AFL AUSKICK: The program successfully introduces girls and boys of all ages to the AFL game in a fun and safe environment while exposing the AFL brand and its stars.

- Refinement of programs specifically targeted at identifying, recruiting and nurturing potentially elite players.

- A promotion campaign to create greater awareness and interest in AFL in Queensland.

In 2001, the AFL will almost double its investment in the AFL game in Queensland and, with significant support from the Queensland Government, will commit $3.7 million for game development.

International AFL

Game Development is responsible for the management of international AFL programs. Although expanding the AFL game internationally is of secondary importance in comparison to the development of the game in Australia, there were some significant advances in 2000.

The AFL has formed an AFL international advisory committee which now integrates the work of both the AFL and the International Australian Football Council (IAFC).

The AFL will have four main thrusts to its international program in 2001:

- AFL introductory kit comprising footballs and videos on coaching and umpiring for countries that wish to introduce the AFL game into schools through a formal education program.

- Assistance in conducting senior competitions.

- Establishment of junior development programs in selected countries.

- Support for the conduct of International Cup in 2002.

In the area of development, the AFL provided significant financial support for programs in New Zealand, the United States and Papua-New Guinea. Support was provided also for the AFL game in the UK, Canada, Samoa and Denmark. In PNG, an AFL development officer undertook a three-month project to explore the potential for development and, in 2001, the AFL will work with the AFL PNG to establish a more comprehensive program.

Preparations for the International Cup, to be held in Melbourne in 2002, are under way. Invitations to participate have been sent to 12 countries, including Samoa, PNG, the US, Canada, UK and New Zealand.

Training

The development of the AFL game, particularly at the grassroots and club football level, depends primarily on the environment in which the game is presented and played.

Therefore the manner in which:

- the football clubs and their facilities are managed by club personnel,

- the football activities and games are presented and managed by coaches,

- the games are umpired,

- the players are supported by trainers and sports medicine personnel,

are key elements in establishing a first class environment for the recruitment and retention of participants in the AFL game. In line with Australian Sports Commission education and industry vocational training programs, the accreditation of coaches and umpires is competency based.

Coach Education

A major achievement in coach education throughout 2000 was an agreement by all states and territories on the delivery, conduct and assessment methods for AFL-accredited coaching courses at Level One Auskick, Level One Youth/Senior and Level Two delivered by state bodies.

The number of coaches accredited at each level is indicated below:

- Level 1   2861 accreditations

- Level 2   212 accreditations

- Level 3   15 accreditations

Umpire Accreditation

Umpiring accreditation programs continue to provide umpires with the skills to manage games at all levels. These programs are important also in the process of promoting umpiring as well as retaining and recruiting umpires.

In 2000, the first re-accreditation of level two and level three umpires was conducted in most states, as well as the trialing of an "Umpire's Coach" course that provides training in the planning, conduct and reviewing of coaching programs, and equips trained personnel with most of the necessary assessor qualifications required by the new sports industry training package.

In 2000, David Johnson (WAFC) and Murray Bird (AFL Queensland) conducted umpire education programs in New Zealand and PNG respectively.

The number of umpires accredited in 2000 is indicated below:

	Field	Goal	Boundary
Level 1	563	173	314
Level 2	266	117	133

2000 Player Participation Census

Player Participation

	1990	1998	1999*	2000
Club	231,725	249,589	251,908	240,846
School and Reduced Number Programs*	93,575	114,781	113,992	62,165
Auskick Introductory	24,186	67,803	76,212	80,074
Women's	–	3,175	2,222	4,728
Veterans	4,500	2,750	3,245	3,969
TOTAL	353,986	438,098	447,579	391,782

*In the 1999 AFL Annual Report, total numbers for season 1999 were reported as 447,579, but further analysis of the reporting process has uncovered some anomalies in counting. In the 2000 national census, a more rigorous scrutiny of double counting of participants was made. There was also a reclassification of AFL promotional activities such as clinics and nine-a-side football, recognising these activities as being separate to more traditional football activities at club level. Where such activities were conducted over a period of fewer than six weeks, they were classified as promotional activities and not included in the overall number of participants.

Club Teams State Summaries

	Metropolitan				Country			
	1990	1998	1999	2000	1990	1998	1999	2000
AUSTRALIAN CAPITAL TERRITORY								
Auskick Club	54	41	47	49				
Youth	43	34	43	41				
Open	30	34	32	30				
Total	127	109	122	120				
NEW SOUTH WALES								
Auskick Club	41	78	112	144	51	81	77	186
Youth	85	73	82	80	165	162	79	180
Open	44	34	36	41	144	173	171	176
Total	170	185	230	265	360	416	327	542
NORTHERN TERRITORY								
Auskick Club	38	82	62	77	–	46	12	16
Youth	31	44	37	29	–	16	27	27
Open	36	45	35	26	38	74	90	96
Total	105	171	134	132	38	136	129	139
QUEENSLAND								
Auskick Club	124	150	143	166	57	103	131	142
Youth	62	63	53	51	78	92	100	96
Open	51	77	53	46	109	84	100	97
Total	237	290	249	263	244	279	331	335
SOUTH AUSTRALIA								
Auskick Club	98	179	194	193	142	156	184	221
Youth	152	200	207	201	452	374	372	374
Open	277	260	253	278	478	348	354	361
Total	527	639	654	672	1,072	878	910	956
TASMANIA								
Auskick Club	129	80	60	64	37	83	102	96
Youth	65	90	50	47	49	57	97	92
Open	35	63	32	38	182	160	183	171
Total	229	233	142	149	268	300	382	359
VICTORIA								
Auskick Club	499	711	901	938	455	496	394	337
Youth	595	717	905	953	1,223	1,216	1,054	996
Open	541	510	597	642	1,150	968	851	767
Total	1,635	1,938	2,403	2,533	2,828	2,680	2,299	2,100
WESTERN AUSTRALIA								
Auskick Club	348	535	551	564	101	237	263	267
Youth	244	325	330	321	196	251	255	259
Open	274	230	230	228	266	259	247	259
Total	866	1,090	1,111	1,113	563	747	765	785

Club Personnel Education

The professional development of volunteers who manage football clubs is essential in ensuring the ongoing development and conduct of the AFL game. The AFL, with significant financial support from Active Australia, has initiated the Club Development Project to identify the professional needs of club personnel and to put in place a national education program. In the first year of a three-year program, a comprehensive audit of club management has been undertaken. This will be revised through the use of focus groups with a view to preparing and piloting, in 2001, a range of education programs for club personnel. These programs are being developed in close consultation with state and territory football organisations.

Talent identification and development

The AFL, in co-operation with the state and territory football bodies, has in place a comprehensive and sophisticated program for the identification and development of talented players. As a result of a review of the Talented Player Pathway, an AFL Talent Task Force has found that with the exception of the developing AFL states of Queensland and New South Wales, the AFL game attracts the majority of the first choice athletes to the AFL game.

Talented player programs at the state and territory level link players into the national AIS/AFL Academy program conducted jointly by the AFL and the Australian Institute of Sport (AIS).

Talent review

In May 2000, a Talent Task Force was formed to review the Talented Player Pathway, established in 1996, to identify strategies and structures to ensure that the AFL game attracts, nurtures and retains athletes who make AFL their sport of first choice. The Talent Task Force met with representatives from each state and territory as well as AFL club football and recruiting managers. Formal submissions were received from state/territory football bodies and nine AFL clubs.

The overall findings of the review were as follows:

- the current structure and programs are generally meeting the needs of the AFL game.
- athletes are attracted to the AFL game as their first choice in the developed football states/territories, but special programs need to be developed and/or enhanced in the developing football states.
- the main planks of the talent identification system are:
  - AFL National Under-16 and Under-18 Championships

  - AIS/AFL Academy program and its Intensive Training Centre (ITC) programs in co-operation with the states and territories.
  - the TAC Cup and other state under-age competitions.

The task force identified specific strategic programs for the states/territories in which the AFL game is at a development phase. In NSW/ACT, it recommended that the Future Stars and Sport Schools Program be enhanced, particularly in the greater Sydney area with the NSW/ACT Rams providing the elite program in NSW/ACT.

An enhanced competition program at the under-18 level was recommended for both the Northern Territory and Queensland in 2001 to assist with the development of the talented players. Football Victoria has given approval in 2001 for these teams to play additional games against TAC Cup teams and Victorian representative squads.

AFL National Championships

The AFL National Championships were conducted successfully in 2000. The AFL National Under-18 Championships were held in Melbourne in early July with Victoria Country the winner of Division One and NSW/ACT the winner of Division Two.

In the AFL National Under-16 Championships, conducted in Tasmania in late July, the winners were Victoria Country in Division One and NSW/ACT in Division Two. The AFL Under-18 National Championships continue to play a key role in the Talented Player Pathway. Of the 200 players who participated in the championships, 57 were listed by AFL clubs through the 2000 drafting process.

AIS/AFL Academy

Each year, the AIS/AFL Academy awards scholarships to 30 players following the AFL National Under-16 Championships. Scholarships are awarded on the basis of a player's potential to be drafted and his potential to play AFL football in the national AFL competition.

In addition to developing a player's football skills, the AIS/AFL Academy program includes a focus on education and vocation activities as well as the development of life skills for each individual.

In addition to attending the academy's three national camps, the scholarship-holders are members of the state ITC programs and spend one week at an AFL club during the pre-season period to experience the environment. In April 2000, the AIS/AFL Academy team travelled to Ireland and defeated Ireland 2-1 in the International Rules series.

HAMISH BLAIR - ALLSPORT

'OF THE 108 PLAYERS WHO ATTENDED THE CAMP, 68 WERE LISTED BY THE AFL CLUBS THROUGH THE AFL DRAFT IN 2000'

AFL NATIONAL CHAMPIONSHIPS: The identification and nurturing of talented players works successfully under a program developed by the AFL in 1996. The Talent Task Force Review in 2000 found that the system still achieved its objectives.

The graduates from the AIS/AFL Academy continue to be drafted by AFL clubs. In 2000, 16 former scholarship-holders were listed by AFL clubs for an overall total of 57 out of 76 players (67%) who were eligible for the draft.

Recruitment 2000

In 2000, a centralised program that utilises the vision from selected youth and state level games around Australia was implemented on behalf of AFL clubs. This program enabled AFL recruiting managers to accumulate data on potential recruits throughout the season.

In addition, a standardised player evaluation form has been developed to complement the above. This centralised program will be refined further in 2001 to identify other economies for AFL clubs.

AFL Draft Camp

In 2000, 108 players attended the AFL Draft Camp held at the Australian Institute of Sport in Canberra. At the camp, all players undertook a comprehensive and sophisticated battery of physical, psychological and psychomotor tests. In addition, all players were interviewed by a number of AFL clubs. Following the camp, a report on each player was provided to all AFL clubs to complement the club data. Of the 108 players who attended the camp, 68 were listed by the AFL clubs through the AFL Draft in 2000.

Players drafted by State/Territory in 2000

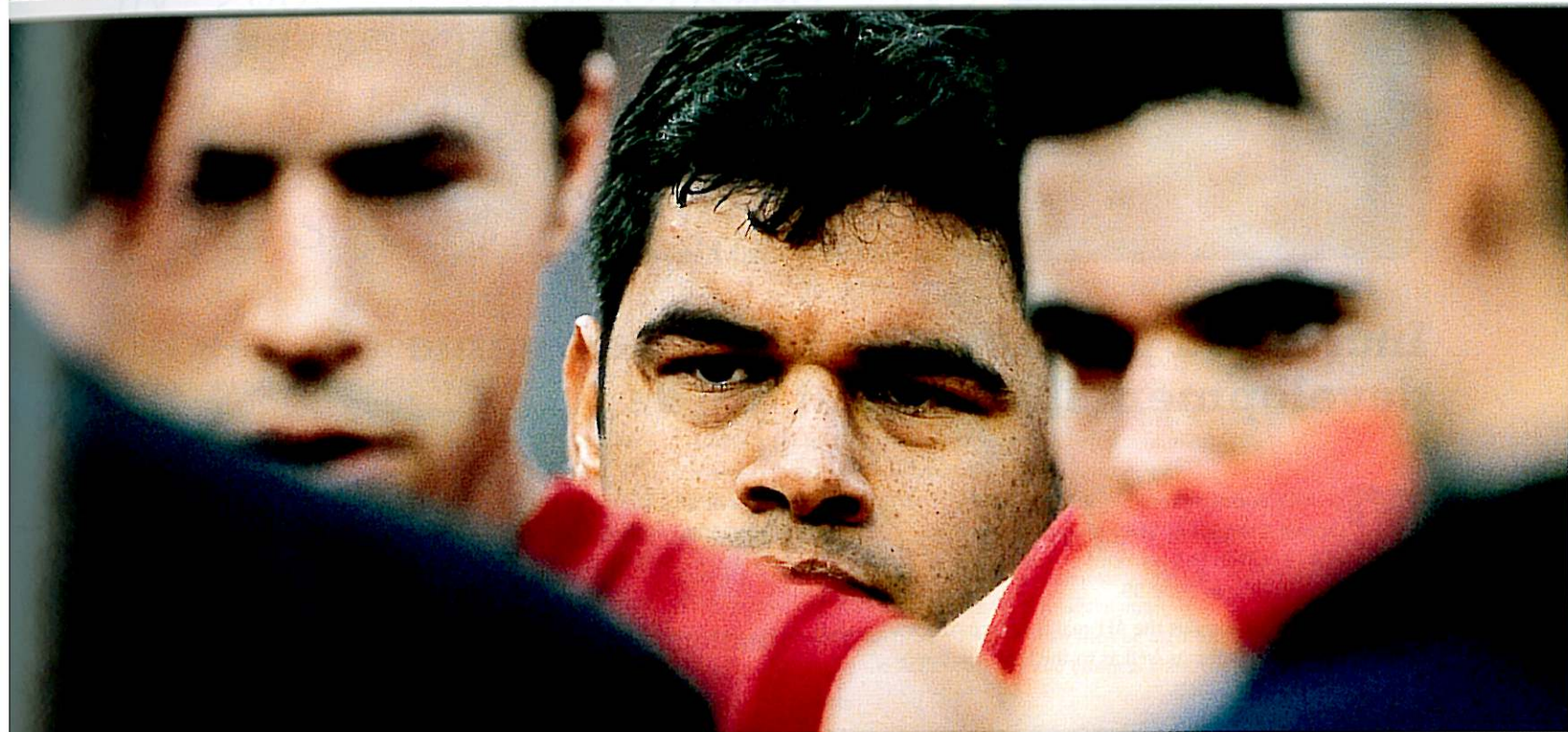| STATE/TERRITORY	NO. DRAFTED	%
VICTORIA	40	49.4
WESTERN AUSTRALIA	15	18.5
SOUTH AUSTRALIA	13	16
NSW/ACT	6	7.5
TASMANIA	1	1.2
QUEENSLAND	4	4.9
NORTHERN TERRITORY	2	2.5
TOTAL	**81**	**100**
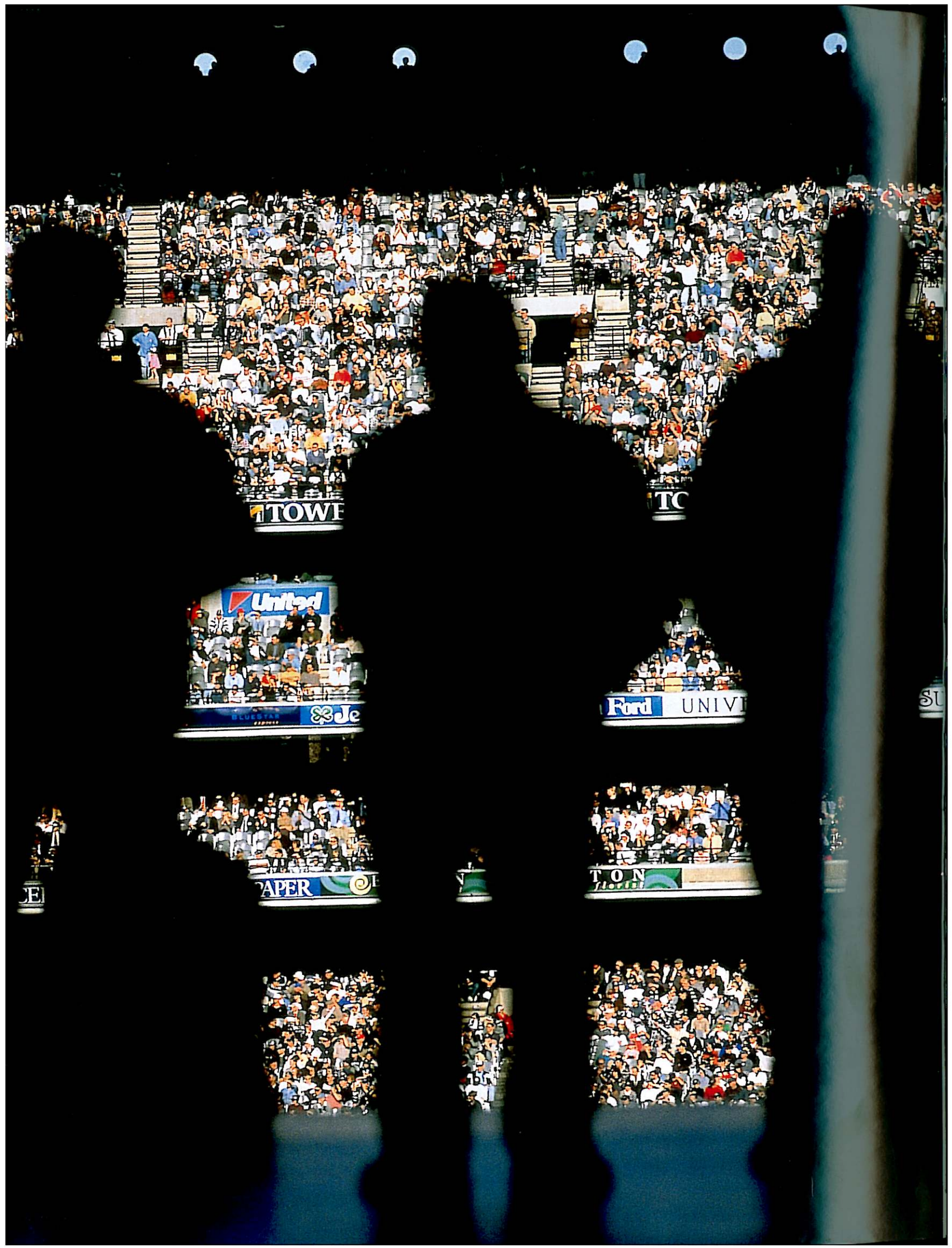
FINANCE & ADMINISTRATION

A NEW LOOK: A packed house at the MCG *(left)* for a big AFL game creates an atmosphere like no other sporting event. Melbourne's Jeff Farmer *(above)* thrilled crowds constantly in 2000 with his electrifying style of play.

GENERAL MANAGER - FINANCE & ADMINISTRATION: Ian Anderson

Increased payments to clubs, and game development investment grows

The AFL's operating result in the year 2000 showed a surplus of $58.2 million, an increase of $2.5 million (4.5 per cent) on the surplus of $55.7 million in 1998-99.

From this operating surplus the AFL makes both payments and distributions to Clubs, as well as to the States in the form of Development Grants.

In 2000, distributions and payments to AFL Clubs totalled $50.2 million, an increase of $8 million (19%) on 1999. Grants for game development were $15.2 million, an increase of $2 million (15%) on 1999.

Major Revenue & Expenditure items

Some of the major variations in income and expenditure items in 2000 were as follows:

- Revenue from Sponsorship/TV Rights/Radio Rights totalled $48.1 million, an increase of $5 million over 1999 (12 per cent).

- Match income totalled $27.5 million, an increase of $6.8 million over 1999 (32 per cent). This was due to the increased number of Ansett Cup matches, increased attendance at finals and increased revenue from the equalisation fund.

- Payment of $4 million to the AFL Players Association agreed as part of the Collective Bargaining Agreement, and represents the AFL's contribution to the Players' Welfare Fund (1999 – $3 million).

- Payments totalling $2.7 million for St Kilda and Hawthorn, as part of the underwriting of these clubs' move from Waverley Park. This underwriting covered membership, attendances, and advertising and promotional support. (1999 – $0.7 million).

- Payments of $0.9 million to the Kangaroos to assist with promotion of their games in Sydney in the 2000 season (1999 – $0.7 million).

Distributions and payments to clubs

Payments are made to the 16 AFL Clubs in the form of annual distributions as well as other payments.

(i) Annual Distributions

Annual distributions to AFL Clubs increased from $35.5 million in 1999 to $43.5 million in 2000, an increase of 23 per cent.

This $8 million increase was planned to fully fund the increase in the Total Player Payments, which increased from $68 million in 1999 to $76 million in 2000.

A summary of the distributions made to clubs from 1995 to 2001 is detailed below:

Distribution per club

	Per club $ '000	Total distribution ($ '000)	% Increase
1995	1,402	22,432	
1996	1,480	23,680	5.6
1997	1,700	27,200	14.9
1998	1,870	29,920	10.0
1999	2,220	35,520	18.7
2000	2,720	43,520	22.5
2001	3,157	50,512	16.1

'IN 2000, DISTRIBUTIONS AND PAYMENTS TO AFL CLUBS TOTALLED $50.2 MILLION, AN INCREASE OF $8 MILLION (19%) ON 1999. GRANTS FOR GAME DEVELOPMENT WERE $15.2 MILLION, AN INCREASE OF $2 MILLION (15%) ON 1999'.

Other Payments

Other payments to clubs increased from $6.6 million in 1999 to $6.7 million in 2000. These payments were in the form of prizemoney, AFL membership Club Support packages and AFL Members' matchday contributions.

Game Development Grants

Game development grants were increased from $12.1 million in 1999 to $15.2 million in 2000, in line with the AFL's policy to grow the AFL game nationally, with significant investment growth in NSW, ACT and Queensland.

Financial Reporting

A number of changes to the AFL's reporting system have been made and will be made to reflect both the change in the AFL's structure and the requirement for better and more relevant information to be available to AFL management, the AFL Commission and the clubs.

A key challenge in 2001 is to design a new monthly reporting system that can be used by the Commission and the Executive of the AFL to measure both financial and non-financial indicators. This information can then be used to support and evaluate the AFL's strategies and business plans.

2000 Payments to clubs ($)

	Club Distributions	AFL Members Club Support [1]	AFL Members Contributions [2]	Prizemoney [3]	Total
Essendon	2,720,000	545,154	203,455	490,000	3,958,609
Carlton	2,720,000	434,349	173,302	265,000	3,592,651
Collingwood	2,720,000	578,398	246,206	20,000	3,564,604
Melbourne	2,720,000	145,696	273,667	335,000	3,474,363
Hawthorn	2,720,000	171,437	263,720	170,000	3,325,157
Richmond	2,720,000	271,239	274,571	15,000	3,280,810
Kangaroos	2,720,000	166,517	50,591	300,000	3,237,108
Geelong	2,720,000	238,400	14,260	105,000	3,077,660
St Kilda	2,720,000	196,680	54,819	30,000	3,001,499
Western Bulldogs	2,720,000	97,873	34,185	105,000	2,957,058
Brisbane Lions	2,720,000	53,674	–	160,000	2,933,674
Sydney	2,720,000	55,354	–	30,000	2,805,354
Adelaide	2,720,000	45,059	–	15,000	2,780,059
Port Adelaide	2,720,000	8,300	–	30,000	2,758,300
West Coast Eagles	2,720,000	11,123	–	15,000	2,746,123
Fremantle	2,720,000	2,319	–	15,000	2,737,319
TOTALS	**43,520,000**	**3,021,572**	**1,588,776**	**2,100,000**	**50,230,348**

Notes to the above chart

1. AFL members club support is the amount paid by the AFL to an AFL club when an AFL member nominates that club as the one they support.
2. AFL members contribution is the amount paid into the gate by the AFL based on the attendance of AFL members at various matches.
3. Prizemoney: Premiers, $250,000; runners-up $160,000; preliminary finalists, $105,000; fifth and sixth, $80,000; seventh and eighth, $55,000. Total: $890,000. [A finals allowance of $610,000 was paid to clubs competing in the finals series to cover extra player salaries.]
Ansett Cup: Premiers, $125,000; runners-up, $95,000; losing semi-finalists, $60,000; second in group, $30,000; third in group, $20,000; fourth in group, $15,000. Total: $600,000.
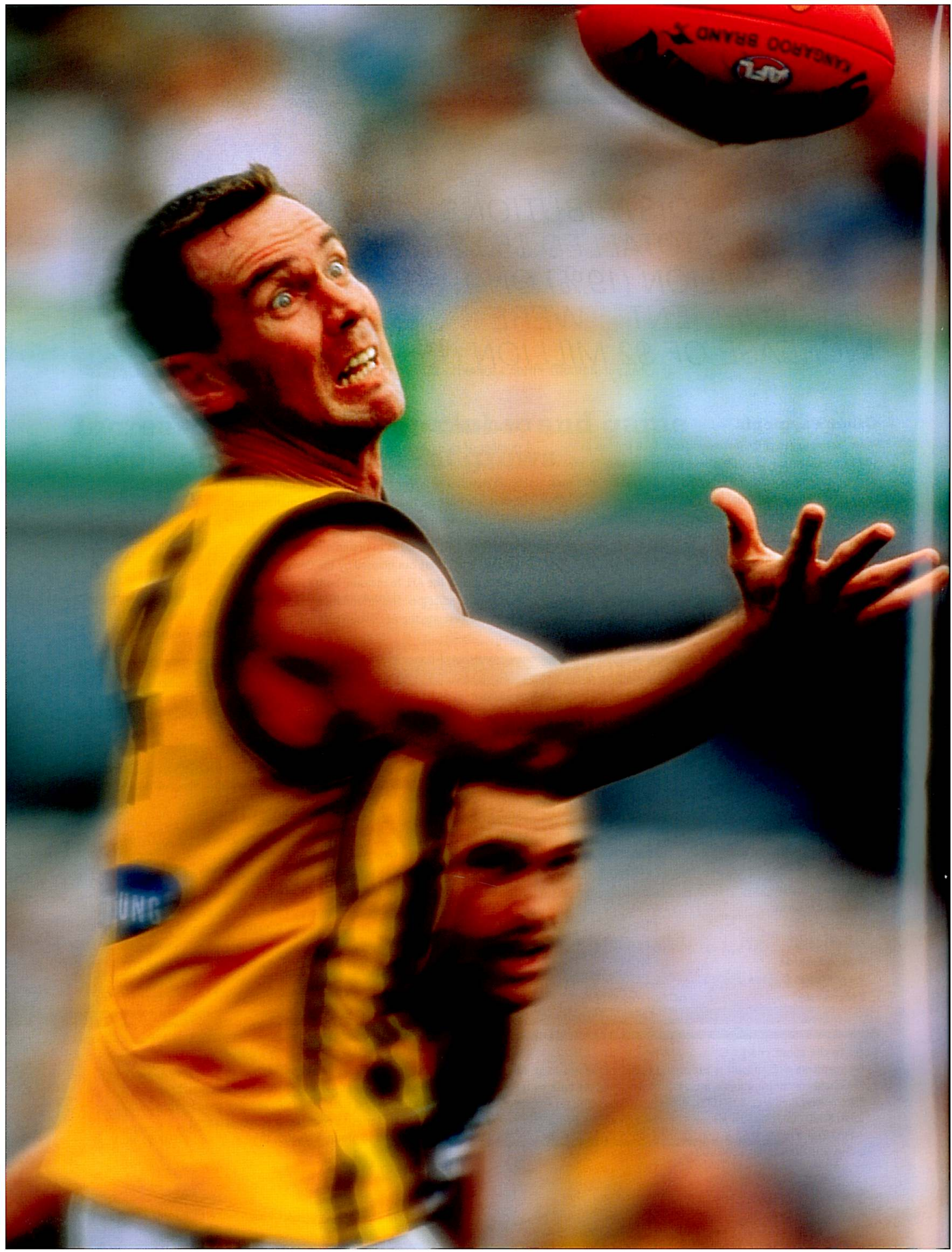
FAREWELLS

GREAT MEMORIES: Paul Salmon *(left)* finished his career in 2000 after 309 magnificent games with Essendon and Hawthorn. Collingwood's Gavin Crosisca and Gavin Brown, both premiership players with the club in 1990, are chaired from the ground *(above)* following their last game for the Magpies. They were a few of the great players who ended their AFL careers in 2000.

Curtain falls on some great playing careers

Departing players of note include:

Richard Champion: Brisbane, 183 games

Fraser Brown: Carlton, 177 games

Ron De Iulio: Carlton, 104 games

Michael Sexton: Carlton, 200 games

Gavin Brown: Collingwood, 254 games

Gavin Crosisca: Collingwood, 246 games

Damian Monkhorst: Collingwood/St Kilda, 215 games

Scott Russell: Collingwood/Sydney, 198 games

Shane Watson: Collingwood, 141 games

Darren Bewick: Essendon, 238 games

Craig O'Brien: Essendon/St Kilda/Sydney, 114 games

Paul Salmon: Essendon/Hawthorn, 309 games

Peter Caven: Fitzroy/Sydney/Adelaide, 139 games

Marcus Seecamp: Fitzroy/Melbourne, 140 games

Sean Denham: Geelong/Essendon, 186 games

Stephen O'Reilly: Geelong/Fremantle/Carlton, 146 games

Robert Scott: Geelong/Kangaroos, 245 games

Barry Stoneham: Geelong, 241 games

Brett Allison: Kangaroos/Sydney, 228 games

Craig Sholl: Kangaroos, 235 games

Matthew Febey: Melbourne, 143 games

Liam Pickering: North Melbourne/Geelong, 124 games

Craig Lambert: Richmond/Brisbane, 219 games

Scott Turner: Richmond, 144 games

Barry Young: Richmond/Essendon/Hawthorn, 142 games

Jamie Shanahan: St Kilda/Melbourne, 162 games

Guy McKenna: West Coast Eagles, 267 games

Chris Lewis: West Coast Eagles, 215 games

Daniel Southern: Western Bulldogs, 103 games

Scott Wynd: Western Bulldogs, 237 games

Steve Kolyniuk: Western Bulldogs, 177 games

With some fanfare and with grace and dignity, a significant number of the AFL's experienced brigade bowed out of the game at the highest level, either during or at the end of the 2000 season.

In terms of experience, former Essendon and Hawthorn star ruckman and forward Paul Salmon was the biggest name to depart. At 205 centimetres, he was the tallest player to bid farewell and was given a rousing send-off by both Essendon and Hawthorn players during their round 19 contest.

Salmon, whose career tally was 309 games (100 with the Hawks) was one of 13 notable premiership players to call it a day. Others included Gavin Brown, Gavin Crosisca, Scott Russell and Damian Monkhorst, bringing to an end the last playing links to Collingwood's 1990 premiership success.
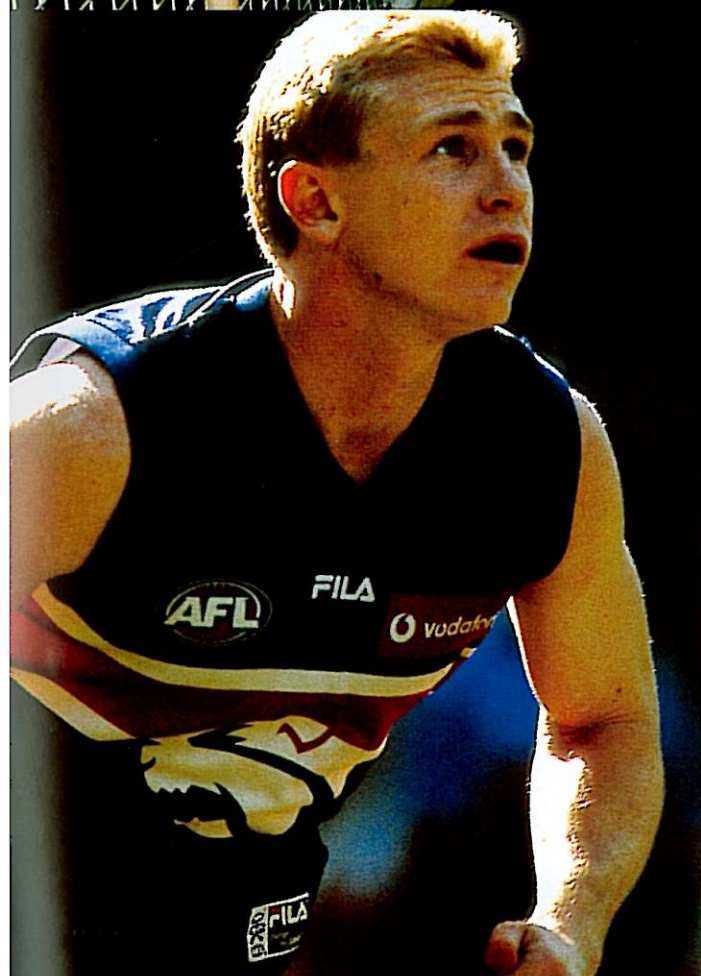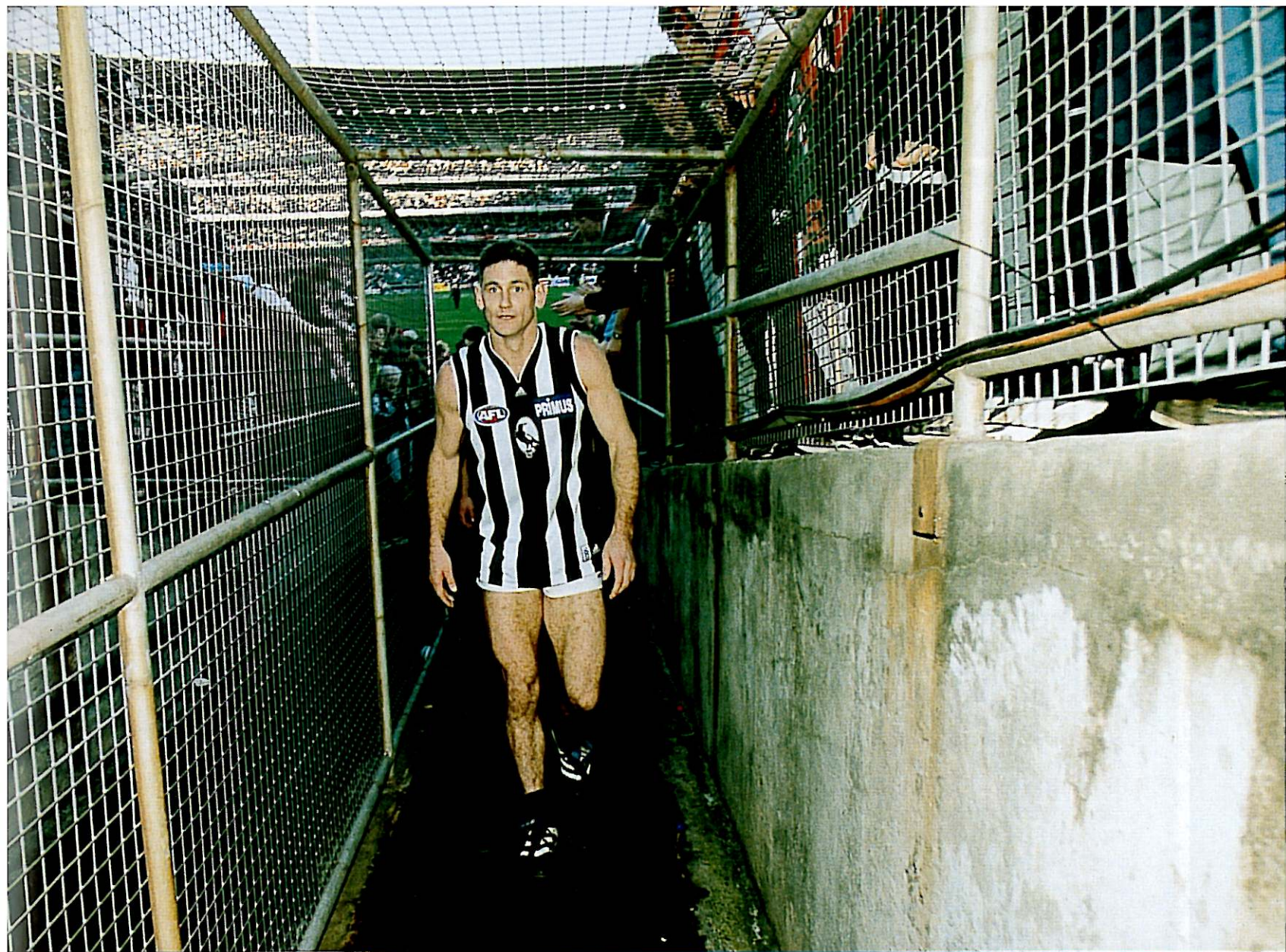
The game will be poorer for the loss of 1992 Brownlow Medallist Scott Wynd as the Western Bulldogs champion made an outstanding contribution.

Wynd was one of four former captains to announce their retirement, joining Brown, Barry Stoneham and Guy McKenna. These players, and others who retired at the end of 2000, have made significant sacrifices to achieve their best and have delighted fans with their skill and dedication. They will be missed greatly.
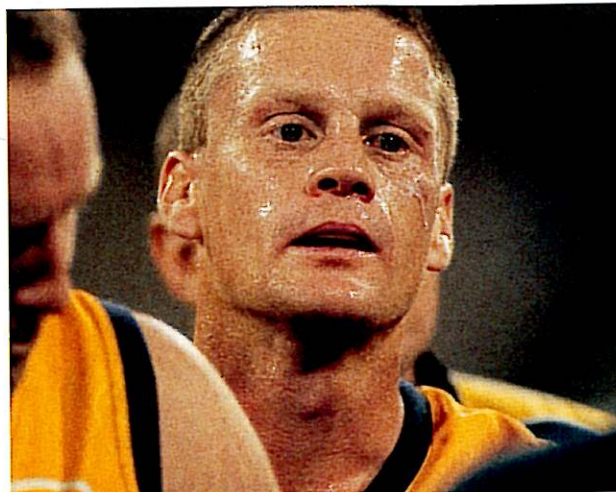
OVER AND OUT: AFL players who retired during or after the 2000 season included (clockwise from top right), Gavin Crosisca, Barry Stoneham, Scott Wynd and Guy McKenna.

'THE GAME WILL BE POORER FOR THE LOSS OF 1992 BROWNLOW MEDALLIST SCOTT WYND AS THE WESTERN BULLDOGS CHAMPION MADE AN OUTSTANDING CONTRIBUTION'

Trevor Coote
FORMER CLUB PRESIDENT

Trevor Coote, who died on March 14, 2000, aged 66, was president of the Hawthorn Football Club from 1988 to 1993. It was a successful era for the Hawks with premierships in 1988, 1989 and 1991 — a record he shared with Phil Ryan, who was president in the premiership years of 1971, 1976 and 1978. Coote was a member of the Hawthorn Confreres for a number of years and was elected to the board of management in 1973. He was also a long-time member and former president of the Hawthorn Football Club Social Club. Coote was made a Hawthorn life member in 1983.

Hugh Torney,
PREMIERSHIP PLAYER

Former Essendon ruckman Hugh Torney died on February 10, 2000, aged 90. He played 173 games in some of Essendon's finest teams from 1933 to 1943. Torney had a keen understanding with Essendon champion rover Dick Reynolds and was honored with selection in Victorian state teams. Recruited from Patchewollock, in north-west Victoria, he played in Essendon's 1942 premiership side and in the beaten 1941 and 1943 Grand Final teams. He won Essendon's best and fairest award in 1940 and in the same year was second to joint Brownlow Medal winners Des Fothergill, of Collingwood, and Herb Matthews, of South Melbourne. After leaving Essendon, Torney played with Williamstown.

Jim Taylor
SWANS RUCKMAN

Former South Melbourne ruckman Jim Taylor died in Queensland, aged 68, on April 18, 2000. He was one of the best big men in South's history, playing 153 games from 1949 to 1954 and 1956 to 1961, in the Ron Clegg, Bill Gunn, Fred Goldsmith, Gordon Lane, Bob Skilton era. Taylor twice won South's best and fairest award and was runner-up five times, he was fourth in the Brownlow Medal in 1957 and represented Victoria 13 times. As a schoolboy, he was a fine athlete and a particularly good high-jumper. Taylor also played League football in South Australia.

A. R. 'Jack' Jennings
LONG-TIME PRESIDENT

AFL and Geelong life member, A. R. 'Jack' Jennings died on June 9, 2000, aged 91. He was one of football's longest-serving officials, Geelong president from 1945 to 1970 and was as well known in Geelong as the town hall clock. He was a regular at Geelong matches from the 1925 Grand Final until well into the 1980s. In 1930, Jennings was a second 18 committeeman and in 1944, he was elected to the senior committee. He was a Geelong delegate on the Victorian Football League for many years and was a vice-president for six years. He was club president when Geelong won its last three premierships — in 1951, 1952 and 1963. The early 1950s were golden years for Geelong and Jennings and his colleagues were steering the ship from the boardroom. In 1970, when the president of the VFL, Sir Kenneth Luke, was ill, Jennings had the honor of introducing the Queen, Prince Phillip, Prince Charles and Princess Anne to the competing clubs, Richmond and Fitzroy, at the MCG.

Ron Casey, AO MBE
SPORTS TELEVISION GIANT

Ron Casey, one of the giants of Australian sports television and a life member of the AFL and the North Melbourne Football Club, died on June 19, 2000, aged 72. Casey, the president of North Melbourne, was a legend in television and compere of the long-running *World of Sport* program on Channel 7. In a Sunday lunchtime ritual that spanned 29 years, he took sport into the living rooms of millions of Australians. Casey was also synonymous with the famous TV duo of Lou Richards and Jack Dyer and his love for football and the people in it never waned. He was a media leader in boxing and professional athletics and had a strong involvement in horse racing, both the gallops and harness racing. He made his name with radio station 3DB and rose to become general manager at Channel 7. He held several official positions in different sports, but his greatest love was the North Melbourne Kangaroos. He was a club board member from 1987, club president from 1991 until his death and a member of the Australian Football Hall of Fame (media section).

Graham Huggins
CLUB PRESIDENT

Graham Huggins, who died on July 14, 2000, aged 78, was president of St Kilda when it won its only premiership in 1966. Huggins and secretary Ian Drake were a powerful combination in the heady days at St Kilda in the 1960s and were behind many of the star recruiting deals. Huggins, an astute football politician, was elected to the St Kilda committee in 1954 and was president from 1959 until 1978. One of the biggest decisions he was involved in was the club's move from the Junction Oval in St Kilda to Moorabbin in 1965. The following year, St Kilda won its first flag. Huggins was also a powerful figure as St Kilda's delegate at the VFL board table, holding many titles including that of chairman of the permit and match arrangement committee. He was also on the ground management committee that played an important role in the building of the Waverley Park stadium. Huggins was honored with life membership of the VFL in 1956. He was also active in the development of the Sydney Swans in their pioneering days in the 1980s. During World War II, he was a pilot in the air force for four years.

John Lauritz
AFL/HAWTHORN LIFE MEMBER

A leading administrator with the Victorian Country Football League and then the Hawthorn Football Club, John Lauritz died suddenly on March 5, 2000, aged 67. He was a life member of the VCFL, the Hawthorn Football Club and the AFL. He was a player, coach and official in country football and was president of the VCFL from 1976 to 1978. He moved from Swan Hill, in country Victoria, to Melbourne in 1982 to take over as chief executive of the Hawthorn Football Club. During his 13-year stay, Hawthorn won five premierships and was runner-up on another three occasions and won five pre-season premierships. The AFL appointed him centenary events manager in 1995-96 and he oversaw the many functions in the centenary year of 1996. Three days before his death, Lauritz attended the AFL's 2000 season launch in the Palladium Ballroom at Crown Casino.

Ray Gabelich
COLLINGWOOD RUCKMAN

Ray Gabelich died on July 18, 2000, aged 67, but his name will live on. He is a football immortal as a result of a spectacular, if uncomfortable, long run. In the 1964 Grand Final between Collingwood and Melbourne, 'Gabo' produced a brilliant run that put the Pies in front in the last quarter. He bounced the ball five times — and almost lost it three times — and kicked truly to put the Pies in front. Melbourne later snatched back the lead and won the premiership, but 'Gabo's run' will not be forgotten. He played 160 games from 1955 to 1960 and 1962 to 1966 after an apprenticeship at East Perth. He was a bear-like figure who captained the Magpies in 1964 and 1965, played in the 1958 premiership side and won the club's Copeland Trophy as the best and fairest player in 1960. Gabelich played his last League game in the losing 1966 Grand Final. He was honored with All-Australian status, represented WA in 1961, played football in Darwin and also played in the Australian Football game at the 1956 Olympic Games in Melbourne.

Maurie Gibb
PLAYER AND OFFICIAL

Maurie Gibb was first and foremost a gentleman and those who mixed with him over several decades at the MCG deemed it a pleasure. He was 86 when he died on August 5, 2000. Gibb was recruited from country Rosedale in Victoria and played 133 games with Melbourne from 1934 to 1943. The highlights were the premierships in 1940 and 1941 when he played on a half-forward flank. In 1935, he twice kicked nine goals in a game — against Geelong at Corio Oval and North Melbourne at Arden Street. That year he topped Melbourne's goalkicking with 59. For many years, he worked at the MCG with the Melbourne Cricket Club and football writers fondly remember him entering the press box late in games to announce "Gentlemen, the attendance" before chalking it on a board. He was appointed assistant secretary of the MCC in 1964 and worked closely with the secretary, former Australian Test cricket captain Ian Johnson. He retired from the MCC in 1979. Gibb also served on the Melbourne Football Club committee.

Alan Miller
SWANS COACH

Alan Miller, the often outspoken and controversial coach of South Melbourne in 1967 and 1968, died on September 9, 2000, aged 75. He was one of the few people to have coached at senior VFL/AFL level without ever having played League football. He coached the Swans' under-19s, missing a top-four finish only twice in 12 years and directing them to a premiership in 1956. When he coached the seniors, the stars of the club included captain Bob Skilton, Peter Bedford, John Rantall, Graeme John, John Heriot and John Sudholz. He will be remembered as an ideas man who was not afraid to try something new.

Maurice Johnson
BLUES CAPTAIN

Maurice 'Mocha' Johnson, a tough, outspoken Carlton follower who played 109 games from 1927 to 1936, died on May 30, 2000, aged 93. He started the 1936 season with Carlton, but after six games and a disagreement with the Carlton committee, he finished the season at South Melbourne, playing 19 games for the Swans in 1936 and 1937. Johnson, who was never afraid to speak his mind, was Carlton captain for part of 1933 and in 1934. He was in the first ruck with Charlie Davey in the Grand Final side that lost to Richmond in 1932 and he played alongside Laurie Nash, Bob Pratt and Herb Matthews in the 1936 Grand Final team that lost to Collingwood. Johnson represented Victoria in 1932 and 1934 and after his League career, he played and coached in Tasmania.

Ted Fletcher
HAWTHORN CAPTAIN

Ruckman Ted Fletcher, who captained Hawthorn during difficult times, died on May 13, 2000, aged 74. Fletcher joined Hawthorn from Port Melbourne in 1944 and played the last of his 129 games in 1954. He captained the side in 1953 and 1954 and on his retirement, was replaced as skipper by John Kennedy. Fletcher was Hawthorn's best and fairest in 1953 and in 1952 was an emergency for the Victorian state team. While Hawthorn struggled in the 1940s and part of the 1950s, it was players such as Fletcher, a policeman, who kept the club going.

Jack Williams
SWANS PLAYER

One of football's most colorful and best-known characters, Jack 'Basher' Williams died on May 16, 2000, aged 82. He was a South Melbourne legend and was one of several players reported during the 1945 'Bloodbath' Grand Final against Carlton. He was suspended for eight matches for adopting a fighting attitude to the umpire (field umpire Frank Spokes) and for another four games for abusing a goal umpire. The rugged defender played 61 games with South from 1939 to 1940 and 1942 to 1946 and in 1945 he represented Victoria against South Australia. Though Williams did not have a big tally of games, he was one of South's best-known players. At one stage, he was a fighter in the light heavyweight division. Former South great Bob Skilton summed up the feelings of all who knew Williams by calling him "a lovely bloke".

Alan Piper
BRISBANE ADMINISTRATOR

Former Brisbane president Alan Piper died on April 11, 2000, aged 55, after losing a four-year battle with cancer. He had stood down as president a few months earlier due to deteriorating health. Piper was a foundation member of the Brisbane board (appointed in December 1991) and was deputy chairman from 1991 to 1998. During that time, Brisbane merged wit the Fitzroy Football Club (after the 1996 season) and became the Brisbane Lions. Piper became president in February 1999. He was a leading figure in the motor car industry in Brisbane and his business acumen was a tremendous asset to the football club. Piper was a Victorian state schoolboys' representative in cricket and football and an assistant secretary at the Hawthorn Football Club. He moved to Queensland in 1976.

2000 AFL ACHIEVERS, RESULTS & ATTENDANCES

ULTIMATE PRIZE: On Grand Final eve the AFL Premiership Cup *(left)* is paraded through the streets in the Coca-Cola Grand Final parade. The Brownlow Medal is football's highest individual award and Melbourne's Shane Woewodin *(above)* faced a press conference soon after winning the 2000 Brownlow Medal after a sensational season.

AUSTRALIAN FOOTBALL LEAGUE
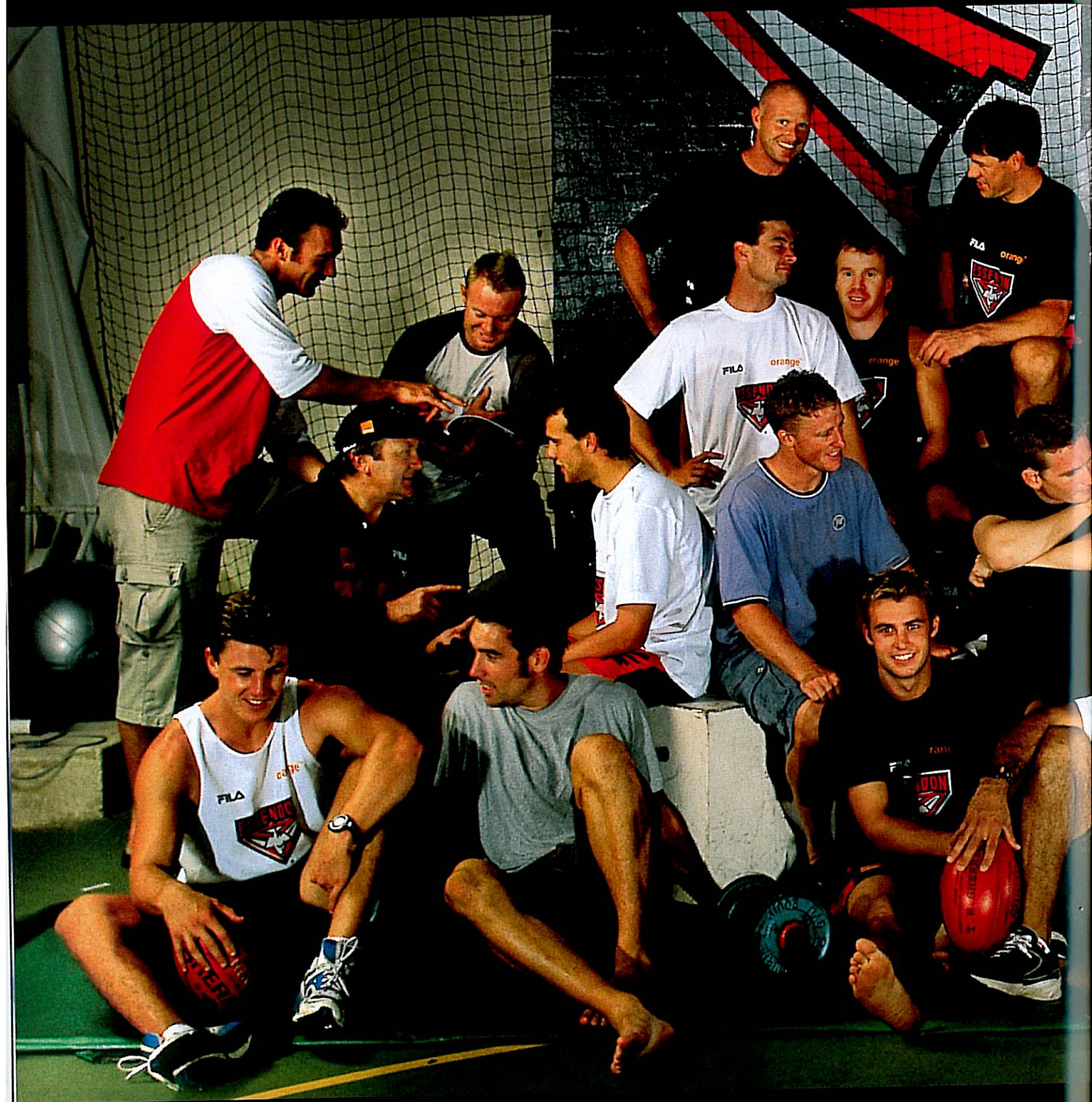
ACHIEVERS

AFL Achievers are those players or teams who achieved the highest rewards the game has to offer during season 2000. The individual winners, and the Essendon team were shot, specifically for this report, by Allsport photographers, with Art Direction by Mick Russell.

ESSENDON

The saying 'A champion team will always beat a team of champions' always raised a scary question: What if a club possessed both qualities? In 2000, Essendon came close to answering that question. The Bombers won both the Ansett Australia Cup and the AFL premiership. The club won 24 out of 25 games and, all year, was a brilliant team to watch.

SHANE WOEWODIN

His desire to play AFL football was never in doubt. But he had to wait, and work, and earn the right. In 1997, the last place available on the Melbourne list became his when he was selected in the AFL's Pre-Season Draft. It was enough of an opportunity. He has not missed a senior game with the club since. That's 97 in succession. In 2000, he started to fill the awards cabinet. He won the Brownlow Medal, his club's best and fairest, represented Australia in Ireland and played in the AFL Grand Final.

HAMISH BLAIR - ALLSPORT

PAUL HASLEBY

The accepted wisdom that dictates young players should be given time to develop didn't apply to him. His first year lifted expectations but no one thinks he's not capable of fulfilling them. He looks an old-fashioned footballer, but his play is, at this stage, a mile ahead of most of his generation. He played 21 games, won the Norwich Union AFL Rising Star and looks set to push Fremantle up the ladder.

ROBERT CIANFLONE · ALLSPORT

MATTHEW LLOYD is a humble hero. Lloyd's all-round game saw him claim the most kicks and marks for Essendon in 2000. He kicked a goal in every game, but played in defence on the odd occasion his coach demanded he do so. When the season ended, Lloyd had won the Coleman Medal, a premiership medal and had kicked 100 goals in a season. He was only 22.

JAMES HIRD This time last year when he contemplated what the future held for him, he must have dreamt dark dreams. Then, almost as quickly, felt the nagging doubts. Twelve months later, the dreams were sparkling – comprehensively. He had led Essendon in a record-breaking year, won the Norm Smith Medal, captained Essendon's premiership side, was named All-Australian, captained Australia's successful team in Ireland where he won the Jim Stynes Medal as best Australian in the series.
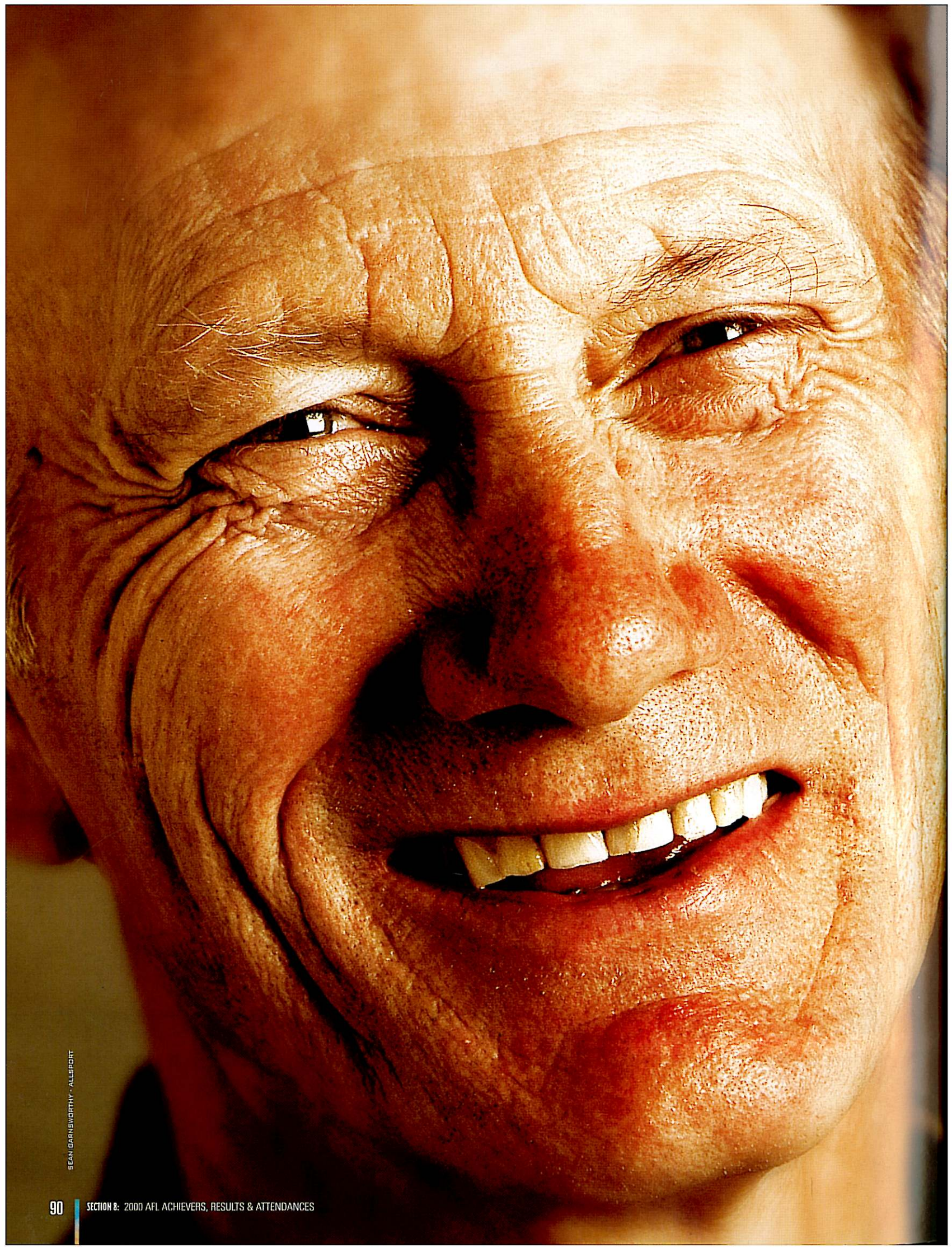
**MARK MERCURI** is not just all class. He possesses plenty of character too. He began the year winning the Michael Tuck Medal and finished it with a premiership. His cruising speed is very high, but when he unleashes the full range of his abilities he can turn a game in an instant.

KEVIN BARTLETT

Bartlett *(left)* was one of the game's best from the start to the finish of his 403 game playing career. Only one other man, Michael Tuck, has played more than 400 games of AFL football. Bartlett played a key role in five flags (1967, 1969, 1973, 1974, 1980) with the Tigers – every post-war flag Richmond has won. In 1980, aged 33, he won the Norm Smith Medal at the end of a dynamic finals series in which he booted 21 goals in three matches. He won five Richmond best and fairests, including three in premiership years – 1967, 1973 and 1974, captained the club in 1979, and kicked more than 50 goals in a season four times. Between 1988 and 1991 he coached the Tigers. He forced a change in the game's laws with his ability to bounce the ball to escape tacklers, or gain a free kick. Ironically he's now a member of the AFL Laws of the Game review panel.
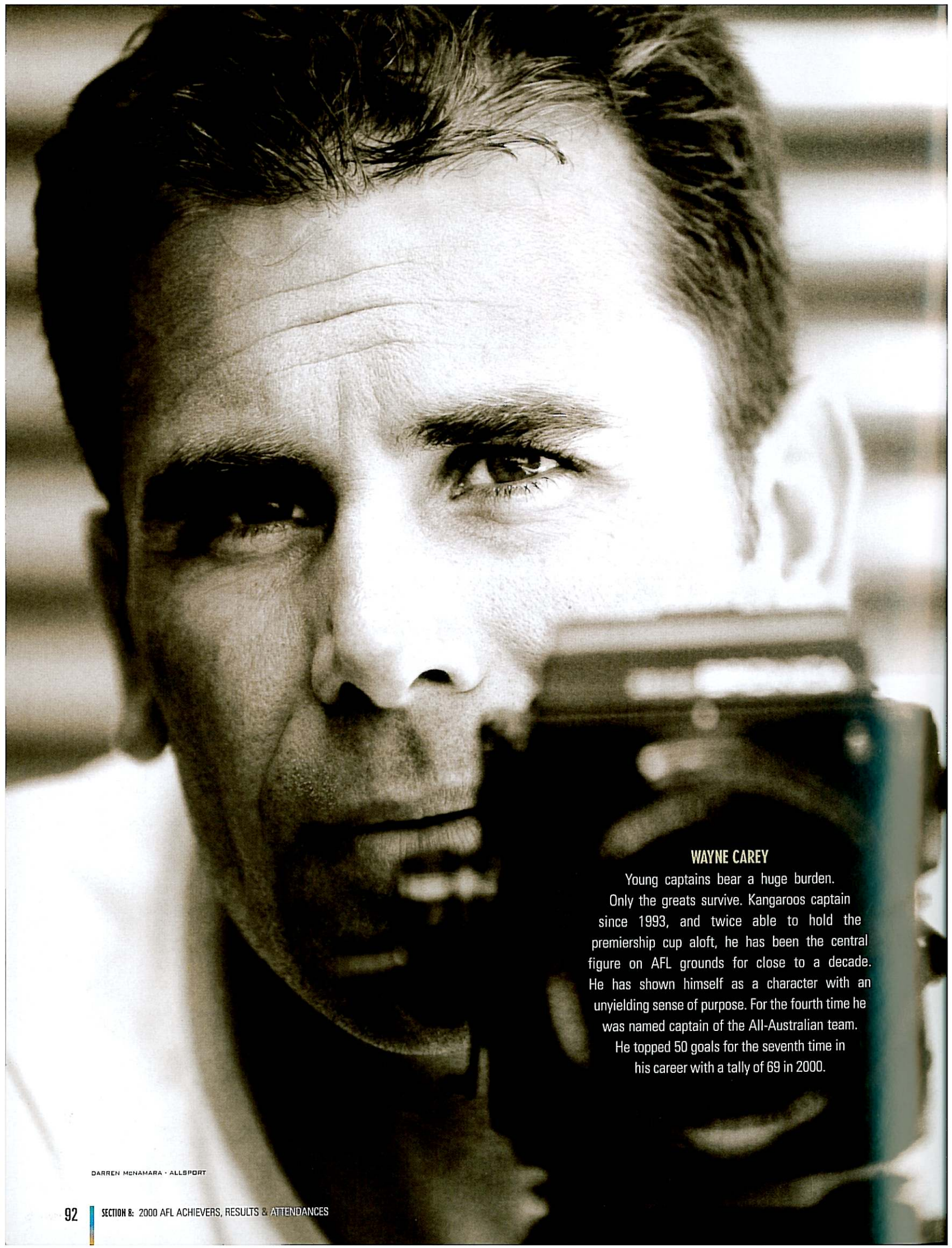
WAYNE CAREY

Young captains bear a huge burden. Only the greats survive. Kangaroos captain since 1993, and twice able to hold the premiership cup aloft, he has been the central figure on AFL grounds for close to a decade. He has shown himself as a character with an unyielding sense of purpose. For the fourth time he was named captain of the All-Australian team. He topped 50 goals for the seventh time in his career with a tally of 69 in 2000.
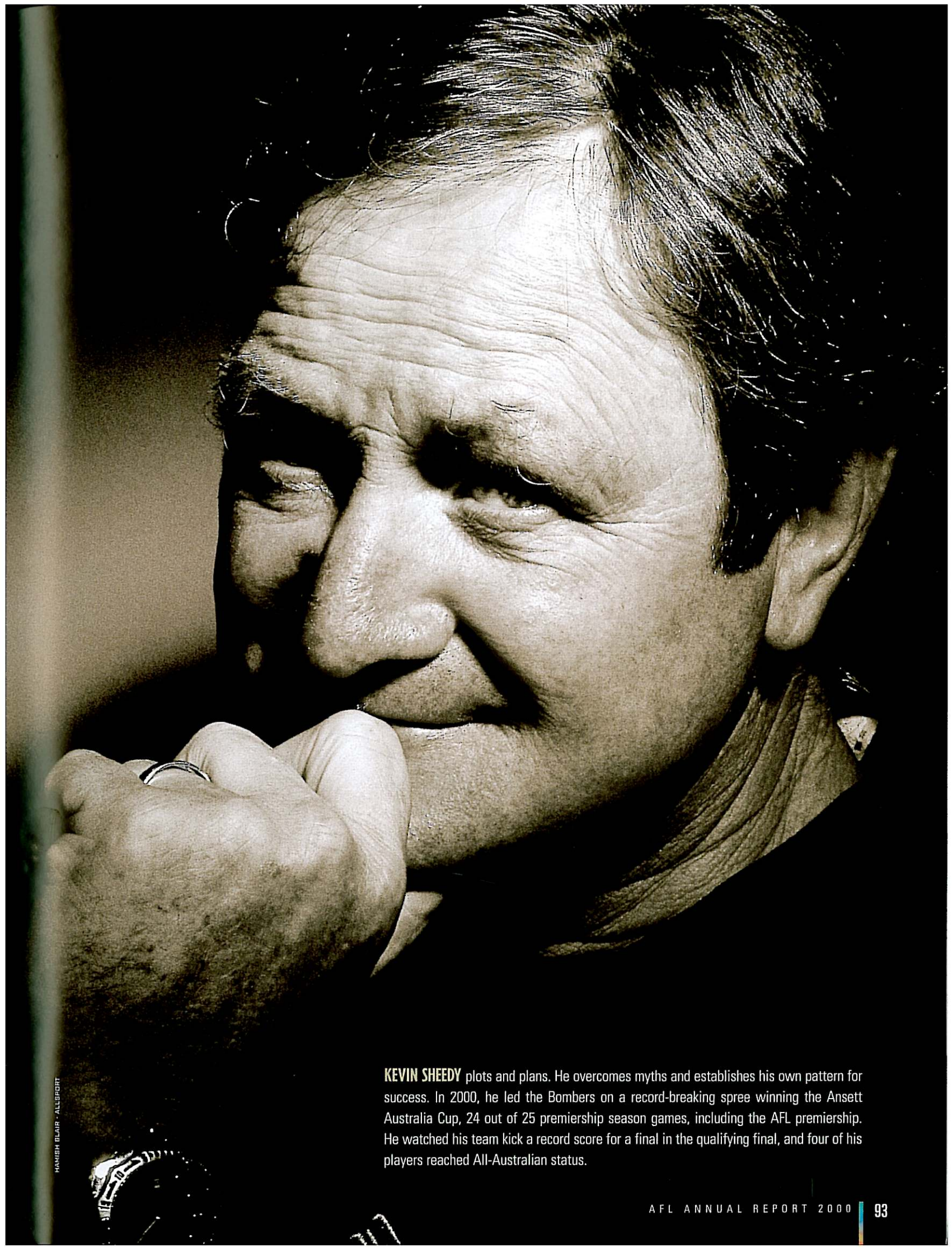
KEVIN SHEEDY plots and plans. He overcomes myths and establishes his own pattern for success. In 2000, he led the Bombers on a record-breaking spree winning the Ansett Australia Cup, 24 out of 25 premiership season games, including the AFL premiership. He watched his team kick a record score for a final in the qualifying final, and four of his players reached All-Australian status.

MICHAEL COOPER - ALLSPORT

ALL-AUSTRALIAN TEAM

The AFL game is the ultimate team game - a game in which the accumulated talents of individuals, organised ideally by a great coaching panel, will overcome a similarly tuned and trained group. In the long lists of achievements a player might seek during a career, the list would start with a premiership and, in the dreaming time, could include a Brownlow. But for the great proportion of those who play the game at the highest level, a place in the All-Australian team is as good as it gets. This is the game's recognition of its best, in the positions they have made their own. A team of All-Australians and players selected specifically for the International Series against Ireland in Dublin won the series 2-0.

Brownlow Medal

West Australian Shane Woewodin became the sixth Melbourne player to win the Brownlow Medal with a two-vote win in a glittering evening at the Palladium at Crown Casino on August 28, 2000.

In a tight count, the Melbourne midfielder scored two votes in the final round to lift him clear of Western Bulldogs star Scott West, who was third two years earlier.

Woewodin, 24, had to put his celebrations on hold because five days later he was to play in the Grand Final against Essendon.

He has joined Ivor Warne-Smith (1926, 1928), Don Cordner (1946), Brian Wilson (1982), Peter Moore (1984) and Jim Stynes (1991) as a Melbourne medallist.

Woewodin played his first game with Melbourne in the opening round of 1997 and then played 93 straight on his way to the medal.

He was passed over in the 1995 and 1996 AFL National Drafts, but still had his sights set on playing in the AFL. He did pre-season training with Melbourne in the lead-up to 1997 and in the pre-season draft of that year, he was picked up with the last of Melbourne's three selections.

He has not looked back.

Woewodin polled in 11 of the 22 home and away games and his 24 votes included four best-on-ground three-votes.

"It's a great honor and a huge privilege. I thought I had no chance. Scotty West was my pick," an elated Woewodin told the crowd.

West again showed his consistency with his second placing and Adelaide's Andrew McLeod, who won Norm Smith Medals in 1997 and 1998, was third.

The medal favorite, Carlton's athletic all-rounder Anthony Koutoufides, finished fourth while second favorite, Collingwood captain Nathan Buckley, was equal fifth with Brett Ratten, of Carlton.

Brownlow 2000
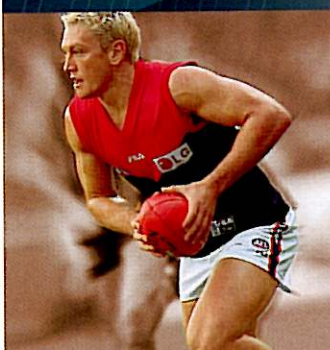
24	Shane Woewodin	(Melbourne)
22	Scott West	(Western Bulldogs)
20	Andrew McLeod	(Adelaide)
19	Anthony Koutoufides	(Carlton)
18	Nathan Buckley	(Collingwood)
	Brett Ratten	(Carlton)
16	James Hird	(Essendon)
	Michael O'Loughlin	(Sydney)
	Michael Voss	(Brisbane Lions)
14	Matthew Lloyd	(Essendon)
	Wayne Carey	(Kangaroos)
	Brent Harvey	(Kangaroos)
	Adem Yze	(Melbourne)
	Tony Liberatore	(Western Bulldogs)
	Nick Holland	(Hawthorn)
13	Dean Kemp	(West Coast Eagles)
	Troy Cook	(Fremantle)
12	David King	(Kangaroos)
	Brad Sholl	(Geelong)
	Craig Bradley	(Carlton)

John Coleman Medal

Essendon full-forward Matthew Lloyd won the Coleman Medal for the first time last year after kicking 94 goals in the home and away series. It was the first time that the medal — named in honor of the late great Essendon full-forward John Coleman and instituted in 1981 — had been claimed by an Essendon player.

Lloyd, who played in all 22 home and away games, was 29 goals clear of Carlton's Lance Whitnall and Melbourne's Jeff Farmer on 65. Then came Wayne Carey (Kangaroos) on 62 and Alastair Lynch and Daniel Bradshaw (both Brisbane Lions) on 61 and 56 respectively.

Lloyd, 22, was selected at full-forward in the All-Australian side last year for the second successive year.

He had kicked at least one goal in every match and had managed nine against Fremantle in round 18 plus three bags of seven.

Lloyd has topped Essendon's goalkicking every year since 1997 and season 2000 provided him with his biggest total of 109, including the finals. He became the first Essendon player to kick 100 goals in a season since Geoff Blethyn in 1972.

Lloyd started his senior career with Essendon in 1995 after outstanding performances in junior football. He has played 106 games — eight more than Coleman — and has kicked 354 goals for an average of 3.34 per game.

Coleman, who played between 1949 and 1954, kicked 537 goals in 98 games for an average of 5.48 a game before a knee injury ended his spectacular career. At the end of last season, Carey had kicked the most goals of the current players with 636. Lloyd was 10th and working his way up the list.

The 1999 Coleman Medallist, the Eagles' Scott Cummings, missed most of the second half of the season due to injury and booted only 47 goals.

Leading 2000 goalkickers

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

Matthew Lloyd	(Essendon)	94	(109)
Lance Whitnall	(Carlton)	65	(70)
Jeff Farmer	(Melbourne)	65	(76)
Wayne Carey	(Kangaroos)	62	(69)
Alastair Lynch	(Bris. Lions)	61	(68)
Daniel Bradshaw	(Bris. Lions)	56	(56)
Scott Lucas	(Essendon)	53	(57)
Michael O'Loughlin	(Sydney)	53	(53)
Clive Waterhouse	(Fremantle)	53	(53)
Tony Modra	(Fremantle)	50	(50)
Phillip Matera	(WCE)	49	(49)
Nick Holland	(Hawthorn)	48	(51)
Luke Power	(Bris. Lions)	47	(52)

Norm Smith Medal

Essendon captain James Hird topped a marvellous comeback season with not only a premiership medallion, but a Norm Smith Medal as well. He was voted best on ground in the Grand Final against Melbourne after producing a typical opposition-crushing performance.

The Norm Smith Medal will sit nicely beside his 1996 Brownlow Medal — both being lasting mementos of two highpoints in an outstanding career.

In 1999, Hird did not play after round two because of stress fractures in his feet, an injury that appeared to threaten his career. But he came back in 2000 and despite finger and back/buttock injuries that cost him five games, was a shining light in the Essendon attack.

He led the hot favorites into the Grand Final and later stood on the dais with the premiership cup. Hird's father, Alan, and his grandfather, also Alan, both played with Essendon and Alan senior was a member of Essendon's 1942 premiership side.

For Hird junior, the 2000 premiership was his second at Essendon as he also played in the victorious 1993 line-up.

Hird is the fourth Essendon player to win the Norm Smith Medal, following in the footsteps of Bill Duckworth (1984), Simon Madden (1985) and Michael Long (1993).

The medal was struck in 1979 and 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 medal winner has come from the winning side, with the only exceptions being Maurice Rioli (Richmond, 1982) and Gary Ablett (Geelong, 1989).

Norm Smith Medallists

2000	James Hird	(Essendon)
1999	Shannon Grant	(Kangaroos)
1998	Andrew McLeod	(Adelaide)
1997	Andrew McLeod	(Adelaide)
1996	Glenn Archer	(North Melbourne)
1995	Greg Williams	(Carlton)
1994	Dean Kemp	(West Coast Eagles)
1993	Michael Long	(Essendon)
1992	Peter Matera	(West Coast Eagles)
1991	Paul Dear	(Hawthorn)
1990	Tony Shaw	(Collingwood)
1989	Gary Ablett	(Geelong)
1988	Gary Ayres	(Hawthorn)
1987	David Rhys-Jones	(Carlton)

Norwich Union AFL Rising Star

Brilliant young Fremantle recruit Paul Hasleby didn't miss a match in 2000 and scored a narrow three-vote win in the Norwich Union AFL Rising Star award. There were 22 nominees (one for each of the home and away rounds) and nine players attracted votes.

Hasleby, the eighth player and first Fremantle player to win the award, was the sixth winner from a non-Victorian club.

Hasleby won a Norwich Union investment portfolio valued at $20,000, plus a magnificent handcrafted perpetual trophy.

A total of 213 players were eligible for the award in 2000.

To be eligible, a player had to be aged under 21 on or before December 31, 1999, must not have played more than 10 senior games (for premiership points/finals) at the start of 2000 and must not have been suspended by the AFL or a state league tribunal during the 2000 premiership season.

The judges were Rod Austin, Kevin Bartlett, Andrew Demetriou, Gerard Healy, Neil Kerley, Robert Walls and Chris Mainwaring and Wayne Jackson was the non-voting chairman.

2000 Voting

33	Paul Hasleby	(Fremantle)
30	Adam Ramanauskas	(Essendon)
13	Beau McDonald	(Brisbane Lions)
12	Brad Green	(Melbourne)
7	Josh Fraser	(Collingwood)

2000 Nominees

Week 1	Paul Hasleby	(Fremantle)
Week 2	David Spriggs	(Geelong)
Week 3	Damien Adkins	(Collingwood)
Week 4	Leigh Brown	(Fremantle)
Week 5	Adam Ramanauskas	(Essendon)
Week 6	Josh Fraser	(Collingwood)
Week 7	Adam Lange	(Kangaroos)
Week 8	Cameron Bruce	(Melbourne)
Week 9	Jude Bolton	(Sydney)
Week 10	Chad Cornes	(Port Adelaide)
Week 11	Glen Bowyer	(Hawthorn)
Week 12	Ian Perrie	(Adelaide)
Week 13	Beau McDonald	(Brisbane Lions)
Week 14	Andrew Embley	(West Coast Eagles)
Week 15	Matthew Whelan	(Melbourne)
Week 16	Brett Moyle	(St Kilda)
Week 17	Matthew Pavlich	(Fremantle)
Week 18	Matthew Scarlett	(Geelong)
Week 19	Brad Green	(Melbourne)
Week 20	Ryan Houlihan	(Carlton)
Week 21	Chad Fletcher	(West Coast Eagles)
Week 22	Josh Carr	(Port Adelaide)

Bartlett swells Richmond's stocks in Legend class

Former Richmond rover Kevin Bartlett, one of only two VFL/AFL players to reach 400 games, was elevated to Legend status in the Australian Football Hall of Fame on May 12, 2000.

Seven other football greats — David Dench (North Melbourne), the late Des Fothergill (Collingwood), Ross Glendinning (North Melbourne/West Coast Eagles), Bill Goggin (Geelong), Gerard Healy (Melbourne/Sydney), Geoff Southby (Carlton) and Tim Watson (Essendon) — were inducted into the Hall of Fame and the late Geoff Christian, the *West Australian* newspaper's chief football writer for 28 years, was inducted into the media section.

The presentations were made at a gala evening at the Plaza Ballroom in Collins Street, Melbourne.

Hall of Fame
Legend

Kevin Bartlett *(born March 3, 1947)*

Kevin Bartlett played 403 games with Richmond from 1965 to 1983. Only former Hawthorn captain Michael Tuck has played more League games with a total of 426. Bartlett was one of football's greatest rovers and a brilliant goalkicker, with a career aggregate of 778. Of the 16 Legends, three have worn the Richmond colors, the others being Jack Dyer and Ian Stewart. Bartlett, who won five Richmond best and fairest awards and played in the Tigers' 1967, 1969, 1973, 1974 and 1980 premiership sides, rose to the occasion in finals. He had an unforgettable finals series in 1980, kicking six goals in the qualifying final against Carlton, eight in the second semi-final against Geelong and seven in the Grand Final against Collingwood. Fittingly, he won the Norm Smith Medal as best player on the ground in the Grand Final that year. As a player, he is remembered for his light frame, uncanny anticipation, ability to win large numbers of kicks and his freak goalkicking skills. Bartlett later coached Richmond and is still closely associated with football on radio and television as a presenter.

Hall of Fame
Inductees

**David Dench** *(born August 23, 1951):* An outstanding, attacking full-back who joined North Melbourne when the club was struggling, but was still on hand to play a major part in the upsurge to premiership status in the 1970s. Dench was recruited from West Coburg and made his senior debut with the Kangaroos in 1969. He went on to play 275 games, including 25 finals, until his retirement in 1984. He was full-back in the Kangaroos' first premiership side in 1975 and acting captain of the 1977 premiership team. He also played in losing Grand Final teams in 1974 and 1976 and won the club best and fairest award in 1971, 1976, 1977 and 1981. In 1972, aged 20, he captained the club.

**Des Fothergill** *(born July 15, 1920; died March 16, 1996):* A superb goalkicking half-forward/rover who won three best and fairest awards in his first four years with Collingwood. Fothergill broke into the senior side before his 17th birthday and played 111 games and kicked 337 goals from 1937 to 1940 and 1945 to 1947. He tied for the 1940 Brownlow Medal with South Melbourne's Herb Matthews on 32 votes and even after an exhaustive countback, the pair could not be separated. At the time, each received a replica of the medal, but in 1989, after the countback system had been dropped, Fothergill and Matthews each received a 'real' Brownlow Medal. Fothergill also played with Williamstown in the VFA and won the Recorder Cup as best player. He also excelled at cricket.

Ross Glendinning *(born September 17, 1956):* An outstanding key position player for North Melbourne and the West Coast Eagles. Glendinning played 190 games and kicked 214 goals with the Kangaroos from 1978 to 1986 and won the Brownlow Medal in 1983. When the Eagles assembled their first list in the then VFL in 1987, Glendinning was the foundation captain and stayed in that position until his retirement at the end of the 1988 season. He played 40 games and kicked 111 goals for the West Australian club for a League total of 230
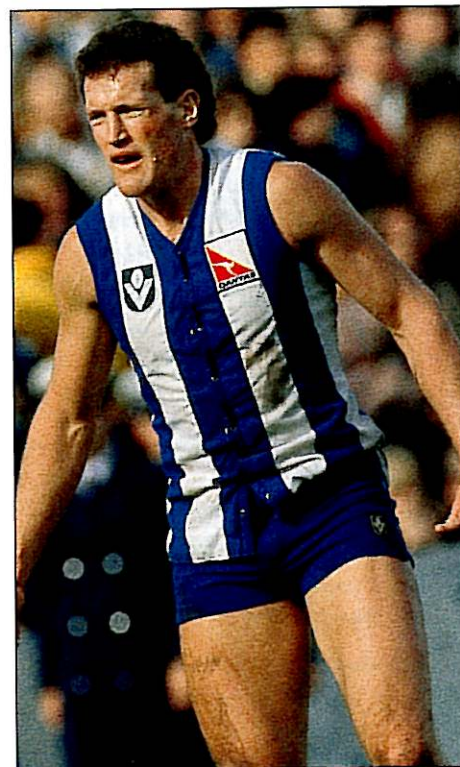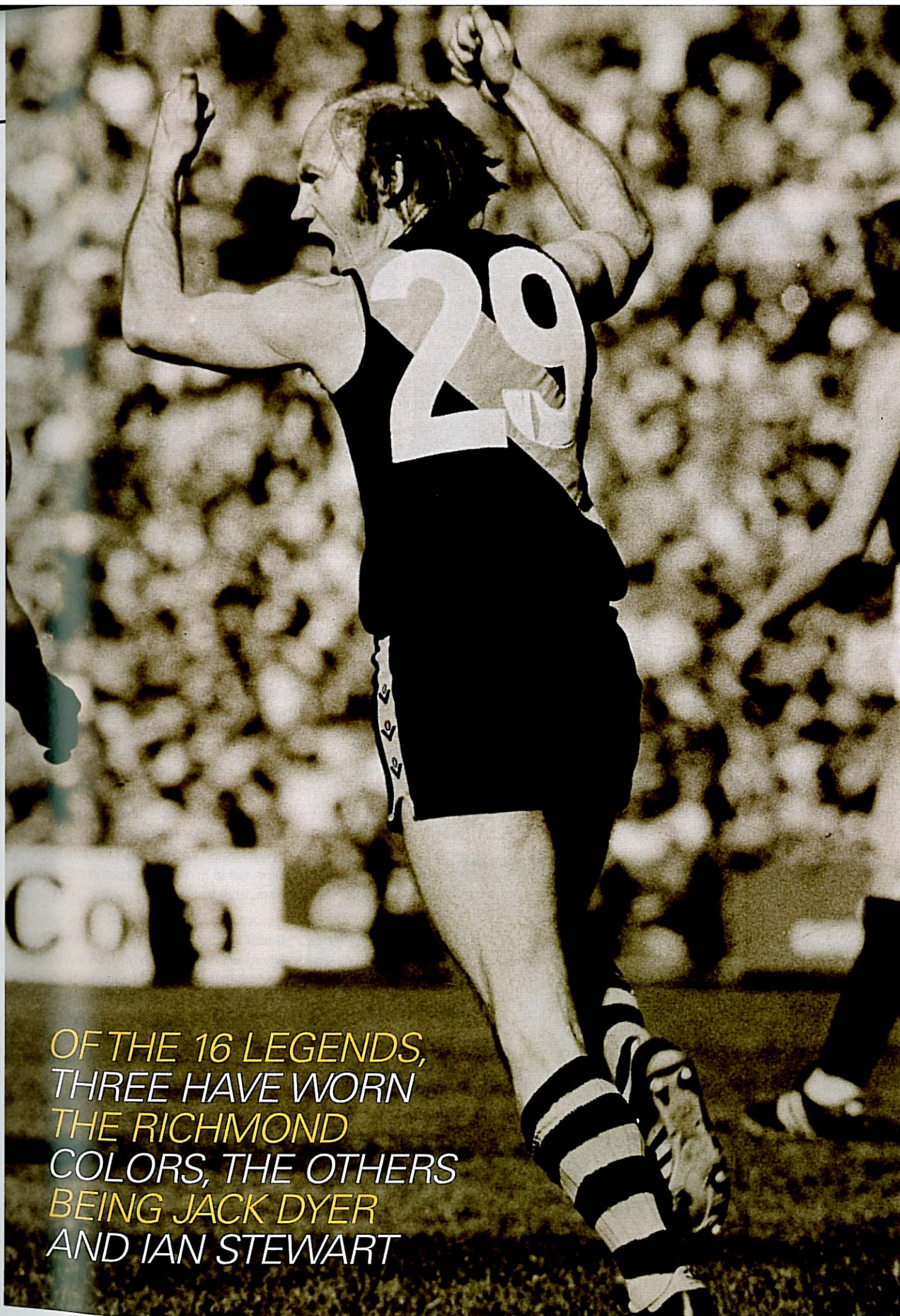

ROSS GLENDINNING
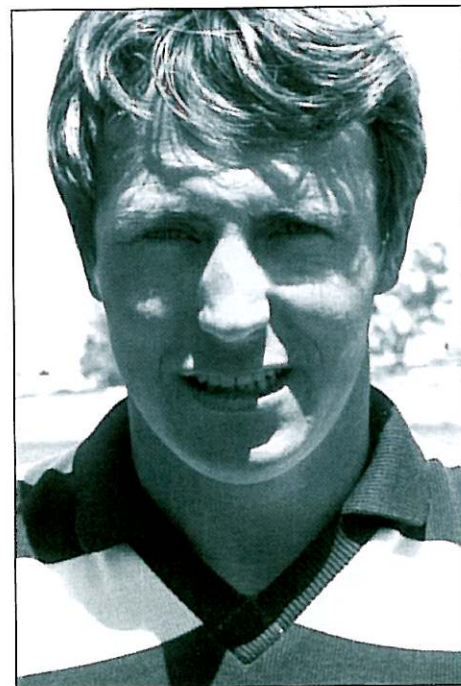
BILL GOGGIN

OF THE 16 LEGENDS, THREE HAVE WORN THE RICHMOND COLORS, THE OTHERS BEING JACK DYER AND IAN STEWART

games and 325 goals. Glendinning is also remembered as the leader of the Eagles' first finals side which met Melbourne in an elimination final in 1988. He did not play in a premiership side, but in 1978 — his first season at North — he was a member of the Grand Final team that lost to Hawthorn. Glendinning was at home at centre half-back and centre half-forward and also produced some telling performances at full-forward. He won two North Melbourne best and fairest awards and captained WA in State of Origin football.

Bill Goggin *(born January 4, 1941):*
A champion rover and 'half' of Geelong's famed ruck/rover partnership with Graham 'Polly' Farmer. Farmer, the master ruckman, and small man Goggin, with his amazing speed and deadly accurate kicking, caused major headaches for opposition sides in the 1960s. Goggin started in the VFL in 1958 and retired in 1971 after 248 games and 279 goals. He was a member of Geelong's last premiership side in 1963 and played in the Grand Final team that lost to Richmond in 1967. He won Geelong's best and fairest award in 1967 and 1970, was captain from 1968 to 1971 and played 14 games for Victoria. After retiring as a player, he coached Footscray from 1976 to 1978 and Geelong from 1980 to 1982. He also coached Victoria in State of Origin football from 1987 to 1993.

Gerard Healy *(born March 1, 1961):*
A classy forward/on-baller who started his League career with Melbourne in 1979 and finished it with the Sydney Swans in 1990. Healy played 130 games and kicked 189 goals for Melbourne (1979-85) and played 81 games and kicked 87 goals for Sydney (1986-90). He did not play in a premiership team, or even a Grand Final, but there were other lasting achievements. While not a traditional full-forward, he kicked 77 goals for Melbourne in 1982, and in 1984, he won the club's best and fairest award. With Sydney, he won best and fairest awards in 1986, 1987 and 1988, plus the Brownlow Medal in 1988. While the Swans were still trying to establish themselves in Sydney, it was Healy and another of its Brownlow Medallists, Greg Williams, who helped give the club tremendous impetus.

Geoff Southby *(born October 27, 1950):*
A wonderful full-back for Carlton who played 268 games — the sixth biggest tally in the club's history — between 1971 and 1984. Southby was a standout from the start, underlined by club best and fairest awards in his first two seasons and selection in the Victorian side in his first season. He was recruited from Sandhurst, in the Bendigo League, and played in Carlton's premiership sides in 1972 and 1979. Throughout his long

career, he was noted for his fair play and sportsmanship. He could mark or punch, stay back or attack and his decision-making was usually impeccable. Some say that when he was concussed in the 1973 Grand Final and could not return after half-time, the Blues' chances of winning the premiership evaporated. Southby was Carlton's vice-captain from 1981 to 1983 and a Victorian representative 16 times.

Tim Watson *(born July 13, 1961):*
One of the youngest players in VFL/AFL history, making his debut in 1977 at the age of 15 years and 305 days. Only Keith Bromage (Collingwood, 15 years, 287 days) and Albert Collier (Collingwood, 15 years, 297 days) were younger on debut. Watson developed into a top-class all-rounder, playing 307 games and kicking 335 goals for Essendon from 1977 to 1991 and 1993 to 1994. He was captain from 1989 to 1991, played in premiership sides in 1984, 1984 and 1993 and won club best and fairest awards in 1980, 1985, 1988 and 1989. He was equal third in the 1989 Brownlow Medal count. Despite his youth when he first arrived in Melbourne from Dimboola, Watson quickly showed he could mix it with the men. He could tear through a pack, defend stoutly or kick telling goals. He retired after the 1991 season, but found the hunger again and returned for one more premiership in 1993. He coached St Kilda from 1999 to 2000.

Geoff Christian
A long-time sports writer with an emphasis on football, Christian was inducted posthumously into the media section of the Australian Football Hall of Fame. He died in Perth in November 1998, aged 62. He wrote football for the *West Australian* newspaper for 33 years and was its chief football writer for 27 years. He retired in 1987. Christian had a great passion for sport and his love and support of football in WA never waned, even when the state side was taking a beating from the Victorians. He also had a close affinity with the West Coast Eagles and wrote *Soaring*, an excellent book on the history of the club. Christian was also a fine athlete and in his younger days was the WA sprint champion over 100 and 220 yards. He was a Hall of Fame selector.
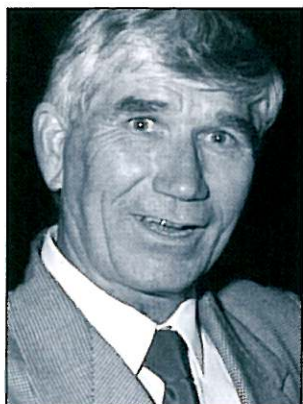

HONORED: Kevin Bartlett *(third from right)* was made a Legend in the Australian Football Hall of Fame in 2000 and *(from left)* Ross Glendinning, Geoff Southby, Bill Goggin, David Dench, Gerard Healy and Tim Watson were inducted.

GREG SEWELL

RON RICHARDS

BOB HAMMOND

AFL rewards three dedicated servants of football

The AFL Commission approved Life Membership for three former players and long-serving administrators in 2000. Each had been recommended to receive Life Membership by the Life Membership Recommendation Committee, which comprises former AFL Commission chairman John Kennedy, AFL General Manager-Football Operations Andrew Demetriou and *Herald Sun* football writer and commentator Mike Sheahan.

Greg Sewell

Has had a long-time association with the Essendon Football Club as a player, coach, committeeman, president and trustee of the club's Hall of Fame. He was an excellent back pocket, wingman and half-forward and played 171 games from 1952 to 1961 and represented Victoria in 1957. He then became captain-coach of Kyneton from 1962 to 1964 before returning to Essendon as assistant and reserves coach from 1965 to 1968. Sewell joined Essendon's committee in 1969 and stayed until 1987. From 1981, he was president and while in the chair Essendon won back-to-back premierships in 1984 and 1985. He has since served the club as a trustee of its Hall of Fame.

Ron Richards

A member of a famous football family which embraces the Pannam clan. Charlie Pannam senior (Richards' grandfather) was a star for Collingwood in its early years in the VFL, Charlie's sons, Albert and Charlie junior, were top players of their day and his daughter, Irene, produced Lou and Ron Richards. Ron joins Lou as an AFL Life Member following a long contribution to Collingwood. He played 145 games for the Magpies from 1946 to 1956, was a member of the 1953 premiership side, and after a successful stint as coach of East Hawthorn, returned to Collingwood as under-19s coach in 1964. He held that post until 1970, then became the club's assistant coach from 1971 to 1981. He was a board member in 1982 and from 1992 to 1997 and has served as chairman of selectors and also contributed as a coterie member of club.

Bob Hammond

Made his name in South Australia as a leading player with the North Adelaide and Norwood football clubs. He also made his mark in the AFL as the foundation president of the Adelaide Crows, a post he held from 1991 to 2000. Played 234 games with North Adelaide from 1960 to 1973 and 14 with Norwood in 1974 and 1975. He coached Norwood to two premierships in 1975 and 1978, was a SA state selector and coach. For part of 1984 Hammond was a stand-in coach for the Sydney Swans. He served on the Norwood board, is a Life Member of the North Adelaide, Norwood and Adelaide Crows clubs and a Life Member of the SANFL.

Results Season 2000

ROUND 1
Wednesday, March 8
Rich 14.10 (94) v Melb 13.14 (92) MCG (N)
Thursday, March 9
Ess 24.12 (156) v Port 8.14 (62) CS (N)
Friday, March 10
Roos 16.15 (111) v **WCE 24.10 (154)** (N)
Saturday, March 11
Adel 15.18 (108) v **WB 19.17 (131)** FP
Frem 16.11 (107) v **Geel 19.15 (129)** S (N)
Sunday, March 12
St K 15.10 (100) v **Syd 21.8 (134)** CS (N)
Monday, March 13
Carl 22.20 (152) v BL 16.16 (112) OO
Coll 20.20 (140) v Haw 13.8 (86) MCG

ROUND 2
Thursday, March 16
Ess 20.10 (130) v Rich 12.15 (87) MCG (N)
Friday March 17
Melb 23.7 (145) v Roos 17.18 (120) MCG (N)
Saturday, March 18
Geel 21.13 (139) v St K 15.9 (99) SS
Port 12.15 (87) v **Frem 19.11 (125)** FP (N)
Sunday, March 19
Carl 22.22 (154) v Haw 18.4 (112) OO (E)
Coll 14.19 (103) v Adel 13.14 (92) MCG
WB 17.8 (110) v **BL 21.13 (139)** CS
WCE 10.10 (70) v **Syd 12.10 (82)** S (N)

ROUND 3
Friday, March 24
Rich 20.14 (134) v **Roos 27.8 (170)** MCG (N)
Saturday, March 25
Haw 16.14 (110) v BL 15.13 (103) MCG
Adel 14.16 (100) v **Geel 17.9 (111)** FP (N)
St K 18.8 (116) v **WCE 17.14 (116)** CS (N)
Sunday, March 26
Coll 24.16 (160) v Carl 11.21 (87) MCG
Syd 19.12 (126) v Melb 17.12 (114) SCG
WB 22.9 (141) v Port 14.10 (94) CS
Frem 12.16 (88) v **Ess 19.10 (124)** S

ROUND 4
Friday, March 31
Roos 15.14 (104) v Geel 15.9 (99) CS (N)
Saturday, April 1
Haw 14.6 (90) v **Ess 20.17 (137)** MCG
WB 14.14 (98) v Carl 8.11 (59) CS
Syd 15.11 (101) v **Coll 15.16 (106)** SCG (N)
WCE 29.13 (187) v Adel 10.13 (73) W (N)
Sunday, April 2
Port 23.11 (149) v BL 15.16 (106) FP
Melb 25.15 (165) v St K 11.9 (75) MCG
Rich 13.9 (87) v **Frem 12.16 (88)** CS

ROUND 5
Friday, April 7
WB 16.14 (110) v **Coll 17.16 (118)** CS (N)
Saturday, April 8
Ess 18.15 (123) v Carl 15.9 (99) MCG (N)
BL 17.20 (122) v Adel 13.14 (92) G (N)
Frem 10.15 (75) v **Melb 14.22 (106)** W (N)
Sunday, April 9
Geel 24.18 (162) v WCE 11.15 (81) SS
St K 11.18 (84) v **Rich 17.8 (110)** CS
Roos 19.14 (128) v Syd 18.12 (120) SCG
Port 10.14 (74) v **Haw 16.17 (113)** FP (N)

ROUND 6
Friday, April 14
WB 12.9 (81) v **Ess 22.12 (144)** CS (N)
Saturday, April 15
Carl 26.13 (169) v Port 12.6 (78) OO
WCE 28.10 (178) v Fre 9.7 (61)
Coll 11.16 (82) v **Roos 17.12 (114)** MCG
St K 9.12 (66) v **BL 15.15 (105)** CS (N)
Sunday, April 16
Adel 22.11 (143) v Haw 8.9 (57) FP
Syd 16.10 (106) v **Rich 17.10 (112)** SCG
Geel 15.19 (109) v Melb 12.12 (84) SS

ROUND 7
(EASTER AND ANZAC)
Saturday, April 22
Haw 19.9 (123) v WB 14.8 (92) MCG
St K 18.9 (117) v **Roos 19.15 (129)** CS (N)
Syd 15.9 (99) v **Geel 17.6 (108)** SCG (N)
Sunday, April 23
Port 13.13 (91) v **Adel 14.14 (98)** FP
Melb 20.18 (138) v WCE 12.5 (77) CS
Monday, April 24
Rich 10.9 (69) v **Carl 18.12 (120)** MCG
Tuesday, April 25
Coll 15.10 (100) v **Ess 21.14 (140)** MCG
Frem 17.9 (111) v BL 15.10 (100) S

ROUND 8
Friday, April 28
Roos 9.13 (67) v **Haw 18.20 (128)** MCG
Saturday, April 29
St K 10.8 (68) v **Adel 14.24 (108)** CS
WCE 15.18 (108) v WB 15.12 (102) W (N)
Sunday, April 30
Port 12.14 (86) v **Melb 17.9 (111)** FP
Carl 16.13 (109) v Sydney 9.10 (64) OO
Geel 11.11 (77) v **Rich 23.9 (147)** CS
Monday, May 1
BL 9.9 (63) v **Ess 19.13 (127)** G (N)
Coll 12.13 (85) v **Frem 15.17 (107)** CS (N)

ROUND 9
Friday, May 5
WB 16.9 (105) v St K 16.8 (104) CS (N)
Saturday, May 6
Haw 14.14 (98) v Geel 10.13 (73) MCG
Adel 19.11 (125) v **Roos 19.14 (128)** FP (N)
Rich 11.13 (79) v WCE 9.16 (70) CS (N)
Sunday, May 7
BL 22.14 (146) v Coll 18.9 (117) G
Frem 13.4 (82) v **Carl 21.21 (147)** S
Melb 13.15 (93) v **Ess 15.16 (106)** MCG
Syd 16.15 (111) v Port 11.19 (85) SCG

ROUND 10
Friday, May 12
WCE 17.16 (118) v Haw 13.10 (88) S (N)
Saturday, May 13
Rich 15.12 (102) v Coll 7.12 (54) MCG
Port 10.18 (78) v **Geel 12.6 (78)** FP (N)
St K 11.16 (82) v **Carl 15.19 (109)** CS (N)
Sunday, May 14
Ess 20.12 (132) v Adel 12.12 (84) CS
Roos 22.16 (148) v Frem 8.12 (60) MCG
WB 21.11 (137) v Syd 12.7 (79) SCG
Monday, May 15
Melb 15.12 (102) v BL 11.18 (84) CS

ROUND 11
Friday, May 19
St K 17.15 (117) v Port 8.7 (55) CS (N)
Saturday, May 20
Carl 20.9 (129) v Roos 15.9 (99) OO
Haw 11.11 (77) v **Rich 11.14 (80)** MCG
Frem 12.9 (81) v **WB 27.12 (174)** S (N)
Geel 13.9 (87) v **Ess 22.13 (145)** CS (N)
Sunday, May 21
Adel 15.15 (105) v Melb 8.22 (70) FP
Coll 13.14 (92) v **WCE 18.20 (128)** CS
Syd 15.17 (107) v **BL 16.14 (110)** SCG

ROUND 12
Friday, May 26
Ess 25.19 (169) v St K 13.5 (83) CS (N)
Saturday, May 27
Coll 9.13 (67) v **Geel 10.11 (71)** MCG
Adel 14.14 (98) v Syd 7.6 (48) FP (N)
BL 14.15 (99) v **Rich 17.9 (111)** G (N)
Haw 19.7 (121) v Frem 8.14 (62) CS (N)
Sunday, May 28
Roos 10.16 (76) v **Port 8.11 (59)** SCG
WCE 11.12 (78) v **Carl 20.8 (128)** S
WB 16.12 (108) v Melb 13.5 (83) CS

ROUND 13
Friday, June 2
Rich 17.10 (112) v **Adel 17.19 (121)** CS (N)
Saturday, June 3
Melb 9.7 (61) v **Carl 25.9 (159)** MCG
BL 27.11 (173) v WCE 13.11 (89) G (N)
Port 12.17 (89) v Coll 11.9 (75) FP (N)
Sunday, June 4
Frem 14.16 (100) v ST K 8.8 (56) S
Geel 19.12 (126) v WB 18.11 (119) CS
Syd 16.13 (109) v Haw 11.12 (78) SCG
Ess 17.17 (119) v Roos 11.4 (70) MCG

ROUND 14
(QUEEN'S BIRTHDAY)
Friday, June 9
Kang 17.14 (116) v **BL 17.19 (121)** CS (N)
Saturday, June 10
Melb 22.11 (143) v Coll 12.6 (78) MCG
WCE 10.11 (71) v **Port 16.11 (107)** S (N)
Sunday, June 11
Carl 15.17 (107) v Geel 15.7 (97) OO
Syd 11.10 (76) v **Ess 12.17 (89)** SCG
St K 13.8 (86) v **Haw 27.9 (171)** MCG
Adel 22.13 (145) v Fre 11.6 (72) FP (N)
Monday, June 12
Rich 12.15 (87) v W Bull 7.10 (52) MCG

ROUND 15
Friday, June 16
Coll 17.13 (115) v St K 13.4 (82) MCG (N)
Saturday, June 17
Carl 19.6 (120) v Adel 14.12 (96) OO
Geel 7.17 (59) v **BL 20.8 (128)** SS
Haw 10.12 (72) v **Melb 22.9 (141)** MCG
Ess 15.18 (108) v WCE 11.10 (76) CS (N)
Sunday, June 18
Pt Adel 15.13 (103) v Rich 11.9 (75) FP
Fre 20.3 (123) v Syd 14.12 (96) S
WB 16.10 (106) v Kang 15.12 (102)

ROUND 16
Friday, June 23
Coll 10.8 (68) v **Haw 19.11 (125)** CS (N)
Saturday, June 24
Geel 12.18 (90) v Frem 12.12 (84) SS
Melb 16.14 (110) v Rich 14.16 (100) MCG
Syd 14.9 (93) v St K 10.5 (65) SCG (N)
Port 7.16 (58) v **Ess 12.17 (89)** FP (N)
Sunday, June 25
BL 17.10 (112) v **Carl 23.18 (156)** G
WCE 7.10 (52) v **Roos 16.17 (113)** S
WB 21.9 (135) v Adel 10.14 (74) CS

ROUND 17
Friday, June 30
St K 16.13 (109) v Geel 13.7 (85) CS (N)
Saturday, July 1
Rich 10.6 (66) v **Ess 24.23 (167)** MCG
Frem 12.10 (82) v Port 8.16 (64) W (N)
Roos 14.19 (103) v Melb 14.18 (102) CS (N)
Sunday, July 2
BL 20.18 (138) v WB 11.15 (81) G
Haw 9.9 (63) v **Carl 18.12 (120)** MCG
Syd 22.19 (151) v WCE 12.8 (80) SCG
Adel 22.15 (147) v Coll 16.13 (109) FP

ROUND 18
Friday, July 7
Ess 24.15 (159) v Frem 11.6 (72) CS (N)
Saturday, July 8
Geel 17.7 (109) v Adel 14.18 (102) SS
Melb 19.11 (125) v Syd 15.9 (99) MCG
Roos 20.14 (134) v Rich 7.14 (56) SCG (N)
WCE 17.13 (115) v St K 4.5 (29) W (N)
Sunday, July 9
Port 23.11 (149) v WB 16.10 (106) FP
Carl 28.12 (180) v Coll 10.9 (69) OO
BL 16.10 (106) v **Haw 18.16 (124)** G

ROUND 19
Friday, July 14
Geel 13.7 (85) v **Roos 18.16 (124)** CS (N)
Adel 15.17 (107) v **WCE 13.12 (90)** FP (N)
Saturday, July 15
Carl 11.6 (72) v **WB 11.9 (75)** OO
Ess 25.15 (165) v Haw 13.4 (82) CS (N)
Sunday, July 16
BL 18.12 (120) v Port 7.11 (53) G
Frem 12.7 (79) v **Rich 15.16 (106)** W
Coll 12.12 (84) v **Syd 15.14 (104)** MCG
St K 14.14 (98) v **Melb 17.14 (116)** CS

ROUND 20
Friday, July 21
Carl 12.11 (83) v **Ess 16.13 (109)** MCG (N)
Saturday, July 22
Haw 15.11 (101) v Port 12.8 (80) MCG
WCE 12.6 (78) v **Geel 14.24 (108)** S (N)
Coll 13.13 (91) v **WB 15.10 (100)** CS (N)
Syd 21.19 (145) v Roos 14.7 (91) SCG (N)
Sunday, June 23
Adel 11.12 (78) v **BL 17.13 (115)** FP
Melb 25.10 (160) v Frem 11.11 (77) CS
Rich 18.11 (119) v St K 12.7 (79) MCG

ROUND 21
Friday, July 28
Ess 12.9 (81) v **WB 14.8 (92)** CS (N)
Saturday, July 29
Haw 15.8 (98) v Adel 9.13 (67) MCG
Rich 12.11 (83) v **Syd 12.12 (84)** CS
BL 23.15 (153) v St K 8.15 (63) G (N)
Sunday, July 30
Port 12.16 (88) v **Carl 12.11 (83)** FP
Frem 15.11 (101) v WCE 15.10 (100) S
Melb 18.18 (126) v Geel 17.6 (108) MCG
Roos 11.14 (80) v **Coll 14.14 (98)** CS

ROUND 22
Friday, August 4
WB 9.12 (66) v **Haw 11.15 (81)** CS (N)
Saturday, August 5
Ess 13.19 (97) v Coll 11.12 (78) MCG
Geel 18.16 (124) v Syd 18.12 (120) SS
BL 23.18 (156) v Frem 7.7 (49) G (N)
Roos 18.12 (120) v St K 10.17 (77) CS (N)
Sunday, August 6
Adel 14.8 (92) v **Port 20.19 (139)** FP
WCE 15.10 (100) v **Melb 26.14 (170)** S
Carl 19.11 (125) v Rich 7.10 (52) MCG

FINALS
Friday, August 11
1st Elimination Final
Geel 12.11 (83) v **Haw 14.8 (92)** CS (N)
Saturday, August 12
1st Qualifying Final
Ess 31.12 (198) v Roos 11.7 (73) MCG
2nd Elimination Final
BL 15.20 (110) v WB 10.16 (76) G (N)
Sunday, August 13
2nd Qualifying Final
Carl 12.15 (87) v **Melb 15.6 (96)** MCG
Friday, August 18
1st Semi-Final
Kang 16.14 (110) v Haw 15.10 (100) MCG (N)
Saturday, August 19
2nd Semi-Final
Carl 23.13 (151) v BL 10.9 (69) MCG
August 25
2nd Preliminary Final
Melb 23.18 (156) v Kang 17.4 (106) MCG (N)
August 26
1st Preliminary Final
Ess 18.17 (125) v Carl 12.8 (80) MCG
September 2
Grand Final
Ess 19.21 (135) v Melb 11.9 (75) MCG

2000 finals: scores, attendances, umpires

First elimination final

(Colonial Stadium — August 11, night)

Hawthorn	4.2	6.3	11.5	14.8	(92)
Geelong	3.4	6.5	9.9	12.11	(83)

Umpires: D. Goldspink, S. McInerney, M. McKenzie
Attendance: 44,709

Second elimination final

(Gabba — August 12, night)

Brisbane Lions	3.6	7.10	11.15	15.20	(110)
Western Bulldogs	3.3	5.7	7.13	10.16	(76)

Umpires: B. Sheehan, B. Allen, J. Harvey
Attendance: 25,925

First qualifying final

(MCG — August 12)

Essendon	9.1	15.6	25.9	31.12	(198)
Kangaroos	4.2	6.3	9.4	11.7	(73)

Umpires: A. Coates, H. Kennedy, J. Schmitt
Attendance: 68,443

Second qualifying final

(MCG — August 13)

Melbourne	3.4	6.4	8.5	15.6	(96)
Carlton	4.4	8.8	10.14	12.15	(87)

Umpires: D. Humphery-Smith, S. McLaren, C. Mitchell
Attendance: 75,570

First semi-final

(MCG — August 18, night)

Kangaroos	6.1	10.7	12.11	16.14	(110)
Hawthorn	2.2	5.3	9.7	15.10	(100)

Umpires: B. Sheehan, S. McLaren, B. Allen
Attendance: 50,027

Second semi-final

(MCG — August 19)

Carlton	3.3	10.5	18.9	23.13	(151)
Brisbane Lions	3.1	4.4	9.4	10.9	(69)

Umpires: H. Kennedy, D. Goldspink, G. Dore
Attendance: 56,924.

First preliminary final

(MCG — August 26)

Essendon	4.2	8.7	14.13	18.17	(125)
Carlton	2.3	5.4	6.7	12.8	(80)

Umpires: B. Allen, M. McKenzie, D. Goldspink
Attendance: 84,778

Second preliminary final

(MCG — August 25, night)

Melbourne	6.5	14.10	18.14	23.18	(156)
Kangaroos	5.1	9.1	10.4	17.4	(106)

Umpires: H. Kennedy, B. Sheehan, G. Dore
Attendance: 63,937

Grand Final

(MCG — September 2)

Essendon	4.8	10.16	16.17	19.21	(135)
Melbourne	3.3	5.5	8.8	11.9	(75)

Goals: Essendon — Barnard 4, Lloyd 4, Caracella 3, Hird 2, Mercuri, Bewick, Long, Blumfield, Alessio, Moorcroft. Melbourne — Farmer 3, Powell 3, Neitz 2, Robertson 2, Green.
Best: Essendon — Hird, Caracella, Blumfield, M. Johnson, Misiti, Wallis. Melbourne — Powell, White, Johnstone, Ingerson, Robertson.
Umpires: B. Allen, H. Kennedy, D. Goldspink
Attendance: 96,249
Norm Smith Medallist: James Hird (Essendon)

Grand Final Teams

Essendon
B: M. Johnson, D. Fletcher, S. Wellman
HB: D. Hardwick, D. Wallis, D. Solomon
C: C. Heffernan, J. Misiti, B. Caracella
HF: M. Mercuri, S. Lucas, J. Hird (c)
F: S. Alessio, M. Lloyd, M. Long
Foll: J. Barnes, J. Blumfield, J. Johnson
Interchange: A. Ramanauskas, P. Barnard, D. Bewick, G. Moorcroft.
Coach: Kevin Sheedy

Melbourne
B: P. Walsh, A. Ingerson, M. Collins
HB: S. Febey, A. Nicholson, A.Yze
C: D. Ward, S. Woewodin, A. McDonald
HF: J. Farmer, D. Schwarz, B. Beams
F: B. Green, D. Neitz, S. Powell
Foll: J. White, A. Leoncelli, G. Rigoni
Interchange: B. Grgic, T. Johnstone, T. Simmonds, R. Robertson.
Coach: Neale Daniher

VFL

(Waverley Park — August 27)

Sandringham	4.6	8.10	11.14	15.18	(108)
North Ballarat	0.5	3.5	5.8	11.11	(77)

Goals: Sandringham — Sautner 6, Templeton 2, Beams 2, Pitt 2, Haynes, Williams, M. Febey. North Ballarat — Peake 2, Clarke 2, Power 2, Maher, Inkster, Snibson, T. Polkinghorne, Field.
Best: Sandringham — Liddell, Maloney, Pitt, MacGeorge, M. Febey, Haynes. North Ballarat — J. Polkinghorne, Power, Clayton, Clarke, Field.
Umpires: A. Malcolm, G. Twitt, S. Jeffrey
Attendance: 8652

TAC Cup Under-18s

(MCG — Grand Final curtain-raiser)

Geelong Falcons	3.7	11.10	13.15	18.16	(124)
Eastern Ranges	2.6	5.10	9.11	15.12	(102)

Goals: Geelong Falcons — Buchanan 5, Nawrocki 3, Spalding 3, McLean 2, Hodge 2, Moloney, Molan, Irving. Eastern Ranges — Heath 4, Murphy 4, Theodorou 3, Heenan 2, Flower, Mitchell.
Best: Geelong Falcons — Hovey, Nawrocki, Buchanan, Lynch, Hodge, Molan. Eastern Ranges — Heath, Cole, Neagle, Mitchell, Thompson.
Umpires: M. Stevic, C. Blanchard, J. Armstrong

2000 Coca-Cola AFL Premiership Ladder

	P	W	L	D	For G.B	For Pts	Against G.B	Against Pts	%	Pts	Home W	Home L	Away W	Away L	Streak WL	Scores High	Scores Low	Av. margin W	Av. margin L	W< 7pt	L< 7pt	Plrs used	R22 99
Essendon	22	21	1	0	415.326	2816	259.216	1770	159.10	84	10	1	11	0	1W	169	81	50	11	0	0	31	1
Carlton	22	16	6	0	396.291	2667	291.233	1979	134.77	64	9	2	7	4	1W	180	59	54	33	0	2	35	6
Melbourne	22	14	8	0	378.289	2557	314.275	2159	118.43	56	9	2	5	6	5W	170	61	43	26	0	2	35	14
Kangaroos	22	14	8	0	359.293	2447	338.276	2304	106.21	56	8	3	6	5	1W	170	67	31	36	4	1	36	2
Geelong	22	12	9	1	329.260	2234	337.284	2306	96.88	50	7	4	5	5	1W	162	59	21	35	3	1	37	11
Brisbane Lions	22	12	10	0	384.298	2602	323.284	2222	117.10	48	7	4	5	6	4W	173	63	54	26	1	1	36	3
Western Bulldogs	22	12	10	0	347.239	2321	330.261	2241	103.57	48	7	4	5	6	1L	174	52	31	29	3	1	35	4
Hawthorn	22	12	10	0	327.236	2198	328.283	2251	97.65	48	6	5	6	5	3W	171	57	37	50	0	1	34	9
Richmond	22	11	11	0	303.250	2068	323.283	2221	93.11	44	5	6	6	5	2L	147	52	25	39	3	2	37	12
Sydney	22	10	12	0	333.256	2254	328.251	2219	101.58	40	6	5	4	7	1L	151	48	29	21	1	4	36	8
Adelaide	22	9	13	0	323.317	2255	347.265	2347	96.08	36	6	5	3	8	3L	147	67	39	34	0	1	37	13
Fremantle	22	8	14	0	276.230	1886	387.296	2618	72.04	32	5	6	3	8	1L	125	49	20	64	2	1	36	15
West Coast Eagles	22	7	14	1	326.260	2216	351.293	2399	92.37	30	5	6	2	8	4L	187	52	54	46	1	1	40	5
Port Adelaide	22	7	14	1	273.290	1928	339.261	2295	84.01	30	5	5	2	9	2W	149	53	31	42	1	0	37	7
Collingwood	22	7	15	0	301.283	2089	356.295	2431	85.93	28	3	8	4	7	1L	160	54	29	36	1	1	37	16
St Kilda	22	2	19	1	272.223	1855	391.285	2631	70.51	10	2	8	0	11	5L	117	29	29	47	0	1	38	10

So close to a perfect 22

Essendon's 2000 premiership season was littered with broken records and shattered opponents. The Bombers raised the bar to a new level with a year to remember, apart from one small glitch against the Western Bulldogs in round 21.

The final result was 24 wins from 25 games (the most games won in a season); 20 wins in succession (the most in a season); the highest finals score ever – 31.12 (198) against the Kangaroos; the best ever start to a season (20-0); most consecutive weeks on top of the ladder (29 and still counting) and a record-equalling 16th premiership.

It was the last statistic that brought the biggest smile to the faces of Essendon players, coaching staff, officials and fans after the disappointment of bowing out in 1999, courtesy of a one-point preliminary final loss to Carlton.

The Bombers were on a mission from day one in 2000. They powered through the Ansett Cup and continued full pelt through the premiership season, with the only hiccup being the loss to the Bulldogs.

By Grand Final day, when Essendon came up against a youthful Melbourne combination, the result was about as inevitable as the sun setting in the west. The Bombers were not about to waste another golden opportunity.

The Demons, like the Bombers, had lost only one game since round 13. They had pushed Essendon to 13 points in round nine and, importantly, they had nothing to lose.

In the end, despite all the anticipation, talent and experience won out. Essendon, meticulous and almost fanatical in its preparation, blew Melbourne away. The final margin was 60 points – 19.21 (135) to 11.9 (75).

Only the Bombers' inaccuracy in the first half had kept the margin to 41 points at the long break. For the impartial supporter, the memorable moments had been few and far between. Michael Long had collided with Troy Simmonds late in the second quarter, knocking out the youngster and quelling the crowd of 96,249.

ON A MISSION: With work still to be done earlier in the season, the Essendon players were focused on the job at hand.

Bomber captain James Hird had kicked the first goal and was leading with the poise and class that his reputation had been built on. Teammates Justin Blumfield and Dean Solomon were explosive across the midfield. Blake Caracella was finding space and, crucially, converting opportunities into goals. Paul Barnard had snagged two quick goals after coming on the ground just before half-time to destroy the illusion that the Demons were within praying distance.

2000 AFL Grand Final

(MCG – September 2)

Essendon	4.8	10.16	16.17	19.21	(135)
Melbourne	3.3	5.5	8.8	11.9	(75)

BEST: Essendon – Hird, Blumfield, Solomon, Barnard, Caracella, Wallis. **Melbourne** – Powell, White, Walsh, Ingerson, Collins.

GOALS: Essendon – Lloyd 4, Barnard 4, Caracella 3, Hird 2, Mercuri, Bewick, Long, Blumfield, Alessio, Moorcroft.
Melbourne – Powell 3, Farmer 3, Neitz 2, Robertson 2, Green.

UMPIRES: B. Allen, H. Kennedy, D. Goldspink
ATTENDANCE: 96,249
Norm Smith Medallist: James Hird *(Essendon)*

For Melbourne, Jeff White was playing an inspired game in the middle, giving his teammates first opportunity to use the ball. Skipper David Neitz was battling furiously, as was Stephen Powell. Travis Johnstone had given the team a spark when he arrived on the ground and on the backline, Anthony Ingerson, Peter Walsh and Matthew Collins were under siege, attempting to repel attack after attack. Melbourne's attempts to clear the ball out of defence after an Essendon behind were enjoying little success.

In the second half, the Bombers found their target and quickly extended their lead. Melbourne fought out the game, but realistically, 10 goals was about the margin that separated the two sides in skill. It wasn't a case of one side capitulating, but a clear example of the winner excelling.

With its 16th premiership in the bag, Essendon joined Carlton as the AFL's most successful club. Coach Kevin Sheedy took his personal tally to four flags and Hird won the Norm Smith Medal.

Hird spoke for his whole team after the game when he said: "It's the most special football moment I've ever had." He led his teammates to the centre circle where the cup was duly placed. They joined arms and belted out the club song one more time with gusto. Mission completed.

Essendon sounds warning with a clean sweep

The Ansett Australia Cup was played as a round-robin format for the first time in 2000, with the clubs divided into four groups with games played in Melbourne, Cairns, Darwin, Wellington (New Zealand), Adelaide, Perth, Hobart and Canberra.

The convincing champion after five straight wins was Essendon, which recorded a 41-point victory over the Kangaroos at the MCG.

The four groups were ...

Group one: Brisbane Lions, Sydney, Kangaroos, Richmond.

Group two: Port Adelaide, Collingwood, Carlton, Fremantle.

Group three: Adelaide, Melbourne, Geelong, St Kilda.

Group four: Hawthorn, Western Bulldogs, West Coast Eagles, Essendon.

Clubs in each group played each other once and group winners progressed to the semi-finals. They were: Kangaroos (three wins from three games), Carlton (two wins), Melbourne (two wins) and Essendon (three wins).

In the semi-finals, the Kangaroos beat Carlton and Essendon was too good for Melbourne.

The first game of the series was between Carlton and Collingwood and dubbed the Millenium Challenge. It was taken out of round three and played at the MCG on New Year's Eve, 1999.

A feature of Carlton's win was the 12 goals kicked by little-known forward Brendan Fevola. The previous best pre-season bag was 10.

A round three game was scheduled for Shell Stadium between Geelong and Melbourne, but a burst water main flooded a section of the ground before the match. The game was relocated to Waverley Park and played two days later. Geelong won.

Other highlights of the series were Mark Mercuri's brilliant play in the grand final to secure the Michael Tuck Medal, the 24 goals kicked by Kangaroos skipper Wayne Carey in the four games leading up to the grand final and the reappearance of several players after serious injury. The most significant return was that of Essendon captain James Hird.

Essendon was awesome in the grand final and landed its first pre-season series premiership since 1994 and a cheque for $125,000. Runners-up, the Kangaroos, won $95,000.

The series started (with the exception of the Millennium Challenge) on January 28 and concluded at the MCG on February 26.

Round by round

Round One
Sydney 17.10 (112) d Brisbane Lions 13.6 (84), Cairns; Essendon 11.12 (78) d West Coast Eagles 8.10 (58), Darwin; Kangaroos 10.16 (76) d Richmond 9.11 (65), Waverley Park; Western Bulldogs 13.7 (85) d Hawthorn 4.14 (38), Wellington, New Zealand; Port Adelaide 13.12 (90) d Collingwood 12.9 (81), Football Park; Carlton 22.14 (146) d Fremantle 9.8 (62), Waverley Park; Melbourne 19.11 (125) d Adelaide 17.5 (107), Football Park; St Kilda 11.12 (78) d Geelong 10.14 (74), Waverley Park.

Round Two
Essendon 17.12 (114) d Western Bulldogs 10.21 (81), Waverley Park; Brisbane Lions 15.9 (99) d Richmond 11.16 (82), North Hobart; Kangaroos 17.10 (112) d Sydney 13.11 (89), Canberra; Fremantle 10.18 (78) d Port Adelaide 10.9 (69), Subiaco; Melbourne 13.14 (92) d St Kilda 9.12 (66), Waverley Park; Hawthorn 17.14 (116) d West Coast Eagles 5.10 (40), Waverley Park; Adelaide 19.10 (124) d Geelong 15.12 (102), Football Park; Carlton 20.17 (137) d Collingwood 7.7. (49), MCG.

PLOTTERS: Coach Denis Pagan (second from right) and his assistants plan the Roos' next moves.

Round Three
Kangaroos 11.8 (74) d Brisbane Lions 10.8 (68), Waverley Park; Sydney 12.14 (86) d Richmond 12.11 (83), Canberra; Port Adelaide 12.8 (80) d Carlton 11.10 (76), Football Park; West Coast Eagles 19.15 (129) d Western Bulldogs 12.10 (82), Subiaco; Collingwood 13.14 (92) d Fremantle 3.11 (29), Waverley Park; Geelong 17.12 (114) d Melbourne 11.16 (82), Waverley Park; St Kilda 15.12 (102) d Adelaide 14.11 (95), Football Park; Hawthorn 17.14 (116) d West Coast Eagles 5.10 (40), Waverley Park

Semi-finals
Kangaroos 13.19 (97) d Carlton 11.10 (76), Waverley Park

Essendon 19.17 (131) d Melbourne 16.9 (105), Waverley Park

Grand final

Essendon	3.5	7.12	10.17	16.21	(117)
Kangaroos	3.1	4.2	6.6	11.10	(76)

Best: Essendon — Mercuri, Fletcher, Lloyd, Wellman, J. Johnson, M. Johnson, Solomon. Kangaroos — Archer, Harvey, Bell, Abraham.

Goals: Essendon — Mercuri 3, Lloyd 2, Alessio 2, Rioli 2, Caracella 2, Solomon, Bewick, J. Johnson, Jacobs, McAlister. Kangaroos — Bell 3, Simpson 2, Calthorpe 2, Scott, Sholl, McKernan, King.

Umpires: A. Coates, B. Allen, S. McLaren.
Crowd: 56,720.
Michael Tuck Medal: Mark Mercuri (Essendon).

Grand final teams
Essendon: J. Hird, J. Johnson, M. Johnson, J. Misiti, M. Mercuri, D. Hardwick, P. Barnard, J. Barnes, S. Denham, S. Alessio, B. Caracella, S. Wellman, D. Fletcher, M. Lloyd, D. Solomon, D. Wallis, D. Bewick, C. Heffernan, A. Henneman, D. Jacobs, A. Ramanauskas, D. McAlister, D. Rioli, J. Blumfield.

Kangaroos: W. Carey, P. Bell, B. Harvey, G. Archer, D. King, B. Pickett, A. Stevens, A. Simpson, W. Abraham, C. McKernan, R. Pagan, J. McCartney, A. Lange, C. Sholl, M. Martyn, M. Capuano, M. Pike, M. Burton, D. Calthorpe, R. Scott, S. Grant, B. Rawlings, K. Kingsley, J. Blakey.

Eleven players make their All-Australian debuts

Eleven players were selected in the All-Australian team for the first time in 2000 — and only five from the 1999 side retained their positions.

The new faces were Darren Gaspar and Andrew Kellaway (Richmond), Dustin Fletcher and Damien Hardwick (Essendon), Simon Goodwin (Adelaide), Scott Camporeale, Brett Ratten and Lance Whitnall (Carlton), Steven King (Geelong), Brent Harvey (Kangaroos) and Jeff Farmer (Melbourne).

The five who held their places were Nathan Buckley (Collingwood), Matthew Lloyd (Essendon), Wayne Carey (Kangaroos), Brad Johnson (Western Bulldogs) and Andrew McKay (Carlton).

Carey was captain again — an honor he also enjoyed in 1993, 1998 and 1999. Collingwood on-baller Nathan Buckley was selected for the fifth successive year, this time as first rover, and was named vice-captain. In previous years, he has been named at half-back, on the wing and in the centre.

Essendon might have had the most wins in 2000, but arch rival Carlton managed more representatives in the side, which was announced at a gala evening in the Grand Ballroom, Hotel Sofitel, Melbourne, on August 7.

Andrew McKay, Scott Camporeale, Brett Ratten, Anthony Koutoufides and Lance Whitnall made it for the Blues, while Essendon had one fewer with Damien Hardwick, Dustin Fletcher, James Hird and Matthew Lloyd.

Finalists the Brisbane Lions (sixth) and Hawthorn (eighth) were not represented in the side and neither were St Kilda, the West Coast Eagles and Fremantle.

It was the first time the Eagles were without a representative since joining the competition in 1987.

After being in every national team since 1994, St Kilda on-baller Robert Harvey, who was sidelined for six games last season due to injury, missed selection.

Two players who were particularly happy with selection were Richmond defender Andrew Kellaway, who in earlier days had to battle for recognition, and Melbourne forward Jeff Farmer, who had finished the 1999 season out of the senior side.

It was a mixed year for the Kellaway brothers. Older brother Duncan, the more established of the pair, was hit by a knee injury and played only one game in the second half of the season, while Andrew didn't miss a game. He once played in Duncan's shadow, but no longer, and his selection is a great victory for perseverance.

Farmer fell out of favor with selectors late in 1999 and faced a serious challenge in 2000. He was a big winner, thrilling the Melbourne fans and ending the season with 76 goals.

Richmond centre half-back Darren Gaspar has the distinction of being the first No. 1 AFL National Draft selection to win an All-Australian berth since the draft started in 1986. Gaspar was selected by Sydney in 1993.

Brett Ratten has been a powerhouse at Carlton for years and deserved his selection in the centre in his debut year in the All-Australian side. Teammate Scott Camporeale also had an outstanding year for the Blues and his selection was also expected.

A lower-profile player, but one who is building an impressive career with Adelaide, is Simon Goodwin. He had an excellent season in defence and was selected at half-back.

Goodwin, 23, has played 72 games with the Crows and was a member of the 1997 and 1998 premiership sides. A teammate, Andrew McLeod, also played in both premiership sides and was selected in the All-Australian team for the second time after making his debut in 1998.

Geelong ruckman Steven King beat a strong group for the ruck berth. For a long time his name was in the "potential" category, but presented with added responsibilities in 2000, he rose to the challenge and also impressed the national selectors.

2000 All-Australian Team

BACKS

Damien Hardwick (Ess)	Dustin Fletcher (Ess)	Andrew Kellaway (Rich)

HALF-BACKS

Andrew McKay (Carl)	Darren Gaspar (Rich)	Simon Goodwin (Adel)

CENTRES

Scott Camporeale (Carl)	Brett Ratten (Carl)	Scott West (WB)

HALF-FORWARDS

James Hird (Ess)	Wayne Carey (Roos)	Andrew McLeod (Adel)

FORWARDS

Michael O'Loughlin (Syd)	Matthew Lloyd (Ess)	Jeff Farmer (Melb)

FOLLOWERS

Steven King (Geel)	Anthony Koutoufides (Carl)	Nathan Buckley (Coll)

INTERCHANGE

Brent Harvey (Roos)	Brad Johnson (WB)	Mark Ricciuto (Adel)	Lance Whitnall (Carl)

CAPTAIN:	COACH:	VICE-CAPTAIN:	UMPIRE:
Wayne Carey (Roos)	Kevin Sheedy	Nathan Buckley (Coll)	Brett Allen

Selectors: Rod Austin, Andrew Demetriou, Kevin Bartlett, Neil Kerley, Robert Walls, Chris Mainwaring, Kevin Bartlett, Gerard Healy. AFL chief executive officer Wayne Jackson was non-voting chairman.

Australia breaks through to silence the Irish

The Australian team headed off to Ireland in 2000 for the third series in four-year Coca-Cola AFL International Rules Series. It had no points in the bank as it left having lost two series in succession. Ireland had won on aggregate points in 1998, and prevailed again in Australia in 1999, despite huge support for the Aussies from big crowds at the MCG and Football Park.

In the first Test at Croke Park, Australia was under pressure early. If the numbers on the scoreboard one quarter into the first Test -- Ireland 12, Australia 7 – were unpalatable ... the numbers at half-time -- Ireland 28, Australia 19 – were even less tempting.

But the Australians, against the odds, turned it around. They maintained their running and started to handle the ball with more precision. The bench, with coach Dermott Brereton at the helm, was steering a better course.

The Australians piled on 36 points to Ireland's 19 in the second half to storm to an eight-point win.

The Irish, however, had to win the next Test by at least eight points to retain the trophy. They had reasons to feel confident they could. The All-Ireland replay between Galway and Kerry the day before the first Test had kept half a dozen of Ireland's best team on the sidelines for that game.

Significant improvement could therefore be expected once they returned. The Australians had a week to add depth to their ball-handling skills; Brereton, with help from chairman of selectors Gerard Healy plus Robert Walls, Jim Stynes, Graham Cornes and Robert Dipierdomenico, had time to put a winning strategy in place.

Before 57,289 fans, the Australians were 14 points clear at the first change and 28 clear at half-time – courtesy of crowd-stirring goals to Michael O'Loughlin and Justin Leppitsch. The Australians' pace, fitness and ball handling skills were proving unbeatable. They won by 17 points to secure the series.

James Hird led from the front to win the Jim Stynes Medal after Blake Caracella was voted best on ground in the first Test and Andrew

Kellaway best on ground in the second. Hird's consistent performances across both games saw him add the medal to his collection of football honors.

The medal was created in 1998 in recognition of Stynes' record-breaking consecutive games performance with Melbourne. Stynes was recruited from Ireland to play for Melbourne in the mid-1980s. Goalkeeper Cormac Sullivan was player of the series for Ireland.

In the International Rules Series there are 15 players from each side on the ground and five on the interchange benches.

A goal (six points) is scored when the ball is driven between the goal posts and under the crossbar. An over (three points) results when the ball is driven between the goal posts and over the crossbar and a point is scored when the ball is driven between the goal and behind posts.

Players can be tackled, but only between the shoulders and hips and cannot be slung, and a player has to be standing or running to gather the loose ball.
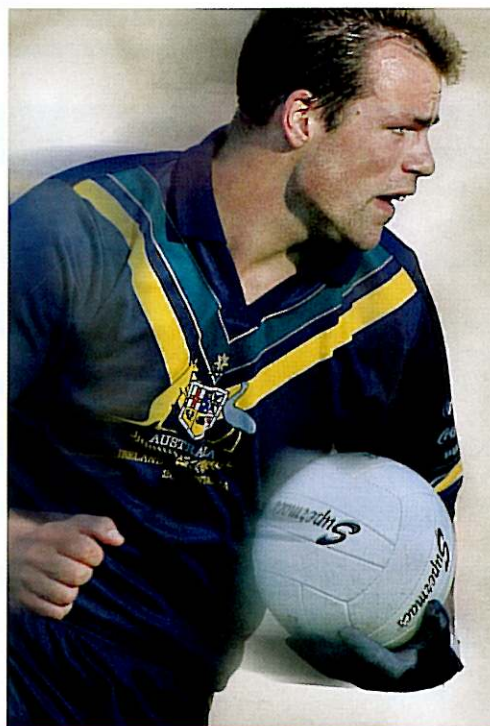
INTERNATIONAL: All-Australian Western Bulldog Brad Johnson had the pleasure of scoring an over in the first Test at Croke Park.

2000 International Series Results

First Test
At Croke Park, Dublin

Australia	0-2-1 (7)	0-5-4 (19)	0-9-7 (34)	0-14-13 (55)
Ireland	0-4-0 (12)	0-8-4 (28)	1-10-4 (40)	1-11-8 (47)

Scorers
Goals (6 points): Australia – 0. Ireland – Geraghty 1.
Overs (3 points): Australia – Caracella 4, Leppitsch 4; Blumfield, Hird, Johnson, Smith, Brown, Harvey. Ireland – Calvin 2, Earley 2, Stynes 2; Geraghty, Canavan, Moran, Rainbow, Reilly.
Umpires: Pat McEnaney *(Ireland)*, Brett Allen *(Australia)*   Crowd: 38,114

Second Test
At Croke Park, Dublin

Australia	0-5-5 (20)	2-10-5 (47)	2-12-8 (56)	2-15-11 (68)
Ireland	0-2-0 (6)	1-4-1 (19)	1-8-5 (35)	1-12-9 (51)

Scorers
Goals (6 points): Australia – O'Loughlin 1, Leppitsch 1. Ireland – Gormley 1.
Overs (3 points): Australia – O'Loughlin 3, Yze 3, Caracella 3; Leppitsch, Croad, McLeod, Power, Ricciuto, West. Ireland – Earley 4; Stynes 2, Moynihan 2; Cullen, McManus, Rainbow, Tohill.
Umpires: Pat McEnaney *(Ireland)*, Brett Allen *(Australia)*   Crowd: 57,289

Players of the series: Australia: James Hird. Ireland: Cormac Sullivan

The players:
Jason Akermanis, Craig Bradley Nathan Brown, Justin Blumfield, Wayne Campbell, Blake Caracella, Trent Croad, Simon Goodwin, Damien Hardwick, Chris Heffernan, James Hird, Brad Johnson, Andrew Kellaway, David King Steven King, Justin Leppitsch, Brent Harvey, Andrew McLeod Michael O'Loughlin Luke Power, Brett Ratten, Mark Ricciuto, Rohan Smith, Adem Yze, Scott West, Shane Woewodin.
The coach: Dermott Brereton

Lions, Bulldogs lead the way in attendance increases

While AFL premiership season attendances dipped ever so slightly in 2000, almost half the competition's 16 clubs recorded significant gains in crowd figures. The two biggest improvers, in terms of attendances, were the Western Bulldogs (up 27.26 per cent on their 1999 figure) and the Brisbane Lions (up 25.2 per cent).

The Lions benefited from increased capacity at the Gabba while the Bulldogs made the most of their shift from Optus Oval to Colonial Stadium. In 1999, the Bulldogs drew an average crowd of 24,023, but that increased markedly in 2000 to 30,572.

Other clubs to attract bigger attendances in 2000 were Collingwood (495,134 fans in total, average crowd 45,012, up 15.04 per cent), Melbourne (413,153 fans, average crowd 37,559, up 17.54 per cent), Geelong (305,014 fans, average 27,729, up 11.63 per cent), Richmond (484,132 fans, average 44,012, up 8.58 per cent) and the West Coast Eagles (364,500 fans, average 33,136, up 7.35 per cent).

The 2000 premier, Essendon, was the best-supported club, attracting 531,879 fans to its home and away games. That figure was down 15.63 per cent on 1999 when the Bombers drew 630,399 fans, but the move from the MCG to Colonial Stadium best explains that drop. There were also slight drops in average crowds in Adelaide and Perth, although it should be noted that neither city was represented in the finals.

Despite some early teething problems at Colonial Stadium, the AFL's newest venue attracted an average crowd of 30,524, making it the third most popular venue behind the MCG (46,141) and Football Park (32,424).

In total, 5,740,811 fans attended AFL home and away matches in 2000, a small decrease on the 1999 figure of 5,771,579. The average AFL crowd in 2000 was 32,618, slightly down from 32,793 in 1999.

Attendances by venue 2000

Venue	2000 No. of Games	Attendance	Average	1999 No. of Games	Attendance	Average
Waverley Park	0	0	0	21	704,719	33,558
Shell Stadium	7	154,753	22,108	9	197,296	21,922
MCG	42	1,937,921	46,141	58	2,457,440	42,370
Optus Oval	9	221,902	24,656	16	345,368	21,586
Victoria Park	0	0	0	2	43,934	21,967
SCG	15	335,845	22,390	15	401,506	26,767
Gabba	11	301,470	27,406	11	240,791	21,890
WACA/Subiaco	22	610,428	27,747	22	603,238	27,420
Football Park	22	713,320	32,424	22	777,287	35,331
Colonial Stadium	48	1,465,172	30,524	0	0	0
TOTALS	176	5,740,811	32,618	176	5,771,579	32,793

Total 2000 AFL Attendances

	2000	1999	Variance	%
Home & Away	5,740,811	5,771,579	-30,768	-0.53
Finals	566,562	472,007	94,555	20.03
Ansett Cup	325,736	273,960	51,776	18.90
State of Origin	0	26,063	-26,063	-100.00
TOTALS	6,633,109	6,543,609	89,500	1.37

2000 home game attendances by club

Club	2000 Total	Average	1999 Total	Average	Variance
Adelaide	423,171	38,470	433,324	39,393	-2.34%
Brisbane	301,470	27,406	240,791	21,890	25.20%
Carlton	378,551	34,414	385,403	35,037	-1.78%
Collingwood	495,134	45,012	430,386	39,126	15.04%
Essendon	531,879	48,353	630,399	57,309	-15.63%
Fremantle	245,928	22,357	263,689	23,972	-6.74%
Geelong	305,014	27,729	273,242	24,840	11.63%
Hawthorn	378,592	34,417	383,490	34,863	-1.28%
Melbourne	413,153	37,559	351,504	31,955	17.54%
Kangaroos	243,017	22,092	284,786	25,890	-14.67%
Port Adelaide	290,149	26,377	343,963	31,269	-15.65%
Richmond	484,132	44,012	445,863	40,533	8.58%
St Kilda	268,638	24,422	365,006	33,182	-26.40%
Sydney	281,190	25,563	335,930	30,539	-16.30%
West Coast Eagles	364,500	33,136	339,549	30,868	7.35%
Western Bulldogs	336,293	30,572	264,254	24,023	27.26%
TOTALS	5,740,811	32,618	5,771,579	32,793	-0.53%

## Premiership season attendances comparison 1988-2000

Million													
	3,092,679	3,145,126	3,587,595	3,797,177	4,332,917	4,185,388	4,723,023	5,117,774	5,216,148	5,842,591	6,119,164	5,771,579	5,740,811
	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
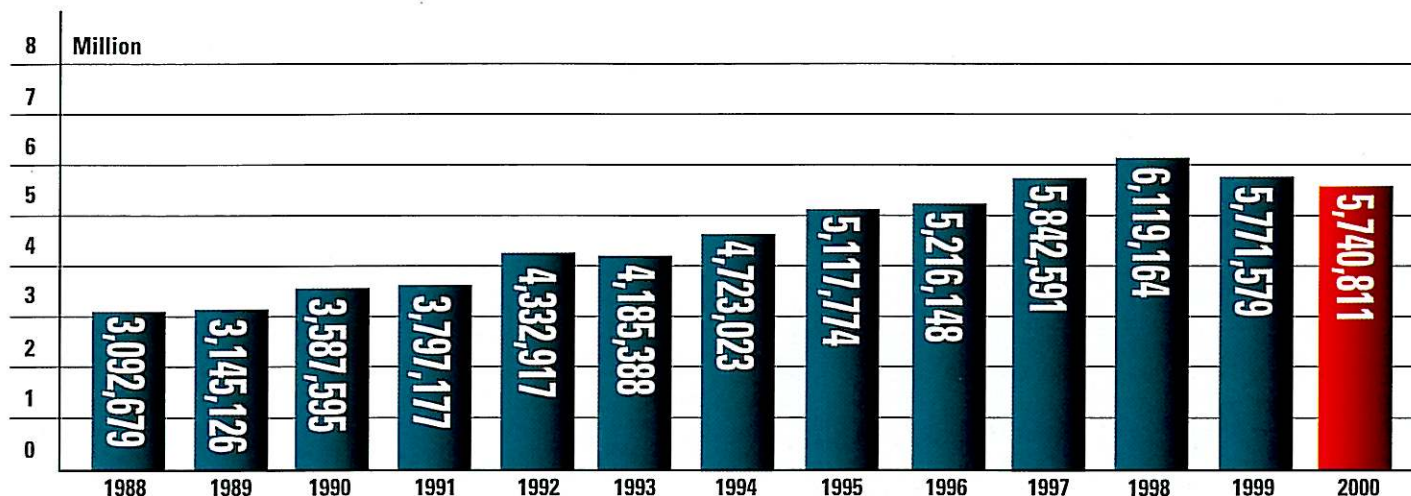
AFL round-by-round attendances 1990-2000

Round	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
1	171,981	143,060	128,644	193,352	205,863	240,721	290,856	329,369	268,409	321,666	269,829
2	188,396	172,029	176,073	181,532	234,291	164,893	259,424	231,707	265,543	306,196	234,864
3	199,052	151,053	138,028	231,887	173,489	238,880	172,136	296,994	264,833	256,356	273,264
4	126,795	152,644	201,790	168,930	209,402	291,321	204,069	316,244	285,649	267,019	252,461
5	206,236	152,112	206,207	153,511	238,933	207,982	254,141	278,707	295,240	277,644	247,067
6	171,188	193,592	240,507	265,108	106,500	233,733	206,705	242,690	253,179	293,188	262,927
7	161,652	149,014	159,803	136,876	183,636	237,722	305,573	237,494	283,374	248,062	315,636
8	156,299	138,094	202,054	206,107	177,972	235,925	276,671	266,359	288,182	241,446	226,652
9	149652	153516	165647	173047	228981	244246	227781	254764	235452	259,941	283,846
10	154,732	191,445	178,986	173,539	227,221	239,367	270,954	249,839	255,322	235,542	250,731
11	193,937	127,579	173,740	219,134	153,027	277,416	193,117	296,852	332,211	256,703	242,134
12	165,204	171,849	234,819	171,233	229,445	227,845	245,334	220,828	259,091	234,585	224,006
13	162,876	156,486	136,843	176,505	167,885	185,376	225,012	261,336	241,730	252,174	263,274
14	136,613	171,774	207,199	179,935	175,572	281,450	268,432	282,401	265,255	283,061	271,437
15	182,245	159,178	166,958	227,083	195,778	223,742	203,636	267,913	280,958	241,702	235,230
16	124,375	169,713	155,325	216,730	179,142	213,076	227,895	265,949	294,974	279,628	250,060
17	161,988	118,606	162,461	206,355	236,038	203,656	223,686	252,738	245,701	284,555	273,687
18	143,675	155,806	165,724	207,336	212,308	229,548	174,148	275,685	277,889	215,406	199,061
19	172,319	162,432	232,385	137,422	158,792	241,206	156,604	276,689	268,029	237,154	243,507
20	167,115	155,211	154,507	177,100	188,855	220,230	233,342	245,514	262,308	264,703	294,455
21	115,282	162,861	179,226	191,894	206,644	214,314	313,444	223,400	327.861	241,813	305,435
22	175,983	163,318	174,585	190,772	213,046	265,125	283,188	269,119	367,974	273,035	321,248
23		154,794	204,780		191,810						
24		171,011	186,634		228,393						
TOTAL	3,587,595	3,797,177	4,332,925	4,185,388	4,723,023	5,117,774	5,216,148	5,842,591	6,119,164	5,771,579	5,740,811
Annual total % change		5.84%	14.11%	-3.41%	12.85%	8.36%	1.92%	12.01%	4.73%	-5.68%	-0.53%
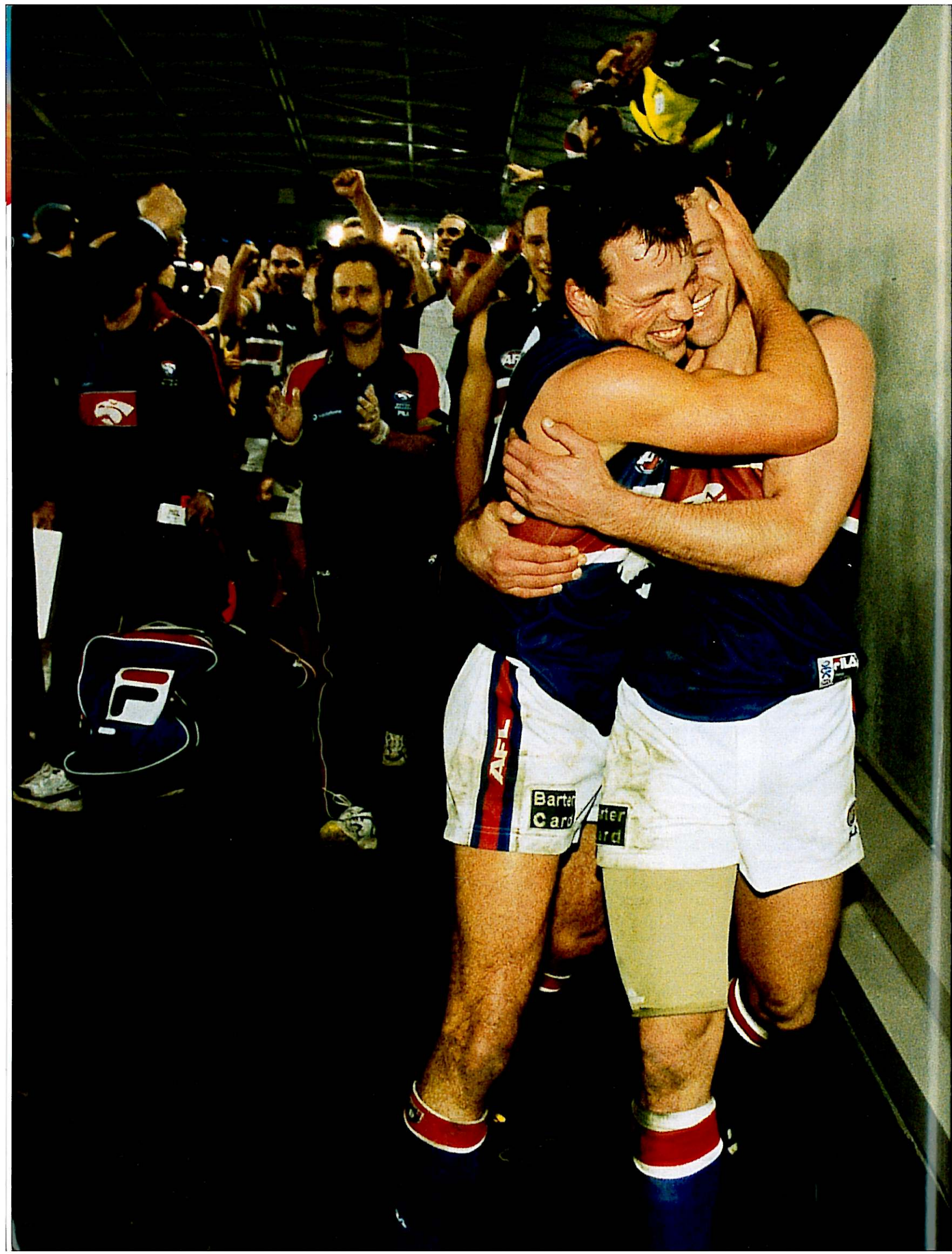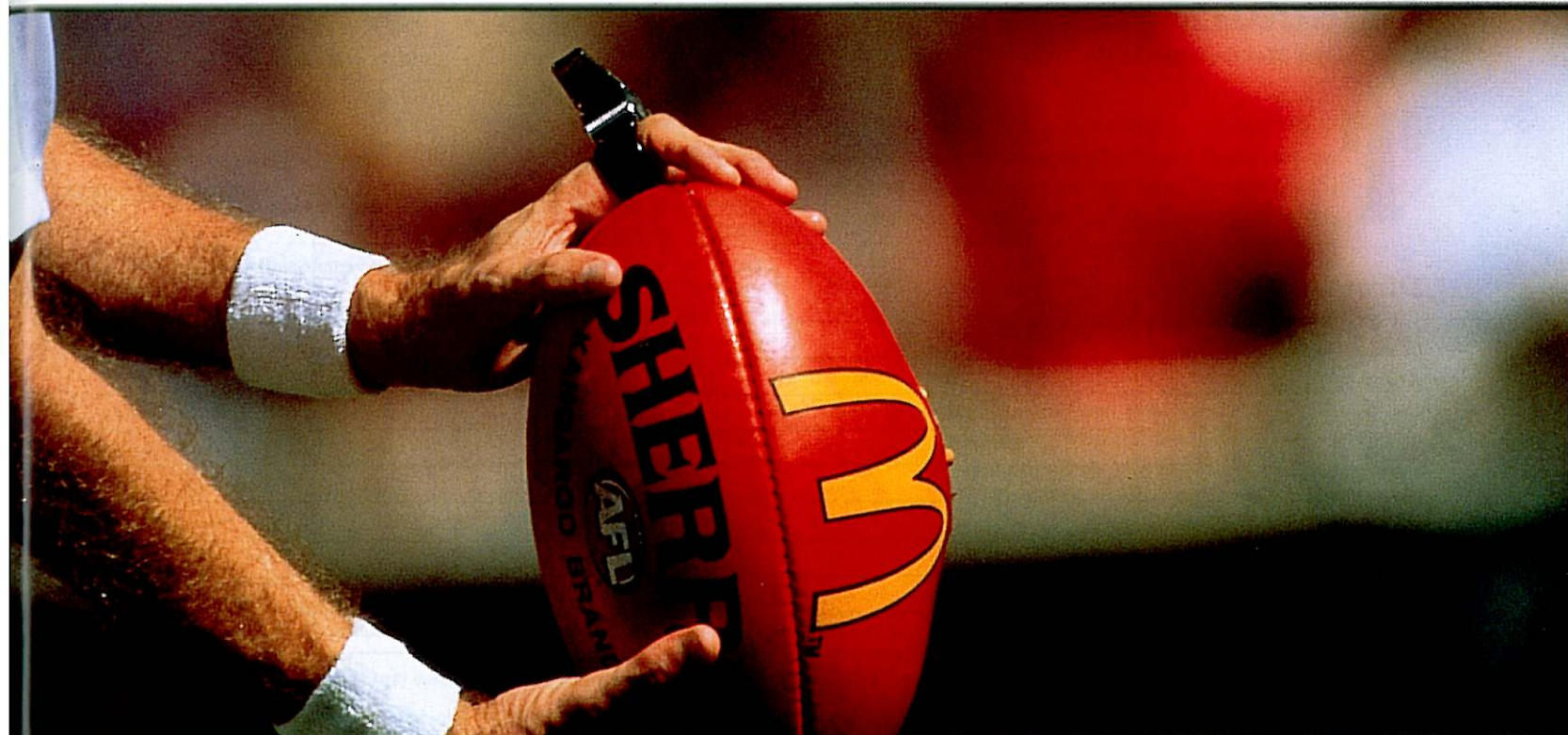
FINANCIAL STATEMENTS

A WINNING FEELING: The Western Bulldogs' Chris Grant and Brad Johnson (*left*) are exuberant after their team's win over Essendon in round 21, 2000. The McDonald's logo (*above*) was seen on the ball for the last time in 2000 after the sponsorship agreement with the AFL ran its term.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Directors' Report
Year Ended 31st October 2000

The Directors present their report together with the concise financial report of the Australian Football League ("the Company") and its controlled entities, for the year ended 31 October 2000 and the auditors' report thereon.

Directors

The Directors of the Company at any time during or since the financial year are:

Mr R B Evans
Chairman - Appointed Commissioner 1993, Chairman 1998.
Member of Audit Committee and Remuneration Committee

Qualifications: Bachelor of Science (Melbourne University)
Master of Business Administration (Monash University)

Experience: Managing Director, Spotless Services Limited
Player, Essendon F.C. 1959 – 1962
President, Essendon F.C. 1988 – 1992

Mr W R Jackson
Chief Executive Officer - Appointed 1996

Qualifications: Bachelor of Economics (Adelaide University)
Fellow of Australian Society of Certified Practising Accountants

Experience: Player - West Torrens Football Club 1965 – 1974
Member, SANFL Commission 1990 – 1995
Chairman/President, West Torrens F.C. 1975 – 1979
AFL Commissioner 1995-
Former Trustee, Melbourne Cricket Ground Trust
Member, AFL (NSW/ACT) Commission

Mr G J Samuel
Non-Executive Commissioner - Appointed to the original VFL Commission in 1984

Member of Audit Committee and Remuneration Committee

Qualifications: Bachelor of Laws (Melbourne University)
Master of Laws (Monash University)

Experience: Former Trustee, Melbourne Cricket Ground Trust
Chairman, Melbourne and Olympic Parks Trust
President, National Competition Council
Director, Docklands Authority
Director, Thakral Holdings Limited

Mr C B Carter
Non-Executive Commissioner - Appointed 1993
Member of Audit Committee

Qualifications: Bachelor of Commerce (Melbourne University)
Master of Business Administration (Harvard University)

Experience: Director, The Boston Consulting Group

Director, Geelong F.C. and Geelong F.C. representative on Australian Football League Board 1987 - 1993

Mr T E O'Connor QC
Non-Executive Commissioner - Appointed 1993
Member of Remuneration Committee

Qualifications: Bachelor of Laws (University of Western Australia)
Appointed Queens Counsel - 1987

Experience: Chairman, Ausdrill Limited & Environmental Solutions Limited
Chancellor, University of Notre Dame, Australia
Chairman, Anti Corruption Commission of Western Australia
President, West Coast Eagles F.C. 1989 - 1993
Former Chairman, Interim West Australian Football Commission
Member, AFL (NSW/ACT) Commission

Mr W J Kelty
Non-Executive Commissioner - Appointed 1998

Qualifications: Bachelor of Economics (Latrobe University)

Experience: Consultant – Industrial Relations
Former Secretary, ACTU
Former Director, Reserve Bank
Former Chairman, Commonwealth Government Regional Development Task Force
Former Member, National Labor Consultative Council
Former Member, Committee for Melbourne
Former Member, Netforce

Mr C D Langford
Non-Executive Commissioner - Appointed 1999

Qualifications: Bachelor of Architecture (Melbourne University)

Experience: Development Director NSW, Mirvac
Development Manager, Lend Lease Development
Player, Hawthorn F.C. 1980 - 1997
Member, AFL (NSW/ACT) Commission

Mr G T John
Non-Executive Commissioner - Appointed February 2000

Qualifications: Fellow of Chartered Institute of Transport

Experience: Managing Director, Australia Post 1993
Member, Committee for Melbourne
Member, Business Council of Australia
Director, Road Transport Forum
Director, Consolidated Paper Industries
Director and Alternate Chairman, Australian Air Express
Former Trustee, Melbourne Cricket Ground Trust
Player - South Melbourne Football Club 1964-1969
Coach 1973-1975 and President 1978-1980 - South Melbourne F.C.

Mr C Kimberley
Non-Executive Commissioner - Appointed 1997,
Resigned February 2000

Experience: Chairman, Just Jeans Holdings Limited
President, South Melbourne F.C. 1976 - 1977
Director, South Melbourne F.C. 1978-1982
Director, Sydney Australian F.C. 1988 - 1993
VFL Board 1976 - 1981
Australian Football League Board 1988 - 1993

Directors' Report

Year Ended 31st October 2000

Directors' meetings

The number of directors' meetings (including meetings of committees of directors) and number of meetings attended by each of the directors of the company during the financial year are:

Director	Directors' Meetings		Audit Committee Meetings		Remuneration Committee Meetings	
	No of Meetings attended	No. of Meetings held*	No. of Meetings attended	No. of Meetings held*	No. of Meetings attended	No. of Meetings held*
Mr R B Evans	18	18	2	2	1	1
Mr W R Jackson	18	18				
Mr G J Samuel	18	18	2	2	1	1
Mr C B Carter	12	18	1	2		
Mr T E O'Connor	18	18			1	1
Mr W J Kelty	15	18				
Mr C D Langford	12	18				
Mr G John	13	13				
Mr C Kimberley	4	5				

Reflects the number of meetings held during the time the director held office during the year

The role of the Audit Committee is to give the Board of Directors additional assurance regarding the quality and reliability of financial information prepared for use by the Board in determining policies or determining items for inclusion in financial statements.

The role of the Remuneration Committee is to review the remuneration packages and policies applicable to senior executives.

Principal activities

The principal activities of the consolidated entity during the course of the financial year have been to promote, control, manage and encourage Australian Football.

There were no significant changes in the nature of the activities of the consolidated entity during the year.

Review and results of operations

The operating loss of the AFL and its controlled entities (which includes the results of the AFL (NSW/ACT) Commission Ltd and the AFL Queensland Ltd) amounted to $8.063 million compared with an operating profit of $1.585 million in 1999, which is after distributions to clubs of $43.520 million (1999 $35.520 million).

There were many highlights during the year including:

AFL football remains as popular as ever, a fact highlighted by attendance figures during the 2000 Coca-Cola premiership season. A total of 5,740,811 fans went through the turnstiles in 2000, a drop of just 0.5 per cent from the 1999 premiership season. The Ansett Australia Cup attracted 325,736 fans (up 18.9 per cent) while 566,562 fans attended the Coca-Cola finals series (up 20 per cent). In total, 6,633,109 fans attended games (Ansett Australia Cup, premiership season and finals) in 2000 compared with 6,543,609 in 1999.

Club membership remained high but did not quite reach the record levels of 1999. The 2000 figure of 438,504 was fractionally down on the 1999 figure (441,711), but still showed that supporters were well aware of the benefits of club membership. Geelong, Brisbane and Essendon recorded the biggest membership increases.

Essendon won its 16th AFL premiership and established many records.

Colonial Stadium hosted its first AFL game on March 9. The average crowd at Colonial Stadium was 30,524.

Television broadcasts of AFL matches attracted even bigger audiences in 2000. Between five and six million people regularly watched telecasts on the Seven Network each weekend.

Participation levels in Australian Football remain high with 391,782 players involved at various levels including Auskick, club (junior and senior), veterans' and women's competitions. High levels of participation are fundamental to the AFL's game development strategy.

The AFL invested more than $15 million in national game development programs during 2000. That funding included the second year of a major development strategy for NSW and the ACT and the establishment of an independent governing body – AFL Queensland – to grow the AFL game from grassroots upwards throughout Queensland.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Directors' Report
Year Ended 31st October 2000

State of affairs

In the opinion of the directors there were no significant changes in the state of affairs of the economic entity that occurred during the financial year under review not otherwise disclosed in this report or the consolidated accounts.

Events subsequent to balance date

Since 31 October 2000, there has not arisen in the interval between the end of financial year and the date of this report any item, transaction, or event of a material and unusual nature likely, in the opinion of the directors of the Company, to affect significantly the operations of the Company, the results of those operations, or the state of affairs of the Company in future financial years.

Likely Developments

It is the Company's intention to pursue the development and sale of the Waverley Park site.

Other than this matter, the directors do not anticipate any major changes in the basis of operations of the economic entity and the future results of those operations in subsequent financial years.

Insurance Premiums

Since the end of the previous financial year the Company has paid insurance premiums in respect of Directors' and Officers' liability and legal expenses' insurance contracts, which include cover for current and former officers, including executive officers of the Company. The insurance premiums in respect of the officers of the Company relate to:

- costs and expenses incurred by the relevant officers in defending proceedings, whether civil or criminal and whatever their outcome; and

- other liabilities that may arise from their position, with the exception of conduct involving a wilful breach of duty or improper use of information or position to gain a personal advantage.

Directors' benefits

Since the end of the previous financial year no Director of the Company has received or become entitled to receive any benefit (other than the fixed salary of a full time employee of the Company or of a related body corporate) by reason of a contract made by the Company, its controlled entity, or a related body corporate with a Director or with a firm of which a Director is a member, or with an entity in which a Director has a substantial interest, with the exception of transactions with Mr R B Evans who is Managing Director of Spotless Services Limited which provides catering services to the economic entity in the ordinary course of business.

Rounding Off

The Company is of a kind referred to in ASIC Class Order 98/100 dated 10 July 1998 and in accordance with that Class Order, amounts in the financial report and directors' have been rounded off to the nearest thousand dollars, unless otherwise stated.

Dated at Melbourne this 31st day of January 2001.

Signed in accordance with a resolution of the Directors:

Mr R B Evans, Chairman

Mr W R Jackson, Director

Concise Profit and Loss Statement

Year Ended 31st October 2000

	Consolidated		The Company	
	2000	1999	2000	1999
	$'000	$'000	$'000	$'000
Revenue	112,645	109,059	110,736	108,447
Operating (loss) / profit before income tax	(8,063)	1,585	(7,228)	1,375
Income tax attributable to operating profit	-	-	-	-
Operating (loss) / profit after income tax	(8,063)	1,585	(7,228)	1,375
Retained profits at the beginning of the financial year	25,434	23,849	25,224	23,849
Retained profits at the end of the financial year	17,371	25,434	17,996	25,224

Discussion and analysis of the Profit and Loss Statement

Consolidated revenue increased by $3.5 million to $112.6 million. The major reasons for this increase include:

- an increase in finals revenue due to increased attendances;

- an increase in membership income which includes the fees paid by Channel 7 and Stadium Operations Limited for the rights to sell Medallion Club Membership;

- an increase in sponsorship income; and

- an increase in the levy per adult at AFL matches which increased from $1.10/$1.20 per person to $1.50 per person.

The consolidated operating loss was $8.1 million which compares with an operating profit of $1.6 million in 1999.

There were two main areas of increased expenditure which contributed to this result:

- an increase in distributions to clubs totalling $8 million; and

- an increase in grants to state football bodies totalling $2 million.

The profit and loss statement is to be read in conjunction with the discussion and analysis above and the notes to the financial statements set out on pages 119-120.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Concise Balance Sheet

Year Ended 31st October 2000

	Consolidated		The Company	
	2000	1999	2000	1999
	$'000	$'000	$'000	$'000
Current assets				
Cash	23	18,181	2	18,002
Receivables	17,646	10,564	17,380	10,338
Inventories	52	15	-	-
Other	664	573	582	537
Total current assets	18,385	29,333	17,964	28,877
Non-current assets				
Inventories	39,602	-	39,602	-
Investments*	-	-	-	-
Receivables	3,225	4,025	3,225	4,025
Property, plant & equipment	14,294	38,499	14,112	38,335
Total non-current assets	57,121	42,524	56,939	42,360
Total assets	75,506	71,857	74,903	71,237
Current liabilities				
Accounts payable	22,070	16,811	21,115	16,525
Borrowings	7,055	669	6,984	669
Provisions	634	521	432	418
Total current liabilities	29,759	17,815	28,531	17,612
Non-current liabilities				
Provisions	82	128	82	107
Total non-current liabilities	82	128	82	107
Total liabilities	29,841	18,129	28,613	17,719
Net Assets	45,665	53,728	46,290	53,518
Shareholders' equity				
Reserves	28,294	28,294	28,294	28,294
Retained Profits	17,371	25,434	17,996	25,224
Total shareholders' equity	45,665	53,728	46,290	53,518

Investments in controlled entities eliminated with rounding to the nearest thousand dollars.

The balance sheet is to be read in conjunction with the discussion and analysis below and the notes to the financial statements set out on pages 119-120.

Discussion and analysis of the Balance Sheet

The consolidated entity's total assets increased by $3.7 million to $75.5 million.

This increase in total assets principally comprises:

- an increase in Trade Debtors of $3.5 million resulting primarily from amounts owing from Stadium Operations Limited and the Clubs for matches played at Colonial Stadium as well as Final Series income; and

The consolidated entity's total liabilities increased by $11.7 million to $29.8 million over the year.

The increase in total liabilities principally comprises:

- an increase in prepaid income of $6 million which represents the fees paid by Channel 7 and Stadium Operations Limited for the rights to sell Medallion Club membership; and
- borrowings increased by $6.3 million. This was sourced through both a Commercial Bill Facility as well as a bank overdraft facility.

Discussion and analysis of the Balance Sheet (cont.)

Non-current assets (including Land held for resale):

On 21 February 2000 the last AFL game was played at Waverley Park. At that date, the Land and Buildings at Waverley were available for sale and accordingly were re-classified to Land held for resale. Since that date certain development costs have been incurred as a result of preparing the site for sale.

The value transferred from Property, Plant and Equipment represented the Land and Buildings at Directors Valuation, less current year's depreciation, based on a report prepared by Arthur Andersen Real Estate Services Group in July 1998 which defined the Waverley Park disposal options.

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

During the year, Heritage Victoria recorded Waverley Park in the Victorian Heritage Register in line with a Statement of Cultural Heritage Significance for historical and social reasons.

Whilst this statement remains in existence any future development will need to be in sympathy with the Heritage Victoria classification.

The Commission are of the opinion that Waverley Park will be developed in line with all regulatory and other requirements and that values within the range of the July 1998 report continue to provide 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 as Land held for resale at this current net book value.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES
Concise Statement of Cash Flows
Year Ended 31st October 2000

	Consolidated		The Company	
	2000	1999	2000	1999
	$'000	$'000	$'000	$'000
Cash flows from operating activities				
Cash receipts in the course of operations	111,270	110,955	103,356	110,572
Cash payments in the course of operations	(124,427)	(100,502)	(116,365)	(100,466)
Net cash provided by operating activities	(13,157)	10,453	(13,009)	10,106
Cash flows from investing activities				
Interest received	440	786	434	783
Payments for property, plant and equipment	(11,958)	(1,055)	(11,873)	(884)
Proceeds from sale of non-current assets	243	107	243	107
Net cash used in investing activities	(11,275)	(162)	(11,196)	6
Cash flows from financing activities				
Interest paid	(110)	(2)	(110)	(2)
Proceeds from borrowings	4,000	–	4,000	–
Net cash used in financing activities	3,890	(2)	3,890	(2)
Net (decrease)/increase in cash held	(20,543)	10,289	(20,315)	10,110
Cash at the beginning of the financial year	17,512	7,223	17,333	7,223
Cash at the end of the financial year	(3,032)	17,512	(2,982)	17,333

Discussion and analysis of the Statement of Cash Flows

There was a net decrease in cash holdings of the consolidated entity, during the year, totalling $20.5 million.

The major movements in cash during the year included the following:

- funding of the operating loss for the year totalling $8.1 million;
- an increase in current receivables totalling $7.1 million;
- an increase in accounts payable totalling $5.2 million; and
- payment for property, plant and equipment, totalling $12.0 million which was mainly related to funding the building of the AFL's new offices at Docklands.

The statement of cash flows is to be read in conjunction with the discussion and analysis above and the notes to the financial statements set out on pages 119-120.

Notes to the concise Financial Statements
Year Ended 31st October 2000

1.   **Basis of Preparation of the concise financial report**

The concise financial report has been prepared in accordance with the Corporations Law, Accounting Standard AASB 1039 Concise Financial Reports and applicable Urgent Issues Group Consensus Views. The financial statements and specific disclosures required by AASB 1039 have been derived from the consolidated entity's full financial report for the financial year. Other information included in the concise financial report is consistent with the consolidated entity's full financial report. The concise financial report does not, and cannot be expected to, provide as full an understanding of the financial performance, financial position and financing and investing activities of the consolidated entity as the full financial report.

It has been prepared on the basis of historical costs and except where stated, does not take into account changing money values or current valuations of non-current assets.

The accounting policies have been consistently applied by each entity in the consolidated entity and, except where there is a change in accounting policy, are consistent with those of the previous year.

Where necessary, comparative information has been reclassified to achieve consistency in disclosure with current financial year amounts and other disclosures.

A full description of the accounting policies adopted by the consolidated entity may be found in the consolidated entity's full financial report.

2.   **Segment reporting**

The Company's activities are entirely the administration and promotion of Australian Rules Football and are confined to Australia except for the sale of television rights to various overseas countries and conduct of exhibition matches overseas from time to time, in support of television rights in overseas countries.

	Consolidated	
	2000	1999
	$'000	$'000
3. **Revenue**		
Trading Operations	112,200	108,273
Interest received	445	786
	112,645	109,059

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Notes to the concise Financial Statements

Year Ended 31st October 2000

4.   **Contingent Liabilities**

(i)   The Company has executed documentation to formalise an undertaking given to Hawthorn Football Club Limited to release and discharge the Club from its obligations relating to Optus Oval when the Club agreed to play its home games at Waverley Park from the beginning of the 1992 season.

Under these arrangements the Company will, in the event of the liquidation as a result of insolvency of both the Carlton Cricket and Football Social Club and the Carlton Football Club, assume the Ground Management of Optus Oval, the ownership of the remaining fixtures and fittings and related financial obligations.

(ii)   The Company has entered into an agreement with the AFL Players' Association Inc. for a period of five years commencing in 1998 whereby the Company has an obligation to assume liability for all amounts due to players of a Club where the Club has lost its licence to compete in the AFL Competition and is suspended from or loses its right to representation on the League. The amounts payable in these circumstances will be offset by any amounts payable to the players in respect of future employment.

(iii)   The Company has entered into an agreement with the Sydney Cricket and Sports Ground Trust (SCG Trust) and Sydney Australian Football Club Limited (Sydney Swans) on 31 January 1999 whereby the Company guarantees the obligations of the Sydney Swans to the SCG Trust to a maximum of $705,359. The guarantee expires in July 2003.

(iv)   The Company has entered into an agreement with the Hawthorn Football Club Limited and the St Kilda Football Club Limited and the St Kilda Saints Limited to underwrite their membership revenue and match day income in return for agreeing to move their home games from Waverley Park from the beginning of the 2000 season.

The maximum amount underwritten for the remaining years of the agreement are as follows:

$1,726,000 in 2001

$1,141,000 in 2002

$966,000 in 2003

$260,000 in 2004

Directors' Declaration

Year Ended 31st October 2000

In the opinion of the directors of the Australian Football League Pty Ltd the accompanying concise financial report of the consolidated entity, comprising Australian Football League an its controlled entities for the year ended 31 October 2000, set out on pages 115 to 120:

(a)   has been derived from or is consistent with the full financial report for the financial year; and

(b)   complies with Accounting Standard AASB 1039 *Concise Financial Reports.*

Dated at Melbourne this 31st day of January 2000.

Signed in accordance with a resolution of the Directors:

Mr R B Evans, Chairman

Mr W R Jackson, Director

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Independent audit report on concise financial report to the members of the Australian Football League

Year Ended 31st October 2000

Scope

We have audited the concise financial report of the Australian Football League and its controlled entities for the financial year ended 31 October 2000, consisting of the profit and loss statement, balance sheet, statement of cash flows, accompanying notes 1 to 4, and the accompanying discussion and analysis on the profit and loss statement, balance sheet and statement of cash flows, set out on pages 115 to 120 in order to express an opinion on it to the members of the Company. The Company's directors are responsible for the concise financial report.

Our audit has been conducted in accordance with Australian Auditing Standards to provide reasonable assurance whether the concise financial report is free of material misstatement. We have also performed an independent audit of the full financial report of the Australian Football League and its controlled entities for the year ended 31 October 2000. Our audit report on the full financial report was signed on 31 January 2000 and was not subject to any qualification.

Our procedures in respect of the audit of the concise financial report include testing that the information in the concise financial report is consistent with the full financial report and examination, on a test basis, of evidence supporting the amounts, discussion and analysis, and other disclosures which were not derived from the full financial report. These procedures have been undertaken to form an opinion whether, in all material respects, the concise financial report is presented fairly in accordance with Accounting Standard AASB 1039 Concise Financial Reports issued in Australia.

The audit opinion expressed in this report has been formed on the above basis.

Audit Opinion

In our opinion the concise financial report of the Australian Football League and its controlled entities for the year ended 31 October 2000 complies with AASB 1039 Concise Financial Reports.

KPMG

KPMG

PM Shannon

PM Shannon
Partner

Melbourne
31 January, 2001

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104th Annual Report
2000

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AFL Football Administration Manager – Rod Austin
AFL Investigations Manager – Michael Eas
AFL Football Projects Manager – Dean Moore

Col

The AFL Structure

AUSTRALIAN FOOTBALL LEAGUE

AFL COMMISSION 2000

Ron Evans (Chairman), Wayne Jackson (Chief Executive Officer),
Colin Carter, Graeme John, Bill Kelty, Chris Langford, Terry O'Connor, Graeme Samuel

CHIEF EXECUTIVE OFFICER:
WAYNE JACKSON

General Manager – AFL Football Operations: ANDREW DEMETRIOU
- AFL Football Projects Manager – Dean Moore
- AFL Investigations Manager – Michael Easy
- AFL Football Administration Manager – Rod Austin
- AFL Umpires' Manager – Jeff Gieschen
- AFL Ground Operations Manager – Jill Lindsay

General Manager – AFL Commercial Operations: BEN BUCKLEY
- AFL Internet/Statistics Manager – Ian Weeding
- AFL Advertising & Marketing Manager – Robyn Balme
- AFL Business Development Manager – Andrew McKenzie
- AFL Corporate Services Manager – Michael Conlan
- AFL Membership Manager
- AFL Publications Editor – Michael Lovett

General Manager – AFL Finance & Administration: IAN ANDERSON
- AFL Publications Consultant – Geoff Slattery
- AFL Legal Services Manager – Andrew Dillon
- AFL Administration Manager – Michael McMahon
- AFL Computer Systems Manager – Adrian Perry
- AFL Finance Manager – Bill Tsiakos (appointed 20-11-00)

General Manager – AFL Corporate Affairs & Communications: TONY PEEK
- AFL Media Relations Manager – Patrick Keane
- AFL Public & Community Relations Manager – Eloise Stinear

General Manager – AFL Game Development: ROSS SMITH
- Head Coach AIS/AFL Academy – Terry Wheeler
- National Training Manager – Peter Hanlon
- AFL Auskick Manager – David Matthews
- National Talent Manager – Kevin Sheehan
- National Administration Manager – Ed Biggs

AFL Strategic Planner reporting to the CEO: GILLON McLACHLAN

AFL PEOPLE IN ACTION: *(From the top, left-right):* **1.** Michael Lovett - Editor AFL Publications **2.** Raelene Dunlop - PA to Manager of Football Administration **3.** Roger Berryman - Football Administration Officer **4.** Peter Hanlon - National Training Manager **5.** Carly Griffen - Commercial Operations Project Co-ordinator **6.** Michelle Garner - Licensing Administration Manager **7.** Ross Smith - General Manager Game Development **8.** Terry Wheeler - AIS/AFL Academy Head Coach **9.** Julie Rackstraw - Game Development Assistant **10.** Eloise Stinear - Community and Public Relations Manager **11.** Jodi Collins - PA to the General Manager Corporate Affairs and Communications **12.** Kahni McGill - AFL Receptionist **13.** Matthew Usher - Consumer Products Manager **14.** Priscilla Smith-Bizzotto - PA to General Manager Commercial Operations **15.** Kevin Sheehan - National Talent Manager **16.** Jeff Gieschen - Umpires' Manager **17.** Meaghan Telford - Communications Assistant

Sub-committees, Associates 2000

AFL Executive: Wayne Jackson (Chairman), Ian Anderson, Ben Buckley, Andrew Demetriou, Tony Peek, Ross Smith

AFL Football Operations Sub-Committee: Andrew Demetriou (Chairman), Rod Austin, Roger Berryman, Ed Biggs, Michael Easy, Ken Gannon, Jeff Gieschen, Jill Lindsay, Patrick Keane, Dean Moore, Kevin Sheehan, Philip Wallbridge

AFL Appeals Board: Peter O'Callaghan, QC (Chairman), Brian Bourke, Gavin Francis, Michael Green, John Schultz, Graham Sherry

AFL Arbitrator: Anthony Nolan

AFL Auditors: KPMG

AFL Grievance Tribunal: Jack Rush QC (Chairman), Darren Baxter, James Dowsley, Michael Moncrieff, Kevin Power, Peter Sinn

AFL Laws Committee: Andrew Demetriou (Chairman), Kevin Bartlett, Robert Flower, John Halbert, Rob Kerr, Paul Salmon, Rowan Sawers, Ross Smith

AFL Legal Advisor: Jeff Browne, Browne & Co

AFL Medical Commissioners: Dr. Peter Harcourt, Prof. Ken Hardy

AFL Reporting Officers: John Coburn, Rick Lewis, Paul O'Halloran

AFL Tribunal: Brian Collis QC (Chairman), Elaine Canty, Emmett Dunne, Brian Le Brocq, Richard Loveridge, Shane Maguire (Deputy Chairman), David Shilbury

Players' Advocate: Martin Allison, Howard Beer, Sean Carroll, Iain Findlay, Bert Gaudion, Bob Moore, John O'Connor, Ray Richards, Stev Tragardh

AFL Umpiring Selection Committee: Jeff Gieschen (Chairman), Adrian Panozzo, Rowan Sawers

Australian Football Hall of Fame Selection Committee: John Kennedy (Chairman), Brian Atkinson, Max Basheer, Kevin Bartlett, Percy Beames, Harry Gordon, Joan Kirner, Michael Moncrieff, Peter Nixon, Tom Reynolds, Lou Richards, Mike Sheahan, Caroline Wilson, (Secretary – Roger Berryman)

Coca-Cola AFL All-Australian Team and Norwich Union AFL Rising Star Selection Committee: Wayne Jackson (non-voting Chairman), Rod Austin, Kevin Bartlett, Andrew Demetriou, Gerard Healy, Neil Kerley, Chris Mainwaring, Robert Walls

AFL (NSW/ACT) Commission: Richard Colless (Chairman), David Backler, Ross Howarth, Wayne Jackson, Chris Langford, John Livy, Jenny McAsey, Terry O'Connor Q.C., Brian Quade, Lynn Ralph, John Yates, Gabrielle Trainor

AFL Queensland Commission: Darryl Bray (Chairman), Dr Susan Dann, Graeme Downie, Andrew Ireland, Reg Lillywhite, Michael McCormick, Ross Smith

AFL Premiership 2001 brought to you by GB

Round 1
FRIDAY, 30TH MARCH
Kangaroos vs. Essendon (MCG) (N)
SATURDAY, 31ST MARCH
Hawthorn vs. Collingwood (MCG)
Fremantle vs. Carlton (S) (N)
Western Bulldogs vs. St Kilda (CS) (N)
Port Adelaide vs. Brisbane Lions (FP) (N)
SUNDAY, 1ST APRIL
Geelong vs. West Coast (SS)
Melbourne vs. Richmond (MCG)
Sydney vs. Adelaide (SCG)

Round 2
FRIDAY, 6TH APRIL
Essendon vs. Port Adelaide (CS) (N)
SATURDAY, 7TH APRIL
Carlton vs. Hawthorn (OO)
Richmond vs. Western Bulldogs (MCG)
Collingwood vs. Fremantle (CS) (N)
Adelaide vs. Melbourne (FP) (N)
SUNDAY, 8TH APRIL
Brisbane Lions vs. Kangaroos (G)
St Kilda vs. Geelong (CS)
West Coast vs. Sydney (S)

Round 3
(Easter)
THURSDAY, 12TH APRIL
Carlton vs. Essendon (MCG) (N)
SATURDAY, 14TH APRIL
Richmond vs. Brisbane Lions (MCG)
Western Bulldogs vs. Collingwood (CS) (N)
Kangaroos vs. Sydney (SCG) (N)
SUNDAY, 15TH APRIL
Adelaide vs. Port Adelaide (FP)
St Kilda vs. West Coast (CS)
Fremantle vs. Hawthorn (S)
MONDAY, 16TH APRIL
Melbourne vs. Geelong (MCG)

Round 4
FRIDAY, 20TH APRIL
Collingwood vs. Richmond (MCG) (N)
Sydney vs. Essendon (SCG) (N)
SATURDAY, 21ST APRIL
Carlton vs. Adelaide (OO)
Western Bulldogs vs. Brisbane Lions (CS)
Fremantle vs. West Coast (S) (N)
Port Adelaide vs. St Kilda (FP) (N)
SUNDAY, 22ND APRIL
Geelong vs. Kangaroos (SS)
Hawthorn vs. Melbourne (MCG)

Round 5
(Anzac Day Round)
WEDNESDAY, 25TH APRIL
Essendon vs. Collingwood (MCG)
FRIDAY, 27TH APRIL
West Coast vs. Richmond (S) (N)
SATURDAY, 28TH APRIL
Carlton vs. St Kilda (OO)
Western Bulldogs vs. Hawthorn (CS)
Adelaide vs. Kangaroos (FP) (N)
SUNDAY, 29TH APRIL
Brisbane Lions vs. Fremantle (G)
Geelong vs. Port Adelaide (SS)
Melbourne vs. Sydney (MCG)

Round 6
(Centenary of Federation Celebrations)
FRIDAY, 4TH MAY
Kangaroos vs. Richmond (CS) (N)
SATURDAY, 5TH MAY
St Kilda vs. Sydney (CS)
Fremantle vs. Melbourne (S) (N)
Port Adelaide vs. Western Bulldogs (FP) (N)
Brisbane Lions vs. Geelong (G) (N)
SUNDAY, 6TH MAY
Collingwood vs. Carlton (MCG)
Essendon vs. West Coast (CS)
Hawthorn vs. Adelaide (YP)

Round 7
FRIDAY, 11TH MAY
Melbourne vs. Western Bulldogs (MCG) (N)
SATURDAY, 12TH MAY
Richmond vs. Essendon (MCG)
Adelaide vs. Fremantle (FP) (N)
St Kilda vs. Hawthorn (CS) (N)
SUNDAY, 13TH MAY
Collingwood vs. Kangaroos (CS)
Geelong vs. Carlton (MCG)
Sydney vs. Brisbane Lions (SCG)
West Coast vs. Port Adelaide (S)

Round 8
FRIDAY, 18TH MAY
Richmond vs. Adelaide (MCG) (N)
SATURDAY, 19TH MAY
Carlton vs. Brisbane Lions (OO)
Hawthorn vs. West Coast (MCG)
Kangaroos vs. St Kilda (MO)
Port Adelaide vs. Collingwood (FP) (N)
SUNDAY, 20TH MAY
Melbourne vs. Essendon (MCG)
Western Bulldogs vs. Sydney (SCG)
Fremantle vs. Geelong (S)

Round 9
FRIDAY, 25TH MAY
Kangaroos vs. Carlton (MCG) (N)
SATURDAY, 26TH MAY
Collingwood vs. St Kilda (MCG)
West Coast vs. Western Bulldogs (S) (N)
Brisbane Lions vs. Adelaide (G) (N)
Essendon vs. Hawthorn (CS) (N)
SUNDAY, 27TH MAY
Port Adelaide vs. Melbourne (FP)
Geelong vs. Richmond (SS)
Sydney vs. Fremantle (SCG)

Round 10
FRIDAY, 1ST JUNE
Western Bulldogs vs. Kangaroos (CS) (N)
SATURDAY, 2ND JUNE
Carlton vs. West Coast (OO)
Hawthorn vs. Port Adelaide (MCG)
St Kilda vs. Melbourne (CS) (N)
Brisbane Lions vs. Essendon (G) (N)
SUNDAY, 3RD JUNE
Adelaide vs. Geelong (FP)
Collingwood vs. Sydney (CS)
Fremantle vs. Richmond (S)

Round 11
(Queen's Birthday Weekend)
FRIDAY, 8TH JUNE
St Kilda vs. Essendon (CS) (N)
SATURDAY, 9TH JUNE
Geelong vs. Hawthorn (CS)
West Coast vs. Brisbane Lions (S) (N)
Adelaide vs. Western Bulldogs (FP) (N)
SUNDAY, 10TH JUNE
Kangaroos vs. Fremantle (CS)
Richmond vs. Carlton (MCG)
Sydney vs. Port Adelaide (SCG)
MONDAY, 11TH JUNE
Melbourne vs. Collingwood (MCG)

Round 12 (SPLIT ROUND)
FRIDAY, 15TH JUNE
Essendon vs. Adelaide (CS) (N)
SATURDAY, 16TH JUNE
Geelong vs. Western Bulldogs (SS)
Fremantle vs. St Kilda (S) (N)
SUNDAY, 17TH JUNE
Melbourne vs. Brisbane Lions (G)

FRIDAY, 22ND JUNE
Collingwood vs. West Coast (CS) (N)
SATURDAY, 23RD JUNE
Hawthorn vs. Kangaroos (MCG)
Richmond vs. Sydney (CS) (N)
SUNDAY, 24TH JUNE
Port Adelaide vs. Carlton (FP)

Round 13
FRIDAY, 29TH JUNE
Brisbane Lions vs. Hawthorn (G) (N)
SATURDAY, 30TH JUNE
Carlton vs. Western Bulldogs (OO)
Essendon vs. Fremantle (CS)
Kangaroos vs. Port Adelaide (MO)
Adelaide vs. Collingwood (FP) (N)
SUNDAY, 1ST JULY
St Kilda vs. Richmond (CS)
Sydney vs. Geelong (SCG)
West Coast vs. Melbourne (S)

Round 14
FRIDAY, 6TH JULY
Western Bulldogs vs. Essendon (CS) (N)
SATURDAY, 7TH JULY
Richmond vs. Hawthorn (MCG)
Adelaide vs. West Coast (FP) (N)
Brisbane Lions vs. St Kilda (G) (N)
SUNDAY, 8TH JULY
Melbourne vs. Kangaroos (MCG)
Geelong vs. Collingwood (CS)
Sydney vs. Carlton (SCG)
Fremantle vs. Port Adelaide (S)

Round 15
FRIDAY, 13TH JULY
St Kilda vs. Adelaide (CS) (N)
SATURDAY, 14TH JULY
Carlton vs. Melbourne (OO)
Hawthorn vs. Sydney (MCG)
Western Bulldogs vs. Fremantle (CS)
Port Adelaide vs. Richmond (FP) (N)
SUNDAY, 15TH JULY
Collingwood vs. Brisbane Lions (MCG)
Essendon vs. Geelong (CS)
West Coast vs. Kangaroos (S)

Round 16
FRIDAY, 20TH JULY
Richmond vs. Melbourne (MCG) (N)
SATURDAY, 21ST JULY
Carlton vs. Fremantle (OO)
Collingwood vs. Hawthorn (MCG)
St Kilda vs. Western Bulldogs (CS) (N)
Brisbane Lions vs. Port Adelaide (G) (N)
SUNDAY, 22ND JULY
Adelaide vs. Sydney (FP)
Essendon vs. Kangaroos (MCG)
West Coast vs. Geelong (S)

Round 17
FRIDAY, 27TH JULY
Western Bulldogs vs. Richmond (CS) (N)
SATURDAY, 28TH JULY
Geelong vs. St Kilda (SS)
Melbourne vs. Adelaide (MCG)
Fremantle vs. Collingwood (S) (N)
Kangaroos vs. Brisbane Lions (CS) (N)
SUNDAY, 29TH JULY
Port Adelaide vs. Essendon (FP)
Hawthorn vs. Carlton (MCG)
Sydney vs. West Coast (SCG)

Round 18
FRIDAY, 3RD AUGUST
Richmond vs. Collingwood (MCG) (N)
SATURDAY, 4TH AUGUST
Geelong vs. Melbourne (MCG)
Hawthorn vs. Fremantle (MCG)
Sydney vs. Kangaroos (SCG) (N)
SUNDAY, 5TH AUGUST
Port Adelaide vs. Adelaide (FP)
Brisbane Lions vs. Western Bulldogs (G)
Essendon vs. Carlton (MCG)
West Coast vs. St Kilda (S)

Round 19
FRIDAY, 10TH AUGUST
Kangaroos vs. Geelong (CS) (N)
SATURDAY, 11TH AUGUST
St Kilda vs. Port Adelaide (CS)
Melbourne vs. Hawthorn (MCG) (N)
Adelaide vs. Carlton (FP) (N)
SUNDAY, 12TH AUGUST
Brisbane Lions vs. Richmond (G)
Collingwood vs. Western Bulldogs (MCG)
Essendon vs. Sydney (CS)
West Coast vs. Fremantle (S)

Round 20
FRIDAY, 17TH AUGUST
Kangaroos vs. Adelaide (CS) (N)
SATURDAY, 18TH AUGUST
Richmond vs. West Coast (CS)
Collingwood vs. Essendon (MCG) (N)
Port Adelaide vs. Geelong (FP) (N)
SUNDAY, 19TH AUGUST
Hawthorn vs. Western Bulldogs (MCG)
St Kilda vs. Carlton (CS)
Sydney vs. Melbourne (SCG)
Fremantle vs. Brisbane Lions (S)

Round 21
FRIDAY, 24TH AUGUST
Richmond vs. Kangaroos (MCG) (N)
SATURDAY, 25TH AUGUST
Carlton vs. Collingwood (MCG)
Western Bulldogs vs. Port Adelaide (CS) (N)
West Coast vs. Essendon (S) (N)
SUNDAY, 26TH AUGUST
Adelaide vs. Hawthorn (FP)
Geelong vs. Brisbane Lions (SS)
Melbourne vs. Fremantle (MCG)
Sydney vs. St Kilda (SCG)

Round 22
FRIDAY, 31ST AUGUST
Essendon vs. Richmond (MCG) (N)
SATURDAY, 1ST SEPTEMBER
Carlton vs. Geelong (OO)
Fremantle vs. Adelaide (S) (N)
Hawthorn vs. St Kilda (MCG) (N)
SUNDAY, 2ND SEPTEMBER
Port Adelaide vs. West Coast (FP)
Brisbane Lions vs. Sydney (G)
Kangaroos vs. Collingwood (SCG)
Western Bulldogs vs. Melbourne (CS)

Finals
SEPTEMBER 7, 8, 9
Round 1 – Qualifying Finals (4)
SEPTEMBER 14, 15, 16*
Round 2 – Semi-Finals (2)
SEPTEMBER 21, 22**
Round 3 – Preliminary Finals (2)
SEPTEMBER 29
Round 4 – Grand Final

* *In Round 2 of the Final Series games may be scheduled on Friday, Saturday or Sunday.*
***In Round 3 of the Final Series games may be scheduled on Friday or Saturday.*

(N)—Night game;
(CS)—Colonial Stadium;
(FP)—Football Park, Adelaide;
(G)—Gabba;
(OO)—Optus Oval;
(MCG)—Melbourne Cricket Ground;
(MO)—Manuka Oval, Canberra;
(S)—Subiaco Oval;
(SCG)—Sydney Cricket Ground;
(SS)—Shell Stadium, Geelong;
(YP)—York Park, Launceston.

AFL

Australian Football League

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