



COMMUNITY

SERVANT: David Wirrpunda of the West Coast Eagles was the inaugural winner of the AFL Foundation's Community Service Award.

The AFL Foundation

The Charity Round saw the re-launch of the AFL Foundation as a vehicle to better service the community. Reshaped with 13 members and a commitment to helping disenfranchised youth become part of society through football, the Foundation allows the AFL to better communicate its community role and raise funds for worthy causes.

The AFL Foundation also awarded its first Community Service Award to West Coast's David Wirrpunda in recognition of his extensive service to charity and the community. All 16 clubs nominated worthy players, but Wirrpunda's effort and commitment was judged to be the most significant.

More than \$200,000 was raised in the first six months of the relaunch.

Finals

The finals were marketed around the tagline 'Live For September' which highlighted the on-field action as well as off-field activities such as the All-Australian team announcement and the Brownlow Medal count.

Attendances for the finals were up 6.5 per cent even with the MCG redevelopment reducing crowd numbers.

Telstra Stadium

Growth of Telstra Stadium crowds continued in 2003 with average crowds of just under 50,000 being 8000 higher per game than 2002. The highlight, of course, was the crowd of 72,393 for the round 21 Sydney-Collingwood game – the

largest crowd for the 2003 season (home and away and finals).

The marketing support for Telstra Stadium games continued with joint activity between the Sydney Swans and the AFL.

Each game was themed to drive interest and create a big event feeling consistent with the size and scope of the Olympic Stadium. The games, and their themes, were:

- * Sydney v Carlton – the community game.
- * Sydney v Essendon – the indigenous game.
- * Sydney v Collingwood – the red and white v black and white army.

Exit research shows that the games not only delivered large crowds but on average 20 per cent of the fans had never been to an Australian Football game before.

Consumer Products

Following a strategic review of the AFL licensing operation midway through the 2002 financial year, the AFL consumer products division delivered revenue growth of 15 per cent in 2003 compared to 2002 to remain one of the strongest brands (sport and entertainment) in the country.

Key areas which performed well included the apparel and giftware categories, which each grew by 25 per cent. From a retail perspective, the AFL formed an alliance with Best and Less, worked hard at recovering support from the sport specialty market while The AFL Stores grew at the same rate as the consumer product division.

Initiatives that were realised in 2003 included First 18, a sub brand of the AFL that was specifically targeted at the youth market. This range featured club logos from the 1950s and 1960s and was released in conjunction with the Heritage Weekend.

The AFL also launched Mascot Manor (a sub brand targeted at the seven to 12-year-old market) in September 2003.

Events and entertainment

The AFL's night of nights is the Brownlow Medal count held on the Monday before the Grand Final. The 2003 count was an historic night as for only the second time there was a three-way tie.

Collingwood captain Nathan Buckley, his Adelaide counterpart Mark Ricciuto and Sydney's Adam Goodes tied for the medal in front of a large audience at Melbourne's Crown Palladium. The event was televised for the first time by the Nine Network.

Other features were the 2003 Australian Football Hall of Fame induction dinner, the 200 Club induction dinner, the National AFL Rising Star Award, the All-Australian team presentation, along with numerous functions and events that were held on match-days during the premiership season.

Membership

In total, there were 45,210 AFL members in 2003, which included 160 AFL Premiership Club members. Of that total, 37,378 members chose a Club Support package, which resulted in almost \$3.2 million being distributed back to the clubs.

As in previous years, there were two main categories of AFL membership. Silver Membership (formerly restricted) gave members access to 30 matches in total throughout the premiership season, plus access to the qualifying final (played at the MCG). Full membership afforded members the same entitlements as Silver Membership, but also gave them the added benefit of having access to the preliminary final (played at the MCG) and the Grand Final.

The Grand Final ticketing process introduced in 2002 was used once again in 2003. This saw all full members with either a Collingwood or Brisbane Lions Club Support package able to purchase a ticket to the match on the Sunday after the preliminary final. All remaining tickets were made available on the following Tuesday. Fortunately, the vast majority of AFL full members wishing to attend the Grand Final were able to do so.

This method of allocating tickets has proved successful, with 80 per cent of members responding to the annual census (see below) stating that they supported this system.

Member consultation was again a priority for the Membership Department. During 2003, eight members were chosen to join the AFL Members Monitor Group, established in 2002. This group met five times throughout the season with the AFL membership manager Shaun Welch and provided members an insight into all issues affecting their membership.

The AFL Members Census was conducted in July, with 4153 responding either via an online or mail questionnaire. Subsequent analysis assisted the Membership Department in developing the 2004 offer.

AFL MEMBERSHIP 2002/2003

Membership	Category	Total
AFL Full	(Adult)	23,324
AFL Full	(Junior)	1542
AFL Full Country	(Adult)	3730
AFL Full Country	(Junior)	154
AFL Silver	(Adult)	9750
AFL Silver	(Junior)	940
Absentee Members		2610
Premiership Club		160
Total		45,210

AFL CLUB MEMBERSHIP (AS AT SEPTEMBER 29, 2003)

Club	Adults	Concessions	Juniors	Total Members 17/6/2003	Total Members 17/6/2002	Variance%
Adelaide	41,108	3,408	2,581	47,097	46,620	1.0%
Brisbane Lions	19,064	2,532	2,769	24,365	22,288	9.3%
Carlton	24,272	3,164	6,089	33,525	26,385	27.1%
Collingwood	28,253	3,842	8,360	40,455	32,549	24.3%
Essendon	23,377	3,637	4,956	31,970	35,219	-9.2%
Fremantle	17,812	2,239	5,317	25,368	23,775	6.7%
Geelong	16,271	3,412	4,334	24,017	23,756	1.1%
Hawthorn	21,553	3,501	6,446	31,500	33,319	-5.5%
Kangaroos	15,019	2,115	4,269	21,403	20,831	2.7%
Melbourne	14,246	1,982	4,327	20,555	20,152	2.0%
Port Adelaide	28,652	2,297	4,476	35,425	36,229	-2.2%
Richmond	16,709	2,497	5,895	25,101	27,251	-7.9%
St Kilda	15,974	2,238	5,414	23,626	17,696	33.5%
Sydney	15,062	2,569	3,639	21,270	27,755	-23.4%
WCE	28,100	4,441	3,693	36,234	34,880	3.9%
W Bulldogs	13,808	2,760	4,692	21,260	20,838	2.0%
Total	339,280	46,634	77,257	463,171	449,543	3.03%

* Note: Sydney total excludes 4500 packages tied to Telstra Stadium games.

AFL MEMBERSHIP CLUB SUPPORT PACKAGES

Club	Adults	Concessions	Juniors	Total	% of Total
Adelaide	387	56	50	493	1.32%
Brisbane Lions	564	104	68	736	1.97%
Carlton	4054	636	590	5280	14.13%
Collingwood	6346	850	1122	8318	22.25%
Essendon	4988	813	1007	6808	18.21%
Fremantle	14	2	5	21	0.06%
Geelong	1990	307	322	2619	7.01%
Hawthorn	1682	267	220	2169	5.80%
Kangaroos	1333	161	206	1700	4.55%
Melbourne	1330	219	222	1771	4.74%
Port Adelaide	85	9	9	103	0.28%
Richmond	2778	319	513	3610	9.66%
St Kilda	1498	214	288	2000	5.35%
Sydney	460	74	51	585	1.57%
West Coast Eagles	67	10	10	87	0.23%
Western Bulldogs	831	115	132	1078	2.88%
Total	28,407	4156	4815	37,378	100.0%



| SECTION FIVE |

Corporate Affairs & Communications



Growing the game in New South Wales and Queensland continued to be an important focus for the AFL's Corporate Affairs and Communications Department. A new strategic plan for continued growth in Queensland was one of the department's most important projects in 2003. The department also played a role in the planning and promotion of matches at Telstra Stadium in Sydney, and continued its responsibility for the media covering the AFL while generating publicity for the competition and Australian Football in general.

The AFL gospel continued to be spread across the nation in 2003 to areas such as Northern Territory via a hectic publicity schedule.

Strong focus on NSW, Queensland

Development of a new strategic plan for continued growth in Queensland and supporting the staging of premiership season games at Telstra Stadium in Sydney were two major projects undertaken by the Corporate Affairs and Communications Department in 2003.



Other strategic planning projects, in conjunction with the AFL executive, included the competitive balance fund, winning a greater share of first choice athletes from Queensland, New South Wales and the Australian Capital Territory and a review of pricing.

The department also has responsibility for media, public and government relations.

These activities included developing publicity and promotional plans to support AFL initiatives such as the introduction of community training camps for AFL clubs, a number of themed rounds during the premiership season, the National AFL Rising Star, AFL Auskick, the National AFL Under-18 and Under-16 championships, National AFL Draft, and other major events including the Brownlow Medal, All-Australian team, Hall of Fame and Foster's International Rules Series.

Queensland plan

A new strategic plan for continued growth in Queensland was adopted by the AFL Commission in 2003.

This strategy is also consistent with the 2002 Carter Report into game development which highlighted the importance of Queensland – and New South Wales – as the game's only potential for exponential growth in participation and commercial value.

The AFL Commission's continued emphasis on growth in Queensland, New South Wales and the Australian Capital Territory to increase the size of the AFL "pie" is fundamental to:

- * Maintaining the 16-team national competition.
- * Continuing to invest in the development of grassroots football.
- * Establishing Australian Football as a mainstream national code at a community level as well as

reinforcing the AFL as this country's pre-eminent national competition.

The implementation of the Queensland strategic plan in 2004 has been designed to capitalise on development initiatives and the flow-on effect of the Brisbane Lions winning three successive premierships, which sees participation in the game and other key measures at all-time highs in Queensland.

Participation

Total participation in the game (AFL Auskick, in schools and at clubs) in Queensland grew by almost 25 per cent in 2003, reaching more than 55,000.

- * AFL Auskick grew by nearly 19 per cent on 2002 to 20,625, the third largest total of registered participants in this program behind Victoria and New South Wales.
- * Participation in schools football produced spectacular growth of nearly 80 per cent to 14,900 making Queensland the leading state in school-based participation.
- * Club football participation also grew by more than eight per cent in 2003 to 17,800.

Attendances

Crowds at Brisbane Lions games at the Gabba grew by nearly 18 per cent on 2002 or 53,000 to 348,892, at an average per home game attendance of 31,700, an all-time record.

Club membership

In 2003, the Lions' membership reached a record total of 24,365, up 9.3 per cent on the 2002 total of 22,288.

Television audiences

The average free-to-air television audience for Lions' premiership season games in Brisbane in 2003 also reached record levels in 2003 and have more than doubled since 2000.

The Brisbane Lions v Collingwood game at the Gabba on the Thursday night before Easter attracted the largest audience for a premiership season game in Brisbane when an average of more than 301,000 people tuned into the Nine Network's telecast.

Network Ten's coverage of the Brisbane Lions' third successive premiership produced a record Grand Final audience in Brisbane with an average of 575,000 viewers, up 53 per cent on the 2002 average audience in Brisbane of 375,000.

RIDING HIGH:
Michael Voss and the Brisbane Lions are playing a key role in boosting the popularity of the AFL in Queensland



Working group

A working group consisting of Brisbane Lions Chief Executive Michael Bowers, AFL Queensland Chief Executive Officer Richard Griffiths and the AFL's General Manager, Corporate Affairs and Communications Tony Peek and General Manager, Game Development Ross Smith, developed the strategic plan.

The plan was adopted by the AFL Queensland Commission before being approved by the AFL Commission.

Key highlights of the plan include:

- * Continuing to build participation from AFL Auskick into local community clubs.
- * Attracting volunteers, officials, umpires and identifying facilities to support community clubs.
- * Attracting elite Queensland athletes to the AFL.
- * Continuing to increase the popularity of the AFL through market specific promotional campaigns and utilising the Brisbane Lions.

At the current rate of growth in participation, Queensland is on track to have the third highest number of registered participants among the various states and territories within three or four years.

70,000 twice at Telstra Stadium

Premiership season games at Telstra Stadium, Sydney Olympic Park, are the focal point of the AFL's continued push into the Greater West of Sydney.

In 2003, the long-term potential of the venue was highlighted when two games attracted more than 70,000 people.

The first was the round 21 premiership season clash between the Sydney Swans and Collingwood which drew 72,393 people, the largest crowd for any premiership season game in 2003.

Collingwood, through its president Eddie McGuire, and captain Nathan Buckley, was heavily involved in the promotion of the game with the Swans and AFL in Sydney.

Three premiership season games at Telstra Stadium in 2003 – Sydney against Carlton, Essendon and Collingwood – drew 149,113 people at an average per game of 49,704 people.

Sydney and Essendon play for the Marn Grook Trophy, which acknowledges the contribution of indigenous athletes to Australian sport in general and football in particular.

Sydney v Carlton was linked to the Federal Government's Harmony Day initiative with groups from Sydney's Greater West representing 20 different cultures attending an AFL match for the first time.

The preliminary final between the Swans and Brisbane Lions attracted 71,019 people and was the culmination of a

major publicity and promotional campaign managed by the AFL in conjunction with both clubs.

Other highlights from New South Wales included:

- * Average audiences per week for free-to-air telecasts of AFL matches in Sydney increased by 24 per cent in 2003 to 319,000 people compared to 2002.
- * Sydney v Collingwood was the most watched premiership season game in Sydney with an average of more than 235,000 viewers for Network Ten's coverage.
- * The Swans' upset win over Port Adelaide in the first week of the finals attracted an average audience in Sydney of more than 239,000.
- * Brisbane's Grand Final win over Collingwood was the most watched AFL game of the year in Sydney with an average audience of more than 350,000 people.
- * Attendances at Swans' home games increased nearly 25 per cent in 2003 to 365,181 compared to the 2002 total of more than 292,000. The 2003 total was the second highest on record for Swans matches in Sydney.
- * The Swans' eight home games at the SCG totalled 216,068 people at an average of more than 27,000 per game, an increase of nearly 32 per cent on the 2002 SCG total of 128,919 at an average attendance per game of more than 20,000.
- * Participation in the game throughout NSW-ACT increased by nearly 16 per cent in 2003 to more than 55,000 when compared to 2002, the second-largest increase in total participation behind Queensland, which produced growth of nearly 25 per cent.
- * NSW-ACT also had more strong growth in AFL Auskick compared to 2002 of nearly 26 per cent to more than 25,000 registered participants, second only to Victoria.

Other NSW/ACT activity

AFL Publicity and Promotions Manager, Sydney Michelle Morgan managed several projects including:

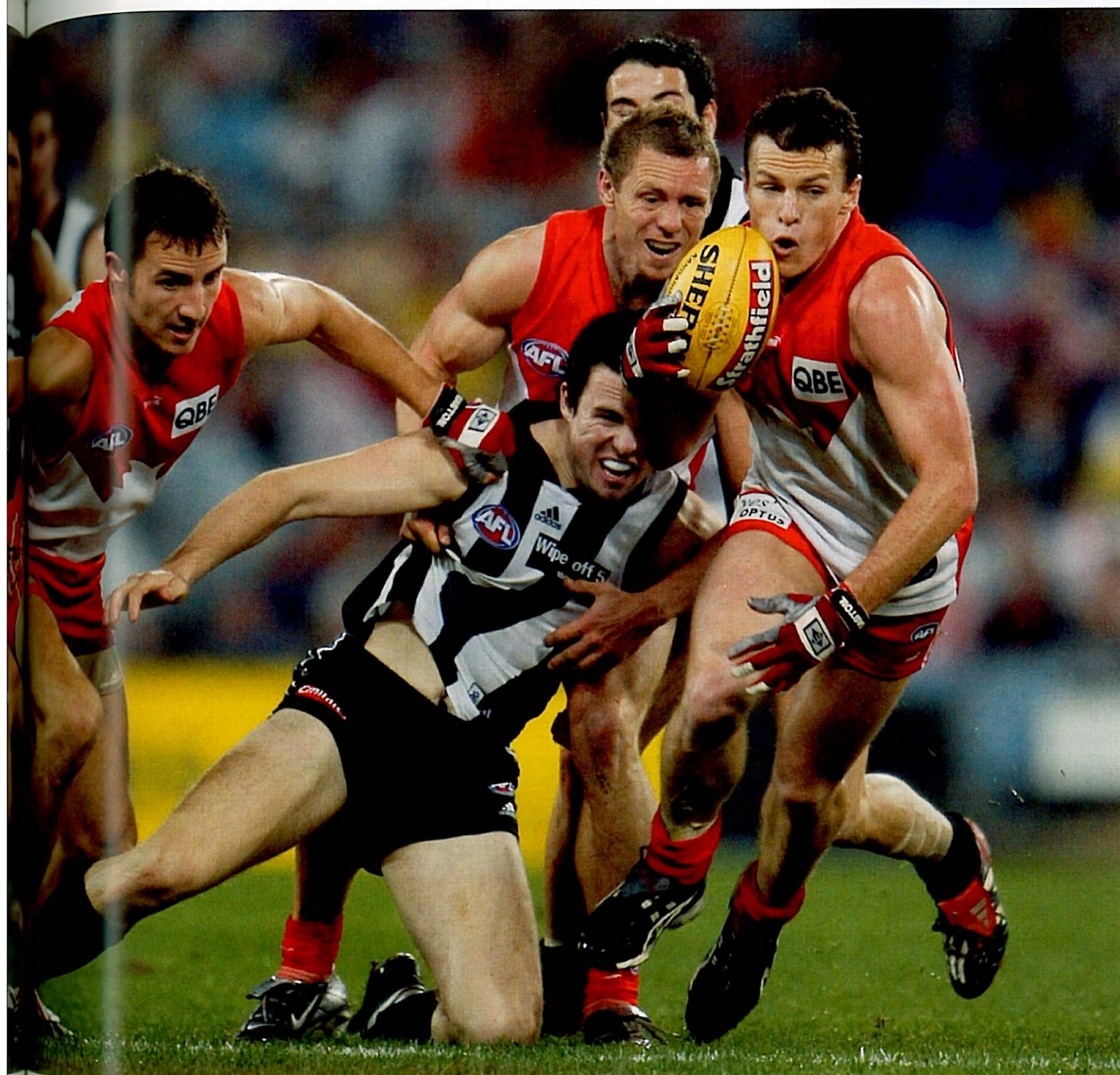
- * Building media exposure and promotion of the Kangaroos' home games in Canberra. The Kangaroos continued to establish a strong presence in the region with a record AFL crowd for Manuka Oval of 14,882 when the Kangaroos met Sydney in round nine.
- * Increasing the profile of AFL clubs and their leading players when meeting the Swans in Sydney. A publicity schedule was developed around each game in Sydney.
- * Other projects included the Wizard Home Loans Regional Challenge match in Newcastle, the first Anzac Day match at the SCG and the various themed matches at Telstra Stadium and the SCG.

Media relations

With more than 600 press, radio and television journalists accredited to cover the competition, the AFL has the



PACKED HOUSE:
Sydney and Collingwood drew the biggest crowd of the premiership season – 72,393 – to the round 21 clash at Telstra Stadium in Sydney.



highest level of national media coverage among Australian sports.

Total media staff assigned to cover the competition, including camera crews, statisticians and photographers, exceeded 1400 in 2003.

The AFL held more than 50 large-scale media conferences in 2003, encompassing everything from match-day requirements for AFL coaches during the final series through to news updates as well as regular media briefings in each state.

The AFL's Media Relations Policy is a key part of its Player Rules and all new players entering the competition are fully briefed on the media's role and their requirements as a player at the AFLPA's annual induction camp.

Publicity schedule

The communications department managed a very strong publicity schedule across metropolitan, regional and suburban areas including:

- * Community training camps for AFL clubs.
- * In the first week of the Wizard Home Loans Cup, the AFL and clubs acknowledged the impact of the Bali tragedy. Players, administrators and family members of the Kingsley Amateurs (Perth), Sturt (Adelaide), Coogee Dolphins rugby league (Sydney) and Forbes rugby union clubs (NSW) were invited to attend the opening round matches. The invitation was also extended to hospital staff from Royal Perth, Royal North Shore, The

ESSENTIAL READING:

Corporate Affairs and Communication staff supervise more than 1400 members of the media covering the AFL. Matthew Lloyd's new club goalkicking record for Essendon received excellent coverage across all forms of the media.

Alfred, Royal Adelaide and Concord Hospitals and the Department of Forensic Science in Sydney in recognition of their work.

- * Themed rounds including acknowledging grassroots football when all 671 players signed an AFL guernsey which was forwarded to their nominated club of origin to assist fundraising or to keep as a memento. More than 640 country and suburban clubs received guernseys.
- * AFL events and awards including the National AFL Rising Star, All-Australian team, Brownlow Medal.
- * Launch of the revamped AFL Foundation and the inaugural AFL Community Leadership Award won by David Wirrpunda from the West Coast Eagles for his volunteer work in indigenous communities.
- * To coincide with this, each AFL club was offered 2000 tickets for round 15 and 16 matches for their respective charity and social welfare organisations, giving many an opportunity to see their first AFL match.

AFL Sportsready

The AFL Sportsready program is a joint initiative between the Federal Government and the AFL. After nine years, the program has managed the employment of more than 3000

trainees. Originally designed to assist young footballers undertake certified training, the program was expanded to embrace any young people who might be interested in gaining training and employment in the sports industry. AFL Sportsready is now considered the benchmark traineeship provider with 94 per cent of recent graduates pursuing further study or gaining employment.

In 2003, more than 360 trainees participated in the program (including 33 AFL players).

AFL Sportsready has recently joined forces with the Commonwealth Department of Employment and Workplace Relations to support the placement of indigenous trainees.

In December 2003, AFL Sportsready and the Blacktown City Council announced the appointment of three indigenous trainees to work and train in Blacktown, the fastest growing local government area in metropolitan Sydney.

The trainees will study for a Certificate II in Sport and Recreation at TAFE and work four days a week with staff from AFL (NSW/ACT) and the council in junior development and community recreation.

The program was launched by the Chairman of the AFL Indigenous Foundation Michael Long and the Mayor of Blacktown Cr Alan Pendleton.



Easing financial pressure on clubs

The AFL Commission established a competitive balance fund during 2003 following a thorough review of AFL and club revenue streams. From 2004, a fund of \$5 million will be established to assist clubs under financial pressure.

A working group including AFL Commissioner Colin Carter, General Manager, Finance and Administration Ian Anderson, Business Analyst Simon Gorr, Strategic Planner Gillon McLachlan and General Manager, Corporate Affairs and Communications Tony Peek, reviewed the various revenue streams during 2002 and presented a recommendation to the AFL Commission in the first half of 2003.

Key findings of the review included:

- * Revenue disparity between clubs threatened competition stability.
- * The gap required an industry redistribution of about \$5 million.
- * Continued and adjusted redistribution of income is necessary to protect the finances of the AFL competition for the benefit of all 16 clubs.

The special financial assistance fund currently at \$3 million per year will be discontinued from 2004 and incorporated into the competitive balance fund.

The pool will be funded by AFL general revenues while the gate equalisation levy will be maintained in its current form.

Application of the competitive balance fund will be similar to special financial assistance which is subject to:

- * Financial assessment by AFL-appointed consultants to establish long-term viability.
- * Development of an achievable business plan.
- * Monthly financial reporting to the AFL.
- * Involvement in agreed AFL game development programs.
- * Demonstrated cost control.
- * Football department expenditure within the industry average.

The establishment of the competitive balance fund is consistent with the AFL Commission's broader strategy of doing all it reasonably can to support the 16-team competition.

Revenue sharing is a fundamental component of the AFL Commission's equalisation strategy, which is designed to create on-field evenness and uncertainty of outcomes so that on any given match day or night, any AFL club is capable of beating another.

This uncertainty of outcomes drives public interest and means all clubs should be able to compete regardless of their financial strength.

The philosophy behind an equalised competition is based on the understanding that the real basis for competition is between football and a host of other sporting, leisure and entertainment options available for the public.

While we frequently hear about professional sport being a business, the comparison between sport and business can only be taken so far. Sporting leagues are a combination of co-operation and competition.

Clubs need many competitors – businesses do not. Each club plays a role in creating the value of the competition entity.

AFL football is a collective and while clubs compete fiercely with one another every step of the way to win matches, they must also work together to keep the competition vibrant and successful.

The AFL Commission has adopted the draft, tight playing lists, a salary cap and some level of revenue sharing as key components of its equalisation strategy.

During the review, a wide range of revenue sharing options and factors were considered including:

- * A new gate sharing policy – overseas sporting competitions adopt different models. In the USA's NFL, the home club keeps 60 per cent of the gate and the balance is paid into a central pool and divided equally among the clubs.
- * A tax on reserved seat sales.
- * Some form of "wealth" tax based on clubs' annual profits.
- * Equalising AFL membership revenue among the 16 clubs. Since 1992, the AFL has contributed the adult membership component to clubs when AFL members nominate the club they support. This can lead to some clubs receiving up to \$700,000 from the AFL and others, particularly the non Victorian clubs, less than \$10,000.
- * Not paying prizemoney and finals allowances and equalising those amounts across the 16 clubs.
- * The profit sharing arrangements between the clubs in Perth and Adelaide with the local state bodies which own the licences to participate in the AFL competition.

After considering the potential impact of alternatives such as these on all clubs, existing contracts between clubs and venue managers and the likely flow on effect to the state bodies in Western Australia and South Australia, a competitive balance fund established from AFL general revenues was the preferred option.

The broader subject of revenue sharing will be reviewed regularly by the AFL Commission.



| SECTION SIX |

Finance and Administration



The financial standing of Australian Football was significantly enhanced in 2003. The Finance and Administration department's primary focus is to enhance the financial standing of the game in Australia. In 2003, improved financial results were achieved by the AFL as well as by most of the AFL clubs and State football bodies.

Melbourne's Clint Bizzell leads the pack to the ball during the Demons' round 21 clash with West Coast.

Football's finances in good shape

The AFL

The AFL's strong performance in 2003 was reflected in the financial results that were achieved:

- A record operating surplus of \$114.7 million, which was a \$4.6 million increase on the previous year.
- A net surplus of \$4.7 million which exceeded the budget of \$4.5 million.
- A strong financial position with the net assets of the AFL now totalling \$43.0 million (a \$4.7 million increase on the previous year).

Financial Payments and Support to AFL Clubs

The AFL provided significant payments and financial support to AFL clubs in 2003, as follows:

- \$79.6 million was paid to clubs from the AFL's operating surplus, an increase of 12 per cent on 2002.
- The AFL made the second payment from the proceeds of the sale of Waverley Park to the clubs in October 2003 (\$0.3 million to each club, \$4.8 million in total). A further

\$1.4 million (in total) will be paid to each club over the next five years.

- The AFL Commission provided special financial assistance of \$1.0 million each to the Western Bulldogs and the Kangaroos.
- The AFL has provided guarantees to five AFL clubs to assist them with obtaining financial facilities. Each of these guarantees currently totals \$1.4 million and is supported by the future payments due by the AFL to these clubs from the proceeds of the Waverley Park sale. It was pleasing to note that the financial results of the AFL clubs improved significantly in 2003. In particular:
 - Of the 16 clubs, 12 recorded improved results.
 - The aggregate result of the 16 clubs improved by \$13.0 million compared with 2002.

State Football Bodies

In 2003, the AFL extended its practice of assisting the State football bodies with their financial requirements. Specific actions undertaken in 2003 were:

- In May 2003, the AFL took over the accounting responsibilities of the AFL (NSW/ACT) Commission.
- In July 2003, the AFL took over the payroll processing responsibilities of the AFL Northern Territory.
- A working party, under the Chairmanship of AFL Commissioner, Bill Kelly, undertook a detailed study into the efficiency and effectiveness of AFL funding to State football bodies. The final report from this working party contained a number of useful recommendations and will be followed up by some further specific reviews into some of the major expenditure items.

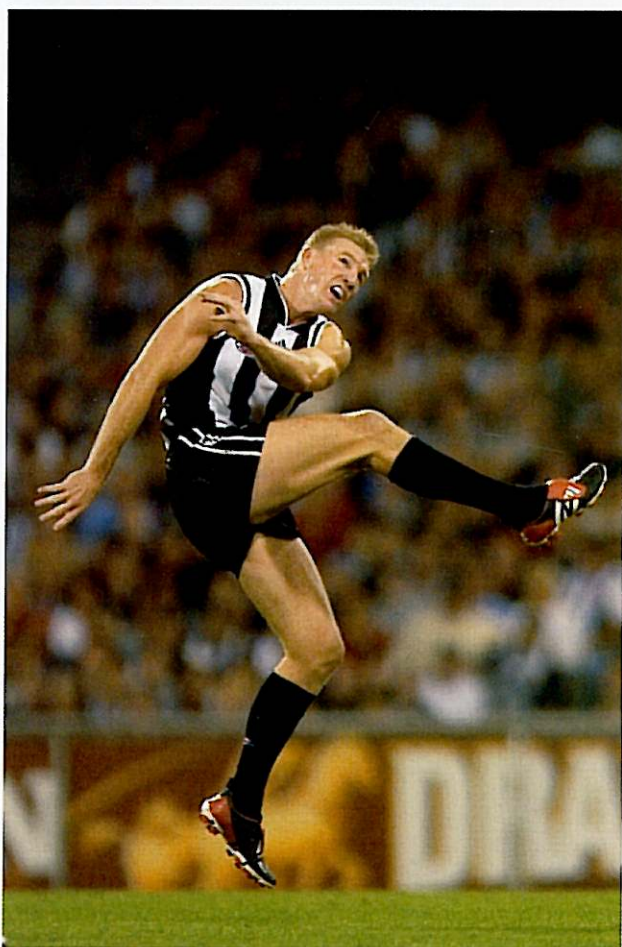
National Insurance & Risk Protection Program

In October 2003, the AFL, after working with all State football bodies, announced the establishment of a National Insurance and Risk Protection Program. The program covers players from every community league and club throughout Australia.

The AFL and State football bodies worked together to make the program available to every league and club throughout Australia, with an estimated national saving to these community football leagues and clubs of approximately \$2 million per annum.

Shared Services Initiatives

The AFL continued to explore ways of achieving more efficient and effective means of purchasing goods as well as providing services to AFL clubs and State football bodies.



RICH HONOUR:
Collingwood captain
Nathan Buckley
added a Brownlow
Medal to his many
achievements in
Australian Football.

Initiatives undertaken in 2003 included:

- Financial processing – the AFL took over the accounting responsibilities of the AFL (NSW/ACT) Commission, as well as already handling Football Victoria's accounting tasks. The AFL will be looking at processing other football entities in 2004.
- Payroll processing – the AFL took over the processing of the payrolls of the AFL (NSW/ACT) Commission, the AFL Northern Territory and the Western Bulldogs administrative and social club personnel in 2003. Discussions are currently underway with other AFL clubs for implementation in 2004.
- Insurances – the AFL initiated a consolidation of the insurance programs of all AFL clubs at the end of 2003. This resulted in significant savings to the clubs as well as a more consistent level of cover across all AFL clubs.

The Future

The AFL has completed its new three-year strategic and financial plan covering the 2004 to 2006 financial years. The financial forecasts for the next three years show that the AFL will continue to build on the strong financial base that has been put in place, as well as to allow for the cost of the specific new initiatives outlined in this strategic and financial plan.

In particular, the AFL Commission announced in late 2003 the establishment of a Competitive Balance Fund with a pool of \$5 million per annum commencing in 2004. This pool of funds would be used to assist those Clubs who, for varying reasons, need financial support to remain competitive. The AFL will be working closely with the AFL Clubs on the implementation of this initiative. The Competitive Balance Fund replaces what was previously known as Special Financial Assistance.

Operating Surplus

Record operating surplus

The AFL's operating surplus for the year ended 31 October 2003, was \$114.7 million. This was a \$4.6 million (4%) increase on the previous year. This result was driven by a \$11.2 million increase in revenue. Increases in interest costs (\$2.0 million) and some abnormal expenditure items (\$1.5 million) affected the operating surplus.

Operating surplus funds distributions

The AFL used its operating surplus to fund:

- * Payments to Clubs of \$79.6 million;
- * Payments to AFLPA of \$7.7 million;
- * Game Development Grants of \$16.5 million;
- * Ground Improvements of \$6.2 million.

Net surplus/(deficit)

The AFL returns net surplus

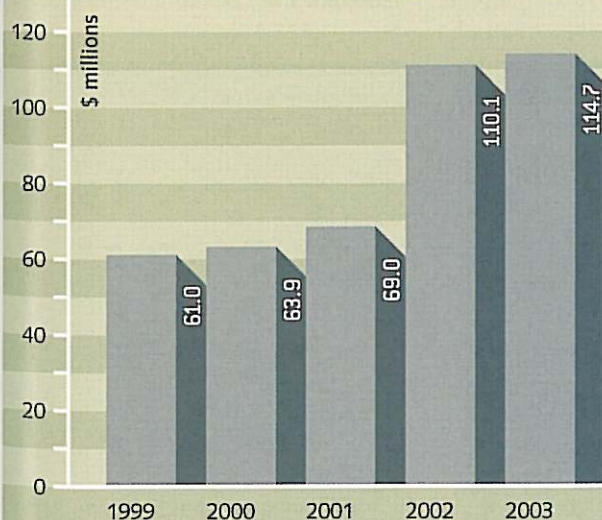
After all distributions, the AFL recorded a net surplus for the year ending 31 October 2003, of \$4.7 million. This figure exceeded the budget by \$0.2 million.

The AFL to recoup net deficits of previous years

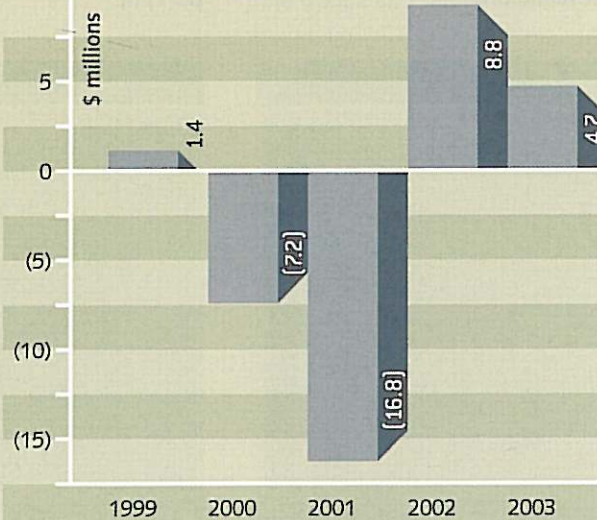
The AFL recorded net deficits totalling \$24.0 million in 2000 and 2001. These deficits were planned for, given the AFL's funding of the prepayment of the increase in player payments ahead of the new TV broadcasting arrangements that commenced in 2002.

The AFL plans to record sufficient net surpluses in the coming years to ensure the AFL's net asset base returns to levels existing in 1999.

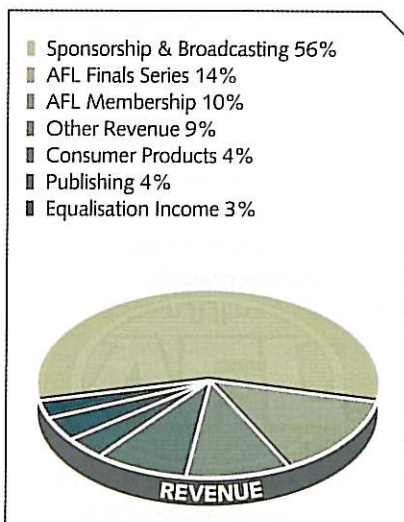
OPERATING SURPLUS – 5 YEAR HISTORY



NET SURPLUS / (DEFICIT) – 5 YEAR HISTORY

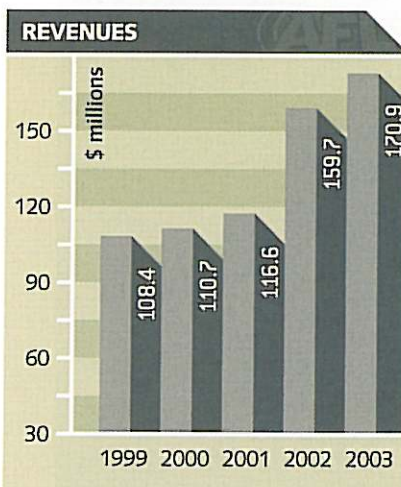


Revenues

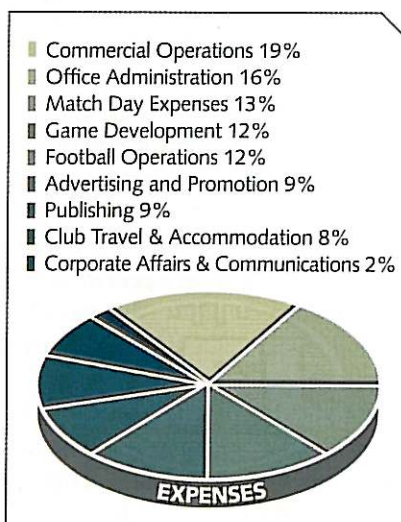


The AFL's revenue grew by \$11.2 million to \$170.9 million, an increase of 11 per cent. A significant portion of the increase was a result of a successful Finals Series. The AFL's major income areas in 2003 included:

- Sponsorship & Broadcasting – \$96.7 million (up \$2.1 million)
- AFL Finals Series – \$23.2 million (up \$4.7 million)
- AFL Membership Department – \$16.5 million (up \$0.1 million)
- Publications – \$7.2 million (up \$0.3 million)
- Consumer Products – \$6.6 million (up \$0.9 million)
- Equalisation Income – \$5.6 million (up \$0.1 million)



Expenses

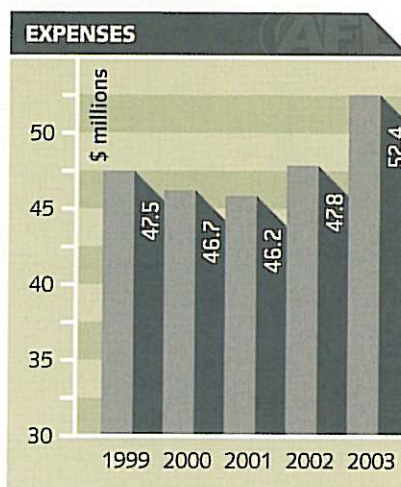


The AFL's core operating expenses, excluding interest, abnormal items and revenue related costs, grew by three per cent.

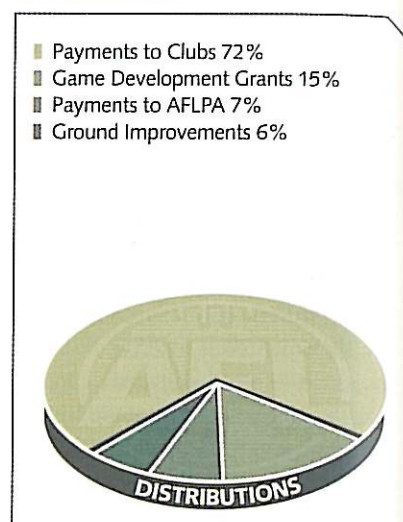
There were two significant abnormal expenses being legal fees associated with the litigation by the Seven Network and a provision for doubtful debts relating to AFL (NSW/ACT).

In addition, increased finals revenue was accompanied by an increase in ground rental and match day expenses.

The resulting total increase in expenses, excluding interest, was \$4.6 million, an overall increase of nine per cent.



Distributions

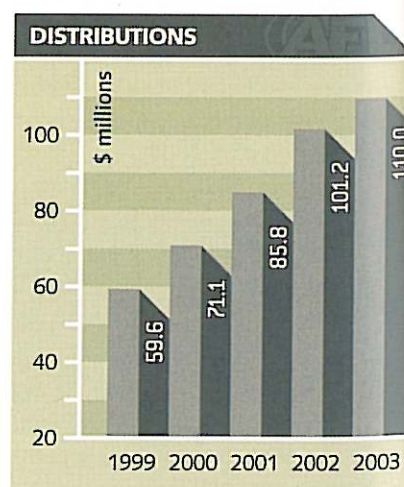


The AFL's distributions grew by \$8.8 million to \$110.0 million, an increase of nine per cent.

In 2003, AFL distributions comprised of:

- Payments to Clubs – \$79.6 million (up \$8.4 million)
- Payments to AFLPA – \$7.7 million (up \$1.3 million)
- Game Development Grants – \$16.5 million (down \$1.2 million)
- Ground Improvements – \$6.2 million (up \$0.2 million)

Of the increase in payments to clubs, \$6 million was due to the funding of clubs for the increase in total player payments agreed to as part of the Collective Bargaining Agreement 1999-2003.



Payments to clubs

The AFL's payments to clubs grew by \$8.4 million to \$79.6 million, an increase of 12%. Since 1999, these payments have almost doubled. In 2003, these payments comprised:

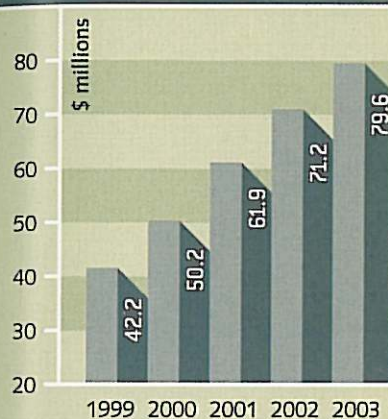
* Base distribution – \$62.5 million

* Other payments – \$9.1 million (see opposite)

* Special payments – \$8.0 million

Special payments include amounts paid as ground buyout agreements, for signage rights at Telstra Dome and to help clubs develop the game around Australia.

AFL PAYMENTS TO CLUBS



Club	Base Club Distribution	AFL members club support ¹	AFL members contributions to gate ²	Finals allowance ³	Prizemoney ⁴	Special financial assistance	Total (excl GST)
Adelaide	3,906,996	43,268		70,000	280,000		4,300,264
B Lions	3,906,996	64,462		165,000	275,000		4,411,458
Carlton	3,906,996	456,145	162,950		15,000		4,541,092
Collingwood	3,906,996	705,203	290,561	130,000	260,000		5,292,759
Essendon	3,906,996	563,481	220,728	70,000	95,000		4,856,205
Fremantle	3,906,996	1564		35,000	70,000		4,013,560
Geelong	3,906,996	223,685	63,999		50,000		4,244,679
Hawthorn	3,906,996	189,615	182,889		25,000		4,304,500
Kangaroos	3,906,996	147,035	156,858		50,000	1,000,000	5,260,888
Melbourne	3,906,996	150,302	203,810		25,000		4,286,108
P Adel	3,906,996	9296	3770	115,000	120,000		4,155,062
Richmond	3,906,996	305,386	251,841		15,000		4,479,224
St Kilda	3,906,996	167,309	104,029		15,000		4,193,334
Sydney	3,906,996	51,896		80,000	120,000		4,158,892
WCE	3,906,996	7510		35,000	80,000		4,029,506
W Bull	3,906,996	92,580	100,627		15,000	1,000,000	5,115,203
Total	62,511,936	3,178,737	1,742,063	700,000	1,510,000	2,000,000	71,642,736

1. Amount paid to an AFL club when an AFL Club Support Member nominates that club as the one they support.

2. Amount paid to the home club as part of the match return for every AFL Member (excluding Home Club AFL Club Support Members) who attends a home and away match.

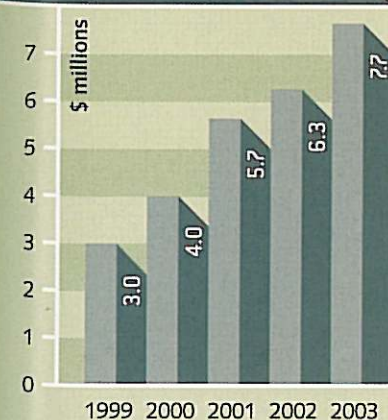
3. Amount paid to clubs participating in the AFL Finals Series to subsidise player salaries.

4. Total of prizemoney from pre-season and premiership season competitions.

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 \$6.8 million in 2003 to help fund its activities, which include the AFL Players' Retirement Fund and various player welfare programs. The AFLPA also received royalties linked to player-related licensed products (\$0.9 million).

PAYMENTS TO AFLPA

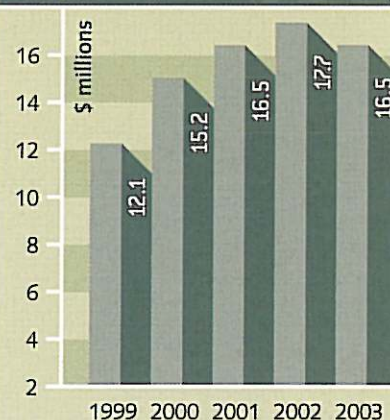


Game Development grants

The AFL's Game Development grants paid to state football associations decreased by \$1.2 million to \$16.5 million in 2003, a decrease of seven per cent.

Game Development grants were equal to almost 10 per cent of AFL revenue with the major recipients being Victoria, NSW and Queensland.

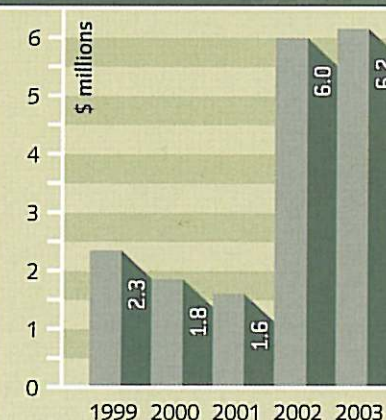
GAME DEVELOPMENT GRANTS



Ground improvements

Ground improvements include amounts paid to support the improvement of venues. In 2003, the AFL spent \$6.2 million, which included the first of eight annual payments in support of the Skilled Stadium redevelopment. Other venues supported by the AFL in 2003 included the MCG, Subiaco, AAMI Stadium, the Gabba and Telstra Stadium.

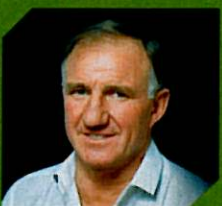
GROUND IMPROVEMENTS





| SECTION SEVEN |

Farewells



A trio of 300-game players – Mick Martyn (Carlton/Kangaroos), Marcus Ashcroft (Brisbane Lions) and former St Kilda captain Nathan Burke – headed the list of AFL champions to hang up their boots in 2003. But none stirred greater emotions than the retirement of Kangaroo Jason McCartney. After recovering from the injuries he suffered in the 2002 Bali bombings, McCartney stunned the football world by announcing the end of his AFL career after his comeback match against Richmond in round 11. The football world also mourned the loss of two of the game's icons – Jack Dyer and Bob Rose – and two Brownlow Medallists – Allan Ruthven and Norm Ware.

Kangaroos' Jason McCartney is chaired from the field by Drew Petrie and Shannon Grant, watched by Anthony Stevens after announcing his retirement.

Siren sounds for AFL greats

The sight of former champions being hoisted on the shoulders of younger teammates as their careers come to a close is a now a familiar ritual in football, particularly at the end of the season. Injury and time caught up with some of football's most popular and endearing figures in 2003.

Some of the AFL's most decorated and celebrated players headed the list of retirements in 2003. They included former club captains and 300-game veterans – in total, more than 25 players who appeared in more than 100 AFL games.

But no retirement created more attention than the decision by the Kangaroos' Jason McCartney to hang up his boots after the round 11 clash against Richmond.

After suffering serious burns in the 2002 Bali bombings, McCartney committed himself to an AFL comeback and succeeded when he ran out for the June 6 clash at Telstra Dome.

In a fairytale finish, McCartney had a hand in the winning goal for the Roos. He then stunned everyone by announcing his retirement at the end of the match.

Another Bali victim, McCartney's close friend Mick Martyn, also called it a day. Recruited by Carlton at the end of 2002, the former Kangaroo chalked up the 13 senior appearances he needed to reach 300 games.

Two other 300-gamers – club games record-holders Marcus Ashcroft (317 with the Brisbane Lions) and Nathan Burke (323 with St Kilda) – also bid farewell.

The departure of two of Carlton's greatest servants – skippers Brett Ratten and Andrew McKay – will leave a gap of almost 500 senior games.

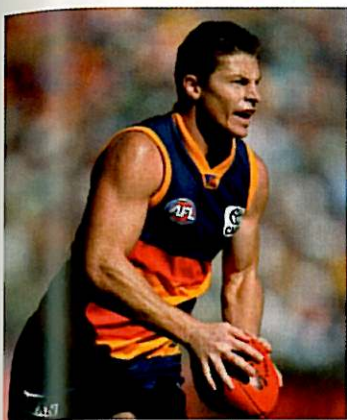
Other prominent players to announce their retirements included former Adelaide skipper Mark Bickley (272 games), Bulldog and Tiger favourite Leon Cameron (256), Swans stalwart Daryn Cresswell (244) and West Coast premiership players Peter Matera (253) and Ashley McIntosh (242).

Other experienced players delisted at the end of 2003 included Carlton's Glenn Manton (178 games), Port Adelaide's Che Cockatoo-Collins (160) and Sydney's Brad Seymour (133 games).

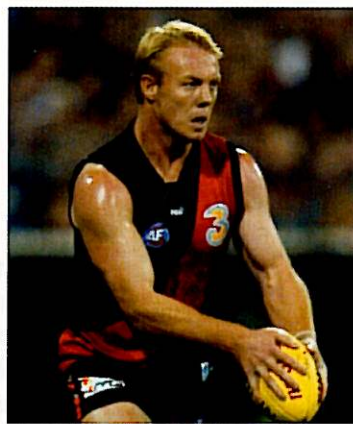
The AFL would also like to acknowledge the premature retirement of Geelong's Marc Woolnough after two knee reconstructions.

DEPARTING PLAYERS OF NOTE (MORE THAN 100 GAMES) INCLUDE

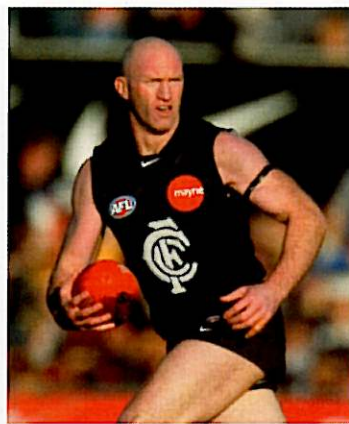
Steven Alessio	Essendon, 184 games, 193 goals
Marcus Ashcroft	Brisbane Lions, 317 games, 145 goals
Paul Barnard	Hawthorn/Essendon, 151 games, 79 goals
Mark Bickley	Adelaide, 272 games, 77 goals
Nathan Burke	St Kilda, 323 games, 124 goals
Matthew Burton	Fremantle/Kangaroos, 147 games, 65 goals
Leon Cameron	Western Bulldogs/Richmond, 256 games, 108 goals
Daryn Cresswell	Sydney Swans, 244 games, 207 goals
Paul Dimattina	Western Bulldogs, 131 games, 56 goals
Craig Ellis	Western Bulldogs/Melbourne, 122 games, 7 goals
Glenn Freeborn	Kangaroos/Collingwood, 138 games, 69 goals
Adrian Hickmott	Geelong/Carlton, 184 games, 131 goals
Kingsley Hunter	Fremantle/Western Bulldogs/Hawthorn, 100 games, 115 goals
Steven Kretiuk	Western Bulldogs, 170 games, 11 goals
Andrew Leoncelli	Melbourne, 146 games, 66 goals
Aaron Lord	Geelong/Hawthorn/Geelong, 150 games, 185 goals
Jason McCartney	Kangaroos/Adelaide/Collingwood, 182 games, 63 goals
Ashley McIntosh	West Coast Eagles, 242 games, 108 goals
Andrew McKay	Carlton, 244 games, 28 goals
Daniel McPherson	Sydney Swans, 111 games, 36 goals
Mick Martyn	Carlton/Kangaroos, 300 games, 16 goals
Peter Matera	West Coast Eagles, 253 games, 217 goals
Jarrod Molloy	Fitzroy/Brisbane Lions/Collingwood, 169 games, 200 goals
Brett Ratten	Carlton, 255 games, 117 goals
Mark Richardson	Collingwood, 141 games, 83 goals
David Sierakowski	St Kilda/W. Coast Eagles, 103 games, 30 goals
Mitchell White	West Coast Eagles/Geelong, 174 games, 124 goals



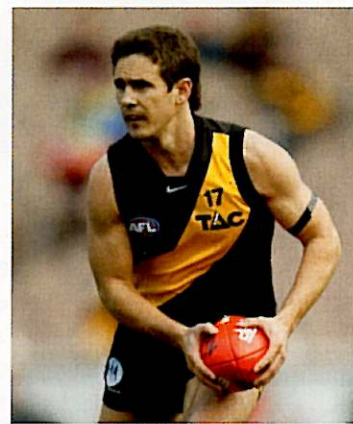
Mark Bickley



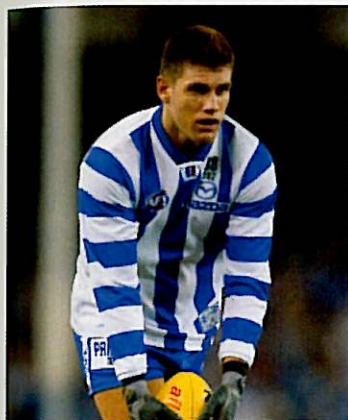
Paul Barnard



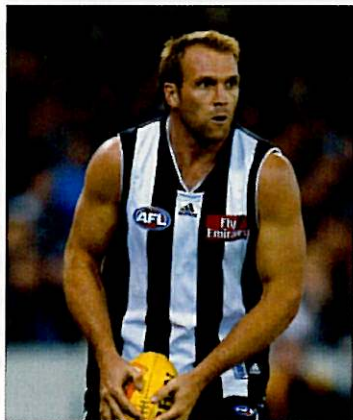
Mick Martyn



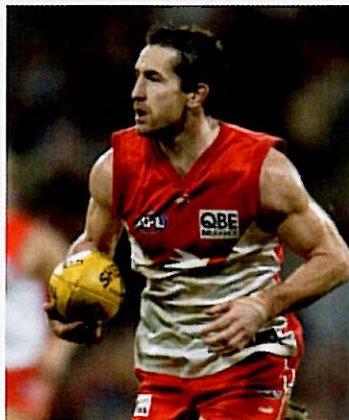
Leon Cameron



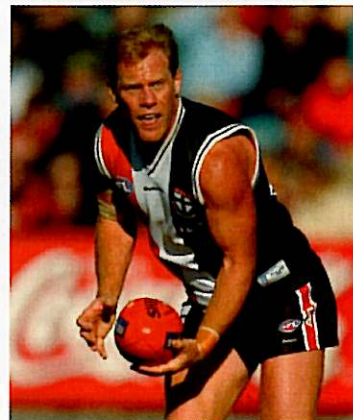
Jason McCartney



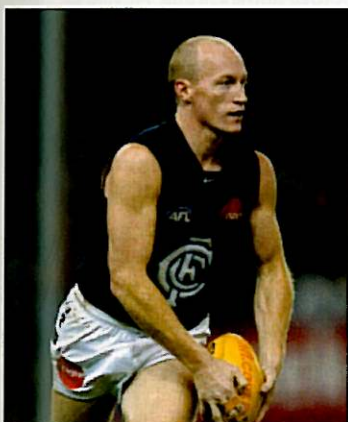
Jarrod Molloy



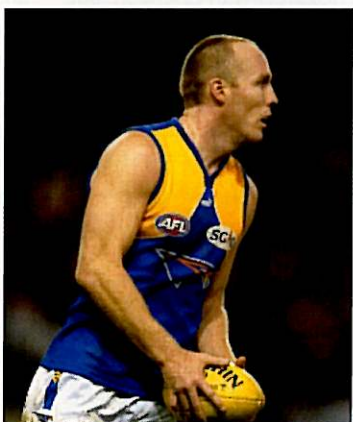
Daryn Cresswell



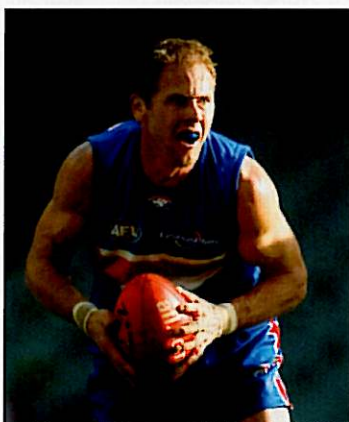
Nathan Burke



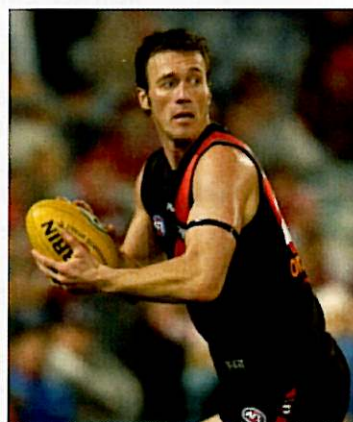
Andrew McKay



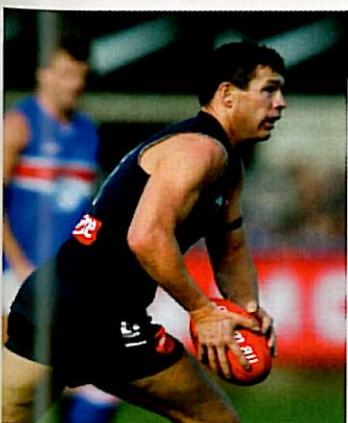
Ashley McIntosh



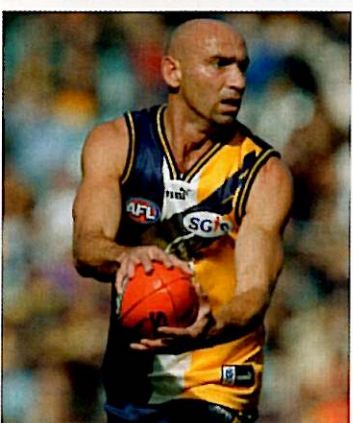
Steven Kretziuk



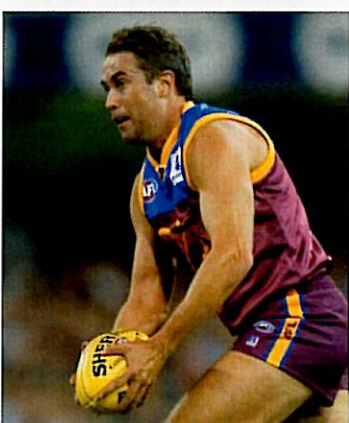
Steven Alessio



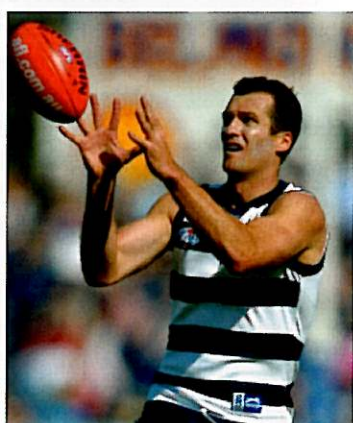
Brett Ratten



Peter Matera



Marcus Ashcroft



Mitchell White

Jamie Tape

Former Richmond and Collingwood player Jamie Tape died in South Australia on January 3, 2003, aged 28. Drafted by Richmond from Woodville-West Torrens in 1992, Tape made his debut with the Tigers in 1994 and played 75 games until 1997. In his first season, Tape won a Rising Star nomination and tied for Richmond's best first year player award. After the 1997 season, Tape was traded to Collingwood where he played a further 16 games. Tape returned to SA and overcame Hodgkin's disease but died in a car accident.

Roger Duffy

Roger Duffy, who died on July 9, 2003 (aged 71), was a member of the Bulldogs' only premiership side in 1954. He played 117 games and kicked 116 goals from 1952-58 after being recruited from Newtown in a Sydney suburban competition. Duffy was an agile left-footer who possessed a mighty spring and often pulled down spectacular marks against taller opponents. He was damaging across half-forward and also roved with polish. A highlight came in 1957 when he represented Victoria.

Jock Spencer

One of the great full-forwards of the 1940s and 1950s, Jock Spencer died on April 15, 2003, aged 74. Spencer once ruled the North Melbourne forward line, kicking 475 goals in 153 games from 1948-1957. In 1952, Spencer was chosen ahead of champion Essendon full-forward John Coleman to play for Victoria and he kicked six of the side's 13 goals against WA. Overall, he played for Victoria seven times. His goals aggregate of 475 stood as a record at North Melbourne for many years until bettered by John Longmire. In 1950, he played in North Melbourne's first Grand Final side, which lost to Essendon, and in 1951 he won North's best and fairest award. Spencer, a slaughterman by trade, topped North's goalkicking on seven occasions – his best return in one season was 86 in 1950.

John Gill

John Gill, a noted Essendon ruckman in the 1950s, died on the Queensland Gold Coast in March, 2003, aged 70. Gill was a star recruit for Essendon in 1951, winning the best first year player award. After 107 games Gill stunned the football world by retiring after the 1957 Grand Final (won by Melbourne) at the age of 25. Gill was a gifted ruckman and a powerful mark who won Essendon's best and fairest award in 1954, finished equal third in the Brownlow Medal the same year and also represented Victoria. He also played for Victoria in 1955 and 1957 and in 1955 was vice-captain of the club.

Bob 'Bluey' McClure

Essendon premiership ruckman Bob McClure died on June 18, 2003, aged 78. McClure was discharged from the navy on his 21st birthday on June 5, 1946 and that year started his career with Essendon. But in 1951, he injured his knee, when filling in at full-forward for the injured champion John Coleman, and didn't play again. He played in three premiership sides (1946, 1949 and 1950), one Grand Final draw (1948) and two Grand Final losses (1947, 1948) in just 90 games for the Bombers.

Geoff Strang

Geoff Strang, who died on December 20, 2003, aged 59, played only 88 games for Richmond, but two of them were in premiership sides – in 1967 and 1969. Strang was recruited from Albury to the Tigers in 1965 and played his last game in 1971. His father, Doug Strang, was a top-line Richmond full-forward and a premiership player in 1932 and in his second game against North Melbourne in 1931 kicked 14 goals. His uncle, Gordon Strang, was also a Richmond premiership player (1932, 1934), and other uncles, Alan Strang (South Melbourne) and Colin Strang (St Kilda) also played in the VFL. Geoff Strang's grandfather, Bill Strang, started the football dynasty when he played 69 games with South Melbourne from 1904-07 and 1913.

Jim Baird

Jim Baird, one of Carlton's most respected footballers, died on November 4, 2003, a few days before his 83rd birthday. He was an outstanding all-round sportsman, playing Shield cricket for Victoria and was a finalist in the 1946 Stawell Gift. He played 130 games and kicked 85 goals with Carlton from 1941-51 and was a member of the 1945 and 1947 premiership sides and a life member of the club. In the opening round of 1943 he kicked 10 goals against Richmond – a total not surpassed by a Carlton player against the Tigers. After a knee injury, he shifted to defence and was in the back pocket when Carlton won the flag in 1945 but was back at full-forward when the Blues won the flag in 1947.

Neville Blunt

Prominent Queensland businessman and football administrator Neville Blunt died on April 30, 2003, aged 72. Blunt joined the Brisbane board in 1992 and served 10 years as a director, one as deputy chairman. He chaired a number of sub-committees, predominantly the finance sub committee. He was also a keen supporter of Queensland football and served for many years as a QAFL Commissioner. Blunt was also a prominent figure in the banking industry and when he retired in 1990 was chief executive of the Bank of Queensland.

Neil Clarke

The football world was saddened by the death of former Essendon defender and life member Neil Clarke on March 29, 2003, aged 45. He played in the 1984 and 1985 premiership sides after missing the 1983 finals, including the Grand Final, because of a knee injury after playing in all home and away games that year. He was a senior player over 135 games from 1977-87. He also represented Victoria in 1983 and played in Essendon's night premiership sides in 1981 and 1984. Clarke was also club runner for five years, which included the premiership year of 2000.

Noel Rayson

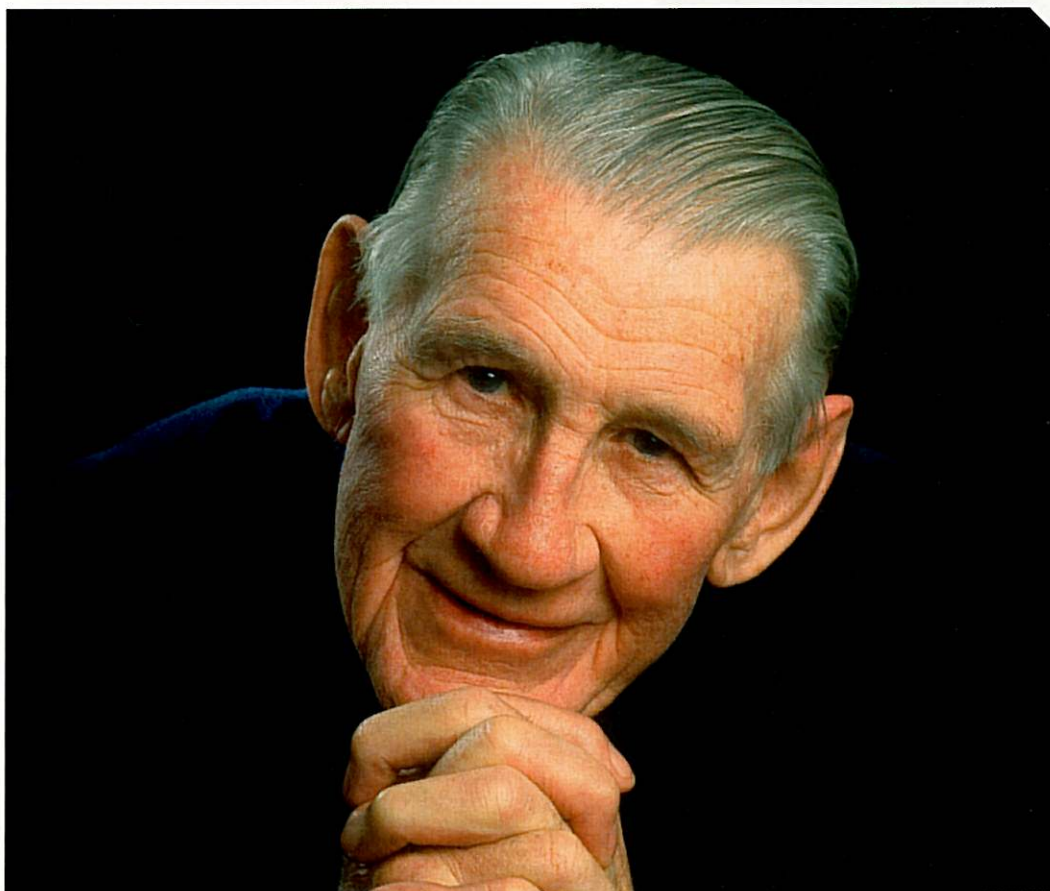
Former Geelong and South Melbourne forward Noel Rayson died on February 11, 2003, aged 69. Rayson was a lightly-built left-footer who topped Geelong's goalkicking in 1955 (leading the VFL with 80) and 1956. In 95 games (1950-58) with the Cats he kicked 210 goals. He also played 12 games with South Melbourne (1958-59). Rayson, who twice represented Victoria, started his career as a half-forward but blossomed at full-forward and was noted for his fast leading and accurate kicking.

Jim Dorgan

South Melbourne back pocket specialist Jim Dorgan died on January 30, 2003, aged 72. Dorgan played 102 games for the Swans from 1951 to 1958. His best year was 1956 when he won South Melbourne's best and fairest award and finished third in the Brownlow Medal with 15 votes. He combined brilliantly with full-back Fred Goldsmith in an era when South was blessed with many talented players.

Allan Ruthven

Allan Ruthven, one of the game's greatest rovers, died, aged 80, on March 14, 2003 at the Wangaratta Base Hospital in north-east Victoria. Ruthven, who resided at nearby Yarrowonga, was a former Fitzroy coach and captain. In six years between 1944-49, he won five best and fairest awards before winning the 1950 Brownlow Medal. His career spanned 1940-41 and 1943-54 and included 222 games and 426 goals. Ruthven also played in Fitzroy's premiership side in 1944 and captained the side in 1948 and 1950-54. He was also coach from 1952-54. Ruthven was also a regular for Victoria, wearing the Big V on 17 occasions. He was widely known as 'The Baron' because of his dapper dress. When Fitzroy named its Team of the Century in 2001, Ruthven was the second rover to triple Brownlow Medallist Haydn Bunton. He is a member of the Australian Football Hall of Fame.



JACK DYER

More than 1000 mourners packed St Ignatius Church in Richmond to farewell Richmond legend Jack 'Captain Blood' Dyer, who died on August 23, 2003, aged 89.

Current Richmond players formed a guard of honour as Dyer's casket was carried from the church to the club song.

The funeral cortege wound its way slowly past the Punt Road Oval where 312 yellow and black balloons, signifying the number of games he played, were released. A giant No.17, the number Dyer made famous, was painted on the oval.

Many of his old football and media mates including Lou Richards, Bob Davis, Bob Skilton, Kevin Bartlett and Tom Hafey, plus Richmond fans, were among those who said a final goodbye to Captain Blood.

Dyer was a legend on and off the field and one of the game's best known identities.

He retired as a player in 1949, having won six club best and fairest awards (an award that now bears Dyer's name).

He was a foundation Legend in the Australian Football Hall of Fame, a member of the AFL Team of the Century and captain of Richmond's Team of the Century. He was captain-coach of the Tigers from 1941-49 and continued as coach until 1952.

His biggest triumph came in 1943 when the Tigers defeated Essendon to win the premiership. He also played in the 1934 premiership team.

For several decades, Dyer was also a leading figure in the football media – in print, on the radio and on television.

He was a key member of the popular Channel Seven *World of Sport* program and also formed a great partnership with Lou Richards and Bob Davis on the popular television show, *League Teams*.

Dyer is remembered for his ruthless win-at-all-costs attitude as a player and for his unique style as a commentator. He is also remembered as a true gentleman.

In the final round of the 2003 season, Richmond players all wore a small No.17 on their guernsey in the match against Hawthorn.

**FOOTBALL
IMMORTAL:** Jack
Dyer's passing
was mourned
across the football
world, an indication
of the esteem in
which the Tiger
great was held.

Jim Fitzgerald

Geelong life member and best and fairest winner Jim Fitzgerald died on June 6, 2003, aged 78. Fitzgerald played 108 games for Geelong from 1944-1950, his last game the preliminary final against North Melbourne. His career then continued for another two seasons with St Kilda (1951-52) where he played a further 14 games. Fitzgerald captained Geelong in six games before he stepped down from the post in 1949 when he considered his form did not warrant the position. The nuggety back pocket player was Geelong's best and fairest in 1945.

John 'Jock' McHale Junior

John 'Jock' McHale, a Collingwood player, vice-president and committeeman, died on June 21, 2003, aged 89. He was the son of the great Collingwood coach, the late Jock McHale senior. McHale was also a great contributor to Collingwood. He played 34 games between 1941-43, was captain of the reserves side that won the 1940 premiership, was vice-president of the club from 1972-74 and 1977-80 and served on the committee for many years. McHale was also a selector for Collingwood's Team of the Century and had the honour of unveiling the 1990 premiership flag at Victoria Park.

Neil Crompton

Neil Crompton, who kicked the late goal in the 1964 Grand Final to win Melbourne's most recent premiership, died on December 11, 2003, aged 66. In the tense final quarter of the Grand Final, Crompton had gone from defence to the forward line in an attempt to pick up one of Collingwood's rovers. But when the ball came Crompton's way, he grabbed it and put his side back in front. It was his first goal for Melbourne since 1960 and his last for the club. He was also a reserve in Melbourne's 1958 Grand Final team. Crompton played 99 games and kicked 24 goals from 1957-60 and 1962-66. Crompton, recruited from Ormond Amateurs, also played for Victoria against WA in 1964.

Wally Donald

Wally Donald, regarded as one of Footscray's greatest defenders, died on November 9, 2003, aged 76. Donald, who specialised as a back pocket and half-back flanker, was vice-captain of the Bulldogs' only premiership side in 1954 and was also named on the backline in the club's Team of the Century. Donald played 205 games (and kicked only one goal) from 1946-58, won the club best and fairest award in 1949 (he was also runner-up three times) and played for Victoria in 1950.

Kevin Wright

Kevin Wright, who died aged 70 on October 3, 2003, served Fitzroy for more than 30 years as a player, reserves and under-19s coach, board member, recruiter and junior development officer. He played 140 games and kicked 160 goals from 1952-61. Wright topped the senior goalkicking in 1959-60. He returned to Fitzroy in 1966 as reserves coach and then coached the under-19s into the 1967 Grand Final. He is a Fitzroy life member and in 2001 was inducted into the Fitzroy/Brisbane Lions' Hall of Fame.

Roy McConnell

Roy McConnell, who died on July 24, 2003 (aged 75), will be remembered as a leading defender, committeeman and secretary at Essendon. A tall, safe-marking centre half-back, he played 135 games from 1949-56. He played in an Essendon premiership side in his first season. He then followed up with another premiership in 1950. McConnell served on the club's committee from 1957-65, was assistant secretary from 1966-72 and secretary from 1973-80. He was also honoured with the Jack Titus Award for his services to football.

Arthur Hodgson

Classy Carlton wingman Arthur Hodgson died in the North West Regional Hospital, Burnie, Tasmania, on May 12, 2003, aged 77. Hodgson played 76 games with Carlton from 1948-52 and was on the wing in the losing 1949 Grand Final

against Essendon. He had brilliant speed and was a safe mark and represented both Victoria and Tasmania. In 1950, Hodgson won Carlton's best and fairest award and played in the Victorian side at the national championships in Brisbane, winning All-Australian selection.

Ernie McIntyre

Former St Kilda and Collingwood ruckman Ernie McIntyre died on April 10, 2003, aged 81. McIntyre, a solid, clean mark and a dentist by profession, played 80 games and kicked 58 goals for St Kilda from 1940-41 and 1943-48. He then played with Collingwood in 1948-49 for a further 13 games and 17 goals. St Kilda did not play in the finals while he was at the club, but he was selected at centre half-forward in Collingwood's losing preliminary final team in 1948.

Norm Ware

Footscray ruckman Norm Ware died, aged 92, on August 26, 2003, leaving only one surviving Brownlow Medallist – Melbourne's Don Cordner – from the 1940s. Ware was a scrupulously fair ruckman who played with the Bulldogs from 1932-42 and 1944-46. He played 200 games and kicked 220 goals. Ware won the Brownlow in 1941 and was club best and fairest in 1934, 1937, 1938, 1940 and 1941. He was club captain from 1940-42 and played 10 games for Victoria. He also coached the Bulldogs in 1941-42 and is the only captain-coach to win the Brownlow. Ware is a member of the Australian Football Hall of Fame and was named on the interchange bench in the Bulldogs' Team of the Century.

Vin Waite

Rugged Carlton premiership back pocket Vin Waite died on July 5, 2003, aged 54. Waite played 153 games for the Blues from 1966-75 and was a member of the 1970 and 1972 premiership sides. Carlton players, including Vin's son Jarrad, wore black armbands as a mark of respect in the 2003 round 14 game against Melbourne. Waite was recruited from Morwell and played in

losing Grand Finals in 1969 and 1973. He was noted for his strength and powerful left-foot.

Harry Long

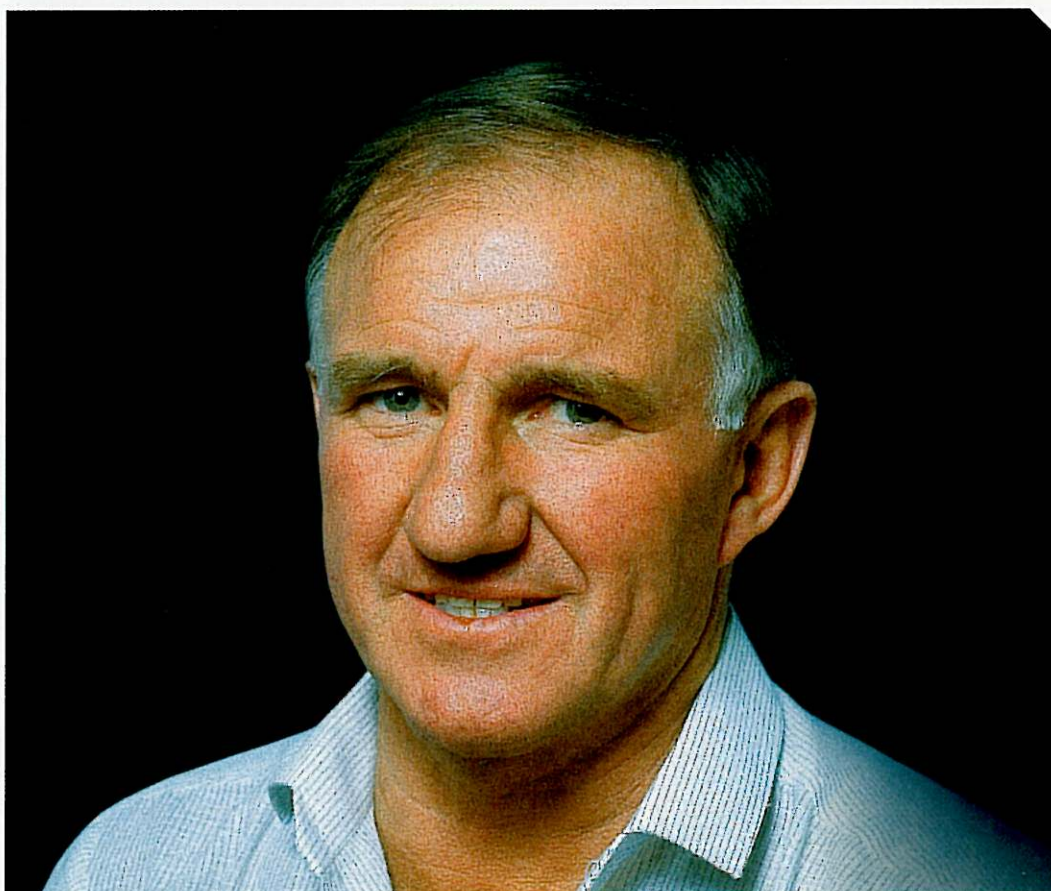
Melbourne life member, player, committeeman and selector Harry Long died on July 29, 2003, aged 93. Long came from Tasmania and played 117 games, mainly on the backline, from 1929-37. Long was vice-captain in 1934 and that same year represented Victoria against the VFA. He served on the club committee from 1951-69, a period in which Melbourne won six premierships. He was made a life member in 1952.

Stan Spinks

Stan Spinks, one of Hawthorn's greats, died at his home on the Gold Coast on October 23, 2003, a week after his 91st birthday. He was recruited from Auburn, not far from the Hawthorn ground, and played 142 games from 1932-1941. He won Hawthorn's best and fairest award in 1932 and 1938 and was also runner-up (beaten by one vote) to Essendon's Dick Reynolds in the Brownlow Medal of 1938. Spinks represented Victoria four times, served on the club committee and is a life member of the club.

Vern Johnstone/ Gordon Baker

Geelong lost two of its stalwarts in Vern Johnstone and Gordon Baker in August, 2003. Johnstone, who was the senior club president from 1971-74, died on August 28. He was first elected to the Geelong Social Club committee in 1959 and moved on to the general committee in 1966 and was made a life member in 1973. He remained on the committee until he resigned in mid-1976. Gordon Baker died on August 22 at the age of 86. His association with Geelong started in 1943 when the club was in recession because of World War II. Baker served as secretary/manager and delegate for the Geelong reserves for 12 years, including the premiership years of 1960, 1963 and 1964.



BOB ROSE

The doyen of one of football's best known and respected families, Bob Rose lost his battle with cancer and passed away on July 7, 2003, aged 74.

The Collingwood legend was a champion footballer but is also remembered as the club's unluckiest coach. Rose steered the Magpies to Grand Finals in 1964, 1966 and 1970, but watched his side suffer agonising four, one and 10 point losses.

The respect Rose earned from his days in football was reflected in the huge turnout for a memorial service at the Melbourne Town Hall, attended by hundreds of mourners representing all walks of football.

Rose came from Nyah West, in north-west Victoria. In his early days he was a talented boxer who fought at the old West Melbourne Stadium.

But it was football that took him to the top of the sporting tree. Some say he was the greatest Magpie of all.

He played 152 games and kicked 214 goals for Collingwood from 1946-55.

He won four Copeland Trophies (1949, 1951, 1952 and 1953) and

played in the 1953 premiership side captained by his long-time friend Lou Richards.

Rose also made 15 appearances for Victoria (kicking 14 goals), was an All-Australian in 1953 and runner-up to Essendon rover Bill Hutchison for the 1953 Brownlow Medal.

Rose left Collingwood to captain-coach Wangaratta Rovers in the Ovens and Murray league and had further success there.

He returned to Collingwood, became a vice-president and took over as coach, a position he held from 1963-71. He was also a club director from 1984-98.

His brothers Bill, Kevin and the late Ralph also played for Collingwood and another brother, Colin, played in the reserves. Bob's son, the late Robert, also played for Collingwood and Footscray.

Rose was rewarded for his contribution to the game when he was named among the initial inductees to the Australian Football Hall of Fame in 1996. He is also a life member of Collingwood and the AFL.

ROSE RESPECT:
For more than half a century, Bob Rose has been one of the most important figures around the Collingwood Football Club.



| SECTION EIGHT |

2003 Awards, Winners & Results



The Brisbane Lions were again the year's big winners with the club celebrating its third successive AFL premiership. That victory provided coach Leigh Matthews with his fourth Jock McHale Medal, while Simon Black was a popular choice as Norm Smith Medallist. After a gripping count, Nathan Buckley (Collingwood), Adam Goodes (Sydney) and Mark Ricciuto (Adelaide) shared the 2003 Brownlow Medal. Essendon's Matthew Lloyd won his third Coleman Medal, Hawthorn midfielder Sam Mitchell won the National AFL Rising Star award and Australia scored its first overall Foster's International Rules Series win on home soil.

Brisbane Lions captain Michael Voss with the 2003 AFL premiership cup

Three-way tie after thrilling count

Three players from three different states tied for first place in the 2003 Brownlow Medal after one of the most thrilling counts of the modern era.

Adelaide skipper Mark Ricciuto, Collingwood captain Nathan Buckley and Sydney ruckman Adam Goodes each polled 22 votes to share the game's highest individual honour in only the third three-way tie in 73 years.

In 1930, Harry Collier (Collingwood), Allan Hopkins (Footscray) and Stan Judkins (Richmond) finished equal first, with the latter claiming the award on the countback system by virtue of playing fewer games. Then in 1996, North Melbourne's Corey McKernan polled the same number of votes as Michael Voss and James Hird but was ineligible for the Brownlow as he was ruled out through suspension.

For Buckley, the Brownlow was deserved recognition for one of the stars of the modern game after several near misses in previous years.

Although a premiership medallion continues to elude the Magpie captain, the award caps a glittering career that includes six Copeland Trophies and the Norm Smith Medal. At 31 years and 58 days, he became the third oldest winner.

Like Buckley, Ricciuto developed in the SANFL before joining Adelaide in 1993. The Crows' skipper enjoyed a stellar 2003 season in which he won a second club best and fairest and All-Australian selection for the sixth time.

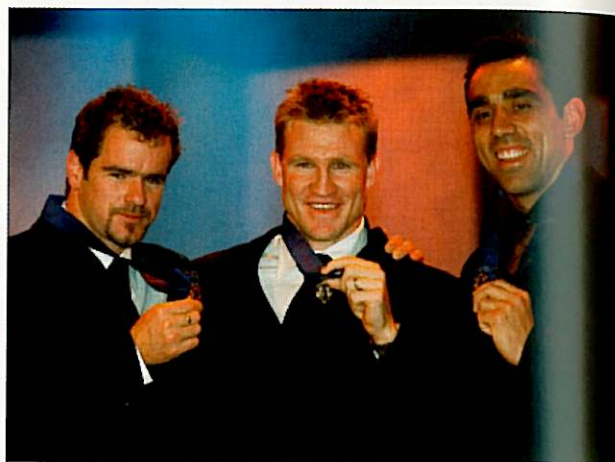
He was the first Adelaide player to win the Brownlow and the Medal joins his 1998 premiership medallion in the trophy cabinet.

While Ricciuto and Buckley have entered the latter stages of their careers, Goodes can look forward to many more years at the top level.

In a meteoric rise, the Swans' ruckman graduated from 1999 AFL Rising Star to Brownlow Medallist in just four years. He was the 11th player from Sydney/South Melbourne to win the Brownlow, the most of any club.

Going into the final round of the count, no fewer than 10 players were in contention to win the prestigious award. The leaderboard at the end read like a who's who of AFL superstars, with Michael Voss, James Hird, Gavin Wanganeen, Ben Cousins and Shane Crawford all featuring prominently.

Yet ultimately, it was three players, all born in South Australia and each with his own unique playing style, who emerged victorious.



VICTORY TOAST: Mark Ricciuto (left), Nathan Buckley and Adam Goodes celebrate at Melbourne's Crown Palladium.

2003 BROWNLOW MEDAL PLACINGS

22	Mark Ricciuto	Adelaide
22	Nathan Buckley	Collingwood
22	Adam Goodes	Sydney
21	Shane Crawford	Hawthorn
21	Gavin Wanganeen	Port Adelaide
21	Ben Cousins	West Coast
19	Michael Voss	Brisbane Lions
19	James Hird	Essendon
19	Peter Bell	Fremantle
18	Andrew McLeod	Adelaide
18	Robert Harvey	St Kilda
17	Nigel Lappin	Brisbane Lions

2003 BROWNLOW MEDAL CLUB TOTALS

97	Port Adelaide	66	Fremantle
92	Brisbane	65	Kangaroos
86	Collingwood	62	Hawthorn
83	Sydney	55	Richmond
80	West Coast	51	Geelong
76	Adelaide	42	Melbourne
69	St Kilda	36	Western Bulldogs
67	Essendon	29	Carlton

THREE CHEERS:

The 2003 Brownlow Medal was shared between Collingwood captain Nathan Buckley (opposite page top right), Sydney ruckman Adam Goodes (centre) and Adelaide skipper Mark Ricciuto (bottom).



Lions win premiership hat-trick

The Brisbane Lions became the first club in 46 years to win three successive premierships when they defeated Collingwood by 50 points in the 2003 AFL Grand Final.

Although burdened by injury to several stars, the Lions rarely looked threatened as they emulated the success last achieved by Melbourne (1955-56-57).

They enter 2004 with the chance of becoming the first side to emulate Collingwood's feat of four successive premierships, achieved from 1927 to 1930.

For the Magpies, it was their second Grand Final loss in as many years with just one victory (1990) from 12 attempts since 1958.

Lions coach Leigh Matthews improved his perfect Grand Final coaching record to four wins, matching the four premiership medallions he won as a player at Hawthorn.

Simon Black was another to enter the record books, becoming just the fourth player to win a Brownlow Medal and a Norm Smith Medal. The midfielder was a popular choice as best afield for his incredible haul of 39 possessions.

Martin Pike celebrated his fourth premiership, a feat enhanced by the fact they have come in just five years (the first with the Kangaroos in 1999).

Despite winning flags in 2001 and 2002, the Lions entered the match as underdogs. Beaten by Collingwood at the MCG in the first week of the finals, Brisbane won another shot at the Magpies after defeating Adelaide at home then overcoming a determined Swans outfit at Telstra Stadium in Sydney.

One of only two Victorian clubs to make the eight, Collingwood was favoured to win its 15th flag after accounting for the Lions, then repeating the dose against Port Adelaide in the preliminary final.

The loss of Anthony Rocca to suspension was a setback for the Magpies, while the Lions brought several key players (including Michael Voss, Nigel Lappin, Jonathan Brown and Marcus Ashcroft) carrying injuries to Melbourne.

While many expected the fresher Magpies to prevail, it was the experience of the Lions that proved the telling factor.

Within 90 seconds, veteran Brisbane full-forward Alastair Lynch had posted the opening goal of the match after a fierce opening in which Magpie Scott Burns had clashed with Lions centre half-forward Brown.

The reigning champions led by 14 points at the first change, but stamped their dominance in the second quarter as the lead blew out to seven goals.

Goals to Scott Burns and Alan Didak early in the third term briefly turned the tide but Jason Akermanis and Blake Caracella responded, ending any hopes of a Magpie revival.



TRIPLE TREAT: The Brisbane Lions celebrate their 2003 AFL premiership.

The lead blew out to 69 points as the Lions piled on the first six goals of the final term before Collingwood added a speck of respectability to the scoreline by kicking the last three goals of the match.

While Black was clearly best afield, ruckman Clark Keating turned in another masterful Grand Final display while Akermanis (five goals) and Lynch (four) were the most damaging up forward.

Lappin, defenders Chris Johnson and Mal Michael, Luke Power, Pike and veteran Shaun Hart were other solid contributors for the victors.

For Collingwood, ruckman/forward Josh Fraser could hold his head high, as could on-ballers Scott Burns and Paul Licuria, captain Nathan Buckley and young defender Ben Johnson.

2003 AFL GRAND FINAL

Brisbane Lions	5.5	11.7	14.12	20.14 (134)
Collingwood	3.3	4.7	9.7	12.12 (84)

Best: Brisbane Lions – Black, Akermanis, Voss, Keating, Lappin, Hart, Michael, Pike, Power

Collingwood – Fraser, Burns, Buckley, Johnson, Licuria

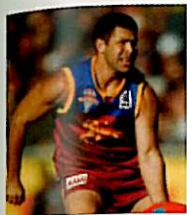
Goals: Brisbane Lions – Akermanis 5, Lynch 4, Caracella, Brown 2, McRae, Pike, Hadley, Black, Leppitsch, Hart, Bradshaw

Collingwood – Didak 3, Burns 2, Davis, Woewodin, Buckley, Licuria, Tarrant, Fraser, Scotland

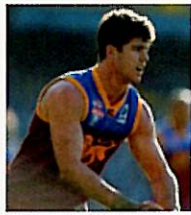
Umpires: S McBurney, H Kennedy, B Allen

Attendance: 79,451 at the MCG (capacity reduced due to reconstruction of stadium)

Norm Smith Medal: Simon Black (Brisbane Lions)



Chris Johnson



Jonathan Brown



Richard Hadley



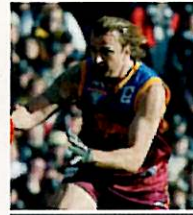
Jason Akermanis



Daniel Bradshaw



Darryl White



Clark Keating



Coach Leigh Matthews, captain Michael Voss (above) and the triumphant Brisbane Lions (above, below)



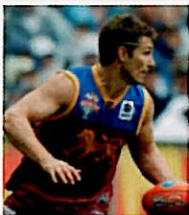
Justin Leppitsch



Nigel Lappin



Ashley McGrath



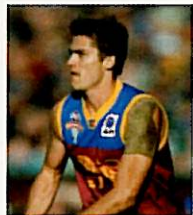
Alastair Lynch



Marcus Ashcroft



Craig McRae



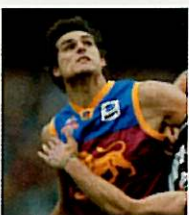
Simon Black



Robert Copeland



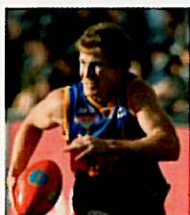
Martin Pike



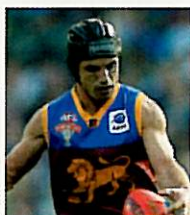
Jamie Charman



Mal Michael



Luke Power



Shaun Hart



Blake Caracella

Matthews joins elite company

The accolades continued to stack up for Leigh Matthews after he guided the Brisbane Lions to their third successive AFL premiership.

He became the first coach since Norm Smith (1955-56-57) to coach a side to three Grand Final victories in a row, just the fifth coach in history to achieve this feat.

By collecting his fourth Jock McHale Medal, he joined a list of just six other men (Dick Reynolds, Allan Jeans, Tom Hafey, Ron Barassi, David Parkin and Kevin Sheedy) to have coached four premiership teams.

Only the man after whom the medal is named, Jock McHale (eight), Norm Smith (six), Jack Worrall and Frank 'Checker' Hughes (five each) have won more premierships as coaches.

Matthews, who played 332 games in a decorated career at Hawthorn from 1969 to 1985, was already just the seventh

man to have coached two different clubs to premierships.

Matthews' skills as a coach were put to the test in an often trying 2003. Injuries forced him to dig deep into the list as the Lions slipped into unfamiliar territory in the bottom half of the top eight before climbing back to third position in the last two rounds.

Matthews then watched his Lions lose to Collingwood in the opening week of the finals before recovering against Adelaide and Sydney to earn another shot at the Magpies.

Rewriting the adage that you don't take injured players into a big match, Matthews stuck with the likes of Michael Voss, Clark Keating, Jonathan Brown and Nigel Lappin, who helped defeat Collingwood by a convincing 50 points.

But even Matthews has a long way to go to emulate the feats of McHale, who won eight premierships in 17 Grand Finals as coach of Collingwood in 714 games from 1912 to 1949.

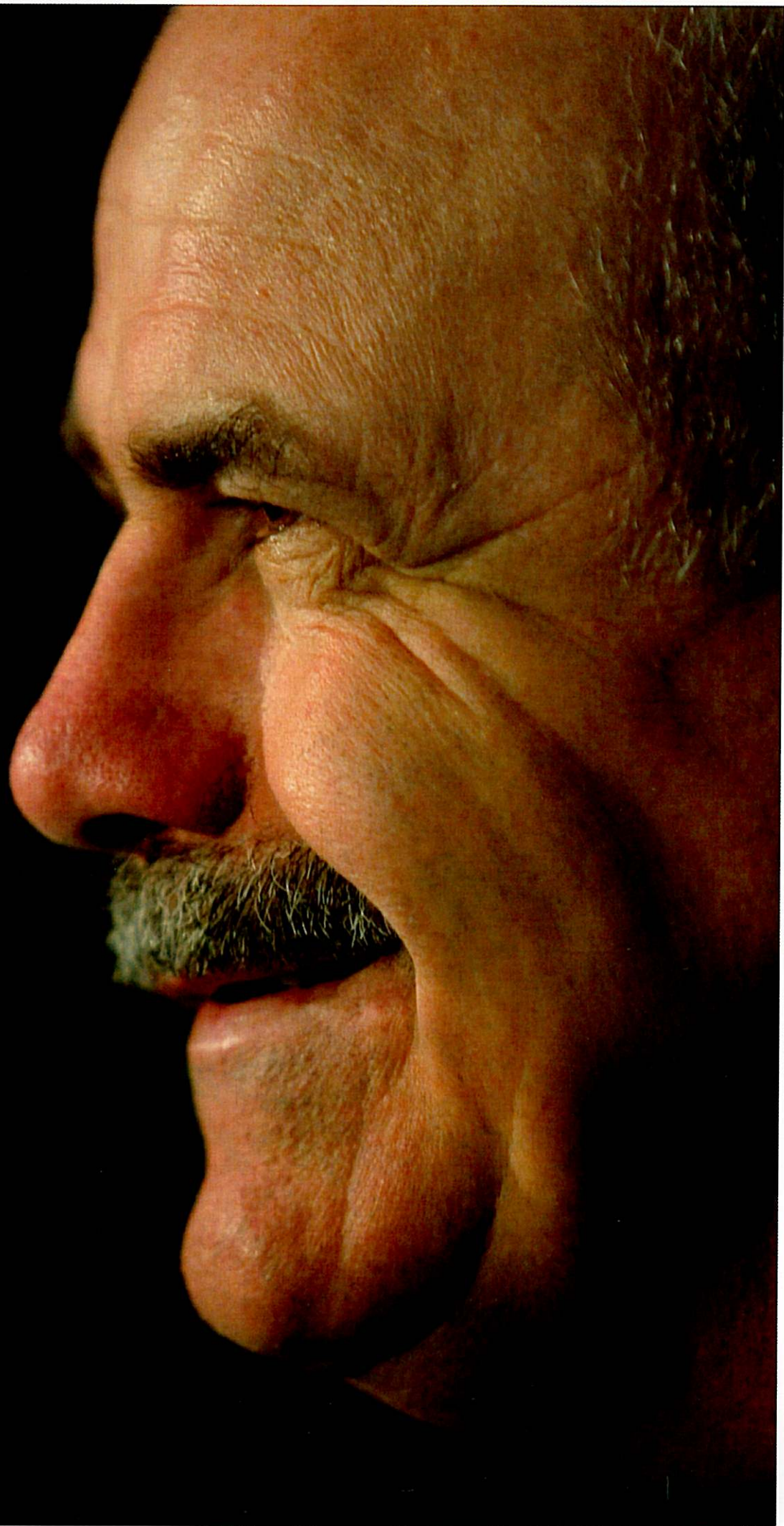
JOCK McHALE MEDAL

2003	Leigh Matthews	Bris	1976	John Kennedy	Haw
2002	Leigh Matthews	Bris	1975	Ron Barassi	Kang
2001	Leigh Matthews	Bris	1974	Tom Hafey	Rich
2000	Kevin Sheedy	Ess	1973	Tom Hafey	Rich
1999	Denis Pagan	Kang	1972	John Nicholls	Carl
1998	Malcolm Blight	Adel	1971	John Kennedy	Haw
1997	Malcolm Blight	Adel	1970	Ron Barassi	Carl
1996	Denis Pagan	Kang	1969	Tom Hafey	Rich
1995	David Parkin	Carl	1968	Ron Barassi	Carl
1994	Mick Malthouse	WCE	1967	Tom Hafey	Rich
1993	Kevin Sheedy	Ess	1966	Allan Jeans	St Kilda
1992	Mick Malthouse	WCE	1965	John Coleman	Ess
1991	Alan Joyce	Haw	1964	Norm Smith	Melb
1990	Leigh Matthews	Coll	1963	Bob Davis	Geel
1989	Allan Jeans	Haw	1962	John Coleman	Ess
1988	Alan Joyce	Haw	1961	John Kennedy	Haw
1987	Robert Walls	Carl	1960	Norm Smith	Melb
1986	Allan Jeans	Haw	1959	Norm Smith	Melb
1985	Kevin Sheedy	Ess	1958	Phonse Kyne	Coll
1984	Kevin Sheedy	Ess	1957	Norm Smith	Melb
1983	Allan Jeans	Haw	1956	Norm Smith	Melb
1982	David Parkin	Carl	1955	Norm Smith	Melb
1981	David Parkin	Carl	1954	Charlie Sutton	Foots
1980	Tony Jewell	Rich	1953	Phonse Kyne	Coll
1979	Alex Jesaulenko	Carl	1952	Reg Hickey	Geel
1978	David Parkin	Haw	1951	Reg Hickey	Geel
1977	Ron Barassi	Kang	1950	Dick Reynolds	Ess

PREMIERSHIP COACH'S MEDAL

1949	Dick Reynolds	Ess	1922	Vic Belcher	Fitz
1948	'Checker' Hughes	Melb	1921	Dan Minogue	Rich
1947	Percy Bentley	Carl	1920	Dan Minogue	Rich
1946	Dick Reynolds	Ess	1919	Jock McHale	Coll
1945	Percy Bentley	Carl	1918	Herbert Howson	S Melb
1944	Fred Hughson	Fitz		Henry Elms	S Melb
1943	Jack Dyer	Rich	1917	Jock McHale	Coll
1942	Dick Reynolds	Ess	1916	George Holden	Fitz
1941	'Checker' Hughes	Melb	1915	Norman Clark	Carl
1940	'Checker' Hughes	Melb	1914	Norman Clark	Carl
1939	'Checker' Hughes	Melb	1913	Percy Parratt	Fitz
1938	Brighton Diggins	Carl	1912	Jack Worrall	Ess
1937	Reg Hickey	Geel	1911	Jack Worrall	Ess
1936	Jock McHale	Coll	1910	George Angus	Coll
1935	Jock McHale	Coll	1909	Charlie Ricketts	S Melb
1934	Percy Bentley	Rich	1908	Jack Worrall	Carl
1933	Jack Bisset	S Melb	1907	Jack Worrall	Carl
1932	'Checker' Hughes	Rich	1906	Jack Worrall	Carl
1931	Charlie Clymo	Geel	1905	Fitzroy	
1930	Jock McHale	Coll	1904	Fitzroy	
1929	Jock McHale	Coll	1903	Collingwood	
1928	Jock McHale	Coll	1902	Collingwood	
1927	Jock McHale	Coll	1901	Essendon	
1926	Bert Chadwick	Melb	1900	Melbourne	
1925	Cliff Rankin	Geel	1899	Fitzroy	
1924	Sid Barker	Ess	1898	Fitzroy	
1923	Sid Barker	Ess	1897	Essendon	

LOFTY COMPANY:
Leigh Matthews has the opportunity to match Jock McHale's record of four premierships in a row [from 1927-1930].



Black adds another honour

The last Saturday in September has been anything but a black day for the Brisbane Lions over the past three years. In becoming the first team since the awesome Melbourne unit of 1955-56-57 to claim three premierships in a row, the Lions have made the MCG in spring a bright, bubbly and colourful place for anyone associated with the club created out of Fitzroy and the Brisbane Bears.

But in thrashing Collingwood by 50 points in the 2003 Grand Final, the Lions couldn't help but feel – and see, praise and cherish – Black.

Simon Black, that is. The lad from East Fremantle in the WAFL enjoyed the finest day of his 126-game career as a Lion. He was a unanimous choice as winner of the Norm Smith Medal for best afield after a sublime game that was balanced between efficiency and dazzling skill.

If a player's career is judged on performances in big matches, Black's trifecta of Grand Final appearances display the maturing process that even the cream of the competition goes through.

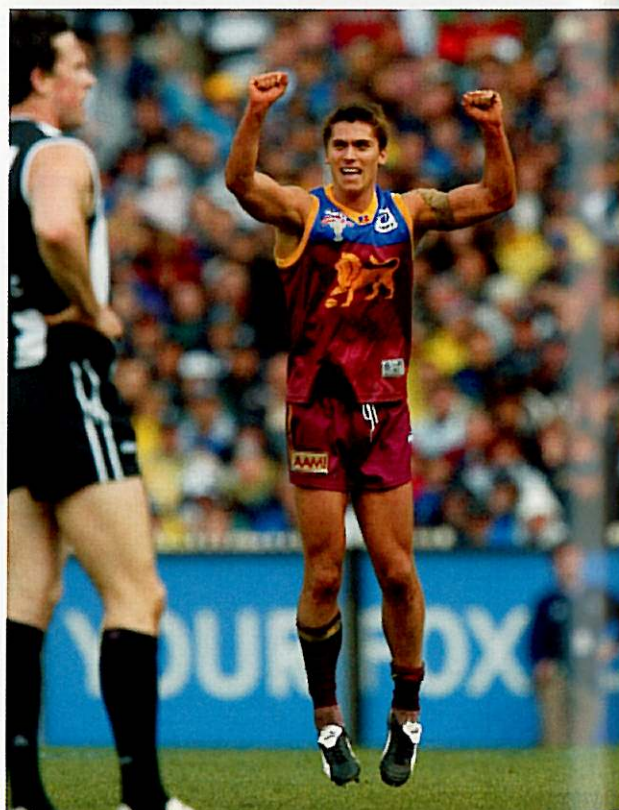
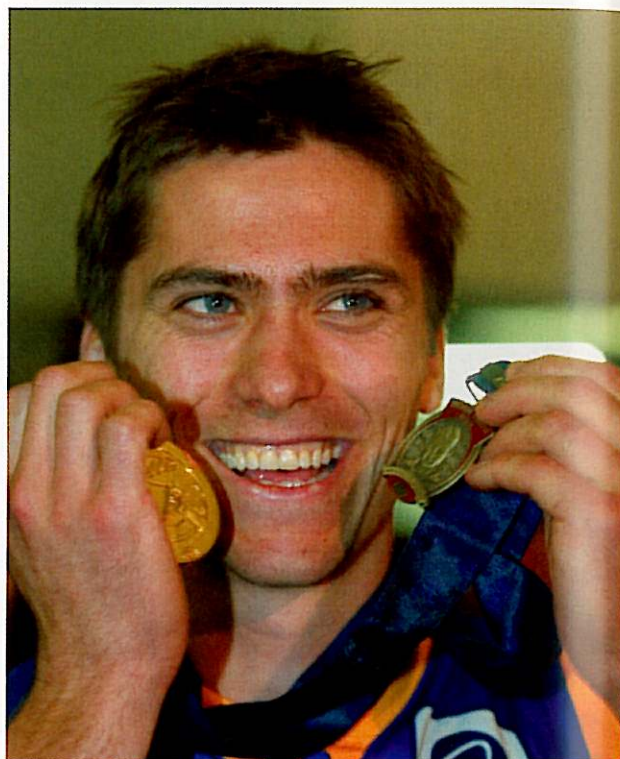
As a 22-year-old in 2001 against Essendon, he had 15 disposals, laid eight tackles and kicked a couple of behinds. In 2002 against the Magpies, and with his head still full of becoming a Brownlow Medallist five days earlier, he had 22 touches, kicked a goal and was named among the best.

In 2003, he was on a different plane to the other 43 participants, racking up 16 kicks and 23 handballs, a game-high nine tackles and kicking the final goal of the first half. His 39 disposals are believed to be a record for a Grand Final.

He not only dominated the midfield but the whole ground in a flawless display of relentless running and presenting at contests.

The Lions have had many heroes in their hat-trick of flags and given their most recent was the most difficult due to injuries, form and the route they took to get there, Black now stands at the head of the queue when the tributes are being handed out.

BLACK BEAUTY:
Simon Black's contribution to the Lions' 2003 win will be remembered as one of the great Grand Final performances.

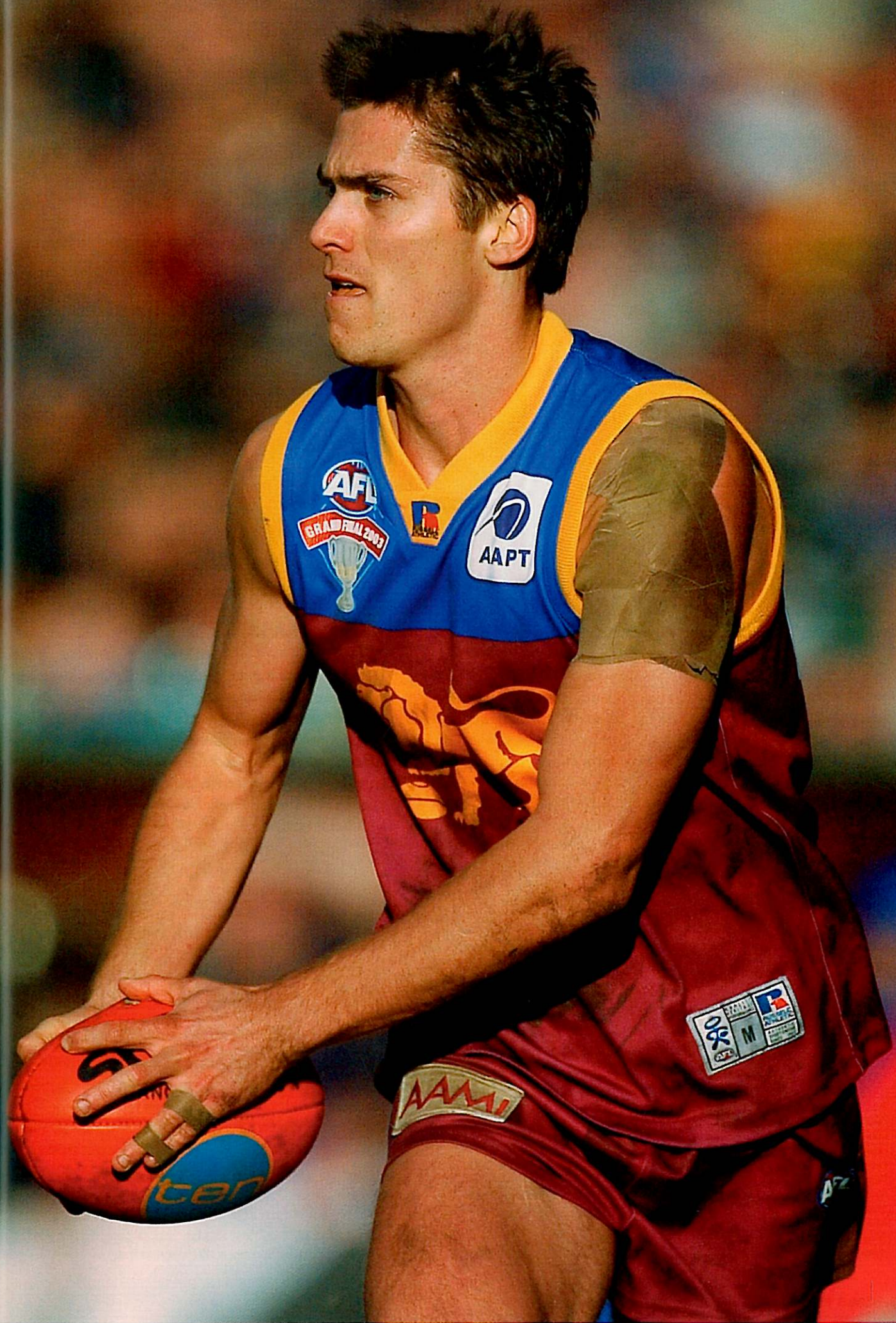


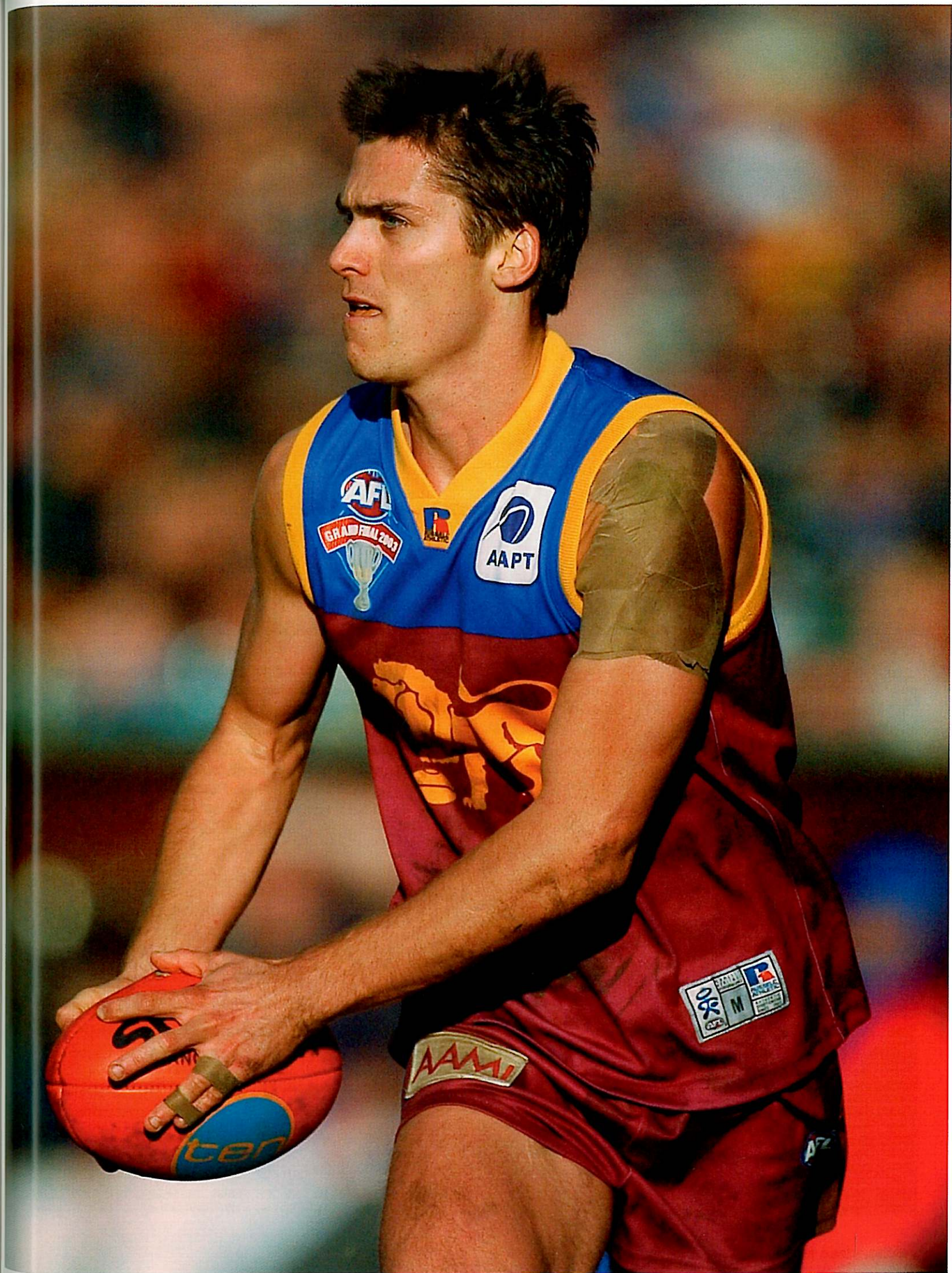
2003 NORM SMITH MEDAL VOTING

15	Simon Black	Brisbane Lions
7	Clark Keating	Brisbane Lions
6	Jason Akermanis	Brisbane Lions
2	Mal Michael	Brisbane Lions

JUDGING PANEL

Dennis Cometti (Nine Network)
Robert DiPierdomenico (3AW)
Bruce Eva (AFL Record)
Gerard Healy (3AW)
Mark Stevens (Herald Sun)





Lloyd regains goalkicking crown

Essendon full-forward Matthew Lloyd captured the Coleman Medal for the third time in four years. After injuries restricted him to 16 appearances in 2002, he missed only two games in 2003.

In hindsight, that two-match absence in rounds nine and 10 due to a groin injury probably cost Lloyd his third century of goals.

He booted 87 goals in the premiership season before adding six more in the Bombers' two finals matches.

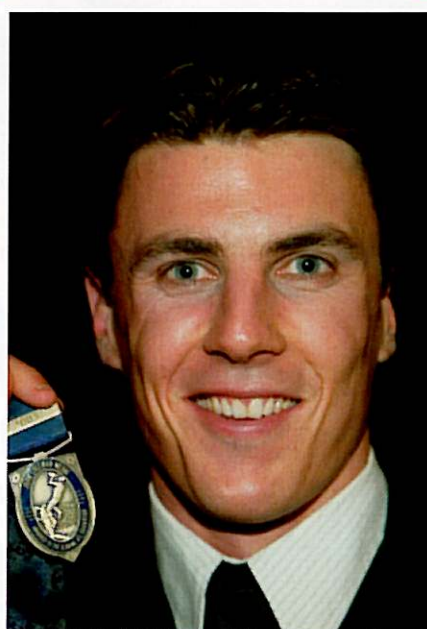
In 12 of his 22 appearances, he kicked five or more goals and also led the side in total marks and contested marks.

The highlight of Lloyd's season came in the round 19 Heritage Weekend clash against the Western Bulldogs at Telstra Dome.

In an irresistible display, Lloyd booted 11.1 from 14 kicks and 10 marks, including six goals in the first term as the Bombers scored a 67-point win. It was the highest individual goal tally by a player in 2003, the most goals kicked by a player at Telstra Dome and Lloyd's third haul of 10 goals or more in his career.

With his eighth goal just before the 20-minute mark of the third quarter, Lloyd became the club's highest individual goalkicker. His 576th career goal surpassed the previous mark of Simon Madden.

It was the latest milestone in the 25-year-old's decorated career, which includes five All-Australian caps and a premiership medal in 2000.



STILL CLIMBING:
Matthew Lloyd finished 2003 one short of his 600th goal and 22nd on the all-time AFL goalkicking list.

Lloyd has also topped the club's goalkicking for seven successive seasons since 1997.

Second was 2002 Coleman Medallist David Neitz of Melbourne on 65 goals, two ahead of emerging young Carlton star Brendan Fevola. Equal fourth were Brisbane Lions veteran spearhead Alastair Lynch and West Coast Eagles small forward Phillip Matera. Both booted 62 goals.

LEADING 2003 GOALKICKERS

Home and away goal tallies; full season totals in brackets			
Matthew Lloyd	Ess	87	(93)
David Neitz	Melb	65	(65)
Brendan Fevola	Carl	63	(63)
Alastair Lynch	B Lions	62	(78)
Phillip Matera	WCE	62	(62)
Nathan Brown	WBull	56	(56)
Barry Hall	Syd	56	(64)
Fraser Gehrig	St Kilda	55	(55)
Warren Tredrea	P Adel	52	(58)
Paul Medhurst	Frem	48	(50)
Chris Tarrant	Coll	47	(56)
Anthony Rocca	Coll	43	(45)

COLEMAN MEDALLISTS

Premiership season games only

2003	Matthew Lloyd	Ess	87
2002	David Neitz	Melb	75
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

Premiership season games only

1954	Jack Charles 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	Mel	97
1946	Des Fothergill	Coll	63
1945	Fred Fanning	Mel	67
1944	Fred Fanning	Mel	87
1943	Fred Fanning	Mel	62
1942	Lindsay White	S Melb	67
1941	Sel Murray	N Melb	88
1940	Jack Titus	Rich	92
1939	Ron Todd	Coll	98
1938	Ron Todd	Coll	102
1937	Dick D. Harris	Rich	64
1936	Bill Mohr	St Kilda	101
1935	Bob Pratt	S Melb	97
1934	Bob Pratt	S 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	Dick Lee	Coll	51
1910	Percy Martini	Geel	51
1909	Dick Lee	Coll	55
1908	Dick Lee	Coll	50
1907	Dick Lee	Coll	45
1906	Mick Grace	Carl	45
1905	Charlie H. Pannam	Coll	38
1904	Vince Coutie	Mel	39
1903	Teddy Lockwood	Coll	33
1902	Charlie Baker	St Kilda	30
1901	Fred Hiskins	Ess	34
1900	Albert Thurgood	Ess	24
1900	Teddy Lockwood	Geel	24
1899	Eddy James	Geel	31
1898	Archie Smith	Coll	31
1897	Eddy James	Geel	22
1897	Jack Leith	Mel	22

Mitchell's star on the rise

Hawthorn produced its second National AFL Rising Star winner in the 11-year history of the award when tough on-baller Sam Mitchell claimed the 2003 honour.

Mitchell's rise to prominence is a testament to his persistence and hard work over the past three years.

After winning two best and fairests with TAC Cup club the Eastern Ranges, Mitchell was overlooked at the 2000 National AFL Draft.

He joined Hawthorn's VFL affiliate Box Hill, and was rewarded for his efforts when drafted by the Hawks in 2001 with the 36th pick overall.

In his debut year, he managed nine AFL appearances but stunned the football world by taking out the 2002 Liston Trophy as the VFL's best and fairest player despite playing just 11 games for Box Hill.

The dashing blond continued his rapid development in 2003. He missed just one premiership season match and, with skipper Shane Crawford, was one of the Hawks' prime movers in the engine room.

He was Hawthorn's top tackler (89), led the club in hard-ball gets (65), led the competition in clearances from stoppages (135) and tallied an impressive 373 disposals.

Mitchell wasted little time earning a shot at the 2003 National AFL Rising Star award by winning the round one nomination. The National's executive general manager, Financial Services Australia, Ian MacDonald presented the prize which included a National investment portfolio and the services of a dedicated National Private Banker.

The only player to threaten Mitchell for the title was young Fremantle defender Graham Polak, who finished seven votes back in second position.

For the third year in a row, St Kilda finished prominently in voting with Luke Ball third on 17 votes. The last two National AFL Rising Star awards were claimed by Nick Riewoldt (2002) and Justin Koschitzke (2001).

The judges were All-Australian selectors Rod Austin, Kevin Bartlett, Andrew Demetriou, Gerard Healy, Neil Kerley, Chris Mainwaring, Robert Walls and Wayne Jackson (non-voting chairman). Nominees must not have played more than 10 games at the start of 2003, had to be under the age of 21 at January 1, 2003 and must not have been suspended at any level during 2003.



VOTING

33	Sam Mitchell	Haw
26	Graham Polak	Frem
17	Luke Ball	St Kilda
12	Daniel Wells	Kang
8	Adam Schneider	Syd
4	Ashley Sampi	WCE
3	Michael Osborne	Haw
1	Marc Bullen	Ess
1	Byron Schammer	Frem

PERSISTENCE PAYS: Hawthorn's Sam Mitchell has made a rapid rise through the ranks over the past three years.

2003 WEEKLY WINNERS

Rnd 1	Sam Mitchell	Haw	Rnd 13	Byron Schammer	Frem
Rnd 2	Luke Ball	St Kilda	Rnd 14	Aaron Sandilands	Frem
Rnd 3	Trent Sporn	Carl	Rnd 15	Ted Richards	Ess
Rnd 4	Jared Brennan	B Lions	Rnd 16	Daniel Motlop	Kang
Rnd 5	Adam Schneider	Syd	Rnd 17	Richard Cole	Coll
Rnd 6	Michael Osborne	Haw	Rnd 18	Lewis Roberts-Thomson	Syd
Rnd 7	Brendon Goddard	St Kilda	Rnd 19	Marc Bullen	Ess
Rnd 8	Ashley Sampi	WCE	Rnd 20	Leigh Montagna	St Kilda
Rnd 9	Graham Polak	Frem	Rnd 21	Andrew McDougall	WCE
Rnd 10	Jarrad Waite	Carl	Rnd 22	Matthew Lokan	Coll
Rnd 11	Daniel Wells	Kang		Ashley McGrath	B Lions
Rnd 12	Brad Fisher	Carl			

PREVIOUS WINNERS

1993	Nathan Buckley	Bris	1998	Byron Pickett	Kang
1994	Chris Scott	Bris	1999	Adam Goodes	Syd
1995	Nick Holland	Haw	2000	Paul Hasleby	Frem
1996	Ben Cousins	WCE	2001	Justin Koschitzke	St Kilda
1997	Michael Wilson	P Adel	2002	Nick Riewoldt	St Kilda

A rich blend of old and new faces

The status of the All-Australian side was enhanced with unprecedented focus on the announcement of the 2003 line-up. Competition for positions was fierce with just six players retaining their positions from the 2002 side.

They were Brisbane Lions trio Nigel Lappin, Justin Leppitsch, Michael Voss, Fremantle on-baller Matthew Pavlich, Adelaide skipper Mark Ricciuto and Port Adelaide forward Warren Tredrea.

The two men who would lead their sides into the 2003 AFL Grand Final – Voss and Collingwood skipper Nathan Buckley – were named captain and vice-captain respectively.

The 2003 premiership coach, Leigh Matthews, automatically filled the All-Australian coach's position.

Featuring a blend of youth and experience, the line-up comprised six players aged 30 or older and eight who have played more than 200 games.

One of those, St Kilda veteran Robert Harvey, was named for the eighth time. The dual Brownlow Medallist is just one selection behind all-time record-holders Craig Bradley, Stephen Kernahan, Simon Madden, John Platten and Paul Roos (nine each).

Six other players – Port Adelaide's Gavin Wanganeen, Essendon pair Matthew Lloyd and James Hird, Voss, Ricciuto and Buckley – were selected for at least the fifth time.

Others to be rewarded for excellent 2003 campaigns included past selectees Bulldog Rohan Smith (half-back), Hawthorn's Joel Smith (back pocket) and Fremantle skipper Peter Bell (rover).

But for eight other players, it was the first time they had earned All-Australian selection. They included West Coast Eagles duo Michael Gardiner and Phil Matera, Sydney ruckman Adam Goodes, Fremantle's Paul Hasleby, Collingwood forward Chris Tarrant, Geelong full-back Matthew Scarlett and St Kilda midfielder Lenny Hayes.

The other debutant, Paul Williams, won his first All-Australian honour after 250 games over 12 seasons with Collingwood and now the Sydney Swans.

Players from the eight finalists dominated selection (17 out of 22), with just five players coming from four clubs which finished outside the top eight. The Brisbane Lions and Fremantle each had three players selected.

CLASS OF 2003: Some familiar faces were on hand to celebrate their selection; Phillip Matera (from left), Paul Hasleby, Rohan Smith, Peter Bell, Robert Harvey, Paul Williams, Lenny Hayes, Adam Goodes, Michael Gardiner, Matthew Pavlich, James Hird, Matthew Scarlett, Matthew Lloyd.

2003 ALL-AUSTRALIAN TEAM

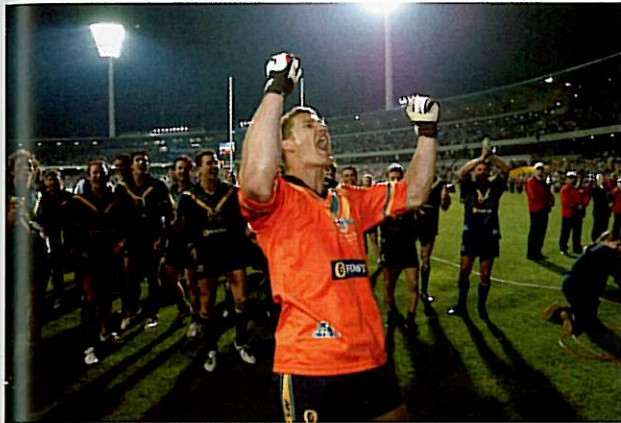
Backs			
Gavin Wanganeen (PA)	Matthew Scarlett (Geel)	Joel Smith (Haw)	
Half-backs			
Rohan Smith (WVB)	Justin Leppitsch (BL)	Nigel Lappin (BL)	
Centres			
Lenny Hayes (St K)	Michael Voss (BL)	Paul Williams (Syd)	
Half-forwards			
Matthew Pavlich (Frem)	Warren Tredrea (PA)	Mark Ricciuto (Adel)	
Forwards			
Phil Matera (WC)	Matthew Lloyd (Ess)	Chris Tarrant (Coll)	
Followers			
Adam Goodes (Syd)	Nathan Buckley (Coll)	Peter Bell (Frem)	
Interchange			
Michael Gardiner (WC)	Robert Harvey (St K)	Paul Hasleby (Frem)	James Hird (Ess)
Captain	Vice-captain	Coach	Umpire
Michael Voss	Nathan Buckley	Leigh Matthews (BL)	Steve McBurney

SELECTORS

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



Home breakthrough for Australia



AUSSIE SPIRIT: Glen Jakovich celebrates victory in the First Test at Subiaco.

Australia secured a first win on home soil in the Foster's International Rules Series when it narrowly defeated Ireland on aggregate over two Tests. After winning the First Test in Perth, the Australians survived a brave comeback from the visiting team at the MCG to claim a series victory for the second successive year.

Ireland won the second Test by three points 2.9.9 (48) to 1.10.9 (45), but could not overhaul the 10-point deficit from the opening encounter. Its defeat marked the first time that a touring side had returned home empty-handed since 1998.

Such an outcome didn't seem likely after the first quarter at Subiaco, when Ireland displayed superior skill with the round ball to race to a 14-point lead.

However, roared on by more than 41,000 fans, the home team fought back in what became an increasingly physical battle. Brad Johnson sparked the recovery with a goal in the third term.

A Chris Johnson penalty gave the Australians some breathing space before Shane Crawford's late goal sealed a 10-point win, 3.10.8 (56) to 1.10.10 (46).

When the teams locked horns seven days later at the MCG, Ireland quickly made light of the deficit in a game that developed a similar pattern to the First Test.

In conditions similar to the wet weather experienced at Croke Park in 2002, the Irish opened up a 21-point lead.

As the weather improved, Australia stemmed the flow through a Brent Harvey penalty, but the gap was still 17 points at the final change.

Ultimately, the superior fitness and physical prowess of the home side proved decisive. Nathan Brown slotted three overs in the finale, including one exquisite kick from the touchline, to guarantee a landmark series win for Australia.

Brent Harvey won the Jim Stynes Medal for the best Australian in the series to crown a memorable individual year.

2003 FOSTER'S INTERNATIONAL RULES SERIES

First Test at Subiaco Oval, Perth

Australia	0-3-2	0-7-6	2-9-8	3-10-8 (56)
Ireland	1-6-1	1-8-2	1-9-8	1-10-10 (46)

Teams

Australia: Shane Crawford (captain), Leo Barry, Mark Bickley, Clint Bizzell, Nathan Brown, Jared Crouch, Barry Hall, Brent Harvey, Paul Hasleby, Lenny Hayes, Glen Jakovich (goalkeeper), Brad Johnson, Chris Johnson (vice-captain), Brett Kirk, Robert Murphy, Matthew Pavlich, Luke Power, Jade Rawlings, Matthew Scarlett, Adam Simpson, Rohan Smith, Daniel Wells, David Wirrpunda.

Ireland: Graham Canty (captain), Joe Bergin, Paddy Christie, Colin Corkery, Benny Coulter, Gary Cox, Cathal Daly, Dessie Dolan, Joe Higgins, Kevin Hughes, Padraig Joyce, Stephen Kelly, Tom Kelly, Anthony Lynch, Sean Martin Lockhart, Cormac McAnallen, Kieran McGeeney, Paul McGrane, Ciaran McManus, Enda Murphy (goalkeeper), Steven McDonnell, Brian McDonald, Shane Ryan.

Goals (6 points): Australia – B Johnson, C Johnson, S Crawford. Ireland – B Coulter.

Overs (3 points): Australia – B Hall 4, M Pavlich, L Hayes, N Brown, C Bizzell, P Hasleby, B Harvey.

Ireland – S McDonnell 5, P Joyce, C McManus, K Hughes, K McGeeney, J Higgins.

Best: Australia – B Hall, C Johnson, B Harvey, N Brown, B Kirk, B Johnson.

Ireland – S McDonnell, C McManus, B Coulter, T Kelly, G Canty.

Umpires: Steve McBurney (Australia), Brian White (Ireland)

Attendance: 41,228

Second Test at MCG

Ireland	2-2-4	2-4-6	2-8-8	2-9-9 (48)
Australia	0-1-1	0-4-3	1-5-6	1-10-9 (45)

Teams

Australia: Shane Crawford (captain), Leo Barry, Clint Bizzell, Nathan Brown, Matthew Carr, Jared Crouch, Chad Fletcher, Barry Hall, Brent Harvey, Paul Hasleby, Lenny Hayes, Glen Jakovich (goalkeeper), Brad Johnson, Chris Johnson (vice-captain), Brett Kirk, Robert Murphy, Matthew Pavlich, Luke Power, Jade Rawlings, Adam Simpson, Rohan Smith, Daniel Wells, David Wirrpunda.

Ireland: Graham Canty (captain), Joe Bergin, Kevin Cassidy, Paddy Christie, Benny Coulter, Dessie Dolan, Thomas Freeman, Joe Higgins, Kevin Hughes, Padraig Joyce, Stephen Kelly, Tom Kelly, Anthony Lynch, Sean Martin Lockhart, Cormac McAnallen, Brian McDonald, Steven McDonnell, Kieran McGeeney, Paul McGrane, Ciaran McManus, Enda Murphy (goalkeeper), Odhran O'Dwyer, Shane Ryan.

Goals (6 points): Ireland – B McDonald, S McDonnell. Australia – B Harvey.

Overs (3 points): Ireland – S McDonnell 3, P Joyce 2, B Coulter, D Dolan, A Lynch, B McDonald.

Australia – N Brown 3, D Wirrpunda 2, B Hall, R Smith, B Johnson, B Harvey, M Pavlich.

Best: Ireland – P Joyce, S McDonnell, A Lynch, B McDonald, C McAnallen, G Canty, K McGeeney. **Australia –** N Brown, B Harvey, C Johnson, L Power, D Wirrpunda, S Crawford, B Kirk.

Umpires: Steve McBurney (Australia), Brian White (Ireland)

Attendance: 60,235

Jim Stynes Medal: Brent Harvey (Australia)

Australia won the series

SA takes out pre-season cup again

The dominance of the AFL's two South Australian clubs in pre-season football continued in 2003 when Adelaide took out the Wizard Home Loans Cup by defeating Collingwood in the Grand Final at Telstra Dome.

The Crows' victory made it three in a row for SA after Port Adelaide had taken out the pre-season trophy in 2001 and 2002.

The competition, which reverted to a knockout format, went to all parts of Australia with matches scheduled in Perth, Adelaide, Melbourne, Launceston, Canberra, Geelong and Sydney for the opening round on February 21. Subsequent matches were also played in Darwin and Cairns.

New rules were again trialled, the big talking point being the introduction of a nine-point goal for successful shots from outside the 50-metre arc.

Other new rules included three points for a deliberately rushed behind, the centre square was expanded from 45 to 50 metres, defensive kick-ins were permitted straight after the all-clear signal and play-on was called for marks taken from kicks that travelled backwards, except inside the 50-metre arc.

Another feature was the orange uniform worn by umpires. The innovation proved such a success that coloured uniforms were regularly worn during the premiership season.

After scoring more nine-point goals than any other side in the preliminary rounds, 2002 AFL Grand Finalist Collingwood won through to the Wizard Home Loans Cup Grand Final.

Its opponent was Adelaide, which had defeated Port Adelaide, West Coast and the Kangaroos on the road to the final. After a tight first quarter, the Crows slipped out to a handy lead by half-time and never looked threatened. They won by 31 points.

Adelaide midfielder Andrew McLeod added a Michael Tuck Medal to his two Norm Smith Medals when he was named best afield for his 14 kicks, 10 handballs and two goals.

Prizemoney for the pre-season competition increased from \$600,000 to \$620,000 with Adelaide receiving \$200,000 for its victory and Collingwood \$100,000 as runner-up.

WIZARD HOME LOANS CUP

Round 1

Melbourne 2.12.15 (105) d Richmond 1.8.5 (62) at Telstra Dome; West Coast 1.13.13 (100) d Fremantle 1.11.8 (83) at Subiaco; Kangaroos 1.15.20 (119) d Essendon 0.8.9 (57) at Manuka Oval, Canberra; Hawthorn 0.11.16 (82) d St Kilda 1.7.8 (59) at York Park, Launceston; Brisbane Lions 0.14.9 (93) d Sydney 0.9.7 (61) at Telstra Stadium, Sydney; Adelaide 1.10.9 (78) d Port Adelaide 0.11.11 (77) at AAMI Stadium; Geelong 2.19.14 (146) d Western Bulldogs 4.7.9 (87) at Skilled Stadium; Collingwood 4.16.16 (148) d Carlton 0.14.8 (92) at Telstra Dome.

Quarter-finals

Adelaide 0.17.4 (106) d West Coast 1.10.11 (80) at Marrara Oval, Darwin; Kangaroos 1.10.9 (78) d Melbourne 1.8.8 (65) at Telstra Dome; Geelong 2.9.7 (79) d Brisbane Lions 1.9.8 (71) at Bundaberg Rum Stadium, Cairns; Collingwood 1.1.5.13 (112) d Hawthorn 1.9.9 (72) at Telstra Dome.

Semi-finals

Collingwood 5.8.10 (103) d Geelong 1.8.9 (66) at Telstra Dome; Adelaide 1.9.10 (73) d Kangaroos 0.10.9 (69) at AAMI Stadium

Grand Final

Adelaide	0.4.1	1.8.3	1.9.4	2.13.8 (104)
Collingwood	0.3.2	0.4.4	0.6.7	1.9.10 (73)

Best: Adelaide – Bode, McLeod, Clarke, Goodwin, Burton, Edwards, Stevens. Collingwood – Shaw, Lockyer, Williams, Buckley.

Nine-point goals: Adelaide – McLeod, Biglands. Collingwood – Burns.

Six-point goals: Adelaide – Perrie 3, Stevens, Biglands, Carey 2, Edwards, Ladham, McLeod, Johncock.

Collingwood – Didak, Tarrant 2, Molloy, Betheras, Williams, Lonie, Woewodin.

Umpires: B. Allen, D. Morris, S. McLaren, S. McBurney

Attendance: 43,571 at Telstra Dome

Michael Tuck Medal: Andrew McLeod (Adelaide)

Grand Final teams

Adelaide: Andrew Crowell, Wayne Carey, Matthew Clarke, Ronnie Burns, Nigel Smart, Nathan Bassett, Tyson Edwards, Matthew Bode, Michael Doughty, Jason Torney, Ken McGregor, Graham Johncock, Mark Stevens, Tyson Stenglein, James Gallagher, Ian Perrie, Andrew McLeod, Brett Burton, Mark Bickley, James Begley, Ben Marsh, Mark Ricciuto, Brent Reilly, Ben Hart, Rhett Biglands, Simon Goodwin, Martin Mattner, Chris Ladham.

Collingwood: Rupert Betheras, Scott Burns, Nathan Buckley, James Clement, Jason Cloke, Richard Cole, Leon Davis, Alan Didak, Josh Fraser, Brodie Holland, Ben Johnson, Ben Kinnear, Paul Licuria, Tarkyn Lockyer, Matthew Lokan, Ryan Lonie, Steve McKee, Jarrod Molloy, Shane O'Bree, Simon Prestigiacomo, Anthony Rocca, Heath Scotland, Rhyce Shaw, Chris Tarrant, Shane Wakelin, Tristen Walker, Andrew Williams, Shane Woewodin.

CROWS SOAR:

Andrew McLeod was named best afield as Adelaide celebrated its first Wizard Home Loans Cup Grand Final win.

Note: Nine-point goals were permitted during the 2003 Wizard Home Loans Cup. Nine points were awarded for goals scored from outside the 50-metre arc. When shooting on the run, a player must have had a foot outside the 50-metre line. When taking a set shot, the player on the mark had to be outside the 50-metre line. Scores are listed 2 (nine-point goals).13 (six-point goals) .8 (behinds).



Bomber elevated to Legend status



WORTHY REWARD: John Todd (left), John Platten, Wayne Richardson and Jim Stynes celebrate their induction into the Australian Football Hall of Fame.

The first XVIII of Australian Football's greatest players was completed when Bill Hutchison was elevated to a Legend of the game at the annual Australian Football Hall of Fame induction dinner in Melbourne.

The seven-time Essendon best and fairest was confirmed as the 18th Legend, the highest honour that can be bestowed within the sport. Four others were inducted into the Hall of Fame.

Hutchison joined Legends Ron Barassi junior, Kevin Bartlett, Haydn Bunton senior, Roy Cazaly, John Coleman, Gordon Coventry, Jack Dyer, Graham Farmer, Peter Hudson, Leigh Matthews, John Nicholls, Bob Pratt, Dick Reynolds, Barrie Robran, Bob Skilton, Ian Stewart and Ted Whitten senior.

Established in 1996, the Australian Football Hall of Fame recognises players, coaches, umpires, administrators and media representatives who have made an outstanding contribution to Australian Football.



ARTHUR OLLIVER

Born: December 10, 1916

It's not hard to imagine a player of Arthur Olliver's stature and skill slotting into the Western Bulldogs side of 2003.

When he arrived at the Western Oval in 1935 from the nearby suburb of Seddon as a gangly 18-year-old, he weighed 70kg, was 190cm tall, could kick with both feet and mark strongly.

He eventually filled out to about 85kg and that sleek frame, honed by a dedication to personal fitness, would carry Olliver to 272 VFL appearances until 1950.

He could have played in any position, but carved his reputation as a forward before stints in the ruck and defence later in his career.

Footscray's leading goalkicker in 1936 and 1937, he remained at the club in the war years and became captain-coach in 1943.

Chasing the club's first premiership, Olliver had the chance to sew up the 1946 first semi-final but missed a goal from close range late in the final quarter before Melbourne recovered to win by three goals.

He was replaced as coach in 1947, but regained the job in 1948 before retiring in 1950. He led the club to the finals three times, making him one of the most successful Bulldog coaches in history. He died in May 1988 aged 71.



WAYNE RICHARDSON

Born: December 8, 1946

Collingwood's history is built around families. The names Collier, Coventry, Pannam, Richards, Rose, Shaw and Twomey are as synonymous with the club as black and white stripes.

The Richardson family has never seemed to be bracketed with the above – possibly because the association didn't start until the mid-1960s, or because there aren't as many of them.

But brothers Wayne and Max, and Wayne's son Mark, have played a total of 629 senior games between them for the Magpies, and Wayne's induction into the Australian Football Hall of Fame brings back into focus just what this family has achieved at Victoria Park.

A tall rover who was tenacious, but also possessed great evasion and silky skills, Wayne Richardson's 277 games for Collingwood has him third – behind Tony Shaw and Gordon Coventry – on the club's all-time list of games played.

He won two club best and fairest awards but never tasted premiership glory despite playing in 20 finals.



JOHN TODD

Born: May 21, 1938

John Todd deservedly sits among the greatest coaches in Australian Football history. At the end of the 2002 WAFL season, the 63-year-old hung up his coaching hat for good after 721 games.

Only Jack Oatey (775) and Haydn Bunton junior (732) have coached more games at league level.

A legend of WA football, Todd carved out a handy playing career with South Fremantle, winning the Sandover Medal as a 16-year-old in his debut season.

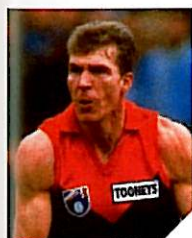
He played 132 games over 11 seasons and represented his state nine times but his playing career was restricted due to a serious knee injury. In 1959 aged 20, he was handed the coaching reins at South Fremantle and again led his beloved Bulldogs from 1966 to 1968.

But it was not until he stunned the local football world by crossing to fierce rival East Fremantle in 1973 that he first tasted success, leading the Sharks to the 1974 premiership.

In 1977, Todd moved to Bassendean to coach Swan Districts in the first of 395 games. Success came slowly but then abundantly with flags in 1982, '83 and '84.

In 1988, he stepped up to the AFL/VFL plate and guided the West Coast Eagles to fourth position and their first finals appearance. Todd returned to Swan Districts where he celebrated immediate success in the 1990 Grand Final.

He rejoined South Fremantle in 1995 and celebrated his sixth WAFL flag in 1997. He returned to Swan Districts and hung up the clipboard for good at the end of 2002.



JIM STYNES

Born: April 23, 1966

The amazing football story that is Jim Stynes has been crowned by his admission to the Australian Football Hall of Fame.

The Irishman's trailblazing playing career has been over for five years,

but the new ground he broke, particularly in terms of adaptability and endurance, has ensured he will always be regarded as a giant of the modern game.

His transformation from gangly Gaelic football youth to 264-game Melbourne rucking legend is a tale in itself. The fact that he won the AFL's highest individual award, the 1991 Brownlow Medal, and smashed one of the competition's most notable marks borders on incredible.

Stynes' herculean effort in playing 244 consecutive games over 12 seasons (previous record was 204 set by Richmond's Jack Titus from 1933 to 1943) speaks volumes for the man's determination, desire and discipline – not to mention an amazing fitness base that reshaped a ruckman's role.



Legend BILL HUTCHISON

Born: April 28, 1923

Bill Hutchison became the third Bomber bestowed with this honour. Incredibly, the trio – Hutchison, Dick Reynolds and John Coleman – played together, though all too briefly.

Hutchison joined the Bombers in 1942 from Essendon Stars and enjoyed immediate success in its seventh flag. He would go on to play in three more premiership sides and 10 Grand Finals in all. After starting his career as a half-forward, he made his name as a rover. He won the first of his seven club best and fairest awards in the Bombers' 1946 premiership

season, his last coming a decade later.

The umpires paid plenty of attention to Hutchison and he took out the 1953 Brownlow Medal a year after being beaten on a countback by Richmond's Roy Wright.

In 1989, Hutchison was posthumously awarded a retrospective Medal, making him one of only 11 men to have won more than one Brownlow Medal.

After 290 games, 496 goals, seven years as captain and 30 games for Victoria, Hutchison hung up his boots in 1957. He passed away in 1982 aged just 59.



JOHN PLATTEN

Born: March 17, 1963

In 1986, just six months after Hawthorn farewellled one of the game's greatest rovers, Leigh Matthews, it unleashed another, continuing its modern-era run of unearthing small, but valuable gems.

With long, curly hair that made him instantly recognisable, the South Australian was a quick, skilful and courageous rover who ran all day, a perfect piece in coach Allan Jeans' simple, but effective running game.

For a small man who weighed only 70kg, Platten was adept at rummaging through packs and winning the football.

His remarkable durability delivered him 258 appearances from 1986 to 1997, four premierships, two best and fairests, the 1987 Brownlow Medal (he tied with Tony Lockett) and All-Australian selection six times.

Greats honoured for service

Two former greats Neil Roberts, the 1959 Brownlow Medallist, and Doug Wade, four time Coleman Medallist head the list of those bestowed with AFL Life Membership in 2003. Others include an administrator, an umpire and seven players/coaches who have qualified for Life Membership after reaching 300 games as a player, coach or umpire in premiership season (including finals), pre-season, State of Origin and International Rules matches.



NEIL ROBERTS

He started his career as a forward after joining St Kilda from Melbourne High School Old Boys in 1952, but made his name as a hard-working key defender and a strong mark. He was best and fairest in 1955 and 1958 but capped his career by winning the 1958 Brownlow Medal. He captained the club from 1958 to 1962 and guided the Saints into the 1961 finals, the club's first appearance in 22 years. He hung up his boots at 29, but became a popular figure in the media.



BEN HART

After starting his senior career as a 16-year-old with North Adelaide, he became the fourth youngest player in AFL history to reach 250 games when he celebrated the milestone in 2003. The durable and dependable defender has also collected a swag of honours including two premiership medallions (1997, 1998), two club best and fairests (1999, 2002) and has been named an All-Australian four times. He finished 2003 on 270 games and is well-placed to reach the 300 premiership season game milestone.



ROBERT HARVEY

This highly-decorated St Kilda legend made his debut in 1988 after joining the club from Seaford in Melbourne's southern suburbs. His unique ability to read the game, tremendous skill and tireless work ethic have helped him to two Brownlow Medals (1997, 1998), four club best and fairests (1992, 1994, 1997, 1998), All-Australian selection eight times and three EJ Whitten Medals as best afield for Victoria. Just eight of his 277 premiership season starts have been in finals, the highlight being the Saints' 1997 Grand Final appearance against Adelaide.



DOUG WADE

Fourth on the all-time goalkicking list with 1057, this Geelong and North Melbourne premiership player rightly holds a spot among the game's great full-forwards. Enormously strong in one-on-one marking contests, but also possessing a big leap, he passed 100 goals in a season twice (1969, 1974) and won four Coleman Medals (1962, 1967, 1969, 1974) as the VFL's leading goalkicker. After 208 appearances for the Cats (including the 1963 flag) from 1961 to 1972, he crossed to North Melbourne under the 10-year rule and helped bring the Kangaroos their first VFL flag in 1975, after which he announced his retirement. He was one of the inaugural inductees in the Australian Football Hall of Fame in 1996.



MARK THOMPSON

Straight out of the Essendon heartland (Airport West), he joined the Bombers just in time to make a significant contribution to the club's golden era of the 1980s. Equally adept in a defensive or rebounding role, the nuggety utility made 202 senior appearances from 1983 to 1996. Along the way he collected premiership medallions in 1984, 1985 and 1993, won the club best and fairest in 1987 and 1990 and was captain from 1992 until 1995. Served his time in assistant coach roles with the Bombers and Kangaroos before being appointed to the senior role at Geelong in 2000, guiding the Cats to the finals in his first season.



NIGEL SMART

The last member of the inaugural 1991 Adelaide squad still playing, the sight of the shaven-headed defender storming off the backline is one of the best known in modern-day football. The first Adelaide player to reach 250 games, he joined the Crows, along with good mate Mark Bickley, from SANFL club South Adelaide. Over the past 12 years, he has played in two premierships (1997, 1998) and earned All-Australian selection three times (1991, 1993, 1998). He finished 2003 on 272 AFL premiership season games and a total of 314 including pre-season, State of Origin and International Rules matches.



ANTHONY STEVENS

One of the most courageous players in the game, he joined North Melbourne in 1988 from Shepparton. A prolific ball-winner, he quickly became a focal point of the Kangaroos' midfield unit and helped the side to premierships in 1996 and 1999. Other highlights include

two clubs best and fairests (1997, 1999) and All-Australian selection in 1998. He survived a serious injury when cut by a falling shard of glass and was club captain in 2003. He has played 311 games in all competitions, including 272 appearances in AFL premiership season games and finals.



PETER SCHWAB

A Hawthorn stalwart, only assistant coaching roles and a stint as AFL umpiring chief have taken him away from Glenferrie over the past two decades. Bearing a famous football surname, he joined the Hawks from Melbourne suburban club Bennettswood.

In 171 games from 1980 and 1991, mostly in defensive roles, he played in six Grand Finals and won premiership medallions in 1983, 1986 and 1988. He began his senior coaching career in 2000, steering the Hawks to the finals in each of his first two seasons and to within nine points of a 2001 Grand Final berth.



MARK BICKLEY

A member of Adelaide's inaugural 1991 squad, there's little this midfielder/defender, recruited from South Adelaide, didn't achieve in the game. He pulled on a Crows' guernsey 303 times – 272 in AFL premiership season games, 31 in the pre-season competition plus seven State of

Origin and two International Rules games. A great leader, the highlights of his four-year stint as captain came in 1997 and 1998 when he hoisted aloft the premiership cup.



WAYNE CAREY

One of the most dominant players of the 1990s, he is ranked among the greatest centre half-forwards and was named captain of the Kangaroos' team of the century. Originally from Wagga Wagga, he joined the Kangaroos in 1989 and became captain in 1993

aged just 21. In a decorated stint, he twice lifted the AFL premiership cup (1996 and 1999), won four best and fairest awards and was an All-Australian seven times. He sat out the 2002 season before joining Adelaide in 2003.

Jack Titus Award 2003

TONY JEWELL



One of Richmond's greatest servants for more than 30 years, Tony Jewell began his association with the club in 1964. He played an important role in Richmond's drought-breaking 1967 premiership, the highlight of his 80 senior games between 1964 and 1970. After a successful coaching stint with VFL club Caulfield, Jewell returned to Punt Road in 1977 as reserves' coach. He replaced Barry Richardson as senior coach in 1979, and guided the Tigers to victory over Collingwood in the 1980 Grand Final. Jewell was dismissed at the end of 1981, but was reappointed for the 1986 and 1987 seasons after a coaching stint at St Kilda (1983-84). He joined the Tigers' Board in 1994, served as chairman of selectors at Richmond and was an inaugural inductee in the club's Hall of Fame.

JACK TITUS AWARD

2003	Tony Jewell	Rich	1989	Bruce Comben	Carl
2002	Con Regan	Frem	1988	Sef Dunn	Haw
2001	Wes Lofts	Carl	1987	George Coates	Fitz
2000	Andy Angwin	Haw	1986	Jim Hannan	N Melb
1999	Laurie Dwyer	N Melb	1985	Ian Ridley	Melb
1998	Ken Goddard	Haw	1984	Newton Chandler	Carl
1997	Bill Stephen	Fitz/Ess	1983	Graeme Richmond	Rich
1996	Rick Quade	Syd	1982	Roy McConnell	Rich
1995	Greg Sewell	Ess	1981	Ian Drake	St Kilda
1994	Bill McMaster	Geel	1980	Max Elmer	Haw
1993	Keith McKenzie	Carl/N Melb	1979	Jim Cardwell	Melb
1992	Allan Cooke	Rich	1978	Jack Adams	N Melb
1991	Ron Richards	Coll		Bill Cookson	Ess
1990	John Dugdale	N Melb	1977	Jack Titus	Rich

* 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.



DARREN GOLDSPIK

One of the best-known umpires in the game passed the 300-game qualification mark for Life Membership 14 years after umpiring his first match. Recruited from the Preston District Junior Football League, he has reached the pinnacle of umpiring – an AFL Grand

Final – four times (1993, 1995, 1998 and 2000). He was also named All-Australian umpire in 1993 and 1995.



LEIGH WHICKER

One of football's most enduring administrators, he has spent almost 40 years as an official, starting as Sturt's first full-time general manager. He played a key role in the development of Football Park and the entry to the AFL of Adelaide and Port Adelaide. He

was appointed SANFL general manager in 1984, adding the responsibility of SA Football Commission Executive Commissioner in 1990, positions he retains to this day.

Season 2003 results

ROUND 1

FRIDAY, MARCH 28

Coll 13.16 (94) v Rich 8.18 (66) (MCG) (N)

SATURDAY, MARCH 29

WCE 17.20 (122) v PA 11.8 (74) (S)

Kang 14.12 (96) v St K 10.10 (70) (MCG)

Bris 14.20 (104) v Ess 8.13 (61) (G) (N)

Syd 22.14 (146) v Carl 10.12 (72) (TS) (N)

SUNDAY, MARCH 30

Adel 22.13 (145) v Frem 13.11 (89) (A)

Melb 16.10 (106) v Haw 15.10 (100) (MCG)

WB 19.16 (130) v Geel 13.13 (91) (TD)

ROUND 2

FRIDAY, APRIL 4

Carl 13.13 (91) v Coll 16.11 (107) (MCG) (N)

SATURDAY, APRIL 5

Ess 17.10 (112) v Melb 10.15 (75) (MCG)

St K 15.9 (99) v Adel 13.13 (91) (TD)

Frem 12.14 (86) v Syd 8.12 (60) (S) (N)

PA 10.16 (76) v Bris 13.8 (86) (A) (N)

SUNDAY, APRIL 6

Haw 13.13 (91) v WCE 14.5 (89) (YP)

Geel 9.17 (71) v Kang 13.16 (94) (SS)

Rich 16.15 (111) v WB 13.11 (89) (TD)

ROUND 3

FRIDAY, APRIL 11

Ess 13.16 (94) v Carl 15.15 (105) (MCG) (N)

SATURDAY, APRIL 12

WCE 21.18 (144) v St K 11.8 (74) (S)

Coll 18.8 (116) v Geel 10.9 (69) (MCG)

Kang 16.13 (109) v Bris 16.13 (109) (TD) (N)

PA 19.14 (128) v Haw 11.5 (71) (A) (N)

SUNDAY, APRIL 13

Syd 11.10 (76) v Adel 15.13 (103) (SCG)

Melb 20.7 (127) v WB 14.11 (95) (TD)

Rich 14.10 (94) v Frem 6.10 (46) (MCG)

ROUND 4 (Easter)

THURSDAY, APRIL 17

Bris 14.11 (95) v Coll 11.15 (81) (G) (N)

SATURDAY, APRIL 19

Geel 13.12 (90) v Melb 6.8 (44) (SS)

Haw 17.8 (110) v Syd 10.8 (68) (MCG) (N)

WB 16.14 (110) v Ess 20.9 (129) (TD) (N)

SUNDAY, APRIL 20

Adel 15.16 (106) v WCE 10.13 (73) (A)

Frem 25.17 (167) v Kang 19.8 (122) (S)

Carl 12.12 (84) v PA 17.12 (114) (OO)

MONDAY, APRIL 21

St K 11.15 (81) v Rich 17.5 (107) (TD)

ROUND 5

FRIDAY, APRIL 25 (ANZAC DAY)

Ess 23.9 (147) v Coll 12.9 (81) (MCG)

Syd 17.7 (109) v Melb 13.7 (85) (SCG) (N)

SATURDAY, APRIL 26

Haw 14.11 (95) v Rich 18.7 (115) (MCG)

Adel 9.12 (66) v PA 12.6 (78) (A) (N)

Kang 16.17 (113) v Carl 18.14 (122) (TD) (N)

SUNDAY, APRIL 27

Bris 15.16 (106) v WB 12.7 (79) (G)

Frem 10.13 (73) v WCE 16.12 (108) (S)

St K 18.11 (119) v Geel 11.8 (74) (TD)

ROUND 6

FRIDAY, MAY 2

Kang 9.16 (70) v Adel 19.10 (124) (TD) (N)

SATURDAY, MAY 3

Carl 9.9 (63) v Haw 11.8 (74) (OO)

Melb 14.10 (94) v WCE 19.13 (127) (MCG)

Coll 13.11 (89) v Syd 17.7 (109) (TD) (N)

PA 12.12 (84) v Rich 8.9 (57) (A) (N)

SUNDAY, MAY 4

Geel 12.6 (78) v Bris 13.14 (92) (SS)

Frem 20.11 (131) v Ess 15.10 (100) (S)

WB 12.13 (85) v St K 15.10 (100) (TD)

ROUND 7

FRIDAY, MAY 9

Haw 13.11 (89) v Kang 18.9 (117) (TD) (N)

SATURDAY, MAY 10

WCE 17.11 (113) v Geel 14.13 (97) (S)

Rich 11.18 (84) v Ess 5.12 (42) (MCG)

Adel 16.13 (109) v Coll 18.6 (114) (A) (N)

St K 16.17 (113) v Carl 15.11 (101) (TD) (N)

SUNDAY, MAY 11

Syd 15.8 (98) v Bris 11.13 (79) (SCG)

Melb 16.15 (111) v PA 12.12 (84) (MCG)

WB 10.12 (72) v Frem 23.17 (155) (TD)

ROUND 8

FRIDAY, MAY 16

Haw 8.5 (53) v Ess 15.16 (106) (MCG) (N)

SATURDAY, MAY 17

Coll 15.13 (103) v WCE 18.11 (119) (TD)

PA 15.13 (103) v Kang 7.7 (49) (A)

Rich 17.10 (112) v Melb 16.7 (103) (MCG) (N)

Bris 16.11 (107) v Adel 12.17 (89) (G) (N)

SUNDAY, MAY 18

Syd 17.10 (112) v Geel 11.7 (73) (SCG)

Frem 18.15 (123) v St K 11.16 (82) (S)

Carl 15.17 (107) v WB 14.16 (100) (OO)

ROUND 9

FRIDAY, MAY 23

Ess 14.12 (96) v PA 23.8 (146) (TD) (N)

SATURDAY, MAY 24

Carl 11.10 (76) v Bris 23.15 (153) (OO)

Melb 10.11 (71) v Frem 16.5 (101) (MCG)

WCE 18.16 (124) v Rich 11.6 (72) (S) (N)

Coll 22.17 (149) v St K 12.12 (84) (TD) (N)

SUNDAY, MAY 25

Kang 12.12 (84) v Syd 8.11 (59) (M)

Adel 16.13 (109) v WB 14.9 (93) (A)

Geel 16.13 (109) v Haw 11.9 (75) (TD)

ROUND 10

FRIDAY, MAY 30

PA 14.14 (98) v Coll 10.13 (73) (A) (N)

SATURDAY, MAY 31

Frem 19.13 (127) v Carl 15.9 (99) (S)

WB 22.13 (145) v Kang 24.12 (156) (TD)

Rich 10.12 (72) v Syd 16.8 (104) (MCG) (N)

Melb 9.9 (63) v Bris 18.15 (123) (G) (N)

SUNDAY, JUNE 1

Geel 8.11 (59) v Adel 11.10 (76) (SS)

Ess 19.14 (128) v WCE 16.10 (106) (TD)

St K 17.16 (118) v Haw 14.6 (90) (MCG)

ROUND 11

FRIDAY, JUNE 6

Kang 13.14 (92) v Rich 13.11 (89) (TD) (N)

SATURDAY, JUNE 7

Haw 11.9 (75) v Adel 10.10 (70) (MCG)

St K 13.12 (90) v Bris 13.7 (85) (TD) (N)

Syd 21.7 (133) v Ess 12.7 (79) (TS) (N)

SUNDAY, JUNE 8

PA 16.16 (112) v Frem 9.9 (63) (A)

WCE 19.10 (124) v WB 19.10 (124) (S)

Geel 17.13 (115) v Carl 12.3 (75) (TD)

MONDAY, JUNE 9 (QUEEN'S BIRTHDAY)

Melb 10.17 (77) v Coll 20.13 (133) (MCG)

ROUND 12

FRIDAY, JUNE 13

Ess 13.10 (88) v Kang 14.12 (96) (TD) (N)

SATURDAY, JUNE 14

Rich 12.14 (86) v Carl 14.9 (93) (MCG)

St K 7.15 (57) v PA 15.9 (99) (YP)

Frem 13.10 (88) v Geel 10.12 (72) (S) (N)

WB 9.9 (63) v Syd 19.13 (127) (SCG) (N)

SUNDAY, JUNE 15

Bris 13.13 (91) v WCE 24.16 (160) (G)

Adel 21.12 (138) v Melb 10.5 (65) (A)

Coll 6.15 (51) v Haw 12.12 (84) (MCG)

ROUND 13

FRIDAY, JUNE 27

Ess 20.9 (129) v Geel 15.3 (93) (TD) (N)

SATURDAY, JUNE 28

Melb 21.10 (136) v St K 14.10 (94) (MCG)

PA 14.15 (99) v Syd 8.12 (60) (A)

WB 12.13 (85) v Coll 18.20 (128) (TD) (N)

Bris 15.14 (104) v Rich 9.7 (61) (G) (N)

SUNDAY, JUNE 29

Haw 15.8 (98) v Frem 10.8 (68) (YP)

WCE 11.10 (76) v Kang 10.7 (67) (S)

Carl 7.8 (50) v Adel 13.14 (92) (OO)

ROUND 14

FRIDAY, JULY 4

St K 7.9 (51) v Ess 17.17 (119) (TD) (N)

SATURDAY, JULY 5

Frem 10.15 (75) v Bris 10.12 (72) (S)

Haw 23.16 (154) v WB 12.11 (83) (MCG)

WCE 28.19 (187) v Carl 10.11 (71) (S) (N)

Adel 10.12 (72) v Rich 6.8 (44) (A) (N)

SUNDAY, JULY 6

Syd 13.14 (92) v WCE 12.12 (84) (SCG)

Carl 14.6 (90) v Melb 14.13 (97) (OO)

Geel 10.10 (70) v PA 10.9 (69) (SS)

ROUND 15

FRIDAY, JULY 11

Adel 13.12 (90) v Ess 7.7 (49) (A) (N)

SATURDAY, JULY 12

Coll 15.9 (99) v Frem 7.16 (58) (MCG)

Rich 15.7 (97) v Geel 15.11 (101) (TD)

WCE 28.19 (187) v Carl 10.11 (71) (S) (N)

Syd 15.22 (112) v St K 9.7 (61) (SCG) (N)

SUNDAY, JULY 13

Bris 14.9 (93) v Haw 11.15 (81) (G)

Kang 15.11 (101) v Melb 14.10 (94) (MCG)

WB 14.9 (93) v PA 15.18 (108) (TD)

ROUND 16

FRIDAY, JULY 18

Rich 9.8 (62) v Coll 20.11 (131) (MCG) (N)

SATURDAY, JULY 19

Carl 12.12 (84) v Syd 18.7 (115) (OO)

Haw 17.11 (113) v Melb 15.16 (106) (MCG)

Ess 14.10 (94) v Bris 12.14 (86) (TD) (N)

PA 17.12 (114) v WCE 7.8 (50) (A) (N)

SUNDAY, JULY 20

Geel 11.15 (81) v WB 15.9 (99) (SS)

Frem 13.13 (91) v Adel 13.12 (90) (S)

St K 21.6 (132) v Kang 19.13 (127) (TD)

ROUND 17

FRIDAY, JULY 25

WCE 14.14 (98) v Haw 5.12 (42) (S) (N)

SATURDAY, JULY 26

Melb 10.11 (71) v Ess 13.10 (88) (MCG)

Kang 16.8 (104) v Geel 12.14 (86) (M)

WB 14.11 (95) v Rich 24.11 (155) (TD) (N)

Bris 15.13 (103) v PA 15.14 (104) (G) (N)

SUNDAY, JULY 27

Syd 17.9 (111) v Frem 14.13 (97) (SCG)

Adel 22.11 (143) v St K 13.8 (86) (A)

Coll 20.15 (135) v Carl 8.14 (62) (MCG)

ROUND 18

FRIDAY, AUGUST 1

WB 14.17 (101) v Melb 12.8 (80) (TD) (N)

SATURDAY, AUGUST 2

Frem 15.14 (104) v Rich 11.15 (81) (S)

Carl 7.14 (56) v Ess 13.12 (90) (MCG)

Geel 10.13 (73) v Coll 14.13 (97) (TD) (N)

Bris 20.17 (137) v Kang 11.17 (83) (G) (N)

Finals 2003 details

First elimination final

Subiaco Oval, September 5, night

Essendon	3.3	7.6	11.8	15.11 (101)
Fremantle	2.2	3.4	4.6	8.9 (57)

Umpires: S McLaren, M James, S Wenn

Attendance: 42,770

Second elimination final

AAMI Stadium, September 6

Adelaide	3.4	7.6	11.12	16.17 (113)
West Coast	1.1	3.4	5.7	8.9 (57)

Umpires: M Vozzo, A Coates, S McInerney

Attendance: 38,641

First qualifying final

AAMI Stadium, September 7

Sydney	4.4	11.5	14.8	15.10 (100)
Port Adelaide	3.2	4.7	10.8	13.10 (88)

Umpires: H Kennedy, B Rosebury, C Rowe

Attendance: 33,968

Second qualifying final

MCG, September 6, night

Collingwood	2.2	5.5	6.8	9.12 (66)
Brisbane Lions	3.2	6.5	7.5	7.9 (51)

Umpires: B Allen, D Goldspink, S McBurney

Attendance: 66,092

First semi-final

AAMI Stadium, September 13, night

Port Adelaide	5.2	7.4	10.7	12.11 (83)
Essendon	3.1	4.6	5.7	6.8 (44)

Umpires: M James, S McLaren, C Rowe

Attendance: 36,557

Second semi-final

Gabba, September 12, night

Brisbane Lions	3.3	6.9	11.12	18.16 (124)
Adelaide	3.2	4.4	10.7	12.10 (82)

Umpires: B Allen, S McBurney, B Rosebury

Attendance: 32,432

First preliminary final

Telstra Stadium, September 20, night

Brisbane Lions	2.7	6.7	8.10	14.16 (100)
Sydney	2.2	4.4	8.7	8.8 (56)

Umpires: M James, S McLaren, D Goldspink

Attendance: 71,019

Second preliminary final

MCG, September 20

Collingwood	6.3	7.5	11.6	17.10 (112)
Port Adelaide	3.1	5.6	5.11	9.14 (68)

Umpires: H Kennedy, B Allen, S McBurney

Attendance: 77,405

Grand Final

MCG, September 27

Brisbane Lions	5.5	11.7	14.12	20.14 (134)
Collingwood	3.3	4.7	9.7	12.12 (84)

Best: Brisbane Lions – Black, Akermanis, Voss, Lappin, Hart, Michael, Pike, Power.

Collingwood – Fraser, Burns, Buckley, Johnson, Licuria.

Goals: Brisbane Lions – Akermanis 5, Lynch 4, Caracella, Brown 2, McRae, Pike, Hadley, Black, Leppitsch, Hart, Bradshaw.

Collingwood – Didak 3, Burns 2, Davis, Woewodin, Buckley, Licuria, Tarrant, Fraser, Scotland.

Norm Smith Medal: Simon Black (Brisbane Lions)

Umpires: S McBurney, H Kennedy, B Allen

Attendance: 79,451

Grand Final teams

Brisbane Lions

B:	C Johnson	M Michael	D White
HB:	L Power	J Leppitsch	N Lappin
C:	J Akermanis	M Voss	M Pike
HF:	A McGrath	J Brown	R Copeland
F:	C McRae	A Lynch	D Bradshaw
Foll:	C Keating	S Black	S Hart

Interchange:

J Charman	B Caracella	M Ashcroft	R Hadley
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Coach: Leigh Matthews

Collingwood

B:	B Johnson	S Wakelin	J Clement
HB:	M Lokan	S Prestigiacomo	R Cole
C:	B Holland	N Buckley	R Lonie
HF:	S O'Bree	J Cloke	S Burns
F:	B Kinnear	T Walker	C Tarrant
Foll:	J Fraser	S Woewodin	P Licuria

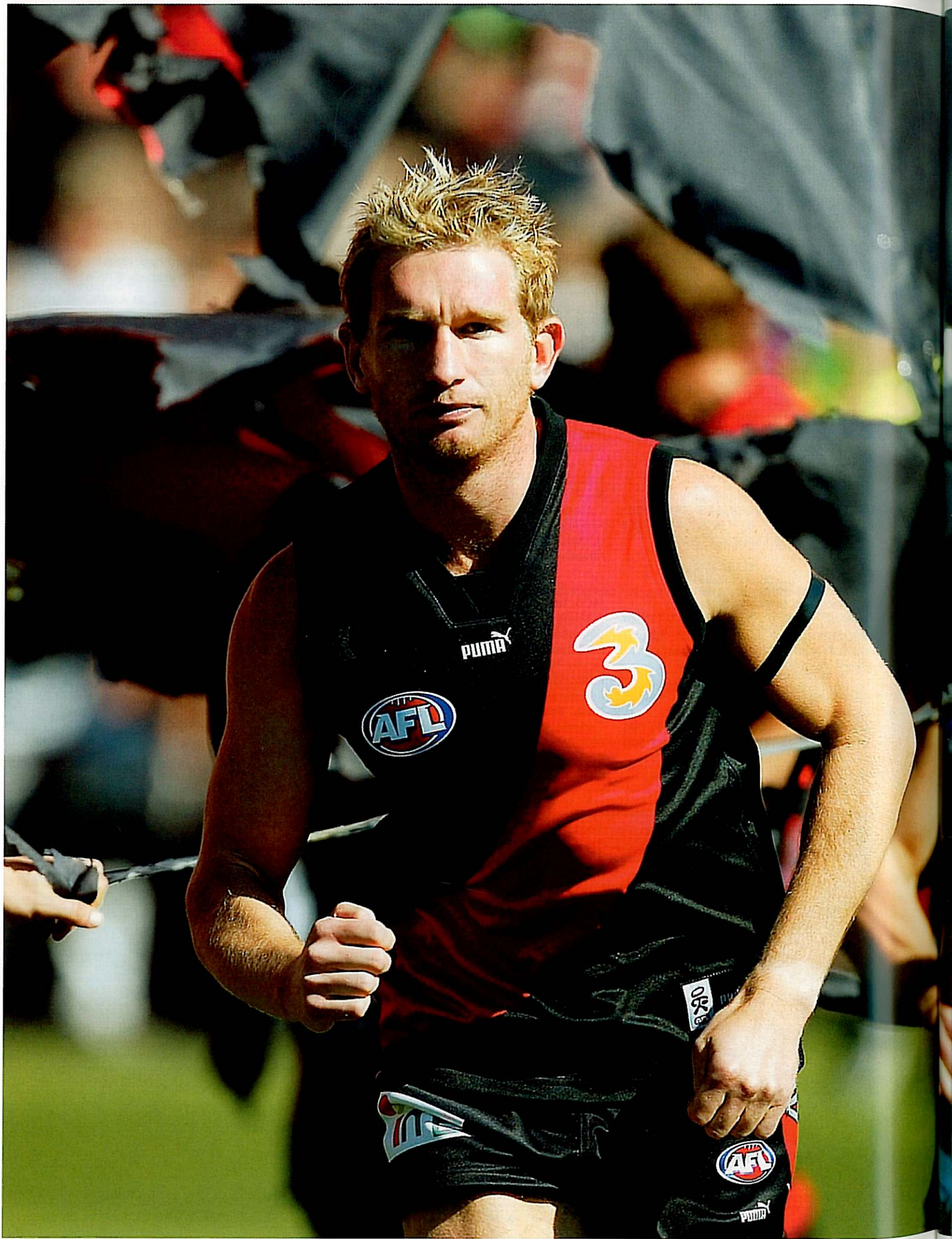
Interchange:

A Didak	H Scotland	R Shaw	L Davis
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Coach: Michael Malthouse

OFFICIAL 2003 PREMIERSHIP SEASON LADDER (AFTER ROUND 22)

	P	W	L	D	G	FOR B	PTS	G	AGAINST B	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 2001
Port Adelaide	22	18	4	0	326	273	2229	253	234	1752	127.23	72	10	1	8	3	8W	146	69	31	21	2	1	32	1
Collingwood	22	15	7	0	329	285	2259	267	256	1858	121.58	60	7	4	8	3	3W	149	51	40	30	1	0	31	4
Brisbane Lions	22	14	7	1	335	285	2295	271	256	1882	121.94	58	8	3	6	4	2W	170	72	38	17	0	3	31	2
Sydney Swans	22	14	8	0	320	222	2142	270	242	1862	115.04	56	8	3	6	5	1W	146	59	34	24	0	1	32	11
Fremantle	22	14	8	0	311	277	2143	305	248	2078	103.13	56	10	1	4	7	1W	167	46	28	41	3	0	32	13
Adelaide	22	13	9	0	310	254	2114	255	224	1754	120.52	52	8	3	5	6	3L	145	64	36	12	1	3	36	3
West Coast Eagles	22	12	8	2	341	280	2326	289	248	1982	117.36	52	8	2	4	6	1L	187	50	47	28	0	1	36	8
Essendon	22	13	9	0	322	258	2190	286	244	1960	111.73	52	8	3	5	6	1L	147	42	40	32	0	0	35	5
Hawthorn	22	12	10	0	296	235	2011	294	235	1999	100.60	48	7	4	5	6	4W	154	42	25	29	3	2	36	10
Kangaroos	22	11	10	1	319	271	2185	328	255	2223	98.29	46	5	5	6	5	2W	187	49	25	32	1	2	34	7
St Kilda	22	11	11	0	307	253	2095	321	261	2187	95.79	44	8	3	3	8	1L	166	51	37	46	2	0	35	15
Geelong	22	7	14	1	262	247	1819	301	219	2025	89.83	30	5	5	2	9	1W	115	59	26	27	2	0	35	9
Richmond	22	7	15	0	270	226	1846	302	266	2078	88.84	28	4	7	3	8	5L	155	44	32	30	0	3	35	14
Melbourne	22	5	17	0	280	219	1899	349	250	2344	81.02	20	4	7	1	10	8L	136	44	22	32	1	0	33	6
Carlton	22	4	18	0	259	230	1784	394	310	2674	66.72	16	1	10	3	8	10L	122	50	8	51	0	0	37	16
Western Bulldogs	22	3	18	1	295	244	2014	397	311	2693	74.79	14	2	9	1	9	4L	145	30	26	42	0	0	32	12





| SECTION NINE |

Concise Financial Report

**Australian Football League and its
controlled entities 31 October 2003**

Essendon captain James Hird leads his side into battle. The Bombers again finished in the top eight – the club's sixth successive finals appearance.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Directors' Report

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 2003 and the auditors' report thereon.

Directors

The Directors of the Company at any time during or since the end of 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, West Perth F.C. 1963-1965; President, Essendon F.C. 1988-1992

Mr W R Jackson

Chief Executive Officer - Appointed 1996, Resigned September 2003

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 Football Club 1975-1979; AFL Commissioner 1995-1996; Former Trustee, Melbourne Cricket Ground Trust; Former Member, AFL (NSW/ACT) Commission; Board Member, Meat & Livestock Australia

Mr A Demetriou

Chief Executive Officer - Appointed September 2003

Qualifications: Bachelor of Arts (LaTrobe University); Diploma of Education (LaTrobe University)

Experience: Player, North Melbourne (Kangaroos) Football Club 1981-1987; Player, Hawthorn Football Club 1988; Former Managing Director and Chairman Ruthinium Group, now Board Member; Former CEO, AFL Players' Association 1998-2000; Non-Executive Chairman Baxter Group; Board Member, Robert Rose Foundation; Public Appeal Chairman, Olivia Newton-John Cancer Centre

Mr G J Samuel

Non-Executive Commissioner - Appointed 1985, Resigned June 2003; 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: Former Director, Geelong F.C.; Geelong F.C. representative on Australian Football League Board 1987-1993; Director, Origin Energy Ltd; Director, Wesfarmers Ltd; Director, Commonwealth Games Melbourne 2006 Pty Ltd; Director, Australian Charities Fund Pty Ltd; Director, Melbourne Affordable Housing Pty Ltd; Chairman, Indigenous Enterprise Partnerships; Senior Advisor, The Boston Consulting Group

Mr W J Kely

Non-Executive Commissioner - Appointed 1998

Qualifications: Bachelor of Economics (Latrobe University)

Experience: Director, Linfox Group; Director, Australian Retirement Fund; Director, Hotel Leisure & Tourism Trust of Australia; Director, Industry Funds Investments Limited; Director, Bank of Queensland; Director, Virtual Communities Chairman, AFL SportsReady Limited; Member, AFL Players' Association Education & Training Board; Member, Foundation for Rural & Regional Renewal; Member, Australians for Just Refugee Program; Trustee, Linfox Classic Car Collection; Former Secretary, ACTU; Former Director, Reserve Bank of Australia; Former Chairman, Commonwealth Government Regional Development Taskforce; Former Member, National Employment & Training Taskforce; Former Director, Superannuation Trust of Australia

Mr C D Langford

Non-Executive Commissioner - Appointed 1999

Qualifications: Bachelor of Architecture (Melbourne University)

Experience: Development Director NSW, Mirvac Group; Player, Hawthorn Football Club 1980-1997; Member, AFL (NSW/ACT) Commission

Directors' Report

Mr R A Hammond

Non-Executive Commissioner – Appointed April 2001;
Member of Remuneration Committee

Experience: Former Managing Director, Rail Road Recyclers of Australia Pty Ltd; Player, SANFL: North Adelaide F.C. and Norwood F.C. 1960-1975; Coach, Norwood Football Club 1974-1979; Coach, Sydney Swans Football Club 1984; Chairman, Adelaide Football Club 1991-2000; Managing Director, Rail Road Services Pty Ltd; Director, Festival City Broadcasters Pty Ltd; Former Chairman, Half Case Warehouse Group, SA

of Company Directors; Councillor, Australian Business Arts Foundation; Director and Alternate Chairman, Australian Air Express; Former Trustee, Melbourne Cricket Ground Trust; Player, East Perth Football Club 1959-1963; Player, South Melbourne Football Club 1964-1969; All Australian 1966; Coach, South Melbourne Football Club 1973-1975; President, South Melbourne Football Club 1978-1980

Mr M C Fitzpatrick

Non-Executive Commissioner - Appointed August 2003

Qualifications: Bachelor of Engineering (Hons) (University of Western Australia); Bachelor of Arts (Hons) (Oxford University, UK)

Experience: Managing Director, Hastings Funds Management Ltd; Director, The Walter and Eliza Hall Institute of Medical Research; Director, Pacific Hydro Limited; Director, Australian Infrastructure Fund Limited; Player, Carlton Football Club 1975-1983

Mr G T John

Non-Executive Commissioner - Appointed February 2000

Qualifications: Fellow of Chartered Institute of Transport

Experience: Managing Director, Australia Post 1993-Current; Member, Committee for Melbourne; Member, Business Council of Australia; Member, Australian Institute

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	11	11	1	1	1	1
Mr W R Jackson	10	10				
Mr G J Samuel	6	7	1	1	1	1
Mr C B Carter	8	11	1	1		
Mr W J Kely	11	11				
Mr C D Langford	9	11				
Mr G T John	9	11				
Mr R A Hammond	11	11			1	1
Mr A Demetriou	1	1				
Mr M C Fitzpatrick	2	3				

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

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

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

As well as the above meetings, the Directors also attend numerous other meetings including meetings with the Boards of all AFL Clubs as well as the Boards of State Football Bodies.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Directors' Report

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 Rules 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 profit of the AFL and its controlled entities amounted to \$5.0 million compared with an operating profit of \$8.8 million in 2002.

The AFL's operating surplus for 2003 was \$114.7 million (\$110.1 million in 2002) which resulted from revenue generated primarily by television rights and sponsorship income.

AFL distributions in 2003 totalled \$110.0 million (\$128.2 million in 2002). These distributions were to the following entities:

- i) The AFL Clubs received \$79.6 million (\$71.3 million in 2002);
- ii) The AFL Players Association received \$7.7 million (\$6.3 million in 2002);
- iii) Development grants to State Football bodies totalling \$16.5 million (\$17.7 million in 2002);
- iv) Ground improvement payments totalled \$6.2 million (\$6.0 million in 2002); and
- v) Special distributions declared from the sale of Waverley Park to the AFL Clubs were nil (\$26.9 million in 2002).

State of affairs

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

Events subsequent to balance date

Since 31 October 2003, there has not arisen in the interval between the end of financial year and the date of this report any item, transaction, or event of a material and unusual nature likely, in the opinion of the directors of the Company, to affect significantly the operations of the Company, the results of those operations, or the state of affairs of the Company in future financial years.

Likely Developments

The directors do not anticipate any major changes in the basis of operations of the consolidated 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 entities, 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 20th day of February 2004.
Signed in accordance with a resolution of the Directors:



Mr R B Evans
Chairman



Mr A Demetriou
Director

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Concise Statements of Financial Performance

	Consolidated		The Company	
	2003	2002	2003	2002
	\$'000	\$'000	\$'000	\$'000
Revenues from ordinary activities	191,540	261,770	185,874	256,193
Borrowing costs	(3,798)	(1,786)	(3,757)	(1,766)
Other expenses from ordinary activities	(182,789)	(251,182)	(177,452)	(245,603)
Profit/(loss) from ordinary activities before related income tax expense	4,953	8,802	4,665	8,824
Income tax expense relating to ordinary activities	-	-	-	-
Net profit/(loss)	4,953	8,802	4,665	8,824

Discussion and analysis of the Statements of Financial Performance

Consolidated revenue decreased by \$70.2 million to \$191.5 million. There was one main area of decreased revenue and two main areas of increased revenue which contributed to this movement:

- nil proceeds from the sale of Waverley Park were recorded in 2003 (\$86.1 million in 2002);
- a CPI increase in television rights; and
- an increase in Finals Series revenue due to increased attendances and a compensation payment made by the Victorian Government for the reduction in capacity at the MCG.

The consolidated operating profit was \$5.0 million which compares with an operating profit of \$8.8 million in 2002. There were two main areas of decreased expenditure and one main area of increased expenditure which contributed to this result:

- carrying value and associated selling costs from the sale of Waverley Park were \$3.5 million (\$59.1 million in 2002);
- special distributions declared from the sale of Waverley Park were nil (\$26.9 million representing a net present value of \$32 million in 2002); and
- an increase in distributions to clubs totalling \$8.4 million.

The statements of financial performance are to be read in conjunction with the discussion and analysis above and the notes to the financial statements set out on pages 123 to 125.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Concise Statements of Financial Position

	Consolidated		The Company	
	2003	2002	2003	2002
	\$'000	\$'000	\$'000	\$'000
Current assets				
Cash	615	265	2	2
Receivables	31,460	23,584	29,364	22,911
Inventories	163	121	-	-
Other	4,632	3,987	5,242	3,832
Total current assets	36,870	27,957	34,608	26,745
Non-current assets				
Receivables	81,452	91,928	81,982	92,377
Property, plant & equipment	14,726	14,993	13,768	14,081
Other	32,440	33,761	32,440	33,659
Total non-current assets	128,618	140,682	128,190	140,117
Total assets	165,488	168,639	162,798	166,862
Current liabilities				
Payables	23,586	23,948	21,261	22,447
Interest-bearing liabilities	1,208	253	1,166	-
Provisions	1,157	1,055	711	652
Other	4,653	4,962	4,653	4,962
Total current liabilities	30,604	30,218	27,791	28,061
Non-current liabilities				
Payables	17,787	22,587	17,787	22,587
Interest-bearing liabilities	56,324	54,390	56,000	54,000
Provisions	7,147	8,118	7,051	8,057
Other	11,152	15,805	11,152	15,805
Total non-current liabilities	92,410	100,900	91,990	100,449
Total liabilities	123,014	131,118	119,781	128,510
Net assets	42,474	37,521	43,017	38,352
Equity				
Reserves	-	-	-	-
Retained profits	42,474	37,521	43,017	38,352
Total equity	42,474	37,521	43,017	38,352

The statements of financial position are to be read in conjunction with the discussion and analysis on page 121 and the notes to the concise financial statements set out on pages 123 to 125.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Concise Statements of Financial Position

Discussion and analysis of the Statements of Financial Position

The consolidated entity's total assets decreased by \$3.2 million to \$165.5 million.

The movement in total assets principally comprises:

- a decrease in non-current receivables of \$10.5 million resulting primarily from the repayment of \$9.7 million of debt owing from Mirvac from the sale of Waverley Park; and
- an increase in current receivables of \$7.9 million resulting primarily from an increase in trade debtors of \$6.8 million. The increase in trade debtors is due primarily to monies owing from various parties relating to the AFL final series.

The consolidated entity's total liabilities decreased by \$8.1 million to \$123.0 million over the year.

The movement in total liabilities principally comprises:

- a decrease in non-current payables of \$4.8 million representing the current year payments of amounts owing to the Clubs from the sale of Waverley Park;
- a decrease in other non-current liabilities of \$4.7 million representing the bringing to profit of deferred interest revenue on the amount to be received from Mirvac for the sale of Waverley Park; and
- an increase in borrowings of \$2.9 million sourced through a Commercial Bill Facility.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Concise Statements of Cash Flows

	Consolidated		The Company	
	2003	2002	2003	2002
	\$'000	\$'000	\$'000	\$'000
Cash flows from operating activities				
Cash receipts in the course of operations	174,277	127,508	168,094	121,476
Cash payments in the course of operations	(173,823)	(165,680)	(168,261)	(160,214)
Net cash provided by / (used in) operating activities	454	(38,172)	(167)	(38,738)
Cash flows from investing activities				
Interest received	404	299	370	271
Payments for property, plant and equipment	(1,143)	(1,209)	(900)	(517)
(Payments)/Proceeds for other non-current assets	1,222	(3,659)	1,222	(3,659)
Proceeds from sale of non-current assets	66	7,267	66	7,267
Net cash provided by / (used in) investing activities	549	2,698	758	3,362
Cash flows from financing activities				
Interest paid	(3,777)	(1,786)	(3,757)	(1,766)
Proceeds from borrowings	2,121	35,156	2,000	35,000
Net cash provided by / (used in) financing activities	(1,656)	33,370	(1,757)	33,234
Net (decrease)/increase in cash held	(653)	(2,104)	(1,166)	(2,142)
Cash at the beginning of the financial year	102	2,206	2	2,144
Cash at the end of the financial year	(551)	102	(1,164)	2

Discussion and analysis of the Statements of Cash Flows

There was a net decrease in cash holdings of the consolidated entity, during the year, totalling \$0.7 million.

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

- funds from the operating profit for the year totalling \$5.0 million;
- an increase in trade debtors of \$7.3 million due primarily to monies owing from various parties relating to the AFL final series;
- a decrease in other debtors totalling \$9.3 million resulting from a \$9.7 million instalment paid by Mirvac from the sale of Waverley Park;
- a decrease in payables of \$4.2 million due to a \$4.8 million payment made to the Clubs from the sale of Waverley Park;
- a decrease in other liabilities totalling \$5.0 million due to the \$4.7 million amortisation of deferred interest revenue on the receivable from Mirvac from the sale of Waverley Park.

The statements of cash flows are to be read in conjunction with the discussion and analysis above and the notes to the concise financial statements set out on pages 123 to 125.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Notes to the Concise Financial Statements

1. Basis of Preparation of the concise financial report

The concise financial report has been prepared in accordance with the Corporations Act 2001, 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 fair values of non-current assets.

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

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

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

2. Segment reporting

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

3. Revenue from ordinary activities

	Consolidated		The Company	
	2003	2002	2003	2002
	\$'000	\$'000	\$'000	\$'000
Revenue from operating activities				
Trading operations	181,070	165,362	175,438	159,813
Contra advertising revenue	10,000	10,000	10,000	10,000
Interest received	404	299	370	271
Revenue from outside operating activities				
Gross proceeds from sale of Waverley Park (at net present value)	-	86,051	-	86,051
Gross proceeds from sale of other non-current assets	66	58	66	58
Total	191,540	261,770	185,874	256,193

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Notes to the Concise Financial Statements

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 Heroes Stand (formerly the John Elliott Stand) as follows:

- a) the first \$50,000 of losses up to \$100,000; and
- b) 46.25% 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 2003 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 in 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 agreements with the Hawthorn Football Club Limited to underwrite its 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 year of the agreements is \$260,000 in 2004.
- (iv) The Company has entered into an agreement with National Australia Bank Limited ("NAB") whereby the Company guarantees the obligations of the Carlton Football Club Limited to NAB to a maximum of \$1.4 million.
- (v) The Company has entered into an agreement with Bank of Melbourne a division of Westpac Banking Corporation ("Westpac") whereby the Company guarantees the obligations of the Footscray Football Club Limited to Westpac to a maximum of \$3,900,000. The Guarantee expires on 31 July 2004.
- (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.

Notes to the Concise Financial Statements

4. Contingent Liabilities (continued)

- (viii) The Company has entered into an agreement with Bank of Melbourne a division of Westpac Banking Corporation ("Westpac") on 6 November 2002 whereby the Company guarantees the obligations of the North Melbourne Football Club Limited to Westpac to a maximum of \$1,400,000.
- (ix) The Company has entered into an agreement with Bank of Melbourne a division of Westpac Banking Corporation ("Westpac") on 18 September 2002 whereby the Company guarantees the obligations of the Sydney Swans Limited to Westpac to a maximum of \$1,400,000.
- (x) The Company has entered into an agreement with Commonwealth Bank of Australia ("CBA") on 3 October 2003 whereby the Company guarantees the obligations of Port Adelaide Football Club to CBA to a maximum of \$1,400,000.
- (xi) The Company has entered into an agreement with Bank of Melbourne a division of Westpac Banking Corporation ("Westpac") on 23 October 2002 whereby the Company indemnifies Westpac with respect to Westpac's obligations under a \$1,400,000 banker's undertaking made to the ANZ Banking Group Limited relating to the redevelopment of the Punt Road Oval by the Richmond Football Club.
- (xii) The Company has entered into an agreement with Bank of Melbourne, a division of Westpac Banking Corporation ("Westpac"), on 10 July 2003 whereby the Company guarantees the obligations of the Footscray Football Club Limited to Westpac to a maximum of \$1,400,000.
- (xiii) The Company has entered into an agreement with Bank of Melbourne, a division of Westpac Banking Corporation ("Westpac"), on 16 October 2003 whereby the Company guarantees the obligations of the Melbourne Football Club Limited to Westpac to a maximum of \$1,400,000.

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Directors' Declaration

In the opinion of the directors of the Australian Football League, the accompanying concise financial report of the consolidated entity, comprising the Australian Football League and its controlled entities for the year ended 31 October 2003, set out on pages 119 to 125:

- (a) has been derived from or is consistent with the full financial report for the financial year; and
- (b) complies with Accounting Standard AASB 1039 Concise Financial Reports.

Dated at Melbourne this 20th day of February 2004.

Signed in accordance with a resolution of the directors:



Mr R B Evans
Chairman



Mr A Demetriou
Director

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

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 2003, 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 and the directors' declaration, set out on pages 119 to 126 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 2003. Our audit report on the full financial report was signed on 20th February 2004, 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 Australian 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 2003 complies with Australian Accounting Standard AASB 1039 Concise Financial Reports.



KPMG



PM Shannon
Partner

Melbourne
February 20th 2004

THE AFL FROM 1994 – 2003

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Profit & Loss (\$ mill)										
Revenue	57.519	68.058	74.246	82.941	92.420	108.447	110.736	116.562	159.700	170.912
Operating Expenses	26.677	33.998	35.320	38.895	42.855	47.493	46.708	46.229	47.843	52.453
Interest Expense	-	-	-	0.682	0.002	0.002	0.110	1.337	1.766	3.757
Operating Surplus	30.842	34.060	38.926	43.364	49.563	60.952	63.918	68.996	110.091	114.702
Payments to Clubs	25.177	27.345	29.227	32.815	36.019	42.153	50.230	61.873	71.228	79.635
Payments to AFLPA	-	-	0.650	0.700	0.750	3.000	4.000	5.744	6.329	7.656
Game Development Grants	4.191	4.860	5.566	6.534	8.617	12.124	15.156	16.510	17.715	16.505
Ground Improvements	-	-	-	1.416	2.055	2.300	1.760	1.631	5.995	6.241
Net Surplus/(Deficit)	1.474	1.855	3.483	1.899	2.122	1.375	(7.228)	(16.762)	8.824	4.665
Balance Sheet (\$ mill)										
Total Assets	61.879	60.063	59.456	70.940	64.323	71.237	74.903	110.312	166.862	162.798
Total Liabilities	27.031	23.630	23.222	20.919	12.180	17.719	28.613	80.784	128.510	119.781
Net Assets	34.848	36.433	36.234	50.021	52.143	53.518	46.290	29.528	38.352	43.017
TPP & Club Distribution Statistics (\$ mill)										
Total Player Payments (TPP)	27.700	36.800	40.000	46.400	52.400	68.000	76.000	83.000	89.000	95.000
TPP per Club	1.847	2.300	2.500	2.900	3.275	4.250	4.750	5.188	5.563	5.938
Base Distribution per Club	1.402	1.402	1.480	1.700	1.870	2.220	2.720	3.157	3.532	3.907
Base Distribution as a % of TPP	75.9%	61.0%	59.2%	58.6%	57.1%	52.2%	57.3%	60.9%	63.5%	63.5%
Attendance Statistics (mill)										
Home & Away Season Attendance	4.723	5.118	5.216	5.843	6.119	5.771	5.740	5.921	5.644	5.873
Finals Series Attendance	0.514	0.595	0.479	0.560	0.573	0.472	0.567	0.526	0.449	0.478
Total Premiership Season Attendance	5.237	5.713	5.695	6.403	6.692	6.243	6.307	6.447	6.093	6.352
Pre-Season Attendance	0.252	0.250	0.279	0.297	0.299	0.274	0.326	0.398	0.338	0.266
Total Attendance	5.489	5.963	5.974	6.700	6.991	6.517	6.633	6.846	6.431	6.618
Membership Statistics ('000s)										
Total of Club Members *	214,226	261,067	286,907	382,345	422,815	441,711	438,504	447,359	449,353	463,171
No. of Clubs in the AFL	15	16	16	16	16	16	16	16	16	16
Average No. of Members per Club	14,282	16,317	17,932	23,897	26,426	27,607	27,407	27,960	28,085	28,948
Total AFL Members	46,640	47,111	49,808	50,620	52,034	52,020	52,187	50,660	47,511	45,174

* Includes AFL Club Support Members

Note: 2002 profit and loss figures above exclude amounts related to the sale of Waverley Park and contra advertising revenue provided by TV broadcasters.

The AFL Structure

AFL Executive

Wayne Jackson (CEO – retired October 2003), Ian Anderson, Ben Buckley, Andrew Demetriou (new CEO – appointed September 2003), Gillon McLachlan, Tony Peek, Dr. Ross Smith

AFL Football Operations Sub-committee

Andrew Demetriou (Chair), Rod Austin, Roger Berryman, Jeff Gieschen, Patrick Keane, Jill Lindsay, Michael Lovett, Dean Moore, Tom Noble, Sarah Rush, Kevin Sheehan, Sandra Thomas, Ken Wood

AFL Appeals Board

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

AFL Grievance Tribunal

Jack Rush, QC (Chair), Darren Baxter, James Dowsley, Michael Moncrieff, Kevin Power, Roger Berryman (secretary)

AFL Arbitrator

Anthony Nolan

AFL Auditors

KPMG

AFL Laws Committee

Andrew Demetriou (Chair), Stan Alves, Kevin Bartlett, Nathan Buckley, John Halbert MBE, Dr Rob Kerr, Dr Ross Smith, Rowan Sawers, Michael Sexton, Ed Biggs (secretary)

AFL Legal Advisor

Jeff Browne

AFL Medical Commissioners

Dr Peter Harcourt, Dr Harry Unglik

AFL Reporting Officers

John Coburn, Rick Lewis, Gary Ayres

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

Sean Carroll, Iain Findlay, Bert Gaudion

AFL Umpiring Selection Committee

Jeff Gieschen, Adrian Panozzo (until July 2003), Peter Howe (from July 2003), Rowan Sawers

Australian Football Hall of Fame Selection Committee

Ron Evans (Chair), Brian Atkinson, Kevin Bartlett, Brendon Gale, Harry Gordon, Tim Lane, Tom Reynolds, Lou Richards, Mike Sheahan, Patrick Smith, Leigh Whicker, Caroline Wilson, Roger Berryman (secretary)

All-Australian &

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

Peter Mackinlay (Chair), David Backler, Ross Howarth, Wayne Jackson, Chris Langford, John Livy, Tony Peek, Brian Quade, Lynn Ralph, Gabrielle Trainor, John Yates

AFL Queensland Commission

Darryl Bray (Chair), Dr Susan Dann, Graeme Downie, Reg Lillywhite, Michael McCormick, Tom Potter, Dr Ross Smith

THE AFL EXECUTIVE:

[from left] Andrew Demetriou, Ben Buckley, Ian Anderson, Wayne Jackson, Tony Peek, Ross Smith, Gillon McLachlan



2004 Premiership Season Fixture

ROUND 1

FRIDAY, MARCH 26
 Richmond v Collingwood (MCG) (N)
SATURDAY, MARCH 27
 Hawthorn v Melbourne (MCG)
 Fremantle v Carlton (S)
 Brisbane Lions v Sydney (G) (N)
 St Kilda v Geelong (TD) (N)
SUNDAY, MARCH 28
 Port Adelaide v Essendon (AS)
 Kangaroos v Adelaide (MCG)
 Western Bulldogs v West Coast (TD)

ROUND 2

FRIDAY, APRIL 2
 Melbourne v Richmond (MCG) (N)
SATURDAY, APRIL 3
 Collingwood v Western Bulldogs (MCG)
 Adelaide v Brisbane Lions (AS)
 West Coast v Port Adelaide (S) (N)
 Essendon v St Kilda (TD) (N)
SUNDAY, APRIL 4
 Sydney v Fremantle (SCG)
 Carlton v Geelong (OO)
 Hawthorn v Kangaroos (MCG)

ROUND 3 (Easter)

THURSDAY, APRIL 8
 Brisbane Lions v Collingwood (G) (N)
SATURDAY, APRIL 10
 Kangaroos v Carlton (MCG)
 Essendon v West Coast (TD) (N)
 Sydney v Geelong (SCG) (N)
SUNDAY, APRIL 11
 Port Adelaide v Hawthorn (AS)
 Western Bulldogs v Melbourne (MCG)
 Fremantle v Adelaide (S)
MONDAY, APRIL 12
 St Kilda v Richmond (TD)

ROUND 4

FRIDAY, APRIL 16
 Carlton v Essendon (MCG) (N)
SATURDAY, APRIL 17
 Melbourne v Port Adelaide (MCG)
 West Coast v Brisbane Lions (S)
 Adelaide v St Kilda (AS) (N)
 Geelong v Richmond (TD) (N)
SUNDAY, APRIL 18
 Kangaroos v Sydney (MO)
 Collingwood v Fremantle (TD)
 Hawthorn v Western Bulldogs (MCG)

ROUND 5 (Anzac Day)

FRIDAY, APRIL 23
 Richmond v Adelaide (TD) (N)
SATURDAY, APRIL 24
 Carlton v West Coast (OO)
 St Kilda v Kangaroos (TD)
 Brisbane Lions v Hawthorn (G) (N)
 Sydney v Melbourne (TS) (N)
SUNDAY, APRIL 25
 Collingwood v Essendon (MCG)
 Fremantle v Geelong (S)
 Port Adelaide v Western Bulldogs (AS)

ROUND 6

FRIDAY, APRIL 30
 Richmond v Hawthorn (TD) (N)
SATURDAY, MAY 1
 Kangaroos v Western Bulldogs (MO)
 Essendon v Sydney (MCG)
 West Coast v Fremantle (S) (N)
 St Kilda v Brisbane Lions (TD) (N)
SUNDAY, MAY 2
 Geelong v Adelaide (SS)
 Melbourne v Carlton (MCG)
 Port Adelaide v Collingwood (AS)

ROUND 7 (Mothers' Day)

FRIDAY, MAY 7
 Western Bulldogs v Essendon (TD) (N)
SATURDAY, MAY 8
 Carlton v Collingwood (MCG)
 Fremantle v St Kilda (S)
 Kangaroos v Brisbane Lions (TD) (N)
 Port Adelaide v Adelaide (AS) (N)
SUNDAY, MAY 9
 Sydney v Richmond (SCG)
 Melbourne v West Coast (MCG)
 Hawthorn v Geelong (TD) (N)

ROUND 8

FRIDAY, MAY 14
 Adelaide v Essendon (AS) (N)
SATURDAY, MAY 15
 Richmond v Western Bulldogs (MCG)
 West Coast v Sydney (S)
 Brisbane Lions v Carlton (G) (N)
 St Kilda v Collingwood (TD) (N)
SUNDAY, MAY 16
 Hawthorn v Fremantle (YP)
 Geelong v Melbourne (SS)
 Kangaroos v Port Adelaide (TD)

ROUND 9

FRIDAY, MAY 21
 Collingwood v Adelaide (TD) (N)
SATURDAY, MAY 22
 Fremantle v Brisbane Lions (S)
 Melbourne v Kangaroos (MCG)
 Geelong v Essendon (TD) (N)
 Port Adelaide v Richmond (AS) (N)
SUNDAY, MAY 23
 Sydney v Hawthorn (SCG)
 Carlton v Western Bulldogs (OO)
 St Kilda v West Coast (TD)

ROUND 10

FRIDAY, MAY 28
 Essendon v Fremantle (TD) (N)
SATURDAY, MAY 29
 Hawthorn v Adelaide (MCG)
 West Coast v Richmond (S)
 Kangaroos v Collingwood (TD) (N)
 Western Bulldogs v Sydney (SCG) (N)
SUNDAY, MAY 30
 Melbourne v Brisbane Lions (G)
 Carlton v St Kilda (OO)
 Port Adelaide v Geelong (AS)

ROUND 11

FRIDAY, JUNE 4
 Collingwood v West Coast (TD) (N)
SATURDAY, JUNE 5
 Adelaide v Carlton (AS)
 Hawthorn v Essendon (MCG)
 Brisbane Lions v Port Adelaide (G) (N)
 Kangaroos v Richmond (TD) (N)
SUNDAY, JUNE 6
 Sydney v St Kilda (SCG)
 Western Bulldogs v Geelong (TD)
 Fremantle v Melbourne (S)

ROUND 12 (Queen's Birthday)

FRIDAY, JUNE 11
 Carlton v Hawthorn (TD) (N)
SATURDAY, JUNE 12
 Western Bulldogs v St Kilda (MCG)
 West Coast v Adelaide (S) (N)
 Essendon v Brisbane Lions (TD) (N)
SUNDAY, JUNE 13
 Port Adelaide v Sydney (AS)
 Geelong v Kangaroos (SS)
 Richmond v Fremantle (MCG)
MONDAY, JUNE 14
 Melbourne v Collingwood (MCG)

ROUND 13 (Split Round)

FRIDAY, JUNE 18
 St Kilda v Hawthorn (TD) (N)
SATURDAY, JUNE 19
 Geelong v Brisbane Lions (SS)
 Fremantle v Port Adelaide (S) (N)
 Richmond v Carlton (TD) (N)
SUNDAY, JUNE 20
 Kangaroos v West Coast (MO)
 Adelaide v Western Bulldogs (AS)
 Essendon v Melbourne (MCG)
SATURDAY, JUNE 26
 Sydney v Collingwood (TS) (N)

ROUND 14

FRIDAY, JULY 2
 Essendon v Kangaroos (TD) (N)
SATURDAY, JULY 3
 Carlton v Sydney (OO)
 Collingwood v Hawthorn (MCG)
 West Coast v Geelong (S) (N)
 Brisbane Lions v Richmond (G) (N)
SUNDAY, JULY 4
 St Kilda v Port Adelaide (YP)
 Western Bulldogs v Fremantle (TD)
 Adelaide v Melbourne (AS)

ROUND 15

FRIDAY, JULY 9
 Collingwood v Geelong (TD) (N)
SATURDAY, JULY 10
 Hawthorn v West Coast (YP)
 Richmond v Essendon (MCG)
 Fremantle v Kangaroos (S) (N)
 Sydney v Adelaide (SCG) (N)
SUNDAY, JULY 11
 Brisbane Lions v Western Bulldogs (G)
 Melbourne v St Kilda (MCG)
 Port Adelaide v Carlton (AS)

ROUND 16

FRIDAY, JULY 16
 West Coast v Essendon (S) (N)
SATURDAY, JULY 17
 Carlton v Kangaroos (OO)
 Richmond v St Kilda (TD)
 Adelaide v Fremantle (AS) (N)
 Collingwood v Brisbane Lions (MCG) (N)
SUNDAY, JULY 18
 Geelong v Sydney (SS)
 Hawthorn v Port Adelaide (MCG)
 Melbourne v Western Bulldogs (TD)

ROUND 17

FRIDAY, JULY 23
 St Kilda v Essendon (TD) (N)
SATURDAY, JULY 24
 Kangaroos v Hawthorn (MCG)
 Fremantle v Sydney (S)
 Brisbane Lions v Adelaide (G) (N)
 Western Bulldogs v Collingwood (TD) (N)
SUNDAY, JULY 25
 Port Adelaide v West Coast (AS)
 Geelong v Carlton (TD)
 Richmond v Melbourne (MCG)

ROUND 18

FRIDAY, JULY 30
 Adelaide v Kangaroos (AS) (N)
SATURDAY, JULY 31
 Carlton v Fremantle (OO)
 Collingwood v Richmond (MCG)
 Essendon v Port Adelaide (TD) (N)
 Sydney v Brisbane Lions (SCG) (N)
SUNDAY, AUGUST 1
 Geelong v St Kilda (SS)
 Melbourne v Hawthorn (MCG)
 West Coast v Western Bulldogs (S)

ROUND 19

FRIDAY, AUGUST 6
 Fremantle v Collingwood (S) (N)
SATURDAY, AUGUST 7
 St Kilda v Adelaide (YP)
 Essendon v Carlton (MCG)
 Sydney v Kangaroos (SCG) (N)
 Western Bulldogs v Hawthorn (TD) (N)
SUNDAY, AUGUST 8
 Brisbane Lions v West Coast (G)
 Richmond v Geelong (MCG)
 Port Adelaide v Melbourne (AS)

ROUND 20

FRIDAY, AUGUST 13
 Essendon v Collingwood (MCG) (N)
SATURDAY, AUGUST 14
 Geelong v Fremantle (SS)
 Hawthorn v Brisbane Lions (MCG)
 Melbourne v Sydney (TD) (N)
 W. Bulldogs v Port Adelaide (MA) (N)
SUNDAY, AUGUST 15
 Adelaide v Richmond (AS)
 Kangaroos v St Kilda (TD)
 West Coast v Carlton (S)

ROUND 21

FRIDAY, AUGUST 20
 Collingwood v Port Adelaide (MCG) (N)
SATURDAY, AUGUST 21
 Carlton v Melbourne (OO)
 Adelaide v Geelong (AS)
 Sydney v Essendon (TS) (N)
 Western Bulldogs v Kangaroos (TD) (N)
SUNDAY, AUGUST 22
 Brisbane Lions v St Kilda (G)
 Hawthorn v Richmond (MCG)
 Fremantle v West Coast (S)

ROUND 22

FRIDAY, AUGUST 27
 Collingwood v Carlton (MCG) (N)
SATURDAY, AUGUST 28
 Richmond v Sydney (MCG)
 West Coast v Melbourne (S)
 Brisbane Lions v Kangaroos (G) (N)
 St Kilda v Fremantle (TD) (N)
SUNDAY, AUGUST 29
 Adelaide v Port Adelaide (AS)
 Essendon v Western Bulldogs (TD)
 Geelong v Hawthorn (SS)

FINALS

SEPTEMBER 3, 4, 5
 Round 1 – Qualifying finals (4)
SEPTEMBER 10, 11, 12*
 Round 2 – Semi-finals (2)
SEPTEMBER 17, 18**
 Round 3 – Preliminary finals (2)
SEPTEMBER 25
 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.

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(N) NIGHT GAME (SS) SKILLED STADIUM, GEELONG (TD) TELSTRA DOME, MELBOURNE (A) AAMI STADIUM, ADELAIDE (G) GABBA, BRISBANE (OO) OPTUS OVAL, MELBOURNE (MCG) MELBOURNE CRICKET GROUND (MO) MANUKA OVAL, CANBERRA (S) SUBIACO OVAL, PERTH (TS) TELSTRA STADIUM, SYDNEY (SCG) SYDNEY CRICKET GROUND (YP) YORK PARK, LAUNCESTON (MA) MARRARA OVAL, DARWIN



Brisbane Lions AFL Premiers 2003

(Back row, from left): Darryl White, Ashley McGrath, Craig McRae, Chris Johnson, Daniel Bradshaw, Jamie Charman, Robert Copeland, Jonathan Brown, Clark Keating, Blake Caracella, Martin Pike, Alastair Lynch, Richard Hadley, Luke Power, Malcolm Michael. (Front row, from left): Shaun Hart, Marcus Ashcroft, Jason Akermanis, Leigh Matthews (coach), Michael Voss (captain), Simon Black, Nigel Lappin, Olivia Stray (mascot), Justin Leppitsch.



Collingwood AFL Runners-up 2003

(Back row, from left): Richard Cole, Matthew Lokan, Leon Davis, Rhyce Shaw, Alan Didak, Simon Prestigiacomo, Josh Fraser, Chris Tarrant, Ben Johnson, James Clement, Ben Kinnear, Tristen Walker, Paul Licuria. (Front row, from left): Ryan Lorie, Shane Wakelin, Jason Cloke, Nathan Buckley (captain), Michael Malthouse (coach), Shane Woewodin, Brodie Holland, Heath Scotland, Shane O'Bree, Scott Burns.



AUSTRALIAN FOOTBALL LEAGUE