



FOOTBALL **VICTORIA** 2004 **ANNUAL** REVIEW



FOOTBALL VICTORIA ANNUAL REVIEW 2004

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The purpose of Football Victoria is to create and maintain a quality environment that provides easy access and encourages participation in Australian Football at all levels throughout Victoria.

FOOTBALL VICTORIA IN 2004

PARTICIPATION ON THE INCREASE

In 2004 Football Victoria oversaw growth in player participation of 2.6 per cent, bringing the total number of players to 261,500. This growth was achieved through the formation of 103 new teams. The number of female players also increased with both the formation of a youth competition and AFL Recreational Football.

The 2.6 per cent increase may seem insignificant, but it represents more than the combined total of all registered players in Canberra and Sydney.

There were significant developments in community club football including the formation of new junior clubs and the re-birth of some previously disbanded clubs. There were also three brand new clubs formed: Point Cook, Emmaus Wattle Park and Narre South Lions.

Importantly, as a result of plans to develop support and education resources for community club volunteers, more volunteers and supporters were drawn to community clubs.

While it is impossible to measure accurate numbers of volunteers and supporters, Football Victoria believes more than one million Victorians are directly involved in football each weekend.

INNOVATIVE APPROACH TO FOOTBALL DEVELOPMENT

Football Victoria acknowledges that sporting bodies are often accused of being myopic in their approach. With this in mind, Football Victoria took a significant step towards debunking that claim by attracting to our Development Advisory Board an impressive list of highly credentialed individuals.

This group's responsibility is to provide advice and recommendations, using members' experience and networking ability to challenge current practices and identify new opportunities to help develop the code. Profiles of members can be found on page 28.



Vic Country coach Leon Harris conducts a coaching clinic at Shepparton.

FOOTBALL VICTORIA IN 2004 *CONTINUED*

INQUIRY INTO COUNTRY FOOTBALL

Football Victoria strongly endorsed the State Government's parliamentary inquiry into country football, and looks forward to the Government's response to the report released on December 1.

Country football plays a major role in rural community life. Despite being relatively healthy, it has recently had to deal with significant demographic changes.

The full report and its 34 recommendations can be found at: www.parliament.vic.gov.au/rdsdc. The State Government has six months to respond to the report and its recommendations. Following is a summary of some of the key recommendations:

RECOMMENDATION 1

That the State Government writes to all Victorian sporting clubs, explaining in simple terms the protection afforded volunteers under the Wrongs Act 1958 (Vic).

RECOMMENDATION 5

That the State Government develops and funds a multimedia campaign to encourage, recognise and promote the recruitment and involvement of volunteers in clubs and associations.

RECOMMENDATION 9

That umpires, like players, should be considered 'contestants' for the purpose of the WorkCover scheme. Umpires' associations should organise adequate insurance for all umpires.

RECOMMENDATION 14

That the State Government makes available about \$2 million per annum over five years for a comprehensive program assisting volunteers in community sport.

RECOMMENDATION 16

That the State Government makes representations to the Federal Government, the Australian Taxation Office and other authorities to ensure community football players and umpires who receive less than the tax-free threshold per annum (currently \$6000) are recognised as taking part in a hobby, and therefore not subject to taxation, superannuation contributions and other associated payments.

RECOMMENDATION 20

That the State Government, in recognition of the reduced fundraising capacity of clubs in rural and regional areas, retains its contribution of \$2 for every \$1 raised for projects in rural shires, and \$1.50 for every \$1 raised for projects in regional cities.

RECOMMENDATION 21

That the State Government reviews the structure and maximum number of grants available, to reduce inequities between smaller and larger shires and to ensure grants meet local needs.

RECOMMENDATION 25

That the State Government provides financial incentives to local councils and water authorities in rural and regional Victoria to develop and implement initiatives using recycled and grey water for sporting grounds, in consultation with sporting groups.

RECOMMENDATION 28

That physical education continues to be mandated as a compulsory part of the school curriculum, and that the physical education curriculum contains two components: generalised movement and modified games for skill acquisition.

COUNTRY FOOTBALL PLAYS A MAJOR ROLE IN RURAL COMMUNITY LIFE. DESPITE BEING RELATIVELY HEALTHY, IT HAS RECENTLY HAD TO DEAL WITH SIGNIFICANT DEMOGRAPHIC CHANGES. 

CHAIRMAN'S REPORT



BOB TREGEAR
Chairman, Football Victoria

Victoria is the heartland of Australian Football. With about 40 per cent of total national participation and a proud history of more than 150 years of game development, Victoria is a mature market for our game.

In that context, the participation growth achieved in 2004 – the highest recorded in the 15 years that detailed statistics have been compiled – is remarkable.

It is a fitting reward for the sustained efforts of the football community across the state, ranging from AFL Auskick centres, local clubs and leagues, to controlling bodies such as the Victorian Country Football League, Football Victoria and the Australian Football League.

Despite the unquestionable health of the game in Victoria, doubts continue to be raised in some quarters.

In particular, increased competition from other sports and wider leisure pursuits, combined with the ever-growing burden of regulation and community expectations on volunteer administrators, puts additional pressure on the infrastructure.

The board and staff of Football Victoria accept these challenges as essential features of a diverse and democratic society. We will continue to anticipate, plan for and address the emerging challenges.

Our task is to provide the support structures and regulatory environment that will encourage continued growth while also rewarding participants with enjoyable experiences.

The inquiry into country football conducted by the Victorian Parliament over the past year confirmed that the game is healthy and well administered in country Victoria. Indeed, the same can be said for community-level football across metropolitan Melbourne.

Club mergers or closures have been widely discussed in recent years. But it is important to note that they have almost always resulted from broader social and demographic changes, rather than any problem created by the game itself.

Despite the pressures of demographic change, total participation has increased in both country and metropolitan areas over the past four years.

As the state body for Australian Football, Football Victoria has a direct affiliation with every participant

at every level of the game across the state – from metropolitan and country leagues, through to VFL and TAC Cup clubs.

Football Victoria is directly responsible for conducting the VFL and TAC Cup competitions, delivering AFL Auskick and other development programs, and developing the elite umpiring stream.

The cost of Football Victoria's direct responsibilities continues to grow. Total revenue for the 2003-04 financial year was more than \$13.8 million. Of that total more than half was raised directly through Football Victoria's head office and regional activities, with almost \$2 million from sponsorship support.

I take this opportunity to acknowledge the essential support of our major sponsoring partners: VicHealth, the Transport Accident Commission, TXU, the Melbourne Cricket Club Foundation and a host of other corporate partners, which combine to make our task possible.

We look forward to continuing and extending our corporate relationships, and ensuring they result in mutually rewarding outcomes.

Football Victoria's main funding partner is the AFL, the game's controlling body, which oversaw the transition of the former Victorian Football League into today's national competition. Many of the state-level development and administrative responsibilities of the former VFL competition have been passed on to Football Victoria.

Football Victoria receives significant financial contributions towards those responsibilities from the AFL by way of transfer fees and program grants.

Football Victoria's relationship with the AFL is both complex and mutually dependant.

The AFL has acknowledged that its ongoing, significant funding to Football Victoria is used efficiently and effectively for important participation, development and promotional programs. These outcomes compare more than favourably with our counterparts in other states.

Football Victoria has also established direct links with all participants across the state, a task that would be difficult if not impossible for a nationally-focused, professional sporting organisation to emulate.

Understandably, Football Victoria is expected to strive for continued growth of its own funding sources. However, the 10 Victorian-based AFL clubs and AFL corporate sponsors dominate our major marketplace, leaving limited opportunities for us to offer unique value to the corporate market.

Furthermore, there is an expectation that Football Victoria should support AFL-protected sponsors, which perceive their best return on investment is an association with national rather than state programs. When these factors are taken into consideration, some of the complexity of our relationship becomes apparent.

As the AFL and its Victorian clubs become even more sophisticated and professional in their pursuit of corporate support, opportunities for Football Victoria to secure market share will narrow further.

The board of Football Victoria accepts its responsibility to work diligently to generate as much of its own operating revenue as possible.

However, unlike football states such as South Australia and Western Australia, Victoria does not have an asset base including major facilities or AFL club licences from which it can derive income. Victoria's traditional assets were effectively transferred to the new national competition.

Therefore, Football Victoria will continue to rely heavily on the AFL as its main funding partner.

Consolidation of the mutual trust and respect between Football Victoria and the AFL will remain a key issue for our board in managing this important but complex and mutually dependent relationship.

The annual general meeting in February 2005 marks the completion of the first full cycle in the short life of Football Victoria as a corporate entity, with the terms of the remaining group of directors elected to the foundation board in 2000 expiring at this meeting.

Much has been achieved in the past four years, thanks to the positive attitudes adopted by football administrators across the state and the personal dedication of individual directors.

Bernie Morgan announced his resignation from the board in early 2004 in order to accept an assistant coaching position with Geelong's VFL team.



The establishment of a youth girls' competition contributed to participation growth in 2004.

Bernie served Football Victoria with distinction, particularly in forging relationships with country football. He certainly earned the respect and friendship of his fellow directors.

David Glascott was co-opted by the board to replace Bernie Morgan. In his short time with us, David also won the respect and friendship of his fellow directors. He brought to us a base of experience and perspective as a former AFL player, as well as significant experience from his involvement in community and TAC Cup football.

Unfortunately, David announced recently that he would not seek election, citing increased responsibilities in his professional life. We regret David's loss and wish him every success.

Finally, I take this opportunity also to extend my personal thanks to all directors for the dedication and expertise so generously given over the past year, and to Ken Gannon and his staff for their efforts in managing Australia's premier state football organisation.

We look forward to the challenges ahead in contributing further to the success of our great game.

Bob Tregear
CHAIRMAN

STRATEGIC PLAN

This year marked the third year of Football Victoria's five-year plan. This plan is reviewed annually and updated where necessary to ensure its objectives remain relevant and its strategies reflect Victorian football's needs. Football Victoria members use these key objectives and strategies as a framework for their own plans.

OBJECTIVE	UPDATE
<p>Promote among all Victorian football bodies a shared vision for a unified football structure throughout Victoria with complementary objectives and strategies.</p>	<ul style="list-style-type: none"> • Members included Football Victoria objectives in their planning processes. • Community football forums held during the year. • New VicHealth 'Health Through Football' alliance implemented. • New national risk protection plan saved Victorian football more than \$1 million.
<p>To continuously develop and improve all facets of Australian Football across Victoria.</p>	<ul style="list-style-type: none"> • Club volunteer administration training programs supplied and quality club environment programs initiated. • 2.6 per cent increase in player participation. • Club management kits distributed to community clubs. • Female youth competition successfully implemented. • AFL Recreational Football program launched. • KickStart Indigenous programs implemented. • Umpire mentoring program established for new umpires. • 8910 hours of AFL player appearances organised in 2004 throughout Victoria communities, compared with 1776 hours in 2003. • 2400 coaches participated in Level 0 accreditation courses • 46,300 children attended one of the 621 AFL Auskick centres across Victoria. • The 'AFL – Our National Game' CD-Rom and football resource pack distributed to all Victorian primary schools.
<p>To build a sustainable financial model to underpin the viability of Australian Football throughout Victoria.</p>	<ul style="list-style-type: none"> • Input into State Government Parliamentary Inquiry into country football. • Football Victoria budgeted to increase support to grass roots community club development. • More development officers employed to work in community club environments. • VicHealth-consolidated funding directed to development activities across the state. • AFL-supported increase in TAC Cup funding by AFL clubs. • Continuously worked to use technology to reduce costs. • TAC Cup sponsorship renewed.
<p>To build a credible, viable and attractive VFL competition that will be the benchmark for other state-based football competitions.</p>	<ul style="list-style-type: none"> • Competition stabilised in 2004, with AFL alignments consolidated. • Increased VFL sponsorship by 8 per cent. • State team victory against WA in Perth. • ABC-TV contract renewed. • TXU-VFL partnership renewed. • TXU-VFL public profile increasing. • Six VFL players drafted by AFL clubs; five upgraded and five rookie-listed, in addition to the 30 TAC Cup players drafted and 16 rookie-listed.

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 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 CEO 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 Amateur 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 and was involved in coaching junior football. He is a past president of the VMFL and is the chairman of the Football Victoria Development Advisory Board. 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.



David Glascott
2004

David, a senior manager with the National Australia Bank, brings a great deal of football experience with him, having been involved at a variety of levels. He has worked for the Western Jets and played for Frankston in the VFL, but is best known as a three-time Carlton premiership player who featured in 173 games for the Blues.

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.

Michael Gawne in action for EFL
Division Two premiers Wantirna South.



CEO'S REVIEW

As I present my annual review it is important to reinforce that Football Victoria embodies much more than the TXU-VFL competition, or the fact that we have responsibility for overseeing players drafted from the TAC Cup.

In its widest terms, Football Victoria links everyone playing the game, from AFL Auskick level to veterans, as well as males and females in school or club environments.

It includes volunteers, who are so important in sustaining our game, and umpires and supporters who venture out rain, hail or shine each week.

We must make the game attractive and this review not only touches on many of the positives, but also the realities of Victorian football.

Clearly, the most important achievement this year has been the increased participation at all levels of our game. Our alliance with VicHealth made a significant contribution to that achievement, with the delivery statewide of co-ordinated projects aimed at increasing participation in healthy and welcoming environments in both new and traditional markets.

In the development review, Mick Daniher will expand in detail on this significant and most pleasing aspect. But, suffice to say there was growth of 103 teams – 67 junior, 31 youth and five open-age teams.

Encouragingly, new clubs were established in recognised growth areas of Melbourne, while in country regions, clubs were reinvigorated and some restarted after a recess.

It is pleasing to note there are now more than 16,000 young women playing football in Victoria.

Women have clearly embraced the game. We had a new competition for youth in the Narre Warren area, launched thanks to the hard work of many, particularly Nicole Graves from our development department.

Next year a western region competition will be introduced to serve one of Melbourne's fastest growing areas.

The Victorian Women's Football League became a member of Football Victoria, completing the package of all leagues being directly linked to the one organisation.

Importantly, the number of umpires is at an all-time high. It is a rewarding result of the solid work by all local

leagues aiming for the retention of umpires. Initiatives such as the AFL mentoring program, which introduces umpires to the game in a more suitable and respectful environment, has also helped.

On a very positive note, at the high performance end of umpiring, eight of the 2003 VFL umpiring squad members were promoted to the AFL's 2004 squad, highlighting the strong pathway the VFL provides for umpires.

All of us, particularly supporters, have an important role to play in keeping umpires in the game.

Other challenges across community football were as varied as ever before.

The water restrictions affected all community areas. We worked with local councils and state authorities to ensure our grounds were not unfairly closed, and we acknowledge their support.

Country districts suffered from the long drought. Football Victoria was extremely thankful for the State Government's short-term relief program to assist some harshly affected areas to keep football alive.



KEN GANNON
CEO, Football Victoria

CLEARLY, THE MOST IMPORTANT ACHIEVEMENT THIS YEAR HAS BEEN THE INCREASED PARTICIPATION AT ALL LEVELS OF OUR GAME. 

In a similar vein, the State Government Parliamentary Inquiry into country football noted the value of community football and netball clubs. The report tabled in the Victorian Parliament gives a solid base for discussion regarding future development needs.

All supporters should understand that Football Victoria keeps in close contact with all community football leagues across the state, monitoring their needs through regular senior and junior forums.

It allows these grass roots football people the opportunity to meet face-to-face with all our directors and senior staff to communicate their requirements.

Many productive ideas have been exchanged in these forums and it is an important part of football for leagues to share their own experiences and help other leagues overcome challenges and continue to improve the game as a whole across the community.

CEO'S REVIEW CONTINUED

In that environment, sharing experiences can add to the solution. The best example of this to date was the solution to the insurance problem, which has saved Victorian football millions of dollars at community club level.

Victoria has been the lynchpin in delivering this program and the benefits will be seen in coming years.

At the more specific targeted areas of Football Victoria operations, we have been really pleased with the level of young players graduating through our talent programs.

Clearly, the National Bank's AFL Draft is the highest level of introduction to the national competition and Victoria continues to produce more than 50 per cent of all players entering the AFL.

There has been an increase in recent years of young players reaching the AFL via the National Bank's AFL Rookie Draft and the TXU-VFL competition.

The TAC Cup continues to produce a high percentage of players drafted, but importantly, it is essential for all leagues in Victoria to recognise and understand that playing in the TXU-VFL competition provides a great opportunity for players to be drafted and go on to the highest level.

No one should be under the illusion that going to another state provides a better chance to play at the highest level.

When the number of players drafted from South Australia and Western Australia is broken down, and those players over the age of 19 are highlighted, it reveals a telling statistic.

South Australia and Western Australia had one player over 19 drafted; Victoria had five.

Simply put, it means there is a far greater chance for players who stay in Victoria to play high quality football and be recognised.

The flow-on effect is also considerable as it helps keep good, young players in the state and the numbers flow back to all levels of football.

The TAC Cup and TXU-VFL competitions continue to grow in strength and players from those competitions play important roles. VFL clubs have continued to work hard on their respective alliances with AFL partners, while stand alone-clubs Frankston, North Ballarat (and

Tasmania) continue to provide increased opportunities for aspiring young players. They are, indeed, very important clubs in Victoria's football framework.

Congratulations should be extended to Calder Cannons coach Rob Hyde, manager Ross Monaghan and the young men who played so fabulously well all year on their way to winning the TAC Cup premiership.

The Cannons also provided the most players (eight) from any club selected in the National Bank's AFL Draft.

Mention also must be made of Matthew Bate, whose rapid escalation in football development at the Eastern Ranges saw him win the Morrish Medal, before becoming the second youngest drafted Morrish medallist behind Nathan Brown (1996).

In the TXU-VFL, Sandringham won the premiership after a great Grand Final against Port Melbourne. Unfortunately, it was played in front of a disappointing crowd – that is something we all must work to improve. We must encourage people to attend the Grand Final. Not only is it an 'event', it also represents quality football.

During the year Football Victoria instituted a VFL finals' policy that ensured those players who had represented their teams during the season were given the opportunity to play in the finals, and not be pushed aside by AFL-listed players filtering back when their clubs were eliminated from the AFL finals. This 12/10 (AFL-VFL players) rule was well received by clubs and ensured even competition throughout the final.

North Ballarat captain Julian Field was a worthy winner of the Liston Trophy. His win was a fantastic result for players committed to staying in Victoria and who want to enjoy their careers and achieve the highest individual accolades.

It was a meaningful result for Victorian football.

Not only does the talented player pathway provide a career path for players, the system also provides a similar pathway for aspiring coaches and administrators.

It was most satisfying to see Ross Monaghan, who has been with Calder for 10 years, appointed as player development manager at the Melbourne Football Club.

TAC Cup coaches Anthony Rock (North Ballarat Rebels), Neil Ross (Oakleigh Chargers) and Leigh Tudor (Western Jets) were appointed to assistant coaching roles at Melbourne, West Coast and Geelong respectively.

ABC-TV, with its weekly telecast of the TXU-VFL match-of-the-round, is another forum that continues to promote Victorian football and Victorian players.

We acknowledge the contribution made by ABC-TV and will continue to work with it in developing the presentation as best we can, to ensure TXU-VFL games are screened each Saturday afternoon.

The Football Victoria board accepts the responsibility for dealing with its associated finances. Detailed financial accounts are provided to our members at the annual general meeting.

In the finance review, Financial Controller Stephen Smith gives a broad overview of the sources Football Victoria gains its financial support from, and how we allocate funds to develop the game in the interests of our stakeholders.

Too often Football Victoria is asked about the money it disperses. It should be understood that most of the support for Victorian football is provided by way of infrastructure, such as the 31 field staff operating our development and talent programs.

If we did not operate those programs, the responsibility would fall back on community football league and clubs, which are not geared for such a role.

We operate only with a small surplus each year and are very keen to maintain growth of our independent revenue streams and not unrealistically rely on AFL grants. It remains a challenge for the board, however at the same time, we do receive great support from the AFL and its Victorian clubs as we all look to the game's long-term future.

The board this year faces an election. As is well documented, directors are elected for four years, with half the board re-elected every two years.

The board process is not a simple vote of the members. Instead the members appoint a selection panel to evaluate the best possible directors to represent football at state level.

All members – from country, metropolitan, amateur and VFL clubs – are represented on the selection panel and they will choose from the nominations who should be appointed to the board. The incoming board members will be announced at the annual general meeting in February.



We must also acknowledge our major sponsors – VicHealth, TXU in the VFL and the Transport Accident Commission in the TAC Cup competition.

Without this support Victorian football would not be able to boast the great results it does on an annual basis.

Also, the help provided by the AFL to all levels of Victorian football should not be overlooked.

The AFL is very mindful of the need to support a viable Victorian football community, which delivers not only the best players, but also a vast amount of supporters who grow with the game, from AFL Auskick to mature age levels.

Ultimately, they are all part of an integrated package that supports the 10 Victorian and six non-Victorian AFL clubs.

We all have to work hard to ensure this productive growth of the national game survives challenges from other sports, even those calling themselves Football Australia. We all know which organisation plays the true national game.

Football Victoria will always make decisions in the long-term interests of the game and in the manner that best recognises and represents the heritage of Victorian football, while grasping the opportunity to build the best possible national game.

Football's future prepare for a game.



Sandringham players celebrate after beating Port Melbourne in the 2004 TXU-VFL Grand Final.

TXU-VICTORIAN FOOTBALL LEAGUE

History will show the 2004 season was one of the finest in the long and proud history of the VFL competition.

Highlights abounded as the TXU-VFL continued to make significant steps in cementing itself as the premier state league in the country.

It was a year in which the VFL's credibility soared on many fronts, with the competition viewed by AFL clubs as a legitimate recruiting ground for elite footballers.

Players from the TAC Cup, country, metropolitan and even interstate competitions can see that the TXU-VFL offers them not only an excellent standard of football, but also a realistic chance of playing in the AFL.

Significantly, five of the seven players taken at the 2003 National Bank's AFL Draft – Matthew Ball, Ben Hudson, Stephen Kenna, Adrian Deluca and Josh Mahoney – progressed to play at AFL level in 2004.

And another three VFL graduates who were elevated from AFL rookie lists – Aaron Davey, Nick Maxwell and Nathan Lovett-Murray – also played in the AFL.

Clearly, the most decorated of those was Mahoney, a former winner of the Frank Johnson Medal.

Mahoney, selected by Port Adelaide in the 2004 National Bank's AFL Pre-Season Draft, realised every footballer's dream when he played in Port's premiership.

VFL players featured at the 2004 National Bank's AFL Draft. Congratulations to Chris Bryan (Frankston to Carlton), Matt Egan (Geelong VFL to Geelong), Ben Schwarze (Port Melbourne to Kangaroos) and Simon Taylor (Box Hill Hawks to Hawthorn) on being drafted.

The continued building of the alliances between VFL and AFL clubs during 2004 was a positive sign for the competition. These relationships, some of which have been in place now since the 2000 season, were consolidated during 2004 with VFL clubs and their AFL partners enjoying good working relationships. For example, the Northern Bullants and Carlton overcame some teething problems to set the foundations for a solid alliance with a new three-year deal.

Other significant partnerships underpinning the success of the TXU-VFL is the clubs' strong relationships

with their linked TAC Cup clubs. The Coburg Tigers and the Calder Cannons, and Williamstown and the Western Jets, share administration offices, as do the Bendigo and North Ballarat combinations.

Clubs such as Port Melbourne and the Oakleigh Chargers are continually forging closer relationships, with the Chargers' guernsey closely resembling Port Melbourne's historic strip.

The TXU-VFL provides TAC Cup players with a clearly defined pathway, and emerging young players from the TAC Cup now view the TXU-VFL as a strong, viable competition in which they can showcase their talents to AFL recruiting scouts without having to go interstate. Most VFL club lists reflect this, with more than 50 per cent of VFL players recruited from TAC Cup clubs.

A challenge facing VFL clubs is the need to promote themselves and the competition so more people will regularly attend matches. Attendances for 2004 were about the same as last year, which signals the need for clubs to work harder on making an afternoon at the VFL more attractive to members, supporters and local communities.

PLAYERS... CAN SEE THAT THE TXU-VFL OFFERS THEM NOT ONLY AN EXCELLENT STANDARD OF FOOTBALL, BUT ALSO A REALISTIC CHANCE OF PLAYING IN THE AFL. 

The VFL reserves' competition is critical to the long-term viability of the TXU-VFL competition and it deserves more recognition than it currently receives, especially with the standard of football at this level improving significantly.

This year much work was undertaken behind the scenes by the Bendigo Bombers Football Club board to secure a much-needed reserves' side for that club in 2005. It will give Bendigo a better, more streamlined club structure with the ability to promote and relegate players from within the one club.

The VFL acknowledges the 'unsung heroes' behind every VFL club – the volunteers, the people who keep the clubs ticking over, whether they are manning the gates, running the canteens, cleaning the rooms or working the scoreboards.



MARTIN STILLMAN
General Manager, VFL



TXU



North Ballarat captain Julian Field became the first Rooster to win the Liston Trophy.

Victoria posted an historic win when the VFL representative team defeated for the first time Western Australia at Leederville Oval in Perth. Certainly, Victoria can now boast about being the number one state league in Australia, the best football competition outside the AFL.

All credit must go to Victorian coach Gerard FitzGerald (Port Melbourne), his match committee and captain Brad Lloyd (Williamstown), who led the team so magnificently.

It was also a year in which players again left an indelible imprint on the competition's records. Nick Sautner, returning to his original club Sandringham, won the Jim 'Frosty' Miller Medal as the VFL's leading goal kicker for the sixth successive year.

And in doing so, he equalled the feat of Miller, whose six titles for Dandenong set the benchmark.

Williamstown captain Troy West – who along with dual Liston Trophy winner David Robbins accepted VFL Life Membership earlier in the season – etched his name onto both the club and VFL's honour roll. West became only the fourth Williamstown and the 42nd VFA/VFL player to reach the 200-game mark.

North Ballarat captain Julian Field became the first player from the club to win the Liston Trophy, a prize he thoroughly deserved.

Sandringham's Adam Fisher, a Melbourne rookie, won the Fothergill-Round Medal for the most promising player in the VFL competition under the age of 22.

Port Melbourne's Josh Rudd won the Todd Medal as the best player in the reserves' competition and Melbourne's Guy Rigoni, playing for Sandringham, won the Norm Goss Memorial Medal as the best player in the TXU-VFL Grand Final.

Congratulations also to Sandringham president Gary Gilchrist, general manager John Mennie, coach Mark Williams and the players on their victory against Port Melbourne in a thrilling TXU-VFL Grand Final.

The year also saw the introduction of two new policies, which clearly enhanced the TXU-VFL finals' series.

Firstly, the 12/10 rule, which limited aligned clubs to 12 AFL players including rookies and 10 VFL players, reflected more accurately a team's performance during the season. And, secondly, the huge crowd that watched the match was effectively an overwhelming endorsement of the policy that allowed Tasmania to host a final in the first week of the series, regardless of where it finished in the top-eight.

Once again, our thanks go to major sponsor TXU for its continued support and also to ABC-TV for its outstanding television coverage.

Season 2004 was certainly a successful year for the TXU-VFL, and one that reflected well on the competition's strong and still growing reputation across the country.

TXU VICTORIAN FOOTBALL LEAGUE CLUBS




Bendigo Bombers
 Queen Elizabeth Oval
 View St, Bendigo
 JOINED VFL 1998 PREMIERSHIPS -




Port Melbourne Borough
 TEAC Oval
 Williamstown Rd, Port Melbourne
 JOINED VFL 1886 PREMIERSHIPS 15




Box Hill Hawks
 Box Hill City Oval
 cnr. Middleborough & Whitehorse Rds, Box Hill
 JOINED VFL 1951 PREMIERSHIPS 1




Sandringham Zebras
 Trevor Barker Beach Oval
 cnr. Beach Rd & Hampton St, Sandringham
 JOINED VFL 1929 PREMIERSHIPS 8




Coburg Tigers
 Coburg City Oval
 Harding St, Coburg
 JOINED VFL 1925 PREMIERSHIPS 6




Scorpions
 Springvale Reserve
 Newcomen Rd, Springvale
 JOINED VFL 1982 PREMIERSHIPS 5




Frankston Dolphins
 Frankston Oval
 cnr. Young St & Plowman Pl, Frankston
 JOINED VFL 1966 PREMIERSHIPS -




Tasmania Devils
 North Hobart Oval
 North Hobart, Tasmania
 JOINED VFL 2001 PREMIERSHIPS -




Geelong Cats
 Skilled Stadium, Kardinia Park
 LaTrobe Tce, Geelong
 JOINED VFL 2000 PREMIERSHIPS 1




Werribee Tigers
 Chirside Park
 Watton St, Werribee
 JOINED VFL 1965 PREMIERSHIPS 1




North Ballarat Roosters
 Northern Oval
 Creswick Rd, Ballarat
 JOINED VFL 1996 PREMIERSHIPS -




Williamstown Seagulls
 Burbank Oval
 Morris St, Williamstown
 JOINED VFL 1884 PREMIERSHIPS 13




Northern Bullants
 Preston City Oval
 Cramer St, Preston
 JOINED VFL 1903 PREMIERSHIPS 4






Damien Sully (main photo), Lloyd Fisk (top) and Mark Foster were awarded 'umpire of the year' status in their respective categories.

UMPIRING

Umpiring the game of Australian Football remains a challenging, but rewarding pursuit. As the TXU-VFL and TAC Cup competitions continue to evolve and take an upward spiral, the opportunities and therefore the challenges also increase for umpires.

Both competitions are integral parts of the Victorian football pathway for aspiring footballers. They are also the pathway for the umpiring facet of our great game.

Yes, it is a tough profession. Yes, some invariably blame umpires when their team loses. But that is a by-product of our sporting culture. It doesn't and shouldn't diminish from the important role of all umpires.

VFL Umpiring provides a vital link with the career path structure for umpires' statewide – opportunities are provided for field, boundary and goal umpires throughout the 38 umpiring groups in Victoria, with talented young people able to further develop their sporting careers.

VFL umpires on the respective panels represent one per cent of all umpires within the Victorian network.

That one per cent of umpires work their way through the various levels of TAC Cup and VFL football to hopefully realise a dream by umpiring a VFL Grand Final. That, hopefully, can become a launching pad for those looking to move to an AFL career.

That became a reality when the entire 2003 VFL Grand Final team of umpires – field, boundary and goal – were elevated to AFL ranks at the start of the 2004 season.

And just six rounds into the 2004 season, VFL field umpire Ray Chamberlain was elevated to AFL ranks, with Damien Sully promoted to AFL rookie umpire status.

It clearly demonstrated to all in the umpiring fraternity, both in Victoria and Tasmania, that dedication, devotion and outstanding performances are rewarded. It was not some pipe dream, but reality. Certainly, it serves as an inspiration to so many of those umpires' colleagues.

Our Tasmanian-based VFL umpires have also grasped their opportunities, with field, boundary and goal umpires officiating in senior VFL finals this season.

Boundary umpire, Mitchell Lefevre, officiated in the senior TXU-VFL Grand Final, and field umpire Shane

Stewart was appointed as emergency field umpire for the senior TXU-VFL Grand Final.

The TXU-VFL competition not only gives players the opportunity to represent their state, but also affords that privilege to umpires.

Sully (field), Mark Foster (boundary) and Lloyd Fisk (goal) represented the VFL in the mid-season match between Victoria and Western Australia in Perth. Once again, it was just reward and a memorable experience for them.

Just as players entering the VFL must obtain high levels of fitness and skill, the same is expected and demanded of umpires.

All umpires must reach and maintain high fitness levels, and develop positioning, reaction time and correct communication skills. Coupled with those demanding requirements, umpires must also display enormous levels of concentration and application to achieve the correct outcomes throughout 100 minutes of high quality football.

Players and coaches make mistakes, and so do umpires. Umpires don't go out there to make mistakes but the complexities of the game are such that they will be made.



KEVIN MITCHELL
State Director of Umpiring,
Football Victoria

BOTH COMPETITIONS ARE INTEGRAL PARTS OF THE VICTORIAN FOOTBALL PATHWAY FOR ASPIRING FOOTBALLERS. THEY ARE ALSO THE PATHWAY FOR THE UMPIRING FACET OF OUR GREAT GAME. 

Like players, umpires learn from their mistakes and that is why the standards of the game continue to improve. That is the outcome we all work towards achieving.

The TXU-VFL and TAC Cup competitions provide marvellous opportunities for young umpires to continue developing their strengths, and receive coaching in areas that need improvement. This ensures the game continues to progress.

It's a tough job and encouragement and support is continually needed at all levels for young people to become involved and remain in the umpiring fraternity.

The upside far outweighs any negativity and the TXU-VFL and TAC Cup competitions provide safe, enjoyable and stimulating environments for all, including the umpires.



The victorious Calder Cannons team show off the prize after winning the TAC Cup Grand Final.

TAC CUP

The 2004 season can be reviewed as yet another rewarding one for the TAC Cup, underpinned by the continued success at the national youth age championships, the high percentage of players selected at the National Bank's AFL Draft and the ongoing success of the alignments with VFL clubs, as well as various team and individual success stories.

Congratulations to the Calder Cannons on winning the TAC Cup premiership, the club's third title in the past four years. Calder also had eight players drafted, the most of any club in Australia.

Congratulations also to the Eastern Ranges' Matthew Bate, winner of the Morrish Medal. Matthew was rewarded when he was drafted at number 13 by Melbourne.

The Northern Knights' Adam Pattison won the TAC Cup Coaches' Award. He, too, was selected early in the draft.

Vic Metro and Vic Country delivered a one-two finish for a remarkable fifth successive year, with Metro winning its third title in four years and 10th in the past 15 years at the National Bank's AFL Under-18 Championships.

At the National Bank's Under-16 Championships, Vic Country finished second and had nine players selected in the AIS-AFL Academy program – another outstanding achievement.

Adding to the overwhelming endorsement of the talented player program was the high percentage of TAC Cup players selected at the National Bank's AFL National Draft.

Thirty TAC Cup players were drafted, up from 26 the previous year, including the number one choice, Brett Deledio from the Murray Bushrangers.

When taking into account players drafted from the VFL, upgraded AFL rookies and players from local football, Victoria provided 55 per cent of the players drafted by AFL clubs.

While the success of the TAC Cup is apparent we often are required to examine the competition's impact on local and school football. Local football leagues and clubs generally are very positive about the competition and how it assists young talented players to maximise their potential. Clubs will always find it hard to accept that while they may be losing young players, a pathway such as the TAC Cup is essential for elite players to be

provided with the development required to meet AFL draft standards and to be identified by AFL clubs.

Importantly the vast majority of players not drafted or who do not move through to the VFL return to community football. The annual survey of players who exited the TAC Cup in 2003 revealed 46 per cent returned to community football, 36 per cent graduated to the VFL, 12 per cent headed to the AFL and four per cent went interstate, with two per cent not playing for a variety of reasons.

A benefit often overlooked is the TAC Cup's statewide structure, which makes it possible for young talented country footballers to remain in their local communities, unlike the old system where players moved from home to participate in the VFL under-19 competition.

We actively encourage players to represent their school sides – our only issue is to ensure that suitable programs are designed so that players are not overtaxed with matches. This may mean advising players not to continually play two games a week, and it is up to the players and their parents, in conjunction with schools and the TAC Cup clubs, to make the decision regarding match programs.

THE TAC CUP IS ESSENTIAL FOR ELITE PLAYERS TO BE PROVIDED WITH THE DEVELOPMENT REQUIRED TO MEET AFL DRAFT STANDARDS.

Football Victoria believes the role of the TAC Cup involves developing players to the best of their ability, while also developing everyone else associated with clubs. It was pleasing then to see several TAC Cup club staff members, particularly coaches, move to AFL clubs.

One of Australian sport's longest partnerships entered its 13th successive year, with the TAC again sponsoring the competition.

Football Victoria worked extremely closely with the TAC on its road safety 'L120' campaign, based around learner drivers gaining a minimum of 120 hours experience on the roads before obtaining their licence.

All TAC Cup clubs actively embraced the campaign as they promoted the message not only to players, but also among schools and local clubs in their communities. It was one of many success stories in a rewarding 2004.



DAVID CODE
Operations Manager,
Football Victoria



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GEELONG FALCONS

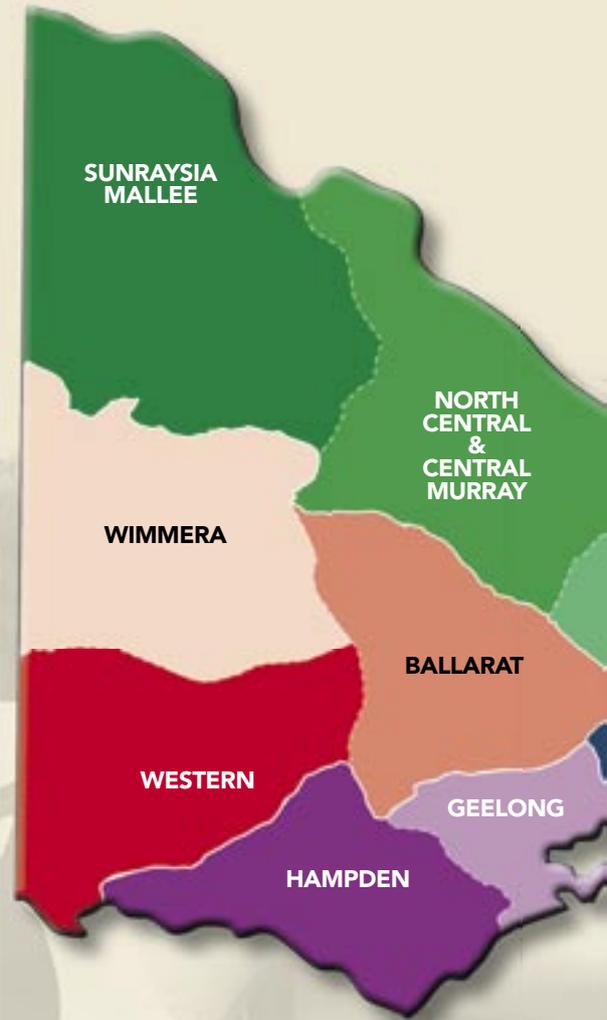
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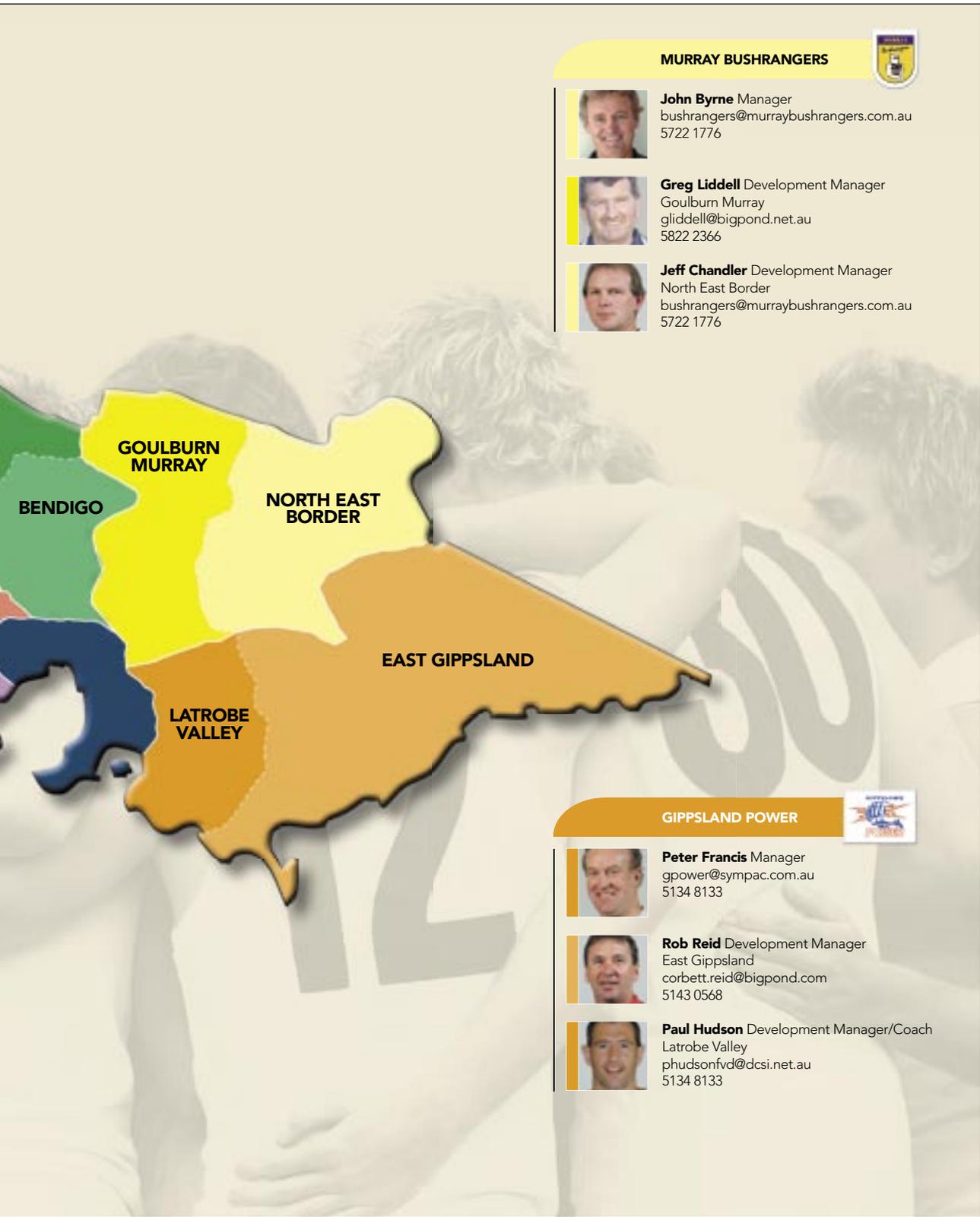


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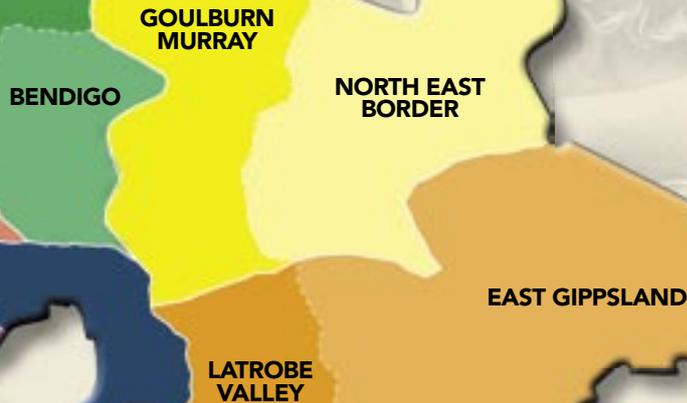
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Action from the youth girls' football competition launched in 2004.

FOOTBALL VICTORIA DEVELOPMENT

“The primary purpose of Football Victoria Development is to continuously develop and improve all facets of Australian Football across Victoria.” Using that mission statement, Football Victoria undertook many initiatives in 2004 to elevate the game to new levels, including the restructure of its development department, creating new units to focus on initiatives to support community football development, indigenous programs and female participation.

It also continued to enhance the delivery of the AFL Auskick program, AFL player appearances, school football and coaching and umpiring programs.

Ongoing hard work in all areas produced a pleasing result, with 251,441 registered players across the state, a 2.6 per cent increase on 2003.

What should be noted is that the success of football at grass roots level and success in the AFL competition are interdependent.

The AFL's game development department provides critical financial and resource assistance to Football Victoria to support its work with various football bodies to deliver development programs across Victorian communities.

This year Football Victoria and VicHealth formed an alliance with the aim of increasing participation in healthy and welcoming environments in both new and traditional markets.

Ten key projects were initiated to deliver the alliance's objectives. Football Victoria and VicHealth recognise the synergies existing between participation in football for health gain, and the need for clubs to attract and retain participants.

To help sustain these programs at community and school level, Football Victoria values the funding support provided by our other partners including the Melbourne Cricket Club Foundation, Sport and Recreation Victoria, the Smorgon Steel Group and the Sunshine and Broadmeadows magistrate courts.

To assist Football Victoria better engage with industry and government agencies to join forces with football and to provide independent evaluation of development programs' effectiveness, a group from diverse business, government and football backgrounds was selected to form Football Victoria's Development Advisory Board.

Football Victoria also worked with Cricket Victoria and Netball Victoria to instigate a joint sports forum.

Activities included establishing a forum to meet with Sport and Recreation Victoria on matters of mutual interest, examining the potential to develop common policies and conducting staff training and related programs.

Three community forums involving member leagues and associations and Football Victoria were held during 2004. Participants considered a host of issues and studied future growth strategies.

Some of the initiatives introduced in leagues across Victoria included finding permanent training venues for umpires, an umpire mentor program, improved coaching



MICK DANIHER
Manager,
Development and Planning,
Football Victoria

WHAT SHOULD BE NOTED IS THAT THE SUCCESS OF FOOTBALL AT GRASS ROOTS LEVEL AND SUCCESS IN THE AFL COMPETITION ARE INTERDEPENDENT.



programs, development of an online registration facility for clubs and communication strategies to increase media awareness.

Following the successful trialling of AFL Recreational Football last summer, new competitions are being rolled out across Victoria to cater for the growing interest from people of all ages wanting to play a non-contact version of football.

The affiliation of the Victorian Women's Football League (VWFL) and the establishment of the first youth girls' competition were the highlights of female participation programs. This year 16,200 females played football in Victoria.

FOOTBALL VICTORIA DEVELOPMENT ADVISORY BOARD



David Doherty (Chairman)
Director, Football Victoria
See page 9 for profile

Ken Gannon
CEO, Football Victoria
See page 9 for profile



Sarah Foott
Manager, Melbourne School of Sport and Recreation Management
Has worked extensively in the sports industry with the AFL, Cricket Australia and Tennis Australia, specialising in talented athlete welfare. Has worked in coach education, business development and human resource management.

Professor Mark Hargreaves
Department of Physiology, University of Melbourne
Has an impressive academic background in sports science and a strong commitment to community and school sport.



Grant Hehir
Secretary, Department of Education and Training
Responsibilities encompass schools, TAFE institutions, registered training organisations, adult and community education providers, and adult education and higher education institutions.

Ray Horsburgh
Managing Director and CEO, Smorgon Steel Group
Instrumental in the establishment of Westbourne Football Club and Westbourne Junior Football Club. Vice-president of Essendon Football Club.



Simon Overland
Assistant Commissioner Crime, Victoria Police
Highly credentialed and respected player in the ACT Football League. Strong advocate for the role football plays in binding communities together and developing good citizens.

Dr Frank Pyke
CEO, Victorian Institute of Sport
Strong advocate for football participation at all levels and has extensive sporting connections with the Australian Sports Commission and international, national and state sporting bodies.



Dawn Wilcock
Executive Officer, Women's Sport Victoria
Great advocate for female participation in sport, particularly football, and works across various government sporting agencies and sporting associations, including Sports Recreation Victoria. Involved with junior football in the Dandenong District Junior Football League.

FOOTBALL VICTORIA AWARDS

Community Club Recognition Awards

This year saw the introduction of an awards program recognising local community football clubs in developing healthy and welcoming club environments.

Community Clubs of the Month

- April** Orbost Snowy Rovers, East Gippsland Football League
- May** Ouyen United, Mallee Football League
- June** Melton Junior, Riddell District Junior Football League
- July** Melbourne University Women's, Victorian Women's Football League
- August** Deer Park, Western Region Football League

Football Victoria/VicHealth Community Club of the Year

Orbost Snowy Rovers, East Gippsland Football League
The merger between Orbost and Snowy Rovers in 2002 was the catalyst for bringing a town together. With the downturn in the timber industry and lack of education opportunities, the population had dropped from 2500 to 800.

The rivalry between the two clubs had been fierce, but they realised two clubs could not survive tough times. After a lot of hard work and with club stalwarts on board, the Orbost community embraced the union, with the new club bonding the community together.

All local businesses now support the club, creating a tangible community partnership. This is a great example of how football and the community can work together to provide enjoyment for everyone.

AFL Merit Awards

Neil Wood, Essendon District Football League
Laurie Plunkett, VCFL (Latrobe Valley/Gippsland Power regions)

New Club Award

Point Cook, Western Region Football League
Emmaus Wattle Park Junior, Yarra Junior Football League
Narre South Lions Junior, Dandenong and District Junior Football League

Champion teams

Avondale Heights, Essendon District Football League
Lalor, Diamond Valley Football League
University Blacks, Victorian Amateur Football Association

Record career games

Darren Wilson, Drysdale Hawks, Bellarine Football League

Record career goals

Scott Kempster, Keilor Park, Essendon District Football League

Umpiring Achievement Award

Tom Ennis, Essendon District Football League

Club Achievement Award

Werribee Centrals Junior, Western Region Football League

Auskick/Junior Club Linkage Award

Doncaster Heights Junior, Yarra Junior Football League

Club Behaviour Award

Marcellin, Victoria Amateur Football Association

COMMUNITY FOOTBALL

It is pleasing to report community club football continues to attract new players and teams. Football Victoria has made a strong commitment to ensuring this trend continues by making every effort to enhance the quality of the community football environment.

This applies not just to players and coaches, but also to that very important army of volunteer league and club administrators, so critical to the viability of community football.

The Community Football Unit was established with a primary focus on the off-field football environment. Its aim is to work with leagues and implement programs to develop the skill and motivation of volunteer networks.

Several initiatives were implemented. The national insurance program provided significant financial savings to leagues and clubs across the state.

The 'Bouncing Racism Out of Sport' and the AFL Club Volunteer Management programs also took hold, while 750 volunteers attended club administration courses.

With the increasing demands placed on club volunteers, Football Victoria is continually looking for new ways to ease the pressures at club level. With this focus, the 'Tackling Volunteers' program was developed and the 'Quality Club Environments Program' was tested successfully in four leagues.

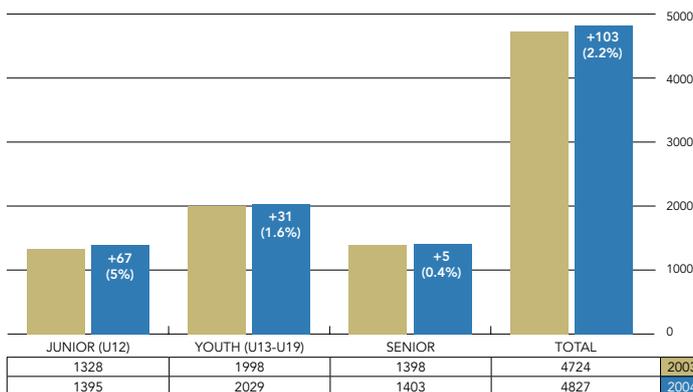
A 'Parents for Football' program aimed at reminding parents of their obligations to set the right example at junior games to ensure matches are conducted in a positive and encouraging environment was also trialed at selected clubs.

This program will be known as 'AFL Kids First' in 2005 and will be available to all leagues and clubs.

In 2004, five new clubs were established, and 103 new teams introduced – the largest increase ever in one year.

The Community Football Unit's objectives for 2005 include continuing to build effective partnerships with leagues, providing support to leagues to establish club management training programs for volunteers, and developing a quality football environment program that encourages leagues and clubs to implement healthy and welcoming practices aimed at attracting and retaining on- and off-field participants.

FOOTBALL VICTORIA TOTAL TEAMS IN CLUB COMPETITION 2003-2004



Action from a Riddell District Football League 'derby' between Romsey (red and black) and Lancefield.

FEMALE FOOTBALL

Football's popularity with women continues to soar, with several major achievements in player participation growth and awareness posted in 2004.

A major highlight of the year was the launch of the first under-age female competition in Melbourne's south-east, with 122 participants and more than 60 volunteers, officials and staff.

To provide the opportunity for girls to "have a go at footy" in a safe, female-friendly environment was an historic moment for Australian Football and gender equality in sport.

An increase in female participation was recorded in all sectors, including AFL Auskick, junior, youth, secondary school and senior competitions and programs. There are now 16,200 females playing our game in organised community and school competitions in Victoria: 11,975 participants in 469 teams in the schools' competition; 864 registered players in 24 teams in three divisions in the Victorian Women's Football League (VWFL); 122 registered players in the new youth girls' competition; 339 girls participating in junior football competitions, and 2900 in the AFL Auskick program.

Football Victoria, which also conducted 52 female-only football clinics involving 1146 students, appointed Nicole Graves as Female Development Manager.

The VWFL affiliated with Football Victoria to assist with the promotion and development of female football teams and to improve club administration.

Programs are being established to provide the VWFL executive with the support to better administer the league and the competition, and to deliver better training opportunities to affiliated clubs and members.

Another significant factor was the establishment of a female football advisory group to help access data on female participation in the sport and recreation industry. Its flow-on effect provided innovative programs for females.

Football Victoria will continue to lead the way in participation, access and training opportunities for females wanting to be involved in Australian Football. Next year, we predict greater achievements with even larger increases in female participation.

THE KICKSTART PROGRAM FOR INDIGENOUS COMMUNITIES

Our indigenous people have long been closely involved with footy. It is therefore very rewarding to provide for their special needs through the KickStart program established to encourage participation and develop life skills.

The KickStart Indigenous footy forum held in March examined how indigenous communities (with help from other key organisations) can link with existing football programs and promote healthy lifestyles.

Strong links were also established with Victorian Aboriginal Youth Sport and Recreation, Aboriginal health bodies, police and Aboriginal co-operatives.

KickStart aims to establish programs, with the help of schools and sporting clubs. There are four Victorian KickStart centres with 112 participants and 20 volunteers.

By setting up their own AFL Auskick centres, many more indigenous girls and boys were given the opportunity to play footy. As a result, other communities are also keen to start up their own centres in 2005.

More than 5460 children were involved in KickStart promotions conducted by Derek Kickett (below, running a clinic). Numerous communities have also been made aware of a range of umpiring, coaching and club administration courses to improve indigenous footy.

In partnership with the AFL, the KickStart development squad program was also established to identify talented indigenous footballers aged 13-17.

The aim is to provide education and opportunities for indigenous players to further both their football and personal development. Increased numbers of indigenous players in the TAC Cup competition are now far more likely.



AFL PLAYER APPEARANCES

AFL players are very important role models for young people. The AFL, Football Victoria, AFL clubs and the AFL Players' Association worked on AFL player appearance implementation strategies, and AFL clubs worked together with Football Victoria to organise appearances.

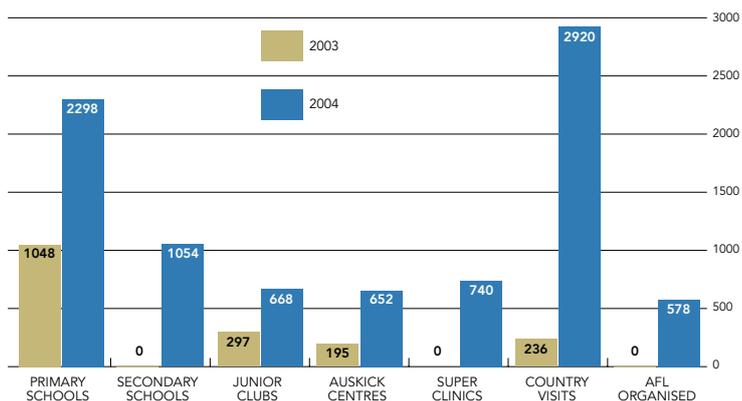
Significant improvement was achieved this year in the frequency and impact of appearances at primary and secondary schools, AFL Auskick clinics, junior clubs and in country areas.

A total of 8910 AFL player appearance hours were logged, compared with 1776 hours in 2003. Significantly, 2920 hours of clinics were conducted in country Victoria (236 hours in 2003); 2298 hours at primary schools (1048); 652 hours at AFL Auskick centres (195) and 668 hours at junior clubs (297).

Other highlights included players spending full days in country towns, as well as going into school classrooms and playgrounds rather than to central venues. Players had direct contact with AFL Auskick co-ordinators to arrange visits.

AFL PLAYER APPEARANCES

As a result of the collective efforts of the AFL, Football Victoria, AFL clubs and the AFL Players' Association, 8910 hours of AFL player appearance were delivered across Victoria in 2004, compared with 1776 hours in 2003.



Four AFL community camps were held in regional centres, strengthening the connection between country communities and AFL clubs and players. Essendon (Warrnambool), Richmond (Mornington Peninsula), Carlton (Ballarat) and Melbourne (Echuca) made available staff to conduct seminars for coaches, administrators, umpires and trainers.

Essendon's Andrew Lovett and captain James Hird were some of the AFL players who attended school clinics.





More young players were introduced to the game in 2004.

AFL AUSKICK

AFL Auskick literally kick starts a youngster's introduction to football basics. Encouragingly, it continued to flourish in 2004.

AFL Auskick's introductory program provides primary school children and their parents with a sensitively designed initiation to the code.

Victorian participation numbers grew two per cent to 46,294 children across 621 centres, and in addition, thousands of parents were involved as coaches or in other voluntary roles.

Victoria's three AFL Auskick centres for children with special needs (Vermont South, Bell Park and the North West Region Special Schools' Sporting Association Group) assisted in the drafting of the 'How to Start an Auskick Centre at Your School' document for distribution to interested groups in 2005.

Growth in any program, especially when the program is already established, can strain infrastructure. Football Victoria is constantly looking to develop more effective systems to ease the burden and to ensure effective services are maintained to support volunteers.

To make the role of AFL Auskick co-ordinators less taxing, a 'Participant and Management System' (PAMS) was introduced this year, made possible with the co-operation of Australia Post.

Football Victoria produced AFL Auskick coaching cards to help coaches prepare activities. Every AFL Auskick centre in Victoria received a set of cards featuring ideas and tips on how to present a coaching program.

In 2005 Football Victoria will provide every junior club with a set of the cards to assist the development of young footballers.

The AFL Auskick 'Co-ordinator of the Year' award was presented to Steve Fisher from the Sorrento AFL Auskick Centre, while the 'District Manager of the Year' award was presented to Brian Raby from the Oakleigh Chargers' region. The awards were announced at the AFL Auskick Simpson Volunteer Recognition Awards function at the AFL Hall of Fame and Sensation.

The AFL Auskick 'Coach of the Year' award was presented to Ian Roberts from the St John's Banyule centre.

Football Victoria will oversee two more initiatives in 2005 to assist the future development of the AFL Auskick program.

One is 'Survey 2005', which aims to provide a snapshot of the effectiveness of the current infrastructure in meeting the needs of our growing volunteer network.

The other is the inaugural AFL Auskick co-ordinators' conference. Its aim is to enhance the knowledge and abilities of all co-ordinators, with industry experts to present topics.

Thanks to Simpson for its continued support of these awards and the AFL Auskick program.

COACH EDUCATION

There was an increase this year in the number of football coaches attending Victorian Coach Education courses.

More than 2400 attended courses for junior, youth, senior, AFL Auskick and school level coaches. Significantly, 2137 of those are now accredited.

The implementation of a youth-specific course in Victoria met with overwhelming support from coaches and other sports and health agencies. It will pave the way for a more professional national coaching program.

The annual Football Victoria coaching forum, attended by all staff with an invitation to all stakeholders to contribute, was conducted in September, enabling testing of how our system is being implemented.

A number of recommendations were received and benchmarking indicators were identified to take coach education into the future.

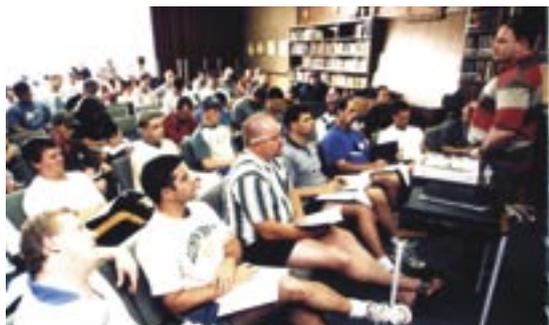
With great support and leadership from Stan Alves, chairman of the Australian Football Coaches' Association (AFCA), membership continued to grow, with 4784 coaches registered in 2004.

Innovations for 2005 will include the introduction of a coaches' handbook to accompany the survival kit introduced in 2003. There are also plans for several new resources to be offered to coaches nationally, including a coaching curriculum and a coaching business plan.

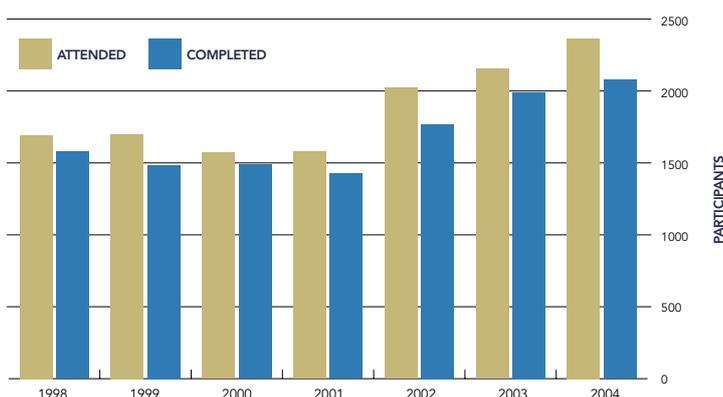
The police screening/check policy continues to be a challenge with changes to be reviewed in 2005.

A national database will also be established with the ability to serve all leagues on a read-only basis.

An information session for coaches.



1998-2004 COACH EDUCATION: PARTICIPANTS IN LEVEL 1 COACHING COURSES



PRIMARY SCHOOL FOOTBALL

Football is certainly alive and well at primary school level across the state. All Victorian primary schools shared the benefits of a joint venture between Football Victoria and the AFL with the distribution of a football resource pack to schools.

The pack included a CD-ROM that provided teachers with football activities, a free AFL ticket offer and information on a new football activity called 'Kick Off'.

Thanks to Smorgon Steel Group, more than 100 schools in Melbourne's west were also provided with free portable goalposts, footballs, goal flags, markers and a kit bag delivered to the school by Western Bulldogs players.

Certainly, the appearance of AFL players in classrooms and on the playgrounds was an undoubted highlight. This year there were 2298 AFL player appearance hours delivered into primary schools, compared with 1048 hours in 2003, with very positive feedback from teachers.

Football Victoria also promoted the exposure of football in classrooms. Three TV shows, hosted by former Melbourne champion and now media personality Garry Lyon, were televised into primary schools via the Schools' Satellite Network in August and September.

To cater for the growing number of children attending after-school care, Football Victoria, in conjunction with VicHealth, piloted a program based on AFL Auskick, with eight schools involved. There are expansion plans for 2005.

SECONDARY SCHOOL DEVELOPMENT

Improved outcomes in participation, curriculum and education were achieved in Victorian secondary schools this year.

A consistent approach was implemented, with a resource pack and letter outlining a range of support programs offered to teachers and students sent to all Victorian schools.

The MCC *Herald Sun* Shield programs continue to be a success in the country and metropolitan regions with the continued support of the Victorian Secondary Schools Sports' Association. Coach education and AFCA programs continue to support school coaches. The school participation census indicates that football participation in the female sector continues to grow, while the male component remains steady. Trials of the AFL Recreational Football program were conducted in 25 schools.

The Melbourne Cricket Club Foundation and Football Victoria's 'G Footy' program, with features including game programs, school coach education, school football resources, role model program and other promotional activities, attracted more than 10,000 participants.

More than 4000 students and their teachers attended the Jason McCartney 'Your Destiny is a Matter of Choice' role model and leadership program. They experienced a quality presentation, supported by a workbook and activities.

The AFL Sport Education resource and teacher professional development program involved students in years 5-10, with students assuming responsibility for all aspects of the game, taking on various roles including player, coach, umpire, committee member or publicity officer.

The program not only allowed students to learn the skills and fitness components of Australian Football, but also helped them develop a better understanding and appreciation of other roles performed in a community football environment. More than 3000 students were involved in the project.

More than 50,000 students pulled on a jumper and proudly represented their schools this season.

The MCC *Herald Sun* Shield competition was hotly contested with an exciting final between Whitefriars College and St Bernard's College played at the MCG as a curtain raiser to an AFL match.

AFL RECREATIONAL FOOTBALL

During the year, a new and exciting brand of football was initiated with the aim of extending the appeal of our game.

While club football continues to grow in popularity, there are many people who would like to play football, but do not have the time or perhaps the skill needed to compete properly.

As an alternative, AFL Recreational Football is the game for everyone.

Administration Officer Lachlan Buszard has been working with the AFL, researching and implementing AFL Recreational Football competitions and trials.

The first trial competition was held in February with 110 people registered to play (about one-third were female).

Five 'learn-to-play' sessions were recently conducted, attracting more than 150 participants.

Currently, there are two competitions with 20 teams playing this new and exciting game. Three other metropolitan and five country competitions are due to start in early in 2005.

Twenty-five secondary schools trialed the game and 37 teams registered to play AFL Recreational Football at the Australian Corporate Games held in Melbourne in late 2004.

Six recreational football education days were run to educate staff, students and/or coaches about this new style of football.

AFL Recreational Football also provides a pathway for umpires and trainers and enables them to become involved in our great game.

Football Victoria has been working with the AFL to develop the resources needed to administer, manage, market and operate AFL Recreational Football competitions, with a promotional video and a website www.recfooty.footballvic.com.au already produced.



UMPIRING

For many years sectors of the football community have been saying “we need more umpires, recruitment is an issue”.

Following the appointment of two umpiring development managers (metropolitan and country) in 2002, we quickly identified that retention of umpires was the major concern, not recruitment. Subsequently a retention strategies, booklet was distributed to all umpiring groups and leagues.

The national umpire mentoring program was introduced this year to provide new and/or inexperienced umpires with support to develop the necessary skills and confidence required to umpire in a positive environment.

This program also identified and trained suitable mentors who may become umpires’ coaches of the future. It should be noted that 114 mentors were trained and 221 umpires participated in this very successful program.

To provide further support to metropolitan umpiring groups, Football Victoria successfully trialled the appointment of three part-time umpiring development officers. Four appointments will be made in 2005.

The popularity of the Level 0 basic umpiring accreditation course continued to grow, with 1000 students and 15 new schools participating. Students were provided with a benefits pack and an opportunity to umpire AFL Auskick matches at half-time of AFL matches.

Umpiring academies were established at three schools. The course content will be updated for the 2005 school year.

Umpiring groups continue to support the National Umpire Accreditation Scheme. However it has been acknowledged that the resources need to be reviewed and updated to reflect current practices.

Each accredited umpires’ coach will receive a resource pack in 2005 to assist the coaching and training of umpires. Football Victoria strongly believes the accreditation of umpires’ coaches is vital. This year 76 umpires’ coaches successfully participated in the accreditation course.

The focus in 2005 will be to continue the implementation of key objectives and provide ongoing support to umpiring groups and leagues in the recruitment, retention, promotion, education and training of umpires.

Football Victoria continues to work hard on making umpiring more attractive to potential recruits.



VFL venues provide excellent opportunities for brand exposure.

MARKETING

The world, particularly the sporting world, is in a constant state of change. Today, thanks to new technologies in the areas of media and communication, traditional geographic boundaries have become blurred.

Consumers with access to new technologies have an endless choice of sports, literally at their fingertips. A click of a computer mouse or a push of a button on a remote control can deliver sporting events from across the globe into our lounge rooms.

We can watch an English Premier League soccer match or a Test cricket match from the West Indies live on pay TV, or we can follow a golf tournament in United States directly on the Internet.

It's easy, it's accessible for most, and it's quick.

However, those recent changes have resulted in Australian Football facing increased competition for the leisure time of consumers. The impact of technological change has been felt at home, with its tentacles spreading to those who watch and play our game.

Ease of access, coupled with significant media coverage and promotion of other local and international sports, is a stark reminder that we cannot rest on our laurels, believing that past successes will guarantee future prosperity. Indeed, we must intensify our activity in the promotion and ongoing development of all aspects of our game at national, state, league and community club levels.

From a competitive standpoint, soccer has and – make no mistake – will continue to push its position as the world game. While we can't claim soccer's international marketing position, we can claim a position that could and should be even more powerful: that Australian football is OUR game.

Our game is not imported. It is a game invented by Australians, developed and fine-tuned over the years by Australians, and a game that reflects the very character of Australians.

Our game means different things to different people – it is a recreational sporting activity, an entertainment activity, a social connecting activity and a healthy activity. These attributes, when promoted individually or

collectively, place football in a strong position to counter the challenges from other sports and entertainment opportunities that new media and communication technologies have presented.

Second to our volunteers, our game's sustainability depends on partnerships.

Every league, club and clinic across Victoria develops partnerships to provide the necessary funding resources, including cash, products or services, to assist in the day-to-day running of an association, league, club or clinic. We commend these partners for their foresight in investing in an essential part of their local community infrastructure – local football clubs or leagues – and encourage all involved in football to actively support these partners when the opportunity arises by purchasing their products or services.

Football Victoria's major partners are detailed below, but it is important to acknowledge VicHealth as a major partner of Victorian football. It is through VicHealth's support that Football Victoria is able to deliver a broad range of football development activities throughout Victoria.



PETER HARLEY
Marketing Manager,
Football Victoria

SECOND TO OUR VOLUNTEERS, OUR GAME'S SUSTAINABILITY DEPENDS ON PARTNERSHIPS.

TXU Gas and Electricity has been steadfast in its support of the VFL competition, and the TAC has been a wonderful supporter of the TAC Cup for the past 13 years.

FOOTBALL VICTORIA WOULD LIKE TO THANK THE FOLLOWING PARTNERS



HEALTH THROUGH FOOTBALL

- | | |
|-----------------------------|-----------------------------------|
| TAC (Major TAC Cup sponsor) | ETU |
| TXU (Major VFL sponsor) | Ford Motor Company Aust. |
| Australia Post | Melbourne Cricket Club Foundation |
| Beiersdorf | Patties Bakery |
| Buffalo Sports | Russell Corporation |
| Burley Sekem | Sport & Recreation Victoria |
| Cadbury | Victorian State Home Loans |
| Club Warehouse | CUB |

Junior action from the EDFL, featuring the Dousta Stars and Craigieburn.



FINANCIAL SUMMARY

Football Victoria has the responsibility of ensuring that funds it receives from the AFL or other sources are distributed in a fair and balanced manner to Victorian football.

The fact that the AFL provides 43 per cent of total funds received should come as no surprise, given Victoria's dominance of all aspects of the code. The remaining 57 per cent is sourced through sponsorship (18 per cent) and transfer fees (15 per cent), with the balance (24 per cent) generated via Football Victoria's self funding activities.

Funding, provided through grants and transfer fees, is not anticipated to increase significantly in future years, consequentially Football Victoria, and Victorian football generally, will need to generate additional funding.

There are a number of issues that need to be understood when looking at Victoria's financial operations. Firstly there are differences between the funding of football in Victoria and states such as South Australia and Western Australia. In those states for example, the SANFL and the WAFL have licence arrangements with AFL clubs, which provide those leagues with significant annual income. Victoria does not benefit from such arrangements.

Another factor often overlooked is that when the national AFL competition was formed, the landscape of Victorian football altered dramatically, with changes to support bases and infrastructure. It is a challenging situation the current VFL clubs are still trying to work their way out of.

Further, our sourcing of additional funds is restricted by a number of nationally protected sponsorship arrangements, ruling out a range of potential sponsors.

Football Victoria allocates funds across Victorian football. A proportion of AFL transfer fees is allocated directly to a small number of community football clubs which have had AFL players develop through their ranks. The significant proportion of AFL funding is used to support the development of football across the state through the provision of manpower, the production and supply of resources and administration support in areas covering umpiring, coaching, primary and secondary school programs, female football and indigenous programs, as well as training and administration activities. The VFL competition receives only eight per cent of AFL funding provided to Football Victoria.

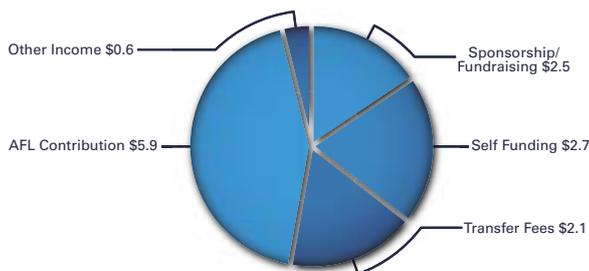
Funding is allocated to the talent development program, which operates in 12 Victorian regions and incorporates the TAC Cup under-18 competition.

This program, the envy of other state associations, generates much of Victoria's AFL funding and provides an ideal vehicle for young Victorian footballers to achieve their potential, and in many cases, progress through to the AFL. The regional structure of the TAC Cup competition allows local players to remain in their local areas, avoiding having to travel to Melbourne to receive the professional development required to prepare them for the AFL, as was the case in the former VFL under-19 competition.



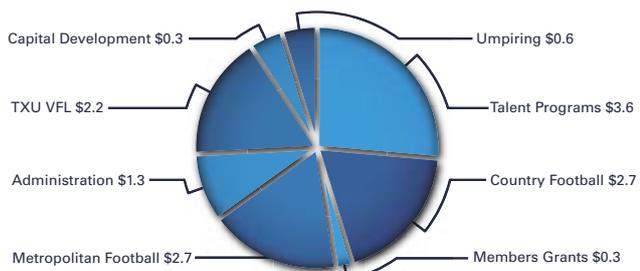
STEPHEN SMITH
Financial Controller,
Football Victoria

SOURCES OF FUNDS (\$ MILLIONS)



Total \$13.8 Million

APPLICATION OF FUNDS (\$ MILLIONS)



Total \$13.7 Million



Adam Fisher

Julian Field

Nick Sautner

TXU-VFL RESULTS



SENIORS

Grand Final

Sandringham 9.13 (67) d Port Melbourne 9.9 (63)

Umpires

Field: Damien Sully, Chris Donlon, Chris Kamolins
Boundary: Mark Foster, Adam Coote, Mitchell Lefevre
Goal: Lloyd Fisk, Michael Hammond

Norm Goss Medallist (best player in Grand Final)

Guy Rigoni (Sandringham)

JJ Liston Trophy (best and fairest player)

Julian Field (North Ballarat)

Forthergill-Round Medallist

(Most promising young player)

Adam Fisher (Sandringham)

Jim 'Frosty' Miller Medallist (leading goalkicker)

Nick Sautner (Sandringham) 67 goals

SENIOR FINAL LADDER

FINAL LADDER	P	W	L	D	F	A	%	PTS
Port Melbourne	18	14	4	0	2025	1504	134.64	56
Sandringham	18	13	5	0	1730	1293	133.80	52
Werribee	18	12	6	0	1565	1285	121.79	48
North Ballarat	18	11	7	0	1516	1380	109.86	44
Tasmania	18	11	7	0	1558	1596	97.62	44
Coburg Tigers	18	11	7	0	1391	1448	96.06	44
Box Hill Hawks	18	10	8	0	1659	1597	103.88	40
Bendigo Bombers	18	9	9	0	1725	1736	99.37	36
Geelong	18	7	11	0	1578	1566	100.77	28
Williamstown	18	6	12	0	1465	1832	79.97	24
Frankston	18	5	13	0	1388	1551	89.49	20
Northern Bullants	18	5	13	0	1329	1514	87.78	20
Springvale Scorpions	18	3	15	0	1375	2002	68.68	12

TXU-VFL TEAM OF THE YEAR

COACH: Gerard FitzGerald Port Melbourne

- | | |
|--|---|
| B: Michael Ablett
Frankston | Matthew Egan
Geelong |
| HB: Sam Cranage
Williamstown | Ben Schwarze
Port Melbourne |
| C: David Gallagher
Sandringham | Julian Field (v/c)
North Ballarat |
| HF: Steven Lawrence
Port Melbourne | Brent Tuckey
North Ballarat |
| F: David Mitchell
Werribee | Nick Sautner
Sandringham |
| R: Ryan O'Connor
Coburg Tigers | Brad Lloyd (c)
Williamstown |
| INT: Andrew Eccles
North Ballarat | Nathan Saunders
North Ballarat |
| Nick Carter
Bendigo Bombers | Justin Plapp
Tasmania |

- Chris Obst**
Port Melbourne
- Jordan Doering**
Bendigo Bombers
- Ben Atkin**
Tasmania
- James Byrne**
Geelong
- Kristan Height**
Box Hill Hawks
- Adam Fisher**
Sandringham

RESERVES

Grand Final

Port Melbourne 19.13(127) d Williamstown 8.15 (63)

Fred Hill Memorial Medallist

(best player in Grand Final)

Joel Perry (Port Melbourne)

A Todd Medallist

(best and fairest player)

Josh Rudd (Port Melbourne)

Umpires

Field: Robert Findlay, Brendan Dye, Cameron Nash; Boundary: Ian Burrows, Chris Roberts, Gerard Large; Goal: Michael Richardson, Bradley Letson



Adam Pattison

Matthew Bate

Matt Little

TAC CUP RESULTS

TAC CUP Grand Final

Calder Cannons 19.20 (134) d Eastern Ranges 9.10 (64)

Umpires

Field: Adrian Irvin, Heath Ryan, Michael Jennings
Boundary: Lachlan Stephenson, Damien Cusack
Goal: Matthew Lafite, Adam Gardener

TAC Medallist (best player in Grand Final)

Jesse D. Smith (Calder Cannons)

Morrish Medallist (best and fairest player)

Matthew Bate (Eastern Ranges)

TAC Coaches Award

Adam Pattison (Northern Knights)

Leading Goalkicker

Matt Little (Calder) 57 goals

FINAL LADDER

FINAL LADDER	P	W	L	D	F	A	%	PTS
Calder Cannons	18	14	4	0	2126	1250	170.08	56
Oakleigh Chargers	18	14	4	0	1600	1326	120.66	56
Gippsland Power	18	13	5	0	1582	1448	109.25	52
Eastern Ranges	18	11	7	0	1700	1209	140.61	44
Dandenong Stingrays	18	11	7	0	1675	1482	113.02	44
Geelong Falcons	18	10	8	0	1651	1596	103.45	40
Sandringham Dragons	18	9	8	1	1422	1609	88.38	38
Western Jets	18	8	10	0	1442	1441	100.07	32
Murray Bushrangers	18	8	10	0	1424	1547	92.05	32
Nth Ballarat Rebels	18	5	13	0	1317	1588	82.93	20
Bendigo Pioneers	18	4	14	0	1184	1758	67.35	16
Northern Knights	18	3	14	1	1222	1758	69.51	14



TAC CUP TEAM OF THE YEAR

- B:** Jayden Attard (Dandenong) Marcus Drum (Murray)
- HB:** Ben Sharp (Oakleigh) Tom Murphy (Sandringham)
- C:** Matt Rosa (Nth. Ballarat) Jarred Moore (Dandenong)
- HF:** Brent Prismall (Western) Adam Pattison (Northern)
- F:** Brett Deledio (Murray) Matt Little (Calder)
- R:** John Meesen (Geelong) Ben Jolley (Calder)
- INT:** Tim Sheringham (Geelong) Matt Bate (Eastern)
- Ryan Bain (Oakleigh) Rowan Nayna (Dandenong)

- Ruory Kirkby (Bendigo)
- Jesse W. Smith (Calder)
- Dean Polo (Gippsland)
- Heath Hocking (Eastern)
- Jarryd Roughead (Gippsland)
- Jordan Lewis (Geelong)



Jesse D. Smith was the best player in the TAC Cup Grand Final.

RESULTS

NATIONAL AFL U-18 ALL-AUSTRALIAN PLAYERS

Jayden Attard	Dandenong Stingrays
Jarred Moore	Dandenong Stingrays
Brett Deledio	Murray Bushrangers
Dean Polo	Gippsland Power
Marcus Drum	Murray Bushrangers
Ben Sharp	Oakleigh Chargers
Ruory Kirkby	Bendigo Bombers
Jesse W Smith	Calder Cannons
Jordan Lewis	Geelong Falcons

NATIONAL AFL U-18 CHAMPIONSHIPS

Victoria Metro 19.6 (120)	def	Victoria Country 8.9 (57)
Western Australia 7.10 (52)	def	Victoria Metro 7.8 (50)
Victoria Country 9.8 (62)	def	South Australia 7.9 (51)
Victoria Country 12.14 (86)	def	Western Australia 5.10 (40)
Victoria Metro 14.7 (91)	def	South Australia 12.13 (85)

Champions (Division 1) – Victoria Metro

AIS-AFL ACADEMY MEMBERS

Ryan Anderson	Northern Knights
Lachlan Hansen	Gippsland Power
Clint Bartram	Leopold
Marc Murphy	Oakleigh Chargers
Travis Boak	Geelong Falcons
Joel Selwood	Bendigo
Robert Eddy	Leongatha
Danny Stanley	Geelong Falcons
Xavier Ellis	Lake Tyers
Matt Tyler	Rupanyup
Shaun Grigg	North Ballarat Rebels

NATIONAL AFL U-16 CHAMPIONSHIPS

Western Australia 13.8 (86)	def	Victoria Country 10.6 (66)
Victoria Metro 14.9 (93)	def	South Australia 11.10 (76)
Victoria Country 12.8 (80)	def	South Australia 6.8 (44)
Western Australia 15.16 (106)	def	Victoria Metro 10.8 (68)
Victoria Country 11.6 (72)	def	Victoria Metro 3.9 (27)

Champions (Division 1) – Western Australia

COUNTRY FOOTBALL

WORKSAFE VICTORIAN COUNTRY FOOTBALL LEAGUE

GRAND FINAL RESULTS

Alberton FL

Tarwin 6.13 (49) def Meeniyah-Dumbalk United 2.5 (17)

Ballarat FL

Sunbury 14.14 (98) def Redan 11.7 (73)

Bellarine FL

Geelong Amateurs 18.9 (117) def Ocean Grove 11.5 (71)

Benalla & District FNL

Bonnie Doon 28.13 (181) def Devenish 11.8 (74)

Bendigo FL

Sandhurst 15.14 (104) def Gisborne 10.15 (75)

Central Goulburn FL

Shepparton East 5.8 (38) drew with Rumbalara 6.2 (38)
17.10 (112) def 16.10 (106) (replay)

Central Highlands FL

Hepburn 11.7 (73) def Clunes 4.7 (31)

Central Murray FL

Kerang 18.14 (122) def Tooleybuc-Manangatang 10.8 (68)

Colac & District FNL

Apollo Bay 23.17 (155) def Lorne 12.11 (83)

East Gippsland FL

Bairnsdale 16.6 (102) def Wy Yung 10.9 (69)

Ellinbank & District FL

Catani 18.15 (123) def Buln Buln 6.14 (50)

Geelong & District FL

Werribee Centrals 6.11 (47) drew with Corio 7.5 (47)
21.9 (135) def 8.9 (57) (replay)

Geelong FL

St Mary's 19.8 (122) def North Shore 14.11 (95)

Golden Rivers FL

Ultima 13.18 (96) def Nullawil 9.6 (60)

Goulburn Valley FL

Mansfield 20.15 (135) def Tatura 11.8 (74)

Hampden FNL

Terang-Mortlake 18.5 (113) def Warrnambool 11.10 (76)

Heathcote District FL

Colbinabbin 6.14 (50) def White Hills 2.9 (21)

Horsham District FL

Harrow Balmoral 13.9 (87) def Laharum 6.3 (39)

Kyabram District FL

Rushworth 19.9 (123) def Lancaster 14.9 (93)

Lexton Plains FL

Carngham-Linton 16.14 (110) def Skipton 8.10 (58)

Loddon Valley FL

Calivil United 19.12 (126) def Marong 8.12 (60)

Mallee FL

Beulah 14.15 (99) def Sea Lake-Nandaly Tigers 8.9 (57)

Maryborough Castlemaine DFL

Carisbrook 13.11 (89) def Newstead 8.15 (63)

Mid Gippsland FL

Yinnar 5.10 (40) def Mirboo North 2.3 (15)

Millewa FL

Gol Gol 12.12 (84) def Bambill 6.10 (46)

Miniera & District FL

SMW Rovers 6.12 (48) def Lismore-Derrinallum 4.9 (33)

MPNFL • Premier Division

Mornington 14.12 (96) def Chelsea 8.10 (58)

MPNFL • Peninsula Division

Beaconsfield 13.13 (91) def Seaford 10.6 (66)

MPNFL • Nepean Division

Sorrento 6.10 (46) def Bonbeach 6.9 (45)

Murray FL

Deniliquin 15.7 (97) def Nathalia 8.6 (54)

RESULTS

WORKSAFE VICTORIAN COUNTRY FOOTBALL LEAGUE CONTINUED >>

North Central FL

Donald 16.9 (105) def Wycheproof-Narraport 13.11 (89)

North Gippsland FL

Traralgon Tyers United FNC 17.8 (110) def Heyfield 6.8 (44)

Omeo & District FL

Buchan 14.10 (94) def Omeo 9.15 (69)

Ovens & King FL

Bright 13.10 (88) def Moyhu 12.12 (84)

Ovens & Murray FL

Wodonga 16.17 (113) def North Albury 11.6 (72)

Picola & District FNL

Katandra 9.14 (68) def Katamatite 7.2 (44)

South West District FNL

Tyrendarra 8.12 (60) def Heathmere 7.12 (54)

Sunraysia FL

Imperials 17.17 (119) def Red Cliffs 11.12 (78)

Tallangatta & District FNL

Mitta United 5.18 (48) def Wodonga Saints 2.8 (20)

Upper Murray FL

Bullich 10.16 (76) def Corryong 8.6 (54)

Warrnambool & District FNL

Russell's Creek 22.12 (144) def Allansford 4.12 (36)

West Gippsland Latrobe FL • Premier Division

Maffra 20.23 (143) def Wonthaggi 8.5 (53)

West Gippsland Latrobe FL • Western Division

Garfield 7.5.(47) def Warragul 2.4 (16)

Western Border FL

Hamilton 19.18 (132) def North Gambier 10.7 (67)

Wimmera FL

Horsham Demons 20.17 (137) def Horsham Saints 11.5 (71)

Yarra Valley Mountain District FL • Division 1

Silvan 13.12 (90) def Upwey-Tecoma 8.18 (66)

Yarra Valley Mountain District FL • Division 2

Gembrook-Cockatoo 16.10 (106) def Sth Belgrave 7.8 (50)

SMOKEFREE CHAMPIONSHIPS

Pool Champions

A • Geelong

B • Ballarat

C • Wimmera

D • Bellarine

DAVID CODE MEDALLIST (Best player in Division 1)

Jim Cail (St Mary's, Geelong FL)

METROPOLITAN FOOTBALL

GRAND FINAL RESULTS

Diamond Valley FL

Div 1 • Heidelberg 16.10 (106) def Bundoora 8.6 (54)

Div 2 • Lalor 19.11 (125) def Greensborough 14.8 (92)

Eastern FL

Div 1 • Noble Park 14.9 (93) def East Burwood 6.12 (48)

Div 2 • Wantima South 8.7 (55) def Montrose 7.11 (53)

Div 3 • Rowville 17.10 (112) def South Croydon 13.8 (86)

Div 4 • Heathmont 14.9 (93) def The Basin 12.13 (85)

Essendon District FL

Div 1 • Greenvale 17.18 (120) def Oak Park 10.17 (77)

Div 2 • Avondale Heights 17.12 (114) def Pascoe Vale 9.7 (61)

Riddell District FL

Lancefield 13.11 (89) def Riddell 11.3 (69)

Southern FL

Div 1 • East Brighton 15.5 (95) def St Paul's 13.7 (85)

Div 2 • Highett 5.7 (37) def Springvale Districts 3.10 (28)

Div 3 • Black Rock 7.9 (51) def Moorabbin Kangaroos 6.6 (42)

Western Region FL

Div 1 • Hoppers Crossing 10.6 (66) def Port Melbourne Colts 8.12 (60)

Div 2 • Altona 11.14 (80) def Deer Park 8.7 (55)

Victorian Amateur FA

A Section

University Blues 18.13 (121) def St Bernards 7.13 (55)

B Section

St Kevins 16.8 (104) def Collegians 12.7 (79)

C Section

MHSOB 14.12 (96) def Caulfield Grammar 6.11 (47)

D1 Section

Uni Blacks 15.7 (97) def Banyule 9.5 (59)

D2 Section

Bulleen-Templestowe 10.11 (71) def Old Carey 4.8 (32)

D3 Section

Oakleigh 4.23 (47) def Rupertswood 5.8 (38)

D4 Section

Old Westbourne 15.9 (99) def Kew 6.8 (44)

Club XVIII (1)

Old Xaverians 6.7 (43) def Mazenod 4.7 (31)

Club XVIII (2)

Old Melburnians 7.5 (47) def Old Xaverians (2) 7.3 (45)

Club XVIII South

University Blues 13.12 (90) def Old Trinity 4.4 (28)

Victorian Women's FL

Div 1 • St Albans 6.9 (45) def Melbourne Uni 1.7 (13)

Div 2 • St Kilda 7.8 (50) def Melbourne Uni 4.1 (25)

Div 3 • Berwick 9.8 (62) def Corio 5.6 (36)

Brett Deledio of the Murray Bushrangers was picked first in the National Bank's AFL Draft.



GRADUATES TO THE AFL

PERMANENT ROOKIE UPGRADES PRIOR TO THE 2004 NATIONAL BANK'S AFL DRAFT

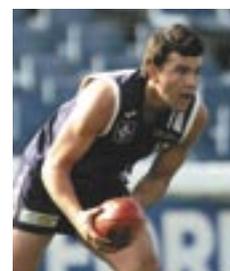
PLAYER	PREVIOUS CLUBS	AFL CLUB
Adam Bentick	Calder Cannons/St Bernards	Carlton
Shannon Byrnes	Murray Bushrangers/Shepparton	Geelong
Andrew Carrazzo	Geelong (VFL)/Oakleigh Chargers/East Burwood	Carlton
Nick Maxwell	North Ballarat (VFL)/Geelong Falcons/St Josephs	Collingwood
Kelvin Moore	Yarra Valley Old Boys	Richmond
Joshua Thurgood	North Ballarat Rebels/Hamilton Imperials	Hawthorn



JARRYD ROUGHEAD
GIPPSLAND

2004 NATIONAL BANK'S AFL DRAFT SELECTIONS

PICK	PLAYER	PREVIOUS CLUBS	AFL CLUB
1	Brett Deledio	Murray Bushrangers/Kyabram	Richmond
2	Jarryd Roughead	Gippsland Power/Leongatha	Hawthorn
7	Jordan Lewis	Geelong Falcons/Warrnambool	Hawthorn
8	John Meesen	Geelong Falcons/Modewarre	Adelaide
10	Christopher Egan	Murray Bushrangers/Rumbalara	Collingwood
13	Matthew Bate	Eastern Ranges/Croydon	Melbourne
15	Lynden Dunn	Calder Cannons/Moonee Valley	Melbourne
16	Adam Pattison	Northern Knights/Old Paradians	Richmond
17	Andrew McQualter	Gippsland Power/Caulfield Grammar	St Kilda
19	Ryan Willits	Northern Knights/St Mary's	Pt Adelaide
20	Dean Polo	Gippsland Power/Wy Yung	Richmond
21	Thomas Murphy	Sandringham Dragons/Murrumbena	Hawthorn
26	Matthew Little	Calder Cannons/Rupertswood	Hawthorn
29	Matthew Rosa	North Ballarat Rebels/Warrack Eagles	West Coast
31	Jarred Moore	Dandenong Stingrays/Langwarrin	Sydney
32	Brent Prismall	Western Jets/Werribee	Geelong
34	James Ezard	Calder Cannons/Broadford	Port Adelaide
35	Fabian Deluca	Eastern Ranges/St Simons	Port Adelaide
38	Damien McCormack	Dandenong Stingrays/Seaford	Western Bulldogs
39	Travis Cloke	Eastern Ranges/Park Orchards	Collingwood
40	Ivan Maric	Calder Cannons/Keilor	Adelaide
42	Jesse W. Smith	Calder Cannons/Aberfeldie	Kangaroos
43	Michael Newton	Murray Bushrangers/Whorouly	Melbourne
48	Nathan Ablett	Modewarre	Geelong
50	Jayden Attard	Dandenong Stingrays/Chelsea	Brisbane Lions
52	Dean Limbach	Calder Cannons/West Coburg	Richmond
53	Simon Taylor	Box Hill Hawks (VFL)/Tasmania	Hawthorn
55	Adam Iacobucci	Calder Cannons/St Bernards	Collingwood
56	Chris Knights	Eastern Ranges/Vermont	Adelaide
62	Matthew Egan	Geelong (VFL)/Oak Park	Geelong
63	James Gwilt	Noble Park	St Kilda
64	Luke Forsyth	Dandenong Stingrays/Karingal	Brisbane Lions
68	Ben Schwarze	Port Melbourne (VFL)/St Kilda	Kangaroos
73	Chris Bryan	Frankston (VFL)/Sandringham (VFL)/Sandringham Dragons	Carlton
77	Anthony Raso	Dandenong Stingrays/Mt Eliza	Carlton



JORDAN LEWIS
GEELOG



JOHN MEESEN
GEELOG



LYNDEN DUNN
CALDER CANNONS

2005 NATIONAL BANK'S AFL PRE-SEASON DRAFT SELECTIONS

PICK	PLAYER	PREVIOUS CLUBS	AFL CLUB
3	Eddie Betts	Calder Cannons/Templestowe	Carlton

FOOTBALL VICTORIA PEOPLE

AS AT JANUARY, 2005

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Geelong Hampden	John Edsall Alan Thompson
Goulburn Murray North East Border	Greg Liddell Jeff Chandler
Latrobe Valley East Gippsland	Paul Hudson Rod Reid

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Inner Southern	Ian Kyte
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VFL/Melbourne, AFL)
Ron Hepburn (Werribee)
Peter Inkster (VFL Life Member)
Brien McMahon (Box Hill)
Eddie Melai (Dandenong; VFL Life Member)
Stan Tomlins (Liston Trophy winner)



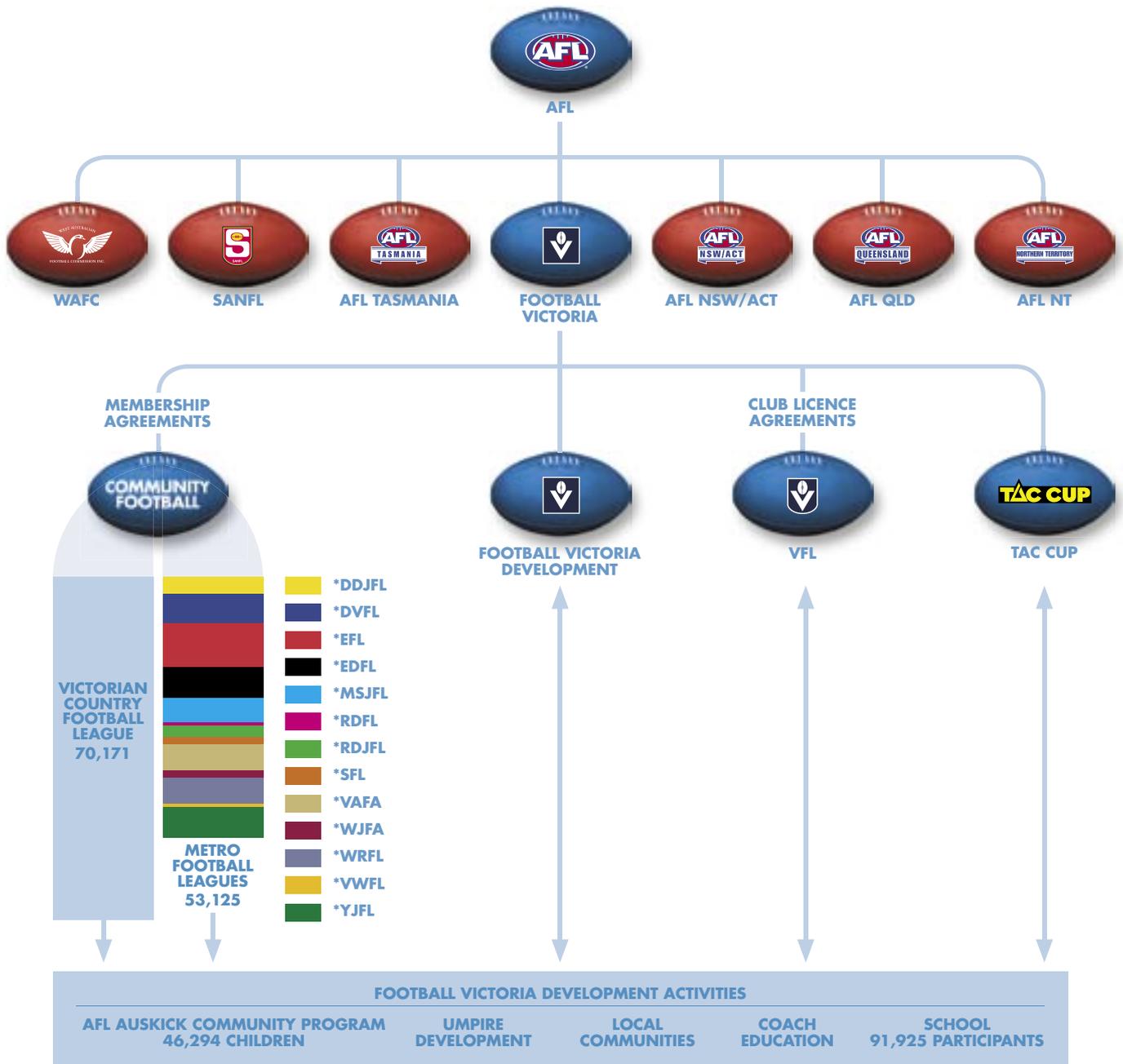
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STRUCTURE OF AUSTRALIAN FOOTBALL



* DDJFL – Dandenong & District Junior Football League
 DVFL – Diamond Valley Football League
 EFL – Eastern Football League
 EDFL – Essendon District Football League
 MSJFL – Moorabbin Saints Junior Football League

RDJFL – Riddell District Junior Football League
 RDJFL – Riddell District Junior Football League
 SFL – Southern Football League
 VAFA – Victorian Amateur Football Association
 WJFA – Waverley Junior Football Association

WRFL – Western Region Football League
 WWFL – Victorian Women’s Football League
 YJFL – Yarra Junior Football League



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