



FOOTBALL VICTORIA LTD
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 VicHealth **HEALTH THROUGH FOOTBALL**

 **FOOTBALL VICTORIA** 2003 Annual Review



Football Victoria in Action 2003

In 2003, Football Victoria was called upon to formally represent the interests of Victorian football on several fronts involving a variety of issues and dealing with different legal and statutory bodies. The common theme in every process was to promote the interests of Victorian football.

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VICTORIAN PARLIAMENTARY COMMITTEE REVIEW INTO COUNTRY FOOTBALL

As a result of the State Government's announcement of a Parliamentary inquiry into the role country football plays and the impact it has on country communities, Football Victoria, together with the AFL and the Victorian Country Football League (VCFL), made an initial presentation to this committee. The presentation briefed the committee on the dynamics of football, including details relating to how football sources its funds and how funds are dispersed to local community football, recognising the roles played by various parties including the AFL.

The VCFL in particular emphasised the important role country football clubs play in community life, and how more often than not the local football club is the hub of local community life.

More than any other single factor, demographic changes have impacted country football, and population shifts from smaller country towns to larger regional centres have strained the supply of local community football clubs' most important asset – people.

The inquiry will continue throughout 2004 with its final report due at the end of the year.

NATIONAL INSURANCE PROGRAM

The cost of public liability insurance became a major burden in 2003, one which affected all community football clubs, not just those in Victoria. The solution to reducing premiums was to create the critical mass necessary to achieve a suitable premium level.



'The common theme in every process was to promote the interests of Victorian football.'

Williamstown players (above) celebrate their Grand Final win.

The AFL and all State bodies, on behalf of their constituent leagues and clubs, worked together in a process that saw the achievement of a critical mass of football leagues and clubs from throughout Australia to establish a National Risk Protection Program brokered by Jardine Lloyd Thompson. The initiative was born out of an existing insurance program that had been running within the VCFL.

With all but two leagues participating in the new program due to existing contractual obligations, significant savings have been passed on to Victorian community football and a major threat to the game has been overcome.

Apart from the significant savings this program brings to community football clubs, it has formalised a national risk management strategy for football providing the type of community sporting environment that encourages participation and active involvement.

Football Victoria in Action 2003 *continued...*

VCAT HEARING ON FEMALE PARTICIPATION

In 2003, through a process initiated by three girls playing in the Moorabbin Saints Junior Football League, Football Victoria's 'Female Participation' rule was challenged under the Equal Opportunities Act in the Victorian Civil and Administrative Tribunal (VCAT).

Football Victoria's ruling, introduced several years ago, specified that upon reaching the age of 12, females must move to female-only competitions if they wish to continue playing. This rule was introduced in the knowledge that while it was discriminatory, such a rule was allowed as an exemption under the Equal Opportunities Act.

Over the past decade, Football Victoria has sought legal advice, spoken with external consultants and received advice from Football Victoria members and even from the Equal Opportunity Commission itself, to ensure that the rule is appropriate.

The President of VCAT, Judge Stuart Morris, granted an interim order, which allowed the girls to complete their football seasons.

Football Victoria welcomed the opportunity to put its case before VCAT and will abide by VCAT's decision whether it is for or against the existing rule.

At the time of publishing this report the final decision had not been handed down.

VICHEALTH PARTNERSHIP

VicHealth has been a major supporter of Victorian football and in particular community football since 1990, when legislation was passed requiring all tobacco sponsorships in football and other sports to be banned. VicHealth and Football Victoria's development arm, Football Victoria Development, have enjoyed a fruitful 12-year partnership focussing on various elements of Victorian football.

VicHealth recognises that Victorian football provides the unique opportunity, through its interaction with local club communities, to deliver significant health outcomes in a range of areas promoted by VicHealth.

In 2003, VicHealth, in a major change of direction, advised all sporting bodies that it would, in the future, only deal with State associations which would conduct coordinated programs based on VicHealth principles.

In Victorian football, community programs previously allocated via Football Victoria Development, the VCFL and the VAFA are now bundled together under a single alliance with Football Victoria, with a new three-year arrangement starting in 2004.

AFL EFFECTIVENESS AND EFFICIENCY COMMITTEE

As a result of AFL clubs querying the funding to State bodies and how those monies were being used, the AFL instituted a committee to evaluate the funding process. The resultant findings saw Football Victoria providing the benchmark of high standards to be followed by most States.

Football Victoria's overhead and administrative costs were found to be the lowest of all States evaluated. More of the funds provided flowed through to community football, via provision of resources, development officers and programs, than in any other State.

The committee also went through a process of evaluating the salaries paid to all State body staff, again Victoria had a positive result in this area.

The committee provided recommendations on how AFL clubs, via the AFL Collective Bargaining Agreement, can become better involved in promoting the game at the local level. It is critical that players occupying such a significant place reach out to those starting in the game to make it a cohesive, embracing and vibrant sport, especially facing challenges from other sports.

Victoria provides opportunities for participation at all levels, ages and genders.

Chairman's Report



BOB TREGEAR
Chairman, Football Victoria

The principal objective underlying Football Victoria's strategic plan is to establish in Victorian football bodies a shared vision for a unified football structure throughout Victoria with complementary objectives and strategies.

The past year has seen significant progress toward that objective, confirming the strategic stance adopted by the Football Victoria board, member bodies and their affiliates in recent years. It is indisputable that Victorian football is more unified and clearly focused than at any previous time in our long and eventful history.

Football Victoria is the peak representative body for around 170,000 players in VFL, TAC Cup and community competitions, and AFL Auskick centres across the State. Members and their affiliates comprise some 95 community football leagues (83 country and 12 metropolitan) and more than 1200 football clubs. Victoria remains the heartland of Australian football, with around 40 per cent of national participation and 45 per cent of registered club players.

The Football Victoria board understands that football clubs are the glue that holds our game together. Most of us start our involvement in organised football through a club. Players and volunteer officials and administrators are members of clubs. Except for finals series, almost all games played around the State each week are organised and resourced by clubs. Clubs are the most important entities in football – more important even than leagues and representative bodies like Football Victoria. Going forward, Football Victoria's strategies will focus on creating an environment where community football clubs can meet the growing demands for participation in our game, despite the many challenges in modern society.

Football Victoria played a major role in 2003 in assisting the AFL to deliver a national risk management program that will result in a \$2 million saving in insurance premiums paid by football clubs across Australia. Around half of the total savings will accrue directly to football clubs in Victoria.

The importance of football to the broader society was highlighted earlier this year with the Victorian Government's appointment of a Parliamentary Committee to inquire into perceived problems with Country Football. Football Victoria, along with the AFL, supported the VCFL in its initial formal response to the Committee and Football Victoria will continue to monitor and assist as necessary. However, the clear message from the process to date is that social issues beyond the control of the football community (i.e. changing demographics or relocation of government services) are the major cause of challenges to the operation of football in country areas. In general, country football is in good hands and its administrators remain keen to face and overcome such challenges.

Despite the threat from other sports and social options, Victorian football recorded further growth in 2003, ranging from increases in AFL Auskick participation and community football competition, to a record of seven players drafted by AFL clubs from the TXU-VFL competition.

The appointment of Andrew Demetriou as Chief Executive Officer of the AFL and the subsequent changes in the AFL's organisational structure and senior management personnel represent new opportunities for Football Victoria to consolidate our working partnership with the national body. We wish Andrew and his team every success in their endeavours and extend our appreciation to Wayne Jackson for his work over the past seven years.

Special appreciation and thanks are extended to Neil Busse for his leadership of Football Victoria over the past four years. Initially appointed by the AFL to chair a study into the structure of Victorian Football, Neil was appointed in 1999 as

the first Chairman of the new Football Victoria body. He quickly earned the respect of his fellow directors with his unique blend of experience, vision and determination to overcome the many barriers to success. Neil continues to serve the broader sporting community through his role as Chairman of Harness Racing Victoria.

Thanks also to the staff of Football Victoria, under the leadership of CEO Ken Gannon, for their untiring efforts throughout the year in giving effect to the policy directions of the Board.

Finally, on behalf of all of the directors of Football Victoria, I extend our thanks to everyone involved in all levels of football throughout the State – players, administrators, volunteers and

supporters – for their stewardship of our game over the past year. Football Victoria looks forward with confidence to the challenges ahead. We trust that members of the Victorian football family share our pride in the progress achieved to date and will be active and enthusiastic participants in shaping our future.

Bob Tregear
Chairman, Football Victoria



'Football clubs are the glue that holds our game together.'

The picturesque Queen Elizabeth Oval in Bendigo gives country fans access to the best State-based competition in Australia.

Board of Directors

Directors are elected by Football Victoria members for four-year terms, with elections held every two years for half the board members. The expiration date (year end) of each director's term is detailed below.

Bob Tregear (Chairman)

2004

Bob Tregear is a director of leisure management consulting firm Thompson Tregear Pty Ltd. He was president of the Eastern Football League, director of the former Victorian Metropolitan Football League (VMFL) and VFA. His background in community football spans more than 40 years as a player, junior coach, club committeeman and president.



Ken Gannon (CEO)

Ken Gannon is one of Australia's most respected football administrators. He was Chief Executive Officer of the Geelong Football Club for six years before joining the AFL in 1991. He has been CEO of Football Victoria since its establishment in 1999.



David Burnes

2006

David Burnes is a consultant to the textile and clothing industry. David has a distinguished amateur football background as a past President of the Old Xavierians Football Club, a past Member of the Victorian Football Association Executive and a past VAFA President.



David Doherty

2006

David Doherty is a consulting professional and past national chairman of the Logistics Association of Australia. David umpired over 300 games at all levels and was involved in coaching junior football. He is a past president of the Victorian Metropolitan Football League and is the chairman of Football Victoria Development. He is also chairman of the Transport, Distribution and Logistics Industry Round Table and president of the Canada-Australia Institute.



John Hyett

Board Appointment

John Hyett is a former Mayor and Councillor of the City of Sunshine and former commissioner for the Shire of Melton. He is currently Chairman /Board member of many Western Region Community groups. He has also been involved in VFL and local football clubs at various levels.



Bernie Morgan

2004

Bernie Morgan manages a financial planning practice. He was football director and coach of St Joseph's Football Club, coach of the Geelong Football League's interleague side and Victoria Country Football League representative side between 1989-1997. He also played 250 country games.



Peter Stedwell

2004

Peter Stedwell is a director of Solagran Ltd. He was a director of the former VFA Board, a highly regarded former VFA player, coach, and president of the Dandenong Redlegs.



John Jordan SC

2006

John Jordan is a Senior Counsel. He was a 300-game player in amateur and country football, a former senior coach at VAFA 'A' Grade (1980) and has extensive experience as a local football club administrator.



Geoff Almond

2006

Geoff Almond, former national manager of delivery — equipment and systems, Australia Post, has had extensive experience as a junior football administrator sitting on junior club and league boards for more than 10 years.

See pages 26-27 for a graphic detailing the structure of football in Victoria.

CEO's Report



KEN GANNON
CEO, Football Victoria

Football Victoria this year continued its challenging role of acting as one of the game's guardians, setting strategy and providing guidance for our leagues and clubs.

While we see our broad role as a strategic one, our tasks are as much about statewide co-ordination and as such, we don't seek to take over the roles of leagues. One of our tasks is, however, to challenge leagues to deal with issues not only impacting on them, but on Victorian football generally, and to encourage them to work collectively in the best interests of football in this State.

One of the other challenges we face is to make sure that Football Victoria is not seen simply as the VFL competition. Football Victoria has the responsibility to reflect the aspirations of all levels of Victorian football, developing programs that best allocate our resources.

Indeed, what will bring that into focus, in a country football context, is the Victorian Parliamentary Committee inquiry currently being conducted. Some of the things that will come under discussion in that process, for example, include the sort of infrastructure we have and how that infrastructure can be best applied, and what from outside football can be considered to help support and grow the game.

Together with the VCFL and the AFL, we made presentations to the inquiry, and public hearings are set for early 2004. We expect a final report to be released at the end of 2004.

The development of our enhanced partnership with VicHealth is all about increasing participation in healthy environments – not just among players, but committee members, supporters and administrators at all levels.

Sometimes, people think that if you have 500 young people out on a ground at a clinic, you've solved your problems. But the challenge in that case is actually looking after the 500 people. How do you make sure, for example, that they have a viable club in their local area? So club development is most important and we've been really happy that we've been able to work with VicHealth in developing programs that ensure long-term sustainable participation.

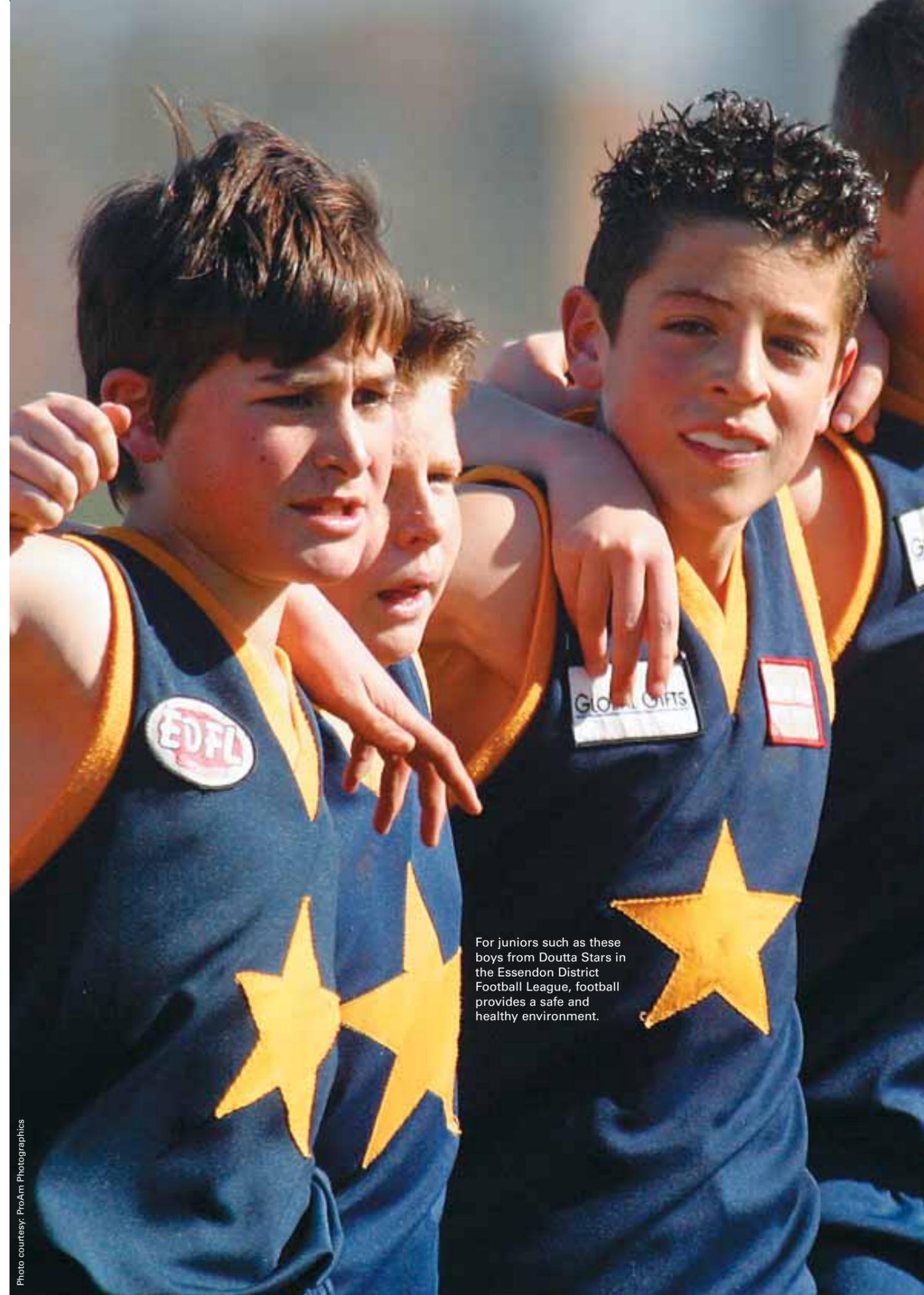
The media extensively reported on our involvement in a case currently before the Victorian Civil and Administrative Tribunal (VCAT) involving three girls aged 14 or 15, who mounted a challenge brought before VCAT alleging that Football Victoria's ruling contravened the Equal Opportunities Act.

At the initial hearing in August the President of VCAT, Judge Stuart Morris, granted an interim order which allowed these girls to complete their football seasons, and we await the Tribunal's final ruling. Football Victoria welcomed the opportunity to put its case before VCAT.

We did a lot of work on forward planning and strategic issues, including working with the City of Casey, which is in one of the fastest growing areas in Victoria, looking at the development of facilities and the proper role of football. That followed work in Caroline Springs in Melbourne's west, trying to link the different levels of government and understanding the developing trends of Melbourne.

Our community football forums provide leagues with the opportunity to meet with the Football Victoria board. We think it's important that the directors of the board hear directly from the people at the coalface.

We were encouraged to hear the on-going initiatives the leagues had implemented, with programs relating to the quality of club administration and dealing with issues including alcohol management among crowds and crowd behaviour. These are major roles for our game.



For juniors such as these boys from Doutta Stars in the Essendon District Football League, football provides a safe and healthy environment.

CEO's Report *continued...*

Another issue that emerged during the year was the status of school football, including claims that some schools were placing more emphasis on other sports at the expense of football.

While once there was only a handful of school sports, there are now 54 accredited sports for school competition. This wider choice of sports, increasing pressures from other curriculum areas and budget restraints have worked against more traditional sports like football trying to maintain team numbers. Often, because football players are multi-skilled, they are called upon to fill in for other sports at their schools while playing football for their local community clubs on weekends.

We have to make sure we correctly analyse the issue of school sport and develop strategies that address it, rather than apply the emotional rhetoric we sometimes hear.

The importance of the ABC-TV telecast cannot be underestimated and Football Victoria is grateful to ABC-TV for its efforts in taking our State league to a wide audience. We utilise our air time with ABC-TV to promote Victorian metro and country competitions, umpires, volunteers and officials from local competitions and community clubs around the State. We encourage Victorian football supporters who cannot attend games to show their support by watching the ABC-TV match of the day each weekend.

Football Victoria was pleased to be part of the MCG's 150th birthday celebrations and official functions, and acknowledges the great ground as the undisputed home of our game. Victorian football has played a significant role in the development of the ground and will continue to do so. The financial support of the Melbourne Cricket Club Foundation to Football Victoria Development is also much appreciated.

We were also heavily involved in the roll-out of an Australia-wide insurance program, which was launched in October. It was a co-operative effort from all the State leagues and the AFL to tender and then develop an insurance program

for local football clubs dealing with public liability and player accident policies, the costs of which have escalated significantly.

We agreed to make a collective tender to maximise the pool of premiums and to take it out of the Australian network and into the world market. That was successful, and in Victoria, it was reflected in savings in excess of \$1 million in premiums. With one or two partial exceptions, where leagues had sponsorship contracts to run, every club in Victorian football will be aligned with the National Risk Protection Program.

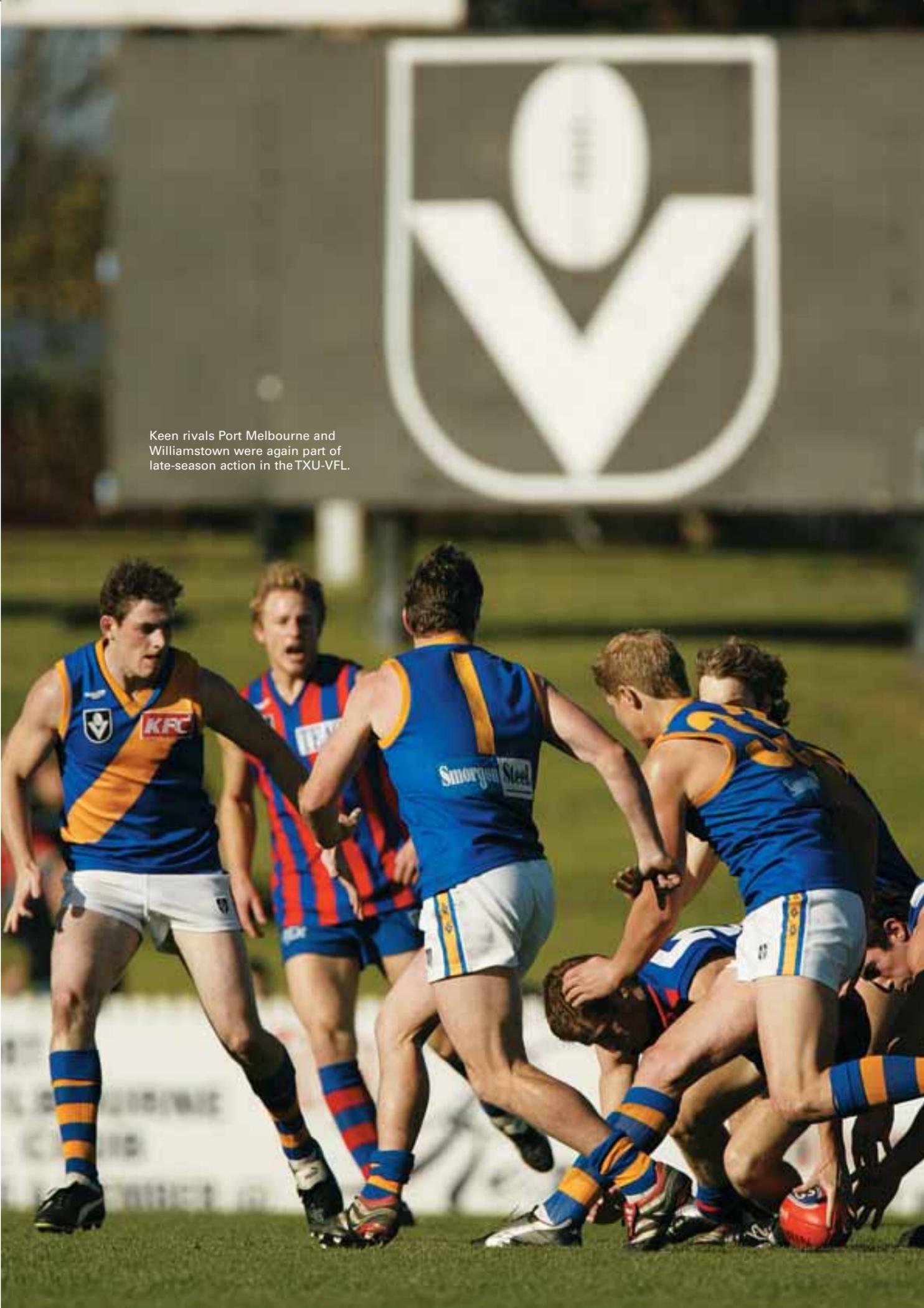
Every club will have a comprehensive insurance program, with the clubs effectively being the recipients of the savings.

Football Victoria continues to monitor the issue of water restrictions and their impact on facility maintenance. Leagues will have to continue working with local councils and water authorities to manage their individual water programs.

The AFL put in place a process called the Effectiveness and Efficiency Committee in which I was involved. It was aimed at establishing how effectively AFL grant money was being used. The committee, chaired by AFL commissioner Bill Kelty, showed Victoria was performing well in all measurable areas, and had the lowest administrative costs of any state, which meant that the vast majority of money was going to programs aimed at increasing participation at all levels.

The committee also reviewed closely the operation of the TAC Cup and the other State leagues, and was satisfied with the responses Football Victoria provided.

Umpiring was an area we continued to work on with success. Our State coach Peter Howe was recruited by the AFL, and we have worked with all our member leagues with the view to overcoming the problems for umpires, especially the difficulties of attracting and retaining umpires.



Keen rivals Port Melbourne and Williamstown were again part of late-season action in the TXU-VFL.

CEO's Report *continued...*

The Eastern Football League and the Victorian Amateur Football Association, in particular, both significantly increased their commitment to umpire resource development and should be acknowledged. The Western Region Football League put a great deal of effort into the 'Year of the Official' concept to help overcome some of the problems associated with umpiring.

We also continued with the roll-out of various educational programs, including 'Bouncing Racism out of Sport', which we initiated. That program has been very well accepted and won Victoria's Award for Excellence in Multicultural Affairs for Service Delivery to Multicultural Communities – Sport and Community Relations.

We believe the TXU-VFL competition is going very well, and General Manager Martin Stillman provides more detail in his report. It is always a challenge to us that the competition may be seen as the AFL's reserves, but the TXU-VFL competition must be respected in its own right.

On the field, the VFL enjoyed another successful year, and we continued to make an impact as the country's best State league. Well done to Williamstown in winning both the senior and reserves premierships. Congratulations also to all individual award winners, David Robbins on winning his second J J Liston Medal and Nick Sautner on his fifth Jim (Frosty) Miller Medal for goalkicking.

The viability of Frankston, North Ballarat and Tasmania is important for us. The growing partnership between the Bendigo Bombers and Essendon is a good illustration of using the collective power of all levels of Victorian football in a positive manner.

The TAC Cup, the nation's best breeding ground for future stars, again enjoyed a strong year with Calder Cannons winning the premiership in impressive style. See Operations Manager David Code's report of the season for a closer look at the competition.

The metropolitan and regional competitions are generally going along very well, with leagues across the State enjoying significant highlights during their respective seasons. It is sometimes easy, particularly considering the coverage given the major football competitions by mainstream media, to ignore the important roles metropolitan and country leagues have in their respective communities.

The game in the majority of country areas is in a healthy state, but you can't play the game if you can't find 20-plus adults living in the local area and some country competitions are suffering because of these pockets of population decline.

Importantly, I would like to thank the AFL and our major partners VicHealth, TXU and the TAC for their fantastic support. We wish retired AFL CEO Wayne Jackson all the best and acknowledge his great contribution over a lifetime in the game as we welcome his replacement Andrew Demetriou.

Football Victoria has a strategic plan drafted by our board of directors that involves all facets and all parties of Victorian football and provides a standard allowing for accurate measurement of its success.

I think we are all in an activity where you never reach the end of the strategic plan, so our job is ongoing. There are always new challenges and we look forward to tackling them in the coming years.

Ken Gannon
CEO, Football Victoria

The 'grandstand' in the country is not quite the same as that at the MCG!



Strategic Plan Update

In 2002, Football Victoria developed a five-year Strategic Plan to ensure that Victoria continued to set the pace in the growth and development of the game. Following is an update of that plan.

OBJECTIVE	UPDATE
Establish in and amongst all Victorian football bodies a shared vision for a unified football structure throughout Victoria with complementary objectives and strategies.	<ul style="list-style-type: none"> • Community football forums used as two-way communication • Football Victoria and VicHealth sign a three-year partnership starting in 2004 • National Risk Protection Program developed and rolled out
Continuously develop and improve all facets of Australian football across Victoria.	<ul style="list-style-type: none"> • Administration programs continued to be implemented • 'Bouncing Racism out of Sport' program launched • AFL census shows Victoria maintains good participation results for all age groups, particularly younger groups • Working with AFL and leagues in developing internet-based player management database system • TAC Cup resources maintained to ensure financial viability and to provide benefits to other levels of football
Build and sustain a financial model to underpin the ongoing viability of Australian Football throughout Victoria.	<ul style="list-style-type: none"> • Insurance program saves local clubs \$1m • Working to use technology to reduce costs via internet for all clubs • Participated in AFL evaluation process • Football Victoria operated with a small surplus and continues to support grass roots development • Budget planning completed on zero-based principle • Role of Audit and Risk Committee firmly established
Build a credible, viable and attractive VFL competition that will be the benchmark for other State-based sporting competitions and be the premier State-based football competition. The VFL will be the development link for community football.	<ul style="list-style-type: none"> • Attendances up 20 per cent in TXU-VFL competition • Worked with AFL and TXU-VFL clubs on alignment projects • Continued to explore possible ways to help stand-alone clubs • ABC-TV contract for TXU-VFL renewed • TXU-VFL public profile increasing • Seven TXU-VFL players in 2003 National AFL Draft confirms competition as a pathway to the AFL



Attendances at TXU-VFL games increased 20 per cent, in line with Football Victoria's strategy.

Community Club Football

Australian Football continues to flourish in local communities, in spite of issues including increased competition from other sports and entertainment alternatives. The game at metropolitan and regional levels continues to underpin the ongoing success of the national competition.

Community football is the backbone of our game, not only providing sporting and recreational entertainment opportunities for all Victorians, but also offering a pathway for those who aspire to reaching the elite level.

Effective communication between all areas of football in this State was recognised as being critical to effective growth, and was incorporated as a major action point in Football Victoria's strategic plan. Ongoing community football forums were held in 2003, with all Football Victoria members invited to share opinions on various issues and outline any initiatives they introduced or piloted during the year. Our aim is to continually focus on working together to enhance and help others and to break new ground.

Following are examples of some of the new initiatives implemented by metropolitan and country leagues to further grow the game:

Dandenong and District Junior Football League *19 clubs, 150 teams, 3750 players*

Introduced a junior female umpire development officer and developed an operations and risk management manual for all clubs.

Diamond Valley Football League *37 clubs, 226 teams, 5650 players*

Introduced incident report form, which umpires had to complete after every match; clubs met with the Liquor Licensing Board and Victoria Police to ensure they were meeting legal standards, and required all club runners to be registered.

Eastern Football League *43 clubs, 351 teams, 8775 players*

Introduced Competition Management System, linking all clubs to the league via the internet,

allowing clubs to register and transfer players online and access player statistical information. The league also enforced a code of conduct for juniors that parents must sign. The increased presence of the league's Director of Umpiring (based at the league two days a week) had a very positive effect.

Essendon District Football League *24 clubs, 243 teams, 6075 players*

The league conducted successful administration courses in conjunction with Western Region Football League and Riddell District Football League, as well as an alcohol management program involving the local police.

Moorabbin Saints Junior Football League *25 clubs, 196 teams, 4900 players*

Introduced, through a training and education program, a comprehensive risk management policy linked closely to Football Victoria's strategies and policies.

Riddell District Football League *10 clubs, 28 teams, 700 players*

Initiated the successful association between netball and football clubs involving eight of the 10 clubs.

Riddell District Junior Football League *15 clubs, 84 teams, 2100 players*

Introduced compulsory trainers' accreditation.

Southern Football League *28 clubs, 56 teams, 1400 players*

Introduced email billing and invoicing facilities, making transfer of money more efficient. It also introduced dry areas at games and used three umpires during the finals series, reducing the risk of on-field incidents.

Waverley Junior Football League *8 clubs, 55 teams, 1375 players*

The league's promotion of the 'Year of the Official' resulted in not having a single report for the season. The league also made it mandatory for all coaches to have a minimum of level one accreditation, and required all clubs to have at least one accredited trainer.

Western Region Football League

31 clubs, 194 teams, 4850 players

Heavily promoted the 'Year of the Official' concept. Introduced an alcohol management strategy, supported by council by-laws, which prevented alcohol being brought to a venue. The strategy included the introduction of dry areas at grounds and a club education program that gained significant support from spectators. Initiated the development of sample job descriptions for all club volunteers to be introduced for the 2004 season.

Victorian Amateur Football Association

71 clubs, 211 teams, 5275 players

Introduced a club discipline award, with umpires voting on the clubs' discipline during each match. The system provided timely feedback allowing the Association to investigate the behaviour of spectators, players and club officials when deemed necessary.

The VAFA appointed former VFL director of umpiring Bill Deller as its umpiring and recruiting manager. Deller identified a number of programs to be introduced into schools connected to the VAFA to help promote umpiring as a sport.

Victorian Country Football League

818 clubs, 2611 teams, 68,675 players

A VCFL operational review resulted in changes to the role of area managers and the regions to ensure more full-time people were serving country football. A risk management program successfully created a \$300,000 insurance surplus. Moving the league seminar to December from February allowed country leagues to work with clubs more effectively at the start of the season. The introduction of a player registration program, a first for Australian football, supplied the VCFL with a database of almost 69,000 players.

The information will help the VCFL learn more about players and keep them up-to-date on the latest news. The system was made possible because all country leagues now operate the same IT program.

Yarra Junior Football League

28 clubs, 226 teams, 5650 players

Introduced a two-year program ensuring all coaches become accredited, and developed a process that gives all clubs access to an email system.

FOOTBALL VICTORIA AWARDS 2003

AFL Merit Award: Bob Rennison - President, Yarra Junior Football League

AFL Merit Award: Arnold Clarke - Director, Victorian Country Football League

Champion teams: Balwyn Football Club (Southern Football League); Rowville Football Club (Eastern Football League)

Record career goals: Perry Meka, Ardmona Football Club (Kyabram District Football League)

Umpiring Achievement Award: Jim Ainsworth, Essendon District Football League

New Club Award: Caroline Springs Football Club, Western Region Football League

Club Achievement Award: Aberfeldie Football Club, Essendon District Football League



This photo of Jarrod Atkinson from Rumbalara in the Central Goulburn Football League, taken by Kylie Else of the *Shepparton News*, was judged best photograph at the WorkSafe VCFL Media Awards.

TXU Victorian Football League



The TXU-Victorian Football League enjoyed another successful season culminating in a wonderful finals series with bumper crowds, frantic finishes and excellent football.

With the competition reverting from 16 to 13 teams, we had byes for the first time in a number of years. At the same time we also made the decision to move away from aligning ourselves directly with the AFL fixture in order to deliver a fixture predominantly structured to maximise our attendances and gate receipts.

In response to our clubs' requests there was a major emphasis on playing more games on Sundays which no doubt assisted in the 20 per cent increase in attendances experienced in 2003.

The recognition of Sam Mitchell, who won the National AFL Rising Star award, was significant for the VFL. Sam came through the talented player pathway program, with time at the Eastern Ranges in the TAC Cup, and then worked his way through Box Hill's reserves to the seniors, winning the Liston Trophy in 2002. To be recognised at AFL level with such a prestigious prize, especially after initially being overlooked and then having to work through the VFL system, demonstrates just how far the VFL has progressed in such a short space of time.

Players now recognise that staying in the VFL gives them the best opportunity of reaching the AFL if they are not drafted.

Congratulations to Cameron Thurley (Tasmania to Geelong), Matthew Ball (Box Hill Hawks to Hawthorn), Ben Hudson (Werribee to Adelaide), Adrian De Luca (Port Melbourne to Carlton), Stephen Kenna (Box Hill Hawks to Carlton), Doug Scott (Box Hill Hawks to Hawthorn) and Josh Mahoney (Williamstown to

Port Adelaide) on being selected in the National AFL Draft, which was the VFL's best result since 1998.

In terms of our award winners, there were a number of significant achievements. David Robbins from Sandringham became the fifth dual J J Liston Medal winner and the first player to win the award at two clubs, having won his first at Springvale. He is carving out a terrific career at State league level.

Nick Sautner won the Jim (Frosty) Miller Medal for a record fifth year in a row. Aaron Davey, winner of the Fothergill-Round Medal as the VFL's best young player, was drafted by Melbourne as a AFL rookie.

A highlight during the year was the celebration of Teams of the Century for two of our most famous clubs, Williamstown and Port Melbourne. Springvale celebrated its centenary year and Box Hill, which has enjoyed a rich history, celebrated its 1000th game in the competition.

The competition's growing popularity, reflected in increased attendances, ABC-TV ratings and general media coverage, was particularly pleasing given the national competition's dominance in the Victorian market place.

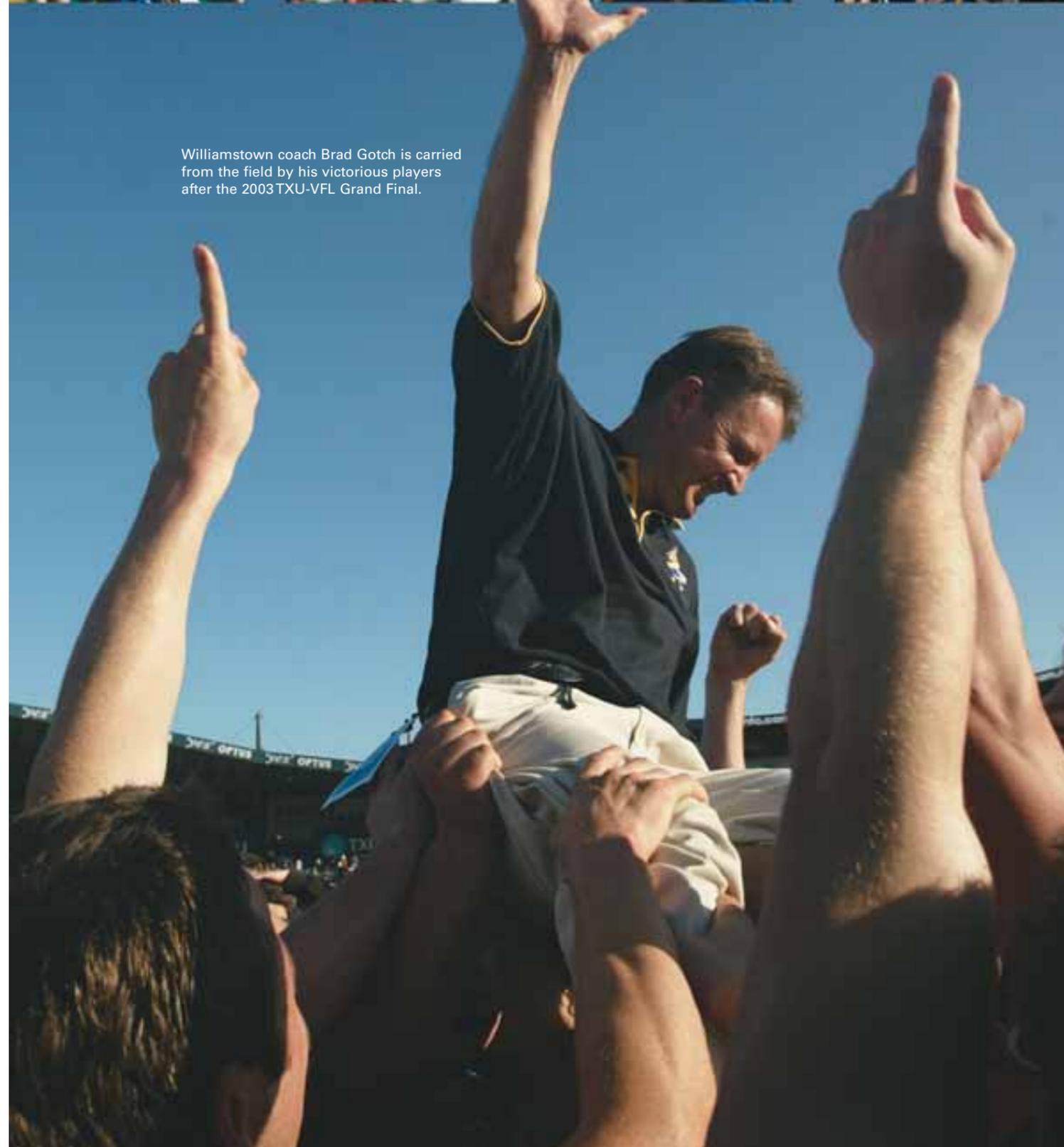
While the involvement of AFL clubs since the abolition of the AFL Reserves in 1999 undoubtedly helped improve the profile of the competition, the VFL has been able to maintain its own unique community football identity.

The alignment arrangements in place provide Victorian footy fans with opportunities to follow the progress of their AFL club players at local community grounds around the State. It is important to note that Williamstown's tremendously successful year resulted from having a strong VFL list to complement its alignment with Collingwood.

Our stand-alone clubs, Frankston, North Ballarat and Tasmania, have demonstrated they can compete with the aligned clubs. Tasmania



Williamstown coach Brad Gotch is carried from the field by his victorious players after the 2003 TXU-VFL Grand Final.



TXU Victorian Football League *continued...*

played in the finals, Frankston missed out on a place in the finals by a kick and North Ballarat, although finishing last, had four wins and was certainly no easy beat.

As a competition we will continue to support these stand-alone clubs and if that requires new rules and regulations to ensure their ongoing competitiveness, then they will be introduced.

Finding a balance between financially strong and financially weak clubs remains a major challenge. There are several clubs that have strong income streams outside of football, while others still rely solely on income from membership, gate attendances and raffles. All clubs must continue to seek new and innovative ways to source revenue and be disciplined in respect to their expenditure and cost control to ensure they remain viable.

The increased profile of the TXU-VFL in the marketplace has been helped by the significant improvement in the standard of football played at grounds across the State, and in Tasmania, each weekend.

Today the standard of football played in the TXU-VFL far outstrips the old VFA and the old AFL Reserves. The TXU-VFL is the strongest State league in the country and produces the best standard of football outside the AFL.

Our finals series this year was by far the best attended ever and we had some fantastic games. Congratulations to Williamstown for winning both the senior and reserves premierships.

Our finals venue choices caused much discussion. With Tasmania finishing fifth, we had 5000 people braving the hail and rain at Bellerive Oval in week one of the finals to watch the Devils beat Geelong.

The second week of the finals saw us make a judgement call as to whether we played Port Melbourne and Tasmania at TEAC Oval, with a likely crowd of 1500, or whether we went back

to Tasmania. Our decision to play the match at Hobart's Bellerive Oval was justified, with a crowd in excess of 10,000.

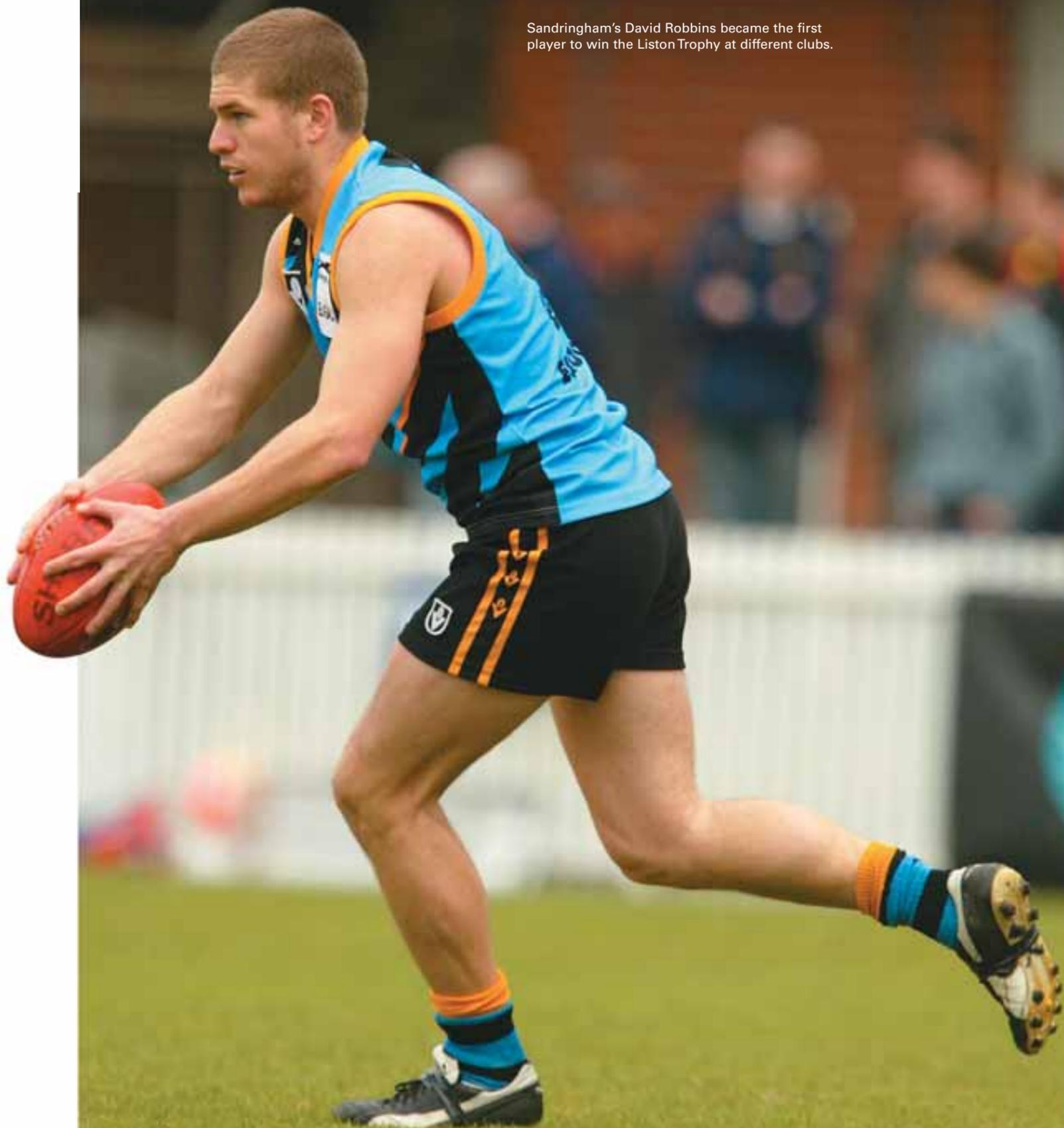
At our recent Presidents' conference, it was confirmed by all clubs that rather than have a specific rule where teams that finish in a specific position play at a specific venue, our finals schedule will be determined by the executive of Football Victoria, with the aim of fixturing finals matches on a 'best fit' scenario with the best interests of the TXU-VFL competition in mind.

From a community perspective, the VFL continues to provide fans with a recreational entertainment alternative not normally afforded them elsewhere. At any VFL game, fans can go onto the ground and have a kick of the footy in a family-friendly environment. They also have the chance to mingle with current AFL players and coaches, a unique benefit the competition offers to the Victorian public.

Our alignment arrangements generally ran smoothly during the year. Carlton and the Northern Bullants, after some teething problems in the first year of their alignment, go into 2004 with a new three-year agreement. Similar issues were experienced with Coburg and Richmond, with both parties now committed to continuing and strengthening their VFL-AFL alignment.

The success of the alignment between Bendigo and Essendon was demonstrated both on and off the field. After having previously only won six games over the past three years, Bendigo won six games in a row in 2003. For the first time in its VFL history, Bendigo did not finish on the bottom. Moreover, it attracted significant crowds and secured a major sponsor.

In summary, the TXU-VFL competition consolidated this year and we believe, with the right regulations and guidance, as well as ongoing input and hard work by all clubs, that we will continue to develop and grow the competition in all areas.



Sandringham's David Robbins became the first player to win the Liston Trophy at different clubs.

TAC Cup



DAVID CODE
Operations Manager, Football Victoria

The Calder Cannons dominated the 2003 TAC Cup competition. Coached by Robert Hyde, the Cannons emulated the feat of the Eastern Ranges in 2002 by going through the home and away season undefeated.

The Cannons then progressed to their third Grand Final in a row, and claimed their second premiership in three years by defeating the Murray Bushrangers.

Also notable was the on-field success of the Western Jets, under the guidance of former Geelong champion Garry Hocking, in reaching the finals for the first time since 1996.

The North Ballarat Rebels were also impressive and maintained their improvement of 2002 by playing in a second successive finals series.

The TAC Cup celebrated its first Brownlow Medallist in 2003 when Adam Goodes shared the AFL's top individual honour with Nathan Buckley and Mark Ricciuto. The Sydney ruckman, originally from Horsham, was best afield in the North Ballarat Rebels' TAC Cup Grand Final win in 1997.

The TAC Cup again made a significant contribution to AFL ranks with 26 players selected at the 2003 National AFL Draft, including 10 of the top 15.

But for those who do not make the step to the AFL, statistics indicate the vast majority, approximately 95 per cent annually, stay in the game with about 42 per cent returning to community football and approximately 35 per cent stepping into the VFL ranks.

Victoria continued its dominance in the major talent programs particularly in the National AFL

Under-18 Championships. Vic Metro and Vic Country finished first and second for the fourth year in a row with Country, under the coaching of Leon Harris, winning its first title in four years.

The Transport Accident Commission (TAC) has confirmed its commitment to our program for a further 2 years. Our partnership has developed to the extent that we are actively supporting the TAC's '120 Hour Driver Training' message through club and community-based programs.

There was considerable media comment during 2003 regarding the TAC Cup's impact on local and school football.

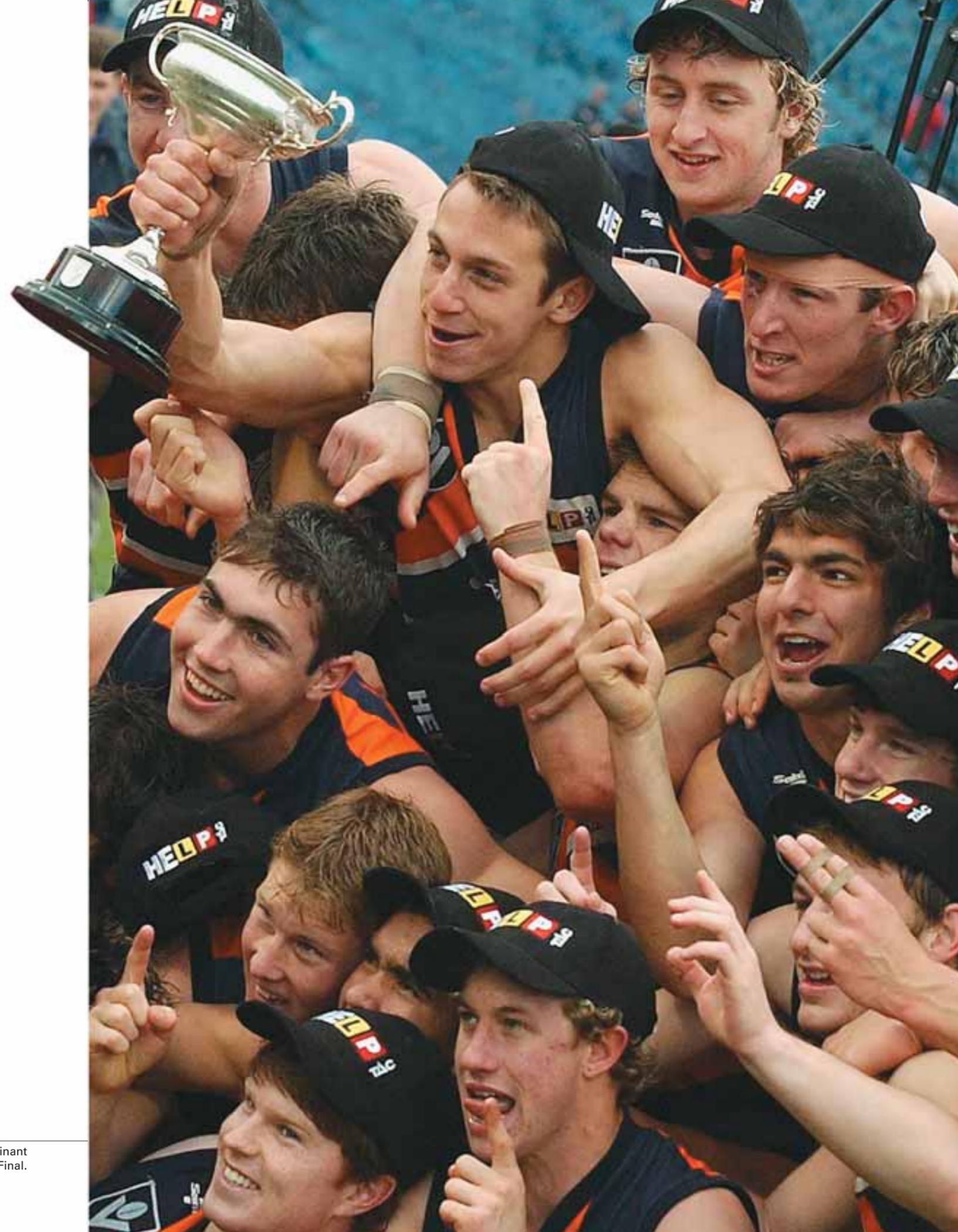
The support from local clubs for the talent programs is generally very positive with most clubs continuing to support players striving to maximise their potential.

Football Victoria acknowledges that some clubs find it hard to have a talented young player not playing with them but it is essential if players are to be developed to Draft standard and identified by AFL clubs.

Players have always left local clubs to further their football careers. It used to happen in the VFL Under-19s, now it is the TAC Cup but the weekly impact is only one TAC Cup player per 7.5 community senior or Under-17/18 team.

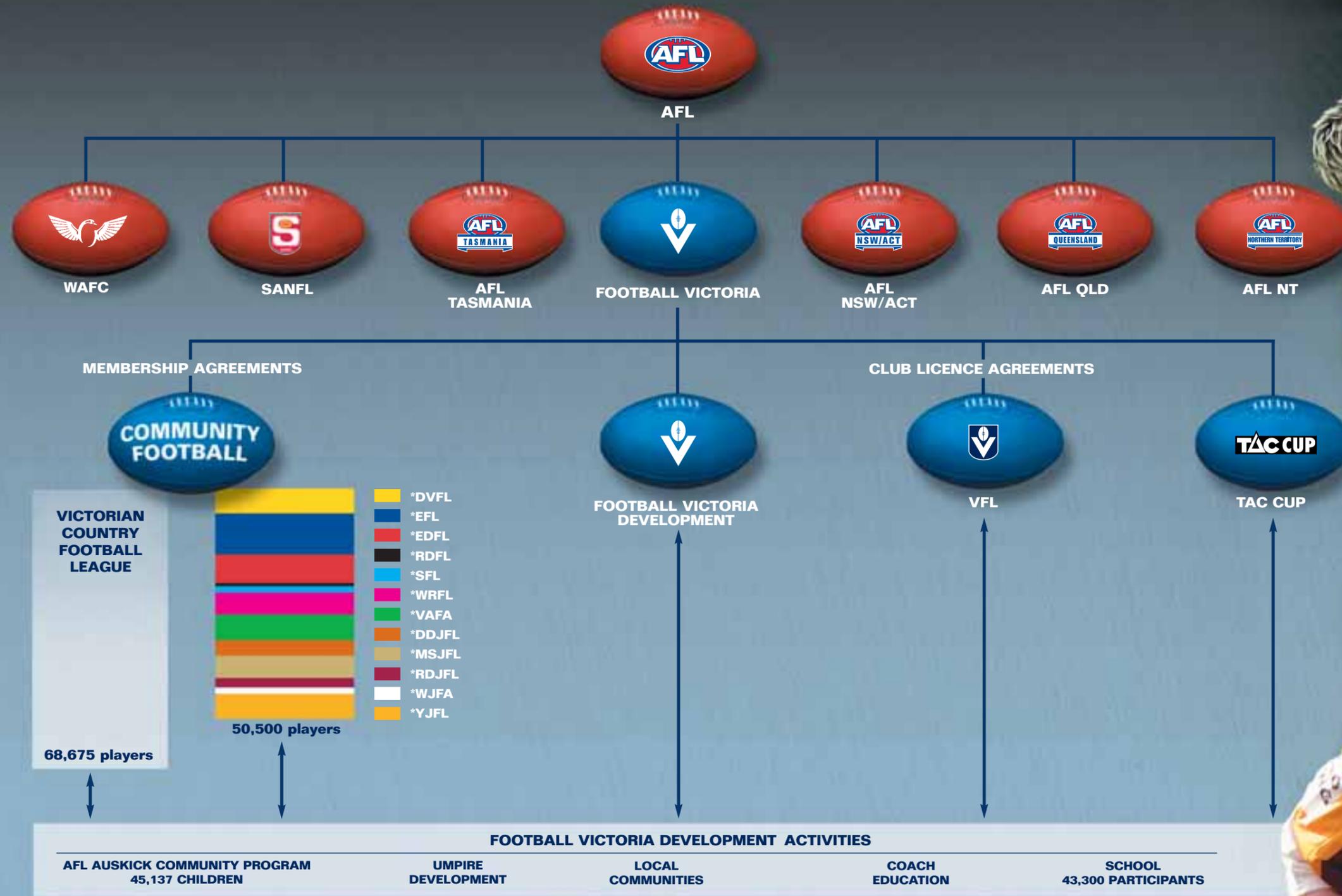
We continue to fully support school football and encourage TAC Cup players to represent their school sides. But we must remain vigilant to ensure our players do not suffer injuries due to too much football. It remains the responsibility of those involved in the players' welfare – parents, school and club coaches and Football Victoria regional staff – to develop a suitable program that does not overtax the player.

Football Victoria continues to be recognised as the leader in talented player development which not only provides positive outcomes for the players involved but also for the attraction of the game to talented young athletes.



The Calder Cannons (right) capped off a dominant TAC Cup season with a win in the Grand Final.

Structure of Australian Football



* DVFL - Diamond Valley Football League
 SFL - Southern Football League
 MSJFL - Moorabbin Saints Junior Football League

EFL - Eastern Football League
 WRFL - Western Region Football League
 RDJFL - Riddell District Junior Football League

EDFL - Essendon District Football League
 VAFA - Victorian Amateur Football Association
 WJFA - Waverley Junior Football Association

RDFL - Riddell District Football League
 DDJFL - Dandenong & District Junior Football League
 YJFL - Yarra Junior Football League

Football Victoria Development



MICK DANIHER
Manager Development & Planning, Football Victoria

Football Victoria Development (FVD) works across many sectors with a range of partner organisations to deliver innovative programs aimed at building participation both on and off the field.

Given the complex social, economic, cultural and environmental forces that impact on individual or families wanting to be involved in football, administrators at all levels constantly battle to attract and retain participants. However, it is no coincidence that AFL Auskick centres, schools, football clubs and leagues that are well run are more likely to see increased participation and enjoy success.

AFL Game Development provides significant funding to enable FVD to deliver a range of development programs through a regional development network across the State. In 2003 FVD, in conjunction with AFL Game Development, rolled out a number of initiatives to support community football including the AFL Community Camps conducted in regional Victoria, the AFL Grass Roots weekend, the Club Management Program and the production of the 'Start Up' kits for new football clubs. Attention also focused on maximising information technology, with the implementation of the AFL Auskick Participant and Administrator Management System, the Coaches' Database and the development of a League and Club Competition Management System.

Football Victoria and VicHealth established a new strategic alliance to embed the concepts of building participation in healthy and welcoming environments with our leagues and clubs. This is a long-term process aimed at enhancing league and club infrastructure. This is an exciting initiative and the first of its kind. FVD strategies have been refocused and a Community Development Unit established with

the aim of increasing player and volunteer numbers, and improving the football environment for all participants.

In partnership with the Melbourne Cricket Club Foundation, FVD delivered a range of activities through the 'G Footy' program, which includes a series of activities aimed at increasing participation and awareness of Australian Football in secondary schools. The AFL Sport Education Program was established, and support made available to 1732 secondary school teams. Promotions were held at the MCG, and umpiring and coach education courses were conducted with the intent of nurturing football in schools.

For the first time in a number of years the increase in youth team numbers outstripped the growth of junior teams.

Youth teams (for players aged 13-18) were up 1.8 per cent on 2002, with 37 new teams. The number of junior teams increased by 1.4 per cent, or by 19 new teams, while there was a decrease of 13 senior teams (1 per cent).

Coaching programs were enhanced in 2003 with the introduction of the Club Coaching Coordinators' Resource and production of the Club Coaching Curriculum designed to assist club officials develop an overall coaching framework. The 1931 coaches who attended Level One coaching courses also received a Coaches' Survival Kit. Ninety-five per cent of coaches attending Level One courses gained accreditation, compared with 90 per cent in 2002.

Australian Football Coaches Association (AFCA) Chairman Stan Alves provided great support and leadership to develop programs for the 4257 AFCA members, the second highest membership on record. Three editions of the popular *Coaching Update* magazine, regional newsletters, seminar programs and regional and state coaches' awards were some of the benefits provided to AFCA members during the year.

Overall, 45,137 children participated in the AFL Auskick program this year, with participation

Football Victoria and its leagues continue to introduce programs to attract new umpires to all levels of the game.



Football Victoria Development *continued...*

levels increasing by 7.4 per cent in metropolitan areas and 5.7 per cent in rural Victoria. A key initiative was the introduction of the online AFL Auskick Participant and Administrator Management System, designed to streamline registration processes and information flow to coordinators, children and parents. An AFL Auskick Out of School Hours Program was also introduced for selected primary schools.

AFL clubs and players continued to play a vital role promoting the game to children across the State. There were 1776 AFL player appearances conducted at AFL Auskick centres, primary schools and junior clubs.

A concerted effort was made in 2003 by football bodies and umpiring groups to improve umpiring recruitment, retention and training strategies.

FV and metropolitan and country football bodies increased support for umpire development. Results from activities introduced by Umpire Development Managers, Neville Nash (metropolitan) and Rod Threlfall (VCFL) were very positive. The initiatives of the Eastern Football League and the VAFA in appointing former VFL umpires Kevin Smith and Bill Deller respectively helped spark an umpiring revival.

In 2003 there was a 15 per cent increase in the number of field umpires recruited and a decrease of 3 per cent in the number of umpires not returning from the previous year. This was the best result for six years. A 12 per cent increase in female field umpires was the best result since records have been kept.

Significant growth also took place in the number of secondary schools, teachers and students participating in Introduction to Umpiring courses. In 2003, 35 schools, 50 teachers and 680 students took part, compared to 13 schools, 21 teachers and 223 students in 2002.

Almost 1100 umpires took part in National Umpiring Accreditation courses, while 37 country and 42 metropolitan field, boundary and goal umpire coaches took part in Level One Umpires Coach Accreditation courses.

Football Victoria produced an *Umpire Retention Strategies* booklet, which was distributed to all umpiring groups and leagues in Victoria, with the AFL also planning to distribute it nationally.

Importantly, the emphasis of leagues in managing codes of conduct and addressing improper conduct by coaches, volunteers and spectators towards umpires, is starting to have impact. Football Victoria is working with other State sporting associations and the AFL to further develop initiatives for implementation in 2004 in an effort to crack down on inappropriate behaviour towards umpires.

Football Victoria launched a racial and religious tolerance training program named 'Bouncing Racism Out of Sport' (BROOS) in partnership with the Department for Victorian Communities.

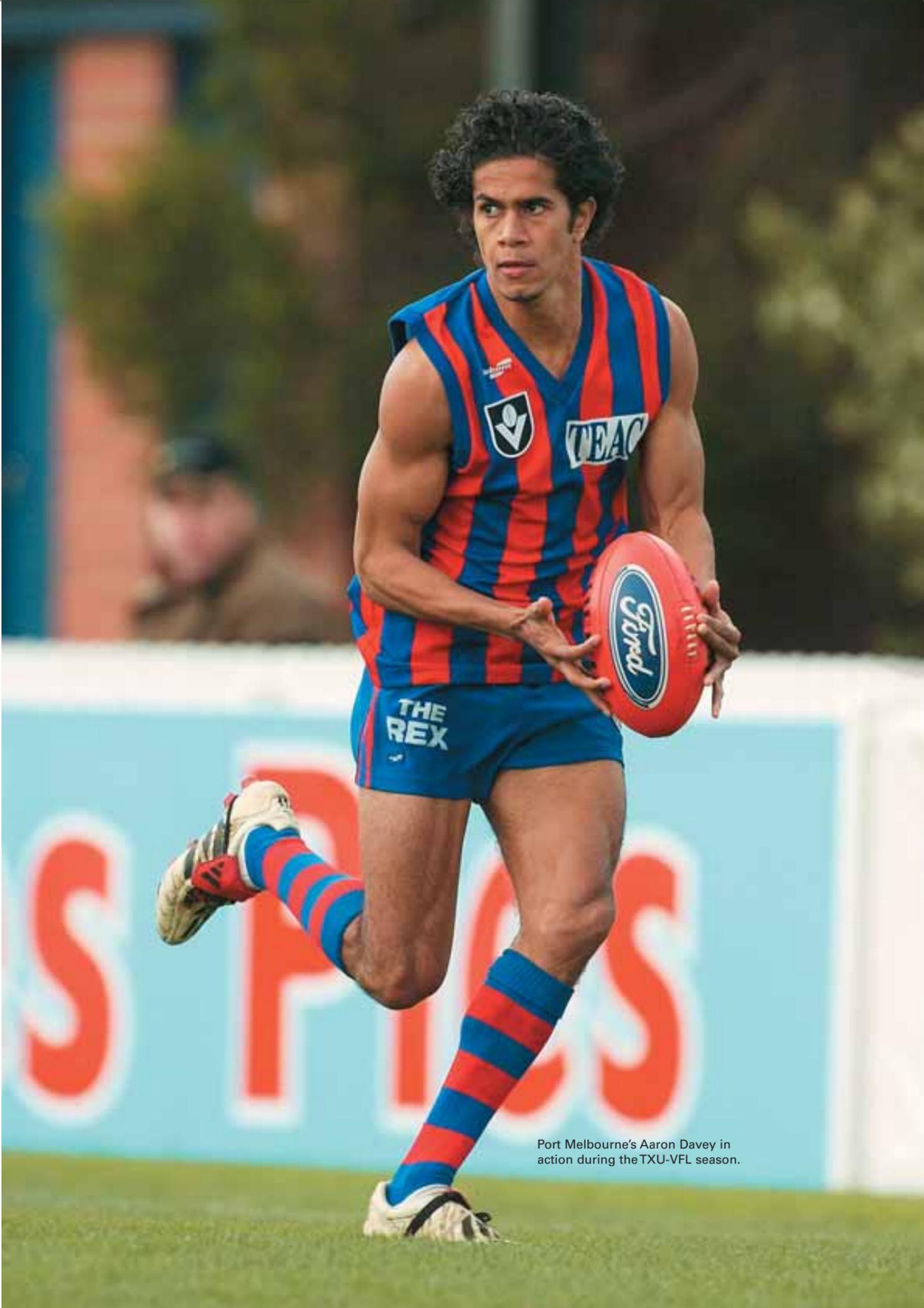
The BROOS program comprises resources designed to assist leagues and clubs increase participation in the game by people from culturally diverse backgrounds, and to help upgrade their policies addressing racial and religious tolerance.

The resources, developed with joint funding from Sport and Recreation Victoria and the Victorian Office of Multicultural Affairs, included:

- A league and club guideline booklet.
- A two-part video, with information for players, officials, club members and supporters.
- Sample policies and a presenter's guide.

These resources are being circulated to more than 1200 clubs through Victorian football leagues and associations. As a tolerance education program, the material will help raise community awareness on the impact of vilification and will send the important message that tolerance and inclusiveness are key elements to building participation in healthy and safe environments.

Victorian Premier Steve Bracks presented Football Victoria with an Award for Excellence in Multicultural Affairs, in recognition of the work being done to support the participation of multicultural groups in football.



Port Melbourne's Aaron Davey in action during the TXU-VFL season.

Victorian Football Regions

Football Victoria works closely with football controlling bodies, leagues and clubs, government departments and various agencies, AFL Auskick centres and primary and secondary schools to formulate and deliver development programs through a regional network of development managers.

Regions are aligned, where possible, to council boundaries and the spread of leagues and affiliated clubs. Football Victoria undertakes ongoing research to evaluate demographic trends to plan resource allocation and potential growth markets. A profile of FV's Development Regions is outlined in the following tables.

FV Development Region	TAC Cup Club	Population (approx.)	Residents Born Overseas	2016 Population Projections	* Councils/Shires
Bendigo	Bendigo Pioneers	125,000	7.3%	143,300	Bendigo City, 70% Mt Alexander, 60% Loddon, 50% Campaspe & 30% Macedon Ranges
Sunraysia/Mallee	Bendigo Pioneers	58,000	10%	63,750	Mildura City, 5% Swan Hill, 40% Buloke, 55% Yarriambiack & 45% Hindmarsh
Central Murray/North Central	Bendigo Pioneers	53,000	6%	48,500	Gannawarra, 95% Swan Hill, 60% Buloke, 30% Campaspe, 40% Loddon & 15% Northern Grampians
Ballarat	North Ballarat Rebels	140,000	8.3%	151,700	Ballarat City, Central Goldfields, Hepburn, Pyrenees, 70% Moorabool, 30% Mt Alexander, 40% Golden Plains & 25% Northern Grampians
Western District	North Ballarat Rebels	43,600	5.1%	48,000	Glenelg, Southern Grampians, 60% Moyne & 80% Ararat
Wimmera	North Ballarat Rebels	49,300	5%	37,700	Horsham, West Wimmera, 60% Northern Grampians, 55% Hindmarsh, 45% Yarriambiack & 20% Ararat
Geelong	Geelong Falcons	209,600	16.4%	229,900	Geelong City, Queenscliffe, 60% Golden Plains & 40% Surf Coast
Hampden	Geelong Falcons	81,800	7%	85,600	Warrnambool City, Colac-Otway, Corangamite, 60% Surf Coast & 40% Moyne
Latrobe Valley	Gippsland Power	145,500	13%	164,700	Bass, Baw Baw, 80% Cardinia, 55% Latrobe & 60% South Gippsland
East Gippsland	Gippsland Power	109,400	11%	114,200	East Gippsland, Wellington, 45% Latrobe & 40% South Gippsland
North East Border	Murray Bushrangers	113,900	10%	107,900	Wodonga, Indigo, Wangaratta, Alpine, Towong, 40% Delatite & 15% Moira
Goulburn Murray	Murray Bushrangers	132,700	10%	149,600	Shepparton, Murrindindi, Strathbogie, 20% Campaspe, 80% Mitchell, 60% Delatite & 85% Moira

* Column details the councils and shires included in each development region. Percentages indicate the proportion of a council or shire area incorporated in a region.

FV Development Region	TAC Cup Club	Population (approx.)	Residents Born Overseas	2016 Population Projections	* Councils/Shires
Western	Western Jets	460,000	35.3%	574,000	Hobsons Bay, Maribyrnong, Melton, Wyndham, 80% Brimbank, 30% Moorabool & 30% Port Phillip
Central East	Oakleigh Chargers	450,000	32.4%	595,500	Boroondara, Yarra, 80% Monash, 50% Whitehorse, 45% Manningham & 15% Stonnington
Outer Southern & Mornington Peninsula	Dandenong Stingrays	510,000	27.3%	646,500	Casey, Frankston, Mornington Peninsula, 45% Greater Dandenong, 30% Kingston & 5% Cardinia
North West	Calder Cannons	485,000	32.9%	560,700	Hume, Moonee Valley, Moreland, Melbourne, 70% Macedon Ranges, 20% Brimbank & 20% Mitchell
Eastern	Eastern Ranges	500,000	30.8%	573,700	Knox, Maroondah, Yarra Ranges, 55% Manningham, 50% Whitehorse, 15% Nillumbik & 15% Cardinia
Northern	Northern Knights	412,000	28.6%	462,150	Banyule, Darebin, Whittlesea & 85% Nillumbik
Inner Southern	Sandringham Dragons	510,000	35.6%	595,500	Bayside, Glen Eira, 85% Stonnington, 70% Port Phillip, 70% Kingston, 55% Greater Dandenong & 20% Monash

* Column details the councils and shires included in each development region. Percentages indicate the proportion of a council or shire area incorporated in a region.

THE STATE



METRO



Participation Trends 1990 to 2003

League and club administrators are well aware of changing lifestyles and the growing number of sport and recreation options that have created a very competitive environment in which they aim to recruit and retain participants.

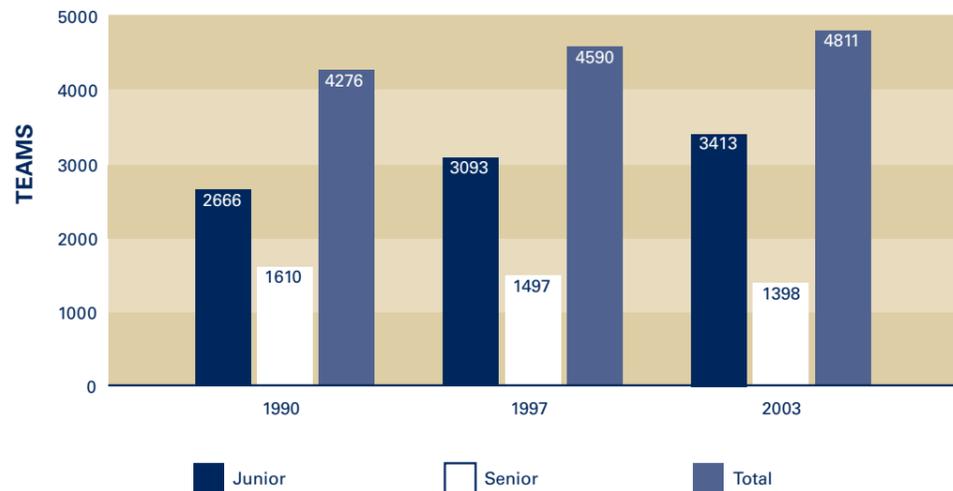
As the competition has intensified for young players (who in past years automatically lined up to play football), it is pleasing to report that overall club team numbers in Victorian competitions have grown 12.5 per cent between 1990 and 2003. There are now 535 more teams, or 13,375 players, participating in community football clubs than there were in 1990.

The graphs illustrate the healthy growth that has occurred in junior teams, from under-10s to under-18s. There was a 28 per cent increase in these age segments, a jump of 18,675 players.

However, at the open-age level, there has been a 13 per cent decrease in teams. Demographic changes in rural and inner metropolitan areas have contributed to a decline of 212 teams during this period.

A major challenge for junior and senior administrators is to find ways to progress junior age participants through to senior football ranks.

VICTORIAN FOOTBALL JUNIOR & SENIOR TEAM PARTICIPATION TRENDS 1990-2003



Football Participation in 2003

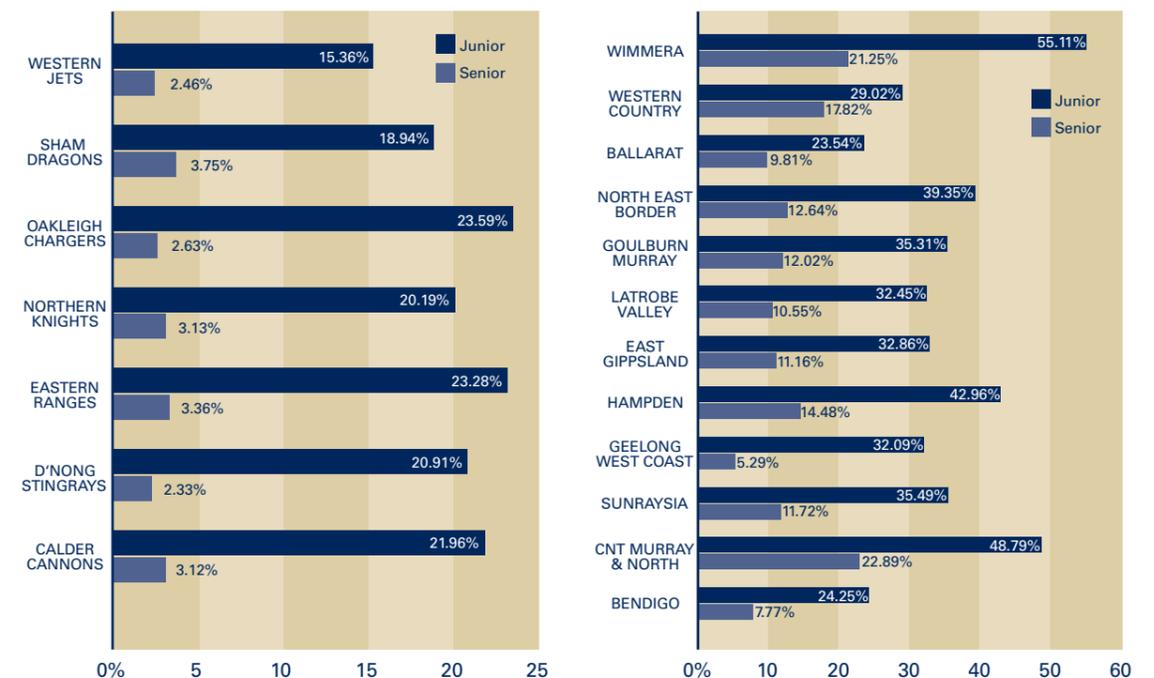
In 2003, the Football Victoria census accounted for 153,851 male participants playing in either one of the 600 AFL Auskick centres, or the 1237 football clubs around the State, with 86,147 (or 56 per cent) in metropolitan regions and 67,704 (44 per cent) in country areas.

A breakdown of player numbers into senior and junior age groups (5-18 years of age) indicates a split of 69,472 junior players and 16,675 senior players in metropolitan regions, and 49,054 juniors and 18,650 senior players in country zones. Overall, junior players accounted for 77 per cent of Victorian male players.

HIGHEST AND LOWEST PERCENTAGE PARTICIPATION BY REGION IN EACH AGE SEGMENT

	METROPOLITAN		COUNTRY	
JUNIOR	Highest	Oakleigh Chargers 23.59%	Wimmera	55.11%
	Lowest	Western Jets 15.36%	Ballarat	23.54%
SENIOR	Highest	Sandringham Dragons 3.75%	Central Murray	22.89%
	Lowest	Dandenong Stingrays 2.33%	Geelong	5.29%
TOTAL	Highest	Eastern Ranges 11.64%	Wimmera	37.21%
	Lowest	Western Jets 7.31%	Bendigo	15.43%

The graphs below illustrate junior (5-18 years) and senior (19-39 years) male football participation percentages in 2003, when compared with male populations in Football Victoria regions (refer to region maps on pages 32-33).



Umpires



KEVIN MITCHELL
State Director of Umpiring, Football Victoria

The 'Year of the Official' provided a unique focus on the umpiring fraternity and was embraced by the football world.

Our game is always going to be controversial. Only 50 per cent of people are going to be pleased with any decision. But it's a part of the game we don't need to change.

The 'Year of the Official' provided a valuable opportunity for our stakeholders – players, coaches, officials and supporters – to gain an understanding and appreciation of the role played by officials in our game.

There was no better statement of the importance to football of its officials than the 'Whistling in Harmony' promotion. VFL umpires took centre stage during round 18 as part of this Australian Football League Umpire's Association promotion, which set out to earn umpires the same levels of acceptance, respect, tolerance and understanding received by players and coaches.

Another area where communication has been excellent is between the umpires and coaches. Professional in their outlook, the coaches have also shown a deep understanding of the game and of the umpires' role in the game.

As the standard of football continues to improve, umpires have to keep pace and the expectations become higher and the skills and techniques have to be spot on. Our umpires continue to meet this challenge.

Victoria has always made a significant contribution to the elite umpiring ranks and 2003 has been no different.

After officiating in last year's National AFL Under-18 Championships, Damien Sully continued his rapid rise through the ranks. He

journeyed to Ireland as the All-Australian umpire for the Under-17 International Rules Series.

Matt Stevic will follow a similar path next year. He umpired in this year's National AFL Under-18 Championships and will officiate in the 2004 Under-17 International Rules Series in Australia. After fewer than 50 senior games, Stevic also umpired in the 2003 TXU-VFL Grand Final.

Umpires such as Sully and Stevic are products of the career path structure, like Mathew Nicholls and Shaun Ryan who graduated to the AFL after umpiring in last year's TXU-VFL Grand Final.

There are terrific opportunities for young umpires to replicate the path of emerging players. From a local level, umpires are invited to trials before gaining exposure to TAC Cup competition, VFL reserves and seniors and for the fortunate few, a shot at the AFL. Just 1.5 per cent of umpires in Victoria have the opportunity to make their mark at State league level.

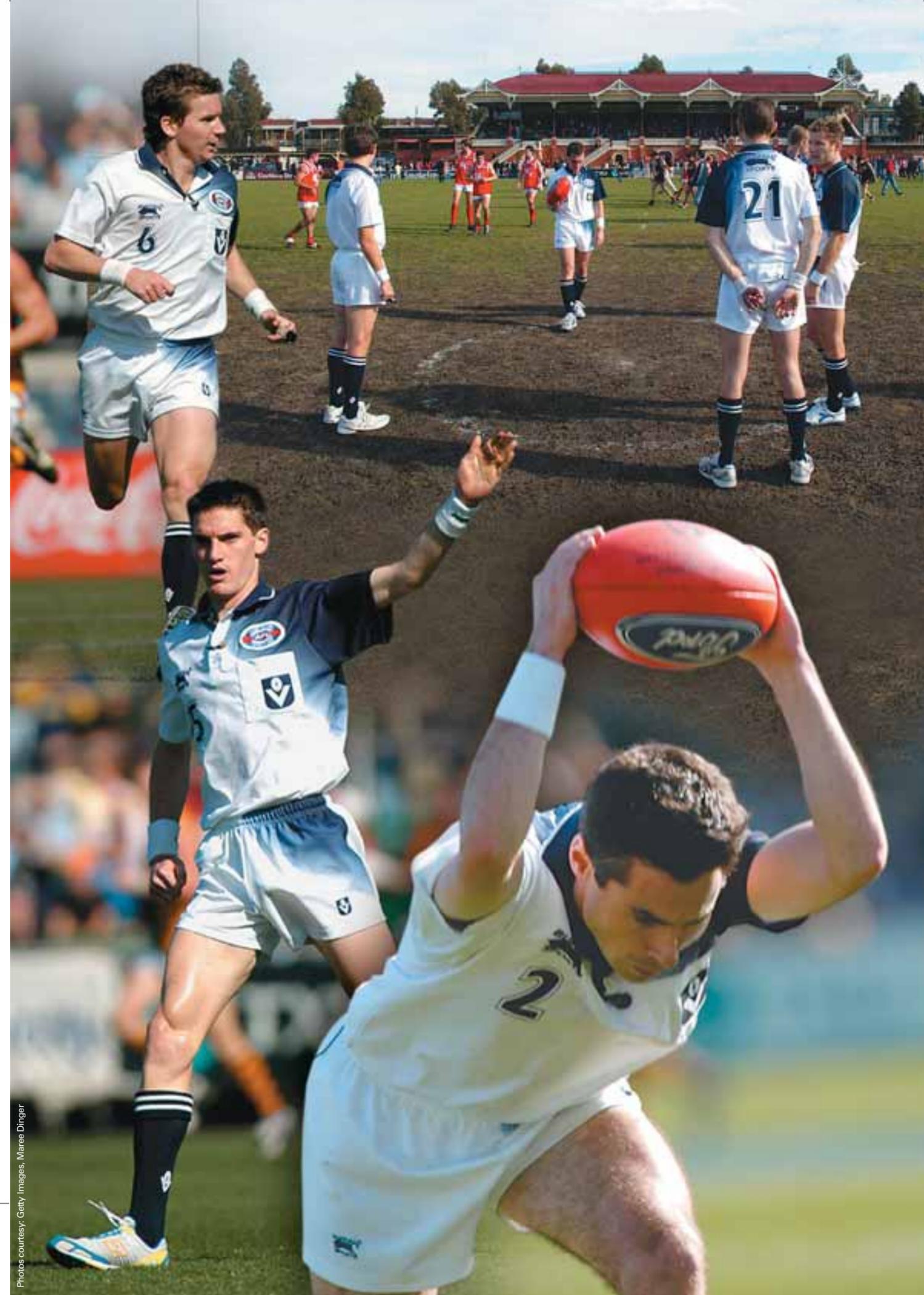
Our Tasmanian-based panel of VFL umpires also have the same opportunity of progressing towards AFL level. During the 2003 VFL finals they mirrored the success of the Tasmania Devils with some participating in finals matches, an effort they should be extremely proud of.

The level of professionalism in the umpiring ranks has been reflected in the number of reports continuing to decrease.

Umpiring Development Managers Neville Nash (metropolitan) and Rod Threlfall (country) continued their work managing promotions and development programs while maintaining their support for aligned umpiring groups with development strategies aimed at recruiting, training and retaining new members.

Umpiring is a difficult sport to undertake. People who are involved with footy, and support footy, need to continue to understand that these young umpires work very hard, their training and commitment to the task is outstanding and they're very important to the game and its future.

Football Victoria was an active participant in the 'Year of the Official'.



Marketing



PETER HARLEY
Marketing Manager, Football Victoria

Increased competition for consumers' leisure time and touch-of-the-dial worldwide media access to sport, all taking place in a business environment that not only has a scarcity of funds available for investment in sport, but is also far more aware of the importance of return on investment, makes identification and matching of the benefits football leagues and clubs can provide to sponsor partners of paramount importance.

Not too long ago, the popularity of football made it relatively easy to attract sponsor partners. In recent years, however, football administrators have discovered that sponsor partners want more return on their investments in the game, and consequently have had to provide relevant benefits. This matching process, where both parties must benefit from sponsorship relationships, will become a critical factor in sourcing future support.

In addition to the more obvious direct benefits – including facilitating increased sponsor partner sales and increasing brand awareness levels – there is one benefit that has been delivered by football leagues and clubs around Victoria to sponsor partners since football was first played, but has simply been accepted as being part of the game. It relates to how football makes a positive contribution to the health and well being of local communities. This positive impact adds to a local community's social capital.

Football offers community involvement through participation, with players, umpires, trainers, runners and countless other volunteers around leagues and clubs. In addition, parents and families of players, officials, club supporters and fans generally are able to take part in a sport that attracts local community involvement in large numbers.

The game provides young people with a healthy recreational activity or interest, and even acts as a diversion for individuals from potential trouble caused through boredom. It also offers opportunities to our older age groups looking for companionship.

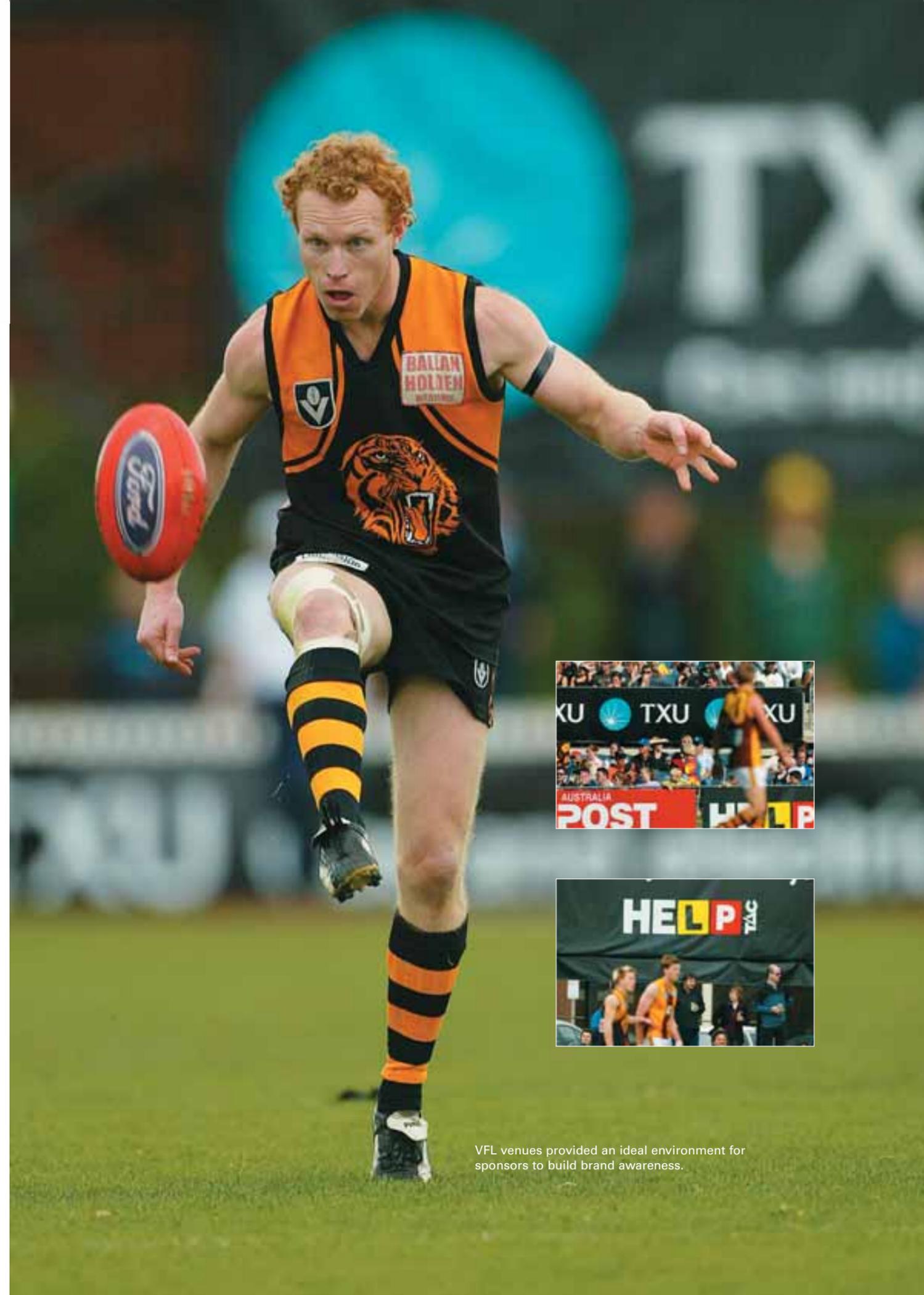
Football Victoria is working hard to improve the quality of its product to ensure football clubs operate in environments that are healthy and safe for everyone to enjoy. The 'Bouncing Racism out of Sport' program, launched in 2003, was an initiative aimed at increasing local community participation by creating racially tolerant community football club environments.

Football's contribution to the improvement of a local community's social capital should be promoted by leagues and clubs to potential sponsor partners as a benefit that can – and does have – real value.

VicHealth, via its alliance with Football Victoria, understands the value of our game, particularly in respect to increased community participation, the creation of healthy community club environments and the positive impact the game can have on all aspects of community health. While receiving financial returns on investment is of major significance to sponsor partners, there are likely to be many corporations, businesses and local and State Government bodies which, if educated on the social capital value the game injects into its communities, might be interested in supporting leagues and clubs.

Being associated with the nation's most popular sport – one that will not only generate sales and goodwill but plays such an important role in local community life – is worthwhile and should be seen as a real benefit by prospective sponsor partners.

FOOTBALL VICTORIA WOULD LIKE TO THANK THE FOLLOWING PARTNERS		
VicHealth	HEALTH THROUGH FOOTBALL	
TAC (Major TAC Cup sponsor)	Buffalo Sports	Melbourne Cricket Club Foundation
TXU (Major VFL sponsor)	Club Warehouse	Patties Bakery
Australia Post	Coca-Cola	Russell Corporation
Beiersdorf	CUB	Victorian State Home Loans
Burley Sekem	Ford Motor Company Aust.	



VFL venues provided an ideal environment for sponsors to build brand awareness.

Results 2003

TXU Victorian Football League

Seniors

2003 TXU Victorian Football League Grand Final
Williamstown 13.14 (92) d Box Hill Hawks 9.9 (63)

2003 Norm Goss Medallist (best player in Grand Final)
Adrian Fletcher (Williamstown)

2003 JJ Liston Trophy Medallist (fairest and best player)
David Robbins (Sandringham)

2003 Fothergill-Round Medallist (most promising young player)
Aaron Davey (Port Melbourne)

2003 Jim 'Frosty' Miller Medallist (leading goalkicker)
Nick Sautner (Northern Bullants) 82 goals

Reserves

2003 TXU Victorian Football League Reserves Grand Final
Williamstown 20.15 (135) d Northern Bullants 12.11 (83)

Umpires

Field – Ray Chamberlain, Chris Kamolins, Shane Mason.

Boundary – Mark Foster, Adam Coote.

Goal – Adam Wojcik, Andrew Clifton

2003 Fred Hill Memorial Medallist (best player in reserves Grand Final)
Ben Kelly (Williamstown)

2003 A Todd Medallist (best and fairest player)
Ryan Cassidy (Box Hill Hawks)

2003 Senior Final Ladder

Final Ladder	P	W	L	D	F	A	%	Pts
Port Melbourne	18	14	3	1	1918	1439	133.29	58
Williamstown	18	14	4	0	1856	1284	144.55	56
Box Hill Hawks	18	14	4	0	1789	1389	128.80	56
Sandringham	18	10	8	0	1623	1553	104.51	40
Tasmania	18	8	9	1	1708	1582	107.96	34
Springvale	18	8	9	1	1783	1702	104.76	34
Wernbee	18	8	10	0	1656	1668	99.28	32
Geelong	18	8	10	0	1623	1763	92.06	32
Frankston	18	8	10	0	1285	1420	90.49	32
Bendigo Bombers	18	7	10	1	1519	1791	84.81	30
Northern Bullants	18	6	12	0	1763	1824	96.66	24
Coburg Tigers	18	6	12	0	1408	1896	74.26	24
North Ballarat	18	4	14	0	1249	1869	66.83	16

2003 TXU Victorian Football League Grand Final Teams

Box Hill Hawks

B: Hazell, Stone, Nagel

HB: Pugsley, Scott, Ball

C: Kane, Sewell, Green

HF: Kenna, Campbell, Ladson

F: Harford, Loats, Smith

R: Rix, Johnson, Clarke

Interchange: Bayford, Brennan, Marguccio, Georgiadis

Williamstown

B: King, Walker, Nixon

HB: Freeborn, West, Cranage

C: Betheras, Fletcher, Williams

HF: Molloy, McKee, Mahoney

F: Cloke, Baldwyn, Swan

R: Richards, McGough, Lloyd

Interchange: Smoker, Richardson, Shackleton, Maxwell

Umpires – Field: Stefan Grun, Simon Meredith, Matt Stevic. **Boundary** – Robert Haala, Steele Irish, Justin Bennison. **Goal** – Daniel Wilson, Luke Walke

2003
TXU VICTORIAN FOOTBALL LEAGUE

TEAM OF THE YEAR

Coach
Brad Gotch (Williamstown)

Captain
Josh Mahoney (Williamstown)

Rucks
Stephen Jurica (North Ballarat)
Nick Carter (Bendigo Bombers)
Stephen Kenna (Box Hill Hawks)

Interchange
Adrian DeLuca (Port Melbourne)
Steve Harrison (Springvale)
Adrian Fletcher (Williamstown)
Brett Rose (Port Melbourne)

Results 2003

TAC Cup

2003 TAC Cup Grand Final

Calder Cannons 16.14 (110) d Murray Bushrangers 2.6 (18)

2003 TAC Medallist (best player in Grand Final)
Brock McLean (Calder Cannons)

2003 Morrish Medallist (best and fairest player)
Mungara Brown (Northern Knights)

2003 TAC Coaches Award
Colin Sylvia (Bendigo Pioneers)

2003 Leading Goalkicker
Luke Herrington (Dandenong Stingrays) 48 goals



Brock McLean of the Calder Cannons capped off a great year with a best on ground performance in the Grand Final and was named in the TAC Cup Team of the Year.

2003 TAC Cup Final Ladder

Final Ladder	P	W	L	D	F	A	%	Pts
Calder Cannons	18	18	0	0	2156	904	238.50	72
Nth Ballarat Rebels	18	12	6	0	1426	1113	128.12	48
Dandenong Stingrays	18	11	6	1	1657	1494	110.91	46
Murray Bushrangers	18	11	7	0	1823	1251	145.72	44
Western Jets	18	10	8	0	1289	1377	93.61	40
Bendigo Pioneers	18	9	9	0	1453	1217	119.39	36
Geelong Falcons	18	9	9	0	1397	1523	91.73	36
Eastern Ranges	18	8	9	1	1331	1301	102.31	34
Northern Knights	18	8	10	0	1281	1566	81.80	32
Oakleigh Chargers	18	6	11	1	1155	1492	77.41	26
Sandringham Dragons	18	4	13	1	1110	1651	67.23	18
Gippsland Power	18	3	15	0	1026	1847	55.55	12

2003 TAC Cup Grand Final Teams

Murray Bushrangers

B: Aalbers, Mundy, Drum

HB: Schilg, Taylor, Murphy

C: Tenace, Daly, Worthington

HF: Oswald, Gayfer, Deledio

F: Kotzur, Cosgriff, Egan

R: Nevins, Dunn, Bloom

Interchange: Braybon, Carroll, Wood, Hill

Calder Cannons

B: Smith, Douglas, Anglin

HB: Goullet, Silvester, Davis

C: Hartigan, Bentick, McLean

HF: Iacobucci, Barling, Ezard

F: Betts, Kent, Clifton

R: Dawson, Jolley, Castello

Interchange: Maric, May, Smith, Caruso

Umpires: Field – Damien Sully, Chris Donlon, Cameron Nash. **Boundary** – Neil Woods, Ian Burrows. **Goal** – Bradley Letson, Michael Craig

2003
TAC CUP

TEAM OF THE YEAR

Interchange
Josh Moore (Eastern)
Pat Travers (Geelong)

Results 2003

National AFL U18 All-Australian Players

Eddie Betts	Calder Cannons	Troy Chaplin	North Ballarat Rebels
Ricky Dyson	Northern Knights	Ryley Dunn	Murray Bushrangers
Luke Herrington	Dandenong Stingrays	Colin Sylvia	Bendigo Pioneers
Brock McLean	Calder Cannons	Kane Tenace	Murray Bushrangers
Brayden Shaw	Northern Knights	Andrew Walker	Bendigo Pioneers
Fergus Watts	Sandringham Dragons		

National AFL U18 Championships

Victoria Metro 21.9 (135)	d	Western Australia 5.9 (39)
Victoria Country 10.14 (74)	d	South Australia 8.10 (58)
Victoria Country 13.13 (91)	d	Victoria Metro 11.11 (77)
Victoria Metro 15.7 (97)	d	South Australia 10.16 (76)
Western Australia 12.8 (80)	d	Victoria Country 8.13 (61)

Champions (Division 1) – Victoria Country

National AFL U16 Championships

Western Australia 10.13 (73)	d	Victoria Country 6.9 (45)
South Australia 18.11 (119)	d	Victoria Metro 11.9 (75)
South Australia 18.17 (125)	d	Victoria Country 11.8 (74)
Western Australia 17.13 (115)	d	Victoria Metro 12.2 (74)
Victoria Metro 13.12 (90)	d	Victoria Country 6.11 (47)

Champions (Division 1) – Western Australia



Murray Bushranger Ryley Dunn represented Victoria Country and was named an Under-18 All-Australian.

AIS-AFL Academy Members

Jordyn Burke	North Ballarat Rebels	Beau Dowler	Oakleigh Chargers
Brett Deledio	Murray Bushrangers	Andre Gianfagna	Northern Knights
Marcus Drum	Murray Bushrangers	Ryan Jackson	Northern Knights
Jarryd Roughead	Gippsland Power	Mark Lynch	Northern Knights
Fabian Deluca	Eastern Ranges	Sam Robertson	Calder Cannons

WorkSafe Victorian Country Football League

2003 Grand Finals

Alberton FL	DWWWW 13.14 (92)	d	Fish Creek 12.12 (84)
Ballarat FL	Redan 16.11 (107)	d	Sunbury 10.9 (69)
Bellarine FL	Ocean Grove 12.9 (81)	d	Geelong Amateur 10.12 (72)
Benalla & District FNL	Devenish 15.11 (101)	d	Longwood 12.10 (82)
Bendigo FL	Gisborne 18.12 (120)	d	Eaglehawk 11.7 (73)
Central Goulburn FL	Yea 27.20 (182)	d	Violet Town 9.9 (63)
Central Highlands FL	Newlyn 8.10 (58)	d	Buninyong 3.3 (21)
Central Murray FL	Lake Boga 19.10 (124)	d	Swan Hill 11.15 (81)
Colac & District FNL	Apollo Bay 5.13 (43)	d	Lorne 4.8 (32)

East Gippsland FL	Lakes Entrance 12.12 (84)	d	Wy Yung 11.14 (80)
Ellinbank & District FL	Poowong 14.14 (98)	d	Catani 13.12 (90)
Geelong & District FL	Bannockburn 10.10 (70)	d	Thomson 5.13 (43)
Geelong FL	St Marys 8.11 (59)	drew	Bell Park 8.11 (59)
• Replay	Bell Park 14.6 (90)	d	St Marys 10.11 (71)
Golden Rivers FL	Ultima 17.7 (109)	d	Murrabit 12.5 (77)
Goulburn Valley FL	Tatura 18.14 (122)	d	Echuca 10.12 (72)
Hampden FNL	Koroit 17.8 (110)	d	Camperdown 15.13 (103)
Heathcote DFL	Colbinabbin 20.13 (133)	d	Broadford 16.6 (102)
Horsham DFL	Stawell Swifts 7.9 (51)	d	Harrow Balmoral 7.6 (48)
Kyabram DFL	Stanhope 15.11 (101)	d	Lancaster 9.13 (67)
Lexton Plains FL	Skipton 12.16 (88)	d	Carngham-Linton 10.10 (70)
Loddon Valley FL	Calivil Utd 13.9 (87)	d	Mitiamo 10.9 (69)
Mallee FL	Beulah 24.9 (153)	d	Manangatang 14.9 (93)
Maryborough-Castlemaine DFL	Harcourt 19.14 (128)	d	Talbot 13.7 (85)
Mid-Gippsland FL	Newborough 8.6 (54)	d	Trafalgar 6.12 (48)
Millewa FL	Werrimull FC 19.12 (126)	d	Gol Gol 18.17 (125)
Miniera & District FL	SMW Rovers 13.16 (94)	d	Lismore Derrinallum 10.12 (72)
MPNFL – Premier League	Frankston YCW 17.14 (116)	d	Mornington 9.7 (61)
MPNFL – Peninsula Division	Beaconsfield 12.14 (86)	d	Pakenham 5.9 (39)
MPNFL – Nepean Division	Pearcedale 18.9 (117)	d	Bonbeach 7.4 (46)
Murray FL	Deniliquin 19.7 (121)	d	Tocumwal 8.6 (54)
North Central FL	Charlton 15.10 (100)	d	St Arnaud 7.12 (54)
North Gippsland FNL	Churchill FNC 14.14 (98)	d	Heyfield 12.10 (82)
Omeo DFL	Bruthen 17.15 (117)	d	Swan Reach 15.12 (102)
Ovens & King FL	Moyhu 25.10 (160)	d	N Wangaratta 15.6 (96)
Ovens & Murray FL	Corowa-Rutherglen 16.14 (110)	d	Wodonga 10.15 (75)
Picola & District FNL	Katandra 20.9 (129)	d	Tungamah 10.13 (73)
Riviera FL	Stratford 17.12 (114)	d	Nambrok 9.3 (57)
South West District FNL	Tyrendarra 14.23 (107)	d	Coleraine 5.3 (33)
Sunraysia FL	Merbein 15.16 (106)	d	Mildura Imperials 11.10 (76)
Tallangatta & District FNL	Dederang Mt Beauty 19.10 (124)	d	Mitta Utd 9.10 (64)
Upper Murray FL	Corryong 9.3 (57)	d	Federal 6.2 (38)
Warrnambool & District FNL	Merrivale 19.7 (121)	d	Russell's Creek 17.8 (110)
West Gippsland Latrobe FL			
• Premier Division	Maffra 13.17 (95)	d	Leongatha 11.9 (75)
• Western Division	Warragul 7.13 (55)	d	Garfield 5.6 (36)
Western Border FL	Portland 16.10 (106)	d	Sth Gambier 13.9 (87)
Wimmera FL	Horsham 14.16 (100)	d	Stawell 11.9 (75)
YVMDFL – Division 1	Woori Yallock 14.14 (98)	d	Upwey-Tecoma 5.9 (39)
YVMDFL – Division 2	Seville 11.6 (72)	d	South Belgrave 6.13(49)

2003 SmokeFree Championships

Division 1	Geelong 12.8 (80)	d	Goulburn Valley 9.4 (58)
Division 2	Ballarat 13.14 (92)	d	Central Murray 4.13 (37)

2003 David Code Medallist (best player in Division 1)

Division 1	Mark Stewart (Geelong FL)
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Brian Molony Cup

	WorkSafe VCFL 14.11 (95)	d	VAFA 10.9 (69)
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Results 2003

Metropolitan Leagues 2003 Grand Finals

Diamond Valley FL

Division 1	West Preston Lakeside 13.9 (87)	d	Montmorency 9.7 (61)
Division 2	Hurstbridge 20.16 (136)	d	Lalor 7.9 (51)

Eastern FL

Division 1	Noble Park 15.13 (103)	d	East Burwood 11.12 (78)
Division 2	Lilydale 8.7 (55)	d	Mulgrave 6.8 (44)
Division 3	Norwood 13.13 (91)	d	Coldstream 13.9 (87)
Division 4	Rowville 19.12 (126)	d	Heathmont 11.10 (76)

Essendon District FL

Division 1	Oak Park 23.12 (150)	d	Keilor 11.13 (79)
Division 2	Tullamarine 13.17 (95)	d	West Coburg 10.10 (70)

Riddell District FL

Division 1	Romsey 11.11 (77)	d	Lancefield 6.8 (44)
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Southern FL

Division 1	Balwyn 17.16 (118)	d	St. Pauls East Bentleigh 14.7 (91)
Division 2	Murrumbeena 12.19 (91)	d	Hampton 8.11 (59)
Division 3	Canterbury 17.6 (108)	d	Black Rock 7.12 (54)

Western Region FL

Division 1	Parkside 11.8 (74)	d	Spotswood 10.9 (69)
Division 2	North Sunshine 12.9 (81)	d	Glenorden 6.12 (48)

Victorian Amateur Football Association

A Section	Old Xaverians 18.20 (128)	d	St Bernards 8.17 (65)
B Section	De La Salle 18.18 (126)	d	Whitefriars 10.15 (75)
C Section	Beaumaris 12.16 (88)	d	Collegians 4.11 (35)
D1 Section	Monash Blues 13.18 (96)	d	Ajax 7.14 (56)
D2 Section	Fitzroy Reds 12.9 (81)	d	Peninsula Old Boys 9.12 (66)
D3 Section	Swinburne University 16.19 (115)	d	Monash Gryphons 3.8 (26)
D4 Section	UHS-VU 12.12 (84)	d	Mt. Lilydale 8.9 (57)
U19 Section 1	St Bernards 10.18 (78)	d	University Blues 9.19 (73)
U19 Section 2	Werribee 12.9 (81)	d	Old Melburnians 8.10 (58)
U19 Section 3	Rupertswood 13.7 (85)	d	Old Carey 10.6 (66)
U19 (2) Blue	St Bedes Mentone Tigers 14.20 (104)	d	Oakleigh 15.11 (101)
U19 (2) Red	Banyule Viewbank 11.10 (76)	d	University Blacks 11.4 (70)
Club XVIII (1)	Old Xaverians 19.13 (127)	d	Prahran 9.5 (59)
Club XVIII (Nth)	Old Essendon 11.7 (73)	d	Fitzroy Reds 7.2 (44)
Club XVIII (Sth)	Mazenod 13.12 (90)	d	Old Brighton 11.7 (73)

East Burwood Colts celebrate their premiership win in the Eastern Football League competition.



Victorian Graduates to the AFL

Permanent rookie upgrades prior to the 2003 National AFL Draft

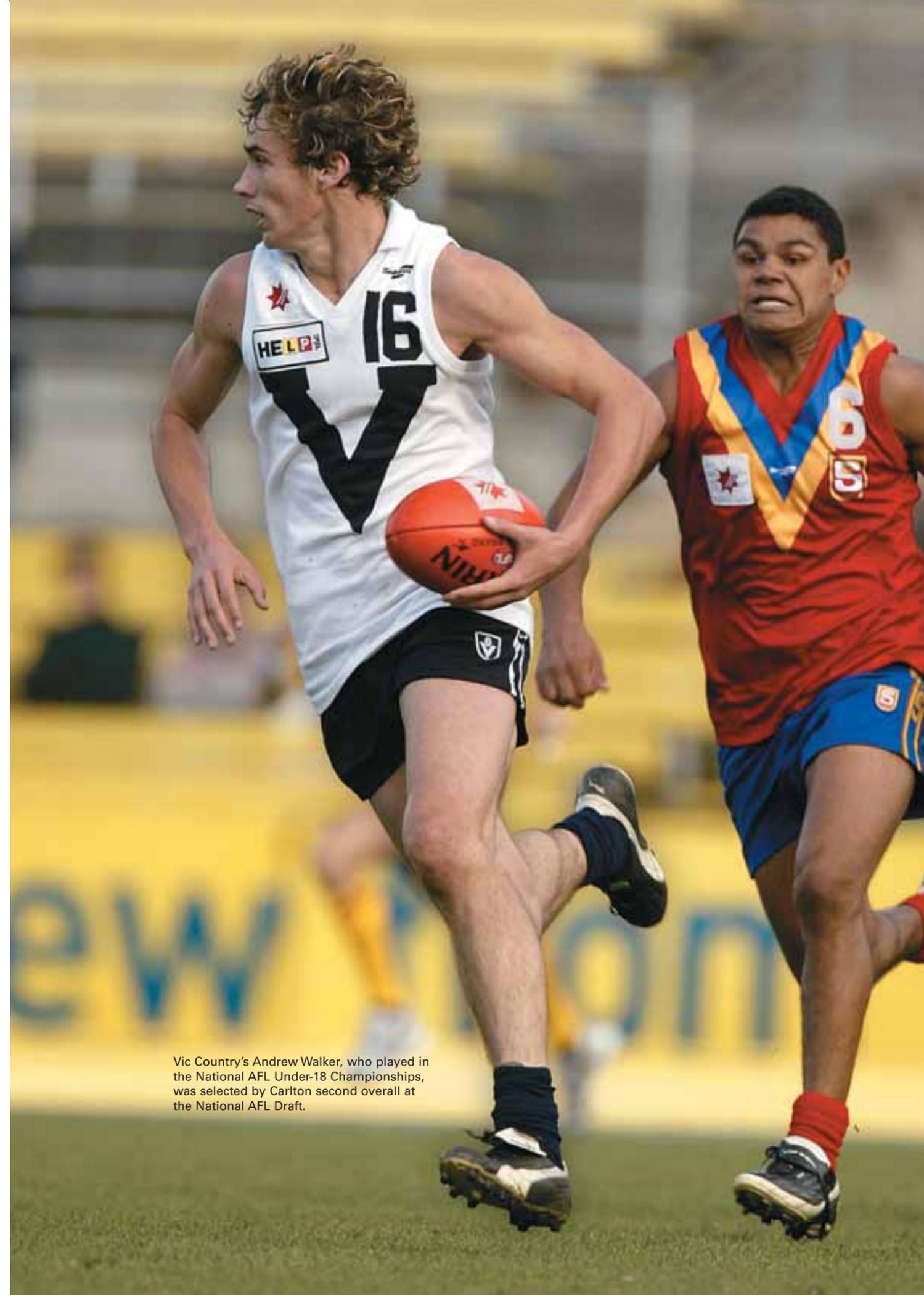
PLAYER	PREVIOUS CLUBS	DRAFTED TO (AFL CLUB)
JON McCORMICK	Murray Kangaroos/Murray Bushrangers/Wangaratta	Carlton
BEN HAYNES	Richmond/Western Jets/Melton South	Essendon
WILL SLADE	Oakleigh Chargers/Scotch College	Geelong
BEN KANE	Eastern Ranges/Upwey-Tecoma	Hawthorn
BRAD SEWELL	North Ballarat Rebels/Newlyn	Hawthorn
JEREMY CLAYTON	North Ballarat (VFL)/North Ballarat Rebels/Warracknabeal	Kangaroos
MICHAEL FIRRITO	Box Hill Hawks (VFL)/Eastern Ranges/Gembrook	Kangaroos
MATTHEW BOYD	Frankston (VFL)/Dandenong Stingrays/Narre Warren	Western Bulldogs

2003 National AFL Draft selections

NO.	PLAYER	PREVIOUS CLUBS	DRAFTED TO (AFL CLUB)
2	ANDREW WALKER	Bendigo Pioneers/Echuca	Carlton
3	COLIN SYLVIA	Bendigo Pioneers/Merbein	Melbourne
5	BROCK McLEAN	Calder Cannons/Aberfeldie	Melbourne
7	KANE TENACE	Murray Bushrangers/Shepparton Bears	Geelong
9	DAVID TROTTER	Calder Cannons/Lockhart	Kangaroos
10	RYLEY DUNN	Murray Bushrangers/Shepparton Bears	Fremantle
12	RYAN MURPHY	Gippsland Power/Traralgon	Fremantle
13	BRENT STANTON	Northern Knights/Banyule	Essendon
14	FERGUS WATTS	Sandringham Dragons/Wesley Grammar	Adelaide
15	TROY CHAPLIN	North Ballarat Rebels/Maryborough Rovers	Port Adelaide
19	DAVID MUNDY	Murray Bushrangers/Seymour	Fremantle
26	DANIEL McCONNELL	Eastern Ranges/Vermont	West Coast Eagles
27	ADAM CAMPBELL	North Ballarat Rebels/Hamilton	Fremantle
32	BRAYDEN SHAW	Northern Knights/Greensborough	Collingwood
33	JED ADCOCK	North Ballarat Rebels/Maryborough	Brisbane Lions
34	LUKE PEEL	Sandringham Dragons/Brighton Grammar	Port Adelaide
37	THOMAS ROACH	Oakleigh Chargers/Carey Grammar	Richmond
38	MARK BLAKE	Geelong Falcons/South Barwon	Geelong
41	ZAC DAWSON	Calder Cannons/Doutta Stars	Hawthorn
44	RICKY DYSON	Northern Knights/Epping	Essendon
47	ANDREW ERICKSEN	Sandringham Dragons/Scotch College	Sydney
48	HEATH SHAW	Northern Knights/Diamond Creek	Collingwood
51	MATTHEW BALL	Box Hill Hawks (VFL)/Hawthorn Rookie	Hawthorn
53	DANIEL JACKSON	Oakleigh Chargers/Carey Grammar	Richmond
58	BEN HUDSON	Werribee (VFL)/Mt Gravatt (Qld)	Adelaide
60	JULIAN ROWE	Oakleigh Chargers/Old Carey	Collingwood
61	MICHAEL RISCHITELLI	Western Jets/Keilor	Brisbane Lions
70	BRENT HARTIGAN	Calder Cannons/Tullamarine	Richmond
72	ADRIAN DELUCA	Port Melbourne (VFL)/Oakleigh Chargers	Carlton
75	STEPHEN KENNA	Box Hill Hawks (VFL)/Mt Gravatt (Qld)	Carlton

2003 National AFL Pre-Season Draft selections

NO.	PLAYER	PREVIOUS CLUBS	DRAFTED TO (AFL CLUB)
7	DOUG SCOTT	Box Hill Hawks (VFL)/Donvale	Hawthorn
12	JOSH MAHONEY	Williamstown (VFL)/Essendon (VFL)	Port Adelaide



Vic Country's Andrew Walker, who played in the National AFL Under-18 Championships, was selected by Carlton second overall at the National AFL Draft.

Financial Summary



STEPHEN SMITH
Financial Controller, Football Victoria

Football Victoria is responsible for administering funds provided to it by the AFL, government agencies and business partners that require statewide outcomes to

justify their investment in our game. Football Victoria needs to establish how its members use funds, so that we can report back to the providers.

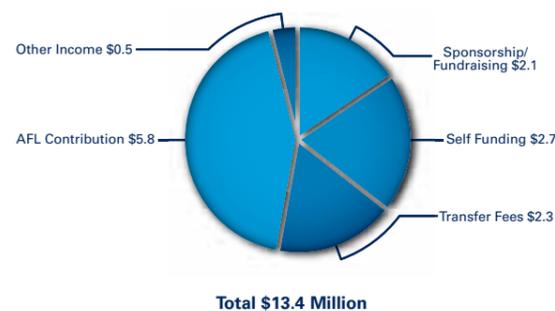
The interaction between providers and users is an important issue for the long-term development of our game. The providers must have confidence that all Football Victoria member clubs and leagues will act in good faith and return quality benefits.

SOURCES OF FUNDS

The source of funding to Victorian football on a statewide basis is based on support provided by the AFL, including direct investment from the AFL, and from transfer fees when Victorian players are selected in the National AFL Draft.

AFL contributions account for 60 per cent of Victoria's funding, which also reflects the historical nature of the game in Victoria. Other areas of funding slightly increased, including annual sponsorship, fundraising and other income programs, ranging from the TAC Cup competition to AFL Auskick, as well as the development of resources in our coaching and umpiring framework.

SOURCES OF FUNDS (\$millions)



APPLICATION OF FUNDS

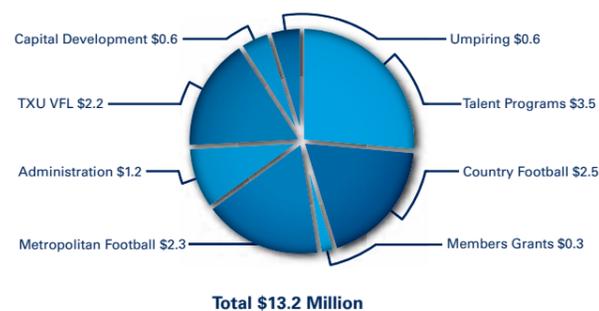
Funds are allocated on a balanced system according to where they are most needed.

In particular, the talented player development program that drives the transfer fees for all clubs and the growth of the game in the community, through our development and regional network, always need to be balanced.

Significantly, the AFL Effectiveness Committee reported that Football Victoria uses the lowest amount of funding for central administration and has the highest level of funding provided through its regional network to develop the game (see graph page 50).

Significantly, funds expended on the TXU-VFL competition made up only 5 per cent of what it raises, and does not consume any of the traditional funding allocated in Victoria. Only 3 per cent of AFL transfer fees go to VFL clubs.

APPLICATION OF FUNDS (\$millions)



AFL Transfer Fee Distribution

The distribution of AFL transfer fees remains unchanged since 1998. Victoria provides about 50 per cent of its transfer fees to local leagues and their clubs in equal proportion. In other states, only 20 per cent of such funding is distributed to local football.

The cost of developing players is a key component in the reimbursement provided by AFL transfer fees from AFL clubs. Annually, Football Victoria grants to the TAC Cup competition \$826,000 in recognition of the development costs of young players prior to their drafting by AFL clubs.

In 2004, a survey will be conducted to establish the views of community clubs on AFL transfer fees, bearing in mind that in any one year, less than 10 per cent of Victorian clubs receive transfer fees. These clubs receive fees ranging from \$600 to \$30,000 in any one year.

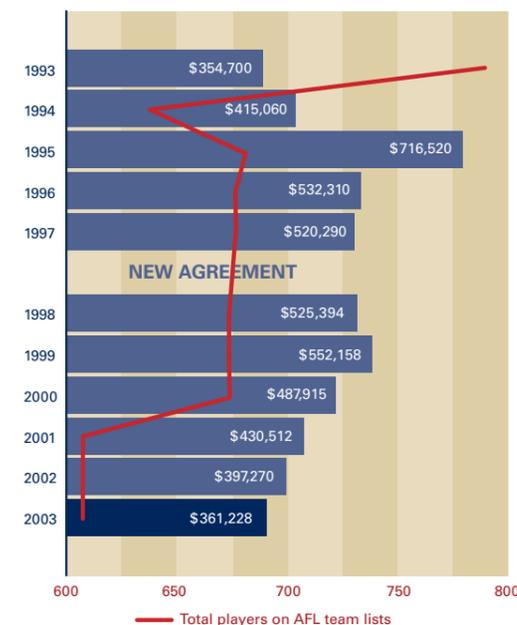
Of particular note is the level of AFL-listed players relevant to transfer fees. On the accompanying table for metropolitan and

country football leagues, the size of AFL lists is noted. There were 788 players in 1993, with 608 players on lists in 2004. Therefore, the return to community football clubs has been most efficient, bearing in mind there are fewer players drafted, and the method of calculating transfer fees is determined by minimum games played and years on a list, rather than the traditional model used in pre-draft days when registration was the dominant feature.

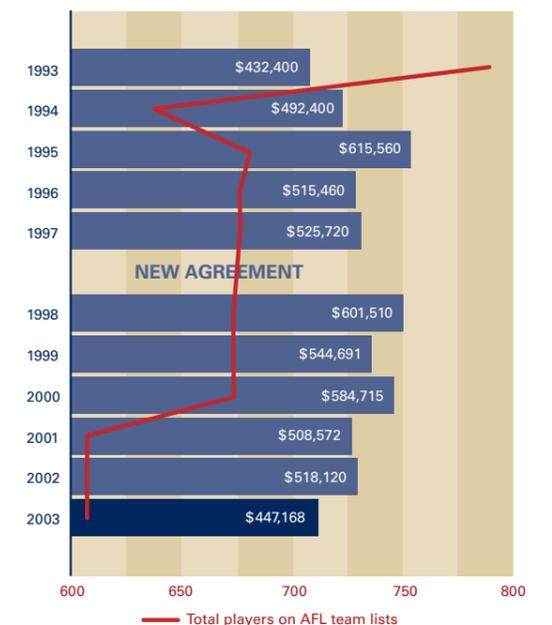
In the early 1990s, AFL clubs paid 80 per cent of transfer fees to community football clubs for players who never played a single AFL game. Now, more than 80 per cent of Victorian players drafted play at least one game, with more than 60 per cent reaching the transfer fee milestones of 10 games and three years at AFL club level.

The competitive nature of AFL playing lists makes it difficult to compare current funding to the past, but suffice to say, Victoria has an increasing percentage of players registered on AFL lists, and has maintained its high level of drafted players in a competitive national market.

METROPOLITAN LEAGUES



WORKSAFE VICTORIAN COUNTRY FOOTBALL LEAGUE



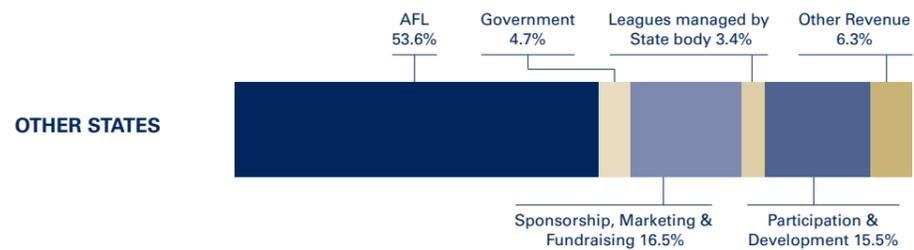
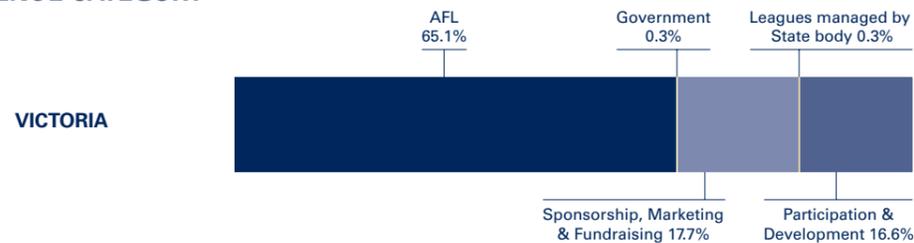
Financial Summary *continued...*

Percentage mix of revenue and expenditure by category in Victoria and other states.

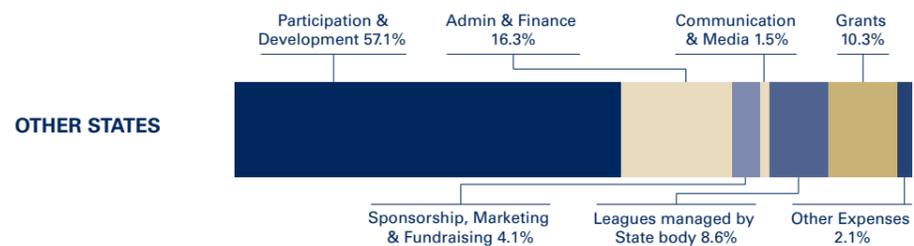
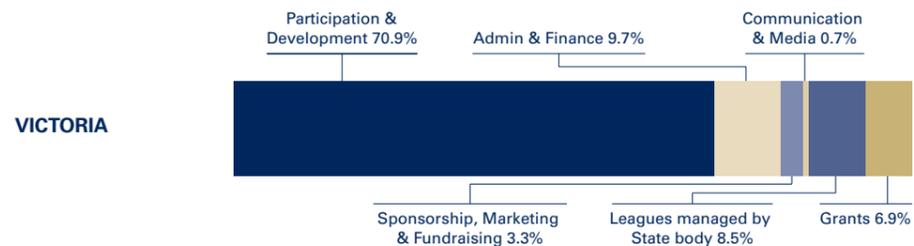
The charts below compare the breakdown of revenue and expenditure in Victoria and other States using information sourced from the AFL Effectiveness and Efficiency Committee. Highlights include Victoria's spending 70.9% of its funds on participation and development, compared to 57.1% by other States and 9.7% of its funds on administration and finance, compared to 16.3% by other States.

(NOTE: SOUTH AUSTRALIAN FIGURES NOT INCLUDED)

REVENUE CATEGORY



EXPENDITURE CATEGORY



Football Victoria People

(January 2004)

FOOTBALL VICTORIA HEADQUARTERS

GPO Box 4337, Melbourne 3001
Phone: (03) 8663 3000
Fax: (03) 9650 4194
Website: www.footballvic.com.au

Patron in chief: Premier Steve Bracks

FOOTBALL VICTORIA BOARD

Mr R Tregear (Chairman)
Mr Ken Gannon (CEO)
Mr D Burnes
Mr D Doherty
Mr J Hyett
Mr J Jordan SC
Mr B Morgan
Mr P Stedwell
Mr G Almond

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Mr D Doherty (Chairman)
Mr G Almond
Mr K Gannon
Prof M Hargreaves
Dr F Pyke
Mr B Rennison
Mr B Ryan

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Mr J Ure	Box Hill Hawks
Mr P Cleary	Coburg Tigers
Mr W Jones	Frankston
Mr P Wilson	North Ballarat
Ms J Macek	Northern Bullants
Mr P Saultry	Port Melbourne
Mr G Gilchrist	Sandringham
Mr J Sharkie	Springvale
Mr G Welsh	Werribee
Mr T Monti	Williamstown
Mr N Rolfe	VCFL
Mr B McTaggart	VFA
Mr A Walker	Diamond Valley FL
Mr S Jones	Eastern FL
Mr I Price	Essendon District FL
Mr C Watson	Riddell District FL
Mr A Troon	Southern FL
Mr I Hamm	Western Region FL
Mr M Madeley	Dandenong & Districts Junior FL
Mr D Andrews	Moorabbin Saints Junior FL
Mr B Young	Riddell District Junior FL
Mr J McLoughlin	Waverley Junior Football Association
Mr B Rennison	Yarra Junior FL

FOOTBALL VICTORIA ADMINISTRATION

Chief Executive Officer - Football Victoria: Mr Ken Gannon
Executive Secretary: Ms Marlene Gregson
Financial Controller - Football Victoria: Mr Stephen Smith

Administration Officer - Football Victoria: Mr Lachlan Buszard

Operations Manager - Football Victoria: Mr David Code
Assistant: Ms Jodi Featherston

Manager - Development & Planning - Football Victoria: Mr Mick Daniher

Executive Assistant: Ms Sharon Owers
State Director of Coaching: Mr Anton Grbac

Junior Development Manager: Mr Trevor Robertson

Youth Development Manager: Mr Steve Teakel

Community Development Manager: Mr Paul Milo

Umpire Development Manager: Mr Neville Nash

Programs Coordinator: Mr Keith Burns

Club Development Officer: Mr Peter McDougall

Resource & Research Officer: Mr Ray Allsopp

Promotions Coordinator: Mr Mark Zucco

Women's Football Project Officer: Ms Nicole Graves

KickStart Development Officer: Derek Kickett

Marketing Manager - Football Victoria: Mr Peter Harley

Marketing Officer: Ms Sarah Murray

General Manager - VFL: Mr Martin Stillman

Assistant: Mrs Stacey Hall

Administration Officer - VFL: Mr David Newton

Victorian State Director of Umpiring - Football Victoria: Mr Kevin Mitchell

Assistant: Ms Angela Lindsay

TAC CUP REGIONAL MANAGERS

Bendigo Pioneers	Ray Byrne
Calder Cannons	Ross Monaghan
Dandenong Stringrays	Darren Flanigan
Eastern Ranges	Ian Flack
Geelong Falcons	Michael Turner
Gippsland Power	Peter Francis
Murray Bushrangers	John Byrne
North Ballarat Rebels	Tony Frawley
Northern Knights	Peter Kennedy
Oakleigh Chargers	Stephen Conole
Sandringham Dragons	Wayne Oswald
Western Jets	Shane Sexton

FOOTBALL VICTORIA DEVELOPMENT MANAGERS

Country Region:	
Ballarat	Anthony Rock
Wimmera	Geoff Burdett
Western	Jock Whiting
Bendigo	Rod Macpherson
Central Murray & Nth Central	Daryl Powell
Hampden	Alan Thompson

Sunraysia	Terry Hall
West Coast	Geoff Martin
Latrobe Valley	John Edsall
East Gippsland	Lachlan Sim
Goulburn Murray	TBA
North East Border	Greg Liddell
	Xavier Tanner

Metropolitan Region:

North West	Chris Gleeson
Dandenong	Andrew Carson
Eastern	Andrew Johnston
Northern	Simon Dalrymple
Oakleigh	Rick Irwin
Sandringham	Ian Kyte
Western	John Batty

VFL TRIBUNAL

Mr T Robinson (Chairman)
Mr B Chaplin
Mr S Cusumano
Mr A Hargreaves
Mr B Josephs
Mr M Kelleher
Mr J Larkins
Mr K Madden
Mr G Meese
Mr S Perna
Mr E Power
Mr D Wood

VFL Appeal Board:

Mr I Hill (Chairman)
Mr B Chaplin
Mr A Hargreaves
Mr E Power
Ms D Taylor
Mr P Weightman

VFL Tribunal Assistant: Mr K Kelleway

VFL Investigation/Reporting Officers: Mr P Aarons, Mr N Carmichael, Mr C Shiel

Auditor: KPMG

Honorary Solicitors: Messrs Mahoney, Galvin & Rylah

2003 VFL Life Member: Frank Johnson

VALE

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