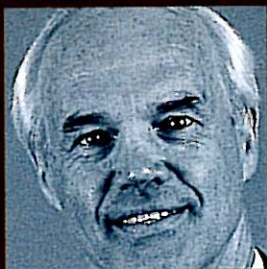# GAME DEVELOPMENT

ROSS SMITH

THE AFL Game Development Department, led by General Manager Ross Smith, is responsible for developing participation and talent in all states and territories, starting with the AFL Auskick program, and working through Community Club football and Coach and Umpire Education, to the AFL's Talented Player Pathway.

FAR AND WIDE: The AFL's game development stretches to all parts of Australia, including Uluru.

Right: Another star in the making.

GROWING TALENT AND PARTICIPATION

The quest to increase the participation base and attract new supporters to the game continues to reap exciting benefits for the AFL competition

The AFL Game Development Department, in partnership with state and territory football organisations, is responsible for the development of the game at all levels below the AFL national competition.

It has two key objectives.

1. Increase the number of participants in the AFL game at all levels.
2. Attract new supporters to the AFL game.

There are five program areas dedicated to the pursuit of these objectives. They are:

• participation in the AFL game from junior to senior levels.
• talent identification and recruitment through the AFL draft.
• talent development in the Australian Institute of Sport/AFL Academy.
• training of coaches, officials, sports trainers and club personnel.
• administration of the game on national and international levels.

National managers in each of the above program areas work closely with their state and territory football counterparts to deliver quality programs to the local football community.

Participation

The number of participants in the AFL game continues to increase. The AFL National Census, compiled by Street Ryan and Associates in consultation with AFL Game Development, shows that national participation in Australian Football increased from 391,782 in 2000 to 398,137 in 2001. This increase has been driven by:

• Club football – up by 5.7 per cent to 254,621, and
• AFL Auskick – up by almost 18 per cent to 94,404.

Overall, the participation figures indicate that where the AFL has decided to invest and develop a national strategy, program outcomes have been exceptional. AFL Auskick is a prime example. In 1995, there were 47,402 AFL Auskick participants across Australia; in 2001 almost 94,404. In NSW/ACT, where the AFL has made a significant investment, registrations have risen from 4907 in 1998 to 15,183 in 2001. A similar trend has occurred in Queensland,

with figures more than doubling in the period 2000 to 2001.

The spread of participation across Australia indicates that the heartland of the AFL game resides in the traditional football states, with Queensland and NSW/ACT increasing their share of the overall participation in the game. The number of people playing Australian Football per 100 eligible males (5-39 years) shows that the AFL game is extremely popular. The information also shows that there has been an increase in this rate in each state when compared with 2000.

Participation in school programs revealed a decrease in 2001, primarily due to more rigorous scrutinising of census data to eliminate double counting of players involved in both school and club football. Key programs to enhance participation are as follows:

Player participation (national)

	1990	2000	2001
Club	231,725	240,846	254,621
School and Reduced Number Programs	93,575	62,165	41,319
Auskick Introductory	24,186	80,074	94,404
Women's	0	4728	3821
Veterans	4500	3969	3912
TOTAL	**353,986**	**391,782**	**398,137**

Participation (state by state) / Participation rate (males 5-39)

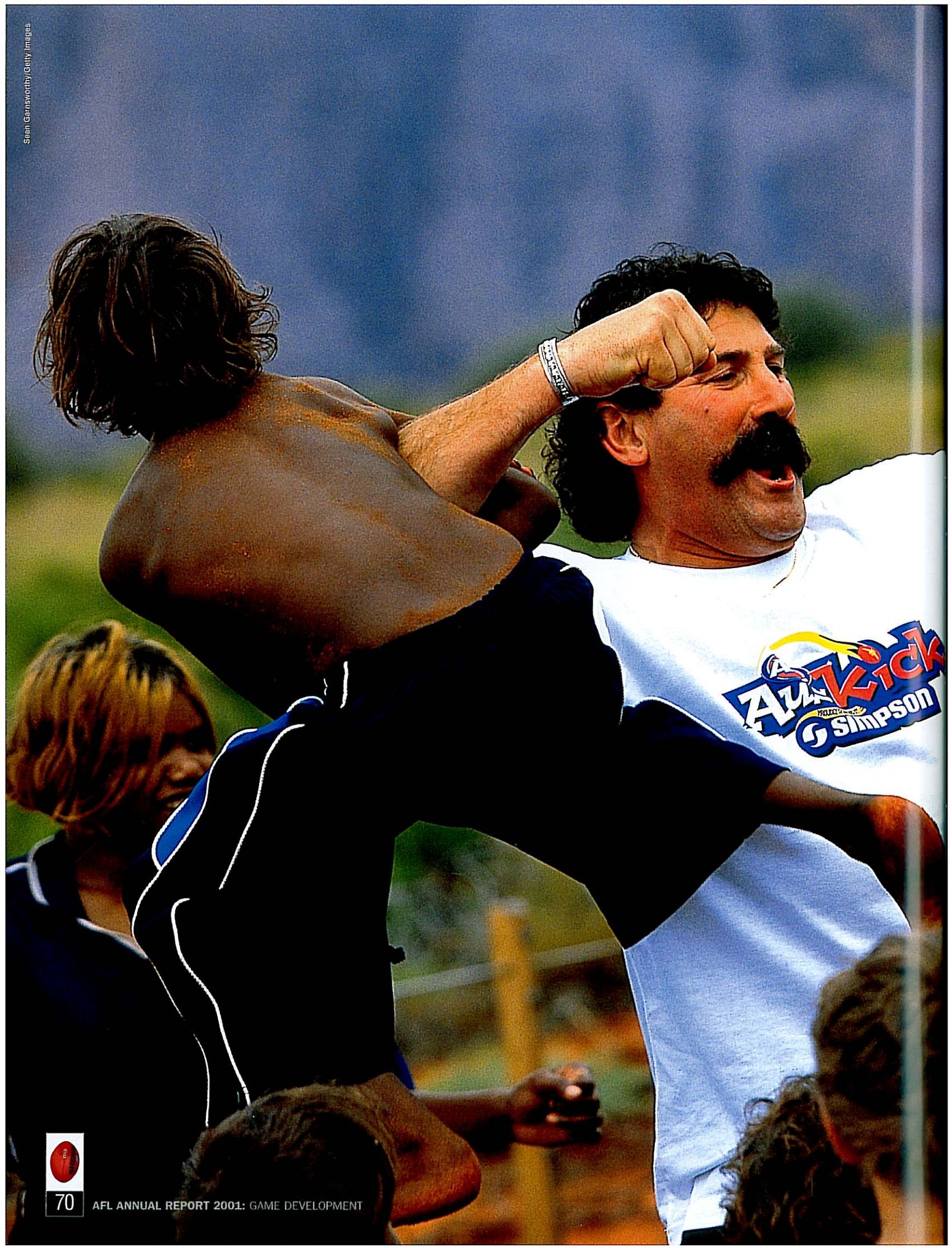| State/Territory	Participation	% of total	2001 %	2000 %
VIC	164,904	41.4	13.36	13.23
WA	62,973	15.8	12.21	12.04
SA	61,681	15.5	16.28	15.66
QLD	36,787	9.2	3.46	2.75
NSW/ACT	40,710	10.3	2.37	2.03
TAS	19,295	4.8	16.55	16.14
NT	11,787	3.0	20.84	18.21
TOTAL	**398,137**	**100**		

ACTIVE: AFL Auskick not only encourages children to learn the skills of Australian Football, but gets them playing modified games.
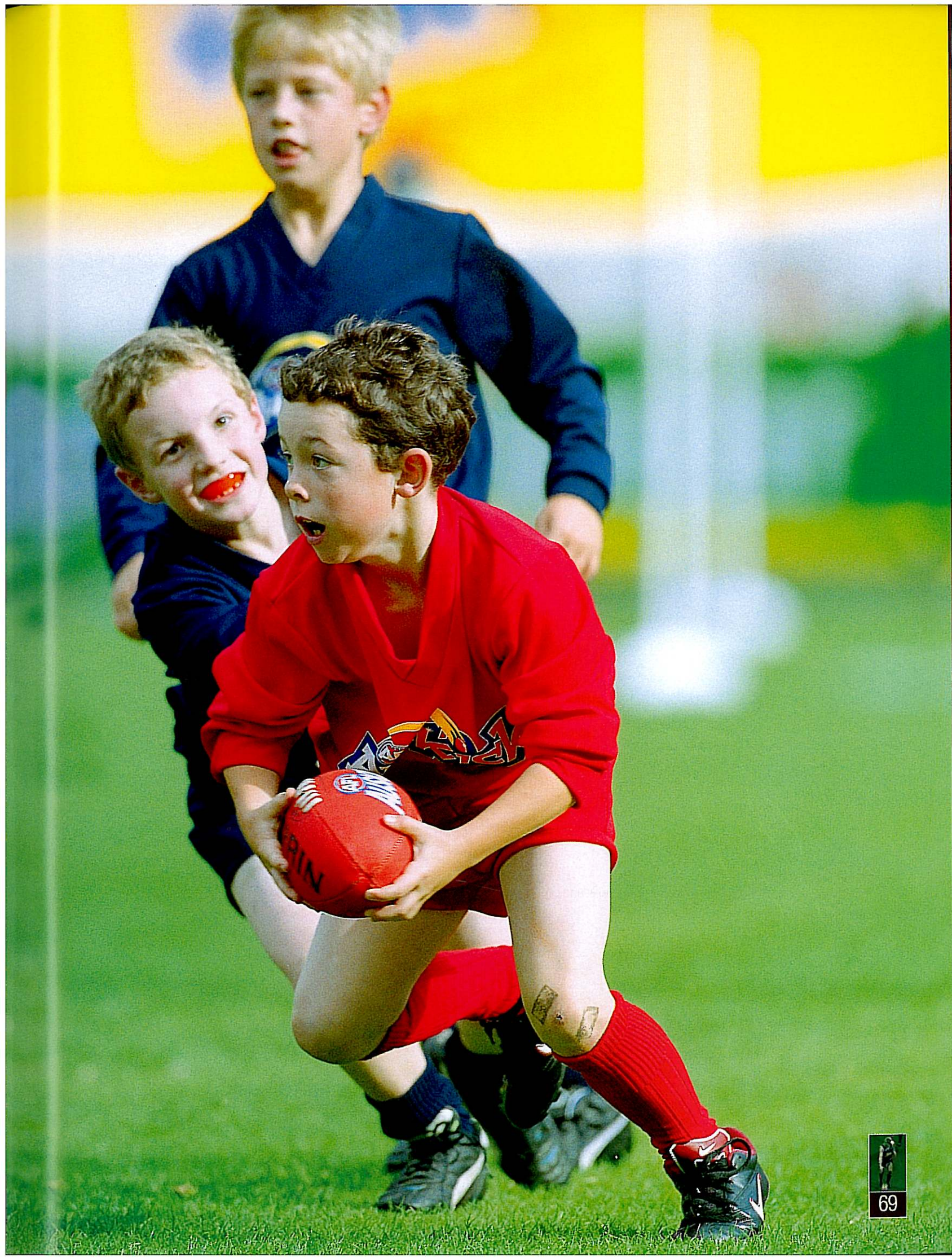
AFL Auskick

AFL Auskick, which has grown by an average of 12 per cent per annum since 1995 (see chart below), sees boys and girls aged five to 12 years play specially modified AFL games and activities for fun and enjoyment in a safe environment. It is conducted by parents and friends and is managed by the community.

Growth in registrations has been particularly strong in both NSW/ACT and in Queensland with the latter more than doubling its 6119 participation in 2000 to 13,763 in 2001. These results are particularly pleasing as the AFL seeks to create generations of new supporters. All registered AFL Auskick participants receive a benefits pack containing a Sherrin football, cap, poster and stickers and in 2001, participants also received a newly developed CD-ROM on the skills of the game.

The CD-ROM program is hosted by Wayne Carey and Michael Voss and features champions from each AFL team, tips and drills on the skills of the game, the goal and mark of the year and other special features. The CD-ROM was a significant improvement to the benefits pack and again underlined the AFL's commitment to lead the way in the development of resources.

Further, AFL Auskick provides an opportunity to connect young AFL followers with the AFL clubs they support. In 2001, each registered participant received a personalised letter from an AFL player from the club he or she supports. The contribution of AFL players to this program is vitally important to its success and the AFL and clubs will continue to work on initiatives that provide mutual benefits.

The AFL has an agreement with the Electrolux Group from 2002 to align the Simpson brand as the program sponsor for AFL Auskick for the next three years. Further, additional support provided by the Federal Government through the Australian Sports Commission will give rise to a three-way partnership to take participation forward. AFL Auskick has been a great recruiting tool for the AFL game and research conducted by AFL Game Development has been used to develop strategies to enhance the flow of participants to school and club football. In particular, children who make the transition from AFL Auskick into competition football need greater support in terms of resources and benefits. This will be a focus going forward.

AFL Auskick 1995–2001							
	1995	1996	1997	1998	1999	2000	2001
VIC	29514	35011	37153	38039	39890	40031	39373
NSW/ACT	975	2094	2115	4907	6417	12072	15183
QLD	2944	3279	4948	4560	5046	6119	13763
SA	7125	4050	5118	9362	12407	8691	11827
WA	5736	6312	6936	7961	8864	9328	10064
TAS	338	1125	1417	2005	2288	2336	2553
NT	770	845	997	969	1300	1497	1641
TOTAL	47402	52716	58684	67803	76212	80074	94404
% Increase		11%	11%	16%	12%	5%	18%

KING OF THE KIDS: Former Hawthorn champion, Robert DiPierdomenico, pictured having fun with children during a trip to Arnhem Land in 2001, is the AFL Auskick ambassador in 2002.

Club/team census by state: 1990 to 2001

	Metropolitan				Country			
	1990	1999	2000	2001	1990	1999	2000	2001
Australian Capital Territory								
Junior	54	47	49	47				
Youth	43	43	41	39				
Open	30	32	30	22				
TOTAL	127	122	120	108				
New South Wales								
Junior	41	112	144	120	51	77	186	204
Youth	85	82	80	84	165	79	180	245
Open	44	36	41	45	144	171	176	156
TOTAL	170	230	265	249	360	327	542	605
Northern Territory								
Junior	38	62	77	69	0	12	16	44
Youth	31	37	29	25	0	27	27	25
Open	36	35	26	25	38	90	96	96
TOTAL	105	134	132	119	38	129	139	165
Queensland								
Junior	124	143	166	206	57	131	142	148
Youth	62	53	51	55	78	100	96	100
Open	51	53	46	50	109	100	97	92
TOTAL	237	249	263	311	244	331	335	340
South Australia								
Junior	98	194	193	230	142	184	221	153
Youth	152	207	201	231	452	372	374	384
Open	277	253	278	265	478	354	361	377
TOTAL	527	654	672	726	1072	910	956	914
Tasmania								
Junior	129	60	64	56	37	102	96	97
Youth	65	50	47	48	49	97	92	97
Open	35	32	38	37	182	183	171	166
TOTAL	229	142	149	141	268	382	359	360
Victoria								
Junior	499	901	938	931	455	394	337	389
Youth	595	905	953	866	1223	1054	996	979
Open	541	597	642	664	1150	851	767	779
TOTAL	1635	2403	2533	2461	2828	2299	2100	2147
Western Australia								
Junior	348	551	564	548	101	263	267	271
Youth	244	330	321	328	196	255	259	215
Open	274	230	228	240	266	247	259	292
TOTAL	866	1111	1113	1116	563	765	785	778

Definitions: Junior under 9-12, predominantly played under AFL Auskick rules
Youth: under 13-18

Community club football

The running of the AFL game and the environment at the community club level is an important factor in participation in the AFL game. Chart at left depicts the strong growth in team numbers from 1990 to 2001, a growth which coincides with the AFL's increasing investment in grassroots development.

Game Development, in consultation with state football organisations, develops and implements national training programs for the development of coaches, umpires (field, goal, boundary and umpires' coaches) and sports trainers. These programs are in line with the Australian Sports Commission's education programs and sport industry vocational training programs and, accordingly, are competency based.

Relevant considerations include the way in which:
• clubs and facilities are managed by club volunteers.
• activities and games are presented and managed by coaches.
• games are umpired.
• players are supported by sports trainers and other support personnel.

These areas are keys to providing a high quality environment for the recruitment and retention of players.

Junior and youth football

While AFL Auskick is a strong recruiting program for the AFL, the transition of participants from AFL Auskick to school and club football is a major focus area for AFL Game Development.

In 2001, junior or primary school football was played under the AFL Auskick club policy. The AFL Auskick philosophy of "fun and safe" is extended into the club environment to maximise the transfer of participants from AFL Auskick.

AFL Game Development contracted the Deakin University Centre for Change Management (Sport Management) in 2001 to identify the factors that influence youth participants to play or not to play the AFL game as it is in the youth age group (13 to 18 years) where attrition levels are high. The findings will be used to develop strategies to attract and retain youth participants.

Club personnel education

The AFL recognises that the management of the community club and the quality of the environment in which the game is managed is vital to the ongoing development and health of the game.

Accordingly, the AFL, in partnership with the Australian Sports Commission through its Active Australia program, is developing an education package for volunteers who undertake such roles as president and secretary, as well as those who manage facilities and teams, liaise with local councils and seek sponsorship.

The aim of the project is to develop national training for club personnel similar to the programs offered for umpires and coaches. In 2001, a national audit was completed, relevant stakeholders were consulted and the areas of financial management, risk management, community relationships, planning, volunteer management and junior development were identified as being of great importance to club volunteers and administrators. Course modules will be developed for each of these areas and tested in 2002 for implementation in 2003.

AFL KickStart – indigenous communities

AFL KickStart, a program which incorporates AFL Auskick is directed at indigenous children aged five to 14 and living in remote communities across northern Australian, was expanded in 2001.

The program receives strong support from the Aboriginal and Torres Strait Islanders Commission, ATSIC regional councils in Northern Australia, Rio Tinto in the Kimberley region of WA and governments of Western Australia, the Northern Territory and Queensland.

Curtin University's indigenous research centre evaluated the Rio Tinto AFL KickStart program in the Kimberleys and found it increased:

• individual self-esteem and confidence.
• community cohesion and sense of purpose.
• individual well-being and awareness of healthy lifestyles.
• school attendance and academic achievement.

The program was perceived to have helped decrease:

• community vandalism; alcohol and substance abuse; smoking; anti-social behaviour; crime at festivals and events.

The Just Jeans Cup took place in Darwin in June and gave young players from remote communities in the Kimberleys and Northern Territory an opportunity they would otherwise not have had.

However, AFL KickStart is not just a football program. It promotes health and lifestyle messages to young people and utilises role models from the AFL.

Coach education

Major initiatives in coach education in 2001 were the production and distribution of a new *AFL Auskick National Coaching Manual* and an interactive coaching CD-ROM.

In partnership with the AFL Players' Association, a Level 2 coaching course was conducted for 33 recently retired or experienced AFL players who were either coaching or considering a coaching career.

A total of 2754 coaches attained level one accreditation and 235 level two.

Umpire education

Accreditation programs are provided for field, goal and boundary umpires at all levels. In 2001, an umpires' coach program was implemented following a trial in the previous year. In addition, a significant number of level two and level three umpires were re-accredited during the year.

The number of umpires who completed their training in 2001 was as follows:

Umpire Accreditation				
	Field	**Goal**	**Boundary**	**Coach**
Level 1	590	155	400	105
Level 2	325	175	143	–
Level 3	17	–	–	–

A significant problem for the AFL is the retention of umpires, particularly field umpires, as the number recruited annually does not match the number retiring. Strategies are being developed to redress this in 2002.

Volunteers

As 2001 was the International Year of the Volunteer, the AFL recognised the work of some 27,000 volunteers who received AFL recognition certificates signed by AFL Chief Executive Officer Wayne Jackson and the AFL ambassador for volunteers, Essendon coach Kevin Sheedy.

All AFL community clubs around Australia were asked to nominate volunteers to receive a certificate and these were presented by the clubs. In addition, more than 650 certificates were sent to volunteers who conduct the game overseas.

The AFL also recognised volunteers in each state who had given the longest service to the game and a special AFL volunteers medallion was presented to 55 people at ceremonies in each state and with the support of the state football organisation. Some volunteers have been working to assist the AFL game for more than 55 years.

In recognition of the work of all volunteers, without whom the AFL game could not be conducted, AFL Commission Chairman Ron Evans invited Len and Ora Ablett, volunteers for 50-plus years with the Myrtleford Football Club in the Ovens and Murray Football League, to the AFL Grand Final. Len was given the honour of tossing the coin at the start of the game.

Talented Player Pathway

The AFL, in partnership with the state and territory football organisations, conducts a comprehensive program of activities that identifies the talented player and then nurtures that talent in specialised training programs.

AFL National Championships

The under-16 and under-18 national titles are benchmark competitions for talented, developing players. In each state and territory, development squads below the under-16 age group provide talented players with the opportunity to develop their skills. The AFL National Under 16 Championships were held in Adelaide in 2001 and was won by Victoria Country (Division 1) and NSW/ACT (Division 2).

The AFL National Under 18 Championships are held annually in Melbourne and the winners in 2001 were Victoria Metropolitan (Division 1) and Tasmania (Division 2).

AIS/AFL Academy

The academy program, a joint initiative of the AFL and the Australian Institute of Sport, is a non-residential program and brings together selected players for three camps throughout the year. All 30 scholarship-holders have individual programs and, under the tutelage of head coach Terry Wheeler, are guided through their education, football and vocation. The camp program monitors players' development and sets goals for the group and for individuals. In 2001, the AIS/AFL Academy played an International Rules Series against Ireland with games in Melbourne and Perth. Australia defeated Ireland 3-0.

Also in 2001, two specialist groups were added to the academy program:

- A tall player program. Ten players were invited to participate in a program under the direction of former Brownlow Medallist Scott Wynd and former Geelong ruckman Darren Flanigan. Taller players take longer to develop and mature and this program investigates ways to monitor and accelerate that process wherever possible.

- Developing states program. Six talented players were selected from New South Wales and Queensland and invited to join in the second AIS/AFL camp. This allows them to benchmark their skill and fitness levels with those of players in the Academy program.

The AIS/AFL Academy's success can be seen in the number of players who are drafted and play in the national competition. Since the first intake of players into the AIS/AFL Academy in 1998, 76 'graduates' have been drafted and 69 are still on AFL lists. In the 2001 AFL National Draft, 23 graduates were selected, the first seven players selected were AIS/AFL academy graduates, and 13 of the first 16 selections were players who had attended the Academy.

Overall, the academy is producing two draftees for every three participants — a great result given the relatively young age at which the boys are offered a place.

AFL Draft Camp

In 2001, 76 players attended the AFL Draft Camp at the Australian Institute of Sport in Canberra. All players who attended had been nominated by at least six AFL clubs and they completed a battery of physical, physiological, psychological and medical tests.

AFL club representatives were on hand to observe and assess their football skills and interview up to six players about their goals in football and assess their potential to make the grade at AFL level.

All AFL clubs were later provided with a comprehensive report on each player. This information was complemented by state recruiting reports received throughout the year.

Players drafted from states/territories in 2001		
State/Territory	Number drafted	%
VIC	38	60.3
WA	11	17.5
NSW/ACT	6	9.5
SA	2	3.2
TAS	2	3.2
QLD	2	3.2
NT	2	3.2
TOTAL	63	100

SUCCESS: Victoria Metropolitan took out division one of the 2001 AFL National Under 18 Championships.

International AFL

While national development programs are AFL Game Development's priority, it is also responsible for supporting Australian Football programs overseas.

Modest grants have been made available to support the development of a junior program to underpin viable senior competitions.

In this category, grants have been made to Canada, Denmark, England and Nauru. A greater investment has been made in Papua-New Guinea ($30,000), New Zealand ($150,000) and the United States ($120,000).

In 2001, in partnership with Australian Volunteers International, the AFL placed a development officer in the north-west province of South Africa. The volunteer, Dale Alsford, has established programs in primary and secondary schools and has set up AFL Auskick centres in several communities.

In 2001, an AFL international advisory committee was formed to help coordinate international activities and advise the AFL on relevant issues. A number of countries received affiliation agreements relating to the development of junior programs and administration support for formal competitions.

The committee also began preparations for the International Cup to be held in Melbourne in August 2002 with entries from Canada, Denmark, Great Britain, Ireland, Japan, Nauru, New Zealand, Papua-New Guinea, Samoa, South Africa and the US.

Game Development review

In 2001, the AFL undertook a comprehensive review of the development of the game.

A review committee, chaired by AFL Commissioner Colin Carter, received information from all state and territory football organisations and from different levels within those organisations and submitted its report to the AFL Commission in December 2001.

The review found positive outcomes have been achieved in game development over the past decade. These include:

• a reversal in the previous decline in participation rates through the 1980s.

• targeted national programs – AFL Auskick, Coach Accreditation and the Talented Player Pathway – which have set the benchmark for Australian sport.

• a dramatic upturn in participation in NSW and Queensland.

The AFL Commission will consider the report and the feedback from AFL clubs and state and territory football organisations during 2002.

Funding Game Development via the states

The AFL, through AFL Game Development, provides financial support to the state and territory football organisations through direct grants and, depending on players drafted from the states, through transfer fees. In 2001, $16.1 million was allocated to state and territory football organisations to assist them to implement the National Development Plan and $370,000 was allocated to the development of the AFL game at the international level.

Almost $4.4 million in transfer fees was distributed to states and territories and these funds are used for development programs and, in some states, to provide financial assistance to the club from which the AFL player was drafted.

Funding Game Development ($) (excl GST)	
NSW/ACT	5,000,000
Northern Territory	735,000
Queensland	3,046,000
South Australia	670,000
Tasmania	1,250,000
Victoria	4,610,000
Western Australia	834,000
New Zealand	150,000
International, Other	215,000
TOTAL	16,510,000

Transfer fees ($) (GST inc)	
NSW/ACT	93,225
Northern Territory	117,964
Queensland	235,840
South Australia	802,428
Tasmania	141,020
Victoria	2,149,268
Western Australia	848,815
TOTAL	4,388,560

| Payments made by AFL clubs via the state body ($) (GST inc)	
Draft Fee	16,500
AFL Debut (1st game)	16,500
10th AFL game	13,090
Players 2nd Year	13,090
TOTAL	59,180

FINANCE & ADMINISTRATION

IAN ANDERSON

THE Finance & Administration Department, headed by General Manager Ian Anderson, manages the finances of the AFL and administers its internal workings.

SPECIAL SEASON: Essendon star Matthew Lloyd enjoyed another outstanding year in 2001 winning his second successive Coleman Medal.

Right: 2001 Norm Smith Medallist Shaun Hart
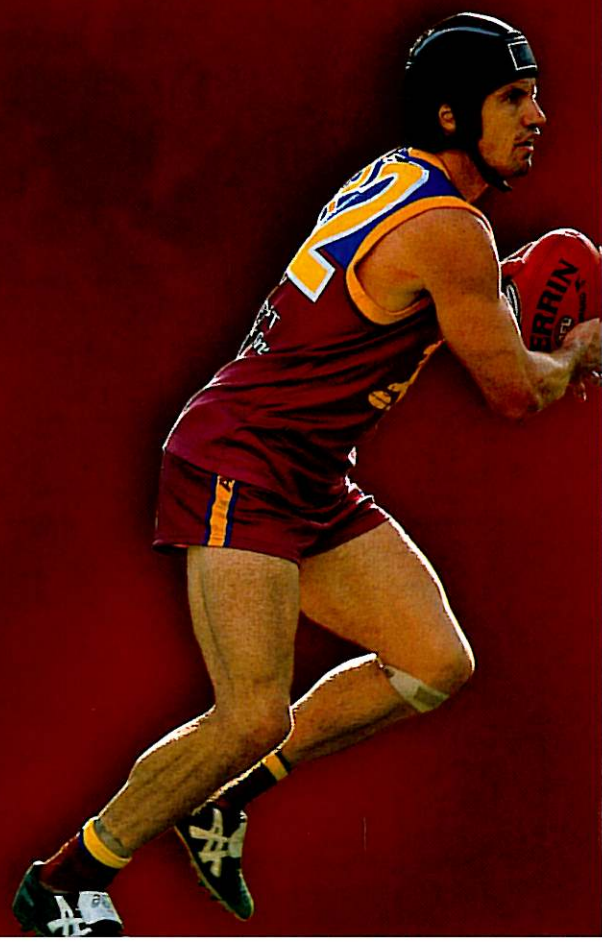
TENTH STRAIGHT RECORD OPERATING SURPLUS

Revenue and operating surplus have grown each year since 1992

The AFL's operating surplus for the year ended 31 October, 2001, was a record $66.5 million. This was a $4.4 million increase (7%) on the previous year and represented the 10th consecutive year of increased operating surpluses. Total revenue in 2001 was $116.6 million, up 5.3% on 2000.

From this operating surplus the AFL made distributions totalling $83.3 million. These distributions comprised of:

- payments to AFL clubs totalling $61.8 million – an increase of $11.6 million (23%);
- payments to states for game development grants totalled $16.5 million – an increase of $1.4 million (9%);
- payments to the AFL Players' Association for its welfare fund and other initiatives totalled $5 million – an increase of $1 million (25%).

The net result of the AFL after all distributions was a deficit of $16.8 million. This result was in line with the budget set at the start of the year.

Major revenue and expenditure items

The major income and expenditure items in 2001 were:

- revenue from sponsorship/television rights/radio rights totalled $52.1 million – an increase of $6 million over 2000 (13%);
- operating expenditure totalled $50 million – an increase of $1.4 million over 2000 (3%).

Payments to clubs

The AFL makes regular payments to clubs in the form of club distributions, AFL Members' Club Support, AFL Members' contributions, finals allowances, prizemoney, totalling $58.0 million. The full details of these payments are shown in the table on page 79.

One-off payments to clubs

During the year other one-off payments to clubs totalled $3.8 million.

These included:

- payments for settlement of outstanding matters related to the 2000 season at Colonial Stadium;
- the subsidy payable for games relocated from Optus Oval to Colonial Stadium in 2001;
- payments for the settlement of catering rights related to grounds no longer used for AFL matches;
- payments to clubs for signage at Colonial Stadium.

Other financial matters

Other financial matters completed during and after the year end included the following:

- the AFL paid $30 million in March 2002 for the ownership rights to Colonial Stadium in 2026. This payment was funded by a prepayment from the broadcasting rights for 2002.
- the AFL's borrowings increased to $19 million at October 31, 2001. These borrowings were necessary to support payments related to the AFL's deficit ($16.8 million) as well as some remaining payments for the AFL's construction and ownership of its new offices.
- after the financial year, the AFL announced the conditional sale of the Waverley Park site for $110 million (book value – $45.1 million).
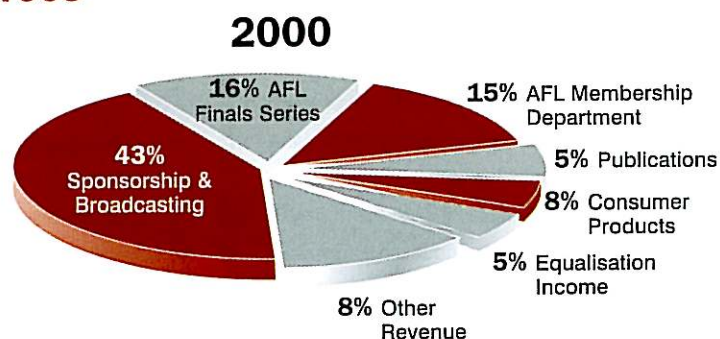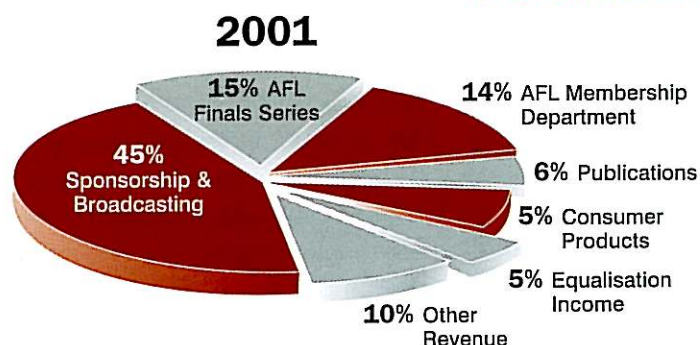
Key challenges

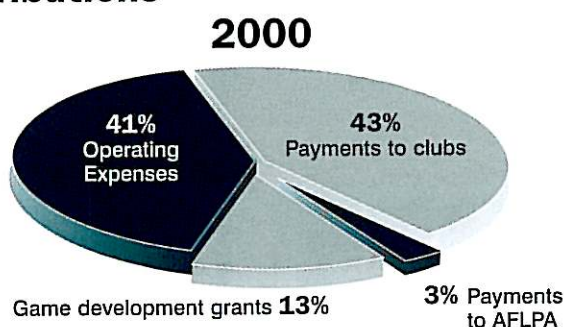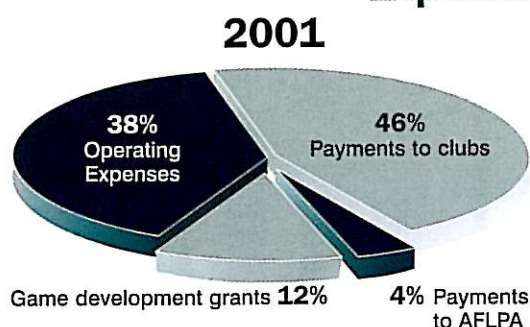The AFL's key challenges for the upcoming year are to:

- manage the special financial assistance packages that are being made available to clubs.
- report monthly on key performance indicators (both financial and non-financial).
- review the possibility of establishing a shared financial services function between the AFL, state bodies and AFL clubs.
- review the AFL's revenue sharing policies.

Revenue Sources

2001

- 15% AFL Finals Series
- 45% Sponsorship & Broadcasting
- 14% AFL Membership Department
- 6% Publications
- 5% Consumer Products
- 5% Equalisation Income
- 10% Other Revenue

2000

- 16% AFL Finals Series
- 43% Sponsorship & Broadcasting
- 15% AFL Membership Department
- 5% Publications
- 8% Consumer Products
- 5% Equalisation Income
- 8% Other Revenue

Expenditure & Distributions

2001

- 38% Operating Expenses
- 46% Payments to clubs
- Game development grants 12%
- 4% Payments to AFLPA

2000

- 41% Operating Expenses
- 43% Payments to clubs
- Game development grants 13%
- 3% Payments to AFLPA

2001 regular payments to clubs

	Club Distribution	AFL Members Club Support to the gate[1]	AFL Members Contribution[2]	Finals allowance[3]	Prizemoney[4] $	Total
ESSENDON	3,157,000	591,680	264,125	160,000	175,000	4,347,805
COLLINGWOOD	3,157,000	571,486	326,486	-	35,000	4,089,972
RICHMOND	3,157,000	278,535	345,155	115,000	140,000	4,035,690
CARLTON	3,157,000	448,789	201,242	40,000	115,000	3,962,031
HAWTHORN	3,157,000	174,646	222,147	115,000	165,000	3,833,793
BRISBANE LIONS	3,157,000	48,435	-	160,000	345,000	3,710,435
MELBOURNE	3,157,000	156,091	248,942	-	15,000	3,577,033
KANGAROOS	3,157,000	165,695	184,065	-	60,000	3,566,760
ST KILDA	3,157,000	192,104	161,427	-	15,000	3,525,531
GEELONG	3,157,000	239,569	105,664	-	15,000	3,517,233
WESTERN BULLDOGS	3,157,000	98,800	169,335	-	15,000	3,440,135
PORT ADELAIDE	3,157,000	6,389	2749	40,000	205,000	3,411,138
SYDNEY	3,157,000	51,895	-	35,000	90,000	3,333,895
ADELAIDE	3,157,000	41,866	2427	35,000	70,000	3,306,293
WEST COAST EAGLES	3,157,000	9020	-	-	15,000	3,181,020
FREMANTLE	3,157,000	1708	-	-	15,000	3,173,708
TOTAL	50,512,000	3,076,709	2,233,764	700,000	1,490,000	58,012,473

Notes
1 Amount paid by the AFL to an AFL Club when an AFL Club Support Member nominates that Club as the one they support.
2 Amount paid by the AFL to the Home Club as part of the match return for every AFL Member (excluding Home Club AFL Club Support Members) attending home & away matches.
3 Amount paid by the AFL to subsidise additional player salaries for Clubs competing in the AFL Finals Series.
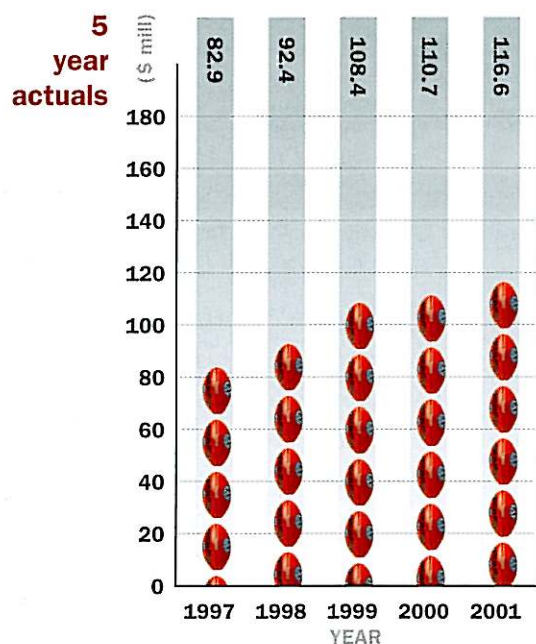4 Total prizemoney from Pre-Season & Premiership Season Competitions.

Revenues

In 2001, total AFL revenue increased by $5.8 million to $116.6 million. Since 1992, AFL revenue has increased by 172 per cent and will increase further with the start of the new TV broadcasting agreement in 2002. Major revenue items included:

- Sponsorship and broadcasting rights – $52.1 million.
- AFL finals series – $18 million.
- AFL membership department – $16.5 million.
- Publications – $6.6 million.
- Consumer products – $5.9 million.
- Equalisation income – $5.8 million.
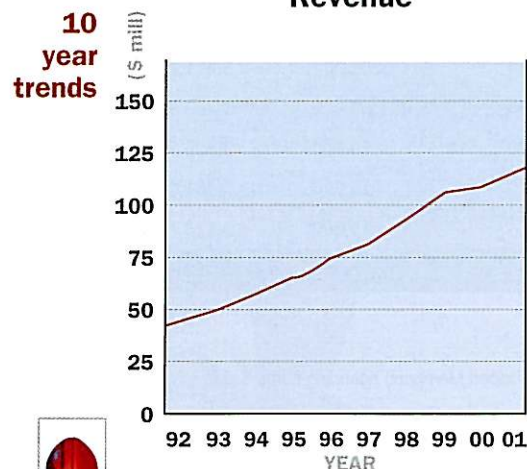
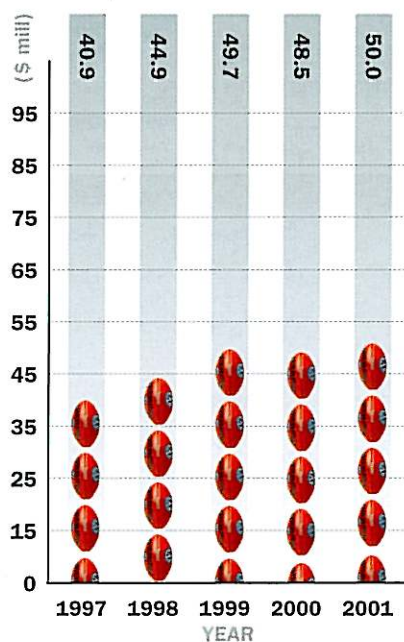## Operating expenses

AFL operating expenses grew by $1.4 million to $50.0 million in 2001. About two-thirds of this increase was due to increased expenditure on game development and ground improvements. A key financial challenge for the AFL is to keep operating expenses as low as possible.

Included in operating expenses were payments totaling $1.6 million for ground improvements at the Gabba in Brisbane, Stadium Australia in Sydney, Subiaco Oval in Perth, and Football Park in Adelaide.
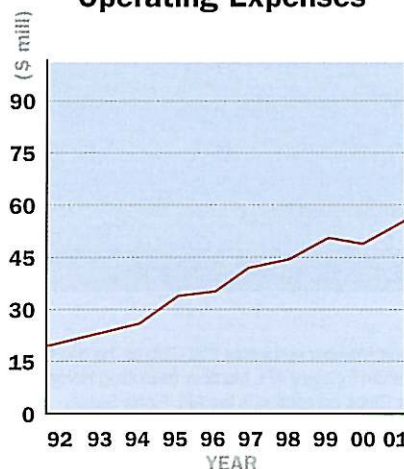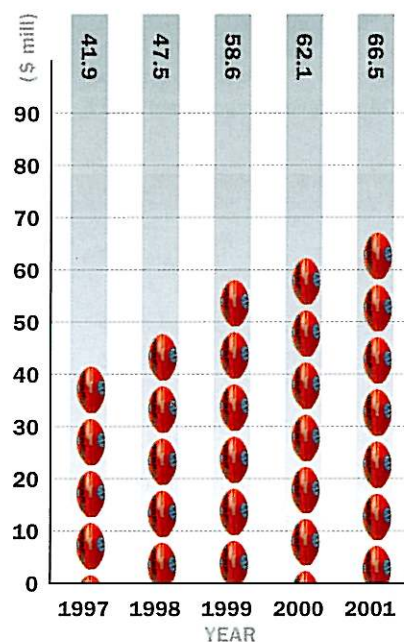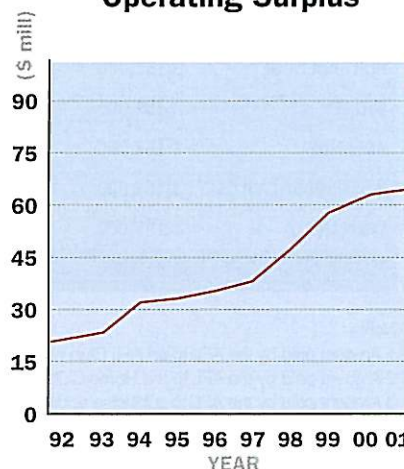
Operating surplus

The AFL's operating result in 2001 showed a surplus of $66.5 million, an increase of $4.4 million (up 3.1%) on the 2000 operating surplus. This was a pleasing result as the AFL increased revenue by $5.8 million while keeping the increase in operating expenses to $1.4 million.

From its operating surplus, the AFL makes payments to clubs, the AFL Players' Association and the states in the form of game development grants.

5 year actuals

Revenue ($ mill) by YEAR:

1997	1998	1999	2000	2001
82.9	92.4	108.4	110.7	116.6

Operating Expenses ($ mill) by YEAR:

1997	1998	1999	2000	2001
40.9	44.9	49.7	48.5	50.0

Operating Surplus ($ mill) by YEAR:

1997	1998	1999	2000	2001
41.9	47.5	58.6	62.1	66.5

10 year trends

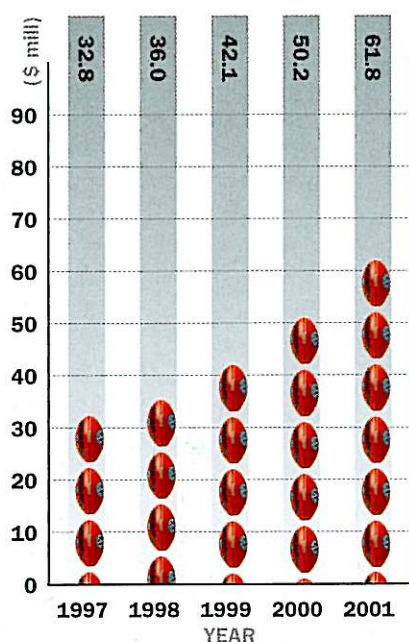### Revenue

### Operating Expenses

Operating Surplus

Payments to clubs

Payments to clubs continued to rise in 2001 with a total of $61.8 million being paid, an increase of $11.6 million on 2000. Since 1992, payments to clubs have risen by 193 per cent. These payments comprise:

- Base distribution – $50.5 million.
- Other payments (see table on page 79) – $7.5 million.
- Special payments – $3.8 million.

These payments include amounts paid as part of the ground buy-out agreements, and signage rights at Colonial Stadium.
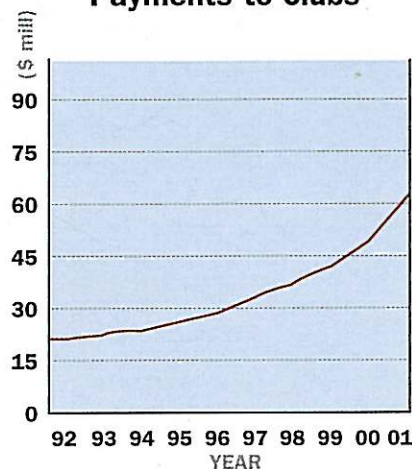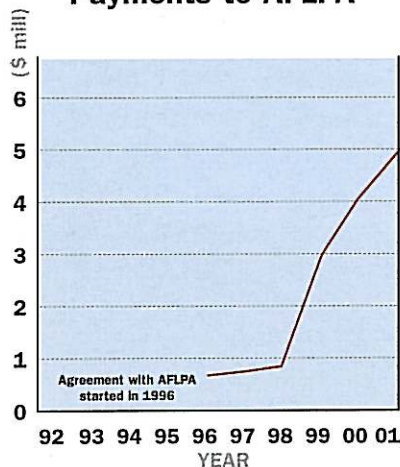
Payments to AFLPA

As part of the Collective Bargaining Agreement between the AFL and the AFL Players' Association, the AFL was committed to paying the AFL Players' Association $5 million in 2001 to help fund its activities which include the AFL Players' Retirement Fund and various player welfare and education programs.
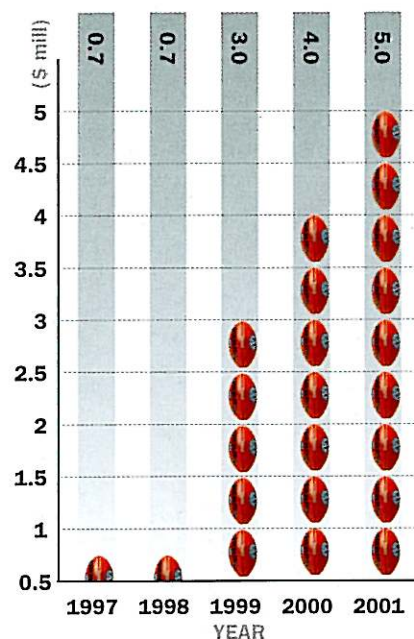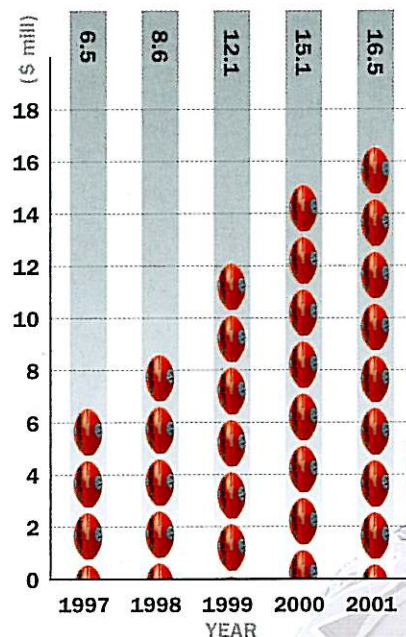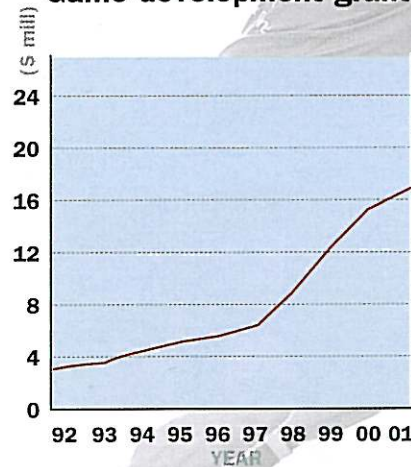
Game development grants

Grants to help fund game development activities continued to increase in 2001. A total of $16.5 million was spent in this area in 2001, an increase of $1.4 million on 2000. Since 1992, spending on game development has increased more than five-fold.

Almost half the grants paid in 2001 were directed to New South Wales, the ACT and Queensland, areas in which the potential for growth in participation of Australian Football is greatest.

Payments to clubs

($ mill)	1997	1998	1999	2000	2001
YEAR	32.8	36.0	42.1	50.2	61.8

Payments to AFLPA

($ mill)	1997	1998	1999	2000	2001
YEAR	0.7	0.7	3.0	4.0	5.0

Game development grants

($ mill)	1997	1998	1999	2000	2001
YEAR	6.5	8.6	12.1	15.1	16.5

Payments to clubs ($ mill) — YEAR: 92 93 94 95 96 97 98 99 00 01

Payments to AFLPA ($ mill) — Agreement with AFLPA started in 1996 — YEAR: 92 93 94 95 96 97 98 99 00 01

Game development grants ($ mill) — YEAR: 92 93 94 95 96 97 98 99 00 01
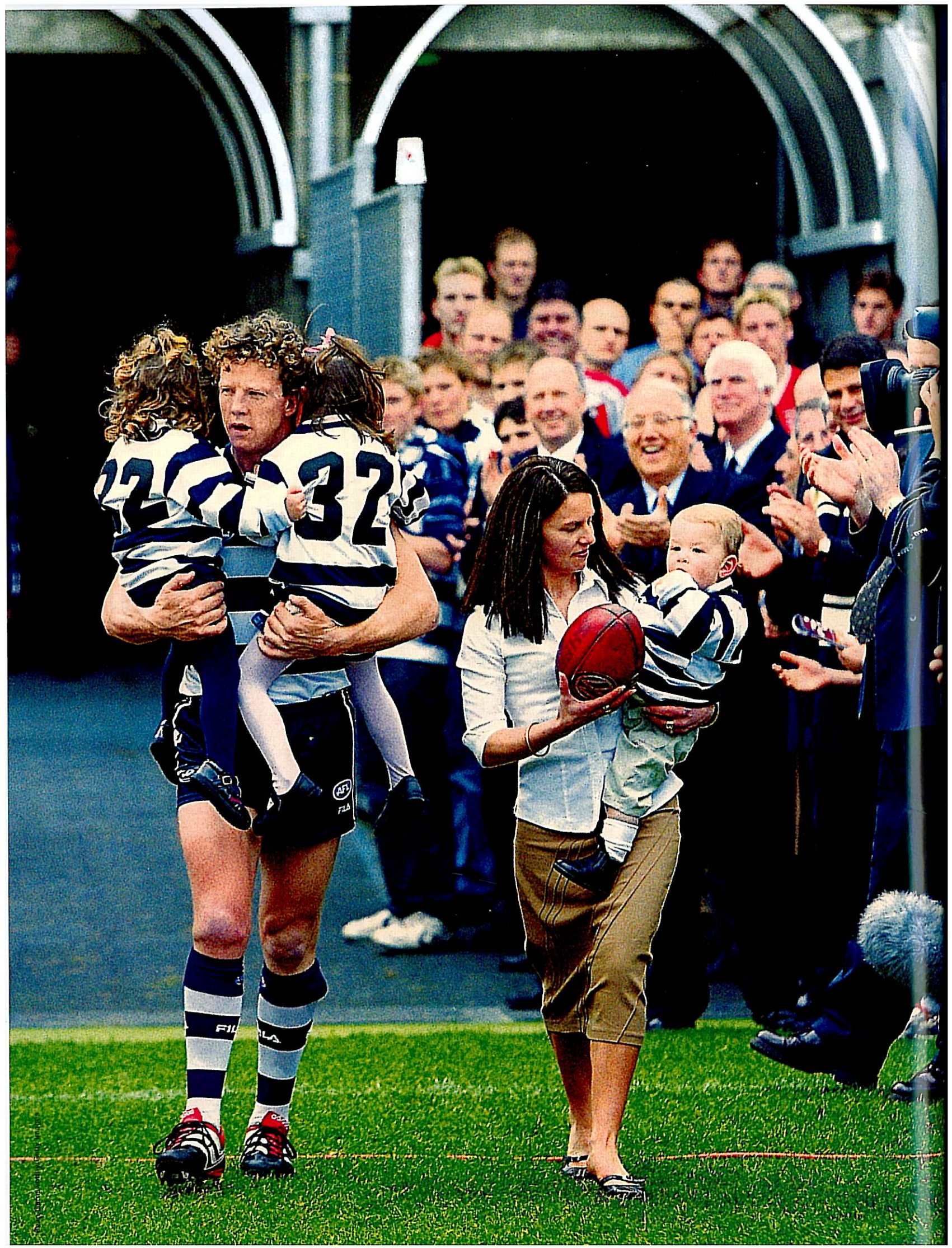
FAREWELLS

DURING 2001, a number of the game's greats retired. In this section, we pay tribute to those who have served the game and the community with distinction.
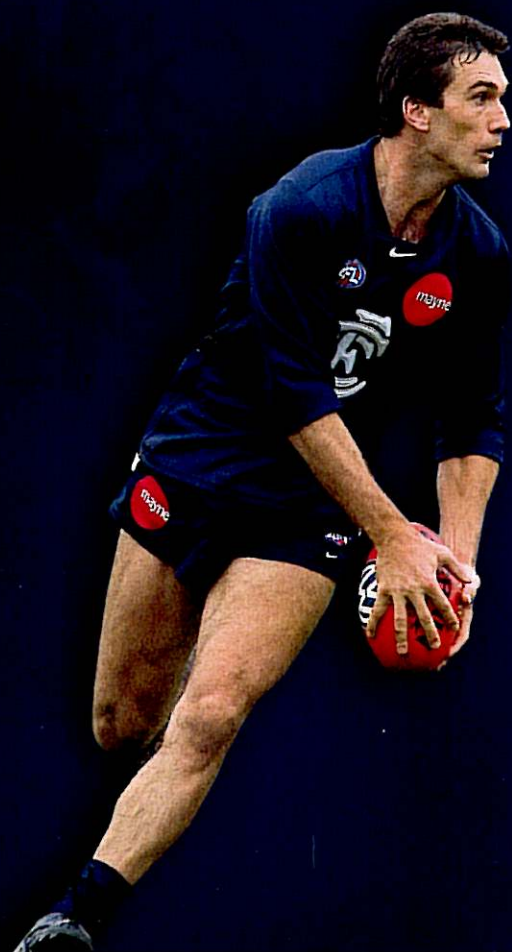
GOODBYE: Former Geelong champion Garry Hocking takes the field for the last time at Kardinia Park, flanked by wife Melina, daughters Chelsea and Tayla, and son Lochlan.

Right: It was also farewell for Carlton's Stephen Silvagni.

Great premiership players on list of retirees

Departing players of note include:

John Barnes: *Essendon/Geelong/Essendon, 202 games, 90 goals*
Paul Broderick: *Fitzroy/Richmond, 262 games, 170 goals*
Todd Curley: *Collingwood/W Bulldogs, 118 games, 48 goals*
Matthew Dent: *W Bulldogs/Hawthorn, 118 games, 19 goals*
Adrian Fletcher: *Geelong/St Kilda/Brisbane Lions/Fremantle, 231 games, 97 goals*
Brendon Gale: *Richmond, 244 games, 209 goals*
Garry Hocking: *Geelong, 274 games, 243 goals*
Anthony Ingerson: *Adelaide/Melbourne, 158 games, 40 goals*
Darren Jarman: *Hawthorn/Adelaide, 230 games, 386 goals*
Dean Kemp: *West Coast Eagles, 243 games, 117 goals*
Matthew Kennedy: *Brisbane Lions, 188 games, 30 goals*
Dale Lewis: *Sydney, 182 games, 186 goals*
Michael Long: *Essendon, 191 games, 143 goals*
Troy Luff: *Sydney, 155 games, 85 goals*
Brayden Lyle: *West Coast Eagles/Port Adelaide, 116 games, 17 goals*
Tony Modra: *Adelaide/Fremantle, 165 games, 588 goals*
Jason Mooney: *Sydney/Geelong, 129 games, 101 goals*
Ashley Prescott: *Richmond/Fremantle, 128 games, 19 goals*
Dean Rice: *St Kilda/Carlton, 234 games, 85 goals*
Matthew Robran: *Hawthorn/Adelaide, 137 games, 115 goals*
Anthony Rock: *Kangaroos/Hawthorn, 222 games, 155 goals*
Jose Romero: *Kangaroos/W Bulldogs, 211 games, 169 goals*
Stephen Silvagni: *Carlton, 312 games, 202 goals*
Stephen Tingay: *Melbourne/Sydney, 162 games, 84 goals*
Ryan Turnbull: *West Coast Eagles, 129 games, 39 goals*
Dean Wallis: *Essendon, 127 games, 42 goals*
Andrew Wills: *Geelong/Fremantle/W Bulldogs, 148 games, 127 goals*
**Matthew Young:** *Hawthorn/St Kilda, 118 games, 20 goals*

The football community reveres footballers who produce their best in AFL Grand Finals. As a consequence, it would be ruing the loss in 2001 of a number of retirees from 2001 who produced match-winning performances in premierships in the 1990s.

The goalkicking heroics of Adelaide wizard Darren Jarman in the final quarters of both the 1997 and 1998 Grand Finals are legendary. West Coast Eagles midfielder Dean Kemp was among the Eagles' best in their 1992 premiership and he won the Norm Smith Medal in 1994. Essendon duo Michael Long and Dean Wallis played in the 1993 and 2000 premiership sides, with Long winning the Norm Smith Medal in 1993. Anthony Rock was a prolific ball-winner in the Kangaroos' 1995 triumph. The AFL's full-back of the century, Stephen Silvagni, starred in Carlton's 1995 premiership side.

While he did not play in a premiership side, Geelong's Garry Hocking won a club record four best and fairests.

These players, along with the likes of Tony Modra, Matthew Robran, Dale Lewis, Jose Romero, John Barnes, Dean Rice, Paul Broderick and Brendon Gale, are ornaments of the game and will be sorely missed.
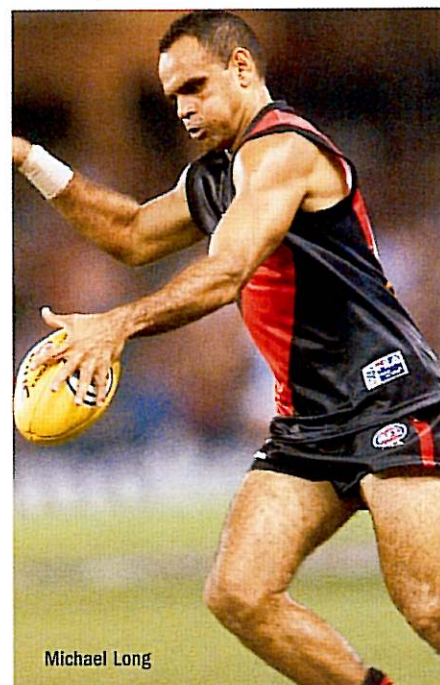
Michael Long

Matthew Robran • Stephen Tingay • Matthew Kennedy • Dale Lewis • John Barnes • Troy Luff • Dean Rice • Paul Broderick

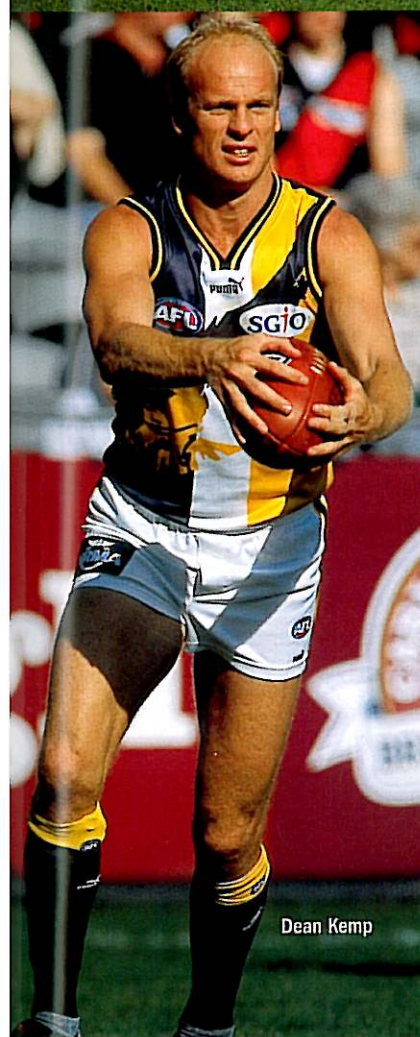Garry Hocking • Andrew Wills • Matthew Dent • Brayden Lyle • Adrian Fletcher • Anthony Rock • Dean Wallis • Anthony Ingerson
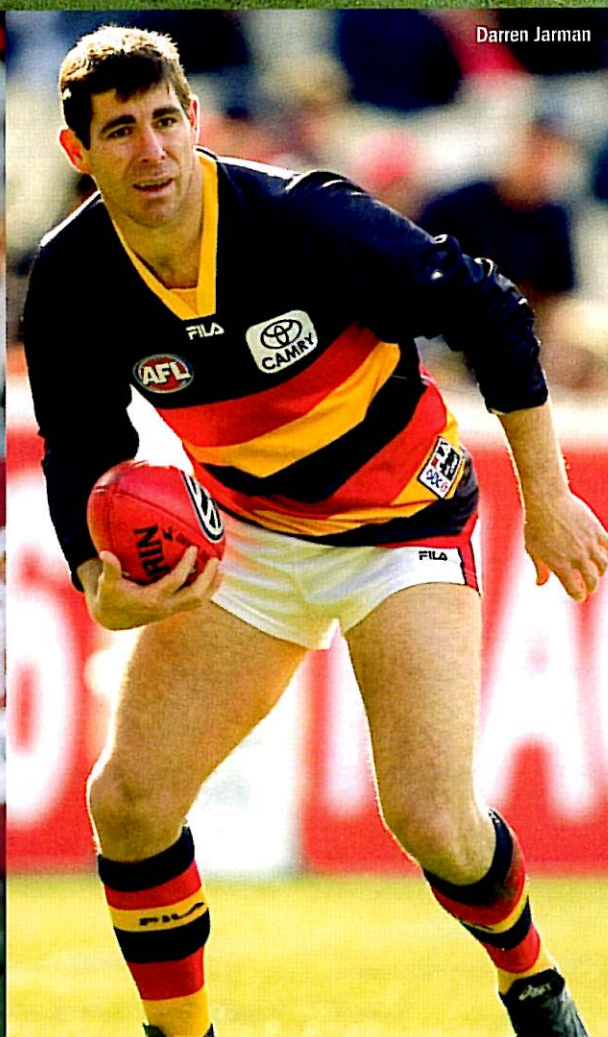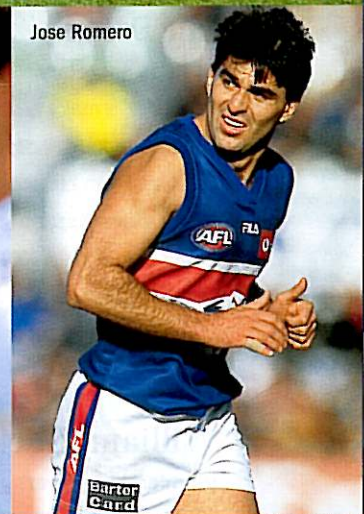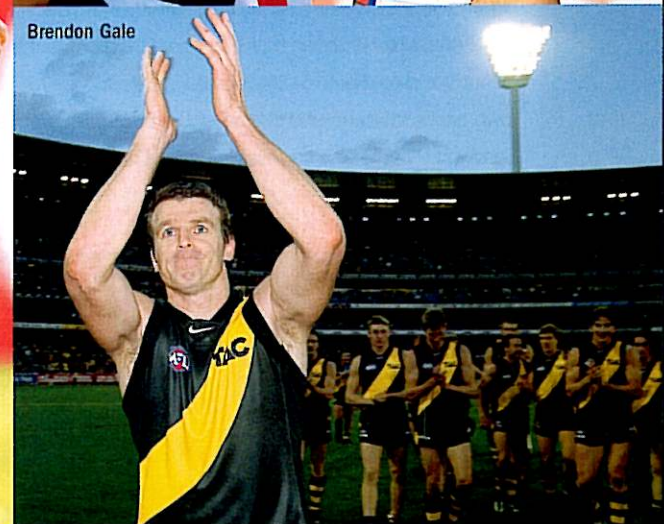
Stephen Silvagni

Dean Kemp

Darren Jarman

Tony Modra

Jose Romero

Brendon Gale

Bob Pratt
Australian Football Hall of Fame Legend

Former South Melbourne champion full-forward Bob Pratt died in Melbourne, aged 88, on January 6, 2001. Pratt, who played 158 games from 1930 to 1939 and 1946 and kicked 681 goals, was an Australian Football Hall of Fame Legend. His tally of 150 goals in 1934 has been equalled (by Hawthorn's Peter Hudson in 1971), but never bettered. He kicked more than 100 goals in three successive seasons (109 in 1933, 150 in 1934 and 103 in 1935). His best in one game was 15 against Essendon in 1934 and in that season, he reached 100 goals in 13 games. He topped South's goalkicking six times and was leading VFL goalkicker three times. In 1941, Pratt set a VFA season goalkicking record of 183 with Preston, including 22 in one game against Sandringham. He made a brief return to South Melbourne in 1946.

John Lancaster
Umpire

John Lindsay Lancaster, known as Lindsay, died on February 2, 2001, aged 95. As a boundary umpire, he officiated in 11 successive VFL Grand Finals between 1934 and 1944. In 1945, he turned to goal umpiring and in 1947, officiated at the Grand Final. He served on the VFL Umpires' Appointment Board for 25 years and was chairman in 1955, 1956 and 1969. He was also a treasurer and secretary of the VFL Umpires' Association. In 1977, he was awarded life membership of the VFL.

Ian Drake
St Kilda secretary

Ian Drake, a major architect behind St Kilda's one and only premiership in 1966, died on April 14, 2001, aged 71, after a long battle with Parkinson's Disease. From Launceston, Drake became secretary in 1958 and with the late Graham Huggins, then president, did much to build St Kilda into a power side in the 1960s. Drake was responsible for getting Tasmanians Darrel Baldock, Ian Stewart, Verdun Howell and John Bingley to St Kilda. All played in the premiership side. Drake worked quietly, but with enthusiasm and brought dozens of young hopefuls to St Kilda.

William 'Mick' Crisp
Premiership player

He was named William Edward Cresswell Crisp, but everyone knew him as 'Mick'. A Carlton stalwart of 183 games, he died on the Gold Coast in Queensland on April 15, 2001, aged 92. Crisp was from the Victorian country town of Wedderburn and played with Wedderburn and another country club, Sandhurst, before making his debut for Carlton in 1931. It was the start of a fulfilling career that ended after the 1941 preliminary final. Over the journey, he played in the 1938 premiership team, was club vice-captain in 1935 and 1936, best and fairest in 1934 and 1938, leading goalkicker in 1934 and a Victorian representative in 1932 and from 1937 to 1939. In 1939, he was awarded life membership of Carlton.

Bob Johnson
Premiership player

Melbourne ruckman/forward Bob Johnson, one of football's biggest drawcards in the 1950s, died on the Gold Coast on May 21, 2001, aged 65. He was a big performer in Melbourne's premiership era and a member of the title sides in 1955, 1956, 1957, 1959 and 1960. He also played in the 1954 and 1958 Grand Finals. He was 195 centimetres tall – and was a forward pocket specialist, kicking 267 goals in 140 games. He was a life member of Melbourne, an emergency in its Team of the Century and represented Victoria and Western Australia. He was later captain-coach of East Fremantle.

Wally Carter
Grand Final coach

Wally Carter, who died on June 6, 2001, aged 91, will be remembered as a loyal North Melbourne stalwart who, at the time of his death, was the club's longest-serving coach with 214 games. The mark has since been bettered by coach Denis Pagan. He coached in 1940, then from 1948 to 1953 and 1958 to 1962, taking North into its first Grand Final in 1950 and into the preliminary finals in 1949 and 1958. Carter played 138 games for North from 1929 to 1940 and was captain in 1937 when he also won the best and fairest and represented Victoria. In 1954, he took over as coach of Williamstown in the VFA and took it to the next three premierships. Carter was made a Life Member of the AFL in 1999.

Alan Killigrew
Player and coach

Former St Kilda player and St Kilda, North Melbourne and Victorian coach Alan Killigrew died in a Perth hospital in June 2001, aged 82. He was a great philosopher and thinker and a great orator and was often referred to as the 'Hot Gospeller'. Killigrew played 78 games with St Kilda from 1938 to 1941 and, after service in the navy in World War II, returned to play from 1943 to 1945. He won St Kilda's best and fairest in 1940. During the '40s, Killigrew contracted tuberculosis of the spine and at one stage spent 10 months in hospital. He later turned to coaching, steering St Kilda from 1956 to 1958 and North Melbourne from 1963 to 1966. He also coached the Victorian Carnival side in Hobart in 1966.

Jack Mueller

Australian Football Hall of Fame member

A Melbourne great, Jack Mueller, died on June 14, 2001, aged 85. He played in premiership sides in 1939, 1940, 1941 and 1948 and in the 1948 finals series, he was recalled from the reserves to play in the forward pocket. He kicked eight goals in the preliminary final, six in the drawn Grand Final and another six in the Grand Final replay, won by Melbourne. He also kicked 18 goals in the 1946 finals series. Mueller played 216 games (1934-1950) and kicked 378 goals, and was a member of the Australian Football Hall of Fame, a member of Melbourne's Team of the Century (announced in 2000) and he won Melbourne's best and fairest award three times.

Jack Hale

Player and coach

Jack Hale, who died on June 25, 2001, aged 87, was a tough and courageous rover for Carlton and the man who brought hardness – and success – to Hawthorn. Hale, the coach, directed Hawthorn's first finals campaign in 1956 when John Kennedy was captain. Though he finished coaching after the 1959 season, he paved the way for the club's first premiership in 1961. He played 123 games for Carlton from 1933 to 1941 and was best on ground in Carlton's 1938 premiership side.

Allan Hopkins

1930 Brownlow Medallist, Australian Football Hall of Fame member

Allan Hopkins was the AFL's oldest Brownlow Medallist when he died on July 2, 2001, aged 97. He was a champion player who strung together 151 games between 1925 and 1934. Hopkins was Footscray captain in 1929 and captain and coach in 1930. He was a best and fairest winner and represented Victoria 20 times. He was also second in the Brownlow Medal in 1929 and in 1931. He was beaten on a countback in 1930 and, in 1989, he received a medal after the League ruled that players beaten on a countback would receive medals.

Gordon Ogden

Melbourne player

Gordon 'Butch' Ogden, a life member at Melbourne, died on August 23, 2001, aged 92. He played 134 games with Melbourne from 1928 to 1937 and was coached by some famous names including Ivor Warne-Smith and 'Checker' Hughes. A tough back pocket, Ogden represented Victoria five times and was an assistant to legendary coach Norm Smith when Melbourne won its last premiership in 1964. He was captain-coach of Williamstown's 1939 premiership team in the VFA and coached VFA club Yarraville.

Graham Donaldson

Premiership captain

Graham Donaldson, who captained Carlton in the 1962 Grand Final (his last League game), died on August 31, 2001, aged 66. Donaldson was recruited from East Ballarat and played 106 games from 1955 to 1962. He was captain in 1961 and 1962 and represented Victoria in 1959 and 1960. Donaldson was Fitzroy senior coach from 1971 to 1974.

Fos Williams

SA legend

Fos Williams died on September 1, 2001, aged 79. He was an institution with SANFL club Port Adelaide (the Port Magpies) and played 151 games for the club steering it to six premierships as captain-coach from 1950 to 1958 and another three as coach from 1962 to 1973. He also played 54 games for West Adelaide, including its 1947 premiership side and 34 state games.

Roy Allen

Player and umpire

Roy Allen was Collingwood's oldest living player when he died in November 2001, aged 100. He played just two senior games in 1924, but it was in the area of umpiring Allen left his mark. He was a goal umpire in more than 200 League games, including the 1950 and 1953 Grand Finals. He reported the great Essendon full-forward John Coleman for striking Carlton's Harry Caspar in the last round of 1951. Coleman was suspended for four matches, including the Grand Final.

Jack Clarke

AFL/Essendon Life Member, Member Australian Football Hall of Fame

One of Essendon's greatest players, Jack Clarke, lost his battle with cancer on December 3, 2001, aged 68. Clarke was an AFL Life Member, an Essendon life member, a member of the Australian Football Hall of Fame, an Essendon captain, coach and a 263-game player. He captained Essendon to the 1962 premiership and also played in the 1965 premiership side. He was Essendon coach from 1968 to 1970.

Laurie Kerr

Player and administrator

Laurie Kerr, who died on December 28, 2001, aged 73, was one of Carlton's most distinguished identities. He was a top player, a well-known journalist and in 1959, launched International Public Relations, which quickly grew into a successful and influential company. Kerr played 149 games between 1950 and 1959. He was vice-captain from 1956 to 1958 and a Victorian representative in 1952.

2001 AWARDS, WINNERS & RESULTS

THE major award winners of 2001 included Brisbane Lions midfielder Jason Akermanis, who won the 2001 Brownlow Medal, Essendon's Matthew Lloyd, who won the John Coleman Medal, and Brisbane Lion Shaun Hart, who won the Norm Smith Medal. For the first time, the premiership coach (Leigh Matthews) was presented with the Jock McHale Medal. The Brisbane Lions won the AFL premiership and Port Adelaide the Ansett Cup.
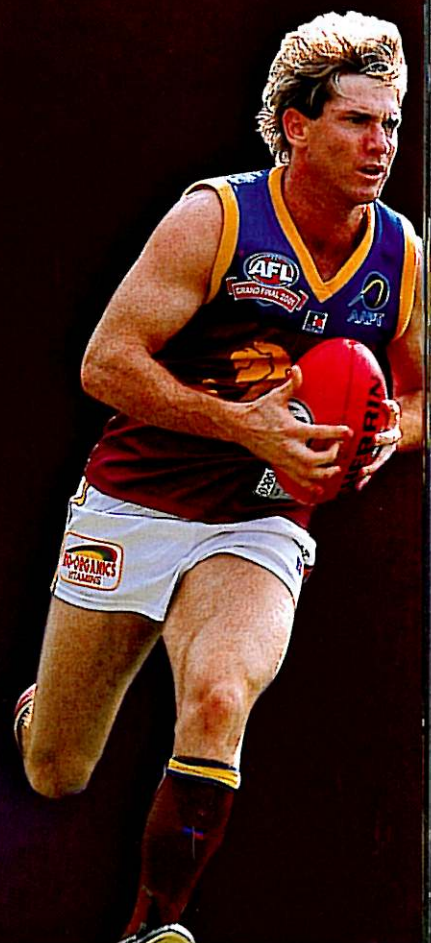
VICTOR: Alastair Lynch carries the cup back to the rooms after the Brisbane Lions win the 2001 AFL premiership.

Right: 2001 Brownlow Medallist Jason Akermanis

Brownlow Medal 2001

Jason Akermanis, whose victory handstands are as much a part of his football persona as his slashing speed and long goals, won the 2001 Brownlow Medal by two votes in a tense finish from Adelaide's Andrew McLeod.

The blond-haired Lion was a popular winner and five days after the big night, he was back on centre stage as a premiership player at the MCG.

The Lions dominated the voting, amassing 99 votes. Next best were Essendon with 90 and Port Adelaide with 87. Fifteen Lions won votes with 65 going to four players – Akermanis (23), Michael Voss (19), Simon Black (12) and Chris Johnson (11).

Before the count, it was argued that Brisbane would not produce the winner because it had too many players in contention. However, Akermanis defied the talk, won five best-on-ground votes and brought himself and his club great honour.

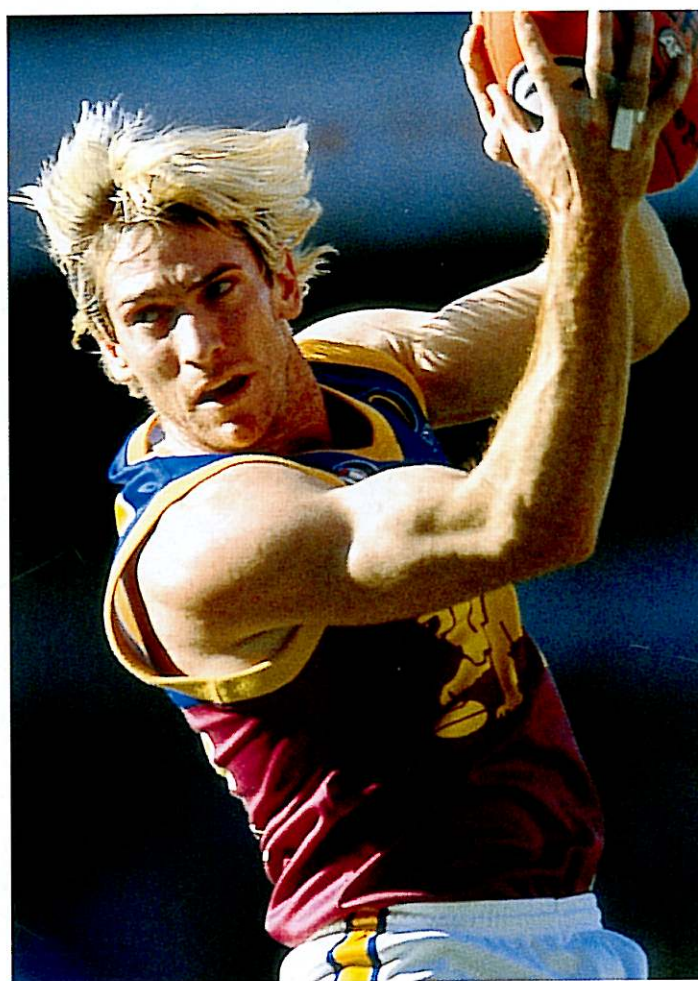Akermanis, 24, is a thoroughbred, a key member of Brisbane's celebrated midfield, a player with devastating dash and an ability to kick long goals while travelling at top speed.

His victory handstands in front of admiring fans at the Gabba also became a trademark. Even three days after the Grand Final win, in a tickertape parade through the centre of Brisbane, the crowd shouted for Akermanis to do a handstand. In sporting style, he obliged.

Leading vote-scorers 2001		
23	Jason Akermanis	(Bris)
21	Andrew McLeod	(Adel)
19	Michael Voss	(Bris)
19	*Josh Francou	(P Adel)
18	Ben Cousins	(WCE)
16	Brent Harvey	(Kang)
15	Jason Johnson	(Ess)
15	* Matthew Lloyd	(Ess)
14	Shannon Grant	(Kang)
14	Nathan Buckley	(Coll)
14	* Shane Crawford	(Haw)
*Ineligible due to Tribunal suspension		

The pre-count favourite, brilliant Adelaide on-baller Andrew McLeod, polled six best-on-ground votes, but fell short when he did not poll in the final three rounds.

The last player to win the medal and play in a premiership side in the same season was Gavin Wanganeen, now at Port Adelaide but then at Essendon.

The Brownlow count was conducted in the Palladium Ballroom at Crown Casino, but because of travel problems after the collapse of Ansett Australia, plus the fact that the Lions were in the Grand Final, the Brisbane players watched the proceedings on television at the Gabba.

After receiving the medal from his captain, Voss, a jubilant Akermanis paid tribute to his mother, who died four years earlier, and made special mention of his fiancee, Megan Legge, and her family. He said that after seeing his mother's struggle with illness, his advice was to relax, have fun and avoid stress.

Akermanis's football career, which always threatened to skyrocket, is now in full flight. In addition to his Brownlow, he has two All-Australian jumpers, a club best and fairest (equal, 1999), a Jim Stynes Medal and, of course, a premiership medal.

Akermanis is the second Brisbane player to win a Brownlow after Voss shared the award with Essendon's James Hird in 1996.

Interesting aspects of the voting saw the 2000 winner, Melbourne's Shane Woewodin, poll only four votes. West Coast captain Ben Cousins polled 18 votes compared with the next best Eagle, Michael Gardiner, who polled six votes. Ineligible Port Adelaide player Josh Francou – he had been suspended during the year – polled strongly to finish with 19 votes.

The AFL's oldest player, Carlton's Craig Bradley, showed his remarkable resilience by polling 10 votes to be equal best at Carlton with Adrian Hickmott and Darren Hulme. Bradley turned 38 a month after the count.
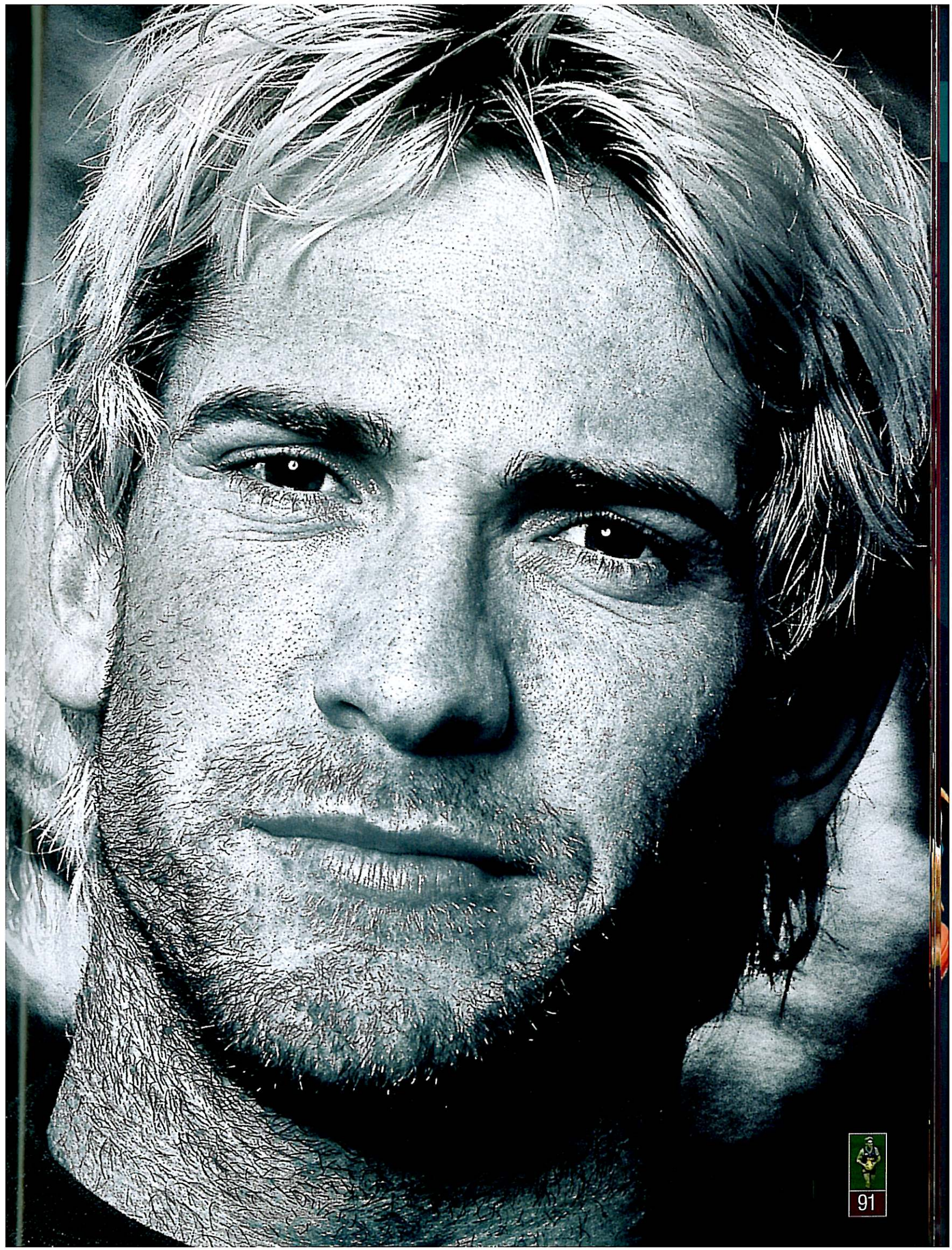

KEY LION: Jason Akermanis played a crucial role in Brisbane's midfield in 2001.

RELAXED: After his mother's death, Jason Akermanis's advice is to have fun and avoid stress.

Maiden voyage for premiership cup

Grand Final day 2001 was a triumph for the national competition, football in Queensland and thousands of Brisbane Lions supporters, many of them former Fitzroy fans. This was a premiership for the battlers who learnt to live with hard knocks while watching other clubs scoop the cream.

For the first time, the premiership went to Queensland as the relentless Brisbane Lions barnstormed their way over Essendon, the 2000 champions.

The victory completed a record-breaking year for the Lions and was their 16th straight win, well clear of the club's previous best winning streak of 10, set in 1999.

Yet here was a club that as late as 1998 had finished with the wooden spoon. That was before Leigh Matthews, the former Hawthorn star and one-time Collingwood coach, was enticed north.

The result was there for all to see on September 29. As a player, Matthews was a member of four Hawthorn premiership sides, including one as captain in 1983, and as coach, he directed Collingwood to a flag in 1990.

While the Collingwood title was a drought-breaker, victory for the Lions was a Cinderella story and tens of thousands of non-Essendon fans bolstered the vocal support at the MCG.

As Matthews said later: "I've been lucky enough to have been involved in AFL football for 33 years – 17 years as a player, 13 as a coach and three as a media commentator … But I cannot recall a more memorable moment than the Brisbane Lions' Grand Final win of 2001.

"… the Lions flag is really, really special."

AFL Commission chairman Ron Evans described the win as the absolute consummation of a 'marriage' that now thrives in spectacular fashion.

He was referring to the merge between the Brisbane Bears and Fitzroy after the 1996 season. Fitzroy players in the premiership side included Chris Johnson and Martin Pike (who arrived via the Kangaroos) and full-forward Alastair Lynch, a key player in the win, had also played for Fitzroy years earlier.

In the Grand Final, it was a goal from Lynch on the half-time siren that reduced Essendon's lead to 14 points and sparked the Lions to greater heights. In the second half, the Lions were dominant, outscoring Essendon 10.8 to 4.4.

Fitzroy's last premiership was in 1944, during World War II. But the colours – adopted by the merged side – flew proudly and in abundance on Grand Final day in 2001.

There were many heroes, but none was better than Shaun Hart, a Brisbane veteran playing in his 205th game who won the Norm Smith Medal as best on ground.

Skipper Michael Voss, Jonathan Brown, Chris Johnson, Nigel

2001 AFL Grand Final					
MCG - September 29, 2001					
Brisbane Lions	3.7	5.10	11.12	15.18	(108)
Essendon	3.2	8.6	9.8	12.10	(82)

Best: Brisbane – Hart, Voss, Lappin, Leppitsch, Brown, Power.

Essendon – Lucas, Lloyd, J. Johnson, Wellman, Ramanauskas.

Goals: Brisbane – Power 3, Lynch 2, Lappin 2, Brown 2, Akermanis 2, Voss, Notting, Ashcroft, Pike.

Essendon – Lloyd 5, Lucas 4, J. Johnson, Moorcroft, Caracella.

Umpires: M. James, S. McLaren, M. Ellis

Attendance: 91,482

Norm Smith Medal: Shaun Hart (Brisbane)

Lappin, Justin Leppitsch, Luke Power and Darryl White were other Lions deserving of special praise.

For Essendon, the loss was the anticlimax in a season that had lacked the lustre of 2000 when the club won the flag and lost only one of its 25 games. In 2001, the return was still very good with five defeats in the home and away season and another in the Grand Final.

Those who labelled Essendon as 'unbeatable' at the start of 2001 are now saying similar things about the Lions.

The Lions' win meant that the premiership cup travelled north of the Murray River for the first time since the first premiership was won in 1897. It had gone west four times – twice with the West Coast Eagles and twice with Adelaide – but never north.

The morning after the Grand Final, thousands gathered at the Brunswick Street Oval, home of the old Fitzroy Lions. In the crowd were those who had followed the Queensland club since its beginning in 1987 as the Brisbane Bears plus the throngs of former Fitzroy fans and more recent supporters.

This was a rare show of strength at the Lions' spiritual home, a venue that had served old Fitzroy through thick and thin.

Later on the same day, it was more of the same for the Lions who were treated to a rousing homecoming at the Gabba. And on the following Tuesday, they were feted with a ticker-tape parade through the city streets. The club also received the key to the city and a state reception and players later toured regional Queensland with the cup.

The premiership topped a wonderful year for the Lions as early on in Grand Final week Jason Akermanis brought honor to himself, his club and to Queensland when he won the Brownlow Medal.

AFL
PREMIERS 2001
CGU

1. Leigh Matthews (coach)
2. Michael Voss (captain)
3. Marcus Ashcroft
4. Alastair Lynch
5. Robert Copeland
6. Jason Akermanis
7. Chris Johnson
8. Justin Leppitsch
9. Brad Scott
10. Darryl White
11. Nigel Lappin
12. Clark Keating
13. Craig McRae
14. Jonathan Brown
15. Martin Pike
16. Simon Black
17. Tim Notting
18. Chris Scott
19. Daniel Bradshaw
20. Mal Michael
21. Beau McDonald
22. Shaun Hart
23. Luke Power

McHale Medal 2001

Brisbane had its name against a number of prizes in 2001: its first flag, its first Norm Smith Medal, its second Brownlow Medal and its first Jock McHale Medal. In fact, when coach Leigh Matthews received his McHale Medal, he made history. In 2001, the AFL introduced an award for the premiership coach and named it the Jock McHale Medal, after the legendary Collingwood coach, and made it retrospective back to 1950, the year after McHale retired.

Jock (James) McHale was coach for a League record 714 matches from 1912 to 1949. He took the Magpies to 59 finals, including 17 Grand Finals, for eight flags and a win-rate of 66 per cent. McHale also played 261 games with Collingwood from 1903 to 1920.

Matthews is building a similarly healthy list of achievements. He has now been involved in six premierships – two as a coach and four as a 332-game player with Hawthorn. He coached Collingwood to a drought-breaking flag in 1990.

He quit as coach after the 1995 season, but was enticed out of his media role by Brisbane after the 1998 season for immediate gains. The 1998 wooden-spooner shot to fourth spot under Matthews with 18 wins in 25 games. In 2000, it notched 13 wins in 24 games and last year, of course, achieved ultimate glory.

Matthews, the player, was tough and disciplined. Nicknamed 'Lethal' early in his career, respect was one of his three Rs and he won eight best and fairest awards. Matthews, the coach, is no different.

Captain Michael Voss said after the Grand Final: "From the moment he walked in the door, you knew he really meant business. I couldn't possibly begin to start (to say) what Leigh Matthews has done for the Brisbane Lions Football Club. It is absolutely enormous."

Matthews turned a list with much potential into players who delivered. He had great performances from recycled players Martin Pike (Melbourne, Fitzroy, Kangaroos) and Mal Michael'(Collingwood) and he got great improvement out of young stars Jonathan Brown, Robert Copeland and Simon Black. He helped turn Jason Akermanis from a good player into a Brownlow Medallist and he helped Norm Smith Medallist Shaun Hart use his extra gear to greatest advantage.
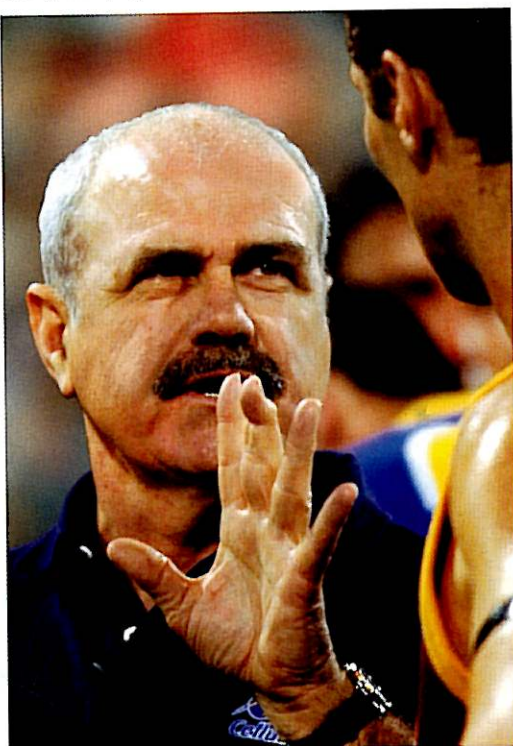
Matthews coached superbly during the finals and kept his team, which is relatively inexperienced in finals football, focused and perfectly prepared. The Lions' club record 16 straight wins from round 10 is testament to that. Opposed to master coach Kevin Sheedy on Grand Final day, he played a perfect hand yet later downplayed his influence. "What gradually happened this year was a momentum built within the group, which is what usually happens when you have a really good patch," he said. "It's led by the players, the leadership of Michael (Voss) and his cohorts."

Matthews' tactics and ability to adapt with the changes in the modern game are strengths and he is constantly looking for ways to improve his and his team's performances. Lions fans can only wait with great optimism for season 2002.

ACHIEVER: Leigh Matthews won the inaugural Jock McHale Medal after guiding the Lions to the 2001 premiership.

Premiership coaches		
2001	Leigh Matthews	(Bris)
2000	Kevin Sheedy	(Ess)
1999	Denis Pagan	(Kang)
1998	Malcolm Blight	(Adel)
1997	Malcolm Blight	(Adel)
1996	Denis Pagan	(Kang)
1995	David Parkin	(Carl)
1994	Mick Malthouse	(WCE)
1993	Kevin Sheedy	(Ess)
1992	Mick Malthouse	(WCE)
1991	Alan Joyce	(Haw)
1990	Leigh Matthews	(Coll)
1989	Allan Jeans	(Haw)
1988	Alan Joyce	(Haw)
1987	Robert Walls	(Carl)
1986	Allan Jeans	(Haw)
1985	Kevin Sheedy	(Ess)
1984	Kevin Sheedy	(Ess)
1983	Allan Jeans	(Haw)
1982	David Parkin	(Carl)
1981	David Parkin	(Carl)
1980	Tony Jewell	(Rich)
1979	Alex Jesaulenko	(Carl)
1978	David Parkin	(Haw)
1977	Ron Barassi	(N Melb)
1976	John Kennedy	(Haw)
1975	Ron Barassi	(N Melb)
1974	Tom Hafey	(Rich)
1973	Tom Hafey	(Rich)
1972	John Nicholls	(Carl)
1971	John Kennedy	(Haw)
1970	Ron Barassi	(Carl)
1969	Tom Hafey	(Rich)
1968	Ron Barassi	(Carl)
1967	Tom Hafey	(Rich)
1966	Allan Jeans	(St Kilda)
1965	John Coleman	(Ess)
1964	Norm Smith	(Melb)
1963	Bob Davis	(Geel)
1962	John Coleman	(Ess)
1961	John Kennedy	(Haw)
1960	Norm Smith	(Melb)
1959	Norm Smith	(Melb)
1958	Phonse Kyne	(Coll)
1957	Norm Smith	(Melb)
1956	Norm Smith	(Melb)
1955	Norm Smith	(Melb)
1954	Charlie Sutton	(Foots)
1953	Phonse Kyne	(Coll)
1952	Reg Hickey	(Geel)
1951	Reg Hickey	(Geel)
1950	Dick Reynolds	(Ess)

TEAM LEADERS: Brisbane premiership captain Michael Voss (left) and successful coach Leigh Matthews.
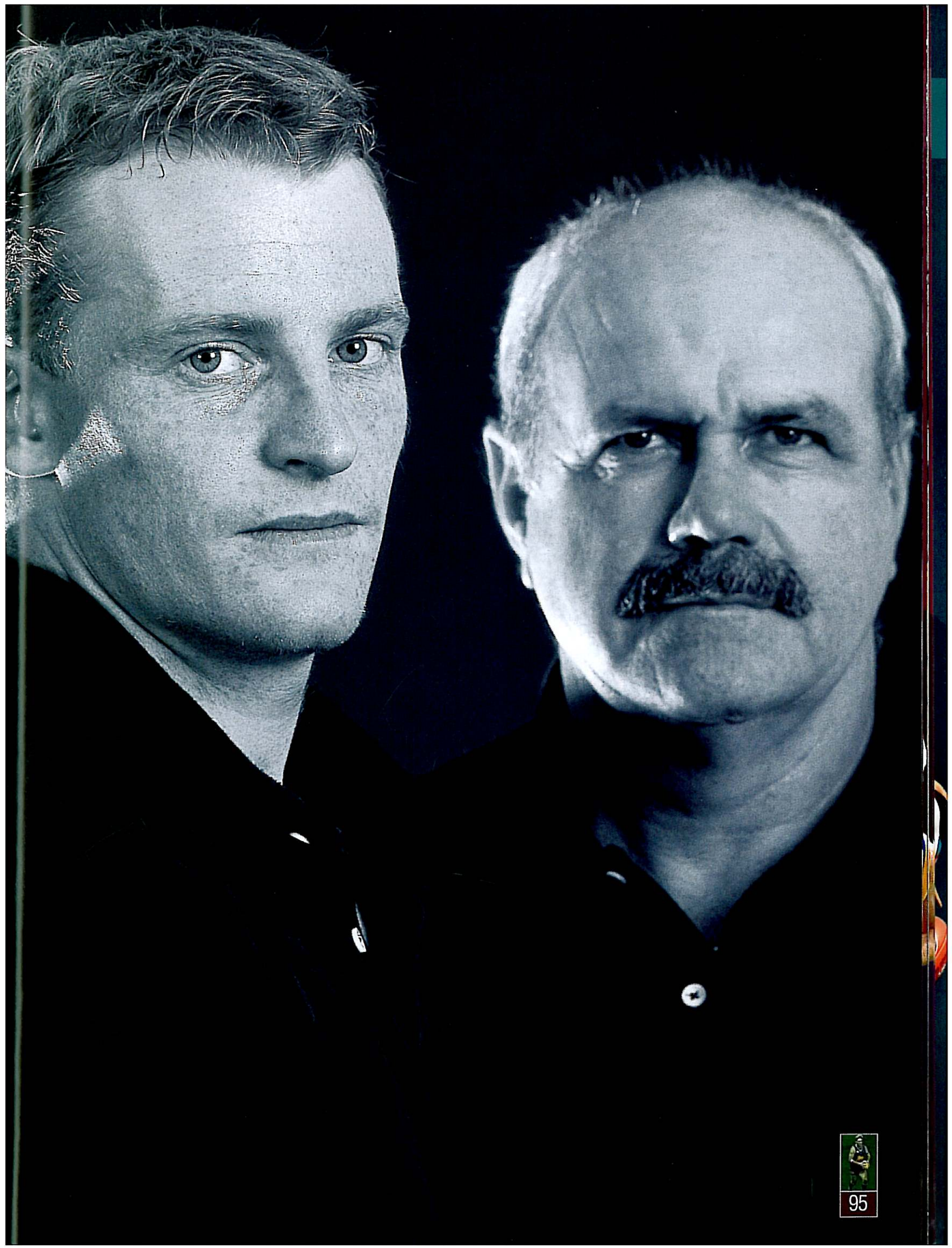
Norm Smith Medal 2001

Brisbane Lions on-baller Shaun Hart showed the value of persistence and endurance when he won the Norm Smith Medal after an outstanding performance in the AFL Grand Final.

Hart, a Brisbane player since 1990 after moving north from Shepparton United in Victoria, has been one of the club's most dedicated players over his 205 games.

Accepting the medal at the MCG before a crowd of 91,482 and a television audience of millions, Hart first and foremost thanked Jesus Christ.

It was a popular victory as nobody in the Lions camp has worked harder for success and Hart has sometimes not received the praise he has so richly deserved.

Hart has always been team player and there was no better example of that on Grand Final day. He ran himself into the ground, threw himself into packs and played with the desperation of a man determined to get his hands on that premiership cup.

2001 voting		
9	**Shaun Hart**	(Bris)
5	**Nigel Lappin**	(Bris)
3	**Jonathan Brown**	(Bris)
3	**Chris Johnson**	(Bris)
2	**Justin Leppitsch**	(Bris)
2	**Michael Voss**	(Bris)

Judging panel:
Stan Alves (ABC)
Tony Morwood (4AAA)
Robert DiPierdomenico (Channel 7)
Damian Barrett (Sunday Herald Sun)

"I love the Brisbane Lions footy club. I love our players. I love our coaches. I love the whole system up here," he said after collecting the Norm Smith Medal.

He collected 23 disposals and made four crucial centre clearances in a spirited performance that ensured his teammates would be sharing in the ultimate success come siren time.

Regarded as one of the fittest players in the AFL, Hart has been able to extract everything he can out of his smallish build (175 centimetres, 75 kilograms). He has seven top 10 finishes in Brisbane's best and fairest and has won praise for his dedication and consistency.

He has now survived 12 seasons at the top level and has seen the club grow from its old and somewhat frustrating days at Carrara to now where the Lions are regarded as one of the leading clubs, both on and off the field, in the competition.

On the field, he is always busy – not only in the Grand Final when he hit a peak, but in the many tight games over the years that required extra efforts if they were to be won.

Hart, ever-familiar in a helmet to reduce the impact of heavy knocks, was a clear winner of the Norm Smith Medal with nine votes, beating teammate Nigel Lappin by four.

He joins an illustrious group that includes James Hird, Andrew McLeod, Greg Williams, Peter Matera, Gary Ablett and Gary Ayres.

The Norm Smith Medal is Hart's biggest individual success with his previous best football accolade being a third placing in the 1995 club best and fairest.

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

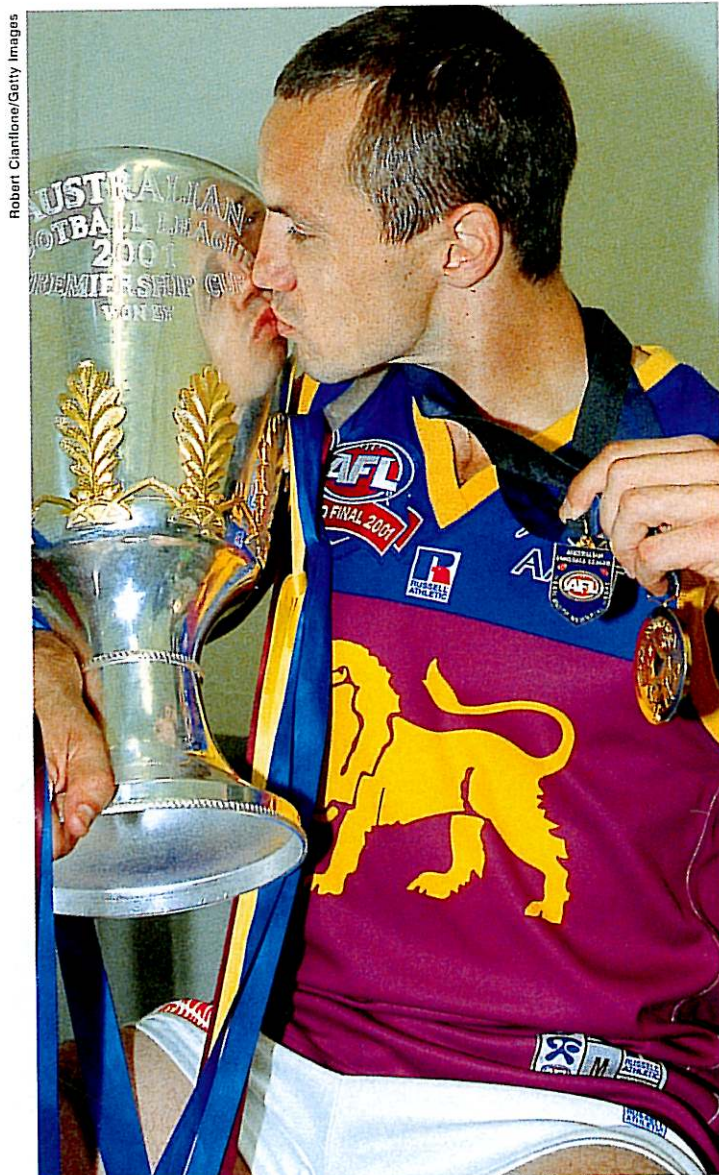The 2001 winner again comes from the premiership side. Since the medal was first struck in 1979, the only exceptions have been Maurice Rioli (Richmond, 1982) and Ablett (Geelong, 1989).

Robert Cianflone/Getty Images

DOUBLE: Shaun Hart achieved the ultimate glory in 2001 winning a premiership medallion and the Norm Smith Medal.

HARD WORKER: One of the fittest in the AFL, Shaun Hart has made the most of his small build.

Coleman Medal 2001

Essendon full-forward Matthew Lloyd won the John Coleman Medal for the second straight year in 2001 after kicking 96 goals in the home and away series. He kicked another nine goals in the finals to take his season's tally to 105.

Lloyd missed three games due to Tribunal suspensions and considering that he averaged almost five goals per home and away game, the misses almost certainly cost him a home and away century.

Lloyd was never challenged in the race for the medal, finishing 42 goals clear of Alastair Lynch (Brisbane) and Matthew Richardson (Richmond), who each kicked 54. Lloyd's biggest bags in 2001 were 10 against West Coast, nine against the Kangaroos, eight against Hawthorn, seven against West Coast and six against each of Adelaide, Geelong and Richmond.

Lloyd, who turned 23 in 2001, was selected in the All-Australian side at full-forward for the third successive year and in 1998 was named in the forward pocket.

The Coleman Medal is named in honour of the late great Essendon full-forward, John Coleman. He played between 1949 and 1954 and kicked 537 goals in 98 games for an average of 5.48 per game before a knee injury prematurely ended his spectacular career.

In 2001, the AFL decided to honour the leading goalkickers before 1981 by making the Coleman Medal retrospective back to 1955 – the year after Coleman retired as a player. It also decided to award the Leading Goalkicker Medal to the top goalkicker at the end of the home and away games from 1897 to 1954.

Leading 2001 goalkickers

Home and away goal tallies; full season totals in brackets

Matthew Lloyd	(Ess)	96	(105)
Matthew Richardson	(Rich)	54	(59)
Alastair Lynch	(Bris)	54	(58)
Chris Tarrant	(Coll)	53	(53)
Warren Tredrea	(P Adel)	49	(51)
Sav Rocca	(Kang)	48	(48)
Brad Johnson	(W Bull)	48	(48)
Chris Grant	(W Bull)	46	(46)
Matthew Lappin	(Carl)	44	(49)
Daniel Bradshaw	(Bris)	44	(46)
Barry Hall	(St Kilda)	44	(44)
Brad Ottens	(Rich)	44	(46)
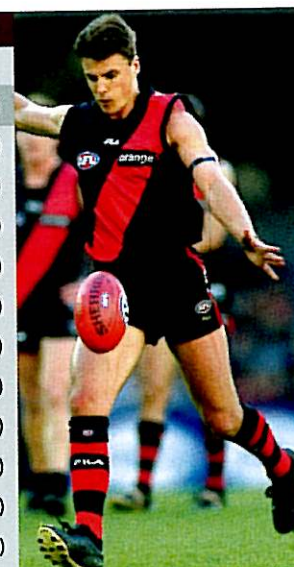
The Essendon star has improved his goalkicking at a remarkable rate over the past few seasons. He booted 63 in the 1997 home and away season; he followed that with 70 in 1998 and 87 in 1999. By 2000, he had kicked 94 goals in the home and away season and last year he booted 96, despite missing those three games.

For the second successive year, Lloyd reached the coveted 100-mark during the finals. His best tallies in 2001 were 10 (against West Coast), nine against the Kangaroos and eight against Hawthorn. He has topped Essendon's goalkicking every year since 1997 and in seven years has kicked 459 goals in 127 games for an average of 3.61. His average in 2001 was 5.05 goals per game.

Coleman Medallists

Home and away games only

Year	Player	Club	Goals
2001	Matthew Lloyd	(Ess)	96
2000	Matthew Lloyd	(Ess)	94
1999	Scott Cummings	(WCE)	88
1998	Tony Lockett	(Syd)	107
1997	Tony Modra	(Adel)	81
1996	Tony Lockett	(Syd)	114
1995	Gary Ablett	(Geel)	118
1994	Gary Ablett	(Geel)	113
1993	Gary Ablett	(Geel)	124
1992	Jason Dunstall	(Haw)	139
1991	Tony Lockett	(St Kilda)	118
1990	John Longmire	(N Melb)	98
1989	Jason Dunstall	(Haw)	128
1988	Jason Dunstall	(Haw)	124
1987	Tony Lockett	(St Kilda)	117
1986	Brian Taylor	(Coll)	100
1985	Simon Beasley	(Foots)	93
1984	Bernie Quinlan	(Fitz)	102
1983	Bernie Quinlan	(Fitz)	106
1982	Malcolm Blight	(N Melb)	94
1981	Michael Roach	(Rich)	86
1980	Michael Roach	(Rich)	107
1979	Kelvin Templeton	(Foots)	91
1978	Kelvin Templeton	(Foots)	118
1977	Peter Hudson	(Haw)	105
1976	Larry Donohue	(Geel)	99
1975	Leigh Matthews	(Haw)	67
1974	Doug Wade	(N Melb)	91
1973	Peter McKenna	(Coll)	84
1972	Peter McKenna	(Coll)	130
1971	Peter Hudson	(Haw)	140
1970	Peter Hudson	(Haw)	146
1969	Doug Wade	(Geel)	122
1968	Peter Hudson	(Haw)	125
1967	Doug Wade	(Geel)	79
1966	Ted Fordham	(Ess)	73
1965	John Peck	(Haw)	56
1964	John Peck	(Haw)	68
1963	John Peck	(Haw)	69
1962	Doug Wade	(Geel)	62
1961	Tom Carroll	(Carl)	54
1960	Ron Evans	(Ess)	67
1959	Ron Evans	(Ess)	69
1958	Ian Brewer	(Coll)	67
1957	Jack Charles Collins	(Foots)	74
1956	Bill Young	(St Kilda)	56
1955	Noel Rayson	(Geel)	77

Leading Goalkicker Medallists

Home and away games only

Year	Player	Club	Goals
1954	Jack Collins	(Foots)	73
1953	John Coleman	(Ess)	96
1952	John Coleman	(Ess)	103
1951	John Coleman	(Ess)	75
1950	John Coleman	(Ess)	112
1949	John Coleman	(Ess)	85
1948	Lindsay White	(Geel)	86
1947	Fred Fanning	(Melb)	97
1946	Des Fothergill	(Coll)	63
1945	Fred Fanning	(Melb)	67
1944	Fred Fanning	(Melb)	87
1943	Fred Fanning	(Melb)	62
1942	Lindsay White	(Sth Melb)	67
1941	Sel Murray	(Nth Melb)	88
1940	Jack Titus	(Rich)	92
1939	Ron Todd	(Coll)	98
1938	Ron Todd	(Coll)	102
1937	Dick Harris	(Rich)	64
1936	Bill Mohr	(St Kilda)	101
1935	Bob Pratt	(Sth Melb)	97
1934	Bob Pratt	(Sth Melb)	138
1933	Gordon Coventry	(Coll)	108
1932	George Moloney	(Geel)	109
1931	Harry Vallence	(Carl)	72
1930	Gordon Coventry	(Coll)	105
1929	Gordon Coventry	(Coll)	118
1928	Gordon Coventry	(Coll)	78
1927	Gordon Coventry	(Coll)	88
1926	Gordon Coventry	(Coll)	78
1925	Lloyd Hagger	(Geel)	70
1924	Jack Moriarty	(Fitz)	75
1923	Greg Stockdale	(Ess)	64
1922	Horrie Clover	(Carl)	54
1921	Cliff Rankin	(Geel)	61
1920	George Bayliss	(Rich)	62
1919	Dick Lee	(Coll)	47
1918	Ern Cowley	(Carl)	35
1917	Dick Lee	(Coll)	50
1916	Dick Lee	(Coll)	46
1915	Jimmy Freake	(Fitz)	65
1914	Dick Lee	(Coll)	57
1913	Roy Park	(University)	53
1912	Harry Brereton	(Melb)	56
1911	Harry Brereton	(Melb)	46
1910	Percy Martini	(Geel)	51
1910	Dick Lee	(Coll)	51
1909	Dick Lee	(Coll)	55
1908	Dick Lee	(Coll)	50
1907	Dick Lee	(Coll)	45
1906	Mick Grace	(Carl)	45
1905	Charlie Pannam	(Coll)	38
1904	Vince Coutie	(Melb)	39
1903	Teddy Lockwood	(Coll)	33
1902	Charlie Baker	(St Kilda)	30
1901	Fred Hiskins	(Ess)	34
1900	Teddy Lockwood	(Geel)	24
1900	Albert Thurgood	(Ess)	24
1899	Eddy James	(Geel)	31
1898	Archie Smith	(Coll)	31
1897	Eddy James	(Geel)	22
1897	Jack Leith	(Melb)	22

Ansett Rising Star 2001

Young centre half-back Justin Koschitzke provided one of the highlights of St Kilda's 2001 season when he was named the Ansett Rising Star. He is the first St Kilda player to win since the award was launched in 1993.

Koschitzke won by four votes from West Coast's Daniel Kerr with Essendon's Mark McVeigh a further four votes back in third place.

Koschitzke had the credentials to win. He was the second player taken at the 2000 AFL National Draft, broke into St Kilda's senior side in round three, 2001, and played strongly in all remaining games.

From the small New South Wales country town of Brocklesby, north-west of Albury, he played with the Murray Bushrangers en route to St Kilda. He said: "As I was growing up, I thought I would play bush footy all the time and I was going to be happy with that because it's what everyone around the area did. I had a go at the Bushrangers, plugged away and it's all turned out well."

The votes were announced at the Hyatt Hotel in Melbourne on September 11. Twelve of the 16 clubs had nominees.

To be eligible, a player had to be under 21 on or before December 31, 2000, not have played more than 10 senior games (for premiership points/finals) before the start of 2001 and not have been suspended by the AFL or a state league tribunal during the 2001 premiership season.

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

HIGHLIGHT: Justin Koschitzke is joined by parents, Lorraine and Greg, after being announced as the winner of the 2001 Ansett Rising Star award. Top right: official portrait of the winner.

2001 voting

31	Justin Koschitzke	(St Kilda)
27	Daniel Kerr	(WCE)
23	Mark McVeigh	(Ess)
11	Ryan Lonie	(Coll)
11	Danny Jacobs	(Ess)
1	Robert Murphy	(W Bull)
1	Adam McPhee	(Frem)

2001 weekly winners

Week 1: Damian Cupido	(Bris)
Week 2: Daniel Harris	(Kang)
Week 3: Daniel Kerr	(WCE)
Week 4: Ryan Lonie	(Coll)
Week 5: Caydn Beetham	(St Kilda)
Week 6: Aaron Henneman	(Ess)
Week 7: James Begley	(St Kilda)
Week 8: Danny Jacobs	(Ess)
Week 9: Luke Penny	(W Bull)
Week 10: Brett Johnson	(Haw)
Week 11: Mark McVeigh	(Ess)
Week 12: Cameron Ling	(Geel)
Week 13: Adam McPhee	(Frem)
Week 14: Justin Koschitzke	(St Kilda)
Week 15: Daniel Giansiracusa	(W Bull)
Week 16: Robert Murphy	(W Bull)
Week 17: Brent Guerra	(P Adel)
Week 18: Aaron Fiora	(Rich)
Week 19: Robert Copeland	(Bris)
Week 20: Corey Enright	(Geel)
Week 21: Dion Woods	(Frem)
Week 22: Steven Greene	(Haw)

Previous winners

2000	Paul Hasleby	(Frem)
1999	Adam Goodes	(Syd)
1998	Byron Pickett	(Kang)
1997	Michael Wilson	(P Adel)
1996	Ben Cousins	(WCE)
1995	Nick Holland	(Haw)
1994	Chris Scott	(Bris)
1993	Nathan Buckley	(Bris)

Three clubs supply half the All-Australian side

Ten clubs provided the 22 players for the 2001 All-Australian side, with the Brisbane Lions and Essendon providing the biggest share of four each and Port Adelaide three. Fremantle, Geelong, the Kangaroos, Melbourne, St Kilda and 2001 finalist Sydney were not represented.

James Hird, the Essendon captain, had the honour of captaining the team for the first time and his deputy was Michael Voss, the Brisbane skipper.

The All-Australian captain of the past three years, Kangaroos leader Wayne Carey, was not included. He missed a number of games due to injury and suspension, managing only 14 for the season.

Collingwood captain Nathan Buckley maintained his great run by winning selection for the sixth successive year. He was the only Collingwood representative in the side.

The Lions were represented by Voss, 2001 Brownlow Medallist Jason Akermanis, Simon Black and Nigel Lappin, and Essendon by Hird, Sean Wellman, Matthew Lloyd and Jason Johnson.

Lloyd, the 2001 Coleman Medallist, won the full-forward spot for the third successive year.

In the All-Australian side for the first time were Hawthorn pair Jonathan Hay and Joel Smith, Port Adelaide's Matthew Primus and Warren Tredrea, Brisbane's Black and Lappin, Essendon's Johnson, Richmond's Brad Ottens and the Western Bulldogs' Nathan Brown.

Another Lappin, Carlton half-forward Matthew, was tipped to win a berth in attack, but missed out. Others considered unlucky to miss selection were Scott Camporeale (Carlton), Adem Yze (Melbourne), Luke Darcy (Western Bulldogs), Nick Stevens and Josh Francou (Port Adelaide) and David King (Kangaroos).

The last All-Australian team which did not have a Kangaroos player was in 1992.

Port did well to have three representatives – Wanganeen, Primus and Tredrea – considering it had produced only one, Adam Heuskes in 1997, in its four seasons in the AFL.

Smith had an impressive season with Hawthorn after struggling with form and injury a year earlier. The former St Kilda player had always shown promise and in 2001 he delivered.

Wellman won back the centre half-back post that he held in 1998. This meant a reshuffle by selectors who also wanted Richmond centre half-back Gaspar in the side. Gaspar, centre half-back in the 2000 side, was slotted in on the last line in a back pocket.

The other back pocket, Wanganeen, spent a good deal of time in the forward line in 2001, kicking 41 goals, but he is just as much at home in defence as in attack.

Players from the 2000 side who missed in 2001 were Damien Hardwick, Dustin Fletcher, Andrew Kellaway, Scott West, Scott Camporeale, Carey, Jeff Farmer, Michael O'Loughlin, Steven King, Anthony Koutoufides, Lance Whitnall, Brent Harvey, Mark Ricciuto and Brad Johnson – a sizeable total of 14.

The awards were announced at a glittering night at Crown Casino on September 3.
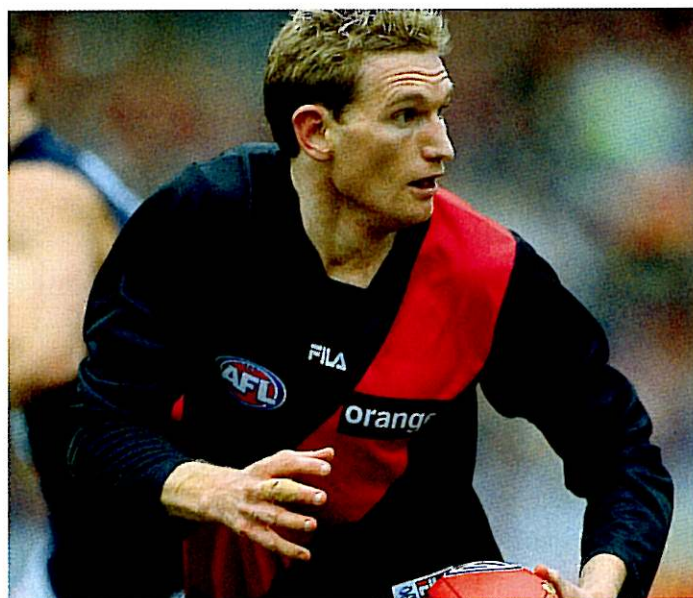
LEADER: James Hird was named captain of the 2001 All-Australian team.

2001 All-Australian team

BACKS		
Gavin Wanganeen (Port)	Jonathan Hay (Haw)	Darren Gaspar (Rich)
HALF-BACKS		
Andrew McKay (Carl)	Sean Wellman (Ess)	Joel Smith (Haw)
CENTRES		
Nathan Buckley (Coll)	Brett Ratten (Carl)	Jason Akermanis (Bris)
HALF-FORWARDS		
Michael Voss (Bris)	Warren Tredrea (Port)	James Hird (Ess)
FORWARDS		
Brad Ottens (Rich)	Matthew Lloyd (Ess)	Ben Cousins (WC)
FOLLOWERS		
Matthew Primus (Port)	Simon Black (Bris)	Andrew McLeod (Adel)
INTERCHANGE		
Jason Johnson (Ess) Nigel Lappin (Bris) Simon Goodwin (Adel) Nathan Brown (WB)		

CAPTAIN:	VICE-CAPTAIN:	COACH:	UMPIRE:
James Hird	Michael Voss	Leigh Matthews (Bris)	Scott McLaren

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

Irish dominate series

QUALITY: Essendon's Matthew Lloyd won the Jim Stynes Medal as Australia's player of series in the 2001 International Rules Series.

2001 Foster's International Rules Series Results

FIRST TEST

At the MCG, Melbourne

Ireland	0-4-2	0-6-4	1-10-5	2-13-8 (59)
Australia	0-3-1	0-8-4	1-10-5	1-13-8 (53)

Scorers

Goals (6 points): Ireland — McGeeney, Tohill.

Overs (3 points): Ireland — Devenney 4; Geraghty 3; Tohill 2; Crowley, Earley, Kennelly, McAnallen. Australia — Goodes, Bowden 3; Harvey, Lloyd 2; Johnson, Black, Caracella.

Umpires: B. Allen (Australia), P. McEnaney (Ireland). Crowd: 49,121

SECOND TEST

At Football Park, Adelaide

Ireland	1-3-1	2-6-2	2-13-5	2-17-8 (71)
Australia	0-4-3	1-8-3	1-11-5	1-13-7 (52)

Scorers

Goals (6 points): Ireland — Geraghty, Tohill. Australia — Lloyd.

Overs (3 points): Ireland — Kennelly 5; Joyce 3; Devenney, Crowley, O'Sullivan 2; Donnellan, Earley, Geraghty. Australia — M. Lappin, Harvey 3; Lloyd 2; Ottens, Maxfield, Francou, Smith, Goodes.

Umpires: B. Allen (Australia), P. McEnaney (Ireland). Crowd: 31,713

PLAYERS OF THE SERIES:

Ireland – Darren Fay

Australia (Jim Stynes Medal) – Matthew Lloyd

THE PLAYERS:

Simon Black, Joel Bowden, Craig Bradley (captain), Blake Caracella, Daniel Chick, Josh Francou, Darren Gaspar, Adam Goodes, Simon Goodwin, Damien Hardwick, Brent Harvey, Jason Johnson, David King, Matthew Lappin, Nigel Lappin, Matthew Lloyd, Andrew McLeod, Stuart Maxfield, Matthew Nicks, Brad Ottens, Adam Ramanauskas, Brenton Sanderson, Chris Scott, Joel Smith, Nick Stevens, Warren Tredrea, Darryl White.

THE COACH:

Garry Lyon

Matthew Lloyd got the Australian fans out of their seats – and their armchairs – in the second Test in Adelaide with a sensational mid-air soccered goal in the second quarter and the home side went off at half-time one point up in a must-win game.

Another Australian Football player provided the highlights in the second half, young Sydney Swan Tadgh Kennelly, but unfortunately he was playing for the Irish.

And so it was that Australia – so supreme in Ireland in 2000 – lost both matches and the series. It had dominated in Ireland, winning both Tests by a total of 25 points and looking to have the measure of the Irish, the round ball and the game. How quickly the tide turns.

The Irish arrived in Australia with a steely focus, stung by the whitewash at home. The band of part-time footballers and full-time teachers, sales reps and mechanics were six points down at half-time in the first Test at the MCG and the Australians were peppering the sticks, though not finding the net for those all-important six-pointers.

Tireless Carlton (and Australian) captain Craig Bradley was inspirational and received great support from Jason Johnson, Matthew Nicks, Joel Bowden and Andrew McLeod, but the Australians could not turn possession into points often enough. The Irish kicked goals in each of the third and fourth quarters and, with a new physical side to their game, won by a goal.

New Australian coach Garry Lyon was far from discouraged and headed to Adelaide confident of securing the seven points needed to win the series.

But if the Irish were focused at the MCG, they were hot at Football Park. The side that was out-run and outplayed at Croke Park had sweet revenge. They passed and kicked and soccered the ball around with enormous skill, they were direct and ran the ball through the centre, their pace was superior and in the end, they cruised to a comfortable win and a clean sweep of the series.

For coach Brian McEniff, at the helm in only his second year, captain Anthony Tohill and the team, it had been a long 12 months and it was time to celebrate.

Players of the series were Darren Fay, veteran of eight International Rules games, and Matthew Lloyd, who won the Jim Stynes Medal.

Once again, the series was well accepted and more than 80,000 attended the two games, including almost 50,000 on a cold and damp night at the first Test at the MCG. The series received good media support and both games were covered by Channel Nine in the network's first foray into football since being part of the successful group that was granted the AFL's television rights from the end of the 2001 season.

In the four-year agreement with the Gaelic Athletic Association – the agreement was renewed in 2001 – Australia lost in 1998 (after a win and a loss), lost in 1999 (loss and a draw) and won in 2000.

Grand final makes history on many fronts

History was the big talking point in Port Adelaide's grand final victory over the Brisbane Lions in the 2001 Ansett Cup. It was Port Adelaide's first grand final victory, the first time an AFL grand final had been played outside Victoria (at Football Park in Adelaide), Brisbane's first grand final appearance and the first grand final between two non-Victorian clubs.

Port Adelaide's 85 point win — 3.8 (26) to 17.9 (111) — was the biggest-ever pre-season/night series grand final victory since the series started in 1956.

The series was again played according to a round robin format with four groups of four clubs. Each club played the other three clubs in its group with the four winners earning semi-final berths.

The four groups were…

Group one:	Essendon, Geelong, Port Adelaide, Sydney
Group two:	Collingwood, St Kilda, West Coast, Kangaroos
Group three:	Carlton, Adelaide, Western Bulldogs, Brisbane
Group four:	Richmond, Fremantle, Hawthorn, Melbourne

Port Adelaide defender Adam Kingsley won the Michael Tuck Medal as the best player in the grand final and received the medal from Tuck, the former Hawthorn champion, at Football Park.

A highlight of the match was the brilliant second-quarter four-goal burst by Stuart Dew to set up the Port win. The Lions were outplayed after the first quarter and did not score goals in the second and last quarters.

When the 2001 series started, it seemed Port Adelaide was in the toughest group – with Essendon, the 2000 Ansett Cup champion and premiership season premier. However, Port bowled over the Bombers in its first match and maintained the pressure over the next four matches.

The four group winners were Hawthorn, Port Adelaide, the Kangaroos and Brisbane. In the semi-finals, Port beat the Kangaroos and Brisbane accounted for Hawthorn.

The grand final attracted 35,304 fans and the series 398,309 – up from 335,772 in 2000.

Twenty-seven games were played at venues throughout Australia. They were: Colonial Stadium and Optus Oval (Victoria); the Gabba and Cairns Oval (Queensland); Football Park (South Australia); Subiaco (Western Australia); Manuka Oval (ACT); Marrara Oval (Northern Territory); Westpac Stadium (New Zealand).

Round by round

Round one

Sydney 6.11 (47) d Geelong 4.10 (34), at Marrara; **Kangaroos 14.12 (96)** d West Coast 6.11 (47), at Subiaco; **Collingwood 12.14 (86)** d St Kilda 10.8 (68), at Colonial Stadium; **Melbourne 14.14 (98)** d Fremantle 8.9 (57), at Subiaco; **Port Adelaide 16.25 (121)** d Essendon 5.12 (42), at Football Park; **Brisbane 16.18 (114)** d Adelaide 10.13 (73), at Westpac Stadium; **Carlton 16.10 (106)** d Western Bulldogs 14.8 (92), at Colonial Stadium; **Hawthorn 13.11 (89)** d Richmond 6.9 (45), at Launceston.

Round two

Port Adelaide 17.10 (112) d Sydney 15.17 (107), at Football Park; **Geelong 17.10 (112)** d Essendon 12.18 (90), at Colonial Stadium; **Carlton 10.12 (72)** d Adelaide 9.12 (66), at Optus Oval; **Kangaroos 14.12 (96)** d St Kilda 12.9 (81), at Manuka Oval; **Western Bulldogs 9.7 (61)** d Brisbane 5.15 (45), at Cairns Oval; **Collingwood 12.8 (80)** d West Coast 12.6 (78), at Subiaco; **Fremantle 10.12 (72)** d Hawthorn 5.16 (46), at Subiaco; **Richmond 14.13 (97)** d Melbourne 9.11 (65), at Optus Oval.

Round three

St Kilda 19.9 (123) d West Coast 15.7 (97), at Colonial Stadium; **Adelaide 11.11 (77)** d Western Bulldogs 9.5 (59), at Football Park; **Port Adelaide 16.9 (105)** d Geelong 12.15 (87), at Colonial Stadium; **Sydney 11.17 (83)** d Essendon 8.11 (59), at Manuka Oval; **Kangaroos 18.12 (120)** d Collingwood 14.8 (92), at Colonial Stadium; **Brisbane 10.14 (74)** d Carlton 9.7 (61), at the Gabba; **Richmond 22.13 (145)** d Fremantle 7.9 (51), at Optus Oval; **Hawthorn 21.17 (143)** d Melbourne 6.7 (43), at Colonial Stadium.

Semi-finals

Port Adelaide 15.12 (102) d Kangaroos 13.8 (86), at Football Park; **Brisbane 14.10 (94)** d Hawthorn 12.7 (79), at Colonial Stadium.

Grand Final

Port Adelaide	1.3	9.5	15.6	17.9	(111)
Brisbane	1.3	1.3	3.6	3.8	(26)

Best. Port Adelaide — Kingsley, Dew, Primus, Burgoyne, Francou, Mead. Brisbane — Pike, Leppitsch, Michael, White.

Goals. Port Adelaide — Dew 4; C. Cornes 3; K. Cornes 2, Francis 2; Ackland, Burgoyne, Francou, Guerra, Montgomery, Stevens. Brisbane — Bradshaw 2; Power.

Umpires: D. Goldspink, G. Dore, B. Sheehan

Crowd: 35,304 at Football Park

Michael Tuck Medal: Adam Kingsley (Port Adelaide)

Grand Final teams

Port Adelaide: *A. Kingsley, P. Burgoyne, J. Francou, N. Stevens, S. Dew, G. Wanganeen, R. James, D. Mead, J. Carr, C. Cockatoo-Collins, F. Francis, C. Cornes, S. Paxman, M. Primus, J. Schofield, M. Wilson, B. Guerra, B. Montgomery, J. Poulton, D. Wakelin, C. Ackland, K. Cornes, B. French, D. Murray.*

Brisbane: *N. Lappin, C. Scott, M. Pike, D. White, M. Ashcroft, J. Leppitsch, L. Power, J. Brown, D. Cupido, R. Hadley, C. Johnson, A. Lynch, D. Bradshaw, D. Headland, M. Michael, S. Black, N. Clarke, R. Copeland, J. Akermanis, C. Keating, B. McDonald, B. Scott, A. Shattock, M. Kennedy.*

VICTORY SMILE: Port Adelaide's Adam Kingsley won the Michael Tuck Medal for his best on ground performance in the 2001 Ansett Cup.
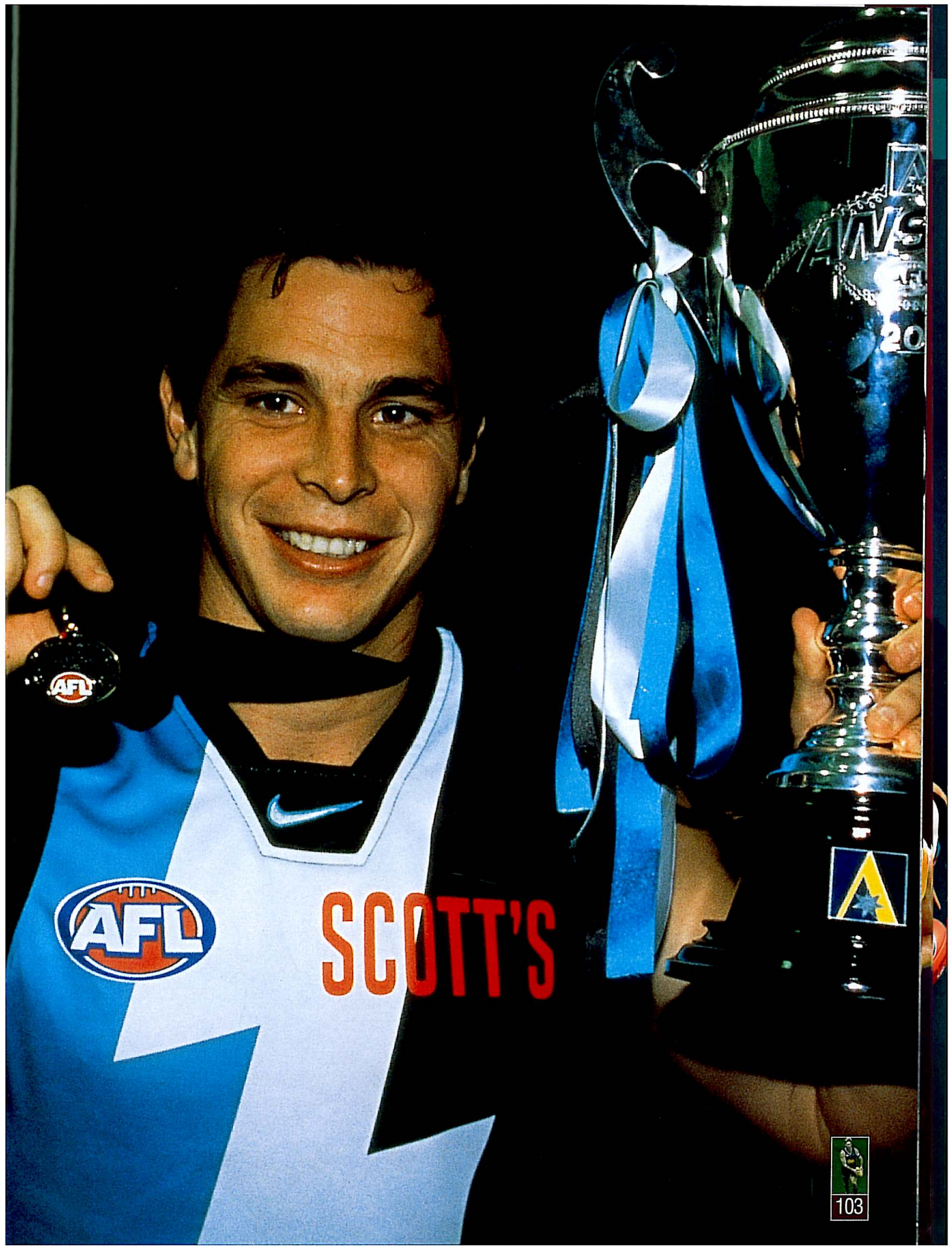
Barrie Robran is Legend 17

Barrie Robran has long been considered a legend in South Australian football and on May 21, 2001, it became official when he was announced a Legend in the Australian Football Hall of Fame.

Robran didn't play in the AFL/VFL, but in his home state he is revered. He became the Hall of Fame's 17th Legend and joined the cream of the game's elite.

Another eight former players were inducted into the Hall of Fame in a star-studded evening in the Plaza Ballroom at the Regent Theatre in Melbourne. The new inductees are: Norman Ware (Footscray), Jack Sheedy (East Fremantle/East Perth/South Melbourne), Ken Fraser (Essendon), Barry Round (Footscray/South Melbourne/Sydney), Don Scott (Hawthorn), Dale Weightman (Richmond), Greg Williams (Geelong/Sydney/Carlton) and Stephen Kernahan (Carlton). Ware, born on March 5, 1911, and winner of the 1941 Brownlow Medal, is the oldest of the group while Weightman, Williams and Kernahan represent a far more modern era.

INDUCTEES: Norm Ware, Ken Fraser, Barry Round, Stephen Kernahan, Dale Weightman, Jack Sheedy, Greg Williams and Don Scott all joined the Australian Football Hall of Fame in 2001.

Hall of Fame Legend
Barrie Robran
(born on September 25, 1947)

Former South Australian champion, Barrie Robran, is the first Legend in the Australian Football Hall of Fame never to have played in the AFL/VFL.

The football stars of yesteryear came out in force for the 2001 inductions at a glittering function in Melbourne on May 21. Robran was overseas on induction night, but was clearly overwhelmed and humbled when interviewed later. He was well represented on the evening by his footballing sons, Matthew (Adelaide) and Jonathon (Essendon), plus SA League icons Neil Kerley and Bob Hammond, who described Robran as the best footballer SA has produced. Robran played 201 games for North Adelaide, was captain from 1974 to 1977, represented SA 17 times, won three Magarey Medals (1968,1970, 1973) and six North Adelaide best and fairest awards. He had a preference for centre half-forward, but could play anywhere. Former South Australian and Geelong player and ABC commentator Dwayne Russell summed him up: "If there was one universal memory of Robran's halcyon days, it is the way he would drift across the front of packs or climb high over backs to mark spectacularly, land like a cat and deliver, literally seconds ahead of those who had barely thought of a response ..."

Photo courtesy The Advertiser, SA

Hall of Fame Inductees
Norman Ware
(born on March 5, 1911)

At 90, former Footscray captain-coach and ruckman Norman Ware was the oldest of the 2001 inductees. In 1941, he became the first Footscray player to win a Brownlow Medal and at the time he was also the oldest, aged 30.

He remains the only captain-coach to have won the medal. Allan Hopkins is now listed as Footscray's first winner in 1930, but he didn't receive the recognition or a medal until 1989. Hopkins was beaten on a countback in 1930, but retrospectively received a medal after the League revised the rules relating to those beaten on a countback. Ware, from Sale in the Gippsland area, played 200 games for the Bulldogs (1932-1942, 1944-1946). He was captain-coach in 1941 and 1942 and won five best and fairest awards.

Jack Sheedy
(born on September 28, 1926)

Jack Sheedy is a West Australian footballing icon, but the tough and aggressive rover did play eight games for South Melbourne as a 17-year-old while based in Melbourne in 1944 for navy training. He had a wonderful career in WA, playing 210 games with East Fremantle and 122 with East Perth where he was captain from 1956 to 1962. He also coached East Perth from 1956 to 1964 and in 1969 for three premierships from seven grand finals. At East Fremantle, he was coach in 1949 and 1952 and captain in 1949, 1950, 1952 and 1955. He won four best and fairest awards with East Fremantle, coached WA 10 times, played in 23 state representative games and in 2000 was selected in WA's Team of the Century. He had a reputation as one of the game's most astute on-field leaders and coaches.
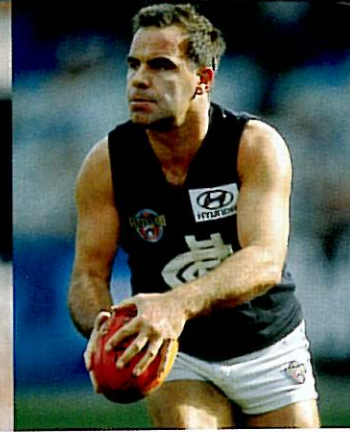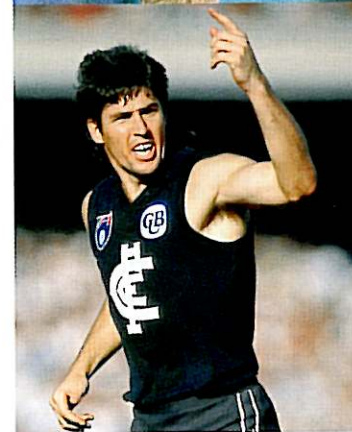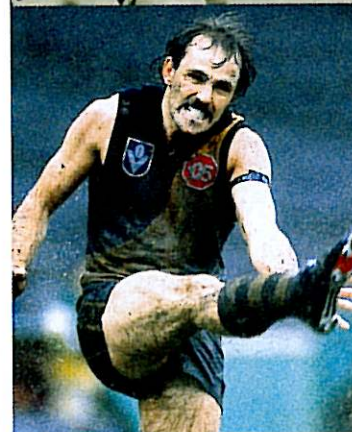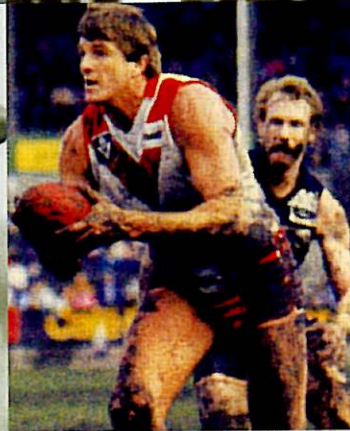
LEGEND: Barrie Robran (right) became the Australian Football Hall of Fame's 17th Legend in 2001 with spectacular play (above left).
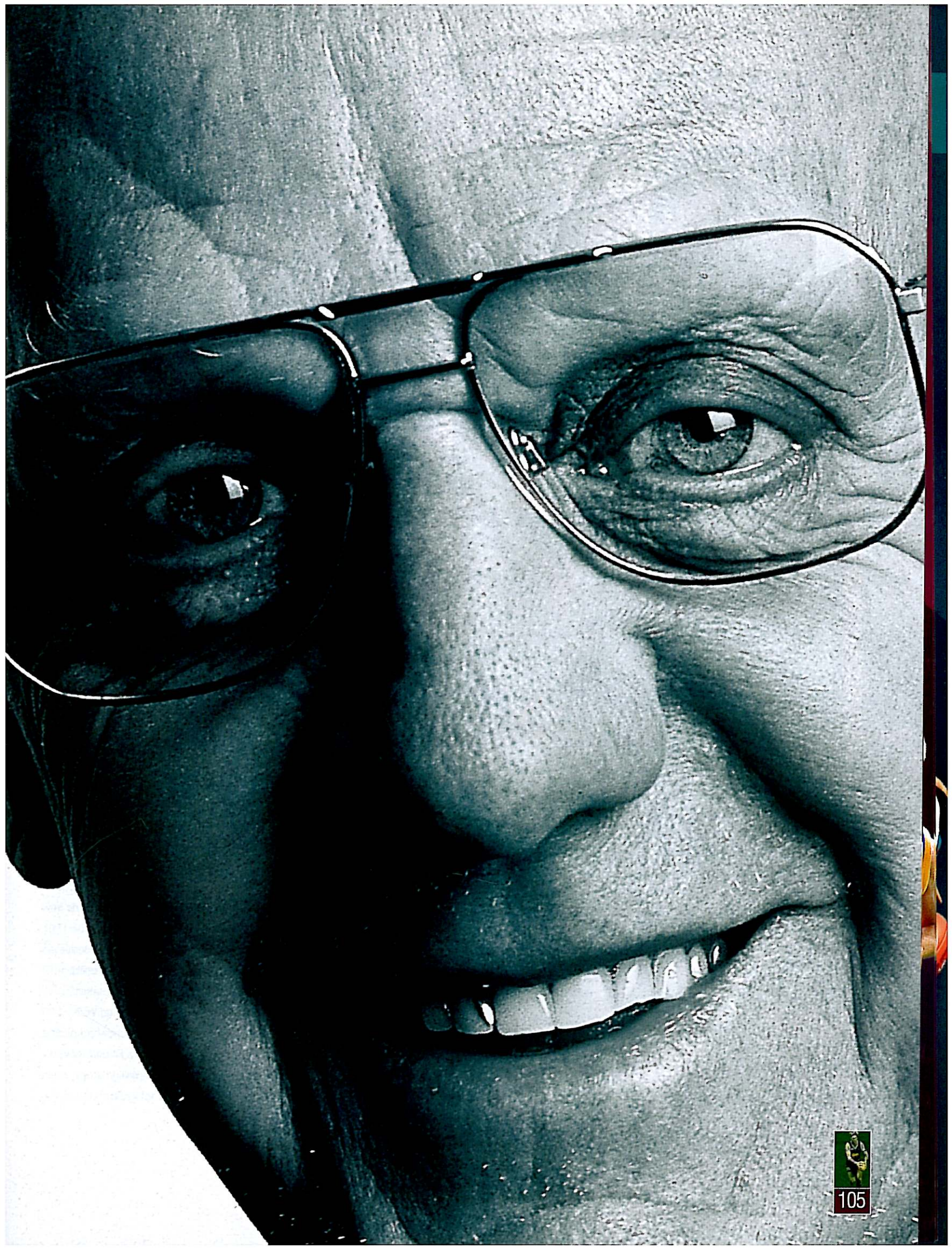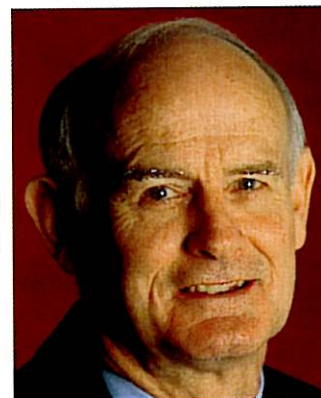
Ken Fraser
(born on February 12, 1940)

Ken Fraser was a brilliant and fair centre half-forward who played with Essendon in a leading era for the club in the late 1950s and 1960s. He played 198 games, captained the club, played in two premiership sides (1962 and 1965), won two best and fairest awards and captain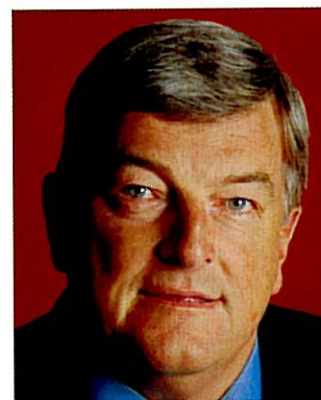ed Victoria. He has also seen son Mark play League football (65 games for Essendon and 45 for Collingwood) and another son, Darren, play reserve grade football for Collingwood and Essendon and one Ansett Cup game with Port Adelaide. Fraser started with Essendon in 1958 at the same time as his close mate, Ron Evans. Both were recruited from Essendon Baptist-St John district side. They soon filled the two forward positions at Essendon – Fraser at centre half-forward and Evans at full-forward. Fraser was captain of the 1965 premiership side and was still captain when the side played in the 1968 Grand Final. Injury forced him to miss that game and Essendon lost narrowly.

Barry Round
(born on January 26, 1950)

Barry Round was the face of Australian Football in Sydney when South Melbourne moved to the Harbour City in 1982 to become the Sydney Swans. The big ruckman was the last captain of South Melbourne and the first captain of the Sydney Swans and was an enormously popular figure with the Sydney crowds. Round started his League career with Footscray in 1969 in the twilight of the late and great Ted Whitten's career. After 135 games, he moved to South Melbourne in 1976 (for another 193 games and a grand total of 328) and in 1980, he took over the captaincy. In 1981, Round and long-time friend Bernie Quinlan each won a Brownlow Medal. It was a historic year – the first time the VFL had presented more than one medal in a season after the abolition of the countback system. Round and Quinlan had both come from the Victorian country centre of Gippsland and both had played together at Footscray, but by 1981 Quinlan was at Fitzroy. Round was a tireless ruckman who later became captain-coach of Williamstown where he won the VFA's Liston Trophy.

HEROES: (clockwise from top left) Australian Football Hall of Fame inductees Norm Ware, Jack Sheedy, Barry Round, Ken Fraser, Greg Williams, Stephen Kernahan, Dale Weightman and Don Scott.

Dale Weightman

(born on October 3, 1959)

Dale Weightman was so small (170cm, 69kg) in the hurly burly of VFL football that they called him 'The Flea.' But he was tough and courageous and his size was no handicap as he became one of Richmond's most celebrated players. He played 274 games, kicked 345 goals, captained the club, played in a premiership side (1980), won two best and fairest awards, captained Victoria, won two E.J. Whitten Medals, a Simpson Medal and a Tassie Medal. Weightman was recruited from Mildura Imperials, in the far north-west of Victoria, and played his first senior game in 1978 – and scored a goal with his first kick – and his last in 1993. He later played and coached in Tasmania and then went on to Finley, in country NSW. His father, Brian, was a long-time country footballer and encouraged his son to play football from an early age. Dale says that Brian and former Richmond under-19s coach Don Davenport had the biggest influence on his career.

Stephen Kernahan

(born on September 1, 1963)

Stephen Kernahan made his mark as a match-winning centre half-forward/full-forward in both South Australia and Victoria. In 1986, Carlton brought off a recruiting coup by seizing Kernahan (Glenelg) and another SA champion, Craig Bradley. 'Sticks' Kernahan went on to play 251 games for the Blues (1986-1997), kick 738 goals, play in the 1987 and 1995 premiership sides and captain the side in an AFL/VFL record 226 games from 1987 (only his second year at the club) to 1997. When Carlton named its Team of the Century last year, Kernahan was the centre half-forward and the captain. His great strength was his marking, his position play and his ability to involve his teammates while bringing down opposition defences. He represented SA in 13 state games, won two Fos Williams Medals and was an All-Australian eight times. After retiring, he stayed at Carlton as an assistant/skills coach and acts as inspiration to budding big men at Optus Oval.
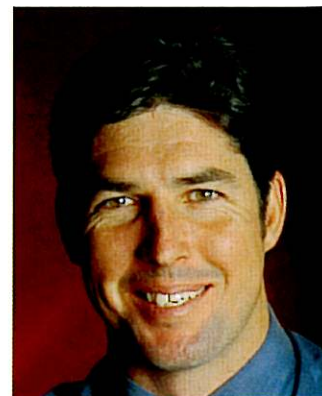
Don Scott

*(born on December 20, 1947)*

Don Scott was a tough, awkward, uncompromising Hawthorn captain in a wonderful era. He took his orders for many seasons from an equally tough and uncompromising coach in John Kennedy. Not a natural footballer, Scott was the epitome of everything Kennedy liked in a player. He wasn't a pretty footballer, but he was quick for his size and he wasn't afraid to put his body into the heaviest of traffic. He was also brave, fierce and respected. His career stretched from 1967 to 1981 and during that period, Hawthorn won three premierships. Scott was captain of two of them (1976 and 1978) and played in 16 finals. His last Grand Final was in 1978 and he celebrated victory by booting the ball into the crowd. He spent his first 10 seasons under Kennedy, then four under David Parkin and one under Allan Jeans. Scott played 302 games, kicked 133 goals, won the 1973 club best and fairest award and played for Victoria four times. Scott was part of a following division, with Michael Tuck and Leigh Matthews, all of whom are now in the Hall of Fame, that dominated football for almost a decade.
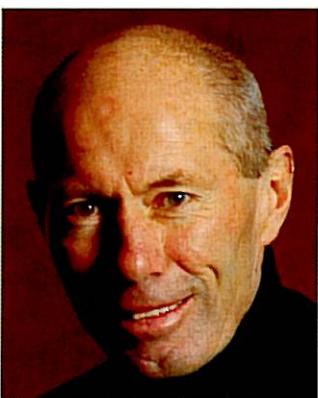
Greg Williams

(born on September 30, 1963)

Greg Williams had a reputation as being a man of very few words – until he was inducted into the Australian Hall of Fame and stepped on to the Plaza Ballroom stage. He proceeded to tell of his battle to win a place in AFL football and his journey through the game. His humourous and very honest speech evoked a rousing reception. Williams failed in his first attempt to play at Carlton, but he persisted, went to Geelong and so started an incredible 14-season career. He was a champion centreman and a master of the handball and what he lacked in leg speed, he made up for in razor-sharp cunning and a freakish ability to read of the play. He was also a superbly skilful player who was perfectly adept on both sides of the body. Williams played 34 games for Geelong, 107 for Sydney (where he won a Brownlow Medal) and 109 games for Carlton (where he won a second Brownlow). He was the benchmark of football excellence and won best and fairest awards at Geelong and Carlton, was an All-Australian eight times (including captain in 1994) and represented Victoria nine times.
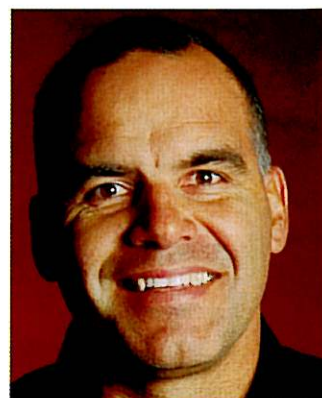
Jack Titus Award 2001

Wes Lofts

A Carlton stalwart since his teenage days, Wes Lofts, 59, joined the Blues as a young hopeful set on earning a senior guernsey. In 1960, aged 17, he achieved his goal. Well before he had played the last of his 167 games in 1970, the Carlton No. 20 was known throughout the VFL. Lofts was an uncompromising full-back and had some particularly memorable clashes with great Hawthorn full-forward Peter Hudson. Lofts quickly worked his way up through the Carlton ranks and climbed just as quickly in the business world. He played in the 1968 premiership side, but missed a place in the 1970 title team when vice-captain to John Nicholls. After retiring as a player, Lofts became a power-broker at the club and was chairman of selectors for many years. His presence in the boardroom has been imposing and reminiscent of his on-field efforts. Lofts has been dedicated to the Blues since catching the tram from Coburg to the then Princes Park to try his luck in the big time. At his testimonial dinner in 1971, the late Sir Robert Menzies (a former Prime Minister and Carlton No. 1 ticket-holder) presented Lofts with a plaque set with seven pennies – the price of that tram ride.

The late Jack Titus was a champion Richmond forward who kicked 970 goals from 1926 to 1943. He played 294 games and for many years held the consecutive games record with 204. Titus was also a committeeman and senior coach at Richmond. The award is presented annually in recognition of outstanding service to football.

Jack Titus Award Recipients

2001	Wes Lofts	(Carl)	1988	Sef Dunn	(Haw)
2000	Andy Angwin	(Haw)	1987	George Coates	(Fitz)
1999	Laurie Dwyer	(N Melb)	1986	Jim Hannan	(N Melb)
1998	Ken Goddard	(Haw)	1985	Ian Ridley	(Melb)
1997	Bill Stephen	(Fitz/Ess)	1984	Newton Chandler	(Carl)
1996	Rick Quade	(Syd)	1983	Graeme Richmond	(Rich)
1995	Greg Sewell	(Ess)	1982	Roy McConnell	(Ess)
1994	Bill McMaster	(Geel)	1981	Ian Drake	(St Kilda)
1993	Keith McKenzie	(Carl/N Melb)	1980	Max Elmer	(Haw)
1992	Allan Cooke	(Rich)	1979	Jim Cardwell	(Melb)
1991	Ron Richards	(Coll)	1978	Jack Adams	(N Melb)
1990	John Dugdale	(N Melb)		Bill Cookson	(Ess)
1989	Bruce Comben	(Carl)	1977	Jack Titus	(Rich)

AFL welcomes first female Life Member

A total of nine current and former administrators, players, coaches and umpires, including the first woman, were made AFL Life Members in 2001 after the AFL Commission approved the selections of the Life Membership recommendation committee. The new Life Members recommended by the committee are Jill Lindsay, Stephen Kernahan and Robert DiPierdomenico; David Howlett, Chris Mitchell, Mick Martyn, Wayne Schwass, Garry Hocking, and Danny Frawley were selected as 300-game players, coaches or umpires.

JILL LINDSAY

Lindsay creates history by being the first woman inducted as a life member of the AFL/VFL. AFL Chief Executive Officer Wayne Jackson said: "Jill has led the way for women in the game and life membership is fitting testimony to the contribution she has made." Lindsay started at the VFL in 1970 as an office clerk when the late Eric McCutchan was the VFL chief and worked with the late Jack Hamilton, Allen Aylett, Ross Oakley, the late Alan Schwab, Ian Collins and, now, Jackson and Andrew Demetriou. Lindsay has worked as VFL Park match-day supervisor, membership coordinator and finals series coordinator and as the VFL's membership manager. Since 1991, she has been AFL ground operations manager.

STEPHEN KERNAHAN

The former key forward and Carlton premiership captain was a 136-game champion with Glenelg in South Australia before he moved interstate in 1986. By 1987, he was club captain, a post he held until he retired in 1997. He captained the Blues in a League record 226 games and kicked a club record 738 goals. Kernahan captained Carlton to premierships in 1987 and 1985 and won three best and fairests at each of Carlton and Glenelg. He was an All-Australian seven times and serves on Carlton's coaching panel.

LIFE MEMBERS: Stephen Kernahan, Robert DiPierdomenico and Jill Lindsay are congratulated by AFL Chief Executive Officer Wayne Jackson.

ROBERT DIPIERDOMENICO

The rugged wingman tallied 240 premiership season games for Hawthorn from 1975 to 1991 and then kept his name in the limelight as a 'boundary rider' at AFL games. 'Dipper,' as he is widely known, played during a golden era at Hawthorn and was a member of premiership sides in 1978, 1983, 1986, 1988 and 1989. In 1986, he also won the Brownlow Medal. DiPierdomenico was an All-Australian three times and has been one of the characters of football, both on and off the field. Who will forget his courageous effort when seriously injured in the 1989 Grand Final?

DAVID HOWLETT

Howlett retired after round 22, 2001, after umpiring 302 AFL/VFL games. He officiated in the Essendon and District Football League for five years before joining the VFL in 1982 and umpiring two games late in the season. He was named All-Australian umpire in 1994 and umpired the 1994 Grand Final along with Denis Rich and Bryan Sheehan. Howlett umpired 14 finals – one Grand Final, three preliminary finals, four semi-finals, five qualifying and one elimination final – and three State of Origin matches.

CHRIS MITCHELL

In round one, 2001, Mitchell became the eighth field umpire to reach 300 games and by season's end, he had 319 games – the fourth highest tally in League history. He umpired in the Footscray District League before joining the VFL cadet squad in 1979 and umpiring his first senior VFL game in 1985. He has officiated in 14 finals – two preliminary, four semi, six qualifying and two elimination finals – the first in 1989, five State of Origin games and in two International Rules Series.
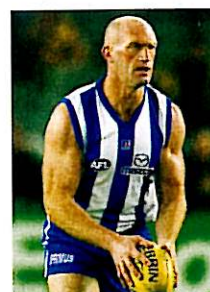
MICHAEL MARTYN

By the end of 2001, the tough Kangaroos full-back had put together 301 games, comprising 268 premiership season matches, 31 pre-season and two State of Origin games. Martyn started as a full-forward and in 1986 won the VFL under-19s goalkicking with 96. But he was to make his mark as a full-back in a senior career that started in 1988 and has seen him play in the 1996 and 1999 premiership sides. He also played in pre-season premiership teams in 1995 and 1998, winning the Michael Tuck Medal in 1995, and is a dual club best and fairest winner.
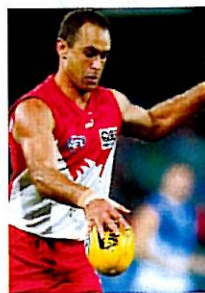
WAYNE SCHWASS

Sydney's midfielder reached 300 games in 2001 – 273 with the Kangaroos and Sydney, plus 26 pre-season and three State of Origin games. His senior career started in 1988 with North Melbourne where he played 194 premiership season games until the end of 1997. He then headed to Sydney and is still playing with the Swans. Schwass won successive best and fairest awards at North (1994, 1995) and played in the Roos' 1996 premiership side. In 1999, he won Sydney's best and fairest and a place on the wing in the All-Australian team.

GARRY HOCKING

The Geelong on-baller retired after the 2001 season with 301 games. Hocking had played 274 premiership season matches, 19 pre-season and eight State of Origin games. He is third on Geelong's all-time games list, behind Ian Nankervis (325 premiership games) and John 'Sam' Newman (300). Hocking never played in a premiership side though he played in Grand Finals in 1989, 1992, 1994 and 1995. He won a club record four club best and fairest awards and was second twice. He was equal second in the Brownlow Medal in 1993 (when ineligible) and third in 1991, 1994 and 1995. He gained All-Australian selection in 1991, 1993, 1994 and 1996.
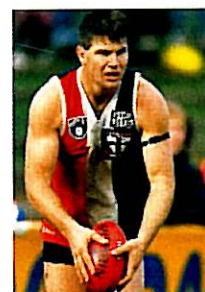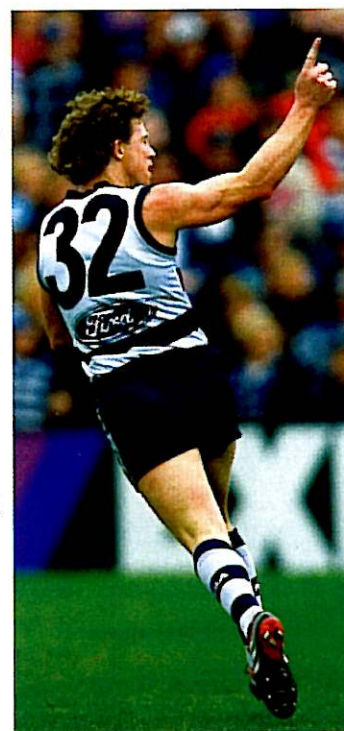
DANNY FRAWLEY

The current Richmond coach played 240 premiership season games and 12 pre-season matches with St Kilda, 11 State of Origin and six international matches. His tally swelled to more than 300 with the inclusion of his games as coach – 47 premiership season and six pre-season games to the end of 2001. Frawley, a best and fairest winner, was an excellent full-back in a career that stretched from 1984 to 1995. He captained the team in 177 games, which makes him the fifth longest-serving skipper in League history. In 2001, he coached Richmond to a preliminary final.

Results season 2001

ROUND 1
Friday, March 30
Roos 9.7 (61) v **Ess 23.8 (146)** (MCG) N
Saturday, March 31
Haw 13.7 (85) v **Coll 11.15 (81)** (MCG)
Fre 18.10 (118) v **Carl 18.11 (119)** (S)
WB 16.11 (107) v **St K 16.16 (112)** (CS) N
Port 14.15 (99) v BL 14.9 (93) (FP) N
Sunday, April 1
Geel 17.13 (115) v WCE 7.7 (49) (SS)
Melb 15.13 (103) v **Rich 20.14 (134)** (MCG)
Syd 19.12 (126) v Adel 10.14 (74) (SCG)

ROUND 2
Friday, April 6
Ess 23.7 (145) v Port 16.11 (107) (CS) (N)
Saturday, April 7
Carl 11.15 (81) v **Haw 16.11 (107)** (OO)
Rich 9.15 (69) v **WB 17.9 (111)** (MCG)
Coll 15.15 (105) v Fre 13.10 (88) (CS) (N)
Adel 11.14 (80) v Melb 12.11 (83) (FP) (N)
Sunday, April 8
BL 17.16 (118) v Roos 8.10 (58) (G)
St.K 13.8 (86) v **Geel 17.13 (115)** (CS)
WCE 13.11 (89) v **Syd 15.14 (104)** S

ROUND 3 (Easter)
Thursday, April 12
Carl 14.9 (93) v Ess 11.10 (76) (MCG) (N)
Saturday, April 14
Rich 17.14 (116) v BL 14.10 (94) (MCG)
WB 12.9 (81) v **Coll 23.15 (153)** (CS) (N)
Roos 11.5 (71) v **Syd 23.13 (151)** (SCG) (N)
Sunday, April 15
Adel 13.10 (88) v **PA 23.15 (153)** (FP)
St.K 16.11 (107) v **WCE 19.11 (125)** (CS)
Fre 8.11 (59) v **Haw 11.16 (82)** (S)
Monday, April 16
Melb 18.16 (124) v Geel 15.14 (104) (MCG)

ROUND 4
Friday, April 20
Coll 10.11 (71) v **Rich 13.8 (86)** (MCG) (N)
Syd 6.19 (55) v **Ess 15.12 (102)** (SCG) (N)
Saturday, April 21
Carl 8.5 (53) v **Ade 9.8 (62)** (OO)
WB 21.14 (140) v BL 12.15 (87) (CS)
Fre 13.10 (88) v **WCE 16.16 (112)** (S) (N)
PA 17.12 (114) v St.K 7.8 (50) (FP) (N)
Sunday, April 22
Geel 4.9 (33) v **Roos 7.11 (53)** (SS)
Haw 11.17 (83) v Melb 5.14 (44) (MCG)

ROUND 5 (Anzac Day)
Wednesday, April 25
Ess 15.13 (103) v Coll 14.11 (95) (MCG)
Friday, April 27
WCE 11.4 (70) v **Rich 17.7 (109)** (S) (N)
Saturday, April 28
Carl 17.23 (125) v St Kilda 14.8 (92) (OO)
WB 19.12 (126) v **Haw 24.11 (155)** (CS)
Adel 12.18 (90) v Roos 10.15 (75) (FP) (N)
Sunday, April 29
BL 25.21 (171) v Fre 19.8 (122) (G)
Geel 15.12 (102) v **PA 23.10 (148)** (SS)
Melb 18.11 (119) v Syd 15.14 (104) MCG

ROUND 6
Friday, May 4
Roos 12.6 (78) v **Rich 19.15 (129)** (CS) (N)
Saturday, May 5
St K 18.12 (120) v Syd 14.10 (94) (CS)
Fre 9.20 (74) v **Melb 18.11 (119)** (S) (N)
PA 20.9 (129) v WB 13.8 (86) (FP) (N)
BL 17.14 (116) v Geel 8.13 (61) (G) (N)
Sunday, May 6
Coll 15.13 (103) v Carl 14.11 (95) (MCG)
Ess 24.14 (158) v WCE 10.10 (70) (CS)
Haw 16.8 (104) v Adel 12.19 (91) (YP)

ROUND 7
Friday, May 11
Melb 12.5 (77) v **WB 15.17 (107)** (MCG) (N)
Saturday, May 12
Rich 10.14 (74) v **Ess 16.24 (120)** (MCG)
Adel 14.19 (103) v Fre 12.11 (83) (FP) (N)
St K 15.9 (99) v **Haw 16.14 (110)** (CS) (N)
Sunday, May 13
Coll 14.13 (97) v **Roos 15.9 (99)** (CS)
Geel 9.14 (68) v **Carl 17.6 (108)** (MCG)
Syd 12.8 (80) v **BL 15.22 (112)** (SCG)
WCE 7.8 (50) v **PA 17.19 (121)** (S)

ROUND 8
Friday, May 18
Rich 14.8 (92) v **Adel 17.18 (120)** (MCG) (N)
Saturday, May 19
Carl 21.16 (142) v BL 9.14 (68) (OO)
Haw 21.12 (138) v WCE 8.10 (58) (MCG)
Roos 19.24 (138) v St K 13.11 (89) (MO)
PA 16.14 (110) v **Coll 18.11 (119)** (FP) (N)
Sunday, May 20
Melb 11.13 (79) v **Ess 12.13 (85)** (MCG)
WB 18.14 (122) v Syd 15.11 (101) (SCG)
Fre 10.13 (73) v **Geel 14.11 (95)** (S)

ROUND 9
Friday, May 25
Roos 10.9 (69) v **Carl 12.10 (82)** (MCG) (N)
Saturday, May 26
Coll 14.14 (98) v St K 12.8 (80) (MCG)
WCE 11.11 (77) v **WB 18.17 (125)** (S)
BL 18.14 (122) v **Adel 19.13 (127)** (G)
Ess 18.14 (122) v Haw 8.9 (57) (CS) (N)
Sunday, May 27
PA 13.10 (88) v Melb 9.14 (68) (FP)
Geel 17.16 (118) v Rich 11.10 (76) (SS)
Syd 12.12 (84) v Fre 10.5 (65) (SCG)

ROUND 10
Friday, June 1
WB 11.13 (79) v **Roos 19.11 (125)** (CS) (N)
Saturday, June 2
Carl 21.23 (149) v WCE 3.12 (30) (OO)
Haw 10.13 (73) v **PA 17.14 (116)** (MCG)
St K 17.11 (113) v **Melb 22.12 (144)** (CS)
BL 15.12 (102) v Ess 10.14 (74) (G) (N)
Sunday, June 3
Adel 9.12 (66) v **Geel 8.7 (55)** (FP)
Coll 7.13 (55) v **Syd 11.7 (73)** (CS)
Fre 6.10 (46) v **Rich 12.12 (84)** (S)

ROUND 11 (Queen's Birthday)
Friday, June 8
St K 13.8 (86) v **Ess 19.14 (128)** (CS) (N)
Saturday, June 9
Geel 14.9 (93) v Haw 13.12 (90) (CS)
WCE 9.8 (62) v **BL 11.18 (84)** (S) (N)
Adel 14.13 (97) v **WB 19.13 (127)** (FP) (N)
Sunday, June 10
Roos 23.16 (154) v Fre 10.8 (68) (CS)
Rich 13.10 (88) v Carl 8.13 (61) (MCG)
Syd 18.17 (125) v PA 10.18 (78) (SCG)
Monday, June 11
Melb 8.9 (57) v **Coll 19.20 (134)** (MCG)

ROUND 12 (Split round)
Friday, June 15
Ess 18.14 (122) v Adel 11.7 (73) (CS) (N)
Saturday, June 16
Geel 13.9 (87) v **WB 15.4 (94)** (SS)
Fre 11.14 (80) v **St K 12.18 (90)** (S) (N)
Sunday, June 17
Melb 14.15 (99) v **BL 23.10 (148)** (G)
Friday, June 22
Coll 26.17 (173) v WCE 14.8 (92) (CS) (N)
Saturday, June 23
Haw 15.11 (101) v Roos 14.14 (98) (MCG)
Rich 12.14 (86) v Syd 8.12 (60) (CS) (N)
Sunday, June 24
PA 10.10 (70) v **Carl 15.14 (104)** (FP)

ROUND 13
Friday, June 29
BL 20.20 (140) v Haw 8.5 (53) (G) (N)
Saturday, June 30
Carl 23.15 (153) v WB 13.14 (92) (OO)
Ess 18.10 (118) v Fre 10.12 (72) (CS)
Roos 14.11 (95) v PA 10.13 (73) (MO)
Adel 14.13 (97) v **Coll 15.9 (99)** (FP) (N)
Sunday, July 1
St K 13.9 (87) v **Rich 19.12 (126)** (CS)
Syd 9.11 (65) v **Geel 12.12 (84)** (SCG)
WCE 15.5 (95) v Melb 13.10 (88) (S)

ROUND 14
Friday, July 6
WB 11.10 (76) v **Ess 24.10 (154)** (CS) (N)
Saturday, July 7
Rich 10.11 (71) v **Haw 20.9 (129)** (MCG)
Adel 8.16 (64) v **WCE 7.9 (51)** (FP)
BL 17.17 (119) v St K 9.8 (62) (G) (N)
Sunday, July 8
Geel 16.15 (111) v Coll 14.9 (93) (CS)
Melb 13.15 (93) v **Roos 18.13 (121)** (MCG)
Syd 12.19 (91) v Carl 12.9 (81) (SCG)
Fre 11.5 (71) v **PA 25.13 (163)** (S)

ROUND 15
Friday, July 13
St K 9.5 (59) v **Adel 23.18 (156)** (CS) (N)
Saturday, July 14
Carl 16.15 (111) v Melb 18.9 (117) (OO)
Haw 11.11 (77) v **Syd 14.14 (98)** (MCG)
WB 16.23 (119) v Fre 11.19 (85) (CS)
PA 14.12 (96) v Rich 7.10 (52) (FP) (N)
Sunday, July 15
Coll 16.7 (103) v **BL 19.15 (129)** (MCG)
Ess 19.13 (127) v Geel 17.10 (112) (CS)
WCE 17.8 (110) v **Roos 24.10 (154)** (S)

ROUND 16
Friday, July 20
Rich 19.13 (127) v Melb 12.14 (86) (MCG) (N)
Saturday, July 21
Carl 19.17 (131) v Fre 8.8 (56) (OO)
Coll 14.5 (89) v **Haw 21.18 (144)** (MCG)
St K 12.6 (78) v **WB 16.16 (112)** (CS) (N)
BL 13.16 (94) v PA 8.12 (60) (G) (N)
Sunday, July 22
Ess 27.9 (171) v Roos 25.9 (159) (MCG)
WCE 12.8 (80) v **Geel 22.18 (150)** (S)
Adel 7.14 (56) v **Syd 16.9 (105)** (FP)

ROUND 17
Friday, July 27
WB 15.10 (100) v **Rich 15.12 (102)** (MCG) (N)
Saturday, July 28
Geel 12.6 (78) v St K 10.6 (66) (SS)
Melb 12.12 (84) v **Adel 15.10 (100)** (MCG)
Fre 13.12 (90) v **Coll 19.5 (119)** (S) (N)
Roos 18.7 (115) v **BL 21.10 (136)** (CS) (N)
Sunday, July 29
PA 15.14 (104) v Ess 14.13 (97) (FP)
Haw 15.6 (96) v Carl 13.15 (93) (MCG)
Syd 11.17 (83) v WCE 6.12 (48) (SCG)

ROUND 18
Friday, August 3
Rich 10.11 (71) v Coll 6.15 (51) (MCG) (N)
Saturday, August 4
Geel 15.10 (100) v **Melb 16.7 (103)** (MCG)
Haw 13.12 (90) v **Frem 16.10 (106)** (CS)
Syd 22.11 (143) v Roos 3.18 (36) (SCG) (N)
Sunday, August 5
PA 16.11 (107) v **Adelaide 15.9 (99)** (FP)
BL 19.22 (136) v WB 15.13 (103) (G)
Ess 14.11 (95) v **Carl 16.6 (102)** (MCG)
WCE 26.15 (171) v St K 12.7 (79) (S)

ROUND 19
Friday, August 10
Roos 21.5 (131) v Geel 12.10 (82) (CS) (N)
Saturday, August 11
St K 16.18 (114) v **PA 19.11 (125)** (CS)
Melb 10.11 (71) v **Haw 24.12 (156)** (MCG) (N)
Adel 16.10 (106) v Carl 8.5 (53) (FP) (N)
Sunday, August 12
Ess 11.13 (79) v Syd 11.11 (77) (CS)
Coll 17.17 (119) v WB 11.11 (77) (MCG)
BL 19.14 (128) v Rich 15.7 (97) (G)
WCE 14.14 (98) v Fre 9.10 (64) (S)

ROUND 20
Friday, August 17
Roos 15.10 (100) v **Adel 25.12 (162)** (CS) (N)
Saturday, August 18
Rich 20.18 (138) v WCE 10.13 (73) (CS)
Coll 13.9 (87) v **Ess 15.17 (107)** (MCG) (N)
PA 14.15 (99) v Geel 10.9 (69) (FP) (N)
Sunday, August 19
Haw 12.7 (79) v **WB 17.23 (125)** (MCG)
St K 16.8 (104) v **Carl 22.16 (148)** (CS)
Syd 14.14 (98) v **Melb 19.17 (131)** (SCG)
Fre 12.15 (87) v **BL 21.12 (138)** (S)

ROUND 21
Friday, August 24
Rich 13.14 (92) v **Roos 13.10 (88)** (MCG) (N)
Saturday, August 25
Carl 20.10 (130) v Coll 9.8 (62) (MCG)
WCE 6.11 (47) v **Ess 21.10 (136)** (S) (N)
WB 10.13 (73) v **PA 22.18 (150)** (CS) (N)
Sunday, August 26
Adel 13.13 (91) v Haw 8.5 (53) (FP)
Geel 9.13 (67) v **BL 16.14 (110)** (SS)
Melb 16.18 (114) v Frem 12.7 (79) (CS)
Syd 21.16 (142) v StK 8.7 (55) (SCG)

ROUND 22
Friday, August 31
Ess 12.11 (83) v **Rich 17.5 (107)** (MCG) (N)
Saturday, September 1
Carl 13.19 (97) v Geel 3.9 (27) (OO)
Haw 13.9 (87) v **St K 13.11 (89)** (MCG) (N)
Fre 17.18 (120) v Adel 11.17 (83) (CS) (N)
BL 13.15 (93) v Syd 9.8 (62) (G) (N)
Sunday, September 2
Roos 11.17 (83) v **Coll 19.12 (126)** (MO)
PA 24.19 (163) v WCE 7.9 (51) (FP)
WB 19.9 (123) v **Melb 21.7 (133)** (CS)

FINALS
September 7
1st Qualifying Final
Ess 17.11 (113) v Rich 5.13 (43) (MCG) (N)
September 8
1st Elimination Final
Carl 17.16 (118) v Adel 6.14 (50) (MCG)
2nd Qualifying Final
BL 12.16 (88) v PA 8.8 (56) (G) (N)
September 9
2nd Elimination Final
Haw 19.15 (129) v Syd 11.8 (74) (CS)
September 15
1st Semi-Final
Rich 10.7 (67) v Carl 7.14 (56) (MCG)
2nd Semi-Final
PA 10.9 (69) v **Haw 10.12 (72)** (FP) (N)
September 22
1st Preliminary Final
Ess 11.10 (76) v Haw 9.13 (67) (MCG)
2nd Preliminary Final
BL 20.16 (136) v Rich 10.8 (68) (G) (N)
September 29
Grand Final
Ess 12.10 (82) v **BL 15.18 (108)** (MCG)

2001 finals: scores, attendances, umpires

First elimination final
(MCG – September 8)
Carlton   5.4   10.8   12.12   17.16 (118)
Adelaide   1.6   3.6   5.10   6.14 (50)
Umpires: H. Kennedy, M. Nash, S. Wenn
Attendance: 53,982

Second elimination final
(Colonial Stadium – September 9)
Hawthorn   1.0   5.4   11.9   19.15 (129)
Sydney   4.1   6.3   7.5   11.8 (74)
Umpires: M. McKenzie, B. Allen, M. Vozzo
Attendance: 32,910

First qualifying final
(MCG – September 7, night)
Essendon   4.5   8.5   12.8   17.11 (113)
Richmond   1.4   2.7   4.10   5.13 (43)
Umpires: D. Goldspink, M. James, S. McLaren
Attendance: 78,253

Second qualifying final
(Gabba – September 8, night)
Brisbane Lions 1.6   3.9   8.14   12.16 (88)
P Adelaide   2.0   7.1   8.3   8.8 (56)
Umpires: B. Sheehan, S. McBurney, M. Ellis
Attendance: 32,380

First semi-final
(MCG – September 15)
Richmond   2.5   6.7   9.7   10.7 (67)
Carlton   0.2   5.5   6.10   7.14 (56)
Umpires: B. Sheehan, B. Allen, M. McKenzie
Attendance: 83,323

Second semi-final
(Football Park – September 15, night)
Hawthorn   1.1   4.6   5.8   10.12 (72)
P Adelaide   3.1   4.5   8.7   10.9 (69)
Umpires: M. James, S. McLaren, D. Goldspink
Attendance: 30,613

First preliminary final
(MCG – September 22)
Essendon   4.2   8.7   8.8   11.10 (76)
Hawthorn   2.6   2.7   5.11   9.13 (67)
Umpires: M. Vozzo, M. Ellis, D. Goldspink
Attendance: 86,468

Second preliminary final
(Gabba – September 22, night)
Brisbane Lions 6.1   12.6   16.11   20.16 (136)
Richmond   4.1   6.4   7.5   10.8 (68)
Umpires: M. James, B. Allen, S. McLaren
Attendance: 37,032

AFL Grand Final
(MCG – September 29)
Brisbane   3.7   5.10   11.12   15.18 (108)
Essendon   3.2   8.6   9.8   12.10 (82)
Goals: Brisbane – Power 3; Lynch 2, Akermanis 2, Lappin 2, Brown 2; Voss, Ashcroft, Pike, Notting. Essendon – Lloyd 5; Lucas 4; J. Johnson, Moorcroft, Caracella.
Best: Brisbane – Hart, Voss, Lappin, Leppitsch, Power, Brown. Essendon – Lucas, Lloyd, J. Johnson, Wellman, Ramanauskas.
Umpires: M. James, S. McLaren, M. Ellis
Attendance: 91,482

Grand Final teams

BRISBANE LIONS
B: C. Johnson, M. Michael, D. White
HB: C. Scott, J. Leppitsch, M. Ashcroft.
C: J. Akermanis, M. Voss (c), B. Scott
HF: T. Notting, J. Brown, N. Lappin
F: C. McRae, A. Lynch, D. Bradshaw
Foll: C. Keating, S. Black, S. Hart
Interchange: R. Copeland, B. McDonald, L. Power, M. Pike
Coach: Leigh Matthews

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

VFL
(Optus Oval – September 23)
Box Hill Hawks 6.4   10.7   11.10   13.13 (91)
Werribee   3.3   4.5   6.6   7.12 (54)
Goals: Box Hill Hawks – O'Farrell 3, Passador 3; Rock 2, Pugsley 2; Lord, Picioane, Ries. Werribee – Mitchell 3; Contessa, Churchill, Bowden, McMahon.
Best: Box Hill Hawks – Baird, Mitchell, Dent, Ries, Ball, Picioane. Werribee – Bartlett, Mitchell, Giansiracusa, Alvey, Gilbee.
Umpires: J. Quigley, S. Grun, A. Davis
Attendance: 9000

TAC Cup Under-18s
(MCG – AFL Grand Final curtain-raiser)
Calder Cannons 3.3   6.7   10.11   16.14 (110)
Bendigo Pioneers 3.7   7.10   9.12   10.13 (73)
Goals: Calder Cannons – Barham 6; Young 3, Winter 3; Swan 2; Fitzgerald, Rodan. Bendigo – Allford 5; Fitzgerald 2; Rosa, Ladson, Oliver.
Best: Calder Cannons – Swan, Barham, Young, Cariss, Hollow, Nixon. Bendigo – Connaughton, Allford, McGlone, Elstone, Sellwood.
Umpires: S. Ryan, D. Sully, C. Nash

Official 2001 AFL Premiership Season Ladder (after Round 22)

	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 2000
Essendon	22	17	5	0	379.274	2548	278.227	1895	134.46	68	9	2	8	3	1L	171	74	43	15	2	0	35	1
Brisbane Lions	22	17	5	0	368.330	2538	291.243	1989	127.60	68	10	1	7	4	13W	171	68	42	32	0	2	35	6
Port Adelaide	22	16	6	0	363.295	2473	279.244	1918	128.94	64	9	2	7	4	6W	163	70	46	31	1	0	32	14
Richmond	22	15	7	0	312.254	2126	285.263	1973	107.75	60	7	4	8	3	3W	138	52	30	42	2	0	34	9
Carlton	22	14	8	0	338.283	2311	261.231	1797	128.60	56	8	3	6	5	3W	153	53	47	18	1	2	34	2
Hawthorn	22	13	9	0	319.235	2149	292.289	2041	105.29	52	6	5	7	4	3L	156	53	33	36	3	2	36	8
Sydney	22	12	10	0	307.279	2121	259.279	1833	115.71	48	7	4	5	6	1L	143	55	45	25	0	1	34	10
Adelaide	22	12	10	0	298.297	2085	300.226	2026	102.91	48	6	5	6	5	1L	162	56	31	30	1	2	37	11
Collingwood	22	11	11	0	328.264	2232	306.252	2088	106.90	44	5	6	6	5	1W	173	51	36	23	1	2	34	15
Western Bulldogs	22	10	12	0	337.283	2305	364.274	2458	93.78	40	2	8	8	4	2L	140	76	35	42	0	2	32	7
Melbourne	22	10	12	0	312.264	2136	347.282	2364	90.36	40	3	7	7	5	3W	144	42	20	36	3	1	34	3
Geelong	22	9	13	0	279.252	1926	304.230	2054	93.77	36	5	6	4	7	5L	150	27	31	28	1	1	34	5
Kangaroos	22	9	13	0	319.247	2161	352.259	2371	91.14	36	4	7	5	6	3L	159	36	38	43	1	2	37	4
West Coast Eagles	22	5	17	0	248.220	1708	380.310	2590	65.95	20	3	8	2	9	3L	171	30	35	59	0	0	36	13
St Kilda	22	4	18	0	284.213	1917	389.308	2642	72.56	16	1	10	3	8	1W	120	50	11	43	2	0	39	16
Fremantle	22	2	20	0	258.246	1794	362.319	2491	72.02	8	1	10	1	10	1W	122	46	27	38	0	1	37	12

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Financial Statistics ($ mill)										
Revenue	42.699	48.879	57.519	68.058	74.246	82.941	92.420	108.447	110.736	116.562
Operating Expenses	17.980	23.788	26.677	33.998	35.320	40.993	44.912	49.795	48.578	50.031
Operating Surplus	24.719	25.091	30.842	34.060	38.926	41.948	47.508	58.652	62.158	66.531
Payments to Clubs	22.042	21.467	25.177	27.345	29.227	32.815	36.019	42.153	50.230	61.783
Payments to AFLPA	–	–	–	–	0.650	0.700	0.750	3.000	4.000	5.000
Game Development Grants	3.100	3.592	4.191	4.860	5.566	6.534	8.617	12.124	15.156	16.510
Net Surplus/(Deficit)	(0.423)	0.032	1.474	1.855	3.483	1.899	2.122	1.375	(7.228)	(16.762)
Operating Surplus as a % of Revenue	57.9%	51.3%	53.6%	50.0%	52.4%	50.6%	51.4%	54.1%	56.1%	57.1%
Payments to Clubs as a % of Revenue	51.6%	43.9%	43.8%	40.2%	39.4%	39.6%	39.0%	38.9%	45.4%	53.0%
Balance Sheet										
Total Assets	59.984	57.173	61.879	60.063	59.456	70.940	64.323	71.237	74.903	110.312
Total Liabilities	28.640	25.800	27.031	23.630	23.222	20.919	12.180	17.719	28.613	80.529
Net Assets	31.344	31.373	34.848	36.433	36.234	50.021	52.143	53.518	46.290	29.783
TPP & Club Distribution Statistics ($ mill)										
Total Player Payments (TPP)	24.000	26.200	27.700	36.800	40.000	46.400	52.400	68.000	76.000	83.000
TPP per Club	1.600	1.747	1.847	2.300	2.500	2.900	3.275	4.250	4.750	5.188
Base Distribution per Club	1.303	1.222	1.402	1.402	1.480	1.700	1.870	2.220	2.720	3.157
Base Distribution as a % of TPP	81.4%	70.0%	75.9%	61.0%	59.2%	58.6%	57.1%	52.2%	57.3%	60.9%
Attendance Statistics (mill)										
Home & Away Season Attendance	4.333	4.185	4.723	5.118	5.216	5.843	6.119	5.772	5.740	5.921
Finals Series Attendance	0.481	0.472	0.514	0.595	0.479	0.560	0.573	0.472	0.567	0.526
Total Premiership Season Attendance	4.814	4.657	5.237	5.713	5.695	6.403	6.692	6.244	6.307	6.447
Pre-Season Competition Attendance	0.236	0.234	0.252	0.250	0.279	0.297	0.299	0.274	0.326	0.398
Total Attendance	5.050	4.891	5.489	5.963	5.974	6.700	6.991	6.518	6.633	6.845
Membership Statistics ('000s)										
Total of Club Members *	187,238	207,640	214,226	261,067	286,907	382,345	422,815	441,711	438,504	447,359
Average No. of Members per Club	12,483	13,843	14,282	16,317	17,932	23,897	26,426	27,607	27,407	27,960
Total AFL Members	49,500	47,000	46,640	47,111	49,808	50,620	52,034	52,020	52,187	50,660
No. of Clubs in the AFL	15	15	15	16	16	16	16	16	16	16

* Includes AFL Club Support Members

FINANCIAL STATEMENTS

9

THE Concise Financial Report of the Australian Football League and its controlled entities for the year ended 31 October, 2001, is reproduced on pages 114 to 123.

SUMMARY: The AFL's financial, attendance and membership summary 1992-2001.

Right: Michael Tuck Medallist Adam Kingsley

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Directors' Report

For the year ended 31st October 2001

The Directors present their report together with the financial report of the Australian Football League ("the Company") and the consolidated financial report of the consolidated entity, being the Company and its controlled entities, for the year ended 31 October 2001 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 -1996
Former Trustee, Melbourne Cricket Ground Trust
Member, AFL (NSW/ACT) Commission

Mr G J Samuel

Non-Executive Commissioner – Appointed 1985

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
Board Member, 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: Senior Adviser, The Boston Consulting Group
Former Director, Geelong F.C. and Geelong F.C. representative on AFL Board 1987-1993

Mr T E O'Connor QC

Non-Executive Commissioner – Appointed 1993.

Not re-elected in March 2001.

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 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: 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 Group
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 since 1993
Member, Committee for Melbourne
Member, Business Council of Australia
Member, Australian Institute of Company Directors
Councillor, Australian Business Arts Foundation
Director, Road Transport Forum
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 Football Club

Mr R A Hammond

Non-Executive Commissioner – Appointed March 2001

Member of Remuneration Committee

Experience: Managing Director, Rail Road Recyclers of Australia Pty. Ltd.
Player, SANFL: North Adelaide F. C. and Norwood F.C. 1960-1975   Coach, Norwood F.C., 1974-1979
Coach, Sydney Swans, 1984
Chairman, Adelaide Football Club 1991-2000

Directors' Report
For the year ended 31st October 2001 *(continued)*

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	13	13	1	1	1	1
Mr W R Jackson	13	13				
Mr G J Samuel	13	13	1	1	1	1
Mr C B Carter**	7	13	1	1		
Mr T E O'Connor	5	5				
Mr W J Kelty	12	13				
Mr C D Langford	12	13				
Mr G T John	10	13				
Mr R A Hammond	8	8				

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

** Colin Carter did not attend two meetings during the year due to a potential conflict of interest with the main item on the agenda.

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 amounted to $16.9 million compared with an operating loss of $8.1 million in 2000.

There were many highlights during the year including:
- AFL Football enjoyed a successful season in 2001 with a total of 6,845,886 fans attending all games (Ansett Cup, the Premiership Season and the Finals Series). This was an increase of 3.2 per cent on attendances in season 2000 and was the second best season ever in terms of attendances.
- The AFL's operating surplus for 2001 was $68.9 million ($68.4 million in 2000) which resulted mainly from increased revenue generated, mainly in the sponsorship area.
- AFL distributions increased significantly in 2001 and totalled $83.3 million ($72.0 million in 2000). These distributions were to the following entities:
  i) The AFL Clubs received $61.8 million ($52.8 million in 2000);

ii) The AFL Players' Association received $5.0 million ($4.0 million in 2000); and

iii) Development Grants to state football bodies totalling $16.5 million ($15.2 million in 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
The AFL announced the sale of its Waverley Park site on 10 December 2001 to the Mirvac Group. The sale price was $110 million. The sale is subject to the AFL obtaining rezoning and planning approval.

Other than the above matter, since 31 October 2001, 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.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Directors' Report *(continued)*

For the year ended 31st October 2001

Likely Developments

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 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.

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' report have been rounded off to the nearest thousand dollars, unless otherwise stated.

Dated at Melbourne this 18th day of February 2002.

Signed in accordance with a resolution of the Directors:

Mr R B Evans
Chairman

Mr W R Jackson
Director

Concise Statements of Financial Performance

For the year ended 31st October 2001

	Consolidated		The Company	
	2001	2000	2001	2000
	$'000	$'000	$'000	$'000
Revenues from ordinary activities	119,237	112,645	116,562	110,736
Borrowing costs	(1,337)	(110)	(1,337)	(110)
Distribution to clubs	(61,783)	(52,815)	(61,783)	(52,815)
Other Expenses from ordinary activities	(73,063)	(67,783)	(70,204)	(65,039)
Loss from ordinary activities before related income tax expense	(16,946)	(8,063)	(16,762)	(7,228)
Income tax expense relating to ordinary activities	–	–	–	–
Net Loss	(16,946)	(8,063)	(16,762)	(7,228)

Discussion and analysis of the Statement of Financial Performance

Consolidated revenue increased by $6.6 million to $119.2 million. The major reasons for this increase include:

- an increase in sponsorship income;
- an increase in membership income; and
- an increase in premiership season revenue due to increased attendances.

The consolidated operating loss was $16.9 million which compares with an operating loss of $8.1 million in 2000.

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

- an increase in distributions to Clubs totalling $9.0 million;
- an increase in grants to State football bodies totalling $1.3 million; and
- an increase in distributions to the AFL Players' Association totalling $1.0 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 120 and 121.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Concise Statements of Financial Performance
(continued)
For the year ended 31st October 2001

	Consolidated		The Company	
	2001	2000	2001	2000
	$'000	$'000	$'000	$'000
Current assets				
Cash	2,206	23	2,144	2
Receivables	13,694	15,551	13,681	15,285
Inventories	71	52	-	-
Other	1,069	664	1,203	582
Total current assets	17,040	16,290	17,028	15,869
Non-current assets				
Inventories	45,131	39,602	45,131	39,602
Investments*	-	-	-	-
Receivables	3,550	4,350	3,550	4,350
Property, plant & equipment	14,891	14,294	14,603	14,112
Other	30,107	-	30,000	-
Total non-current assets	93,679	58,246	93,284	58,064
Total assets	110,719	74,536	110,312	73,933
Current liabilities				
Payables	62,061	21,100	61,185	20,145
Interest-bearing liabilities	19,000	7,055	19,000	6,984
Provisions	745	634	496	432
Total current liabilities	81,806	28,789	80,681	27,561
Non-current liabilities				
Payables	42	-	-	-
Provisions	152	82	103	82
Total non-current liabilities	194	82	103	82
Total liabilities	82,000	28,871	80,784	27,643
Net assets	28,719	45,665	29,528	46,290
Equity				
Reserves	28,294	28,294	28,294	28,294
Retained profits	425	17,371	1,234	17,996
Total equity	28,719	45,665	29,528	46,290

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

Discussion and analysis of the Statements of Financial Performance
The consolidated entity's total assets increased by $36.2 million to $110.7 million.

This increase in total assets principally comprises:
- an increase in other non current assets of $30.1 million resulting primarily from a $30 million Option Fee paid to the Docklands Authority granting the AFL an option to purchase the freehold title to Colonial Stadium.
- an increase in non current inventories of $5.5 million representing costs incurred by the Company relating to the closure and sale of Waverley Park.

The consolidated entity's total liabilities increased by $53.1 million to $82.0 million over the year.

The increase in total liabilities principally comprises:
- an increase in prepaid income of $38.0 million which represents an instalment of the 2002 television rights by the AFL official broadcasters;
- borrowings increased by $11.9 million. This was sourced through a Commercial Bill Facility.

The balance sheet is to be read in conjunction with the discussion and analysis above and the notes to the financial statements set out on pages 120 and 121.

Concise Statements of Cash Flows

For the year ended 31st October 2001

	Consolidated		The Company	
	2001	2000	2001	2000
	$'000	$'000	$'000	$'000
Cash flows from operating activities				
Cash receipts in the course of operations	157,990	111,270	154,740	103,356
Cash payments in the course of operations	(134,911)	(124,427)	(132,135)	(116,365)
Net cash provided by / (used in) operating activities	23,079	(13,157)	22,605	(13,009)
Cash flows from investing activities				
Interest received	261	440	256	434
Payments for property, plant and equipment	(1,715)	(11,958)	(1,489)	(11,873)
Payments for other non-current assets	(30,161)	–	(30,000)	–
Proceeds from sale of non-current assets	111	243	91	243
Net cash provided by / (used in) investing activities	(31,504)	(11,275)	(31,142)	(11,196)
Cash flows from financing activities				
Interest paid	(1,337)	(110)	(1,337)	(110)
Proceeds from borrowings	15,000	4,000	15,000	4,000
Net cash provided by / (used in) financing activities	13,663	3,890	13,663	3,890
Net (decrease)/increase in cash held	5,238	(20,542)	5,126	(20,315)
Cash at the beginning of the financial year	(3,032)	17,510	(2,982)	17,333
Cash at the end of the financial year	2,206	(3,032)	2,144	(2,982)

Discussion and analysis of the Statements of Cash Flows

There was a net increase in cash holdings of the consolidated entity, during the year, totalling $5.2 million.

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

- funding of the operating loss for the year totalling $16.9 million;
- payment for inventories relating to the closure and sale of Waverley Park totalling $5.5 million;
- an increase in prepaid income of $36.8 million which was primarily related to a payment of $38.0 million from the AFL official broadcasters in respect to the 2002 television rights;
- an increase in trade creditors totalling $2.8 million; and
- a decrease in current receivables totalling $1.9 million.

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 120 and 121.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Notes to the Concise Financial Statements

For the year ended 31st October 2001

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 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.

3. Revenue from ordinary activities

| | Consolidated | | The Company | |
	2001	2000	2001	2000
	$'000	$'000	$'000	$'000
Revenue from operating activities				
Trading operations	118,859	111,957	116,215	110,059
Interest received	267	445	256	434
Revenue from outside operating activities				
Gross proceeds from sale of non-current assets	111	243	91	243
	119,237	112,645	116,562	110,736

Notes to the Concise Financial Statements *(continued)*

For the year ended 31st October 2001

4. Contingent Liabilities

(i) The Company has executed documentation to formalise an undertaking given to Hawthorn Football Club ("the 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.

In addition, the Company has agreed to contribute to annual losses on the operations of the John Elliott Stand as follows:

the first $50,000 of losses up to $100,000; and

46.35% of losses between $100,000 and $300,000.

The Company has also entered into an agreement with Carlton Football Club, Carlton Cricket and Football Social Club ("the Social Club"), National Australia Bank Limited ("NAB") and the Treasurer of Victoria to guarantee the obligations of the Social Club to NAB in respect of a $2,515,000 commercial bill facility up to a maximum of $1,125,000.

(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 as a player.

(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:

$1,141,000 in 2002

$966,000 in 2003

$260,000 in 2004

(v) The Company has entered into an agreement with Australia and New Zealand Banking Group Limited ("ANZ Bank") on 31 October 2001 whereby the Company guarantees the obligations of the Footscray Football Club Limited to the ANZ Bank to a maximum of $3,539,000 which maximum amount reduces by $295,000 on the 15th of each month. The Guarantee expires in October 2002.

(vi) The Company has entered into an agreement with Australia and New Zealand Banking Group Limited ("ANZ Bank") in August 2001 where the Company guarantees the obligations of Sports Facilities Management Limited ("Sports") to the ANZ Bank with respect to Sports' borrowings of $5,000,000 in relation to the reconfiguration of Stadium Australia.

(vii) The Company has entered into an agreement with the Bank of South Australia (a division of St George Bank Limited) ("Bank SA") on 19 October 2001 whereby the company guarantees the obligations of AFL Northern Territory Limited to Bank SA to a maximum of $205,000.

(viii) The Company has entered into an agreement with the Bank of South Australia (a division of St George Bank Limited) ("Bank SA") on 15 December 2000 whereby the company guarantees the obligations of Northern Territory Football League Inc to Bank SA to a maximum of $205,000.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Directors' Declaration

For the year ended 31st October 2001

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 and its controlled entities for the year ended 31 October 2001, set out on pages 117 to 121 has been derived from or is consistent with the full financial report for the financial year; and complies with Accounting Standard AASB 1039 Concise Financial Reports.

Dated at Melbourne this 18th day of February 2002.

Signed in accordance with a resolution of the Directors:

Mr R B Evans
Chairman

Mr W R Jackson
Director

Independent Audit Report on Concise Financial Report to the members of the Australian Football League

Scope

We have audited the concise financial report of the Australian Football League and its controlled entities for the financial year ended 31 October 2001, consisting of the statement of financial performance, statement of financial position, statement of cash flows, accompanying notes 1 to 4, and the accompanying discussion and analysis on the statement of financial performance, statement of financial position and statement of cash flows, set out on pages 117 to 122 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 2001. Our audit report on the full financial report was signed on 18 February 2002, and was not subject to any qualification.

Our procedures in respect of the audit of the concise financial report included 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 directly 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 2001 complies with AASB 1039 Concise Financial Reports.

KPMG

KPMG

PM Shannon

PM Shannon
Partner
Melbourne
2001

AFL House

AFL

The AFL Structure

![AFL logo]

AFL COMMISSION 2001

Ron Evans (Chairman), Wayne Jackson (Chief Executive Officer), Colin Carter, Graeme John, Bob Hammond (appointed March 2001), Bill Kelty, Chris Langford, Terry O'Connor (appointment concluded March 2001), Graeme Samuel

CHIEF EXECUTIVE OFFICER
Wayne Jackson

General Manager – Football Operations: **ANDREW DEMETRIOU**	General Manager – Commercial Operations: **BEN BUCKLEY**	General Manager – Finance & Administration: **IAN ANDERSON**	General Manager – Corporate Affairs & Communications: **TONY PEEK**	General Manager – Game Development: **ROSS SMITH**

Football Operations column:
- Investigations Manager – Ken Wood
- Football Administration Manager – Rod Austin
- Director of Umpiring – Jeff Gieschen
- Ground Operations Manager – Jill Lindsay
- Football Projects Manager – Dean Moore

Commercial Operations column:
- Internet and e-commerce manager – TBA
- Corporate Services Manager – Michael Conlan
- Membership Manager – Shaun Welch
- Publications Consultant – Geoff Slattery

Finance & Administration column:
- Legal Services Manager – Andrew Dillon
- Administration Manager – Michael McMahon
- Information Technology Manager – Tony Abate
- Finance Manager – Bill Tsiakos
- Business Analyst – Simon Gorr

Corporate Affairs & Communications column:
- Public & Community Relations Manager – Eloise Stinear
- Media Relations Manager – Patrick Keane

Game Development column:
- Head Coach AIS/AFL Academy – Terry Wheeler
- National Training Manager – Lawrie Woodman
- National 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 EXECUTIVE: (from left) Gillon McLachlan, Tony Peek, Ben Buckley, Ian Anderson, Wayne Jackson, Andrew Demetriou, Ross Smith.

◄ **INSIDE THE AFL:** 1. Football Operations meeting chaired by Andrew Demetriou – General Manager Football Operations 2. Bill Tsiakos – Finance Manager; Jill Lindsay – Ground Operations Manager 3. (left-right) Patrick Keane – Media Relations Manager; Jeff Gieschen – Director of Umpires 4. Personal Assistants meeting (clockwise from top) Jodi Collins, Cherie Fraser, Sally Surgey, Priscilla Smith-Bizzotto, Carolyn Kleiman 5. Lawrie Woodman – National Training Manager 6. David Matthews – National AFL Auskick Manager (left); Ross Smith – General Manager Game Development 7. Rebecca Hocking – Consumer Products, Communications Executive 8. AFL House entrance, Harbour Esplanade, Docklands 9. Roger Berryman – Football Administration Officer 10. Game Development meeting, AFL House 11. Lianne Lim-Joon – Corporate Relations Account Executive 12. Jodi Collins – Personal Assistant to General Manager Corporate Affairs and Communications 13. Meaghan Telford – Media Assistant 14. Ross Smith (left); Colin Carter – AFL Commissioner 15. Andrew Demetriou (left); Wayne Jackson – Chief Executive Officer 16. Dean Moore – Football Projects Manager (left); Tony Peek – General Manager Corporate Affairs & Communications

Sub-committees, Associates 2001

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

AFL Football Operations Sub-committee: Andrew Demetriou (Chair), Rod Austin, Roger Berryman, Michael Conlan, Michael Easy, Ken Gannon, Jeff Gieschen, Patrick Keane, Jill Lindsay, Michael Lovett, Dean Moore, Kevin Sheehan, Sandra Thomas, Phillip Wallbridge

AFL Appeals Board: Peter O'Callaghan, QC (Chair), Brian Bourke, Gavin Francis, Michael Green, Anthony Nolan, John Schultz, Graham Sherry, Roger Berryman (secretary)

AFL Arbitrator: Anthony Nolan

AFL Auditors: KPMG

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

AFL Laws Committee: Andrew Demetriou (Chair), Kevin Bartlett, Robert Flower, John Halbert, Rob Kerr, Michael Mansfield, Rowan Sawers, Ross Smith

AFL Legal Advisor: Jeff Browne

AFL Medical Commissioners: Dr Peter Harcourt, Professor Ken Hardy

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

AFL Tribunal: Brian Collis, QC (Chair), Shane Maguire (Deputy Chair), Emmett Dunne, Elaine Canty, Ian Hill QC, Brian Le Brocq, Richard Loveridge, Professor David Shilbury, Scott Taylor (secretary)

Players' Advocates: Gary Ayres, Sean Carroll, Iain Findlay, Bert Gaudion

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

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

All-Australian and AFL Rising Star Selectors: Wayne Jackson (Non-voting Chair), Rod Austin, Kevin Bartlett, Andrew Demetriou, Gerard Healy, Neil Kerley, Chris Mainwaring, Robert Walls

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

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

Structure as at October 31, 2001

ROUND 1 (Easter)
THURSDAY, 28th MARCH
Richmond v Collingwood (MCG) (N)
SATURDAY, 30th MARCH
St. Kilda v Carlton (CS)
Geelong v Essendon (MCG) (N)
Port Adelaide v Kangaroos (FP) (N)
SUNDAY, 31st MARCH
Sydney v Brisbane Lions (SCG)
West Coast v Fremantle (S)
Western Bulldogs v Adelaide (CS)
MONDAY, 1st APRIL
Hawthorn v Melbourne (MCG)

ROUND 2
FRIDAY, 5th APRIL
Essendon v Richmond (MCG) (N)
SATURDAY, 6th APRIL
Carlton v Sydney (OO)
Collingwood v West Coast (MCG)
Kangaroos v Western Bulldogs (CS) (N)
Adelaide v Geelong (FP) (N)
SUNDAY, 7th APRIL
Brisbane Lions v Hawthorn (G)
Fremantle v St. Kilda (S)
Melbourne v Port Adelaide (MCG)

ROUND 3
FRIDAY, 12th APRIL
Carlton v Collingwood (MCG) (N)
SATURDAY, 13th APRIL
Richmond v Melbourne (MCG)
Adelaide v Sydney (FP)
Kangaroos v Geelong (CS) (N)
Brisbane Lions v Essendon (G) (N)
SUNDAY, 14th APRIL
Hawthorn v Fremantle (YP)
West Coast v Western Bulldogs (S)
St. Kilda v Port Adelaide (CS)

ROUND 4
FRIDAY, 19th APRIL
Essendon v Adelaide (CS) (N)
SATURDAY, 20th APRIL
Collingwood v Hawthorn (MCG)
Melbourne v West Coast (OO)
Western Bulldogs v Brisbane Lions (CS) (N)
Sydney v Kangaroos (SCG) (N)
SUNDAY, 21st APRIL
Port Adelaide v Carlton (FP)
Fremantle v Richmond (S)
Geelong v St. Kilda (BS)

ROUND 5 (Anzac Day)
THURSDAY, 25th APRIL
Collingwood v Essendon (MCG)
FRIDAY, 26th APRIL
Western Bulldogs v Melbourne (CS) (N)
SATURDAY, 27th APRIL
West Coast v Brisbane Lions (S)
Hawthorn v Richmond (MCG)
St. Kilda v Sydney (CS) (N)
Adelaide v Port Adelaide (FP) (N)
SUNDAY, 28th APRIL
Geelong v Fremantle (BS)
Carlton v Kangaroos (CS)

ROUND 6
FRIDAY, 3rd MAY
St. Kilda v Collingwood (CS) (N)
SATURDAY, 4th MAY
Fremantle v Essendon (S)
Kangaroos v Hawthorn (MCG)
Carlton v Western Bulldogs (CS) (N)
Brisbane Lions v Geelong (G) (N)
SUNDAY, 5th MAY
Sydney v Melbourne (SCG)
Port Adelaide v West Coast (FP)
Richmond v Adelaide (CS)

ROUND 7
FRIDAY, 10th MAY
Essendon v Carlton (MCG) (N)
SATURDAY, 11th MAY
West Coast v Kangaroos (S)
Hawthorn v Geelong (MCG)
Richmond v Sydney (CS) (N)
Adelaide v Fremantle (FP) (N)
SUNDAY, 12th MAY
Brisbane Lions v Port Adelaide (G)
Melbourne v St. Kilda (MCG)
Western Bulldogs v Collingwood (CS)

ROUND 8
FRIDAY, 17th MAY
Hawthorn v Carlton (MCG) (N)
SATURDAY, 18th MAY
Richmond v West Coast (MCG)
Port Adelaide v Geelong (FP)
Fremantle v Melbourne (S) (N)
Collingwood v Brisbane Lions (CS) (N)
SUNDAY, 19th MAY
Kangaroos v Adelaide (MO)
Western Bulldogs v Sydney (SCG)
Essendon v St. Kilda (CS)

ROUND 9
FRIDAY, 24th MAY
Port Adelaide v Collingwood (FP) (N)
SATURDAY, 25th MAY
Geelong v Western Bulldogs (BS)
Melbourne v Kangaroos (MCG)
St. Kilda v Richmond (CS) (N)
Sydney v Essendon (SA) (N)
SUNDAY, 26th MAY
Brisbane Lions v Fremantle (G)
West Coast v Hawthorn (S)
Carlton v Adelaide (OO)

ROUND 10
FRIDAY, 31st MAY
Kangaroos v Essendon (MCG) (N)
SATURDAY, 1st JUNE
Geelong v Melbourne (BS)
Richmond v Western Bulldogs (MCG)
Collingwood v Sydney (CS) (N)
Adelaide v Brisbane Lions (FP) (N)
SUNDAY, 2nd JUNE
Hawthorn v Port Adelaide (YP)
Fremantle v Carlton (S)
St. Kilda v West Coast (CS)

ROUND 11 (Queen's Birthday weekend)
FRIDAY, 7th JUNE
Kangaroos v Richmond (CS) (N)
SATURDAY, 8th JUNE
Adelaide v Hawthorn (FP)
West Coast v Sydney (S) (N)
Essendon v Port Adelaide (CS) (N)
SUNDAY, 9th JUNE
Brisbane Lions v St. Kilda (G)
Geelong v Carlton (CS)
Western Bulldogs v Fremantle (OO)
MONDAY, 10th JUNE
Melbourne v Collingwood (MCG)

ROUND 12 (split round)
FRIDAY, 14th JUNE
Essendon v Hawthorn (MCG) (N)
SATURDAY, 15th JUNE
Carlton v West Coast (OO)
Sydney v Geelong (SCG) (N)
SUNDAY, 16th JUNE
Fremantle v Collingwood (S)
FRIDAY, 21st JUNE
Western Bulldogs vs St. Kilda (CS) (N)
SATURDAY, 22nd JUNE
Melbourne v Adelaide (OO)
Brisbane Lions v Kangaroos (G) (N)
SUNDAY, 23rd JUNE
Port Adelaide v Richmond (FP)

ROUND 13
FRIDAY, 28th JUNE
Essendon v Melbourne (CS) (N)
SATURDAY, 29th JUNE
Richmond v Geelong (MCG)
Port Adelaide v Western Bulldogs (FP)
Collingwood v Kangaroos (CS) (N)
Brisbane Lions v Carlton G (N)
SUNDAY, 30th JUNE
Sydney v Fremantle (SCG)
West Coast v Adelaide (S)
St. Kilda v Hawthorn (CS)

ROUND 14
FRIDAY, 5th JULY
Carlton v Richmond (MCG) (N)
SATURDAY, 6th JULY
Geelong v West Coast (BS)
Hawthorn v Sydney (MCG)
Fremantle v Port Adelaide (S) (N)
Western Bulldogs v Essendon (CS) (N)
SUNDAY, 7th JULY
Melbourne v Brisbane Lions (G)
Adelaide v Collingwood (FP)
St. Kilda v Kangaroos (CS)

ROUND 15
FRIDAY, 12th JULY
Hawthorn v Western Bulldogs (CS) (N)
SATURDAY, 13th JULY
Kangaroos v Fremantle (MO)
Collingwood v Geelong (MCG)
Richmond v Brisbane Lions (CS) (N)
Adelaide v St. Kilda (FP) (N)
SUNDAY, 14th JULY
Sydney v Port Adelaide (SCG)
West Coast v Essendon (S)
Carlton v Melbourne (CS)

ROUND 16
FRIDAY, 19th JULY
Collingwood v Richmond (MCG) (N)
SATURDAY, 20th JULY
Melbourne v Hawthorn (MCG)
Kangaroos v Port Adelaide (OO)
Fremantle v West Coast (S) (N)
Essendon v Geelong (CS) (N)
SUNDAY, 21st JULY
Brisbane Lions v Sydney (G)
Adelaide v Western Bulldogs (FP)
Carlton v St. Kilda (CS)

ROUND 17
FRIDAY, 26th JULY
Richmond v Essendon (MCG) (N)
SATURDAY, 27th JULY
Hawthorn v Brisbane Lions (MCG)
West Coast v Collingwood (S)
Port Adelaide v Melbourne (FP) (N)
Sydney v Carlton (SA) (N)
SUNDAY, 28th JULY
Geelong v Adelaide (BS)
St. Kilda v Fremantle (OO)
Western Bulldogs v Kangaroos (CS)

ROUND 18
FRIDAY, 2nd AUGUST
Collingwood v Carlton (MCG) (N)
SATURDAY, 3rd AUGUST
Geelong v Kangaroos (BS)
Fremantle v Hawthorn (S)
Essendon v Brisbane Lions (CS) (N)
Port Adelaide v St. Kilda (FP) (N)
SUNDAY, 4th AUGUST
Sydney v Adelaide (SCG)
Melbourne v Richmond (MCG)
Western Bulldogs v West Coast (OO)

ROUND 19
FRIDAY, 9th AUGUST
Hawthorn v Collingwood (MCG) (N)
SATURDAY, 10th AUGUST
Carlton v Port Adelaide (OO)
Richmond v Fremantle (MCG)
Brisbane Lions v Western Bulldogs (G) (N)
Kangaroos v Sydney (SCG) (N)
SUNDAY, 11th AUGUST
Adelaide v Essendon (FP)
West Coast v Melbourne (S)
St. Kilda v Geelong (CS)

ROUND 20
FRIDAY, 16th AUGUST
Richmond v Hawthorn (MCG) (N)
SATURDAY, 17th AUGUST
Fremantle v Geelong (S)
Kangaroos v Carlton (OO)
Essendon v Collingwood (MCG) (N)
Brisbane Lions v West Coast (G) (N)
SUNDAY, 18th AUGUST
Port Adelaide v Adelaide (FP)
Sydney v St. Kilda (SCG)
Melbourne v Western Bulldogs (MCG)

ROUND 21
FRIDAY, 23rd AUGUST
Hawthorn v Kangaroos (MCG) (N)
SATURDAY, 24th AUGUST
Geelong v Brisbane Lions (BS)
Melbourne v Sydney (MCG)
West Coast v Port Adelaide (S) (N)
Western Bulldogs v Carlton (CS) (N)
SUNDAY, 25th AUGUST
Adelaide v Richmond (FP)
Collingwood v St. Kilda (MCG)
Essendon v Fremantle (CS)

ROUND 22
FRIDAY, 30th AUGUST
Geelong v Hawthorn (CS) (N)
SATURDAY, 31st AUGUST
Collingwood v Western Bulldogs (MCG)
Port Adelaide v Brisbane Lions (FP)
St. Kilda v Melbourne (CS) (N)
Sydney v Richmond (SA) (N)
SUNDAY, 1st SEPTEMBER
Kangaroos v West Coast (MO)
Fremantle v Adelaide (S)
Carlton v Essendon (MCG)

FINALS
SEPTEMBER 6, 7, 8
Round 1 – Qualifying finals (4)
SEPTEMBER 13, 14, 15*
Round 2 – Semi-finals (2)
SEPTEMBER 20, 21**
Round 3 – Preliminary finals (2)
SEPTEMBER 28
Round 4 – Grand Final

*In round 2 of the finals series games may be scheduled on Friday, Saturday or Sunday.

**In round 3 of the finals series games may be scheduled on Friday or Saturday.

(N) – Night game

(BS) – Baytec Stadium, Geelong
(CS) – Colonial Stadium, Melbourne
(FP) – Football Park, Adelaide
(G) – Gabba, Brisbane
(OO) – Optus Oval, Melbourne
(MCG) – Melbourne Cricket Ground
(MO) – Manuka Oval, Canberra
(S) – Subiaco Oval, Perth
(SA) – Stadium Australia
(SCG) – Sydney Cricket Ground
(YP) – York Park, Launceston

AUSTRALIAN FOOTBALL LEAGUE

105th ANNUAL REPORT

2001