

From 2005, Qantas will extend its association for a further two years as principal partner of the AFL's indigenous programs. Integrated within its Sharing the Spirit framework, Qantas will partner the AFL to drive programs of racial harmony and respect among all supporters and players, both on and off the field.

InterContinental Hotel Group

In 2003, the AFL and the InterContinental Hotels Group entered into an agreement that saw the InterContinental Hotels Group named the official hotel of the AFL.

As part of the relationship, the Intercontinental Hotel Group accommodates for the needs of all AFL clubs, officials and staff in its InterContinental Hotels, Holiday Inns and Crowne Plazas around Australia.

Reebok

Late in 2004, Reebok became the official apparel and footwear supplier to various AFL programs.

Under a two-year agreement, Reebok will supply AFL apparel requirements to umpires, through AFL Auskick and to the National Bank's Rising Stars Program.

New Media

The AFL/Telstra network was once again by far the number one sports website in Australia (as recorded by Nielsen Net Ratings). The AFL and club website network continued to grow its audience share, increase rich content production and develop additional revenue opportunities in 2004.

The success of the partnership between the AFL and Telstra BigPond in managing the Online Network was again demonstrated by the online traffic figures recorded by Nielsen Net Ratings (a global web intelligence firm that tracks and monitors the performance of a myriad of websites) showing that the number of unique visitors to the AFL/Telstra Network increased by an average of 24 per cent in 2004 compared to 2003.

LOGGED ON:

Terry Wheeler and Peter Donegan hosted an exclusive webcast of the 2004 National Bank's AFL Draft on the AFL/Telstra Network.



The site generated more than one million unique visitors per month during the season, a record for the AFL website.

The network offered supporters a host of popular and new features in 2004:

- Live audio broadcasts of AFL Events such as the Australian Football Hall of Fame, AFL All-Australian Award Night, Brownlow Medal and the National Bank's AFL Draft.
- Live Wizard Home Loans Cup matches (in addition to home and away and finals' matches).
- Interactive surveys regarding the Wizard Home Loans Cup trial rules, broadband video content and requests for supporters feedback on future Grand Final entertainment.
- Expanded merchandise offers within the AFL and club online shops.
- Dedicated sections promoting the themed rounds during the season with a variety of promotional and production initiatives including masthead changes to reflect the various themes.
- Competitions, surveys, interactive "pop ups", text, audio, video features and live broadcasts.
- Realtime quarter-by-quarter in-game video news updates.
- Full video replays of every AFL match played during 2004.
- The chance to bid on exclusive memorabilia via the AFL's online auction system.

The Network Ten AFL Ladder Predictor was a popular initiative that generated the most traffic throughout the year, with fans using the interactive predictor to choose the winner/loser of each match to find out where their club may finish on the ladder.

NO. OF MONTHLY UNIQUE VISITORS TO AFL/TELSTRA NETWORK

Month	2003	2004
January	261,928	321,621
February	364,661	504,515
March	581,409	793,961
April	796,644	1,052,411
May	905,078	1,159,546
June	819,133	1,062,407
July	842,528	1,080,155
August	964,915	1,168,033
September	927,730	984,403
October	569,625	585,137
November	394,176	459,838
December	326,189	393,225

Unique Visitors to the AFL/Telstra Network increased by an average of 24 per cent in 2004 when compared to 2003.

The AFL recorded its highest ever number of unique visitors in

August 2004 of 1.17 million

Source: Nielsen NetRatings 2004



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COMMERCIAL OPERATIONS

A range of online competitions were also a feature this year, including the Kellogg's Nutri-Grain Fantasy Football competition; the *Drive.com.au* AFL Tipping competition; and the Toyota Mark and Goal of the Year competitions.

Major prizes included signed guernseys, photos and footballs, a Toyota Camry Sportivo and a cash prize of \$10,000. The main competitions attracted more than 140,000 users throughout the season.

The traffic highlight of the year was during the 2004 trade period. The last day of trading was a record for the Network, with more than 100,000 unique visitors and approximately 1.8 million page impressions recorded in just over five hours.

In a first for the Network, there was a live video webcast of the National Bank's AFL Draft, hosted by Telstra BigPond. Coverage included live audio coverage; live updates of all the draft selections; audio, text interviews and articles with new draftees while club officials were available to provide a wealth of information regarding their recruits.

Servicing and upgrading allowed the e-Commerce system to cope with extra volume and allow for a better shopping experience and easier sales. The result was a lift in e-Commerce transactions and more than 60 per cent increase in combined AFL and club sales compared to 2003.

The Network's online shops offered a diverse range of membership packages, allowing supporters to renew their membership or purchase new memberships in a matter of minutes.

The AFL and clubs were active in promoting the exceptional range of merchandise including many 'money can't buy' offers that were available only via their online shops.

Club memorabilia promoted online attracted many supporters, with special offers regularly promoted.

In 2004 the AFL also entered into an agreement with FujiFilm to develop an online photo store on the AFL website. The AFL photo store offers fans the opportunity to purchase photos featuring all the great moments from matches and events in a photo library developed by the AFL and Getty Images.

The AFL plans to develop this service further with club websites offering the same services in 2005.

Building on the success of the previous year's online auctions, the AFL in partnership with RTO/IMG developed an exclusive AFL online auction system.

The new system offers a new revenue stream for clubs, with a range of one-off items, signed memorabilia and 'money can't buy' experiences eagerly sought by supporters.

The AFL's e-Commerce area also offered several other online opportunities for supporters including the ability to purchase a range of travel packages provided by AFL Travel and the ability for supporters to purchase tickets for any match promoted by TicketMaster7 via the AFL and club websites.

Plans are in place to further develop the AFL's huge historical and statistical database (pictured below left). This database has been a long and involved project, with the AFL's statistical department working in conjunction the official AFL statistics provider Champion Data.

The development of this database continues and when complete it will revolutionise the way users extract information about the game and its players.

AFL Publishing

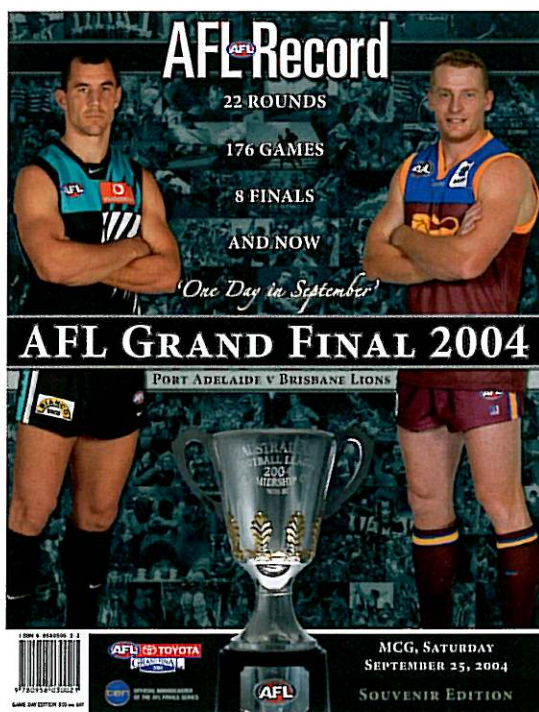
AFL Publishing has the rights to produce all publishing material for the AFL, including the AFL's match-day program, the *AFL Record*. In 2004, AFL Publishing finished the fourth year of its five-year agreement, producing a wide range of publications including the AFL annual report, the official statistical history of the AFL (*AFL 2004*), as well as manuals and publications for all AFL departments.

The *AFL Record* continued to hold its place as the highest circulating sports magazine in Australia, according to Australian Bureau of Circulation figures released in 2004. The *AFL Record* also achieved record advertising sales revenue, up 31 per cent on the 2003 record.

Average sales figures were up to 24 per cent of those who attended AFL games and readership was about 227,000 each week (source: Roy Morgan survey, September, 2004).

The 2004 *AFL Grand Final Record* (pictured left) was the biggest selling *Record* of the year and was again sold at newsagents across the country and at the MCG on Grand Final day.

Another popular addition to the *Record* was a weekly 16-page liftout, *Footy Record For Kids*, produced specifically for the younger market.



Membership

The mission of the AFL Membership department in 2004 was to once again deliver a membership that provided convenient and premium access to the best games of Australian Football.

Importantly, AFL members were able to access 40 premierships season matches in 2004 – and an increase from 30 matches in previous years.

In total, there were 45,017 AFL members in 2004, which included 152 AFL Premiership Club members while 38,191 members chose a Club Support package. This resulted in \$3.24 million being distributed back to the clubs.

There were two main categories of AFL membership in 2004. Full membership provided members with access to 40 matches in total throughout the premiership season, plus access to all finals played in Victoria. Silver Membership gave members the same access until the qualifying final weekend.

AFL members also enjoyed excellent access to Grand Final tickets in 2004.

There was a priority purchase period on the Sunday after the preliminary final for all full members with either a Port Adelaide or Brisbane Lions Club Support package. Remaining tickets were made available two days later before all Silver Members were given access. Remaining seats were then made available to competing club members the day before the Grand Final.

This method of allocating tickets has once again proved successful. In the annual AFL member census, 83 per cent of members indicated they supported this system.

Members were also given the option of paying their membership via a payment plan for the first time. More than 7500 members took advantage of this service.

Members were kept abreast of all information pertaining to their membership via a weekly e-mail service every Tuesday. Members again received a detailed fixture handbook with their membership card prior to the season.

Reserved seat packages at the MCG proved popular in 2004, with more than 4000 packages sold. The AFL Premiership Club attracted 152 members in 2004, with the Tom Wills Room at the MCG becoming an increasingly popular entertainment and networking facility for members of this exclusive club.

MEMBERSHIP CATEGORY TOTAL

Membership	Category	Total
AFL Full	(Adult)	22,876
AFL Full	(Junior)	1,361
AFL Full Country	(Adult)	3,809
AFL Full Country	(Junior)	154
AFL Silver	(Adult)	10,445
AFL Silver	(Junior)	4,223
Absentee Members		1,997
Premiership Club		152
Total		45,017

AFL CLUB MEMBERSHIP (AS AT JUNE 17, 2004)

Club	Adults	Concessions	Juniors	Total	Variance %
Adelaide	39,898	3459	2285	45,642	(3.1)%
Brisbane Lions	22,916	2852	4453	30,221	24.0%
Carlton	21,730	3222	7143	32,095	(4.3)%
Collingwood	28,957	3812	8359	41,128	1.7%
Essendon	24,795	3754	4449	32,998	3.1%
Fremantle	23,033	3818	5929	32,780	29.2%
Geelong	16,207	3430	5384	25,021	4.2%
Hawthorn	21,024	3184	7047	31,255	(0.8)%
Kangaroos	15,272	2060	6088	23,420	9.4%
Melbourne	13,539	2507	4601	20,647	0.4%
Port Adelaide	29,474	2520	4346	36,340	2.6%
Richmond	17,489	2750	6894	27,133	8.1%
St Kilda	20,753	2872	6909	30,534	19.2%
Sydney Swans	17,506	3117	4387	25,010	17.6%
West Coast Eagles	31,271	5133	4388	40,792	12.6%
Western Bulldogs	12,528	2622	4145	19,295	(9.2)%
Total	356,392	51,112	86,807	494,311	6.7%

AFL MEMBERSHIP CLUB SUPPORT PACKAGES

Club	Adults	Concessions	Juniors	Total	% of Total
Adelaide	367	51	47	465	1.22%
Brisbane Lions	614	109	73	796	2.08%
Carlton	3989	637	648	5274	13.81%
Collingwood	6930	892	1342	9164	24.00%
Essendon	4964	769	979	6712	17.57%
Fremantle	25	3	2	30	0.08%
Geelong	1917	310	298	2525	6.61%
Hawthorn	1739	269	228	2236	5.85%
Kangaroos	1338	159	209	1706	4.47%
Melbourne	1272	223	192	1687	4.42%
Port Adelaide	101	7	11	119	0.31%
Richmond	2760	328	533	3621	9.48%
St Kilda	1573	223	298	2094	5.48%
Sydney Swans	454	75	54	583	1.53%
West Coast Eagles	82	9	11	102	0.27%
Western Bulldogs	826	122	129	1077	2.82%
Total	28,951	4186	5054	38,191	100.00%



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General Manager's Report

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ATTENDANCES BY VENUE 2004

Venue	2004 no. of games	Attendance	Average	Venue	2003 no. of games	Attendance	Average
Telstra Dome	44	1,630,266	37,052	Telstra Dome	45	1,525,464	33,899
AAMI Stadium	22	767,311	34,878	AAMI Stadium	22	840,061	38,185
Gabba	12	402,713	33,559	Gabba	12	378,526	31,544
Manuka Oval	3	30,655	10,218	Manuka Oval	2	24,085	12,043
Marrara Oval	1	13,271	13,271	Marrara Oval	0	0	0
MCG	41	1,486,760	36,262	MCG	41	1,543,794	37,654
Optus Oval	7	155,346	22,192	Optus Oval	8	183,095	22,887
SCG	9	241,923	26,880	SCG	9	237,810	26,423
Skilled Stadium	8	157,230	19,654	Skilled Stadium	8	168,210	21,026
Subiaco	22	828,244	37,647	Subiaco	22	756,333	34,379
Aurora Stadium	4	66,459	16,615	Aurora Stadium	4	66,829	16,707
Telstra Stadium	3	129,658	43,219	Telstra Stadium	3	149,113	49,704
TOTAL	176	5,909,836	33,578	TOTAL	176	5,873,320	33,371

2004 HOME GAME ATTENDANCES BY CLUB

Club	2004 attendance	Average	2003 attendance	Average	Variance %
Adelaide	438,664	39,879	489,765	44,524	-10.40%
Brisbane Lions	369,811	33,619	348,892	31,717	6.00%
Carlton	357,265	32,479	301,824	27,439	18.40%
Collingwood	471,375	42,852	551,364	50,124	-14.50%
Essendon	475,835	43,258	479,099	43,554	-0.70%
Fremantle	398,833	36,258	337,486	30,681	18.20%
Geelong	283,215	25,747	285,685	25,971	-0.90%
Hawthorn	278,834	25,349	326,450	29,677	-14.60%
Kangaroos	268,795	24,436	322,218	29,293	-16.60%
Melbourne	377,523	34,320	307,459	27,951	22.80%
Port Adelaide	328,647	29,877	350,296	31,845	-6.20%
Richmond	389,161	35,378	391,933	35,630	-0.70%
St Kilda	407,291	37,026	321,393	29,218	26.70%
Sydney Swans	348,102	31,646	365,181	33,198	-4.70%
West Coast Eagles	429,411	39,037	418,847	38,077	2.50%
Western Bulldogs	287,074	26,098	275,428	25,039	4.20%
TOTAL	5,909,836	33,578	5,873,320	33,371	0.60%

Attendances

The 2004 Toyota AFL Premiership Season produced an outstanding result for attendances, with a total of 5,909,836 spectators, the third-best mark in the game's history. The only two higher totals in premiership season history were 6.12 million in 1998 and 5.92 million in 2001. The 2004 figure was achieved despite redevelopment work at the MCG and the AFL's commitment to matches at smaller venues in Darwin, Launceston and Canberra.

St Kilda (27 per cent), Fremantle (23 per cent) and Carlton (21 per cent) experienced the largest crowd increases while the Brisbane Lions drew less than 30,000 fans to the Gabba only once for the year while setting a new attendance record for the Brisbane market.

St Kilda drew more than 400,000 people to its home matches for the first time in the club's history, while the crowd totals for the West Coast Eagles and Fremantle set a new record for the Perth market.

Ticketing

A ticketing division was established within the Commercial Operations Department in April 2004. With responsibility for all ticketing, pricing and fees, an important first step for the division was the development and implementation of a multi-faceted communication strategy to improve access to ticketing information for all interested parties.

Specific initiatives included emailing standardised ticketing news and arrangement changes to clubs, venues and media, increased use of radio and television spots and use of afl.com.au as the prime location for all ticketing information.

Final series ticketing is a major component of the AFL revenue base but while the AFL aims to maximise ticket revenue opportunities, it is also committed to keeping price increases to affordable levels.

Audits of seating and corporate areas were conducted at all final series venues with seating categories reviewed and changed where appropriate.

An example was the introduction of the 'Budget' category of seating and family tickets for the preliminary final held at AAMI Stadium, which proved popular with Power supporters.

Changes were made at other venues to bring seating categories in line with the premiership season.

A final review and re-classification of seating will be undertaken at the MCG once the current re-development is complete.

TOTAL 2004 ATTENDANCES				
	2004	2003	Variance	Variance %
Wizard Home Loans Cup	259,128	266,016	-6,888	-2.6
Toyota AFL Premiership Season	5,909,836	5,873,320	36,516	0.6
Toyota AFL Finals Series	458,461	478,335	-19,874	-4
TOTAL	6,627,425	6,617,671	9,754	0

AFL ROUND BY ROUND ATTENDANCES 1995-2004										
Round	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
1	240,721	290,856	329,369	268,409	321,666	269,829	283,718	295,477	306,757	263,705
2	164,893	259,424	231,707	265,543	306,196	234,864	250,172	256,016	234,888	280,889
3	238,880	172,136	296,994	264,833	256,356	273,264	283,815	271,009	233,635	262,617
4	291,321	204,069	316,244	285,649	267,019	252,461	270,433	222,542	257,250	268,483
5	207,982	254,141	278,707	295,240	277,644	247,067	288,673	314,423	314,484	268,988
6	233,733	206,705	242,690	253,179	293,188	262,927	269,432	235,540	232,226	266,986
7	237,722	305,573	237,494	283,374	248,062	315,636	300,273	280,348	258,955	286,682
8	235,925	276,671	266,359	288,182	241,446	226,652	209,805	214,155	254,960	254,026
9	244,426	227,781	254,764	235,452	259,941	283,846	268,911	250,617	249,889	260,554
10	239,367	270,954	249,839	255,322	235,542	250,731	250,156	242,782	243,524	267,397
11	277,416	193,117	296,852	332,211	256,703	242,134	322,756	285,959	318,153	295,616
12	227,845	245,334	220,828	259,091	234,585	224,006	256,069	207,051	270,248	288,489
13	185,376	225,012	261,336	241,730	252,174	263,274	236,534	253,086	250,655	280,419
14	281,450	268,432	282,401	265,255	283,061	271,437	279,435	245,083	282,289	266,577
15	223,742	203,636	267,913	280,958	241,702	235,230	254,166	257,033	257,188	293,877
16	213,076	227,895	265,949	294,974	279,628	250,060	287,339	285,797	272,188	222,522
17	203,656	223,686	252,738	245,701	284,555	273,687	241,920	237,395	270,390	266,272
18	229,548	174,148	275,685	277,889	215,406	199,061	334,237	227,039	256,958	251,317
19	241,206	156,604	276,689	268,029	237,154	243,507	272,570	235,070	284,751	245,075
20	220,230	233,342	245,514	262,308	264,703	294,455	252,916	280,161	253,548	250,804
21	214,314	313,444	223,400	327,861	241,813	305,435	269,973	260,583	287,415	262,974
22	265,125	283,188	269,119	367,974	273,035	321,248	237,831	286,376	283,124	305,567
TOTAL	5,117,774	5,216,148	5,842,591	6,119,164	5,771,579	5,740,811	5,921,134	5,643,542	5,873,320	5,909,836



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General Manager's Report

Gillon McLachlan

COMMERCIAL OPERATIONS

Ticket sales 2004 Toyota AFL Finals Series:

VENUE	NUMBER OF GAMES	TOTAL PUBLIC SALES
MCG	5	167,741

This includes adult, concession and junior categories of public sales in reserved seating, restricted view, disabled and standing room. Does not include AFL Members, MCC Members and some corporate areas.

VENUE	NUMBER OF GAMES	TOTAL PUBLIC SALES
Gabba	1	33,594

VENUE	NUMBER OF GAMES	TOTAL PUBLIC SALES
Telstra Stadium	1	34,477

This includes adult, concession and junior categories of public sales, does not include Stadium Australia Members and some corporate areas.

VENUE	NUMBER OF GAMES	TOTAL PUBLIC SALES
AAMI Stadium	2	86,212

In 2004 an excellent result was achieved with finals ticket revenue of \$22.2 million exceeding budget by \$1.36 million, partly as a result of revised and improved ticket segmentation appropriate to each state market.

Shared Services

The AFL shared service offer to clubs extended in 2004 to include membership service and fulfilment provision for the clubs. The Western Bulldogs were the first club to take part in this initiative. The objective for 2005 will be for up to three other clubs to take advantage of this service – and in the process share services and reduce costs.



HEAVE HO:

Fremantle supporters flocked to Subiaco in 2004, helping increase home attendances by 18.2 per cent, one of the biggest increases experienced by any AFL club last season.

Consumer Products

The AFL Consumer Products division continued to produce solid revenue growth during 2004, with licensing revenue at record levels. The highlight was the performance of the apparel area with the on-field and supporter apparel categories up 35 per cent on the previous year. Revenue from this area has nearly doubled during the past two years.

This is a direct result of initiatives such as the ongoing development of the First 18 range (a more directional fashion range targeted at the youth market), AFL for Her (designed to appeal to the fashion conscious female market) and Mascot Manor (a sub-brand targeted at the under 12 market).

The AFL also produced onfield ranges for St Kilda, Fremantle and Kangaroos and remitted margin rebates of \$863,000 back to these clubs in addition to the onfield royalties generated by the range. Other areas to perform well included giftware, toys and games and homewares.

The development of Mascot Manor continued. Mascot Manor was featured in the 2004 Auskick commercial and packs as well as the scoreboard of Subiaco oval during Eagles' games.

Events and entertainment

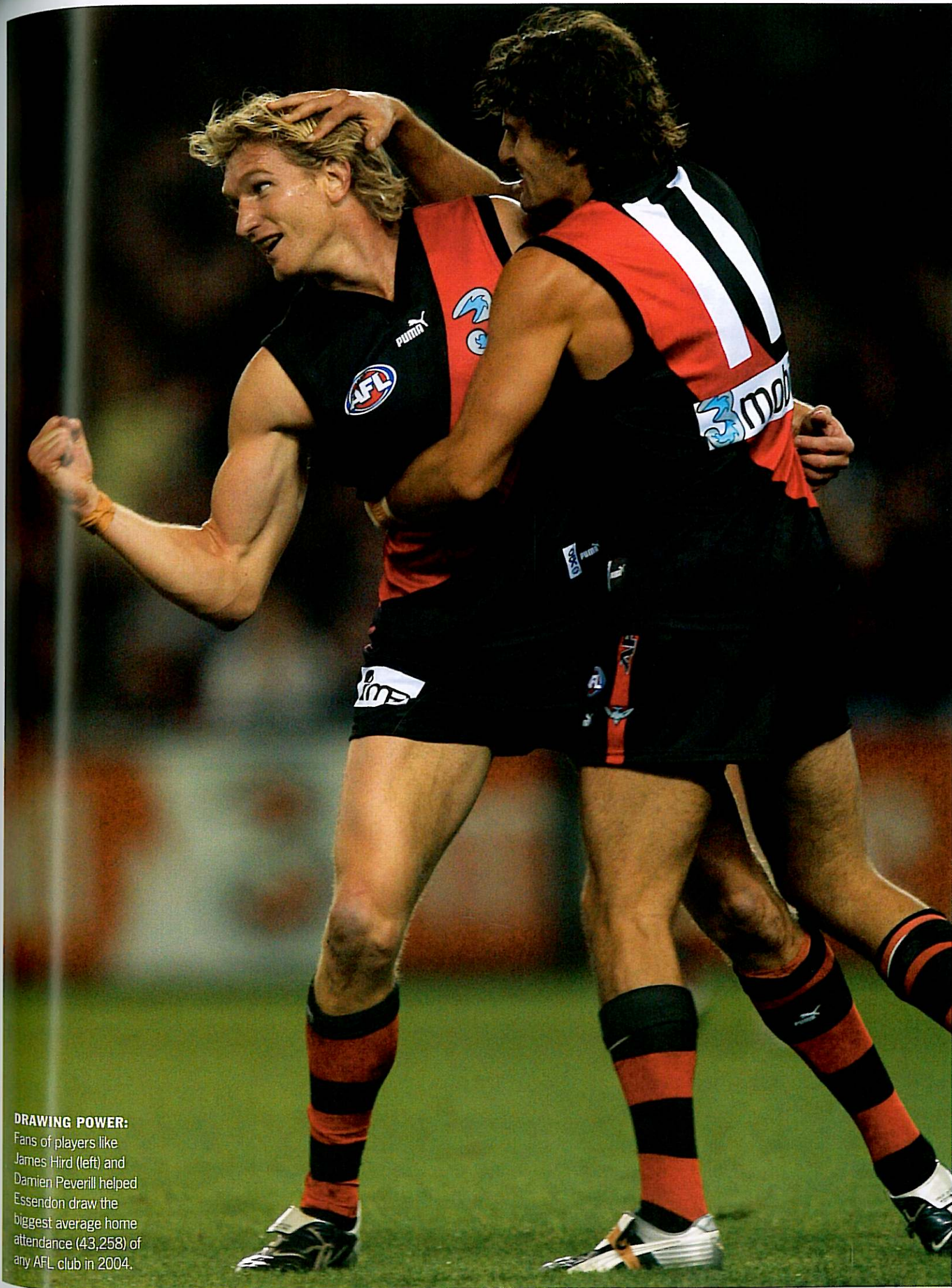
The mission of the Events Department in 2004 was to produce high quality, highly entertaining events to members of the football community, including corporate and broadcast partners.

Highlights of 2004 included official functions in all regional centres of Australia to celebrate the first round of the Wizard Home Loans Cup, the Toyota AFL Season Launch at Federation Square, the Australian Football Hall of Fame Induction ceremony and dinner at the Regent Theatre's Plaza Ballroom and the presentation of Premiership Coach/Jock McHale Medals and Leading Goalkicker/John Coleman Medals, as part of the Heritage Round.

The AFL expanded the amount of activity during the Toyota AFL Finals Series. This included the creation of Grand Final Week activity that covered each day leading up to the Toyota AFL Grand Final.

These included the introduction of a Live Site at Melbourne's Federation Square, the Brownlow Medal at Palladium at Crown, 200 Club Function, the "One Night in September... Seriously" Party, the annual AFL Golf Day at Yarra Yarra Golf Club, the AFL Grand Final Eve Parade and AFL Grand Final Eve Luncheon.

Official Grand Final functions were held at the MCG, Melbourne Park Function Centre and at Punt Road Oval. Earlier in September, events included the National Bank's AFL Rising Star Award at the Palladium at Crown and the All-Australian Awards at the Park Hyatt.



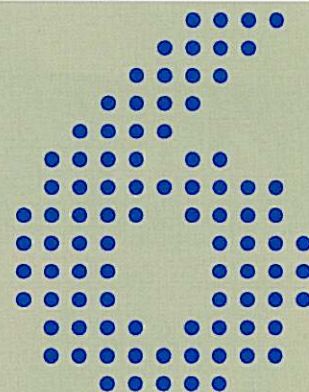
DRAWING POWER:

Fans of players like James Hird (left) and Damien Peverill helped Essendon draw the biggest average home attendance (43,258) of any AFL club in 2004.



BRIGHT FUTURE:

Daniel Giansiracusa has emerged as one of the best young leaders and talented players on a rapidly developing Western Bulldogs' list.



Marketing and Communications

SECTION 6

GENERAL MANAGER // COLIN McLEOD

In 2001-2003, the AFL Strategic Plan placed communications and brand management as one of the top four strategic priorities. In the 2004-2006 AFL Strategic Plan, communications and brand management strategies and initiatives have been included in all of the key strategic priorities, emphasising the significant role that these activities play within the AFL and the broader AFL community.



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**General Manager's
Report** Colin McLeod

MARKETING AND COMMUNICATIONS

Fresh focus on key strategies

In order to ensure that there were clear accountabilities for designing and managing communication and brand strategies, the Marketing and Communications department was created under the organisational restructure initiated by new Chief Executive Officer, Andrew Demetriou and approved by the AFL Commission.

This new department of Marketing and Communications has responsibility for a number of major events in conjunction with Commercial Operations, Game Development and Football Operations. This department is also responsible for the management of branding, advertising, promotions, media relations and public relations.

Marketing and Communications also manage the AFL's major market research projects, provides a marketing consulting service to the AFL clubs, works closely with the AFL's corporate partners and broadcast partners and provides support for the AFL's philanthropic and community activities through the administration of the AFL Foundation.

Brand Marketing

2004 has been a successful year for Marketing and Communications in defining and driving brand equity and value for supporters and stakeholders as well as supporting the financial outcomes of attendance and viewership growth. Marketing/Communications activities focused on driving the following outcomes to strengthen the AFL brand:

1. Growth in interest for the code nationally
2. Connecting to supporters at the community level
3. Growing involvement levels of supporters with the game
4. Strengthening key brand health values

Brand Equity Results

1. Interest Levels

- In five capital cities nationally (Melbourne, Perth, Adelaide, Sydney and Brisbane) the overall interest level in Australian Football has grown in 2004 to 68 per cent of the population from 61 per cent in 2003 with the main areas of growth coming from the important markets of Sydney and Brisbane.

- 52 per cent of the country regularly follows the AFL competition (watches or attends a game at least monthly and reads about AFL football weekly). This is twice the size of interest levels of any other winter sporting code.
- 32 per cent of the adult population agree that the AFL is the one sport they are most interested in. This is three times the size of any competing winter sporting code.
- In Sydney the joint marketing activity between the AFL and the Sydney Swans has driven overall interest levels with 32 per cent of the population stating that they regularly follow AFL football, this is a significant six per cent increase from 2003.

2. Connectivity

- Perception of the AFL and AFL clubs being active and connected to the community has increased in 2004 with key measurements around community interest, affordability and community spirit towards football all showing improvements
- 62 per cent of supporters strongly agree that the AFL takes an active role in the community. This is a nine per cent increase from 2003.
- More supporters believe that game is accessible with 54 per cent of supporters strongly agreeing that an average Australian can attend a game of football. This is an eight per cent increase from 2003.
- 70 per cent of supporters strongly agree that their enthusiasm for the game is as strong as ever. This is a five per cent increase from 2003.

3. Involvement Levels

The conversion of general interest to direct activity with the code in 2004 highlights a deepening level of involvement with our supporters.

- In 2004 there was a seven per cent increase in interested supporters who attended at least one game.
- The majority of that increase came from people who didn't attend games in 2003 with a six per cent increase in people who went to one game.

4. Brand Health

- The AFL judges brand health amongst supporters on the following key values:
 - a. The overall excitement and spectacle of the code.
 - b. Supporters' passion for the game.
 - c. Egalitarian nature of the game where all are equal and accepted.
 - d. Inclusiveness of the football community.
 - e. Strength and relevance of the game's tradition.
 - f. Innovative approach to governance.

- 2004 saw strong support from supporters for these values
 - a. 90 per cent of supporters agree the AFL is a spectacular sport with incredible athletic achievements.
 - b. 94 per cent of supporters agree the AFL is a code where people can feel passionate about their team.
 - c. 70 per cent of supporters agree that the AFL is a class free sport where people feel equal and accepted.
 - d. 78 per cent of supporters agree that AFL is an inclusive sport that connects supporters into a football community.
 - e. 80 per cent of supporters agree that the AFL has tradition that makes today's competition richer.
 - f. 70 per cent of supporters believe the AFL is an organisation that innovates to stay modern.

* Results 2004 Colmar Brunton AFL tracking study



2004 Key Marketing Programs

Brand marketing programs were developed to deliver on the key brand equity objectives and ranged across the season.

Themed Rounds

With the success of Themed Rounds in 2003 the concept of creating events that showcase key brand values and drive attendance was continued in 2004.

Each round was supported by advertising, public relations and promotions to create umbrella marketing themes that clubs could support and leverage. The themed rounds were: Opening Round Launch; Women's Weekend (new in 2004); Grass Roots Weekend and Heritage Round.

The themed activity continued to deliver positive results with growth in interest levels for each round.

Over the two-year period with 10 themed rounds executed seven of the 10 drove increases in attendance on a like for like basis with average growth of 7.5 per cent.

OBJECTIVE	Growth in Interest	Community Connection	Involvement	Brand Values
PROGRAMS	• Themed Rounds	• Community Camps	• Themed Rounds	• Themed Rounds
	• Sydney Support	• AFL Foundation	• Finals	• Finals
	• Finals	• Themed Rounds	• AFL Auskick marketing & kids website	

Finals Marketing

The Finals marketing program utilised a 'One Day in September' theme and focused on positioning the finals as a series of must-see events. It culminated in the Grand Final, which also featured several of Australia's biggest celebrities during the pre-game show including Kath and Kim, Guy Sebastian and David Hobson.

This theme carried over to the AFL's new September initiative Grand Final Week including the Brownlow, live events in the Melbourne City Centre, The Grand Final Parade, and a public event at Punt Road Oval on Grand Final Day. Results:

- Record crowds at AAMI Stadium in Adelaide for Port Adelaide's two home finals.
- More than 65,000 fans attended the Grand Final Parade in support of two non-Victorian clubs.
- More than 100,000 visitors attended live events at Federation Square.
- More than 10,000 people at Punt Road oval on Grand Final day.
- Continued strong television support for the spectacle of Grand Final Day.

PAST REVISITED:

Hawthorn pair Kris Barlow (left) and Peter Everitt and Melbourne's Chris Heffernan get into the spirit of the AFL's Heritage Round by wearing replicas of past guernseys.

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General Manager's Report Colin McLeod

MARKETING AND COMMUNICATIONS

Sydney Support

Continued marketing support for the games at Telstra Stadium with the Sydney Swans has created an 'event' feel for the AFL in the western suburbs of Sydney which is Australia's fastest growing region.

Event concepts supported the bye round game with Collingwood, the Marn Grook Trophy versus Essendon and continuation of the Anzac game against Melbourne.

Telstra Stadium crowds averaged 43,000 per game for 2004. Exit surveys indicate that for 11 per cent of the crowd this was their first AFL experience. Games continue to bring new fans to the AFL code.

AFL Foundation

The second year of the AFL Foundation's relaunch saw the distribution of over \$150,000 to programs ranging from Beyond Blue, the MS society and World Vision's Indigenous program and programs identified by finalists of the AFL's Community Service Award.

The 2004 winner of the award was Andrew Schauble of the Sydney Swans for his work with multiple organisations in Sydney and his ability to motivate members of his team to support community activity.

AFL Auskick Marketing

Marketing to children aged 5-12 in 2004 utilised the successful AFL Auskick platform and the newly created Mascot Manor concept.

Communication activity featured the 16 club mascots in an inventive animated television commercial and updated aflauskick.com website to encourage on-line registration and connect participants to our 16 clubs in a language they can understand. AFL Auskick participation grew eight per cent with on-line usage of the kids' website doubling from 2003.

Media Relations

One of the four priorities for the AFL in the 2004-2006 Strategic Plan is to connect with the fans 'through transparent and effective communication'.

The AFL's management of the relationship with the media is one of the key elements in the process of effective communication with fans.

In addition, communicating with fans via the media is central to the core values of the AFL's strategic plan:

- To manage the national football competition for the benefit of all AFL stakeholders.
- To actively support all levels of football from AFL Auskick to the elite level of the game.
- To uphold the traditions and principles of our game, while seeking out new opportunities.
- To be guided by the values of equality; fairness; tradition and opportunity.

The AFL and its 16 clubs benefit from a level of media interest that is unmatched by any other sport in the country and clubs and players continue to do an outstanding job in dealing with interview requests and the relationship with the media is vital in growing the AFL game.

Across the print and electronic media, a record tally of more than 700 journalists was accredited to report the game in 2004, with numbers swelling to more than 1400 when including statisticians, photographers, camera crews and film couriers.

Through the year, the day-to-day coverage of the sport is only rivalled in the short-term by special events such as the Olympics or a Federal election campaign.

In the last decade, media numbers have grown five-fold and the AFL Commission and executive have placed a strong emphasis on good media relations.

In addition, regular meetings are held with the AFL's broadcast rights partners with a strong focus on their coverage of the game.

Media briefings are conducted for senior journalists on all key Commission initiatives and major strategy decisions, along with regular meetings between executive staff and media outlets while senior staff fulfil a number of regular media commitments, both in print and on radio.

In 2004, Australia's first full-sport format radio station, SEN 1116, went to air in Melbourne, further increasing the demands on clubs and players across the competition.



ALL ANGLES COVERED:

Tiffany Cherry of Fox Footy is one of more than 700 accredited members of the media covering the AFL.

Key initiatives in Media Relations in 2004 were:

- The introduction of weekly umpiring department media briefings.
- Distribution of the 2004 umpiring decisional tape to all media outlets.
- A concerted focus on the AFL season launch and 2004 themed rounds;
- The 2004 Toyota AFL Finals Series.
- Pre and post-season meetings for club media staff.

Publicity and Promotions

NSW, ACT, NT

The AFL works with state and regional governments, community groups, AFL clubs and local clubs to attend and support AFL football.

- Integration of the AFL into the New South Wales Government's Easter in Sydney tourism initiative, including publicity and ticketing offers.
- Ongoing planning with the AFL NSW/ACT team regarding three-year strategic plans for the location of AFL community camps and pre-season games to maximise stakeholder and community involvement and ensure greater media exposure for the code.
- Management of a planning team with AFL ACT and the Kangaroos to deliver average crowds of more than 10,000 for the premiership season, dedicated publicity around each match and greater involvement for key stakeholders including the ACT Government.
- Delivery of the AFL's national marketing programs into the Sydney market, including themed rounds and a focus on the visiting clubs via specific media programs.
- Provided support for the AFL's key media partners in Sydney, particularly the Ten Network and News Limited, to leverage their association with the game through stronger relationships with AFL clubs and dedicated publicity programs.
- Major role in the planning and implementation of the AFL's Week in Sydney surrounding the Sydney Swans v Collingwood clash at Telstra Stadium in round 13, including liaison with several NSW Government agencies and high level, daily media activity.
- Ongoing coordination of media and marketing activity for each of the major games at Telstra Stadium.
- Assisting the Western Bulldogs and AFL NT staff to better coordinate year-round activity in the market. Establishing a strategic plan and coordinated marketing program for 2005. Provided support for the staging of the first AFL premiership season game at Marrara in round 20, with strong results in publicity and promotion.

Southern Markets

- The 2004 publicity schedule supported major events, such as themed rounds and finals, but also focused on

emphasising the AFL's connection with grassroots players, clubs and fans.

- During the pre-season, this connection was highlighted by the AFL community camps and our association with the Federal Government's Harmony Day initiative before and during the Wizard Home Loans Cup Grand Final.
- The weekly National Bank's AFL Rising Star nominees are not only recognised by metropolitan media, but also at a local level. Other elements of the Rising Stars program such as the draft camp and national championships are well reported by suburban and regional media.
- Promotional activity during the season was driven by the themed rounds and programs such as AFL Auskick and AFL Finals Week. The distribution of more than 100 guernseys to junior football clubs and concepts including Dipper's Roadshows provided vehicles for the AFL to drive media coverage to complement regular match-related reporting.
- Creating awareness about new initiatives such as new girls' leagues, Mascot Manor and the AFL Foundation broadened the AFL's scope and consequently its appeal.

Club Support

The involvement of the AFL clubs is a significant element in the success of the marketing and communications program of the AFL.

In order to increase the level of awareness of the AFL's activities and facilitate the involvement of the clubs, the AFL interacts with the clubs in a number of ways to support their marketing and communications activities.

The AFL meets with all club marketing managers at a quarterly conference, and an annual conference with media managers. In addition, the AFL regularly provides advice on issues management and working with the media, and regularly undertakes consulting roles with the clubs.

These roles usually involve a combination of market analysis, marketing strategy and communication strategy recommendations as well as brand management advice.

The marketing and communications undertook the following club specific projects in 2004:-

- Richmond – a review of the supporter base, identify opportunities for 2005 and present findings to the board.
- Port Adelaide – analyse the club's current brand position and conduct a workshop to discuss the value of alternative brand strategies.
- Carlton – brand analysis and assist in the discussion and analysis of future brand strategies.
- Sydney Swans – promotion of Sydney-based games, especially at Telstra Stadium, plus improving the 'fan experience'.

The AFL has also facilitated the exchange of information and networking between the clubs, and these activities have already produced tangible benefits.



QUIET ACHIEVER:

Geelong defender Tom Harley played a significant role in the Cats' rapid rise up the table and to within one win of the 2004 Grand Final.



Finance and Administration

SECTION 7

GENERAL MANAGER // IAN ANDERSON

The main focus of Finance and Administration is to deliver on one of the four strategic imperatives – to manage responsibly and strive for financial growth and stability. In 2004, the AFL again recorded a strong financial performance. Pleasingly, so did the vast majority of the 16 clubs, who continue to share in the competition's relative wealth.

Legal and Business Affairs

GENERAL MANAGER // ANDREW DILLON

As part of the AFL executive restructure, a new Legal and Business Affairs department was formed to provide general legal advice across all departments and ensure compliance with corporate governance issues.



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General Manager's Report

Ian Anderson

FINANCE AND ADMINISTRATION

Clubs, competition in good shape

The AFL

The AFL's net surplus for 2004 of \$1.7 million was pleasing as it exceeded the budget set at the start of the year of \$1 million and was after allowing for the following one-off payments and transfers:

- A special distribution to all clubs totalling \$1.6 million.
- A transfer of \$1.5 million to a Facilities Development Reserve to be available to be invested in a range of new facilities for AFL clubs and state football.
- Legal fees totalling \$2.2 million relating to legal action taken by the Seven Network against various parties in relation to the awarding of AFL broadcast rights from 2002.

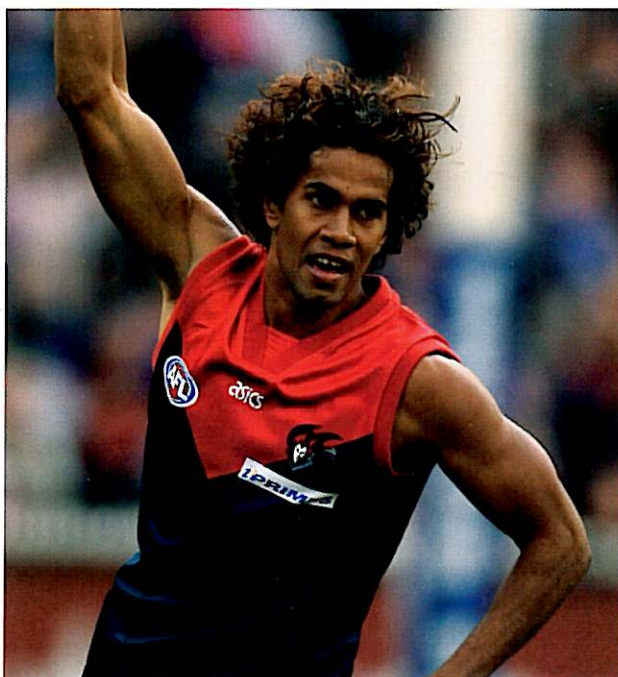
Other key financial highlights include:

- A record operating surplus of \$124 million.
- A strong cash flow with borrowings reducing by \$6 million to \$50 million.
- A strong financial position with net assets of the AFL totalling \$46.2 million.

AFL Payments to Clubs

The AFL provided significant payments and financial support to AFL clubs in 2004. These payments included the following:

- A base distribution to all clubs which totalled \$65.3 million, an increase of \$2.8 million (4.5 per cent).



BRIGHT FUTURE:

Melbourne climbed back into the eight thanks to young stars like Aaron Davey (pictured), and the club's financial position improved thanks partly to a \$1.5 million contribution from the AFL's Competitive Balance Fund.

- The AFL made the third payment from the proceeds of the sale of Waverley Park to the clubs in October 2004 totalling \$4.8 million. This payment of \$0.3 million per club brings the total paid to date of \$0.9 million per club. A further \$1.1 million per club is due to be paid over the next four years.
- A total of \$4 million was paid from the AFL's Competitive Balance Fund to the Western Bulldogs (\$1.5 million), the Melbourne Football Club (\$1.5 million) and the Kangaroos Football Club (\$1 million). The AFL has carried forward the \$1 million unspent from this fund in 2004 into its accounts for use in future years.
- Other payments to clubs totalling \$11.3 million. These payments include amounts paid from the AFL's internet rights agreement, ground buyout agreements, distribution of the AFL's signage rights at Telstra Dome and to help clubs develop the game around Australia.

AFL clubs' financial performance

After a significant improvement in AFL clubs' financial results in 2003, there were more positive signs of improved financial management in 2004 including:

- 13 of the 16 AFL clubs were profitable (11 clubs were profitable in 2003).
- A number of clubs have introduced more detailed corporate governance procedures for their boards and executives to follow.
- A number of clubs undertook a review of the risk management issues associated with their club and are implementing changes as a result of these reviews.

State Football Bodies

In 2004 the AFL continued to assist State Football Bodies with their financial requirements. Specific actions undertaken during the year included:

- The AFL now has total responsibility for handling the accounting duties of the AFL NSW/ACT and AFL Northern Territory.
- The AFL continues to assist Football Victoria with the processing of their accounting transactions.
- The AFL is working closely with AFL Tasmania on its capital expenditure requirements at Aurora Stadium.

National Insurance and Risk Protection Program

In 2004, the AFL successfully implemented a National Insurance and Risk Protection Program. This program covered players and clubs from every community throughout Australia and reduced costs by \$2 million. The success of this program in 2004 has resulted in State Football Bodies supporting the continuation of this program in 2005.

Shared Services Initiatives

The AFL continues to work on a number of initiatives to help improve the efficiency and effectiveness of the AFL industry. The following specific initiatives have been undertaken:

- Payroll processing – the AFL took over the processing of the payrolls of three more AFL clubs in 2004.
- Insurance – the AFL completed the consolidation of the insurance programs of all AFL clubs in 2003. This program was extended and improved in 2004.

- Financial processing – the AFL continues to handle the accounting responsibilities for Football Victoria, AFL NSW/ACT and AFL Northern Territory.
- Membership processing – the AFL has taken on the processing of Western Bulldogs membership applications. As well, a new membership system is currently being evaluated with the likelihood that it will be introduced in late 2005.

The Future

The AFL Commission is currently reviewing the AFL's financial equalisation policies including the future of the Competitive Balance Fund. It is proposed that any changes to these policies will be announced during 2005.

The AFL will also continue to explore further shared service initiatives that can benefit the football industry.

Operating Surplus

Record operating surplus

The AFL's operating surplus for the year ended 31 October 2003, was \$124 million. This was a \$9.3 million (eight per cent) increase on the previous year.

This result was driven by a \$15.4 million increase in revenue, while at the same time keeping the increase in operating expenses (excluding interest) to only \$5.6 million. In addition, the AFL's interest expense increased by \$0.4 million.

Operating surplus funds distributions

The AFL used its operating surplus to fund:

- Payments to Clubs of \$89.6 million;
- Payments to AFLPA of \$7.7 million;
- Game Development Grants of \$18.5 million;
- Ground Improvements of \$5.1 million; and
- Facilities Development Reserve of \$1.5 million.

Net surplus/(deficit)

The AFL delivers third consecutive net surplus

After all distributions, the AFL recorded a Net Surplus for the year ending 31 October 2004, of \$1.7 million. This figure exceeded the budgeted figure set at the start of the year of \$1 million.

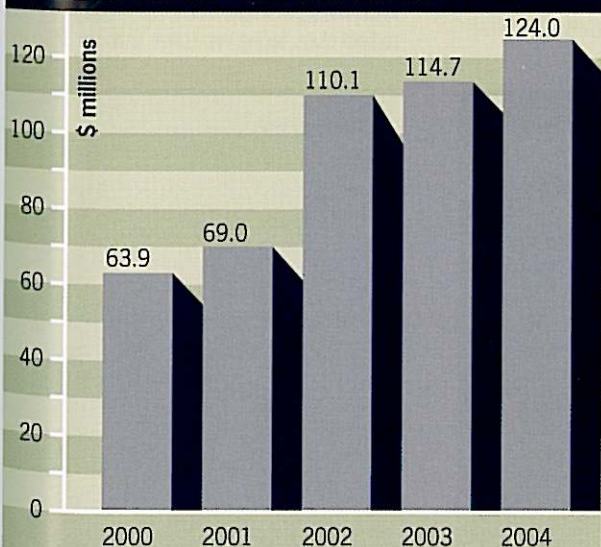
The AFL to repay previous years' net deficits

The AFL recorded Net Deficits totaling \$24 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.

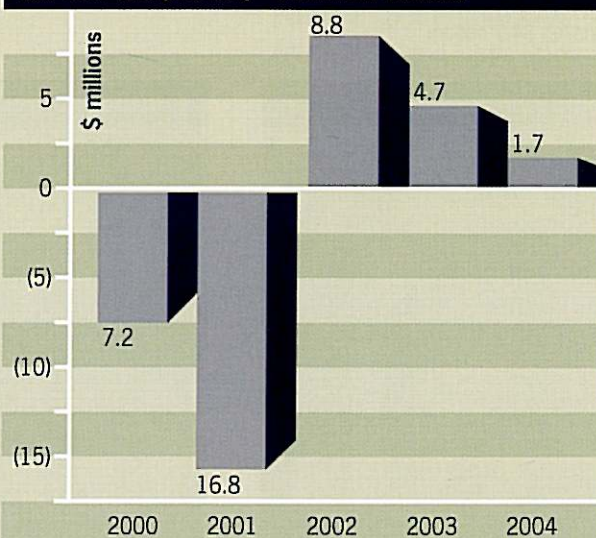
From 2002-2004 the AFL has recorded a total Net Surplus of \$15.1 million.

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

OPERATING SURPLUS – FIVE-YEAR HISTORY



NET SURPLUS/(DEFICIT) – FIVE-YEAR HISTORY





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General Manager's Report

Ian Anderson

FINANCE AND ADMINISTRATION

Revenues

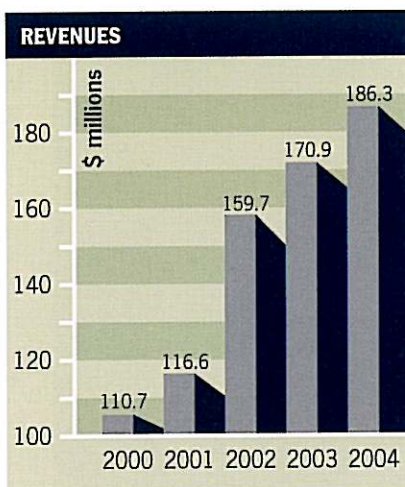
- Sponsorship & Broadcasting 57%
- AFL Finals Series 12%
- Other Revenue 11%
- AFL Membership 9%
- Consumer Products 4%
- Publishing 4%
- Equalisation Income 3%



The AFL's revenue grew by \$15.4 million to \$186.3 million, an increase of nine per cent. A large proportion of this increase can be attributed to increases in sponsorship revenue including the new major sponsorship arrangements with Toyota and the receipt of deferred revenue related to the sale of Waverley Park.

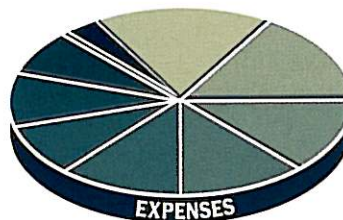
The AFL's major income areas included:

- Sponsorship & Broadcasting – \$106.5 million (up \$9.8 million)
- AFL Finals Series – \$22.3 million (down \$0.9 million)
- AFL Membership Department – \$17.1 million (up \$0.6 million)
- Publications – \$7.4 million (up \$0.2 million)
- Consumer Products – \$7.3 million (up \$0.7 million)
- Equalisation Income – \$5.6 million (unchanged)
- Waverley Park Related Revenue – \$4.7 million (up \$4.7 million)



Expenses

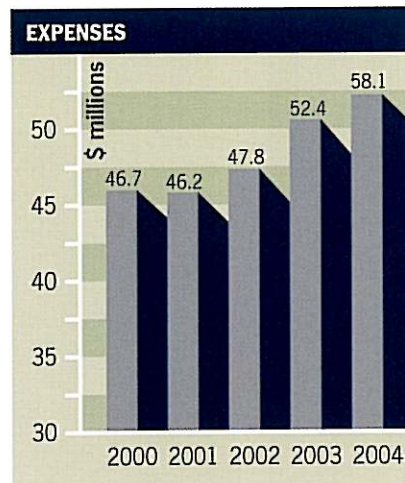
- Office & Administration 20%
- Commercial Operations 19%
- Game Development 13%
- Match Related Expenses 12%
- Marketing & Communications 10%
- Publishing 8%
- Club Travel & Accommodation 8%
- Football Operations 7%
- Other Expenses 3%



The AFL's operating expenses (excluding interest) grew by \$5.6 million to \$58.1 million, an increase of 11 per cent. Legal fees associated with the Channel 7 litigation, expenses related to the sale of Waverley Park and expenses associated with growing revenue through the Commercial Operations department comprised a majority of the increase in expenditure in 2004.

The AFL is pleased to have held increases in operating expenditure (excluding interest) to an average of 4.5 per cent per annum when comparing the 1999 to 2004 financial years.

It is interesting to note that the cost of running the AFL competition (i.e. the cost of playing and promoting AFL matches) comprised 47 per cent of the AFL's Operating Expenditure (excluding interest) in 2004.



Distributions

- Payments to Clubs 73%
- Game Development Grants 16%
- Payments to AFLPA 6%
- Ground Improvements 4%
- Facilities Development Reserve 1%

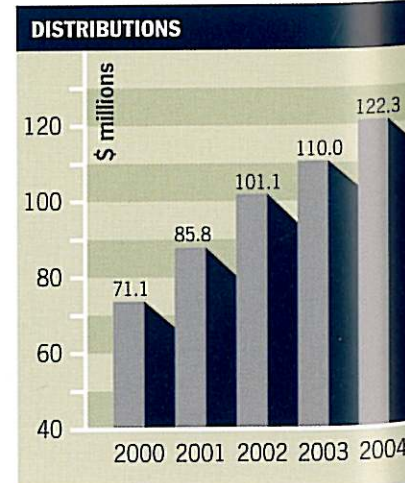


The AFL's distributions grew by \$10.3 million to \$122.3 million, an increase of nine per cent.

In 2004, AFL distributions comprised of:

- Payments to Clubs – \$89.6 million (up \$9.9 million)
- Payments to AFLPA – \$7.7 million (no change)
- Game Development Grants – \$18.9 million (up \$2 million)
- Ground Improvements – \$5.1 million (down \$1.1 million)
- Facilities Development Reserve – \$1.5 million (up \$1.5 million)

Of the increase in payments to clubs, \$2.8 million was due to the funding of clubs for the increase in total player payments agreed to as part of the Collective Bargaining Agreement 2004-2008, \$1.6 million was due to the payment of a special distribution of \$100,000 per club and \$2 million was due to an increase in payments from the Competitive Balance Fund to help clubs facing excessive financial difficulty.



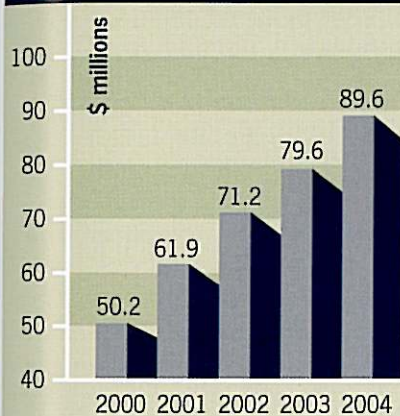
Payments to clubs

The AFL's Payments to Clubs grew by \$9.9 million to \$89.6 million, an increase of 12.5 per cent. These payments have more than doubled since 1999. In 2004, these payments comprised:

- Base Distribution – \$65.3 million
- Other Payments – \$13.0 million
- Special Payments – \$11.3 million

These payments include amounts paid as ground buy-out agreements, distributions to clubs from the AFL's signage rights at Telstra Dome and to help clubs develop the game around Australia.

AFL PAYMENTS TO CLUBS



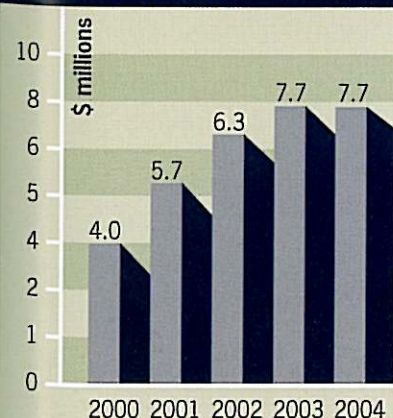
AFL Payments to Clubs in 2004

Club	Club Distribution	Special Distribution	AFL Members Club Support	AFL Members Contribution to the Gate	Finals Allowance (GST exl)	Prizemoney (GST exl)	Competitive Balance Fund	TOTAL
Adelaide	4,084,500	100,000	40,940	-	-	15,000	-	4,240,440
Brisbane Lions	4,084,500	100,000	69,786	-	130,000	185,000	-	4,569,286
Carlton	4,084,500	100,000	449,879	229,325	-	25,000	-	4,888,704
Collingwood	4,084,500	100,000	767,973	260,196	-	15,000	-	5,227,669
Essendon	4,084,500	100,000	558,067	203,282	70,000	130,000	-	5,145,849
Fremantle	4,084,500	100,000	2,694	-	-	15,000	-	4,202,194
Geelong	4,084,500	100,000	216,374	44,418	115,000	205,000	-	4,765,292
Hawthorn	4,084,500	100,000	195,596	187,482	-	15,000	-	4,582,578
Kangaroos	4,084,500	100,000	147,503	163,976	-	15,000	1,000,000	5,510,979
Melbourne	4,084,500	100,000	152,545	288,886	35,000	105,000	1,500,000	6,265,931
Port Adelaide	4,084,500	100,000	11,003	-	130,000	265,000	-	4,590,503
Richmond	4,084,500	100,000	304,245	301,465	-	25,000	-	4,815,210
St Kilda	4,084,500	100,000	174,939	127,128	115,000	305,000	-	4,906,567
Sydney Swans	4,084,500	100,000	51,343	-	70,000	95,000	-	4,400,843
West Coast Eagles	4,084,500	100,000	8,988	-	35,000	80,000	-	4,308,488
Western Bulldogs	4,084,500	100,000	92,648	139,403	-	15,000	1,500,000	5,931,551
TOTAL	65,352,000	1,600,000	3,244,522	1,945,561	700,000	1,510,000	4,000,000	78,352,083

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 \$7 million in 2004 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.

PAYMENTS TO AFLPA

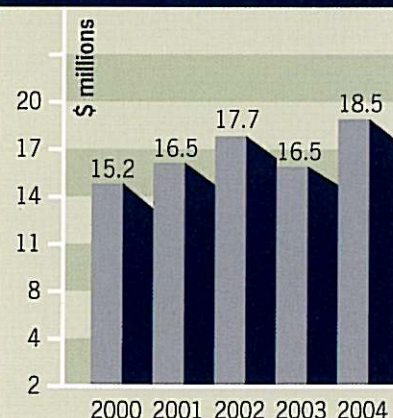


Game Development Grants

The AFL's Game Development Grants paid to the state football associations increased by \$2 million to \$18.5 million in 2004, an increase of 12 per cent.

Game Development Grants were equal to almost 10 per cent of AFL revenue and were mainly directed to NSW and Queensland where the potential for growth in the AFL participation and fan base is greatest.

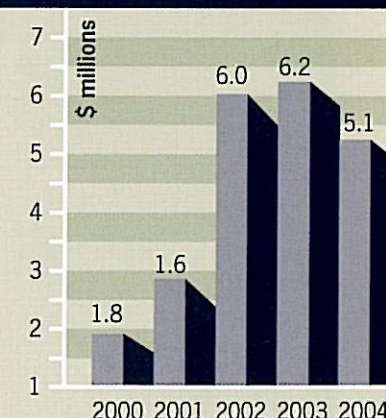
GAME DEVELOPMENT GRANTS



Ground improvements

Ground Improvements include amounts paid to support the improvement of venues for our fans. In 2004, the AFL spent \$5.1 million, the majority of which was the AFL's annual contribution to the funding of the redevelopment of the Northern Stand at the MCG and ongoing payments for the Southern Stand. Other venues that were supported financially by the AFL in 2004 included Skilled Stadium, AAMI Stadium and Telstra Stadium.

GROUND IMPROVEMENTS





LEGAL AND BUSINESS AFFAIRS

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General Manager's Report **Andrew Dillon**

Servicing all areas of the AFL

The Legal and Business Affairs department works closely with all departments of the AFL, the AFL's external legal advisors Browne & Co, and the AFL's trademark attorneys, Phillips Ormonde & Fitzpatrick.

Legal and Business Affairs provides general legal advice and ensures compliance with corporate governance issues across the AFL as well working closely with the Commercial Operations Department advising on any legal and commercial issues that arise within that department and across its suite of corporate partners and sponsors.

Legal and Business Affairs also provides support to the licensing arm of the Commercial Operations department and oversees the protection of the AFL's intellectual property rights particularly within the brand manager's portfolio.

As well as advising on all major projects within the Broadcasting, Strategy and Major Projects department, the department supports Football Operations by managing, amongst other things, the player rules and regulations, adherence to the Collective Bargaining Agreement and advising on matters relating to ground and venue agreements.

Furthermore, the department advises and supports the Game Development Department on any legal issues arising out of any of its nationwide programs or those of its State and affiliated bodies and manages the conduct of all litigation in which the AFL is involved.

Major issues dealt with by Legal and Business Affairs in 2004:

1. Federal Court litigation instituted by the Seven Network relating to the sale of the AFL Broadcast rights for the period 2002-2006.
2. Finalisation of the Collective Bargaining Agreement for the period up to 2008 with the AFL Players' Association.
3. Finalisation of the Collective Agreement for the period up to 2008 with the AFL Umpires' Association.
4. New sponsorship arrangements with Toyota Motor Corporation Australia Limited, Carlton & United Beverages Limited, Electrolux Home Products Pty Ltd and Kellogg (Aust.) Pty Ltd;
5. Radio rights agreements with World Audio Limited (Radio 2), National Indigenous Radio Service (NIRS) and Sports Entertainment Network Pty Ltd (SEN).
6. Venue agreements relating to Carlton matches at Telstra Dome, Western Bulldogs matches in Darwin and Kangaroos matches in Canberra.

NEW TENANT:

The AFL's Legal and Business Affairs department assisted in negotiations with Telstra Dome officials relating to future Carlton home matches.

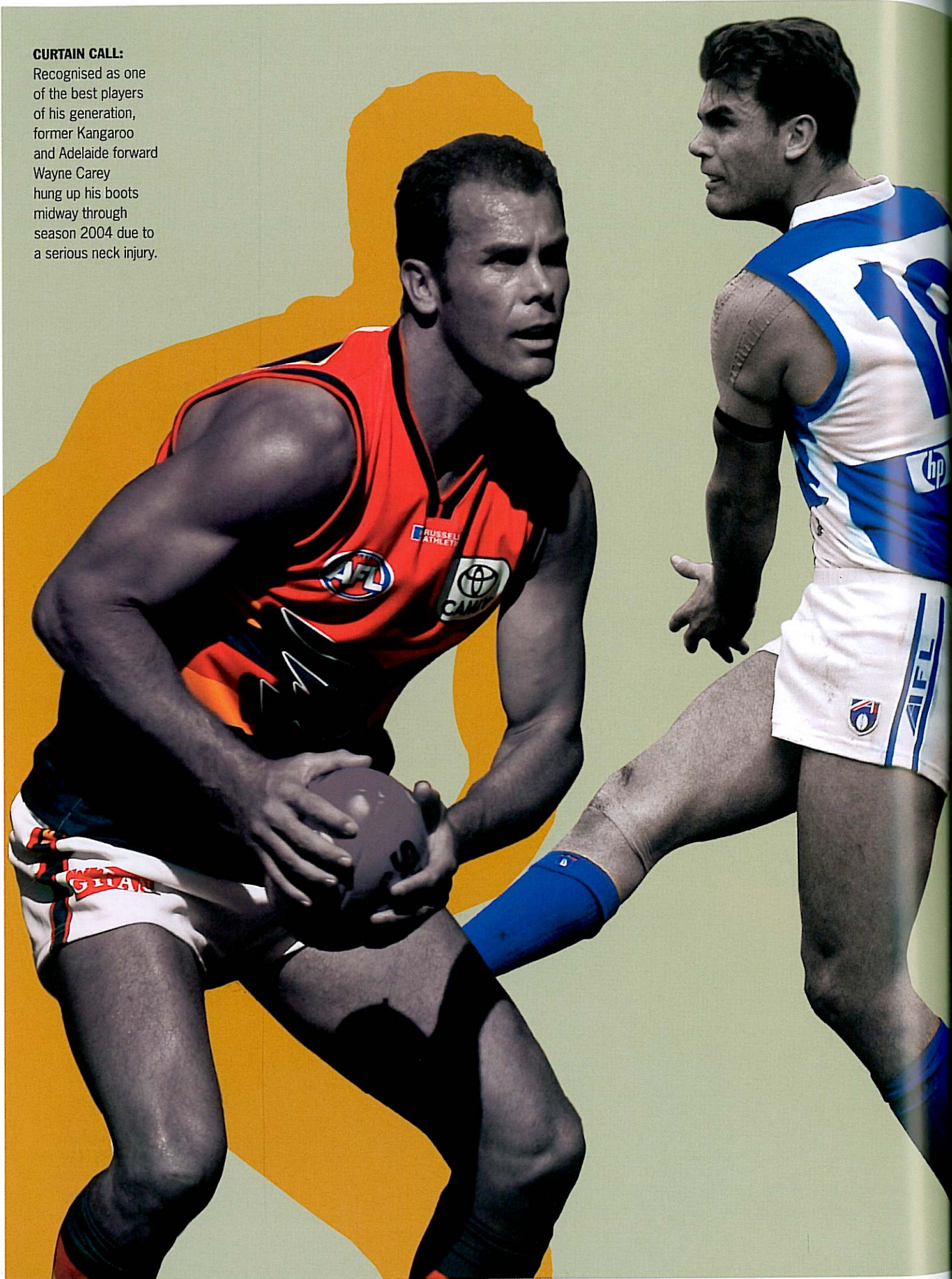




STRONG LEADERSHIP:
Melbourne skipper
David Neitz helped to
again steer his side into
the finals in 2004.

CURTAIN CALL:

Recognised as one of the best players of his generation, former Kangaroo and Adelaide forward Wayne Carey hung up his boots midway through season 2004 due to a serious neck injury.





Farewells

SECTION 8

We again farewelled another long list of players who announced their retirements in 2004.

Several players – including Wayne Carey and Glen Jakovich – elected to hang up the boots midseason while others, such as Kangaroos' skipper Anthony Stevens, were afforded an appropriate send-off at the end of the year. The AFL also recognises the contributions of the former players, umpires and administrators who passed away over the past 12 months.



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2004
Retirees

FAREWELLS

Rivals head list of retirements

It was fitting that two of the greatest players of the past decade – Wayne Carey and Glen Jakovich – hung up their boots within weeks of each other during season 2004.

The pair established one of the great individual rivalries in the game's history during the 1990s, but the toll of 270-plus games caught up with both stars last year.

Carey, who was in his second season with Adelaide after 13 years and two premierships with the Kangaroos, played his last game in round 12 after suffering a neck injury.

Ironically, Carey's finale was against the Eagles, the side Jakovich had represented with distinction on 276 occasions.

The West Coast defender ended his career in impressive fashion a month earlier than Carey. He booted three goals in an emotional farewell at Subiaco as the Eagles defeated Sydney.

It's rare for a player to go out on top, but that's how rugged Port Adelaide defender Damien Hardwick ended his AFL playing days. The former Bomber collected his second AFL premiership medallion, and his first with the Power, in the last of his 206 games.

The fairytale fell a step short for Brisbane Lions trio Alastair Lynch, Shaun Hart and Craig McRae.

Lynch defied the odds to play 306 games for the Lions – Fitzroy and Brisbane – and ended with the club goal-kicking record firmly in his keeping.

He ended his career after the grand final loss to Port but having already tasted success in 2001, 2002 and 2003.

The little man with a big heart, Hart will be remembered as one of the Lions' most courageous players.

The 33-year-old elected to hang up his boots with 273 games under his belt after suffering serious facial injuries in a collision during the preliminary final against Geelong.

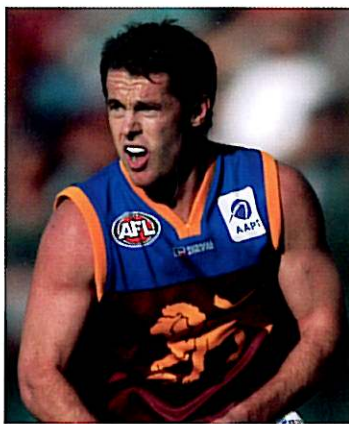
Other players with vast experience to hang up the boots included the final member of Adelaide's inaugural 1991 squad Nigel Smart, former Kangaroos skipper Anthony Stevens, dual Essendon premiership players Joe Misiti and Mark Mercuri and popular Tiger duo Duncan Kellaway and Matthew Rogers.

DEPARTING PLAYERS OF NOTE (MORE THAN 100 GAMES) INCLUDE

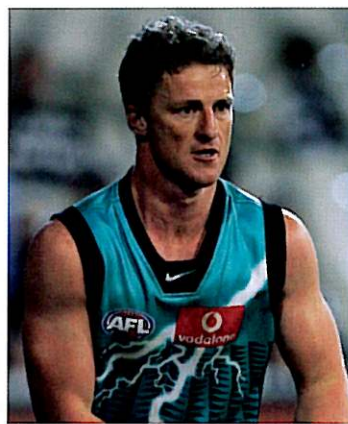
Ronnie Burns	Geelong/Adelaide, 154 games, 262 goals
Craig Callaghan	Fremantle/St Kilda, 124 games, 94 goals
Wayne Carey	Kangaroos/Adelaide, 272 games, 727 goals
Matthew Croft	Western Bulldogs, 186 games, 72 goals
Simon Garlick	Sydney/Western Bulldogs, 181 games, 141 goals
Ben Graham	Geelong, 219 games, 145 goals
Daniel Harford	Hawthorn/Carlton, 162 games, 69 goals
Damien Hardwick	Essendon/Pt Adelaide, 206 games, 14 goals
Shaun Hart	Brisbane Lions, 273 games, 177 goals
Glen Jakovich	West Coast Eagles, 276 games, 60 goals
Duncan Kellaway	Richmond, 180 games, 12 goals
David King	Kangaroos, 241 games, 145 goals
Alastair Lynch	Fitzroy/Brisbane Lions, 306 games, 633 goals
Craig McRae	Brisbane Lions, 194 games, 232 goals
Mark Mercuri	Essendon, 207 games, 242 goals
Joe Misiti	Essendon, 236 games, 94 goals
Matthew Rogers	Richmond, 197 games, 163 goals
Nigel Smart	Adelaide, 278 games, 116 goals
Anthony Stevens	Kangaroos, 292 games, 127 goals
Rayden Tallis	Hawthorn, 163 games, 27 goals
Rowan Warfe	Fitzroy/Sydney Swans, 110 games, five goals
Sean Wellman	Adelaide/Essendon, 212 games, 34 goals



Anthony Stevens



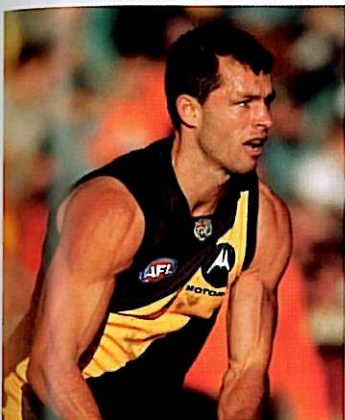
Craig McRae



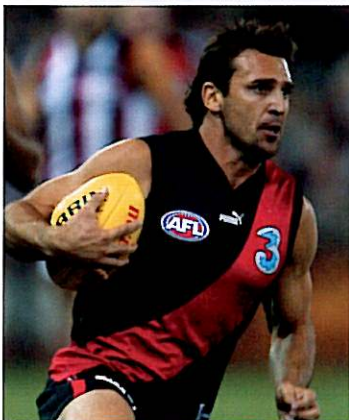
Damien Hardwick



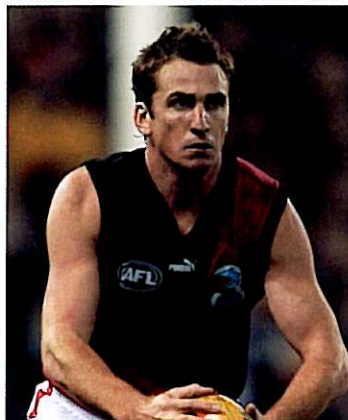
David King



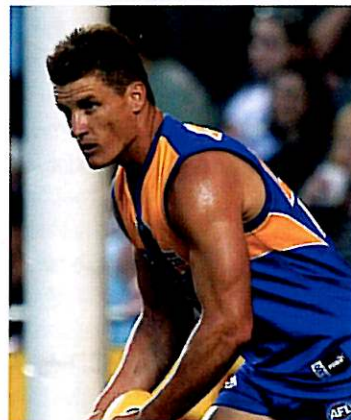
Duncan Kellaway



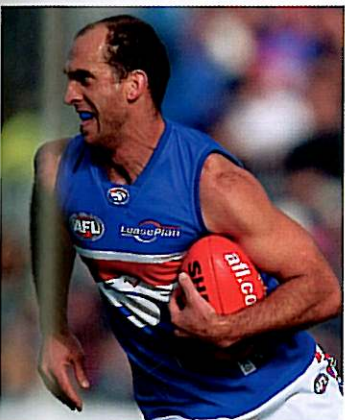
Mark Mercuri



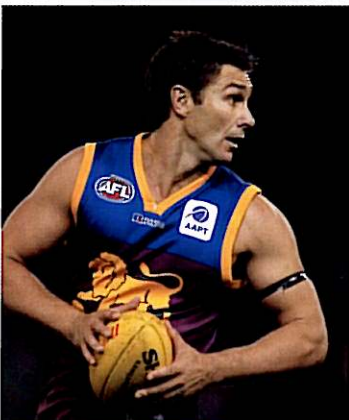
Joe Misiti



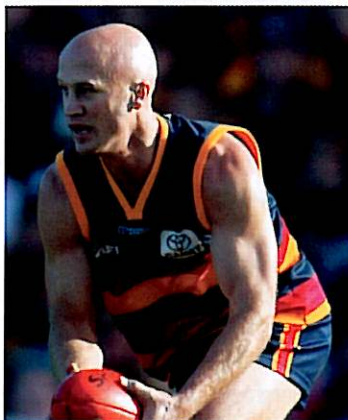
Glen Jakovich



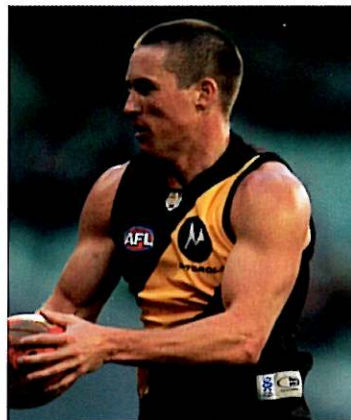
Matthew Croft



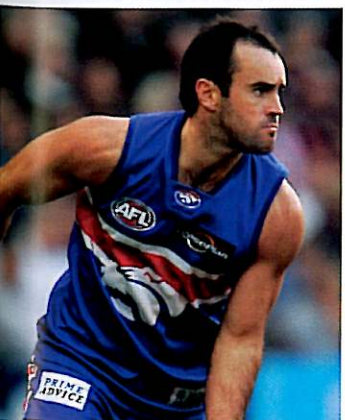
Alastair Lynch



Nigel Smart



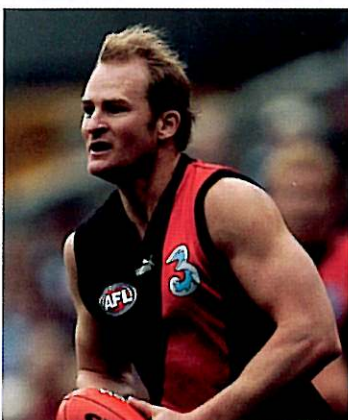
Matthew Rogers



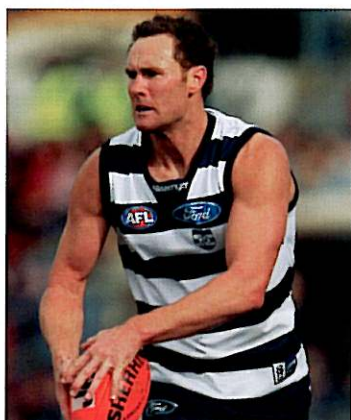
Simon Garlick



Ronnie Burns



Sean Wellman



Ben Graham



92 Obituaries

FAREWELLS

David Hookes

Former Test cricket batsman and prominent sports commentator David Hookes died tragically, aged 48, on January 19, 2004. Alongside his tremendous contribution to sport on the cricket fields of Australia, Hookes' love for football first flourished with his local side West Torrens in South Australia and extended his role as a broadcaster and commentator for radio stations 5AA and 3AW, club runner for Fitzroy and roving ambassador for the Adelaide Crows.

Reuben Pelerman

Reuben Pelerman, who died on January 21, 2004, aged 89, is best remembered in football for rescuing the financially-strapped Brisbane Bears in the early 1990s. The Gold Coast businessman saved the Bears following the collapse of Christopher Skase's Qintex empire. Pelerman propped up the battling Bears for two seasons until handing the club over to a membership-based structure in February 1992.

Brian Leahy

Brian 'Wrecker' Leahy, who died aged 60 on January 24, 2004, was a tough and dashing half-back for Melbourne originally from North Albury. In 1960 Leahy made his debut as a 17-year-old and played in a premiership side that year. He missed playing in the 1964 premiership team through injury. His career spanned from 1960 to 1965 and included 79 games before injury forced him out.

Frank Schwab

Former leading field umpire Frank Schwab died on January 29, 2004, aged 71. The popular and modest Schwab, the father of Hawthorn coach Peter Schwab and brother of former AFL executive, the late Alan Schwab, umpired 119 premiership season games from 1956 to 1963. The pinnacle of his career came in 1961 when he umpired the grand final between Hawthorn and Footscray. Schwab made his finals debut in 1960 in an era when there was only one field umpire in each game.

Sir Rupert Hamer

Sir Rupert Hamer, a former Premier of Victoria (1972-81), died, aged 87, on March 23, 2004. He also had a long connection with the Hawthorn Football Club and had been the club's patron since 1972. Sir Rupert had attended Hawthorn's jumper presentation evening the night before he died and sat on a table with Hawthorn president Ian Dicker, club captain Shane Crawford, another current player Nick Ries and former player Richard Loveridge.

Ken McIntyre

Ken McIntyre, the man who shaped the VFL and AFL's finals system, died in May 20, 2004, aged 93. He was a respected academic, historian, author and staunch Geelong supporter. McIntyre's first major contribution to football came in 1931 with the introduction of the final four, a project that also involved prominent football administrator, Percy Page. He also oversaw the introduction of a final five (1972-90), final six (1991-93) and final eight (1994-99). The final eight remains with modifications.

Hugh McLaughlin junior

Hugh McLaughlin, a fine defender for South Melbourne in 116 games from 1955 to 1964, died on May 21, 2004, aged 68. In 1957, McLaughlin was chosen in the Victorian side captained by Hawthorn's John Kennedy that played Tasmania in Hobart. McLaughlin was one of only three South players to figure in the club's early night series premiership sides in 1956 (the first year of the series), 1957 and 1960. He was also a life member of South.

Alan Martin

Footscray lost another member of its 1954 premiership team with the death of Alan Martin, in Bendigo on August 30, 2004, aged 76. Martin, who played 105 games between 1949 and 1954, appeared on the half-back flank on the big day in 1954. Martin was runner-up in the club best and fairest in 1953 and was never dropped in his six seasons with the Bulldogs.

Allan Nash

Allan Nash, one of football's most distinguished field umpires, died on August 31, 2004, aged 82. Nash umpired three grand finals – in 1956, 1957 and 1958 – during his 114 games (1950-59), which included 10 finals. Nash was a life member of the AFL and a life member of the AFL Umpires' Association. He was also an umpires' coach.

Percy Beames

Percy Beames died, aged 92, on March 28, 2004, after a long illness. Beames excelled in football and cricket and reached state level in both fields. He is remembered as a top-line rover for Melbourne, a star in the premiership sides of 1939, 1940 and 1941, a member of the club's Team of the Century and also a member of the Australian Football Hall of Fame. For many years he was also an admired football and cricket writer for *The Age* until his retirement in 1976. Beames captained Melbourne from 1942 to 1944 and is regarded as one of the best players in the club's history. Beames played 213 games – a club record on his retirement – and kicked 327 goals for Melbourne from 1931 to 1944.

Bob Williams

Bob Williams was Hawthorn's oldest living captain until his death on June 30, 2004, aged 91. Williams was captain in 1943 when the side missed playing in the finals for the first time. A wingman/half-forward, he made his debut with Hawthorn in 1932, and then played from 1934 until 1944 (136 matches and 110 goals). He was made a life member of Hawthorn in 1942.

Don Grossman

South Melbourne player Don Grossman, was one of the club's best players in the 1945 'Bloodbath' Grand Final against Carlton. Grossman played 92 games from 1940 to 1947 and was one of many players suspended following the 1945 Grand Final loss. Grossman was outed for eight matches for striking Carlton rover Jim Mooring. He died on August 5, 2004.

Ken Ross

Ken Ross, the former Fitzroy, Northcote and Camberwell ruckman/defender/utility, died on September 19, 2004, aged 77. A great team man, he had a broken career at Fitzroy – he played eight seasons from 1948 to 1955, left the club and returned in 1959 and 1960. He played 129 games for Fitzroy and kicked 36 goals and once stunned coach Len Smith by lining up a place kick in a match.

Keith Drinan

A prominent key defender for St Kilda in the 1940s and 1950s, Keith Drinan died on August 10, 2004, aged 79. Drinan played 134 games from 1946 to 1954, and in another stint in 1956 and 1957. He was captain from 1951-1953 and 1956-1957. He played for Victoria eight times. Drinan first made his name as a centre half-back and later became one of the game's best full-backs. He won St Kilda's best and fairest award in 1953 and 1956.

Jack McMurray junior

One of football's most famous field umpires, Jack McMurray, died in May 20, 2004, aged 88. McMurray, like his father Jack McMurray senior, was an inaugural member of the Australian Football Hall of Fame in 1996. McMurray umpired in the VFL in 1941 and 1942, then after War service resumed his umpiring career in 1946 and continued until 1955. He was in charge of 216 games. McMurray umpired the first grand final tie in 1948 between Melbourne and Essendon, the replay grand final the following week and grand finals in 1949, 1950, 1953 and 1954.

Maurie Hearn

Maurie Hearn, who played in Fitzroy's last premiership team in 1944, died on December 5, 2004, aged 92. Hearn started his VFL career with South Melbourne and then played 128 games for Fitzroy from 1934 to 1937 and 1939 to 1944. In 1938, he headed overseas before returning to Australia. He became captain of Fitzroy in 1942 and was vice-captain of the 1944 premiership side.

Ron Cook

Ron Cook, one of Hawthorn's most revered figures, died on December 4, 2004, aged 74. Cook was an influential administrator over six decades and his roles included chairman of recruiting, chairman of the social committee, selector, secretary, chairman of fundraising, a member of the finance committee, VFL director, vice-president and president (1980-1987). He first became involved with the Hawks as a player in 1945. In 1953 he joined the recruiting committee. He recruited or helped recruit players such as Peter Hudson, Leigh Matthews and Peter Knights, to the club.

Jim Francis

At 93, Jim Francis was Carlton's oldest living player until his death on October 16, 2004. Francis, a life member of the AFL and Carlton, started his VFL career at Hawthorn, spanning 61 games (1929-33) before 162 games with Carlton (1934-43). He was captain of Carlton (1936, 1940-43), coach of Carlton (1956-58) and coach of St Kilda (1959-60). Francis won Carlton's best and fairest award twice, in 1935 and 1940, and represented Victoria. Francis was a prominent centreman and half-forward, but played centre half-back in Carlton's 1938 premiership side.

Ivan Moore

Ivan Moore died suddenly on June 4, 2004, aged 67. Moore, a Hawthorn life member, was club secretary from 1970 to 1974, football manager in 1977 and 1978 and he returned to officialdom in 1996 as part of the anti-merger movement. He was elected to the new board and was a vice-president until December 2003. Moore was also administrative manager, then secretary, of Melbourne from 1974 to 1976.

Wally Jackson

During the last quarter of the round 19 game on August 7, Swans head trainer Wally Jackson suffered a heart attack and could not be revived. Jackson, 56, started with the Swans in 1991 and soon graduated to the position of head trainer.

Barry Harrison

Barry Harrison, a hero in Collingwood's 1958 Grand Final win over hot favourites Melbourne, died on September 20, 2004, aged 68. He played at Collingwood between 1958 and 1961 and achieved lasting fame for his matchwinning role on Ron Barassi in the 1958 premiership side. Harrison played 56 games for Collingwood, one with North Melbourne.

Keith Miller, MBE

Keith Miller, one of the world's most famous sportsmen, died on October 11, 2004, aged 84. While Miller was an international figure as a cricketer, he was also an accomplished footballer for St Kilda in the 1940s. He played 50 games for St Kilda from 1940 to 1942 and 1946. He also played at full-back for Victoria in 1946. The war years, and cricket, took him away from St Kilda. He served with distinction in World War II as a RAAF pilot.

Des Nisbet

Des Nisbet, a former St Kilda defender and one of the architects behind the club's only premiership, died on November 29, 2004, aged 83. Nisbet's career was broken because of World War II, but he played 110 games – 1944 and 1946-1952. It was his influence as chairman of selectors that stamped his name at the club. A St Kilda life member, Nisbet enjoyed 43 years at the club as a player, coach, selector and committeeman. He was chairman of selectors from 1958 to 1983 and sat beside coach Allan Jeans when St Kilda won its only flag in 1966.

Troy Broadbridge

Young Melbourne defender Troy Broadbridge was among the hundreds of thousands killed when a tsunami struck south-east Asia on December 26, 2004. Originally from South Australia where he played with the Port Adelaide Magpies in the SANFL, he was elevated from the rookie list in 2000 and made his senior debut in 2004. He played 40 games with the Demons and was a dual premiership player with Sandringham in the VFL.

WORTH THE WAIT:

Port Adelaide's Gavin Wanganeen claimed a premiership medallion with Port Adelaide in 2004, 11 years after he collected his first with Essendon.





2004 Awards, Winners & Results

S E C T I O N 9

Port Adelaide was the year's big winner, in only its eighth season after joining the AFL. The Power celebrated their first premiership triumph in style after being defeated in preliminary finals in the previous two years. The Power's win provided coach Mark Williams with the Jock McHale Medal, while damaging forward Byron Pickett was a popular winner of the Norm Smith Medal. The 2004 Brownlow Medal represented another milestone, with West Coast Eagles' midfielder Chris Judd becoming his club's first winner. St Kilda's Fraser Gehrig won the John Coleman Medal and then reached the "ton" of goals in the Toyota AFL Finals Series, Melbourne centre half-back Jared Rivers won the National Bank's AFL Rising Star award but, in the year's finale, Australia went down to Ireland in the Foster's International Rules Series in Dublin.



96

Brownlow
Medal

2004 AWARDS, WINNERS & RESULTS

Judd a class above in 2004

The opposition just could not catch brilliant young West Coast Eagles' midfielder Chris Judd – on or off the field. Difficult to run down in the blue and gold of the Eagles, Judd also set his rivals a difficult task when he raced to the lead in the 2004 Brownlow Medal count. Judd then showed his rivals a clean pair of heels to record 30 votes, seven clear of Adelaide's Mark Ricciuto.

The count therefore was in direct contrast to the 2003 thriller in which three players – Ricciuto, Sydney's Adam Goodes and Collingwood's Nathan Buckley – shared Brownlow Medal glory.

Judd polled in 13 of the 22 premiership season rounds and was nominated best on ground seven times, with an average of 22 disposals a game. He kicked 22 goals and achieved acclaim as the epitome of the modern running midfielder – always on the move and able to break up the play with blistering bursts from packs.

Judd started playing football at an early age and was nominated by the Eagles as the overall No. 3 selection at the 2001 National AFL Draft after he had starred with the Sandringham Dragons, East Sandringham and Caulfield Grammar School.

The move west was a big one for the Melbourne-raised youngster, but Judd always looked capable of developing into one of the game's elite players and was a National AFL Rising Star award nominee in his debut season with West Coast.

He was runner-up (to club captain Ben Cousins) in the Eagles' 2003 best and fairest count and increased his reputation with a truly outstanding 2004 season. His 30 Brownlow votes was the highest since St Kilda's Robert Harvey's haul of 32 in 1998 and, at 21, he became the youngest winner of football's most prestigious individual award since Essendon's Gavin Wanganeen in 1993.

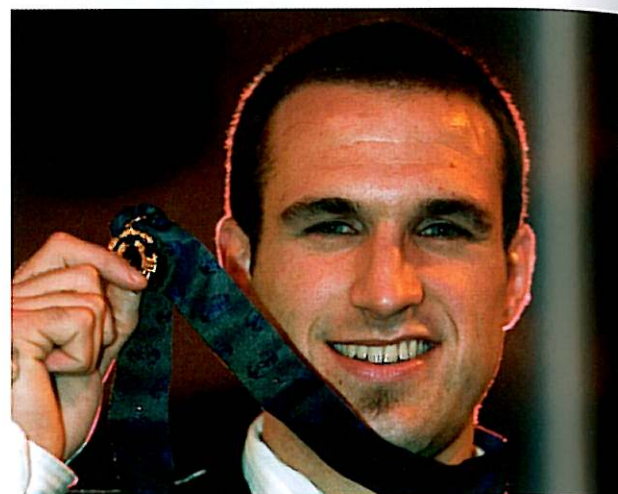
Judd's match statistics for 2004 highlight his enormous contribution to Eagles' performances as he had more kicks (330) than any of his teammates, had the fourth highest tally of handpasses (171), moved into the forward 50-metre arc 115 times, more often than any of his teammates and led the way with hard-ball gets (98) and loose-ball gets (108).

Incidentally, Judd made his AFL debut in round two of 2002 against Collingwood and, to the end of the 2004 season had not missed a game for a total of 68 (including two finals).

Ricciuto's effort to finish runner-up was commendable as his team had a disappointing season in finishing 12th and, in many other years, 23 votes would have been enough to take home the prize. Third in the count was Port Adelaide's Chad Cornes, who polled 22 votes, while Sydney's Brett Kirk and Bulldogs midfielder Scott West tied for fourth with 20 votes apiece.

BREATHING SPACE:

West Coast's Chris Judd cruised to a seven-vote victory for the 2004 Brownlow Medal. The 21-year-old Eagle was the youngest winner since Gavin Wanganeen in 1991.



FLYING HIGH: Chris Judd became the first West Coast Eagles' player to win a Brownlow Medal.

2004 BROWNLOW MEDAL PLACINGS

30	Chris Judd	West Coast Eagles
23	Mark Ricciuto	Adelaide
22	Chad Cornes	Port Adelaide
20	Brett Kirk	Sydney Swans
20	Scott West	Western Bulldogs
18	Simon Black	Brisbane Lions
17	Nigel Lappin	Brisbane Lions
17	Luke Power	Brisbane Lions
17	Nick Riewoldt	St Kilda
15	Jeff White	Melbourne
15	Warren Tredrea	Port Adelaide

2004 BROWNLOW MEDAL CLUB TOTALS

102	Brisbane Lions	61	Western Bulldogs
90	Geelong	60	Carlton
90	Port Adelaide	60	Essendon
90	St Kilda	52	Adelaide
79	West Coast Eagles	49	Collingwood
76	Melbourne	46	Fremantle
75	Sydney Swans	36	Richmond
61	Kangaroos	29	Hawthorn





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AFL Premiers

2004 AWARDS, WINNERS & RESULTS



Port turns on the flag power

Port Adelaide, in just its eighth AFL season, overpowered reigning premiers the Brisbane Lions to land its first premiership cup. It was a remarkable achievement as the Power not only had to defeat a side that had won the previous three grand finals, but also had to overcome its own finals record.

Port's apparent finals phobia deepened when it lost consecutive preliminary finals to the Brisbane Lions and Collingwood respectively in 2002 and 2003, but also heightened when it crashed to Sydney at home in a qualifying final in 2003.

Rival fans even started taunting the Power in the 2004 preliminary final against St Kilda when the Saints grabbed an early break.

Port fought back to spark wild local celebrations with a six-point win, but there were many sceptics who suggested the Power would pull up short in the Grand Final against the Brisbane Lions, who were chasing their own slice of premiership history by emulating Collingwood's record of four successive premierships (1927-1930).

Yet, against most predictions, Port was the aggressor in the Grand Final and the Lions struggled to stay in touch during the first half.

The Power kept key Brisbane forwards Alastair Lynch and Jonathan Brown under lock and key and, inexplicably, the finals-hardened Lions lost their composure, giving away undisciplined free kicks in their desperation to prise Power fingers from around their collective throat.

Brisbane somehow went into the main break with a one-point lead, but few observers were willing to suggest the Lions would make it four premierships in a row as they appeared to be struggling to contain the pace and overall strength of the Power.

And that's the way it turned out with brilliant play by Byron Pickett and Gavin Wanganeen giving the Power what turned out to be a match-winning lead.

With the Power going into the final break with a 17-point lead, there was no stopping the South Australian club. The Power raced away to win by 40 points.

Yet, the Lions were far from disgraced. They had fought bravely for three-and-a-half quarters before surrendering to the superiority of the Power.

Port's victory was a triumph for coach Mark Williams and all those who believed that success would follow so much heartache.



IT'S OURS: Port Adelaide players celebrate on the podium after their 2004 Grand Final victory over the Brisbane Lions.

Not only did the Power have to overcome what was seen as a finals hoodoo, but several players had to rise from adversity to achieve the ultimate football dream.

For example, Collingwood, the Western Bulldogs and Essendon had rejected Josh Mahoney before achieving his premiership dream with the Power, while Wanganeen vindicated his move from Essendon, where he had been a 1993 Bomber premiership hero.

The saddest aspect of the win was that it was achieved without skipper Matthew Primus and star midfielder Josh Francou, who both had knee reconstructions early in 2004.

Port's flag achievement therefore was all the more meritorious and not only was the finals monkey off the club's back, but it had turned into a gorilla for all rival clubs.

Port now knows what it takes to win a premiership and, with so much talent on its list, who would suggest the Power will not be able to back up for another flag in 2005? Or even emulate the Lions with three in a row?

2004 TOYOTA AFL GRAND FINAL

Port Adelaide	4.5	6.6	12.8	17.11	(113)
Brisbane Lions	2.2	6.7	9.9	10.13	(73)

Best: Port Adelaide – Pickett, K. Cornes, P. Burgoyne, Carr, James, Thurstans, Wanganeen.

Brisbane Lions – Michael, Notting, Akermanis, Power, Bradshaw.

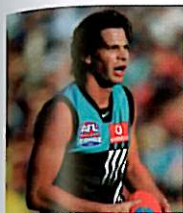
Goals: Port Adelaide – Wanganeen 4, Pickett 3, Thurstans 3, Lade, S. Burgoyne, Carr, Tredrea, Mahoney, Dew, Kingsley.

Brisbane Lions – Notting 3, Akermanis 3, Bradshaw 3, Keating.

Umpires: B. Allen, M. James, S. McInerney

Crowd: 77,671 at the MCG (capacity reduced due to reconstruction of stadium)

Norm Smith Medal: Byron Pickett (Port Adelaide)



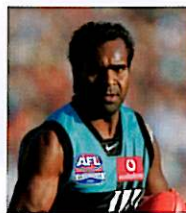
Adam Kingsley



Brendon Lade



Brett Montgomery



Byron Pickett



Chad Cornes



Damien Hardwick



Dean Brogan



Port Adelaide acting captain Warren Tredrea (left) celebrates with coach Mark Williams



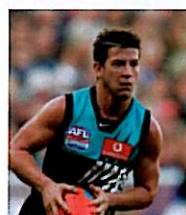
Domenic Cassisi



Gavin Wanganeen



Jarrad Schofield



Josh Carr



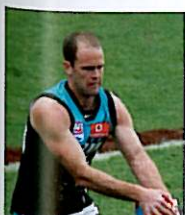
Josh Mahoney



Kane Cornes



Michael Wilson



Matthew Bishop



Peter Burgoyne



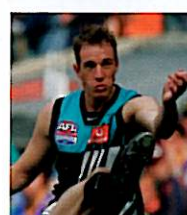
Roger James



Shaun Burgoyne



Warren Tredrea



Toby Thurstans



Stuart Dew



100

Jock McHale
Medal

2004 AWARDS, WINNERS & RESULTS

Williams makes his coaching mark

Despite some harsh public criticism following three years of finals failure, Port Adelaide coach Mark Williams never lost faith in his or his team's ability. He insisted the Power would win a flag sooner rather than later, and the events of 2004 proved him right.

The Power crashed out of the finals early in 2001 and then was defeated in consecutive preliminary finals in 2002 and 2003, prompting critics to suggest Port overdid its possession game.

Williams made little or no concessions to his critics but, within the Port domain, he started tinkering with the team's game-plan to enable it to play a harder, more accountable style of football.

Port, for the third year in a row, topped the ladder after round 22, but could it go all the way in 2004? It did, and come Grand Final day, it buried all the myths and innuendo in style.

Williams was facing the ultimate test as a coach, and came up trumps, with his side defeating the Brisbane Lions by 40 points.

Port surprised by being the aggressors and, at the end of the day, Williams was able to grab hold of his tie, tighten it around his neck and make a mockery of his club's "choker" tag. It was a significant triumph for Port's true believer after years of close misses.

Williams starred with the Port Adelaide Magpies in the SANFL before joining Collingwood in 1981 and captaining the club from 1983 to 1986. He played 135 games with Collingwood before joining Brisbane in 1987 for 66 games to 1990.

From there he coached SANFL club Glenelg before being an assistant coach at Essendon and then the Power before taking over as senior coach at Port in 1999.

As the Power's inaugural premiership coach his place in club history and folklore will never be forgotten.

Williams joined the list of Jock McHale Medallists, many of whom received their medals at a special retrospective medals presentation in July.

JOCK MCHALE MEDAL

2004	Mark Williams	Port	1977	Ron Barassi	Kang
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
			1950	Dick Reynolds	Ess

PREMIERSHIP COACH'S MEDAL

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



POWER POINT:

After falling short in the previous two seasons, no-one was happier to celebrate Port Adelaide's first AFL premiership than coach Mark Williams.

Pickett pounces on biggest day

A goal by Port Adelaide's Byron Pickett in the final quarter of the 2004 Toyota AFL Grand Final against Brisbane will live long in the memory of everyone at the MCG on the big day in September.

Pickett swooped on the ball and bounced his way towards goal, reminiscent of another Aboriginal footballer in Essendon's Michael Long, who scored a similarly spectacular goal against Carlton in the 1993 Grand Final.

Pickett's brilliant goal was one of just three he scored in the 2004 Grand Final and these, plus his 17 other possessions, saw him as the stand-out player of the match. As such, he was the clear choice as winner of the Norm Smith Medal.

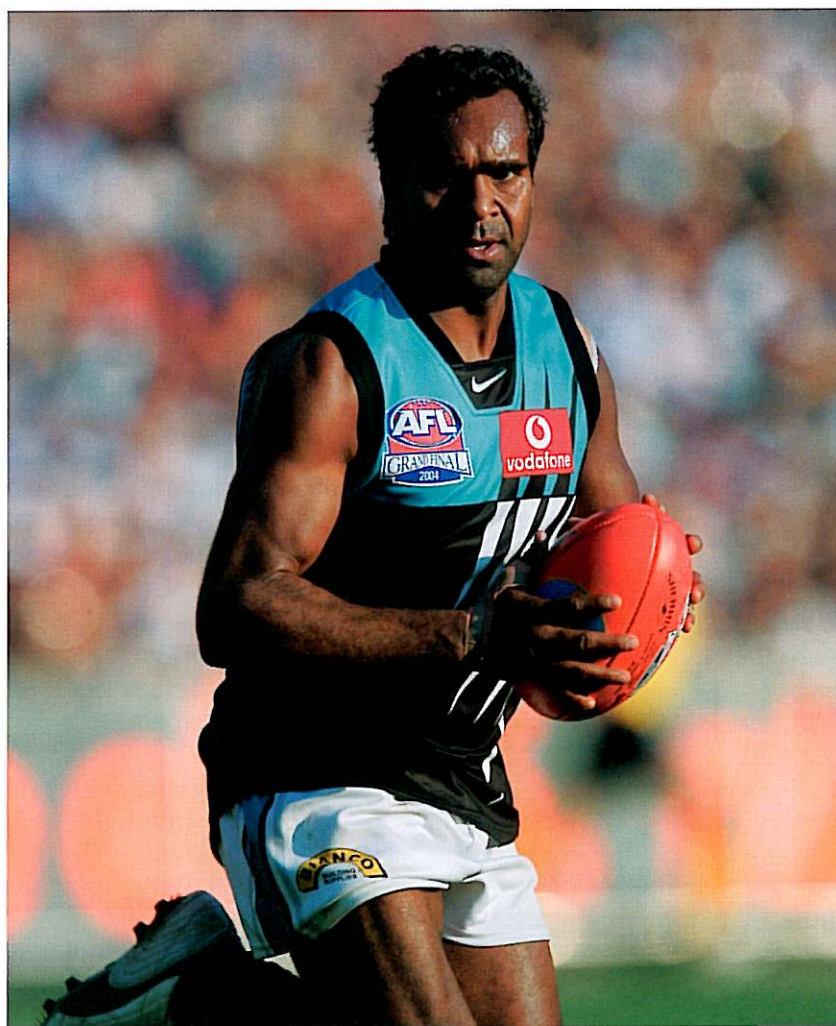
Pickett was the game's Scarlet Pimpernel – here, there, everywhere. He had eight effective long kicks, eight effective short kicks, one effective handpass and nine marks.

He sliced open the Lions' defence with the precision and skill of a surgeon, yet earlier in the season, he was subjected to media speculation that he could not produce his brilliance under pressure.

Pickett made the critics choke on their words, especially as it was his second premiership triumph, as he was a member of the Kangaroos' 1999 flag side.

The chunky forward was traded to the Power in 2002 for two draft selections, with Port reaping handsome dividends for its vision, with Pickett in his new colours intimidating even the best defences.

The tough-as-teak goalsneak's name now is etched among the great players to have been awarded the Norm Smith Medal for a performance when it matters most.



ELITE COMPANY:
Byron Pickett celebrates a second AFL premiership (top) and winning the Norm Smith Medal (right) with daughter Lakeesha.

2004 NORM SMITH MEDAL VOTING

10	Byron Pickett	Port Adelaide
7	Gavin Wanganeen	Port Adelaide
6	Kane Cornes	Port Adelaide
5	Peter Burgoyne	Port Adelaide
2	Roger James	Port Adelaide

JUDGING PANEL

Clinton Grybas (3AW)
Digby Beacham (*Sunday Times* – Perth)
Michael Turner (K-Rock – Geelong)
Roger Vaughan (AAP)
Bruce Abernethy (Triple M – South Australia)



102

Coleman
Medal

2004 AWARDS, WINNERS & RESULTS

Gehrig runs express to the top

St Kilda had a vehicle almost impossible to derail in 2004 – the 'G-Train', aka burly full-forward Fraser Gehrig. The St Kilda goalkicking hero was in awesome form for most of the season and, in round 20 against the Kangaroos at Telstra Dome, notched his best tally – of 10 goals.

He finished the Toyota AFL Premiership Season with 90 goals to win the John Coleman Medal but, in the words of the famous television advertisement, there was more – much more. Gehrig entered the finals series needing 10 goals to reach the century, but managed just two in a qualifying final defeat at the hands of the Brisbane Lions at the Gabba.

His chances of reaching 100 goals in a season therefore looked bleak, especially as heavy rain fell started falling at the MCG half an hour before the semi-final against Sydney.

However, Gehrig kicked six goals to be just short of the century and, with the Saints defeating the Swans, had the chance to reach the milestone in the preliminary final against Port Adelaide at AAMI Stadium the following week.

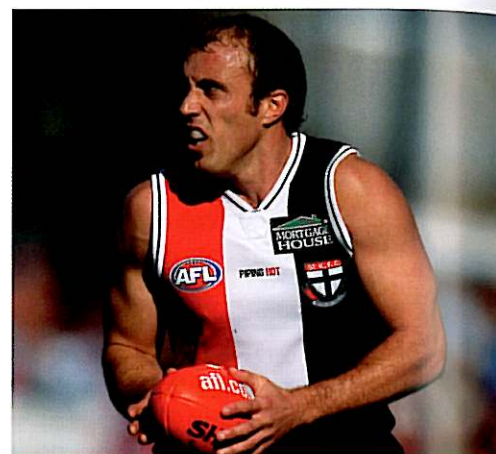
Gehrig kicked those two goals in the opening 10 minutes, and kicked another three over the rest of the match to give him a season's total of 103 as St Kilda went down by six points.

The big Saint had a season-long duel with Essendon's Matthew Lloyd for the John Coleman Medal, with the Bomber star kicking 89 goals over the premiership season before adding seven more in the finals for a season's total of 96.

Third on the goalkicking list over the home and away season was Port Adelaide's Warren Tredrea, who kicked 71 goals and then booted seven over the finals series for a season's total of 78.

TERRIFIC TON:

Fraser Gehrig became the first St Kilda player since Tony Lockett (1991) to win a Coleman Medal.



LEADING 2004 GOALKICKERS

Home and away goal tallies; full season total in brackets

Fraser Gehrig	St Kilda	90	(103)
Matthew Lloyd	Essendon	89	(96)
Warren Tredrea	Port Adelaide	71	(78)
Barry Hall	Sydney	70	(74)
David Neitz	Melbourne	69	(69)
Brendan Fevola	Carlton	66	(66)
Matthew Richardson	Richmond	65	(65)
Philip Matera	WC Eagles	61	(61)
Nick Riewoldt	St Kilda	60	(67)

COLEMAN MEDALLISTS				1977	Peter Hudson	Haw	105	1950	John Coleman	Ess	112	1920	George Bayliss	Rich	62
Premiership season games only				1976	Larry Donohue	Geel	99	1949	John Coleman	Ess	85	1919	Dick Lee	Coll	47
2004	Fraser Gehrig	St Kilda	103	1975	Leigh Matthews	Haw	67	1948	Lindsay White	Geel	86	1918	Ern Cowley	Carl	35
2003	Matthew Lloyd	Ess	87	1974	Doug Wade	N Melb	91	1947	Fred Fanning	Mel	97	1917	Dick Lee	Coll	50
2002	David Neitz	Melb	75	1973	Peter McKenna	Coll	84	1946	Des Fothergill	Coll	63	1916	Dick Lee	Coll	46
2001	Matthew Lloyd	Ess	96	1972	Peter McKenna	Coll	130	1945	Fred Fanning	Mel	67	1915	Jimmy Freake	Fitz	65
2000	Matthew Lloyd	Ess	94	1971	Peter Hudson	Haw	140	1944	Fred Fanning	Mel	87	1914	Dick Lee	Coll	57
1999	Scott Cummings	WCE	88	1970	Peter Hudson	Haw	146	1943	Fred Fanning	Mel	62	1913	Roy Park	University	53
1998	Tony Lockett	Syd	107	1969	Doug Wade	Geel	122	1942	Lindsay White	S Melb	67	1912	Harry Brereton	Melb	56
1997	Tony Modra	Adel	81	1968	Peter Hudson	Haw	125	1941	Sel Murray	N Melb	88	1911	Harry Brereton	Melb	46
1996	Tony Lockett	Syd	114	1967	Doug Wade	Geel	79	1940	Jack Titus	Rich	92	1910	Dick Lee	Coll	51
1995	Gary Ablett	Geel	118	1966	Ted Fordham	Ess	73	1939	Ron Todd	Coll	98	1910	Percy Martini	Geel	51
1994	Gary Ablett	Geel	113	1965	John Peck	Haw	56	1938	Ron Todd	Coll	102	1909	Dick Lee	Coll	55
1993	Gary Ablett	Geel	124	1964	John Peck	Haw	68	1937	Dick D. Harris	Rich	64	1908	Dick Lee	Coll	50
1992	Jason Dunstall	Haw	139	1963	John Peck	Haw	69	1936	Bill Mohr	St Kilda	101	1907	Dick Lee	Coll	45
1991	Tony Lockett	St Kilda	118	1962	Doug Wade	Geel	62	1935	Bob Pratt	S Melb	97	1906	Mick Grace	Carl	45
1990	John Longmire	N Melb	98	1961	Tom Carroll	Carl	54	1934	Bob Pratt	S Melb	138	1905	Charlie H. Pannam	Coll	38
1989	Jason Dunstall	Haw	128	1960	Ron Evans	Ess	67	1933	Gordon Coventry	Coll	108	1904	Vince Coutie	Mel	39
1988	Jason Dunstall	Haw	124	1959	Ron Evans	Ess	69	1932	George Moloney	Geel	109	1903	Teddy Lockwood	Coll	33
1987	Tony Lockett	St Kilda	117	1958	Ian Brewer	Coll	67	1931	Harry Vallance	Carl	72	1902	Charlie Baker	St Kilda	30
1986	Brian Taylor	Coll	100	1957	Jack Charles Collins	Foots	74	1930	Gordon Coventry	Coll	105	1901	Fred Hiskins	Ess	34
1985	Simon Beasley	Foots	93	1956	Bill Young	St Kilda	56	1929	Gordon Coventry	Coll	118	1900	Albert Thurgood	Ess	24
1984	Bernie Muir	Fitz	102	1955	Noel Rayson	Geel	77	1928	Gordon Coventry	Coll	78	1900	Teddy Lockwood	Geel	24
1983	Bernie Muir	Fitz	106	LEADING GOALKICKER				1927	Gordon Coventry	Coll	88	1899	Eddy James	Geel	31
1982	Malcolm Blight	N Melb	94	Premiership season games only				1926	Gordon Coventry	Coll	78	1898	Archie Smith	Coll	31
1981	Michael Roach	Rich	86	1954	Jack Charles Collins	Foots	73	1925	Lloyd Hagger	Geel	70	1897	Eddy James	Geel	22
1980	Michael Roach	Rich	107	1953	John Coleman	Ess	96	1924	Jack Moriarty	Fitz	75		Jack Leith	Mel	22
1979	Kelvin Templeton	Foots	91	1952	John Coleman	Ess	103	1923	Greg Stockdale	Ess	64				
1978	Kelvin Templeton	Foots	118	1951	John Coleman	Ess	75	1922	Horrie Clover	Carl	54				
								1921	Cliff Rankin	Geel	61				



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National Bank's
AFL Rising Star

2004 AWARDS, WINNERS & RESULTS



Rivers reaps a Demon first

Key position defender Jared Rivers became the first Melbourne player to win the coveted National Bank's AFL Rising Star Medal. The dashing young Demon polled the maximum number of votes from the nine judges to defeat teammate Aaron Davey, with Brisbane Lions' Richard Hadley third.

Panel members voted on a 5-4-3-2-1 basis, with Rivers polling 45 votes to Davey's 26 and Hadley's 20.

Rivers had an outstanding 2004 season, although Melbourne coach Neale Daniher rested his young talent late in the year because of "general soreness".

An excellent overhead mark, Rivers made a tremendous impression in 2004 after making his AFL debut the previous season.

Melbourne nominated him as the overall No. 26 selection at the 2002 National Bank's AFL Draft and he played just three games with the Demons the following season.

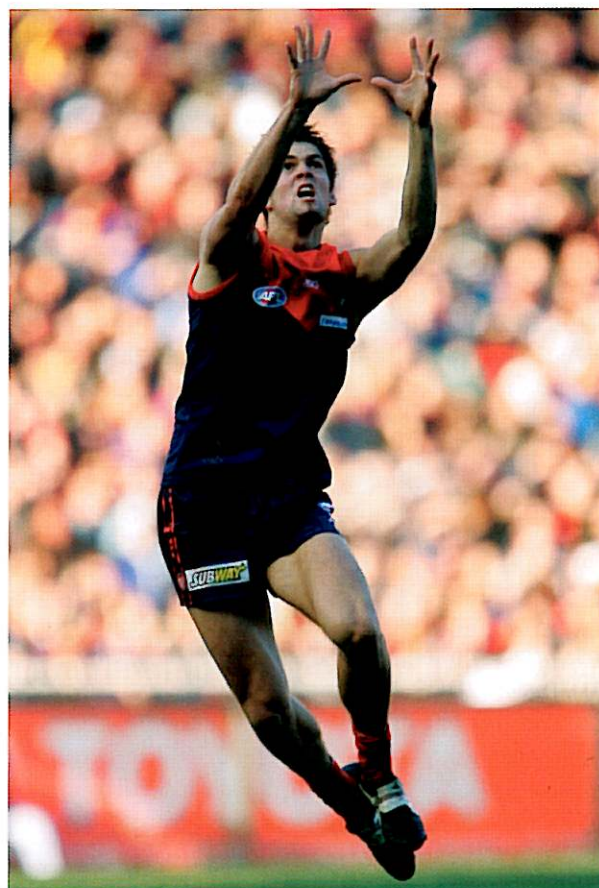
However, the 20-year-old blossomed in 2004 and now is regarded as one of the most promising key position defenders in the competition.

At 193cm, he is the ideal size for a centre half-back and has the knack of knowing when to back his judgment.

Rivers, originally from North Adelaide, lined up against some of the best key forwards in the game in 2004 and had fine performances against Brisbane's Jonathan Brown, Port Adelaide's Warren Tredrea and St Kilda's Nick Riewoldt.

Rivers was presented with the coveted 2004 award by 2003 winner, Hawthorn's Sam Mitchell, at Melbourne's Palladium at Crown at the completion of the premiership season. Rivers also won a personal investment portfolio and the services of a dedicated banking manager from the National Australia Bank.

The judges were Rod Austin, Kevin Bartlett, Andrew Demetriou, Adrian Anderson, Gerard Healy, Neil Kerley, Chris Mainwaring, Kevin Sheehan and Robert Walls. All 22 nominees were recognised at the presentation.



DEMON QUINELLA: Melbourne's Jared Rivers shows off the style that won him the 2004 National Bank's AFL Rising Star medal. Teammate Aaron Davey finished second in the count.

2004 WEEKLY NOMINEES

Rnd 1	Aaron Davey	Melb	Rnd 12	Richard Hadley	B Lions
Rnd 2	Michael Firrito	Kang	Rnd 13	Karl Norman	Carl
Rnd 3	Jared Rivers	Melb	Rnd 14	Jay Schulz	Rich
Rnd 4	Paul Bevan	Syd	Rnd 15	Mark Seaby	WCE
Rnd 5	Andrew Walker	Carl	Rnd 16	Brent Reilly	Adel
Rnd 6	Kane Tenace	Geel	Rnd 17	Sam Butler	WCE
Rnd 7	Brent Staker	WCE	Rnd 18	Beau Waters	WCE
Rnd 8	Andrew Mackie	Geel	Rnd 19	Daniel Cross	W Bull
Rnd 9	Guy Richards	Coll	Rnd 20	Brent Stanton	Ess
Rnd 10	Brent Moloney	Geel	Rnd 21	Adam Cooney	W Bull
Rnd 11	Brett Ebert	P Adel	Rnd 22	Brent Hartigan	Rich

VOTING

45	Jared Rivers	Melb
26	Aaron Davey	Melb
20	Richard Hadley	B Lions
17	Adam Cooney	W Bull
17	Paul Bevan	Syd
4	Brent Reilly	Adel
3	Andrew Walker	Carl
3	Karl Norman	Carl



104

Carlton Draught
All-Australian team

2004 AWARDS, WINNERS & RESULTS

The new guard takes over

The naming of the 2004 Carlton Draught All-Australian team represented a major changing of the guard, with 12 changes (up from eight in 2003). However, the quality status of the team was maintained, with star players on every line and some of the biggest names in the game unable to win places.

For example, there was no room for superstars such as Essendon's James Hird and Matthew Lloyd, Collingwood's Nathan Buckley, St Kilda's Robert Harvey and Brisbane's Michael Voss.

Twelve of the 16 clubs were represented in the 2004 team, with Adelaide's Mark Ricciuto named captain in his seventh All-Australian selection. Only Harvey (eight) and Buckley (seven) have won as many All-Australian honours among current players.

The new faces were Leo Barry, Barry Hall and Brett Kirk (Sydney Swans), Chad Fletcher and Chris Judd (West Coast Eagles), James Clement (Collingwood), Chad Cornes (Port Adelaide), Matthew Lappin (Carlton), Adam McPhee (Essendon), Luke Power (Brisbane Lions), Nick Riewoldt (St Kilda) and Jeff White (Melbourne).

Tredrea was named vice-captain as well as being All-Australian centre half-forward for the fourth consecutive year.

Port coach Mark Williams, after guiding his team to the Grand Final win over the Brisbane Lions, was named All-Australian coach, taking over from the Lions' Leigh Matthews.

Several debut selections were particularly meritorious as, for example, Lappin was named All-Australian after 192 games with St Kilda and Carlton over 11 seasons.

Also, Kirk was named in the All-Australian team after being promoted from Sydney's rookie list in 1999.

Mathew James was named the All-Australian umpire after an excellent season in which he was one of the three men in charge of the Grand Final.

CREAM OF THE CROP: Players on hand to accept All-Australian honours for 2004 were (back row, from left) Luke Power, Warren Tredrea, Barry Hall, Jeff White, Fraser Gehrig, Nick Riewoldt, Chad Cornes; (centre, from left) Chris Johnson, Simon Black, Leo Barry, Mark Ricciuto, Adam McPhee, Brett Kirk, Matthew Lappin, Scott West; (front, from left) Austinn Jones, Matthew Scarlett, Chris Judd and Chad Fletcher; absent on the evening were Jason Akermanis, Nigel Lappin and James Clement.

2004 ALL-AUSTRALIAN TEAM

Backs			
Chris Johnson (BL)	Matthew Scarlett (Geel)		Leo Barry (Syd)
Half-backs			
Austinn Jones (St K)	Chad Cornes (PA)		Adam McPhee (Ess)
Centres			
Nigel Lappin (BL)	Simon Black (BL)		Chris Judd (WCE)
Half-forwards			
Jason Akermanis (BL)	Warren Tredrea (PA)		Nick Riewoldt (St K)
Forwards			
Barry Hall (Syd)	Fraser Gehrig (St K)		Luke Power (BL)
Followers			
Jeff White (Melb)	Mark Ricciuto (Adel)		Scott West (WB)
Interchange			
James Clement (Coll)	Chad Fletcher (WCE)	Brett Kirk (Syd)	Matthew Lappin (Carl)
Captain	Vice-captain	Coach	Umpire
Mark Ricciuto	Warren Tredrea	Mark Williams (PA)	Mathew James

SELECTORS

Rod Austin, Adrian Anderson, Gerard Healy, Robert Walls, Chris Mainwaring, Neil Kerley and Kevin Bartlett, with AFL Chief Executive Officer Andrew Demetriou as non-voting chairman.





105

2004 Foster's
International
Rules Series

2004 AWARDS, WINNERS & RESULTS

Ireland turns the tables



HARD ROAD: Dean Solomon battled grimly during the First Test.

Ireland, after two consecutive series defeats, turned the tables on Australia in the 2004 Foster's International Rules Series in Dublin. Ireland defeated Australia in both matches, by a total of 50 points to win the Cormack McAnallen Cup in convincing style.

The Irish won the first match in the series at Dublin's Croke Park by 36 points, virtually ending the visitors' hopes of a fightback in the other match in the series at the same venue the following week.

Ireland jumped Australia in the opening match, with Mattie Ford and Stephen McDonald in outstanding form and the pace and skills of the Irish team almost impossible to counter.

The Australians could not handle the round ball and suffered a setback when Sydney midfielder Jared Crouch was forced off the ground with a broken collarbone.

Australia could only salvage pride in the return match.

This time the Australians started full of fire, with much more aggression and better control of the round ball.

Australia, with Richmond's Nathan Brown starring up forward, held a three-point lead at the main break, but was overwhelmed by the brilliant Irish in the second half.

The Irish fought back over the second half and eventually wrested control when skipper Pdraig Joyce netted for the only goal (worth six points) of the match.

Total attendance for the series at Dublin's Croke Park was 106,865. Brown won the Jim Stynes Medal for the best Australian player of the series.

2004 FOSTER'S INTERNATIONAL RULES SERIES

First Test at Croke Park, Dublin

Ireland	1-7-1	2-9-4	3-11-6	3-17-8 (77)
Australia	0-1-2	0-3-4	1-6-7	1-9-8 (41)

Teams

Ireland: Pdraig Joyce (captain), Joe Bergin, Alan Brogan, Graham Canty, Sean Cavanagh, Stephen Cluxton, Brendan Coulter, Brian Cullen, Dessie Dolan, Mattie Forde, Paul Galvin, David Heaney, Tom Kelly, Tadhg Kennelly, Sean M. Lockhart, Ciaran McDonald, Steven McDonnell, Martin McGrath, Brian McGuigan, Ciaran McManus, James Nallen, Sean Og O'hAilpin, Setanta O'hAilpin.

Australia: James Hird (captain), Luke Ball, Craig Bolton, Joel Bowden, Michael Braun, Nathan G. Brown, Cameron Bruce, Joel Corey, Jared Crouch, Nick Dal Santo, Andrew Embley, Brad Green, Robert Hadrill, Max Hudghton, Jason Johnson, Austinn Jones, Brett Kirk, Adam McPhee, Mark McVeigh, Mal Michael, Brady Rawlings, Nick Riewoldt, Dean Solomon.

Goals (6 points): Ireland – Forde, McDonnell, Joyce. **Australia** – Brown.

Overs (3 points): Ireland – Dolan 4, Cavanagh 2, Coulter 2, Kennelly 2, McDonnell 2, Bergin, Brogan, Forde, Kelly, Joyce. **Australia** – Brown 3, Hird 2, Bowden, Johnson, Ball, McPhee.

Best: Ireland – McDonnell, Canty, Coulter, Dolan, McDonald, Joyce. **Australia** – Ball, Rawlings, Hird, Brown.

Umpires: Michael Collins (Ireland), Stephen McBurney (Australia)

Attendance: 46,370

Second Test at Croke Park, Dublin

Ireland	0-3-3	0-6-5	1-11-5	1-13-10 (55)
Australia	0-4-0	0-8-2	0-11-2	0-13-2 (41)

Teams

Ireland: Pdraig Joyce (captain), Joe Bergin, Alan Brogan, Eoin Brosnan, Declan Browne, Graham Canty, Sean Cavanagh, Stephen Cluxton, Brendan Coulter, Brian Cullen, Dessie Dolan, Mattie Forde, Paul Galvin, David Heaney, Tom Kelly, Tadhg Kennelly, Sean M. Lockhart, Ciaran McDonald, Martin McGrath, Brian McGuigan, Ciaran McManus, James Nallen, Sean Og O'hAilpin.

Australia: James Hird (captain), Luke Ball, Craig Bolton, Jude Bolton, Joel Bowden, Michael Braun, Nathan G. Brown, Cameron Bruce, Joel Corey, Nick Dal Santo, Alan Didak, Andrew Embley, Brad Green, Robert Hadrill, Max Hudghton, Austinn Jones, Brett Kirk, Adam McPhee, Mark McVeigh, Mal Michael, Brady Rawlings, Nick Riewoldt, Dean Solomon.

Goals (6 points): Ireland – Joyce.

Overs (3 points): Ireland – Kennelly 3, Joyce 2, Cavanagh 2, Brogan 2, Galvin, Coulter, Dolan, Forde. **Australia** – Brown 7, Riewoldt 2, Jones 2, Ball, J. Bolton.

Best: Ireland – Joyce, Kennelly, Cluxton, Coulter, Dolan, McDonald. **Australia** – Brown, Riewoldt, Ball, Jones, Solomon, McVeigh.

Umpires: Michael Collins (Ireland), Stephen McBurney (Australia)

Attendance: 60,515

Jim Stynes Medal: Nathan Brown

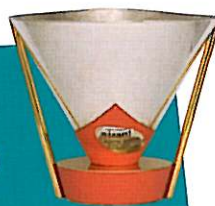
Ireland won the series



106

Wizard Home Loans Cup

2004 AWARDS, WINNERS & RESULTS



Saints break SA hold on cup

St Kilda broke the three-year South Australian dominance of the Wizard Home Loans Cup by winning the 2004 pre-season series. The Saints defeated Geelong by 22 points in the final at Telstra Dome, ending the run by Adelaide in 2003 and Port Adelaide over 2001 and 2002.

The final attracted a massive attendance of 50,533, with early matches in the series being played all over Australia – Adelaide, Darwin, Launceston, Sydney, Cairns, Perth, Canberra and Melbourne.

The big upsets of the first round of the knockout competition format were the West Coast Eagles' 105-point thrashing of Collingwood and Carlton's 102-point demolition of the Sydney Swans.

The non-Victorian involvement ended in the quarter-finals with Essendon edging out the Lions by 11 points and Melbourne holding off the fast-finishing Eagles to join the Cats and Saints in the last four.

St Kilda downed Essendon by seven goals but Geelong needed Kent Kingsley to convert a free kick from 45 metres to snatch a one-point win over the Demons.

St Kilda controlled the opening quarter of the final, but Geelong hit back in the second and third quarters to lead by 11 points going into the final break.

Geelong was aiming for its first team trophy since winning the 1963 premiership, but St Kilda proved too strong in the final quarter.

Saint midfielder Nick Dal Santo kicked a nine-point super-goal in the final quarter to restore his team's ambitions, while Geelong was held goalless for the term.

The Michael Tuck Medal for best player on the ground was won by veteran St Kilda midfielder Robert Harvey, who had 16 kicks, 17 handballs and four marks.

Teammate Brent Guerra, recruited from Port Adelaide just a few months earlier, kicked four goals, while Geelong's best player was full-back Matthew Scarlett; Cat full-forward Kent Kingsley kicked five goals.

The form shown by St Kilda and Geelong in the Wizard Cup series was reflected by the fact both teams reached preliminary finals in 2004, with St Kilda going down to eventual premier Port Adelaide and Geelong was just pipped by three-time defending champions, the Brisbane Lions.

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.

TROPHY TIME:

St Kilda forwards Nick Riewoldt and Aaron Hamill celebrate the club's first pre-season premiership since 1996.

WIZARD HOME LOANS CUP

Round 1

Essendon 2.13.11 (107) d **Fremantle** 1.13.12 (99) at Marrara Oval, Darwin; **Richmond** 2.13.9 (105) d **Western Bulldogs** 0.12.9 (81) at Telstra Dome; **Melbourne** 4.11.11 (113) d **Kangaroos** 2.10.13 (91) at Manuka Oval, Canberra; **West Coast** 1.18.14 (131) d **Collingwood** 0.2.14 (26) at Subiaco; **Geelong** 2.10.7 (85) d **Port Adelaide** 1.8.8 (65) at Bundaberg Rum Stadium, Cairns; **Brisbane Lions** 0.12.5 (77) d **Hawthorn** 0.4.16 (40) at York Park, Launceston; **Carlton** 1.22.9 (150) d **Sydney** 2.4.6 (48) at Telstra Stadium, Sydney; **St Kilda** 1.12.12 (93) d **Adelaide** 1.11.5 (80) at AAMI Stadium.

Quarter-finals

Melbourne 1.11.12 (87) d **West Coast** 0.11.9 (75) at Telstra Dome; **Geelong** 0.13.8 (86) d **Carlton** 1.9.3 (66) at Optus Oval; **Essendon** 1.12.9 (90) d **Brisbane Lions** 2.8.13 (79) at Telstra Dome; **St Kilda** 2.15.11 (119) d **Richmond** 1.7.6 (57) at Telstra Dome.

Semi-finals

Geelong 2.8.11 (77) d **Melbourne** 2.8.10 (76) at Telstra Dome. **St Kilda** 2.16.12 (126) d **Essendon** 1.11.9 (84) at Telstra Dome.

Grand Final

St Kilda	0.4.1	0.7.3	0.10.4	1.14.5 (98)
Geelong	0.2.1	1.7.5	1.10.6	1.10.7 (76)

Best: **St Kilda** – Harvey, Guerra, Riewoldt, Hamill, Ball, Jones. **Geelong** – Scarlett, Kingsley, Ling, Enright, Sanderson.

Nine-point goals: **St Kilda** – Montagna. **Geelong** – Graham.

Goals: **St Kilda** – Guerra 4, Riewoldt 2, Hamill 2, Gehrig 2, Milne, Jones, Hayes, Ball. **Geelong** – Kingsley 5, McCarthy 2, Haynes, Graham, Ablett.

Umpires: Vozzo, McLaren, McInerney, Rowe

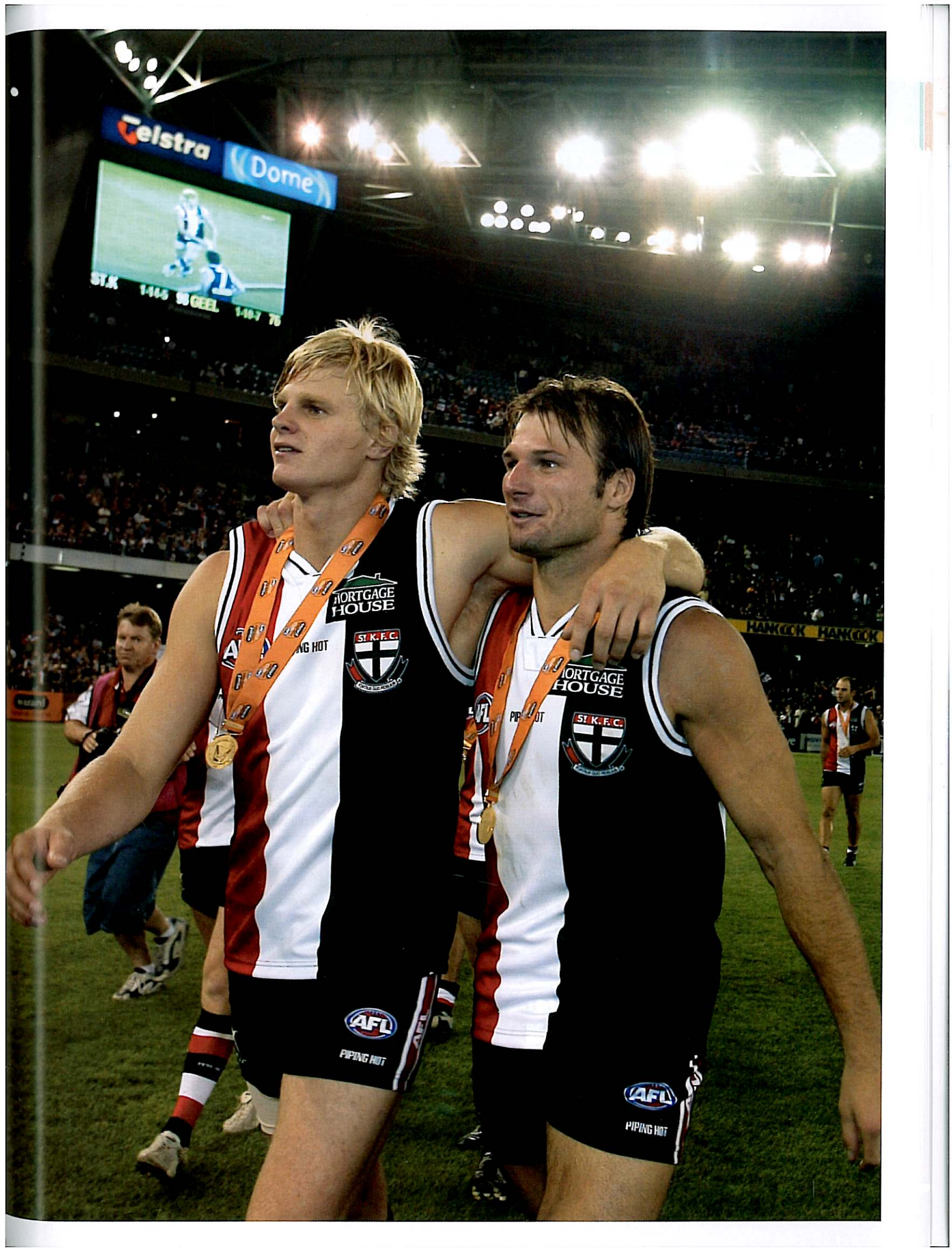
Attendance: 50,533 at Telstra Dome

Michael Tuck Medal: Robert Harvey (St Kilda)

Grand Final teams

St Kilda: Steven Baker, Luke Ball, Heath Black, Jason Blake, Xavier Clarke, Nick Dal Santo, Fraser Gehrig, Brendon Goddard, Brent Guerra, Aaron Hamill, Robert Harvey, Lenny Hayes (captain), Austinn Jones, Trent Knobel, Justin Koschitzke, Matt Maguire, Stephen Milne, Leigh Montagna, Luke Penny, Stephen Powell, Nick Riewoldt, Troy Schwarze, Andrew Thompson, Brett Voss. Coach: Grant Thomas.

Geelong: Gary Ablett, James Bartel, Paul Chambers, Paul Chapman, Joel Corey, Corey Enright, Ben Graham, Tom Harley, David Haynes, Josh Hunt, James Kelly, Kent Kingsley, Cameron Ling, Matthew McCarthy, Darren Milburn, Cameron Mooney, Henry Playfair, James Rahilly, Peter Riccardi, Jarad Rooke, Brenton Sanderson (captain), Matthew Scarlett, David Spriggs, Kane Tenace. Coach: Mark Thompson.



**100****Australian Football
Hall of Fame**

2004 AWARDS, WINNERS & RESULTS

Six admitted to Hall of Fame

**GREATS LAUDED:**

Denis Marshall, Rowan Sawers, Doug Hawkins and Carl Ditterich were on hand to celebrate their admission to the Australian Football Hall of Fame.

Six football identities were admitted to the Australian Football Hall of Fame in 2004.

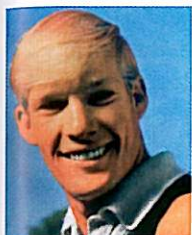
Four former players – St Kilda and Melbourne ruckman Carl Ditterich, 350-game Bulldog and Fitzroy wingman Doug Hawkins, Geelong and West Australian centreman/defender Denis Marshall and prolific 1920s goalkicker Jack Moriarty – were inducted, along with nine-time WA premiership coach Philip Matson and decorated umpire Rowan Sawers.

The six were recognised at the annual Australian Football Hall of Fame induction dinner at the Regent Theatre, Melbourne.

The Australian Football Hall of Fame was established in 1996 and serves to recognise players, coaches, umpires, administrators and media representatives who have made an outstanding contribution to Australian Football.

**JACK MORIARTY****Born: April 30, 1901****Died: September 5, 1980**

Essendon made a rare mistake when it allowed Jack Moriarty to leave after one season (1922). The son of former Fitzroy player Geoff Moriarty kicked 36 goals in just 13 games with Essendon to lead the club goalkicking, but was dropped for the 1922 preliminary final, spent the entire 1923 season in the reserves and crossed to Fitzroy in 1924. Moriarty kicked seven goals in each of his first three games with the Maroons and went on to represent Victoria every year he was with Fitzroy, to the end of the 1933 season. He topped the League goalkicking with 82 in 1924 (then a League record) and was leading Fitzroy goalkicker from 1924-1929 and 1931-1933. Moriarty, who weighed just 62 kilograms, won Fitzroy's best and fairest in 1927 and was captain in 1933. He played 157 games and kicked 626 goals for Fitzroy.



CARL DITTERICH

Born: October 10, 1945

One of the most feared ruckmen of his era, Carl Ditterich was a star from his first game, against Melbourne at the Junction Oval in 1963. The 17-year-old Ditterich was best on the ground against the powerful Demons after being

recruited locally from the East Brighton club; he immediately was hailed as the 'blond bombshell'. He mixed brilliance with raw aggression – an incident late in the 1966 season cost him the chance to play in St Kilda's only premiership as he was suspended for six matches for striking Fitzroy's Daryl Peoples. He won the St Kilda best and fairest in 1968, but accepted an offer to join Melbourne under the 10-year rule in 1973 and won the Demon best and fairest that year. He returned to St Kilda as captain in 1976 but was back at Melbourne just three years later when he became captain-coach of the club, a position he held to his retirement in 1980. Ditterich, who represented Victoria six times, played 203 games (kicking 156 goals) for St Kilda and 82 games (kicking 43 goals) for Melbourne.



DOUG HAWKINS

Born: May 5, 1960

Doug Hawkins, who was idolised by Bulldog fans for his brilliance and flamboyance on a wing, barracked for the Kangaroos as a boy, but was tied residentially to Footscray after starring as a junior with Braybrook. Exceptionally

skilled, he had his own patch of turf at the Western (now Whitten) Oval unofficially named the 'Doug Hawkins Wing'. He had pace, was hard at the contest and an exceptional kick. Although he missed an entire season after a knee reconstruction, he played a club record of 329 games (for 216 goals) with the Bulldogs from 1978-84, breaking Ted Whitten's mark of 321 games (1951-70). Hawkins won the Bulldogs' best and fairest in 1985, topped the club goalkicking in 1991 and was captain from 1990 to 1994. The Bulldogs suggested to Hawkins that he should retire at the end of the 1994 season, but he felt he could play for at least one more year. He was drafted by Fitzroy and was a handy contributor over 21 games (for 11 goals) in his only season with the Lions, in 1995, at 35.



DENIS MARSHALL

Born: October 17, 1940

West Australian Denis Marshall created headlines even before he moved to Victoria to play with Geelong in 1964. First, there were questions over whether Geelong had breached Coulter Law player payments and, second, Cat coach

Bob Davis claimed Marshall as the most accomplished player he had seen. Marshall, who was a star centreman with Claremont, had to stand out for the first six rounds of 1964 while the VFL investigated the alleged player payment irregularities but, when given the all-clear, he proved his

worth, first on a half-back flank and then in the centre. He won the Geelong best and fairest in 1966 and was runner-up to South Melbourne's Bob Skilton in the 1968 Brownlow Medal count. However, he decided at the end of the 1968 season to return to Western Australia and resumed his playing career with Claremont. Marshall, who played 84 games for Geelong from 1964 to 1968, played 175 games for Claremont. The hugely-talented Marshall was still shy of his 28th birthday when he left Geelong but, during his five-season stint with the Cats, represented Victoria eight times. He also played 14 games for Western Australia and won the Claremont best and fairest four times.



PHILLIP MATSON

Born: October 22, 1884

Died: June 13, 1928

Phillip Matson was a sporting legend in Western Australia and his death following a motor accident in 1928 sparked enormous grief, with his funeral procession one of the biggest in WA. Matson was aged 43 and

coaching East Perth at the time and who knows what further honours he might have achieved as he already had landed nine flags as a coach. Matson played his early football in WA with Claremont reserves, West Perth, South Bunbury and Boulder City before playing 24 games for South Australian club Sturt in 1909 and 1910. He played with North Fremantle in 1911 and joined Subiaco in 1912 before later playing with East Perth from 1918 to 1920 and played again in 1923 (he was coach only in 1921 and 1922). Overall, he played 129 games in the WAFL and, along the way, played in six premiership sides The man known as 'Aeroplane' Matson because of his high marking, coached Subiaco to the 1913 flag and then guided East Perth to seven premierships (1919, 1920, 1921, 1922, 1923, 1926 and 1927). He retired as a player after the 1923 season, coached East Perth in 1924 and coached Victorian country club Castlemaine in 1925 before returning to East Perth in 1926. Matson represented South Australia four times and captained WA at the 1914 Australian Football Carnival in Sydney. He also coached WA in 15 games.



ROWAN SAWERS

Born: October 19, 1954

Rowan Sawers could hardly have had a more exciting debut as an umpire as he and fellow umpire Ian Robinson were in charge when St Kilda and South Melbourne drew at Moorabbin in round seven, 1977. Sawers played under-age football with Frankston

Rovers before taking up umpiring in 1971 with the Southern Umpires' Association in the Frankston Junior District League. He was recruited to the VFL senior panel in 1973. Sawers went on to officiate in an AFL record 410 games to 1997 and was involved in 31 finals, including the 1982, 1984, 1987 and 1990 Grand Finals. In addition, Sawers umpired eight State of Origin games and was involved in two International Rules Series, including the first official tour of Ireland in 1984. He was appointed AFL umpires' coach at the end of the 1997 season and still holds that position.



2004 AWARDS, WINNERS & RESULTS

**AFL Life
Members**

Achievements duly recognised

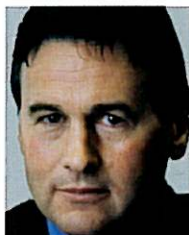
Former AFL Chief Executive Officer Wayne Jackson heads the list of football identities to be honoured with AFL Life Membership in 2004. The list also features three umpires and six players/coaches who qualified for Life Membership after reaching 300 games as a player, coach or umpire in premiership season (including finals), pre-season, State of Origin and International Rules matches.



BRETT ALLEN

One of the game's most experienced umpires, Brett Allen has officiated in five of the past six AFL Grand Finals, including 2002-04. The 2004 Grand Final took his premiership games tally to 278, putting him in truly elite company as the 2005 season presents him with an opportunity

to become only the 11th umpire to officiate in 300 or more AFL premiership season games. Allen, recruited from Geelong Umpires, made his AFL debut in 1992 and umpired in 16 matches that season. He officiated in two State of Origin games and was named All-Australian umpire in 1999, 2000 and 2002.



JEFF BROWNE

This former player-manager has played a pivotal role in steering the competition into the 21st century in his role as the AFL's legal advisor. Entering his 20th year of service with the AFL, his role has included negotiating major contracts with government, ground managers, TV

networks and licensees, helping draft and implement player rules and adapting draft and salary cap regulations. He was also closely involved with the entry of the West Coast Eagles, Brisbane, Adelaide, Fremantle and Port Adelaide to the competition and has generously served the AFL Commission and executive staff in their deliberations.



WAYNE CAMPBELL

Few footballers have given Richmond greater service than Wayne Campbell, who had played 275 games with the Tigers to the end of the 2004 AFL season (307 including pre-season, State of Origin and International Rules). Recruited from Golden Square, Campbell made his debut in 1991

and quickly established himself as one of the best midfielders



ANDREW COATES

Andrew Coates' AFL umpiring career has few equals. To the end of the 2004 season, he had officiated in 281 AFL games, including the 1998 and 1999 Grand Finals. Coates also officiated in five State of Origin games and four International Rules Series

games between Australia and Ireland, and was named All-Australian umpire for 1998. An accountant in private life, Coates started umpiring in the Essendon District Football League, joined the State League panel in 1984 and was promoted to the senior list in 1987. He made his AFL debut in 1989.



CHRIS GRANT

One of the greatest players to have represented the Western Bulldogs, Chris Grant has given the club wonderful service since being plucked from Daylesford as the overall number 105 selection at the 1988 National AFL Draft. He had played 296 games with the

Bulldogs (320 including pre-season and State of Origin) to the end of the 2004 season after making his debut in 1990. He won the Bulldogs' best and fairest in 1994 and 1996 (equal) and was named All-Australian from 1997-1999. Grant, who has captained the club since 2001, has been a wonderful contributor to the Bulldogs' cause with his ability to hold down a key position at either end of the ground.



JOHN HALBERT

In April 2005, this SANFL life member will complete an incredible 50 years of continuous service to the game. He played 244 games and booted 253 goals for SANFL club Sturt from 1955-1968. A four-time club best and fairest, he won the Magarey Medal in 1961,

captained Sturt to the 1966 premiership, represented

South Australia 16 times, coached Glenelg from 1979-1982 and returned to Sturt as coach in 1983-1984. He was awarded an MBE in 1969 for service to sport and work among young people. He has been SANFL vice-president since 2003 after eight years on the SANFL Commission, a member of the AFL Laws Committee since 2000 and was chairman of selectors at Adelaide from 1992-1994.



WAYNE JACKSON

The former AFL chief executive officer's involvement in football stretches back well beyond his seven-year stint in Australian football's most important position. He played 160 games at SANFL club West Torrens from 1965-1973

where he was also coach and chairman.

In 1990 he was appointed to the SANFL Commission and the AFL Commission in 1995 before replacing Ross Oakley as AFL chief executive officer in November 1996. Highlights of his period in office included a greater national focus on the game, increased investment and substantial growth in NSW and Queensland participation rates, emphasis on improving the financial position of the league and clubs, the sale of Waverley Park and securing the use of Telstra Dome and Telstra Stadium as AFL venues. He retired in September 2003, but continues as a director of AFL Northern Territory in an honorary role.



GLEN JAKOVICH

When Glen Jakovich announced his retirement early in the 2004 season, it marked the end of an era for the West Coast Eagles. Jakovich had made his AFL debut in 1991 after being recruited from South Fremantle and quickly established himself as one of the best centre half-backs

of the modern era. A huge man, he played in the 1992 and 1994 Eagle premiership sides and won the club best and fairest in 1993 (equal), 1994, 1995 and 2000. Named All-Australian in 1994 and 1995, Jakovich played 276 games, mostly at the heart of the Eagle defence, plus 30 pre-season, State of Origin and International Rules Series matches.



STUART MAXFIELD

Stuart Maxfield made his AFL debut with Richmond in 1990 after being recruited from Glen Waverley Rovers. A quick and dashing winger with a magnificent left-foot kicking style, he moved to Sydney in 1996 after 89 games with the Tigers.

Maxfield, totally dedicated to his football craft, quickly established himself as one of the Swans' most important players and played in the 1996 Grand Final side, the club's first for 51 years. A natural leader who sets the perfect example, Maxfield has been Sydney captain since 2003. He represented Australia in the International Rules Series against Ireland in 2001 and has played 284 premiership season games plus 28 pre-season and International Rules games.

Jack Titus Award 2004

BRIAN COLEMAN



The close-knit nature of the Hawthorn Football Club is reflected by the Jack Titus Award. Five Hawthorn stalwarts have received the honour, the latest being former president Brian Coleman.

He played six senior games in 1959 and was a member of the reserves premiership side that year. He steered the Hawks to their only under-19 flag in 1972 during a nine-year stint as coach before joining the match committee in 1980. He was chairman of selectors from 1983 until 1995. During this period, Hawthorn won five day and five night flags. He served as president in 1995-96 and since 2001 he has been chairman of selectors for the Box Hill Hawks.

JACK TITUS AWARD RECIPIENTS

2004	Brian Coleman	Haw	1988	Sef Dunn	Haw
2003	Tony Jewell	Rich	1987	George Coates	Fitz
2002	Con Regan	Frem	1986	Jim Hannan	N Melb
2001	Wes Lofts	Carl	1985	Ian Ridley	Melb
2000	Andy Angwin	Haw	1984	Newton Chandler	Carl
1999	Laurie Dwyer	N Melb	1983	Graeme Richmond	Rich
1998	Ken Goddard	Haw	1982	Roy McConnell	Rich
1997	Bill Stephen	Fitz/Ess	1981	Ian Drake	St Kilda
1996	Rick Quade	Syd	1980	Max Elmer	Haw
1995	Greg Sewell	Ess	1979	Jim Cardwell	Melb
1994	Bill McMaster	Geel	1978	Jack Adams	N Melb
1993	Keith McKenzie	Carl/N Melb		Bill Cookson	Ess
1992	Allan Cooke	Rich	1977	Jack Titus	Rich
1991	Ron Richards	Coll			
1990	John Dugdale	N Melb			
1989	Bruce Comben	Carl			

* 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.



GAVIN WANGANEEN

A precocious talent, Gavin Wanganeen started his senior career with the Port Adelaide Magpies and moved to Essendon in 1991. He won the 1993 Brownlow Medal and played in Essendon's 1993 premiership side but, after 127 games with the Bombers, decided to

join Port Adelaide for its entry to the AFL. The Power's inaugural captain in 1997 (until 2000), he was a member of the Power's 2004 premiership side. A five-time All-Australian five times, he has played 275 AFL games.



JOHN WORSFOLD

A player noted for his fearless approach to the game has carried that same attitude into the coaches' box. He was on the West Coast Eagles' inaugural list in 1987 and won the club best and fairest in just his second AFL season. The no-nonsense half-back captained the side in 138 of his 209 games and twice

lifted the AFL premiership cup (1992 and 1994). After retiring in 1998, he spent two years as an assistant with Carlton before taking the Eagles' reins in 2002. He has guided the side to finals action in each of his three years at the helm.



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2004 Results

2004 AWARDS, WINNERS & RESULTS



TOYOTA

PREMIERSHIP SEASON

2004 Toyota AFL Premiership Season results

ROUND 1

FRIDAY, MARCH 26

Rich 14.13 (97) v Coll 8.9 (57) (MCG) (N)

SATURDAY, MARCH 27

Haw 17.17 (119) v Melb 10.10 (70) (MCG)

Frem 15.17 (107) v Carl 8.12 (60) (S)

BL 11.14 (80) v Syd 11.12 (78) (G) (N)

St K 19.8 (122) v Geel 9.7 (61) (TD) (N)

SUNDAY, MARCH 28

PA 23.20 (158) v Ess 8.14 (62) (AS)

Kang 23.11 (149) v Adel 10.14 (74) (MCG)

WB 20.17 (137) v WCE 22.12 (144) (TD)

ROUND 2

FRIDAY, APRIL 2

Melb 20.15 (135) v Rich 12.4 (76) (MCG) (N)

SATURDAY, APRIL 3

Coll 15.16 (106) v WB 13.19 (97) (MCG)

Adel 11.17 (83) v BL 15.14 (104) (AS)

WCE 17.13 (115) v PA 18.10 (118) (S) (N)

Ess 8.12 (60) v St K 13.16 (94) (TD) (N)

SUNDAY, APRIL 4

Syd 15.12 (102) v Fre 10.11 (71) (SCG)

Carl 16.8 (104) v Geel 6.14 (50) (OO)

Haw 11.8 (74) v Kang 15.13 (103) (MCG)

ROUND 3

THURSDAY, APRIL 8

BL 21.11 (137) v Coll 12.5 (77) (G) (N)

SATURDAY, APRIL 10

Kang 17.9 (111) v Carl 16.10 (106) (MCG)

Ess 22.5 (137) v WCE 20.11 (131) (TD) (N)

Syd 10.13 (73) v Geel 10.7 (67) (SCG) (N)

SUNDAY, APRIL 11

PA 26.15 (171) v Haw 13.12 (90) (AS)

WB 12.15 (87) v Melb 12.25 (97) (MCG)

Frem 10.13 (73) v Adel 8.16 (64) (S)

MONDAY, APRIL 12

St K 16.18 (114) v Rich 10.9 (69) (TD)

ROUND 4

FRIDAY, APRIL 16

Carl 12.8 (80) v Ess 17.15 (117) (MCG) (N)

SATURDAY, APRIL 17

Melb 18.16 (124) v PA 10.11 (71) (MCG)

WCE 12.7 (79) v BL 10.16 (76) (S)

Adel 15.8 (98) v St K 18.5 (113) (AS) (N)

Geel 19.13 (127) v Rich 11.12 (78) (TD) (N)

SUNDAY, APRIL 18

Kang 10.10 (70) v Syd 18.13 (121) (MO)

Coll 7.12 (54) v Frem 12.16 (88) (TD)

Haw 14.13 (97) v WB 16.13 (109) (MCG)

ROUND 5 (Anzac Day)

FRIDAY, APRIL 23

Rich 9.5 (59) v Adel 21.8 (134) (TD) (N)

SATURDAY, APRIL 24

Carl 14.8 (92) v WCE 6.7 (43) (OO)

St K 20.10 (130) v Kang 8.17 (65) (TD)

BL 14.26 (110) v Haw 9.8 (62) (G) (N)

Syd 15.9 (99) v Melb 17.9 (111) (TS) (N)

SUNDAY, APRIL 25

Coll 11.13 (79) v Ess 17.10 (112) (MCG)

Frem 18.9 (117) v Geel 14.7 (91) (S)

PA 17.17 (119) v WB 7.22 (64) (AS)

ROUND 6

FRIDAY, APRIL 30

Rich 12.12 (84) v Haw 13.5 (83) (TD) (N)

SATURDAY, MAY 1

Kang 18.11 (119) v WB 19.6 (120) (MO)

Ess 16.12 (109) v Syd 15.8 (98) (MCG)

WCE 11.7 (73) v Frem 12.11 (83) (S) (N)

St K 13.14 (92) v BL 14.7 (91) (TD) (N)

SUNDAY, MAY 2

Geel 15.11 (101) v A 18.7 (55) (MCG)

PA 14.17 (101) v Coll 12.12 (84) (AS)

ROUND 7 (Mother's Day)

FRIDAY, MAY 7

WB 14.11 (95) v Ess 18.13 (121) (TD) (N)

SATURDAY, MAY 8

Carl 13.11 (89) v Coll 11.14 (80) (MCG)

Frem 11.6 (72) v St K 14.11 (95) (S)

Kang 11.10 (76) v BL 18.12 (120) (TD) (N)

PA 13.9 (87) v Adel 17.17 (119) (AS) (N)

SUNDAY, MAY 9

Syd 8.6 (54) v Rich 10.7 (67) (SCG)

Melb 18.14 (122) v WCE 11.7 (73) (MCG)

Haw 8.4 (52) v Geel 15.18 (108) (TD) (N)

ROUND 8

FRIDAY, MAY 14

Adel 12.12 (84) v Ess 20.15 (135) (AS) (N)

SATURDAY, MAY 15

Rich 15.15 (105) v WB 10.22 (82) (MCG)

WCE 18.16 (124) v Syd 15.7 (97) (S)

BL 21.14 (140) v Carl 16.6 (102) (G) (N)

St K 21.12 (138) v Coll 13.13 (91) (TD) (N)

SUNDAY, MAY 16

Haw 10.10 (70) v Frem 8.13 (61) (AU)

Geel 15.11 (101) v Melb 12.15 (87) (SS)

Kang 21.14 (140) v PA 7.6 (48) (TD)

ROUND 9

FRIDAY, MAY 21

Coll 9.14 (68) v Adel 9.11 (65) (TD) (N)

SATURDAY, MAY 22

Frem 20.17 (137) v BL 11.12 (78) (S)

Melb 13.18 (96) v Kang 11.12 (78) (MCG)

Geel 18.12 (120) v Ess 14.13 (97) (TD) (N)

PA 19.14 (128) v Rich 7.8 (50) (AS) (N)

SUNDAY, MAY 23

Syd 11.14 (80) v Haw 12.7 (79) (SCG)

Carl 12.7 (79) v WB 16.8 (104) (OO)

St K 26.13 (169) v WCE 9.14 (68) (TD)

ROUND 10

FRIDAY, MAY 28

Ess 17.13 (115) v Frem 12.13 (85) (TD) (N)

SATURDAY, MAY 29

Haw 6.11 (47) v Adel 20.13 (133) (MCG)

WCE 14.16 (100) v Rich 9.9 (63) (S)

Kang 9.11 (65) v Coll 13.14 (92) (TD) (N)

WB 10.7 (67) v Syd 12.21 (93) (SCG) (N)

SUNDAY, MAY 30

Melb 12.11 (83) v BL 18.15 (123) (G)

Carl 13.10 (88) v St K 31.10 (196) (TD)

PA 18.8 (116) v Geel 17.10 (112) (AS)

ROUND 11

FRIDAY, JUNE 4

Coll 14.9 (93) v WCE 11.9 (75) (TD) (N)

SATURDAY, JUNE 5

Adel 12.15 (87) v Carl 14.7 (91) (AS)

Haw 12.8 (80) v Ess 24.10 (154) (MCG)

BL 18.15 (123) v PA 12.14 (86) (G) (N)

Kang 24.10 (154) v Rich 12.8 (80) (TD) (N)

SUNDAY, JUNE 6

Syd 17.10 (112) v St K 11.10 (76) (SCG)

WB 10.7 (67) v Geel 17.11 (113) (TD)

Frem 9.8 (62) v Melb 13.15 (93) (S)

ROUND 12 (Queen's Birthday weekend)

FRIDAY, JUNE 11

Carl 15.10 (100) v Haw 14.4 (88) (TD) (N)

SATURDAY, JUNE 12

WB 15.13 (103) v St K 11.14 (80) (MCG)

WCE 15.18 (108) v Adel 11.10 (76) (S) (N)

Ess 14.12 (96) v BL 25.12 (162) (TD) (N)

SUNDAY, JUNE 13

PA 20.12 (132) v Syd 8.12 (60) (AS)

Geel 14.10 (94) v Kang 12.12 (84) (SS)

Rich 10.11 (71) v Frem 12.9 (81) (MCG)

MONDAY, JUNE 14

Melb 12.10 (82) v Coll 11.7 (73) (MCG)

ROUND 13 (split round)

FRIDAY, JUNE 18

St K 19.13 (127) v Haw 9.7 (61) (TD) (N)

SATURDAY, JUNE 19

Geel 13.14 (92) v BL 9.11 (65) (SS)

Frem 16.6 (102) v PA 17.10 (112) (S) (N)

Rich 14.9 (93) v Carl 18.16 (124) (TD) (N)

SUNDAY, JUNE 20

Kang 16.12 (108) v WCE 11.9 (75) (MO)

Adel 20.13 (133) v WB 15.11 (101) (AS)

Ess 10.9 (69) v Melb 13.17 (95) (MCG)

SATURDAY, JUNE 26

Syd 13.7 (85) v Coll 11.13 (79) (TS) (N)

ROUND 14

FRIDAY, JULY 2

Ess 12.7 (79) v Kang 14.16 (100) (TD) (N)

SATURDAY, JULY 3

Carl 12.12 (84) v Syd 15.5 (95) (OO)

Coll 20.20 (140) v Haw 11.9 (75) (MCG)

WCE 7.9 (51) v Geel 7.7 (49) (S) (N)

BL 17.12 (114) v Rich 14.12 (96) (G) (N)

SUNDAY, JULY 4

St K 7.5 (47) v PA 14.9 (93) (AU)

WB 10.16 (76) v Frem 18.9 (117) (TD)

Adel 22.13 (145) v Melb 10.13 (73) (AS)

ROUND 15

FRIDAY, JULY 9

Coll 9.11 (65) v Geel 12.22 (94) (TD) (N)

SATURDAY, JULY 10

Haw 12.10 (82) v WCE 12.14 (86) (AU)

Rich 11.11 (77) v Ess 24.11 (155) (MCG)

Frem 12.7 (79) v Kang 14.12 (96) (S) (N)

Syd 8.10 (58) v Adel 6.9 (45) (SCG) (N)

SUNDAY, JULY 11

BL 20.16 (136) v WB 10.8 (68) (G)

Melb 23.8 (146) v St K 13.11 (89) (MCG)

PA 18.15 (123) v Carl 5.10 (40) (AS)

ROUND 16

FRIDAY, JULY 16

WCE 18.9 (117) v Ess 10.13 (73) (S) (N)

SATURDAY, JULY 17

Carl 9.16 (70) v Kang 9.8 (62) (OO)

Rich 9.7 (61) v St K 16.9 (105) (TD)

Adel 12.8 (80) v Frem 14.8 (92) (AS) (N)

Coll 11.7 (73) v BL 16.13 (109) (MCG) (N)

SUNDAY, JULY 18

Geel 11.11 (77) v Syd 9.8 (62) (SS)

Haw 7.11 (53) v PA 15.15 (105) (MCG)

Melb 12.21 (93) v WB 7.13 (55) (TD)

ROUND 17

FRIDAY, JULY 23

St K 20.7 (127) v Ess 14.8 (92) (TD) (N)

SATURDAY, JULY 24

Kang 22.11 (143) v Haw 9.9 (63) (MCG)

Frem 18.10 (118) v Syd 14.7 (91) (S)

BL 29.15 (189) v Adel 6.12 (48) (G) (N)

WB 8.18 (66) v Coll 17.13 (115) (TD) (N)

SUNDAY, JULY 25

PA 16.6 (102) v WCE 9.22 (76) (AS)

Geel 18.23 (131) v Carl 11.8 (74) (TD)

Rich 10.10 (70) v Melb 19.12 (126) (MCG)

ROUND 18

FRIDAY, JULY 30

2004 Toyota AFL Final Series results

FIRST ELIMINATION FINAL

MCG, SEPTEMBER 4

Essendon	5.2	11.6	11.10	15-14 (104)
Melbourne	5.2	6.5	13.6	15.9 (99)

Umpires: B Rosebury, C Rowe, H Kennedy
Attendance: 60,903

SECOND ELIMINATION FINAL

TELSTRA STADIUM, SEPTEMBER 4

Sydney	2.2	7.5	9.8	11.9 (75)
West Coast	2.5	2.5	4.8	4.10 (34)

Umpires: A Coates, M Vozzo, S McInerney
Attendance: 40,282

FIRST QUALIFYING FINAL

AAMI STADIUM, SEPTEMBER 5

Port Adelaide	5.2	11.4	13.7	18.9 (117)
Geelong	2.2	3.5	7.6	9.8 (62)

Umpires: D Goldspink, M Ellis, S Ryan
Attendance: 39,250

SECOND QUALIFYING FINAL

GABBA, SEPTEMBER 3, NIGHT

Brisbane Lions	6.3	11.8	17.9	23.11 (149)
St Kilda	3.2	4.4	6.7	10.9 (69)

Umpires: D Woodcock, S McLaren, S McBurney
Attendance: 33,582

FIRST SEMI-FINAL

MCG, SEPTEMBER 11, NIGHT

Geelong	2.5	5.8	9.11	10.14 (74)
Essendon	0.4	1.6	4.8	9.10 (64)

Umpires: C Rowe, M Vozzo, S Ryan
Attendance: 53,356

SECOND SEMI-FINAL

MCG, SEPTEMBER 10, NIGHT

St Kilda	1.4	5.6	10.9	16.11 (107)
Sydney	2.3	4.4	7.4	8.8 (56)

Umpires: D Woodcock, S McLaren, S McInerney
Attendance: 50,671

FIRST PRELIMINARY FINAL

AAMI STADIUM, SEPTEMBER 17, NIGHT

Port Adelaide	4.0	8.3	10.8	14.10 (94)
St Kilda	4.5	7.5	10.9	13.10 (88)

Umpires: D Woodcock, S McLaren, S McInerney
Attendance: 46,978

SECOND PRELIMINARY FINAL

MCG, SEPTEMBER 18, NIGHT

Brisbane Lions	3.3	6.4	9.10	12.12 (84)
Geelong	3.5	5.8	8.12	10.15 (75)

Umpires: C Rowe, H Kennedy, M Vozzo
Attendance: 55,768

GRAND FINAL

MCG, SEPTEMBER 25

Port Adelaide	4.5	6.6	12.8	17.11 (113)
Brisbane Lions	2.2	6.7	9.9	10.13 (73)

Best: Port Adelaide - Pickett, K Cornes, P Burgoyne, Carr, Wanganeen, Thurstans.

Brisbane Lions - Michael, Lappin, Notting, Power, Bradshaw, Akermanis.

Goals: Port Adelaide - Wanganeen 4, Pickett 3, Thurstans 3, S Burgoyne, Mahoney, Dew, Carr, Tredrea, Lade, Kingsley.

Brisbane Lions - Akermanis 3, Bradshaw 3, Notting 3, Keating.

Norm Smith Medal: Byron Pickett (Port Adelaide)

Umpires: B Allen, C Rowe, S McInerney
Attendance: 77,671

GRAND FINAL TEAMS

PORT ADELAIDE

B:	M Wilson	D Wakelin	M Bishop
HB:	A Kingsley	C Cornes	B Montgomery
C:	K Cornes	R James	D Cassisi
HF:	B Pickett	W Tredrea	S Dew
F:	G Wanganeen	S Burgoyne	J Schofield
Foll:	D Brogan	J Carr	P Burgoyne
Interchange:	D Hardwick	B Lade	J Mahoney T Thurstans
Coach:	Mark Williams		

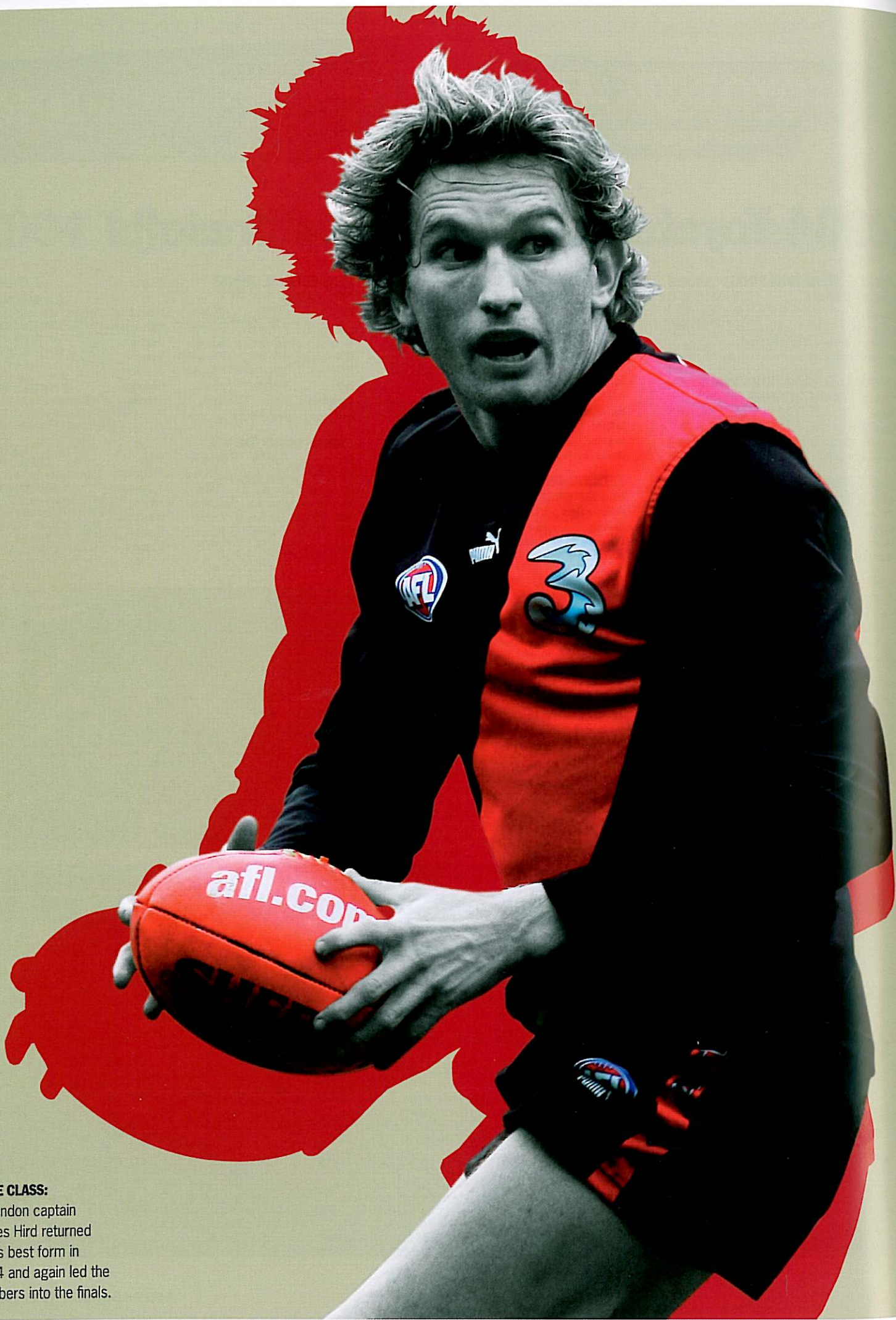
BRISBANE LIONS

B:	C Johnson	M Michael	M Pike
HB:	R Copeland	J Leppitsch	C Scott
C:	B Scott	M Voss	J Akermanis
HF:	L Power	J Brown	T Notting
F:	C McRae	A Lynch	D Bradshaw
Foll:	C Keating	S Black	N Lappin
Interchange:	D White	R Hadley	D McLaren B Caracella
Coach:	Leigh Matthews		



OFFICIAL 2004 TOYOTA AFL 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 2003
Port Adelaide	22	17	5	0	357	271	2413	258	275	1823	132.36	68	10	1	7	4	4W	171	48	49	50	2	0	32	1
Brisbane Lions	22	16	6	0	358	299	2447	259	229	1783	137.24	64	10	1	6	5	3W	189	51	50	22	1	2	32	3
St Kilda	22	16	6	0	370	223	2443	283	211	1909	127.97	64	10	1	6	5	1W	196	47	46	35	1	0	34	11
Geelong	22	15	7	0	299	294	2088	254	217	1741	119.93	60	11	0	4	7	1W	131	49	34	25	0	3	35	12
Melbourne	22	14	8	0	305	297	2127	277	238	1900	111.95	56	9	2	5	6	4L	160	46	40	42	0	0	34	14
Sydney Swans	22	13	9	0	287	216	1938	262	232	1804	107.43	52	8	3	5	6	3W	121	54	24	20	3	2	33	4
W. Coast Eagles	22	13	9	0	293	284	2042	290	228	1968	103.76	52	9	2	4	7	5W	144	43	28	32	3	2	36	7
Essendon	22	12	10	0	338	254	2282	328	260	2228	102.42	48	6	5	6	5	1W	155	57	36	38	1	0	34	8
Fremantle	22	11	11	0	275	232	1882	267	268	1870	100.64	44	5	6	6	5	3L	137	25	29	28	0	0	33	5
Kangaroos	22	10	12	0	315	252	2142	317	233	2135	100.33	40	6	5	4	7	3L	154	42	43	35	2	1	33	10
Carlton	22	10	12	0	268	217	1825	328	267	2235	81.66	40	6	5	4	7	2W	124	40	21	52	2	1	36	15
Adelaide	22	8	14	0	280	270	1950	299	245	2039	95.64	32	5	6	3	8	1L	145	45	47	33	0	2	37	6
Collingwood	22	8	14	0	271	273	1899	302	270	2082	91.21	32	5	6	3	8	3L	140	54	26	28	2	2	37	2
Western Bulldogs	22	5	17	0	280	277	1957	359	305	2459	79.59	20	2	9	3	8	1L	137	55	18	34	1	0	35	16
Hawthorn	22	4	18	0	246	192	1668	343	317	2375	70.23	16	3	8	1	10	1L	120	43	23	44	0	3	35	9
Richmond	22	4	18	0	246	217	1693	362	273	2445	69.24	16	3	8	1	10	14L	105	44	19	46	1	1	40	13



ELITE CLASS:

Essendon captain James Hird returned to his best form in 2004 and again led the Bombers into the finals.



Concise Financial Report

S E C T I O N 1 0

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES
31 OCTOBER 2004



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**Directors'
Report**

CONCISE FINANCIAL REPORT

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 2004 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: Director, Spotless Group Limited

Director, Healthscope Limited

Player, Essendon Football Club 1959-1962

President, Essendon Football Club 1988-1992

Mr A Demetriou

Chief Executive Officer – Appointed 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; Chief Executive Officer, AFL

Players' Association 1998-2000; Non-executive Chairman,

Baxter Group; Board Member, Robert Rose Foundation;

Public Appeal Chairman, Olivia Newton John Cancer Centre

Mr C B Carter, OAM

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 Football Club and Geelong Football Club 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 Kelty

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; President, North West Employment Group; Chair, Ethical Clothing Trades Council of Victoria; 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: CEO Retail Projects, Mirvac Group; Player, Hawthorn Football Club 1980-1997; Member, AFL (NSW/ACT) Commission 1998-2004

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, North Adelaide FC and Norwood FC 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; Director, Nova 919 Pty Ltd; Former Chairman, Half Case Warehouse Group, SA

Directors' Report

Mr G T John, AO

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 of Company Directors; Councillor, Australian Business Arts Foundation; Director and Alternate Chairman, Australian Air Express; Director and Alternate Chairman, Startrack Express Holdings Pty Ltd; Former Trustee, Melbourne Cricket Ground Trust; Player, East Perth Football Club 1959-1963; Player, South Melbourne Football Club 1964-1969; All Australian player 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, Australian Infrastructure Fund Limited; Director, Treasury Limited; Director, Utilities of Australia Pty Ltd; Player, Carlton Football Club 1975-1983

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	9	9	1	1	1	1
Mr A Demetriou	9	9			1	1
Mr C B Carter	7	9	1	1		
Mr W J Kelly	9	9				
Mr C D Langford	8	9				
Mr G T John	8	9				
Mr R A Hammond	9	9			1	1
Mr M C Fitzpatrick	9	9	1	1		

* 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.



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**Directors'
Report**

CONCISE FINANCIAL REPORT

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 \$3.4 million compared with an operating profit of \$5.0 million in 2003.

The AFL's operating surplus for 2004 was \$124.0 million (\$114.7 million in 2003) which resulted from revenue generated primarily by television rights and sponsorship income.

AFL distributions in 2004 totalled \$120.9 million (\$110.0 million in 2003). These distributions were to the following entities:

- i) The AFL Clubs received \$89.6 million (\$79.6 million in 2003);
- ii) The AFL Players' Association received \$7.7 million (\$7.7 million in 2003);
- iii) Development grants to State Football bodies totalled \$18.5 million (\$16.5 million in 2003); and
- iv) Ground improvement payments totalled \$5.1 million (\$6.2 million in 2003).

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 2004, there has not arisen in the interval between the end of the 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 31st day of January 2005.

Signed in accordance with a resolution of the Directors:

Mr R B Evans
Chairman

Mr A Demetriou
Director



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**Concise Statements of
Financial Performance**

CONCISE FINANCIAL REPORT

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Concise Statements of Financial Performance

	Consolidated		The Company	
	2004	2003	2004	2003
	\$'000	\$'000	\$'000	\$'000
Revenues from ordinary activities	201,688	191,540	196,260	185,874
Borrowing costs	(4,148)	(3,798)	(4,138)	(3,757)
Other expenses from ordinary activities	(194,172)	(182,789)	(188,930)	(177,452)
Profit/(loss) from ordinary activities before related income tax expense	3,368	4,953	3,192	4,665
Income tax expense relating to ordinary activities	-	-	-	-
Net profit/(loss)	3,368	4,953	3,192	4,665

Discussion and analysis of the Statements of Financial Performance

Consolidated revenue increased by \$10.2 million to \$201.7 million. There were two main areas of increased revenue which contributed to this movement:

- an increase in sponsorship revenue; and
- an increase in television rights due to contracted increases linked to increases in the CPI.

The consolidated operating profit was \$3.4 million which compares with an operating profit of \$5.0 million in 2003.

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

- an increase in distributions to Clubs totalling \$10.0 million; and
- an increase in development grants to State Football bodies totalling \$2.0 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.



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Concise Statements
of Financial Position

CONCISE FINANCIAL REPORT

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Concise Statements of Financial Position

	Consolidated		The Company	
	2004	2003	2004	2003
	\$'000	\$'000	\$'000	\$'000
Current assets				
Cash	2,158	615	1,828	2
Receivables	34,009	31,460	33,015	29,364
Inventories	119	163	-	-
Other	5,104	4,632	5,387	5,242
Total current assets	41,390	36,870	40,230	34,608
Non-current assets				
Receivables	61,536	81,452	62,036	81,982
Property, plant & equipment	13,786	14,726	12,928	13,768
Other	31,455	32,440	31,455	32,440
Total non-current assets	106,777	128,618	106,419	128,190
Total assets	148,167	165,488	146,649	162,798
Current liabilities				
Payables	21,039	23,586	19,898	21,261
Interest-bearing liabilities	46	1,208	-	1,166
Provisions	2,501	1,157	2,062	711
Other	4,325	4,653	4,325	4,653
Total current liabilities	27,911	30,604	26,285	27,791
Non-current liabilities				
Payables	12,987	17,787	12,987	17,787
Interest-bearing liabilities	50,178	56,324	50,000	56,000
Provisions	4,422	7,147	4,341	7,051
Other	6,827	11,152	6,827	11,152
Total non-current liabilities	74,414	92,410	74,155	91,990
Total liabilities	102,325	123,014	100,440	119,781
Net assets	45,842	42,474	46,209	43,017
Equity				
Reserves	1,500	-	1,500	-
Retained profits	44,342	42,474	44,709	43,017
Total equity	45,842	42,474	46,209	43,017

The statements of financial position are to be read in conjunction with the discussion and analysis on page 121 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

Discussion and analysis of the Statements of Financial Position

The consolidated entity's total assets decreased by \$17.3 million to \$148.2 million.

The movement in total assets principally comprised:

- a decrease in receivables (current and non-current) of \$17.4 million resulting primarily from the payment of \$9.7 million of debt owing from Mirvac from the sale of Waverley Park and a decrease in trade debtors of \$6.8 million.

The consolidated entity's total liabilities decreased by \$20.7 million to \$102.3 million over the year.

The movement in total liabilities principally comprises:

- a decrease in borrowings of \$6.0 million due to reduction in the Bank Bill Facility;
- a decrease in non-current payables of \$4.8 million representing the transfer of the current year payments of amounts owing to the Clubs from the sale of Waverley Park;
- a decrease in other non-current liabilities of \$4.3 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
- a decrease in non-current provisions of \$2.7 million due to the payment of amounts provided for Waverley Park closure costs.



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**Concise Statements
of Cash Flows**

CONCISE FINANCIAL REPORT

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Concise Statements of Cash Flows

	Consolidated		The Company	
	2004	2003	2004	2003
	\$'000	\$'000	\$'000	\$'000
Cash flows from operating activities				
Cash receipts in the course of operations	201,248	174,277	195,169	168,094
Cash payments in the course of operations	(189,163)	(173,823)	(183,042)	(168,261)
Net cash provided by/(used in) operating activities	12,085	454	12,127	(167)
Cash flows from investing activities				
Interest received	275	404	246	370
Payments for property, plant and equipment	(484)	(1,143)	(282)	(900)
Proceeds for other non-current assets	985	1,222	982	1,222
Proceeds from sale of non-current assets	142	66	57	66
Net cash provided by investing activities	918	549	1,003	758
Cash flows from financing activities				
Interest paid	(4,148)	(3,777)	(4,138)	(3,757)
Proceeds from/(repayment of) borrowings	(6,146)	2,121	(6,000)	2,000
Net cash used in financing activities	(10,294)	(1,656)	(10,138)	(1,757)
Net (decrease)/increase in cash held	2,709	(653)	2,992	(1,166)
Cash at the beginning of the financial year	(551)	102	(1,164)	2
Cash at the end of the financial year	2,158	(551)	1,828	(1,164)

Discussion and analysis of the Statements of Cash Flows

There was a net increase in cash holdings of the consolidated entity, during the year, totalling \$2.7 million.

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

- funds from the operating profit for the year totalling \$3.4 million;
- an decrease in trade debtors of \$5.6 million;
- a decrease in other debtors totalling \$11.4 million including a \$9.7 million instalment paid by Mirvac from the sale of Waverley Park;
- a decrease in payables of \$7.3 million primarily due to a \$4.8 million payment made to the Clubs from the sale of Waverley Park;
- a decrease in other liabilities totalling \$4.7 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 financial statements set out on pages 123 to 125.



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**Director's
Declaration**

CONCISE FINANCIAL REPORT

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	
	2004	2003	2004	2003
	\$'000	\$'000	\$'000	\$'000
Revenue from operating activities				
Trading operations	191,271	181,070	185,957	175,438
Contra advertising revenue	10,000	10,000	10,000	10,000
Interest received	275	404	246	370
Revenue from outside operating activities				
Gross proceeds from sale of other non-current assets	142	66	57	66
Total	201,688	191,540	196,260	185,874

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Notes to the Concise Financial Statements

CONCISE FINANCIAL REPORT

AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

Notes to the Concise Financial Statements

4. Contingent Liabilities

- (i) The Company has 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 million commercial bill facility up to a maximum of \$1.125 million.
- (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 license to compete in the AFL Competition and is suspended from or loses its right to representation on the League. The amounts payable in these circumstances will be offset by any amounts payable to the players in respect of future employment as a player.
- (iii) The Company has entered into an agreement with NAB whereby the Company guarantees the obligations of the Carlton Football Club Limited to NAB to a maximum of \$1.1 million.
- (iv) 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 \$3.9 million. The Guarantee expires on the 31st of July 2005.
- (v) 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 \$5.0 million in relation to the reconfiguration of Stadium Australia.
- (vi) The Company has entered into an agreement with Bank of Melbourne a division of Westpac on 6 November 2002 whereby the Company guarantees the obligations of the North Melbourne Football Club Limited to Westpac to a maximum of \$1.1 million.
- (vii) The Company has entered into an agreement with Bank of Melbourne a division of Westpac on 18 September 2002 whereby the Company guarantees the obligations of the Sydney Swans Limited to Westpac to a maximum of \$1.1 million.
- (viii) The Company has entered into an agreement with Commonwealth Bank of Australia ("CBA") whereby the Company guarantees the obligations of Port Adelaide Football Club to CBA to a maximum of \$1.1 million.
- (ix) The Company has entered into an agreement with Bank of Melbourne a division of Westpac on 23 October 2002 whereby the Company indemnifies Westpac with respect to Westpac's obligations under a \$1.1 million banker's undertaking made to the ANZ Banking Group Limited relating to the redevelopment of the Punt Road Oval by the Richmond Football Club.
- (x) The Company has entered into an agreement with Bank of Melbourne a division of Westpac whereby the Company guarantees the obligations of the Footscray Football Club Limited to Westpac to a maximum of \$1.1 million.

Notes to the Concise Financial Statements

4. Contingent Liabilities (continued)

- (xi) The Company has entered into an agreement with Bank of Melbourne a division of Westpac whereby the Company guarantees the obligations of the Melbourne Football Club Limited to Westpac to a maximum of \$1.1 million.
- (xii) The Company has entered into an agreement with Bendigo Bank Limited ("Bendigo Bank") whereby the Company guarantees the obligations of the Geelong Football Club Limited to Bendigo Bank to a maximum of \$1.1 million.
- (xiii) The AFL is one of 22 respondents to an application by Seven Network Limited and C7 Pty Limited in the Federal Court of Australia relating to, inter alia, the awarding of the AFL's broadcast rights for the period of 2002-2006. No amount has been provided for in the financial statement as at 31 October 2004. Any legal expenses relating to this matter have been expensed as and when they were incurred.

5. Events subsequent to balance date

International Financial Reporting Standards

In July 2002, the Financial Reporting Council in Australia formally announced that Australian reporting entities would be required to comply with Australian accounting standards equivalent to International Financial Reporting Standards (AIFRS) and other pronouncements set by the International Accounting Standards Board (IASB) for financial years commencing on or after January 1, 2005.

The consolidated entity will be required to adopt these standards for the financial year commencing November 1, 2005 and the adoption of the standards will be first reflected in the consolidated entities financial statements for the year ending October 31, 2006. Comparative financial information prepared in compliance with AIFRS will be required for year commencing November 1, 2004. Comparative information is not required for AASB 132 "Financial Instruments: Disclosure and Presentation" and AASB 139 "Financial Instruments: Recognition and Measurement".

AIFRS frequently require application of fair value measurement techniques. This will potentially introduce greater volatility to the consolidated entity's reported financial performance. The consolidated entity continues to evaluate the areas impacted by adoption. The adoption of these standards is not expected to have a material effect on the consolidated entity's reported financial performance and financial position. It is not possible at this time to estimate reliably the quantitative impact of the changes upon the consolidated entity's reported financial performance and financial position. Most accounting policy changes to retrospectively apply AIFRS will be made against opening retained earnings in the first AIFRS balance sheet.

A more detailed discussion of the impact of AIFRS on the consolidated entity is set out in the annual financial report 2004.



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Director's Declaration

CONCISE FINANCIAL REPORT

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 2004, 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 31st day of January 2005.

Signed in accordance with a resolution of the directors:

Mr R B Evans
Chairman

Mr A Demetriou
Director

**127****Independent
audit report**

CONCISE FINANCIAL REPORT

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 2004, consisting of the statement of financial performance, statement of financial position, statement of cash flows, accompanying notes 1 to 5, 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 2004. Our audit report on the full financial report was signed on 31 January 2005, 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 2004 complies with Australian Accounting Standard AASB 1039 Concise Financial Reports.

KPMG**KPMG****PM Shannon**

Partner

Melbourne

31 January 2005



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The AFL from 1995-2004

CONCISE FINANCIAL REPORT

THE AFL FROM 1995 – 2004

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Profit & Loss (\$ mill)										
Revenue	68.058	74.246	82.941	92.420	108.447	110.736	116.562	159.700	170.912	186.260
Operating Expenses	33.998	35.320	38.895	42.855	47.493	46.708	46.229	47.843	52.453	58.112
Interest Expense	–	–	0.682	0.002	0.002	0.110	1.337	1.766	3.757	4.138
Operating Surplus	34.060	38.926	43.364	49.563	60.952	63.918	68.996	110.091	114.702	124.010
Payments to Clubs	27.345	29.227	32.815	36.019	42.153	50.230	61.873	71.228	79.635	89.563
Payments to AFLPA	–	0.650	0.700	0.750	3.000	4.000	5.744	6.329	7.656	7.653
Game Development Grants	4.860	5.566	6.534	8.617	12.124	15.156	16.510	17.715	16.505	18.492
Ground Improvements	–	–	1.416	2.055	2.300	1.760	1.631	5.995	6.241	5.110
Facilities Development Reserve	–	–	–	–	–	–	–	–	–	1.500
Net Surplus/(Deficit)	1.855	3.483	1.899	2.122	1.375	(7.228)	(16.762)	8.824	4.665	1.692
Balance Sheet (\$ mill)										
Total Assets	60.063	59.456	70.940	64.323	71.237	74.903	110.312	166.862	162.798	146.649
Total Liabilities	23.630	23.222	20.919	12.180	17.719	28.613	80.784	128.510	119.781	100.440
Net Assets	36.433	36.234	50.021	52.143	53.518	46.290	29.528	38.352	43.017	46.209
TPP & Club Distribution Statistics (\$ mill)										
Total Player Payments (TPP)	36.800	40.000	46.400	52.400	68.000	76.000	83.000	89.000	95.000	97.850
TPP per Club	2.300	2.500	2.900	3.275	4.250	4.750	5.188	5.563	5.938	6.116
Base Distribution per Club	1.402	1.480	1.700	1.870	2.220	2.720	3.157	3.532	3.907	4.084
Base Distribution as a % of TPP	61.0%	59.2%	58.6%	57.1%	52.2%	57.3%	60.9%	63.5%	63.5%	66.8%
Attendance Statistics (mill)										
AFL Premiership Season Attendance	5.118	5.216	5.843	6.119	5.771	5.740	5.921	5.644	5.873	5.910
Finals Series Attendance	0.595	0.479	0.560	0.573	0.472	0.567	0.526	0.449	0.478	0.458
Total Premiership & Finals Series Attendance	5.713	5.695	6.403	6.692	6.243	6.307	6.447	6.093	6.352	6.368
Pre-Season Attendance	0.250	0.279	0.297	0.299	0.274	0.326	0.398	0.338	0.266	0.259
Total Attendance	5.963	5.974	6.700	6.991	6.517	6.633	6.846	6.431	6.618	6.627
Membership Statistics ('000s)										
Total of Club Members *	261,067	286,907	382,345	422,815	441,711	438,504	447,359	449,353	463,171	494,311
No. of Clubs in the AFL	16	16	16	16	16	16	16	16	16	16
Average No. of Members per Club	16,317	17,932	23,897	26,426	27,607	27,407	27,960	28,085	28,948	30,894
Total AFL Members	47,111	49,808	50,620	52,034	52,020	52,187	50,660	47,511	45,174	45,129

* Includes AFL Club Support Members

Note: 2002 and 2003 profit and loss figures above exclude amounts related to the sale of Waverley Park.
All numbers exclude contra advertising revenue provided by TV broadcasters.



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**AFL Committees
and Advisors**

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AFL Committees and Advisors

AFL Executive

Andrew Demetriou, Tony Peek,
Ben Buckley, Adrian Anderson,
Gillon McLachlan, Dale Holmes,
Colin McLeod, Ian Anderson,
David Matthews, Andrew Dillon

AFL Football Operations**Sub-committee**

Adrian Anderson (Chair), Rod Austin,
Roger Berryman, Jeff Gieschen,
Patrick Keane, Jill Lindsay, Dean Moore,
Kevin Sheehan, Ken Wood, David Lever,
Ben Amarfo

AFL Appeals Board

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

AFL Grievance Tribunal

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

AFL Arbitrator

Anthony Nolan

AFL Auditors

KPMG

AFL Laws Committee

Adrian Anderson (Chair), Stan Alves,
Kevin Bartlett, Nathan Buckley,
John Halbert MBE, Dr Rob Kerr,
Rowan Sawers, Michael Sexton,
Ed Biggs (secretary)

AFL Legal Advisor

Jeff Browne

AFL Medical Commissioners

Dr Peter Harcourt, Dr Harry Unglik

AFL Tribunal

Brian Collis QC (Chair), Shane Maguire,
Richard Loveridge, Elaine Canty,
Ian Hill QC, Emmett Dunne, Brian Le Brocq

Players' Advocates

Sean Carroll, Iain Findlay, Bert Gaudion

AFL Umpiring Selection Committee

Jeff Gieschen, Peter Howe, Rowan Sawers

All-Australian &**AFL Rising Star Selectors**

Andrew Demetriou (Chair),
Adrian Anderson, Rod Austin,
Gerard Healy, Neil Kerley, Kevin Bartlett,
Robert Walls, Chris Mainwaring,
Kevin Sheehan (Rising Star selector only)

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)

AFL Group Training Company

Bill Kelty (Chair), Adrian Anderson,
Rod Austin, Graeme Billings,
Brendon Gale, Michael Green,
Beverly Knight, David McKay,
Terry Wheeler, Philip Wallbridge (CEO)

THE AFL EXECUTIVE:

(from left)

David Matthews,
Andrew Dillon,
Dale Holmes,
Ben Buckley,
Ian Anderson,
Gillon McLachlan,
Andrew Demetriou,
Adrian Anderson,
Tony Peek,
Colin McLeod.





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ROUND 1 (Easter & Season Launch)

THURSDAY, 24TH MARCH
Brisbane Lions v St. Kilda (G) (N)
SATURDAY, 26TH MARCH
Kangaroos v Carlton (TD)
Fremantle v Port Adelaide (S) (N)
Melbourne v Essendon (MCG) (N)
SUNDAY, 27TH MARCH
Sydney v Hawthorn (SCG)
Adelaide v West Coast (AS)
Richmond v Geelong (MCG)
MONDAY, 28TH MARCH
Collingwood v Western Bulldogs (MCG)

ROUND 2

FRIDAY, 1ST APRIL
Carlton v Essendon (MCG) (N)
SATURDAY, 2ND APRIL
Kangaroos v Sydney (MO)
Western Bulldogs v Melbourne (TD)
West Coast v Geelong (S) (N)
Port Adelaide v Brisbane Lions (AS) (N)
SUNDAY, 3RD APRIL
St. Kilda v Fremantle (AU)
Collingwood v Adelaide (TD)
Hawthorn v Richmond (MCG)

ROUND 3 (Rivalry Round)

FRIDAY, 8TH APRIL
Melbourne v Geelong (MCG) (N)
SATURDAY, 9TH APRIL
Carlton v Collingwood (MCG)
St. Kilda v Kangaroos (TD)
Fremantle v West Coast (S) (N)
Brisbane Lions v Sydney (G) (N)
SUNDAY, 10TH APRIL
Adelaide v Port Adelaide (AS)
Essendon v Hawthorn (MCG)
Western Bulldogs v Richmond (TD)

ROUND 4

FRIDAY, 15TH APRIL
Kangaroos v Collingwood (MCG) (N)
SATURDAY, 16TH APRIL
Hawthorn v Brisbane Lions (MCG)
West Coast v Western Bulldogs (S)
Geelong v Essendon (TD) (N)
Port Adelaide v Carlton (AS) (N)
SUNDAY, 17TH APRIL
Sydney v Adelaide (SCG)
Richmond v Fremantle (MCG)
St. Kilda v Melbourne (TD)

ROUND 5 (Anzac Day)

FRIDAY, 22ND APRIL
Port Adelaide v Geelong (AS) (N)
SATURDAY, 23RD APRIL
Fremantle v Carlton (S)
Kangaroos v Hawthorn (MCG)
Sydney v Melbourne (SCG) (N)
Western Bulldogs v Adelaide (TD) (N)
SUNDAY, 24TH APRIL
Brisbane Lions v West Coast (G)
St. Kilda v Richmond (TD) (N)
MONDAY, 25TH APRIL
Essendon v Collingwood (MCG)

ROUND 6

FRIDAY, 29TH APRIL
Carlton v Hawthorn (TD) (N)
SATURDAY, 30TH APRIL
Adelaide v Kangaroos (AS)
Melbourne v Fremantle (MCG)
West Coast v Sydney (S) (N)
Essendon v Brisbane Lions (TD) (N)
SUNDAY, 1ST MAY
Geelong v Western Bulldogs (SS)
Collingwood v St. Kilda (MCG)
Richmond v Port Adelaide (TD)

ROUND 7 (Mothers' Day)

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

ROUND 8

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

ROUND 9 (Community Weekend)

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

ROUND 10

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

ROUND 11

FRIDAY, 3RD JUNE
Collingwood v Geelong (TD) (N)
SATURDAY, 4TH JUNE
Carlton v Sydney (TD)
Richmond v West Coast (MCG)
Fremantle v Brisbane Lions (S) (N)
Adelaide v Essendon (AS) (N)
SUNDAY, 5TH JUNE
Kangaroos v Melbourne (MO)
St. Kilda v Port Adelaide (AU)
Western Bulldogs v Hawthorn (TD)

ROUND 12 (Queen's Birthday)

FRIDAY, 10TH JUNE
West Coast v Essendon (S) (N)
SATURDAY, 11TH JUNE
Hawthorn v St. Kilda (MCG)
Carlton v Brisbane Lions (TD) (N)
Port Adelaide v Western Bulldogs (AS) (N)
SUNDAY, 12TH JUNE
Sydney v Fremantle (SCG)
Geelong v Adelaide (SS)
Kangaroos v Richmond (TD)
MONDAY, 13TH JUNE
Melbourne v Collingwood (MCG)

ROUND 13 (Split Round)

FRIDAY, 17TH JUNE
Port Adelaide v Hawthorn (AS) (N)
SATURDAY, 18TH JUNE
Melbourne v West Coast (MCG)
Richmond v Adelaide (TD) (N)
Western Bulldogs v Carlton (M) (N)
SUNDAY, 19TH JUNE
Brisbane Lions v Geelong (G)
Fremantle v Kangaroos (S)
FRIDAY, 24TH JUNE
Essendon v St. Kilda (TD) (N)
SATURDAY, 25TH JUNE
Sydney v Collingwood (TS) (N)

ROUND 14 (Family Round)

FRIDAY, 1ST JULY
Collingwood v Port Adelaide (TD) (N)
SATURDAY, 2ND JULY
Richmond v Sydney (MCG)
West Coast v Carlton (S)
Essendon v Kangaroos (TD) (N)
Melbourne v Brisbane Lions (G) (N)
SUNDAY, 3RD JULY
Adelaide v Fremantle (AS)
Geelong v Hawthorn (TD)
Western Bulldogs v St. Kilda (MCG)

ROUND 15

FRIDAY, 8TH JULY
Kangaroos v West Coast (TD) (N)
SATURDAY, 9TH JULY
Port Adelaide v Melbourne (AS)
Richmond v Essendon (MCG)
Brisbane Lions v Collingwood (G) (N)
Sydney v Geelong (SCG) (N)
SUNDAY, 10TH JULY
Hawthorn v Adelaide (AU)
St. Kilda v Carlton (TD)
Fremantle v Western Bulldogs (S)

ROUND 16

FRIDAY, 15TH JULY
Collingwood v Essendon (MCG) (N)
SATURDAY, 16TH JULY
Geelong v Port Adelaide (SS)
Richmond v St. Kilda (MCG)
West Coast v Brisbane Lions (S) (N)
Melbourne v Sydney (TD) (N)
SUNDAY, 17TH JULY
Adelaide v Western Bulldogs (AS)
Carlton v Fremantle (MCG)
Hawthorn v Kangaroos (TD)

ROUND 17

FRIDAY, 22ND JULY
St. Kilda v Collingwood (TD) (N)
SATURDAY, 23RD JULY
Hawthorn v Carlton (MCG)
Western Bulldogs v Geelong (TD)
Brisbane Lions v Essendon (G) (N)
Port Adelaide v Richmond (AS) (N)
SUNDAY, 24TH JULY
Sydney v West Coast (SCG)
Kangaroos v Adelaide (TD)
Fremantle v Melbourne (S)

ROUND 18

FRIDAY, 29TH JULY
Essendon v Geelong (TD) (N)
SATURDAY, 30TH JULY
Melbourne v St. Kilda (MCG)
West Coast v Hawthorn (S)
Adelaide v Sydney (AS) (N)
Western Bulldogs v Brisbane Lions (TD) (N)
SUNDAY, 31ST JULY
Kangaroos v Port Adelaide (MO)
Carlton v Richmond (TD)
Collingwood v Fremantle (MCG)

ROUND 19

FRIDAY, 5TH AUGUST
St. Kilda v Geelong (TD) (N)
SATURDAY, 6TH AUGUST
Adelaide v Melbourne (AS)
Western Bulldogs v West Coast (MCG)
Fremantle v Richmond (S) (N)
Essendon v Sydney (TD) (N)
SUNDAY, 7TH AUGUST
Brisbane Lions v Hawthorn (G)
Carlton v Port Adelaide (MCG)
Collingwood v Kangaroos (TD)

ROUND 20 (Heritage Round)

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

ROUND 21

FRIDAY, 19TH AUGUST
Fremantle v St. Kilda (S) (N)
SATURDAY, 20TH AUGUST
Adelaide v Collingwood (AS)
Geelong v West Coast (SS)
Brisbane Lions v Port Adelaide (G) (N)
Melbourne v Western Bulldogs (MCG) (N)
SUNDAY, 21ST AUGUST
Sydney v Kangaroos (SCG)
Essendon v Carlton (MCG)
Richmond v Hawthorn (TD)

ROUND 22

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

FINALS

SEPTEMBER 2, 3, 4
Round 1 – Qualifying finals (4)
SEPTEMBER 9, 10, 11*
Round 2 – Semi-finals (2)
SEPTEMBER 16, 17**
Round 3 – Preliminary finals (2)
SEPTEMBER 24
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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LEGEND: (N) Night game; (AS) AAMI Stadium, Adelaide; (AU) Aurora Stadium, Launceston; (G) Gabba, Brisbane; (MO) Manuka Oval, Canberra; (M) Marrara, Darwin; (MCG) Melbourne Cricket Ground; (OO) Optus Oval, Melbourne; (S) Subiaco Oval, Perth; (SCG) Sydney Cricket Ground; (SS) Skilled Stadium, Geelong; (TD) Telstra Dome, Melbourne; (TS) Telstra Stadium, Sydney.



Port Adelaide AFL Premiers 2004

(Back row, from left): Damien Hardwick, Jarrad Schofield, Stuart Dew, Toby Thurstans, Peter Burgoyne, Matthew Bishop, Domenic Cassisi, Dean Brogan, Shaun Burgoyne, Brendon Lade, Kane Comes, Chad Comes, Josh Mahoney. (Front row, from left): Michael Wilson, Adam Kingsley, Josh Carr, Darryl Wakelin, Warren Tredrea (captain), Mark Williams (coach), Roger James, Gavin Wanganeen, Brett Montgomery, Byron Pickett.

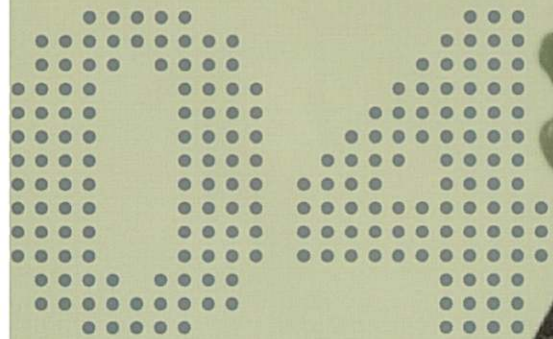


Brisbane Lions AFL Runners-up 2004

(Back row, from left): Darryl White, Martin Pike, Alastair Lynch, Mal Michael, Tim Notting, Clark Keating, Robert Copeland, Dylan McLaren, Blake Caracella, Jonathan Brown, Simon Black, Daniel Bradshaw, Luke Power, Richard Hadley. (Front row, from left): Chris Johnson, Craig McRae, Chris Scott, Michael Voss (captain), Leigh Matthews (coach), Jason Akermanis, Brad Scott, Nigel Lappin, Justin Leppitsch.



AUSTRALIAN FOOTBALL LEAGUE
108TH ANNUAL REPORT 2004



2004 BROWNLOW MEDALLIST
CHRIS JUDD (WEST COAST EAGLES)