930	30,539	347,034	31,549	-3.20%
WCoast Eagles	339,549	30,868	376,194	34,199	-9.74%
W Bulldogs	264,254	24,023	262,153	23,832	0.80%
TOTALS	5,771,579	32,793	6,119,164	34,768	-5.68%

Premiership Season Attendance Comparison 1987-1999



AFL Round by Round Attendances 1990-99

ROUND	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
1	171981	143060	128644	193352	205863	240721	290856	329369	268409	321666
2	188396	172029	176073	181532	234291	164893	259424	231707	265543	306196
3	199052	151053	138028	231887	173489	238880	172136	296994	264833	256356
4	126795	152644	201790	168930	209402	291321	204069	316244	285649	267019
5	206236	152112	206207	153511	238933	207982	254141	278707	295240	277644
6	171188	193592	240507	265108	106500	233733	206705	242690	253179	293188
7	161652	149014	159803	136876	183636	237722	305573	237494	283374	248062
8	156299	138094	202054	206107	177972	235925	276671	266359	288182	241446
9	149652	153516	165647	173047	228981	244246	227781	254764	235452	259941
10	154732	191445	178986	173539	227221	239367	270954	249839	255322	235542
11	193937	127579	173740	219134	153027	277416	193117	296852	332211	256703
12	165204	171849	234819	171233	229445	227845	245334	220828	259091	234585
13	162876	156486	136843	176505	167885	185376	225012	261336	241730	252174
14	136613	171774	207199	179935	175572	281450	268432	282401	265255	283061
15	182245	159178	166958	227083	195778	223742	203636	267913	280958	241702
16	124375	169713	155325	216730	179142	213076	227895	265949	294974	279628
17	161988	118606	162461	206355	236038	203656	223686	252738	245701	284555
18	143675	155806	165724	207336	212308	229548	174148	275685	277889	215406
19	172319	162432	232385	137422	158792	241206	156604	276689	268029	237154
20	167115	155211	154507	177100	188855	220230	233342	245514	262308	264703
21	115282	162861	179226	191894	206644	214314	313444	223400	327861	241813
22	175983	163318	174585	190772	213046	265125	283188	269119	367974	273035
23		154794	204780		191810					
24		171011	186634		228393					
TOTAL	3587595	3797177	4332925	4185388	4723023	5117774	5216148	5842591	6119164	5771579
Annual total % change		5.84%	14.11%	-3.41%	12.85%	8.36%	1.92%	12.01%	4.73%	-5.68%



Benefits remain strong, as membership remains fully subscribed

AFL full membership was again at capacity during 1999 but restricted membership is now available after the waiting list was eliminated at the end of 1999. Those accepting the offer of restricted membership will have to wait about 15-20 years before becoming a full member. In 1999, there were 52,020 members comprising:

AFL full - male	19,094
AFL full - female	5242
AFL full - junior	1860
AFL full country - male	2990
AFL full country - female	819
AFL full country - junior	263
Country club support - male	513
Country club support - female	125
Country club support - junior	43
AFL restricted - male	8734
AFL restricted - female	3415
AFL restricted - junior	3104
AFL Centenary Club	90
Absentee members	5728
Total:	52,020

There are many benefits to AFL membership, not the least being the chance to see the best action possible at the MCG, Colonial Stadium and Optus Oval.

Full AFL membership once again offered free entry to 24 home and away matches via either the Club Support Package or the Competition Package. The Club Support Package provided free entry to 11 home games to the member's club, plus entry to another 13 games at Waverley Park and/or Optus Oval in any combination (subject to seating capacity). Money from the Club Support Package went directly to the member's nominated club (excluding juniors).

The Competition Package provided free entry to 24 games at the MCG, Waverley Park and/or Optus Oval in any combination (subject to capacity).

Both packages offered free entry to all finals in Victoria plus other benefits such as free entry to the Ansett Australia Cup, State of Origin match, half-price entry to international cricket at the MCG (using the AFL members' reserve), one copy per household of an AFL Record publication (four issues during 1999), a half-price offer to purchase the AFL's official statistical history, AFL '99, the right to purchase guest passes during the home and away season and free parking at Waverley Park.

For the second year, AFL full members were able to purchase a reserved seat for the Grand Final, thus avoiding the need to queue overnight or from the early hours of Grand Final morning.

Restricted membership and country membership also offered the Club Support Package and the Competition Package.

The AFL also offered absentee membership again which was available for any member who felt they would be unable to utilise their membership during the season because of travel, ill health, work or family commitments, financial difficulties or other reasons. An annual fee of \$50 (adults) or \$25 (juniors) was charged for this category and it allowed members to keep their place in the membership queue.

Tom Wills Coterie

The Tom Wills Coterie was established before the start of the 1998 season and is strictly limited to 90 packages. Last year, members of the coterie had access to all games played at the MCG and Waverley Park, including finals, dining facilities in the Tom Wills dining room at the MCG, prime reserved seating on level two of the Great Southern Stand plus other benefits.

A committee comprising Ern Clarke, Max Kirwan and Elaine Montague controlled the day to day operations of the coterie.

The waiting list for entry to the Tom Wills Coterie is now well established.

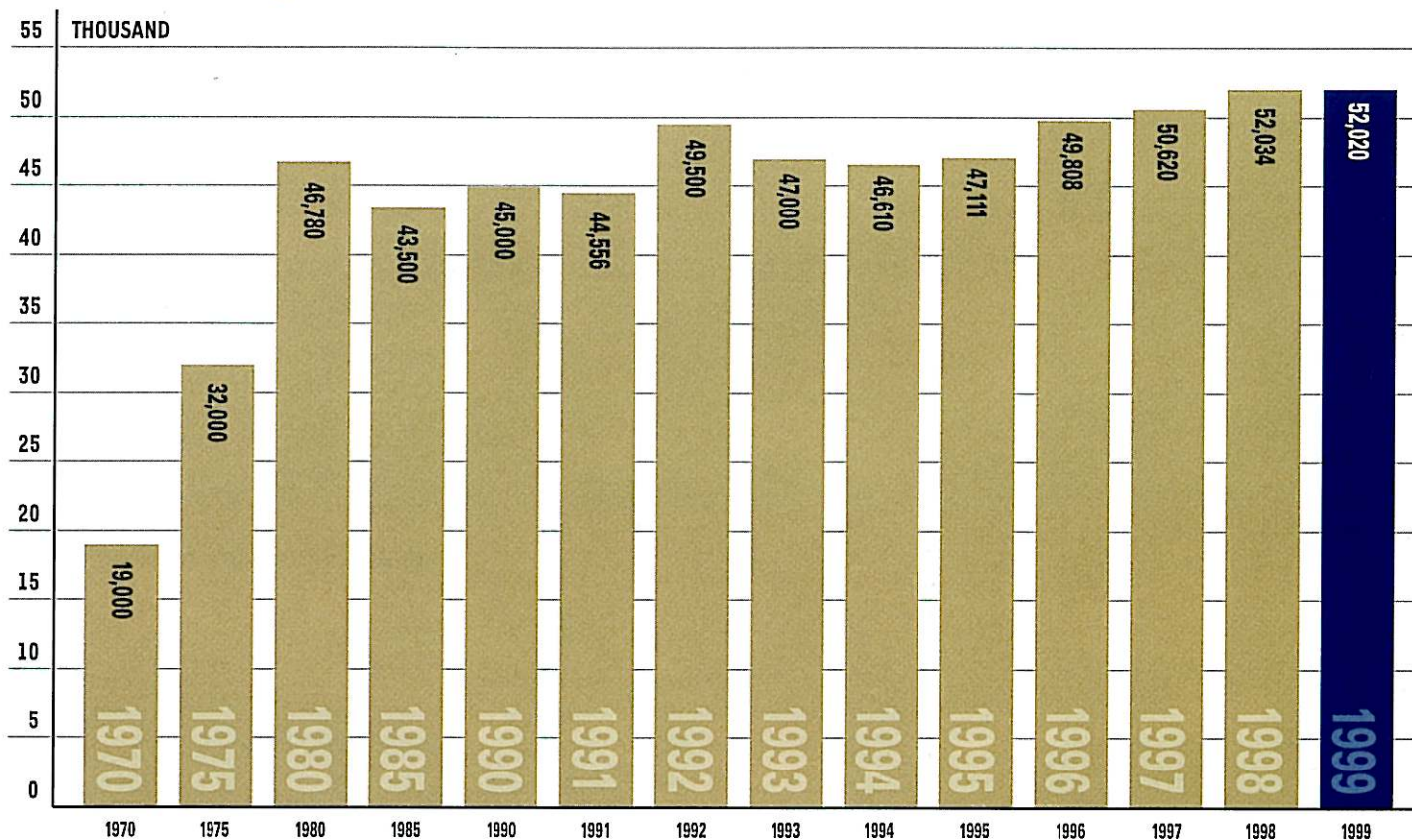
Colonial Stadium

Colonial Stadium will open for the 2000 season and will offer spectators a totally new and modern football experience. While there was some media speculation as to whether AFL members would have access to Colonial Stadium, the AFL Membership Department sent a letter to all members informing them that they would have entitlements to attend games at Colonial Stadium in season 2000. Seating for members will be available in the AFL Reserve located on Level 1. Essendon Club Support holders will have priority access to these seats for Essendon Football Club home games.



GREAT POSITION: The MCG is the home of the AFL Members Reserve, with the best seats in the house for all major AFL events, including the International Series match (pictured) between Australia and Ireland in October, 1999.

AFL Membership Numbers 1970-1999



1999 Club Support Table

These figures show the figures for the Club Support Package for each club.

Total reimbursement from the Club Support Package in 1999 was \$2.74 million.

Club	Adults	Concession	Juniors	Total	% Of Total Club Support
Adelaide	438	66	80	584	1.6
Brisbane Lions	506	58	83	647	1.8
Carlton	3974	583	572	5129	14.0
Collingwood	5633	732	775	7140	19.4
Essendon	4545	706	927	6178	16.8
Fremantle	18	1	2	21	0.1
Geelong	2345	287	388	3020	8.2
Hawthorn	1571	284	249	2104	5.7
Kangaroos	1587	169	190	1946	5.3
Melbourne	1498	241	343	2082	5.7
Port Adelaide	87	11	13	111	0.3
Richmond	2602	291	305	3198	8.7
St Kilda	1972	277	320	2569	7.0
Sydney	553	82	60	695	1.9
West Coast Eagles	99	10	23	132	0.3
Western Bulldogs	940	110	121	1171	3.2
Totals	28,368	3908	4451	36,727	

1999 Membership Figures

Packages Membership % of Total

CLUB SUPPORT PACKAGE

Full Members	23,009	44.2
Restricted Members	13,718	26.4

COMPETITION PACKAGE

Full Members	7940	15.3
Restricted Members	1535	3.0

ABSENTEE

Full Members	4087	7.8
Restricted Members	1641	3.1
AFL Centenary Club	90	0.2

TOTAL 52,020



Records set - again - as membership benefits continue to impact

Membership of AFL clubs continues to grow and last year record levels were achieved for the 13th successive year. The total of AFL club membership at June 15, 1999 (the cut-off date by which club members are eligible to purchase finals tickets should their club reach the finals) was 441,711 - at the same time in 1998, the figure was 422,815.

Given club membership passed the 400,000 mark for the first time in the past two seasons, it is likely the 500,000 mark will be reached in the next couple of seasons.

Last year's figures again highlight the value club members receive and all clubs have worked hard to promote the benefits of club membership and its importance to club finances.

In fact, revenue from club membership has increased dramatically in the past four seasons - in 1996, total revenue was \$18.934 million while in 1999 it reached \$33.180 million. It

should be noted that all revenue from the sale of club memberships is retained by the clubs.

Once again, Adelaide led the club membership table with a total of 42,120 members, up marginally from the 1998 figure of 41,985. Port Adelaide was the next best (37,166) followed by the West Coast Eagles (36,212) although both clubs were down slightly on their 1998 figures.

The figures for Sydney were again encouraging given that just eight years ago the Swans could only attract 3020 members. Last year, Sydney's membership was 31,175 and once again the Swans had to close their books for Sydney-based members at 26,000 due to the capacity at the SCG.

Apart from St Kilda, all Victorian-based clubs increased their membership in 1999 with Collingwood recording the biggest increase - 32,358 members in 1999 compared to 27,099 in 1998 (an increase of 16.25 per cent). The Magpies just pipped Hawthorn (32,120

members in 1999) to lay claim to having the biggest membership in Victoria.

Hawthorn has enjoyed outstanding membership growth. Since 1996 (12,484 members) it has increased its membership by 157 per cent.

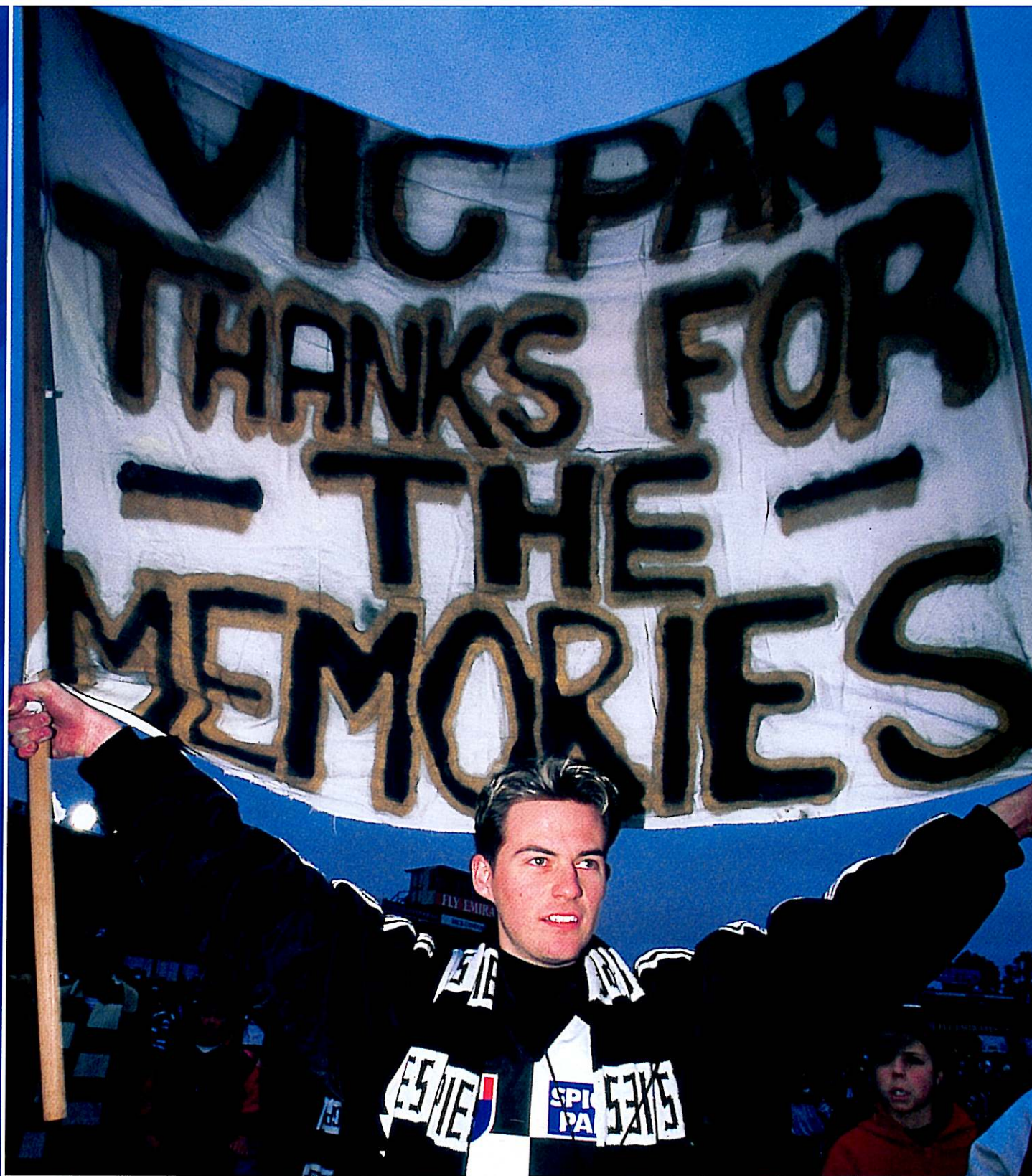
Geelong took its membership past the 20,000 mark for the first time in the club's history while Fremantle had its biggest membership increase in its short history, jumping from 22,186 members in 1998 to 24,896 in 1999 (up 10.89 per cent).

1999 AFL Club Membership (by city)

Melbourne	253,211
Adelaide	79,286
Perth	61,108
Sydney	31,175
Brisbane	16,931
TOTAL	441,711

AFL Club Membership 1999

1999 Club Rankings	Adults	Concessions	Juniors	Total Members At 15/6/99	Total Members At 15/6/98	% Variance
1 Adelaide	36,939	3,073	2,108	42,120	41,985	0.32%
2 Port Adelaide	32,610	2,103	2,453	37,166	38,305	-3.06%
3 West Coast Eagles	28,774	3,720	3,718	36,212	37,496	-3.55%
4 Collingwood	22,548	3,524	6,286	32,358	27,099	16.25%
5 Hawthorn	21,633	3,688	6,799	32,120	27,649	13.92%
6 Sydney	22,913	2,991	5,271	31,175	31,089	0.28%
7 Essendon	19,994	3,452	6,412	29,858	27,099	9.24%
8 Richmond	20,266	2,519	6,262	29,047	27,092	6.73%
9 Carlton	17,141	3,355	5,223	25,719	25,402	1.23%
10 Fremantle	17,278	1,716	5,902	24,896	22,186	10.89%
11 Kangaroos	16,771	2,311	2,998	22,080	20,196	8.53%
12 Geelong	14,272	3,175	3,585	21,032	19,971	5.04%
13 St Kilda	14,483	1,978	4,332	20,793	23,204	-11.60%
14 Western Bulldogs	13,317	2,542	4,632	20,491	20,064	2.08%
15 Melbourne	13,168	2,184	4,361	19,713	17,870	9.35%
16 Brisbane	13,890	1,447	1,594	16,931	16,108	4.86%
TOTALS	325,997	43,778	71,936	441,711	422,815	4.28%



Magpies reach new heights

When new Collingwood president Eddie McGuire came to power before the start of the 1999 season, he promised to lift the profile and increase the membership of the Magpies.

While it was a tough season on the field, Collingwood supporters certainly showed their faith in the club's new administration by taking the club's membership to a record number - 32,358. It was more than 5000

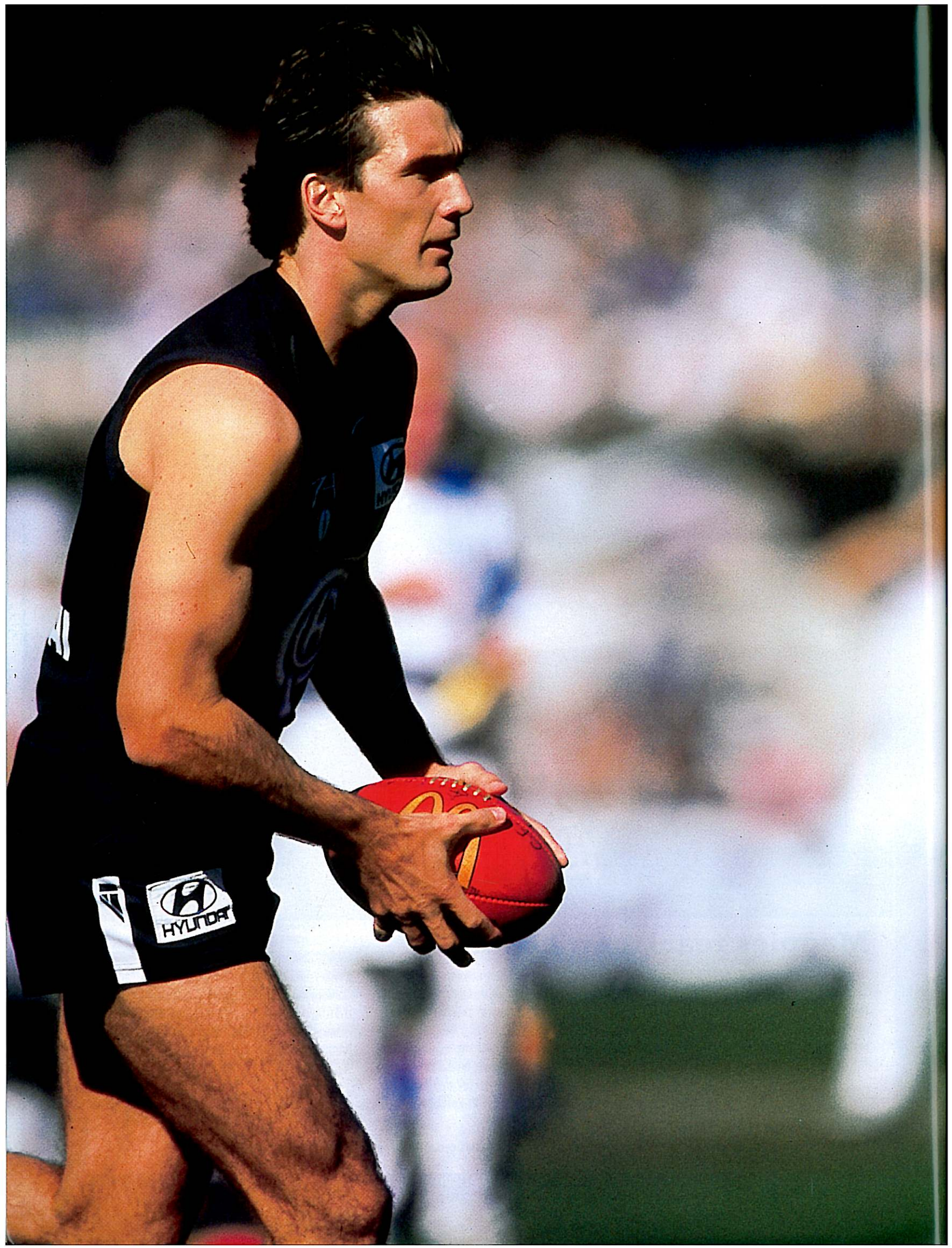
members than the club attracted in 1998 and represented an increase of 16.25 per cent, the biggest jump in the AFL in 1999.

The Magpies now boast the biggest adult membership of the eleven Victorian-based clubs and the biggest overall membership - including adults, concession and juniors - in Victoria.

The club's membership has certainly taken

a roller-coaster ride in recent times. In 1995, Collingwood boasted 22,543 members but that figure fell to 20,752 members in 1996. However, it increased to 22,761 in 1997 and jumped to 27,099 in 1998.

At the start of 1999, the Magpies embarked on an aggressive membership campaign, using former star Peter Daicos to promote the new force of the Magpies 'army'.



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EVERGREEN: Stephen Silvagni is now on the way to 300 games with the Blues, in a career reaching back to 1985, but his capacity to perform at a high level at either end of the ground has not diminished. He won All-Australian selection for the seventh time in 1999, and was a brilliant goal-keeper for the Australian team in the series against Ireland in October.





Australian Football League

Finance Report

Year Ended 31st October 1999

By Kevin Lehmann, General Manager, Finance and Administration

Total income from the League's operations during the year to 31st October 1999 amounted to \$108.447 million (1998 - \$92.420 million).

The operating profit before distributions/payments to Clubs and allocations for development, umpiring and promotional grants and ground improvements amounted to \$58.281 million (1998 - \$47.999 million).

From this amount the League provided distributions and other payments to Clubs as follows:

	1999	1998
	\$'000	\$'000
Annual Distribution	35,520	29,920
Prizemoney	2,100	1,375
Club Support Packages	2,749	2,569
Contributions to gate in respect of AFL Members	1,784	2,142
Compensation - Fremantle Players	-	13
TOTAL	42,153	36,019

Comments on the results for 1999 and other related matters are as follows:-

1. The increase in revenue from the operations of the League from \$92.420 million in 1998 to \$108.447 million in 1999 resulted from a significant increase in T.V. rights supplemented by further increases in income from licensing.
2. The distributions to Clubs amounted to \$35.520 million or \$2.220 million per Club and provided an increase of 19% over the 1998 distribution of \$1.870 million per Club.

3. In total payments to Clubs amounted to \$42.153 million compared with \$36.019 million in 1998.

4. The operating profit for the year amounted to \$1.375 million compared with \$2.122 million in 1998.

Retained profits as at 31st October 1999 amounted to \$25.224 million.

5. During the year the Administration continued to provide Clubs with comprehensive information on all aspects of AFL operations including AFL Finances and three Meetings were held during the year.
6. More detailed information on the finances of the AFL is provided elsewhere in this report.

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

Kevin Lehmann

General Manager

Finance and Administration

Australian Football League

Profit and Loss Statement

Year Ended 31st October 1999

	Note	1999 \$'000	1998 \$'000
Operating Revenue	1	<u>108,447</u>	<u>92,420</u>
Operating profit before income tax	1	1,375	2,122
Income tax attributable to operating profit	2	<u>-</u>	<u>-</u>
Operating profit after income tax		1,375	2,122
Retained profits at the beginning of the financial year		<u>23,849</u>	<u>21,727</u>
Retained profits at the end of the financial year		<u>25,224</u>	<u>23,849</u>



Australian Football League
Balance Sheet
Year Ended 31st October 1999

	Note	1999 \$'000	1998 \$'000
CURRENT ASSETS			
Cash	3	18,002	7,223
Receivables	4	10,338	12,965
Other	5	<u>537</u>	<u>512</u>
Total Current Assets		<u>28,877</u>	<u>20,700</u>
NON-CURRENT ASSETS			
Receivables	4	4,025	4,340
Property plant & equipment	6	<u>38,335</u>	<u>39,283</u>
Total Non - Current Assets		<u>42,360</u>	<u>43,623</u>
Total Assets		<u><u>71,237</u></u>	<u><u>64,323</u></u>
CURRENT LIABILITIES			
Accounts payable	7	11,372	8,664
Borrowings	8	669	-
Provisions	9	<u>5,385</u>	<u>3,218</u>
Total Current Liabilities		<u>17,426</u>	<u>11,882</u>
NON-CURRENT LIABILITIES			
Provisions	9	<u>293</u>	<u>298</u>
Total Non - Current Liabilities		<u>293</u>	<u>298</u>
Total Liabilities		<u><u>17,719</u></u>	<u><u>12,180</u></u>
NET ASSETS		<u><u>53,518</u></u>	<u><u>52,143</u></u>
ACCUMULATED FUNDS			
Reserves	10	28,294	28,294
Retained profits		<u>25,224</u>	<u>23,849</u>
Total Accumulated Funds		<u><u>53,518</u></u>	<u><u>52,143</u></u>

Australian Football League

Statement of Cash Flows

Year Ended 31st October 1999

	1999 \$'000	1998 \$'000
CASH FLOWS FROM OPERATING ACTIVITIES		
Cash receipts in the course of operations	110,572	92,125
Cash payments in the course of operations	(100,466)	(96,692)
Net cash (used in)/provided by operating activities	<u>10,106</u>	<u>(4,567)</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Interest received	783	484
Payments for property, plant & equipment	(884)	(404)
Proceeds from sale of non-current assets	<u>107</u>	<u>192</u>
Net cash provided by investing activities	<u>6</u>	<u>272</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Interest paid	<u>(2)</u>	<u>(20)</u>
Net cash used in financing activities	<u>(2)</u>	<u>(20)</u>
Net (decrease)/increase in cash held	10,110	(4,315)
Cash at the beginning of the financial year	<u>7,223</u>	<u>11,538</u>
Cash at the end of the financial year	<u><u>17,333</u></u>	<u><u>7,223</u></u>



Australian Football League

Notes to the Financial Statements

Year Ended 31st October 1999

	1999 \$'000	1998 \$'000
NOTE 1 - OPERATING PROFIT		
Operating profit has been arrived at after including:-		
- Operating Revenue		
Revenue from trading operations	107,664	91,936
- Other Revenue		
Interest received or due and receivable from		
- other persons	<u>783</u>	<u>484</u>
	<u>108,447</u>	<u>92,420</u>

- Operating Expenses		
Depreciation of property, plant & equipment	1,500	1,485
Amortisation of leasehold improvements	216	212
Bad debts written off	10	91
Auditors' remuneration		
- Audit services	40	40
- Other services	30	30
Interest expense		
- Other persons	2	2
Amounts set aside to provision for		
- Employee entitlements	85	85
- Grants to clubs	37,446	30,773
Lease rental expenses		
- operating leases	1,615	1,730
Profit/(Loss) on sale of property, plant & equipment	1	(17)

	1999 \$'000	1998 \$'000
NOTE 2 - INCOME TAX		
Prima facie income tax expense calculated @ 36% (1998 - 36%) on the operating profit	495	764
Exemption from income tax	<u>(495)</u>	<u>(764)</u>
Income Tax Expense	<u>-</u>	<u>-</u>

NOTE 3 - CASH		
Cash on hand	2	2
Cash at bank	-	2,221
At call deposit with bank	<u>18,000</u>	<u>5,000</u>
	<u>18,002</u>	<u>7,223</u>

NOTE 4 - RECEIVABLES		
Current		
Trade debtors	9,189	6,745
Provision for doubtful debts	<u>(65)</u>	<u>(65)</u>
	9,124	6,680
Other debtors	<u>1,214</u>	<u>6,285</u>
	<u>10,338</u>	<u>12,965</u>
Non Current		
Other debtors	<u>4,025</u>	<u>4,340</u>

NOTE 5 - OTHER CURRENT ASSETS		
Prepayments	<u>537</u>	<u>512</u>

Australian Football League

Notes to the Financial Statements

Year Ended 31st October 1999

	1999	1998
	\$'000	\$'000
NOTE 6 - PROPERTY, PLANT AND EQUIPMENT		
LAND		
- At directors' valuation 1996	<u>27,000</u>	<u>27,000</u>
BUILDINGS		
- At directors' valuation 1996	11,200	11,200
- Additions - at cost	<u>133</u>	<u>133</u>
	11,333	11,333
Less accumulated depreciation	<u>(3,395)</u>	<u>(2,262)</u>
	<u>7,938</u>	<u>9,071</u>
Plant & equipment at cost	5,976	5,689
Less accumulated depreciation	<u>(4,674)</u>	<u>(4,401)</u>
	<u>1,302</u>	<u>1,288</u>
Leasehold improvements at cost	2,523	2,136
Less accumulated amortisation	<u>(811)</u>	<u>(595)</u>
	<u>1,712</u>	<u>1,541</u>
Motor vehicles at cost	602	635
Less accumulated depreciation	<u>(219)</u>	<u>(252)</u>
	<u>383</u>	<u>383</u>
	<u>38,335</u>	<u>39,283</u>

DIRECTORS' VALUATION - WAVERLEY PARK

A directors' valuation of Waverley Park - Land and Buildings was carried out as at 31st October 1999.

This valuation re-affirmed the value of the Waverley Park land and buildings at the 1996 valuation of \$38.2 million.

The 1999 valuation is on the basis of a report prepared during July 1998 by Arthur Andersen Real Estate Services Group on the Waverley Park disposal options.

In preparing the report Arthur Andersen considered the various disposal options available to the AFL in determining how best to maximise the return from Waverley Park. The returns of the sale alternatives range from \$35 million to \$85 million.

The directors are of the opinion that this range provides a reasonable estimate of recoverable amount.

The AFL Commission has confirmed its decision to sell Waverley Park and believes that it will realise at least its carrying value and accordingly has recorded the Waverley Park land and buildings at this current net book value.

	1999	1998
	\$'000	\$'000
NOTE 7 - ACCOUNTS PAYABLE		
Trade creditors	8,530	6,391
Other creditors and accruals	<u>2,842</u>	<u>2,273</u>
	<u>11,372</u>	<u>8,664</u>

NOTE 8 - BORROWINGS

Bank Overdraft - secured	<u>669</u>	<u>-</u>
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NOTE 9- PROVISIONS

CURRENT

Employee entitlements - including on costs	418	388
Grants to AFL Clubs	<u>4,967</u>	<u>2,830</u>
	<u>5,385</u>	<u>3,218</u>

NON-CURRENT

Employee entitlements - including on costs	107	108
Waverley Park seat replacement	155	159
Australian Football Foundation		
- Development funds	<u>31</u>	<u>31</u>
	<u>293</u>	<u>298</u>

NOTE 10 - RESERVES

Asset revaluation reserve	24,914	24,914
Asset replacement reserve	<u>3,380</u>	<u>3,380</u>
	<u>28,294</u>	<u>28,294</u>



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Fixture
AFL People
AFL Structure



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