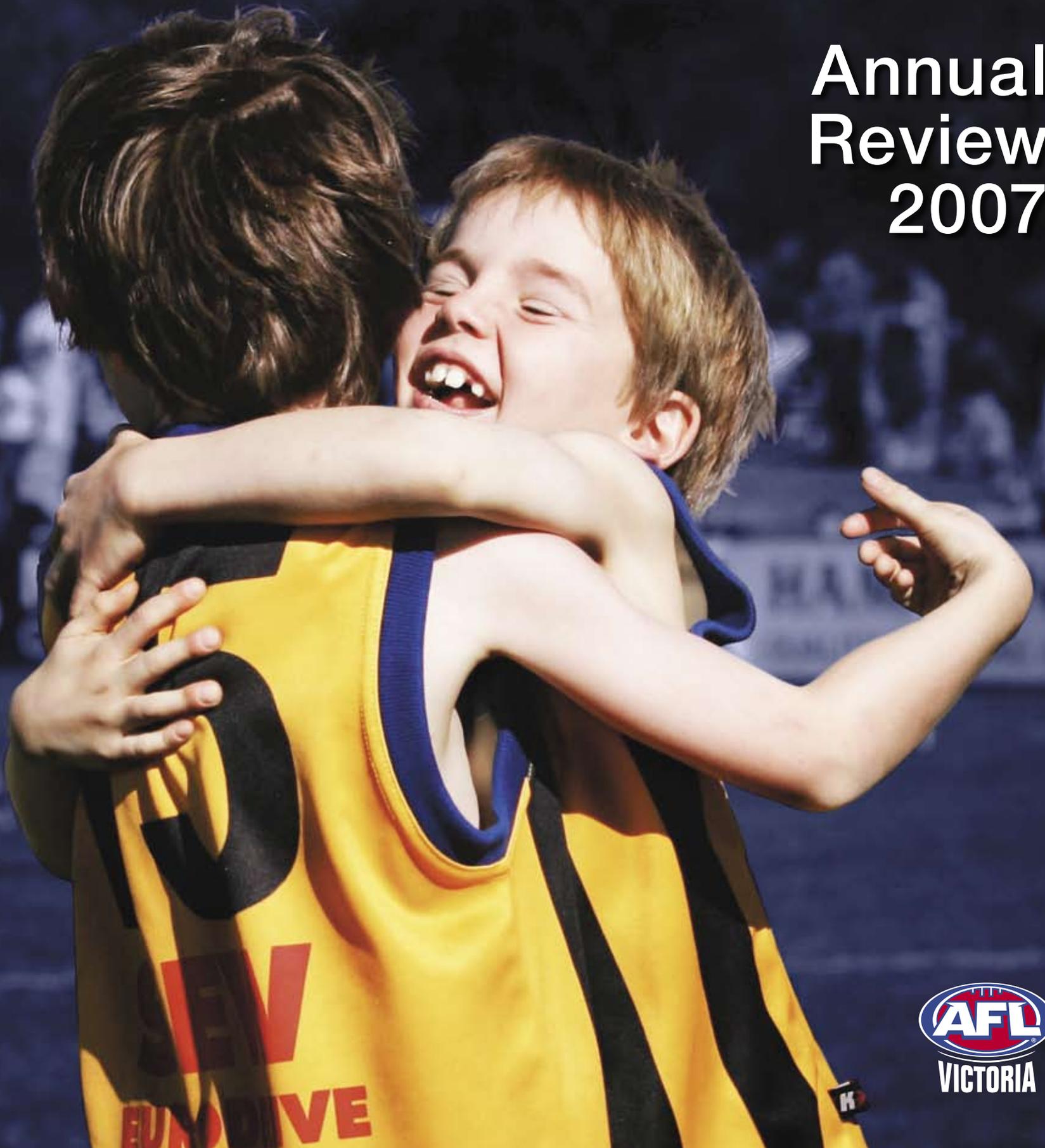


Annual Review 2007



Coburg's Nick Carnell shows the focus that helped his side reach the 2007 VFL Grand Final.





2007 Annual Review

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Vision, Mission and Values



OUR VISION

To be the best state-based sporting organisation in Australia.

OUR MISSION

To sustain and grow Australian Football as the most played, involved, watched and attended sport across Victoria for the benefit of participants, stakeholders and supporters, while making a meaningful contribution to the health and wellbeing of all communities throughout Victoria.

OUR VALUES

AFL Victoria will be recognised by the following behaviour:

Collaboration

Working collaboratively with and between each other, recognising the contribution people make to football.

Accountability

Taking responsibility at all times for our actions and exercise integrity in making honourable and informed decisions.

Excellence

Striving to optimise performance and reward excellence in all endeavours.

Innovation

Nurturing and rewarding in an environment that is focused on continuous improvement and innovation.

Community Wellbeing

Valuing and promoting physical and mental wellbeing and respect the diversity of our on and off-field participants, supporters and the wider community.

Communication

Listening and communicating openly and honestly.

Enjoyment

Seeking to create and sustain an environment that delivers enjoyment, safety and rewarding experiences for all participants and supporters.



Ricky Clark (Narre Warren/VCFL) attempts to handball despite attention from Tim Fleming (Old Xaverians/VAFA), with Scott Curatolo (Old Ivanhoe/VAFA) ready to pounce at the bi-annual Brian Molony Cup in Ballarat in July.





Chairman's Report

BOB TREGEAR

Chairman, AFL Victoria

Working together to keep Victorian footy strong

The 2007 season was one of rapid change and seemingly endless challenges for the board of AFL Victoria.

After 15 years' service to Victorian football, Ken Gannon resigned as chief executive officer of Football Victoria Ltd in February to accept a national facility development role with the AFL. Ken had guided the game in Victoria through an extended period of reorganisation following the establishment of the AFL as a national organisation. Amongst his many achievements, he oversaw: the establishment of the TAC Cup competition and state-wide development program; the emergence from VFA roots of the VFL competition as we now know it; and 13 years of consecutive growth in participation in community football with record growth achieved in each of the last three years. Ken's extended contribution to our game will be long remembered.

Following an extensive search, Peter Schwab was appointed as our new chief executive in April. Peter's breadth of football experience as a player, coach, director of AFL Umpiring and head of the AFL Match Review Committee, and his reputation for honesty and integrity provide him with

a unique insight into what's needed to ensure our game's continued success. His leadership qualities have already been demonstrated and he has quickly earned the respect of the board and staff, as well as our Victorian football stakeholders.

Effective from February 2007, Football Victoria Ltd adopted the trading name "AFL Victoria", recognising the influence of the AFL brand in the marketplace

“We look forward to working with our members and the AFL Commission to achieve the best outcome for football.”

and the strength and history of the bond between Victorian football and the AFL. The change of branding was quickly and efficiently implemented by our staff under the guidance of marketing manager Peter Harley.

A major issue for AFL Victoria in 2007 was the AFL's review of second-tier competitions. While this commenced as a national review, it quickly became evident that any major changes to the status quo

were likely to affect only Victoria. The key decisions arising from the review were that individual state competitions (eg VFL, SANFL, WAFL) would continue to form the second-tier structure, rather than some form of national competition; and that, in Victoria, VFL and TAC Cup clubs should be fully integrated on a regional basis. A project officer was appointed in December 2007 to drive implementation of the review's recommendations. While the AFLV board supports the direction of the review's recommendations, we will be keen to ensure that individual VFL clubs and talented young Victorian players are not adversely impacted by the process.

Perhaps the biggest challenge to face the AFLV board in 2007 was the total restructure of the former Diamond Valley Football League in the north-eastern region of Melbourne.

Responding to long-standing allegations of sub-standard governance and management in the DVFL, former Eastern FL CEO Craig Braddy was commissioned by AFLV in December 2006 to undertake a review of the structure, administration and future strategic direction of football in the DVFL's region. As a result of that review, the



Geelong clashes with the Coburg Tigers in the TRUenergy VFL Grand Final at MC Labour Park, eventually prevailing by 74 points.

DVFL was temporarily placed under the administrative control of AFLV and ceased to operate as a football-playing organisation. A new body, the Northern Football League, was established to assume control of the community football competition and its development. An enthusiastic and appropriately experienced group of volunteers was recruited to form the board of the new league and a state-of-the-art model constitution and rules were developed and adopted by the member clubs.

In its first year of operation, the board of the new Northern Football League has: successfully managed a season of junior and senior competitions against a backdrop of complications that included a late start and unavailability of grounds due to drought restrictions; reached out to other football bodies in its region such as the Northern Knights and Northern

Bullants football clubs; developed and commenced implementation of a strategic plan; and traded profitably, due largely to the implementation of proper financial controls, both in its routine operations and finals series.

Congratulations are extended to Frank Rosbrook (chairman), Kevin Crompton (general manager), all members of the board and staff, and the member clubs of the Northern Football League on the many achievements recorded in such a short time. My special thanks are extended to: Craig Braddy for his investigation, report and subsequent advice that has guided the restructure project; Darryl Collings, who was seconded from the staff of AFLV to administer the DVFL over the ten-week period prior to the formation of the NFL and who has since continued to support the management committee;

Mick Daniher and Frank Rosbrook who continue to serve in voluntary capacities on the management committee of the DVFL pending the resolution of a myriad of legal and administrative matters; and Alan Foster and the associates and staff of Foster Harris Lawyers, who have provided expert guidance and representation to all parties, often beyond the call of paid engagement.

Under the stewardship of its board and management, the Northern Football League is poised to take its rightful place as a successful and respected member of the Victorian football community.

In my annual report last year, I noted: *“this is an exciting time of change and new challenges as we move forward under the AFL Victoria brand. There will be no change to the independence of the board of Football Victoria Ltd (trading as AFL Victoria)”*.

One unexpected challenge to emerge late in 2007 was a proposal by the AFL Commission to replace the elected board of AFL Victoria with a smaller number of AFL appointees, supported by an *advisory board*, again made up of AFL appointees. This proposal was said to be in line with the AFL's five-year Next Generation Strategy that envisaged "*the movement of the AFL towards a truly national organisation*". We were advised that the AFL had already moved to restructure AFL Queensland and AFL NSW so that they were now governed directly by the AFL.

Following initial consideration of the proposal, the AFLV board rejected the notion that a governance structure appropriate to developing football states such as Queensland and NSW was necessarily applicable to Victoria, with its complex structure and inter-relationships between community leagues, player talent and its second-tier football competition. Importantly, it was the view of the board that community leagues and VFL clubs had entered into membership and licence agreements with AFL Victoria (achieving total affiliation of all Victorian football bodies for the first time in the history of the game) on the basis, among other things, they would elect the board, which would ultimately be accountable to their members. The trust and goodwill central to those agreements could be jeopardised by a move to a non-elected governance structure.

The governance proposal was discussed at length at a meeting between the AFLV board and AFL Commission on November 20, 2007. Although the AFL

proposal was subsequently modified to provide for two elected advisory boards (one for community football and one for the VFL/talent program), the AFLV board remains of the view that the board of the state body's board should be elected by its membership.

By the date of this report's publication, meetings will have been held with all members of AFL Victoria to discuss the proposal in detail and to seek the informed views of members. The AFLV board takes seriously its responsibilities to AFLV members, the AFL Commission and the game itself. We will not oppose change from a purely personal or unconsidered perspective. Nor will we blindly acquiesce to proposals of such fundamental importance without due consideration of the interests of all stakeholders. We look forward to working with our members and the AFL Commission to achieve the best outcome for football.

I take this opportunity to acknowledge the essential support of our major sponsoring partners, VicHealth, TAC, TRUenergy and the MCC Foundation who, along with a host of other corporate partners, combine to make our task possible.

My sincere thanks are extended to the AFLV's board members for their dedication and efforts over the past year. In a period of exceptional challenge, each member has demonstrated a dedication to the task and an ability to respond appropriately to the rapidly changing environment.

Tony Pinwill was appointed in April 2007 to fill the casual vacancy on the AFLV board created by Peter Quigley's resignation in

December 2006. Tony's appointment, in turn, created a vacancy for a position to be filled at the discretion of the board. That position was offered to and accepted by Jim Watterston, who had until then served as a member of the AFLV Development Advisory Board. Jim brings a wealth of professional and football experience as the Eastern Metropolitan region director of the Victorian Education Department and as a former member of the WA Football Commission. Jim has already contributed significantly to the board's work.

My thanks also to Peter Schwab and his staff who have so successfully delivered the programs and services of AFL Victoria throughout this challenging year.

A fond farewell to David Code who has decided to make a change in career direction after many years in the role of operations manager with particular responsibility for talent development. David has served the organisation with dedication and distinction, both in his key role and as minute secretary to the AFLV board. We wish David and his family happiness and success in whatever venture lies ahead. David's work in talent development will live on for many years to come in the senior ranks of AFL and VFL competition.

Finally, best wishes are also extended to Martin Stillman who will be moving from his long-time post as VFL general manager to become manager of the Calder region. Martin's contribution to the VFL/VFA is acknowledged elsewhere in this report. His contribution to the game will continue in the important development role that lies ahead of him.

AFL Victoria Board of Directors



Robert Tregear (Chairman) 2008

Chairman of AFL Victoria's Board of Directors and director of Thompson Tregear Pty Ltd. Was president of the Eastern Football League and a director of the former Victorian Metropolitan Football League and the Victorian Football Association.



John Jordan SC 2010

A senior barrister, John was a 300-game player in amateur and country football, a former VAFA A Grade senior coach (1980), and has extensive experience as a local football administrator.



Peter Schwab (CEO)

CEO of AFL Victoria, Peter holds a Bachelor of Education (Physical Education and English). A three-time premierships player with Hawthorn, where he was later the senior coach. Former chairman of the AFL's Match Review Panel.



Grant O'Riley 2008

Founder and managing director of one of Australia's leading financial planning organisations, with more than 25 years in the finance sector. Spent two years in the VFL and more than 10 in the VFA, winning two flags and regular state representation.



Geoff Almond 2010

Retired as national manager of delivery – equipment and services systems at Australia Post. Geoff has extensive experience as a junior football administrator, sitting on junior club and league boards for more than 20 years.



Tony Pinwill 2012

Regional director, southern region, for Collex Pty Ltd, including its South African operations. Played more than 400 games for Donvale, serving as president of the club and the Box Hill Hawks. Was a board member of the Eastern Football League.



David Doherty 2010

Consulting professional and past national chairman of the Logistics Association of Australia. David, a past president of the Victorian Metropolitan Football League, is the chairman of AFL Victoria's Development Advisory Board.



Peter Stedwell 2008

Director of Solagran Limited and Echo Resources Limited. Peter was also a director of the former Victorian Football Association, a former player, coach and club president.



John Hyett 2008

Former mayor and councillor of the City of Sunshine and an ex-commissioner of the Shire of Melton. Currently the chairman or board member of many western region community groups and has extensive experience as a WRFL administrator.



Jim Watterston 2012

Eastern Metro Regional Director, Victorian Department of Education and Training. Former WA district director of schools, president of Swan Districts, chairman of WAFL council of presidents and WAFC development advisory committee member.

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



CEO's Review

PETER SCHWAB
CEO, AFL Victoria

Keeping the game healthy a concerted team effort

Since I stepped into the role of CEO early in 2007, I have been amazed by the breadth of work AFL Victoria undertakes on behalf of football throughout the state.

As an organisation, we have much to feel proud of: our continued support of the AFL competition through the number of young Victorians recruited each season through the AFL Draft; our commitment and success in providing multicultural programs; our ongoing work with indigenous Australians; the wonderful growth in female football; AFL Auskick, which provides the introduction program to our great game; the school ambassador program; the standard of our VFL competition and the support we provide to our clubs; our role in assisting and providing valuable support and education to our community football leagues; the numerous development programs we roll out across the state; the quality of our coaching courses, and the work we do in promoting umpiring. And while this is a reasonably extensive encapsulation of AFL Victoria's work, it still does not encompass everything.

I have been extremely lucky and thankful for the personal support offered

to me by all the staff and stakeholders in football throughout Victoria, including the board of AFL Victoria led by chairman Bob Tregear, whose commitment to acting in the best interests of all our members cannot be faulted.

It is important to recognise the significant role the AFL plays in supporting football in this state. Season 2007 saw

“... that should be everyone's challenge – to see all that's good about what's being done and to dream about what is possible.”

close collaboration in the review of second-tier competitions across the nation. The findings will eventually lead to a more viable VFL and an even more efficient talent development program.

Our collaborative relationship with the AFL is critical to the ongoing success of football in this state. As an organisation, we have a responsibility to not only maintain but also to grow the game in Victoria – the home of Australian Football. To that end,

we will continually strive for a fair and reasonable share of the AFL's support.

We face many challenges in our sport, but one of the biggest obstacles is the natural predicament the drought has caused and will continue to cause to the daily lives of so many Victorians. While we accept a game of football is not above the livelihoods of those impacted by the drought, it nonetheless plays a critical role in the health, wellbeing and social harmony of our communities.

As a sport, we are working with local and state governments to assist our game in coping with the drought. There is certainly a financial impact on communities because of the situation, and we will work with these authorities to make sure this aspect does not exclude those affected from participating and supporting our game.

We are also aware that the deterioration of many of our football grounds is impacting on the availability of those venues, so we are working with local councils to ensure those who want to play football have somewhere to do so. AFL Victoria has an obligation to preserve sporting opportunities for our participants.

This young player is clearly enjoying a NAB AFL Auskick clinic at Punt Road Oval.



In the wake of this, it is worth reflecting on our organisation's Strategic Plan. Sometimes this type of statement can simply be written and filed away, but we have an obligation to make such a document a relevant reflection on who we are and why we exist.

The Mission Statement of AFL Victoria's Strategic Plan reads as follows:

"To sustain and grow Australian Football as the most played, watched and attended sport across Victoria for the benefit and enjoyment of participants, stakeholders and supporters, while making a meaningful contribution to the health and wellbeing of all communities throughout Victoria."

In today's environment, we face a significant challenge if we are to continue to grow the game. As stated earlier, the drought impacts on our ability to expand Australian Football because of the pressure it brings to bear on venues. The game also relies heavily on the availability of volunteers, all of whom are facing increasing workloads in assisting to run football clubs.

Finally, the global attraction of soccer as a sport presents a challenge for football to maintain its status as the first-choice sport of our young children.

As a game, we need to continually reach out to our participants, stakeholders and supporters; they are a far more varied group than ever before. We must attract new arrivals who come to Australia with no understanding of our game; we need to engage members of our community who are socially, financially, intellectually or physically disadvantaged; we must



Geelong's VFL captain and 2007 Liston Trophy winner James Byrne.

continue to involve indigenous Australians; we must recognise the difficulties those who live in remote communities face, and never lose the hearts and minds of all those who love our game.

We must recognise the changing views of our governments, who have made it clear to all sporting organisations that ongoing funding will depend on a sport's capacity to be inclusive as well as ensuring lifelong health and wellbeing outcomes for its participants.

If football is to remain relevant in society, it must adopt even wider social responsibility within the community than

currently is the case. AFL Victoria is very aware of its responsibilities, and this focus is an integral part of our strategic plan.

Additionally, there are two other concepts worth considering.

The first is the idea of hard work. What I have come to appreciate about this organisation in my brief tenure is the commitment of so many people across all facets of the business to do what is required for the betterment of the game and those involved in it.

As a result of having a child enrolled in AFL Auskick, I have experienced first-hand the amount of work being done every

Saturday morning to provide children with the opportunity to participate in our game. AFL Auskick is a great football program, and an opportunity for meaningful social interaction between parents and children.

Courtesy of having an older child involved in community football, I again observed the great variety of roles undertaken by parents to give children an opportunity to play competitive sport and also create an environment that connects with, and provides for, the wider community in the process.

In 2007, I observed many examples of why football is so vital to the communities we live in. I watched games at metropolitan and country venues – at senior and junior level – and I had the pleasure of attending the VWFL, TAC Cup and VFL Grand Finals.

I came away convinced that the game continues to provide an invaluable service to our communities, and that we owe the volunteers who make it all happen an immeasurable sense of gratitude.

Congratulations to all premierships winners across the state, in particular Geelong in the VFL and the Calder Cannons in the TAC Cup.

All AFL Victoria employees, community leagues and volunteers deserve recognition for their continued commitment to: the many programs they deliver; the competitions they manage; the clubs they administer; and the development of our talented players for the continued growth of our game on a state and national level.

After 13 years as operations manager, where he was responsible for the successful TAC Cup development program,

David Code has decided to take a new direction in his career and will be leaving AFL Victoria early in 2008.

Also in early 2008, Martin Stillman, general manager of the VFL, will be taking on a new challenge as region manager of the Calder Cannons after more than 20 years with the VFL.

It is appropriate to recognise all the sponsor partners of football leagues and clubs around the state. Without their support the viability of our game would be at risk, as AFL Victoria relies on its partners to run our football programs. VicHealth remains a significant supporter of football in this state and we appreciate this assistance.

AFL Victoria also acknowledges the longstanding support of TRUenergy, which partnered the VFL for the past eight years. TRUenergy indicated it would not renew its relationship with the VFL in 2008, and at the time of writing this report we were in the process of securing a new premier partner for the VFL.

I also acknowledge the continued support of our other major partners, the TAC, the MCC Foundation and Ford.

The year saw significant transformation across most aspects of our business. Every workforce faces change in some aspects of its business on an annual basis, and while most is planned, occasionally it is forced upon us. Whatever the reason for change, as individuals we must decide how we approach it.

Change usually occurs for three basic reasons:

- Circumstances – in which case we must adapt.

- When what we are doing no longer works – we must question our relevance. If we do not, we face going out of business.
- When we want to be better than we currently are – we grow and improve.

People's response to change fundamentally occurs in three ways:

- They do not want to – there is an apathy or resistance to it.
- They do not think they need to – they are not being realistic.
- They see opportunity – they are positive about it.

It is hoped that most people see change as an opportunity to improve.

I would like to conclude with a story about Kevin Sheedy, as told by AFL CEO Andrew Demetriou.

When criticism about the International Rules Series between Australia and Ireland was mounting, Sheedy spoke to Demetriou, outlining the fact we had basically created a game from scratch, had attracted 80,000 spectators to Croke Park in Dublin and the equivalent number to a game in Australia.

Sheedy pointed out there were currently nine Irishmen on AFL lists. His final question was: "When you can find me an equivalent concept, let me know".

So what does this story say about Kevin Sheedy?

- He always sees what's good; and
- He always dreams what's possible.

And that should be everyone's challenge – to see all that's good about what's being done and to dream about what is possible.



Jubilant Geelong players celebrate shortly after winning the 2007 Grand Final.

Achievements, challenges define a year to remember

The TRUenergy VFL had a fitting finale when 14,000 people attended the 2007 VFL Grand Final at MC Labour Park between Geelong and the Coburg Tigers. On the big stage, the Cats proved their class, clawing their way to a spirited 74-point win.

Their hero was inspirational Norm Goss medallist Tom Lonergan, who clinched best-on-ground honours with an amazing six-goal performance. In 2006, it looked like Lonergan's football career was all but over after an operation to remove a severely damaged kidney. But he courageously returned to play 12 matches in 2007, including his starring role in the TRUenergy VFL Grand Final.

Lonergan declared the premiership victory as "the best day of my life".

Meanwhile, the Tigers' reserves side tasted success earlier on Grand Final day, with a resounding 66-point win over Port Melbourne. Coburg's Steven Foster was awarded the Fred Hill Medal as the player adjudged best afield, while opponent Sam Dwyer had earlier capped a brilliant year by taking out the A. Todd Medal as the best player in the VFL reserve grade competition.

The Coburg Tigers also won the Gilchrist Cup, awarded to the best-performed club in reserve and senior competitions. The VFL Club Championship, as it was formerly known, was in 2007 renamed in honour of late Sandringham president Garry Gilchrist.

“The Victorian win over WA reinforced the VFL’s position as the premier state competition in the country and highlighted the immense depth of talent in the state...”

The 2007 lead-up finals were also blessed with spectacular weather. About 8000 supporters headed to Port Melbourne's picturesque TEAC Oval over the two preliminary final days, taking in the spirited action in glorious sunshine.

The spotlight also shone brightly on the TRUenergy VFL in round 19, when Collingwood captain Nathan Buckley made his long-awaited return from a hamstring injury. Buckley was delighted to don the blue and gold of Williamstown

against traditional rival Port Melbourne, and would later describe the day as a career highlight. The champion collected 29 possessions and kicked four goals in a best-on-ground performance that helped the Seagulls to a big win.

Also, St Kilda star Aaron Hamill played his only match for season 2007 with the Casey Scorpions at Cranbourne. The injury-riddled forward kicked four goals to guide the Scorpions to victory in front of a boisterous home crowd.

The VFL continued to demonstrate its worth as an AFL breeding ground, with new draftees including 2006's J.J. Liston Trophy winner Aaron Edwards (Kangaroos) and Tasmanian pair Jack Riewoldt (Richmond) and Tom Hislop (Essendon), while Jake King (Richmond) and Ross Young (Carlton) were added to AFL rookie lists.

Before a ball was kicked in anger in 2007, the off-season was extremely busy. Football Victoria became AFL Victoria and Peter Schwab replaced Ken Gannon as AFL Victoria's CEO. Schwab's move coincided with the AFL's review into second-tier football, a process AFL Victoria welcomed.

In other off-season moves, Daryn Cresswell took the reins at Tasmania and Gerard FitzGerald returned to his old club North Ballarat.

There was also a modification to the backwards pass rule, which was introduced to the competition in 2006. Umpires called play-on when a backwards pass was marked in the defensive half of the ground.

And while the TRUenergy VFL ushered in several changes over the summer, much took place on the park in season 2007.

Sandringham goalkicking machine Nicholas Saunter created history when he won his seventh Jim 'Frosty' Miller Medal, while teammate Shane Valenti continued to star and was awarded the Fothergill-Round Medal as the VFL's most exciting young prospect aged under 22. Valenti also finished runner-up in the J.J. Liston Trophy.

However, premiership glory would elude the pair in 2007. Sandringham was chasing a fourth successive premiership, achieved only once before in the then-VFA by Essendon from 1891-94. Despite suffering just three losses in winning the minor premiership, the Zebras were bundled out of the finals in straight sets.

In the year's individual honours, Geelong's James Byrne capped a near faultless season by winning his first J.J. Liston Trophy. The veteran midfielder was in dynamic touch all year for the Cats, but it took a three-vote performance in the final round against Bendigo to get him across the line, beating Valenti by just one vote. On the same night, Byrne was also named skipper of the VFL Team of the Year.



The VFL's Big V team stuck together to thrash Western Australia by 119 points in May.

Byrne's much-deserved win was yet another highlight in an historic 2007 season for the Geelong Football Club.

Under Leigh Tudor, the Cats exacted sweet revenge for their 2006 Grand Final loss to Sandringham.

Back in May, Byrne also captained the mighty Big V to a decisive 119-point thrashing of Western Australia. The Victorian win over WA reinforced the VFL's position as the premier state competition in the country and highlighted the immense depth of talent in the state, as well as the continually improving standards and skills, and pride among those wearing the Big V. Coburg Tigers star Alister Neville was dynamic in the midfield and received the Frank Johnson Medal for the player deemed best on ground.

The medal is named after VFL legend Frank Johnson, who wore the Big V with the same passion 50 years ago. Johnson also found himself in the spotlight in 2007 when he was elevated to the Australian Football Hall of Fame. Johnson was a J.J. Liston Trophy winner at 20 and a five-time Port best and fairest winner. He later won a best and fairest in his first season at South Melbourne, aged 27, and is the first VFA player to be inducted into the Australian Football Hall of Fame.

The VFL awarded life memberships to Sandringham coach Mark Williams, Williamstown coach Brad Gotch and North Ballarat coach Gerard FitzGerald as well as umpire Dan Beard. Frankston's man-mountain Daniel Clarke and Sandringham's Sautner both reached the magic 200-game milestone in 2007.

The VFL congratulates Tom Collier (Tasmania), and Scott Thompson (Geelong) who were selected by the Brisbane Lions and Kangaroos respectively in the 2007 draft. Congratulations also to Sandringham's Stefan Martin who was

selected by Melbourne and Tasmania's Tom Bellchambers selected by Essendon in the 2008 pre-season draft, while Tasmanian trio Aaron Joseph (Carlton), Brody Moles (Geelong) and Alex Grima (Hawthorn), together with Coburg Tigers' Jarrod Silvester (Richmond), Bendigo Bombers' Jarrod Atkinson (Essendon), Sandringham's Shane Valenti (Melbourne), North Ballarat's Tristan Cartledge



Fothergill-Round medallist Shane Valenti starred for Sandringham in 2007.

(Richmond) and Geelong's Shane Mumford (Geelong) were all rookies. Jake King (Richmond) and Jason Davenport (Geelong) were both upgraded from the rookie list in 2007.

On a sadder note, the VFL mourned the passing of former VFA President Alex Gillon AM OBE in August of 2007. Alex was the VFA's longest serving president (1959-1980). His contribution and commitment to the VFA was phenomenal.

Without his foresight and leadership the competition would not be what it is today.

As the VFL strives to improve in all areas, the competition has been presented with many new challenges. Collingwood will field a stand-alone team in the VFL in 2008, increasing the competition to 14 teams, while the Magpies' former partner Williamstown will team with the Western Bulldogs.

While the Kangaroos have retained their partial alignment with North Ballarat, they have also entered into a new partial alignment with the Werribee Football Club.

To celebrate football's 150th birthday, the 2008 VFL Grand Final will be played on AFL Grand Final eve at Telstra Dome.

The eight-year partnership between the VFL and major sponsor TRUenergy came to an end at the completion of the 2007 season. The VFL thanks TRUenergy for its contribution and support of football in Victoria in that time.

This will be my final report as general manager of the VFL. I would like to take this opportunity to thank all clubs for their professionalism and assistance throughout my 20-year involvement.

It has been a privilege and an honour to be VFL general manager for the past 14 years. I have sincerely enjoyed every moment and will look back at my time with the VFA/VFL with fond memories. I leave confident that our state league will remain the second strongest Australian Football competition in the country.

I wish everyone associated with the VFL the best of luck for the future.

2007 FINAL LADDER	P	W	L	D	B	FF	FOR	AG	PC	PTS
Sandringham	18	15	3	0	2	0	2051	1549	132.41	60
Geelong	18	14	4	0	2	0	2139	1449	147.62	56
Coburg Tigers	18	13	5	0	2	0	1885	1602	117.67	52
Williamstown	18	10	6	2	2	0	1848	1543	119.77	44
North Ballarat	18	10	8	0	2	0	1793	1907	94.02	40
Casey Scorpions	18	9	8	1	2	0	1755	1677	104.65	38
Port Melbourne	18	8	9	1	2	0	1714	1889	90.74	34
Bendigo Bombers	18	8	10	0	2	0	1834	1703	107.69	32
Northern Bullants	18	8	10	0	2	0	1527	1644	92.88	32
Werribee	18	7	11	0	2	0	1894	1843	102.77	28
Frankston	18	6	11	1	2	0	1509	1739	86.77	26
Box Hill Hawks	18	4	13	1	2	0	1362	1875	72.64	18
Tasmania	18	2	16	0	2	0	1401	2292	61.13	8

SENIORS

Grand Final

Geelong 17.24 (126) d
Coburg Tigers 7.10 (52)

Norm Goss Medal

(Best player in Grand Final)
Tom Loneragan (Geelong)

Umpires

Field: Shane Stewart, Jacob Mollison, Michael Jennings

Boundary: Gerard Large, Chris Hay, Neil Woods

Goal: Bradley Letson, Adam Wojcik

J.J. Liston Trophy

(Best and fairest)
James Byrne (Geelong)

Fothergill-Round Medal

(Most promising young player)
Shane Valenti (Sandringham)

Jim 'Frosty' Miller Medal

(Leading goalkicker at end of regular season)
Nicholas Sautner (Sandringham, 59 goals)

RESERVES

Grand Final

Coburg Tigers 17.20 (122) d
Port Melbourne 8.8 (56)

Fred Hill Memorial Medal

(Best player in Grand Final)
Steven Foster (Coburg Tigers)

Umpires

Field: Troy McCarthy, Matthew Brown, Brett Ritchie

Boundary: Drew Kowalski, David Caro, Steven Neal

Goal: Peter Balding, Andrew Clifton

A. Todd Medal

(Best and fairest)
Sam Dwyer (Port Melbourne)

2007 TRUenergy VFL TEAM OF THE YEAR

B:	Simon Rosa (Bendigo Bombers)	Chris Lamb (Sandringham)	Jarrod Silvester (Coburg Tigers)
HB:	John Baird (Port Melbourne)	Jason Cloke (Bendigo Bombers)	Adam Iacobucci (Northern Bullants)
C:	Jason Davenport (Geelong)	James Byrne (C) (Geelong)	David Gallagher (Sandringham)
HF:	Ezra Poyas (Sandringham)	Jeremy Dukes (Port Melbourne)	Peter Summers (Sandringham)
F:	Justin Berry (Frankston)	Nicholas Sautner (Sandringham)	Todd Grima (Geelong)
R:	Travis Ronaldson (Coburg Tigers)	Alister Neville (Coburg Tigers)	Shane Valenti (Sandringham)
INT:	Brett Johnson (Williamstown)	Tristan Cartledge (North Ballarat)	Nick Smith (Box Hill Hawks)
	Kyle Matthews (Casey Scorpions)		
COACH:	Andrew Collins (Coburg Tigers)		



BENDIGO BOMBERS

Queen Elizabeth Oval
View Street, Bendigo, 3550
Joined VFL: 1998 **Premierships:** 0
2007 coach: Matthew Knights
www.bendigobombers.com



BOX HILL HAWKS

Box Hill City Oval
Cnr. Middleborough and Whitehorse Roads,
Box Hill, 3128
Joined VFL: 1951 **Premierships:** 1
2007 coach: Damien Christensen
www.boxhillhawks.com.au



CASEY SCORPIONS

Casey Fields
Berwick Cranbourne Road, Cranbourne, 3977
Joined VFL: 1982 **Premierships:** 5
2007 coach: Peter Banfield
www.scorpions.com.au



COBURG TIGERS

ABD Group Stadium
Harding Street, Coburg, 3058
Joined VFL: 1925 **Premierships:** 6
2007 coach: Andrew Collins
www.coburgtigers.com.au



FRANKSTON DOLPHINS

Frankston Oval
Cnr. Young Street and Plowman Place,
Frankston, 3199
Joined VFL: 1966 **Premierships:** 0
2007 coach: Brett Lovett
www.frankstonfc.com.au



GEELONG CATS

Skilled Stadium, Kardinia Park
LaTrobe Terrace, Geelong, 3220
Joined VFL: 2000 **Premierships:** 2
2007 coach: Leigh Tudor
www.gfc.com.au



NORTH BALLARAT ROOSTERS

AUSTAR Arena
Creswick Road, Ballarat, 3350
Joined VFL: 1996 **Premierships:** 0
2007 coach: Gerard FitzGerald
www.theroosters.com.au



NORTHERN BULLANTS

NAB Oval
Cramer Street, Preston, 3072
Joined VFL: 1903 **Premierships:** 4
2007 coach: Barry Mitchell
www.northernbullants.com.au



PORT MELBOURNE

TEAC Oval
Williamstown Road, Port Melbourne, 3207
Joined VFL: 1886 **Premierships:** 15
2007 coach: Saade Ghazi
<http://portmelbournefc.afvic.com.au>



SANDRINGHAM ZEBRAS

Trevor Barker Beach Oval
Cnr. Beach Road and Hampton Street,
Sandringham, 3191
Joined VFL: 1929 **Premierships:** 10
2007 coach: Mark Williams
www.sandringhamfc.com.au



TASMANIA DEVILS

Bellerive Oval
Derwent Street, Bellerive, Tasmania, 7018
Joined VFL: 2001 **Premierships:** 0
2007 coach: Daryn Cresswell
www.footballtas.com.au



WERRIBEE TIGERS

Bartercard Oval
Chimside Park, Watton Street, Werribee, 3030
Joined VFL: 1965 **Premierships:** 1
2007 coach: Simon Atkins
www.werribee.com.au



WILLIAMSTOWN SEAGULLS

Burbank Oval
Morris Street, Williamstown, 3018
Joined VFL: 1884 **Premierships:** 13
2007 coach: Brad Gotch
<http://williamstown.afvic.com.au>

Star Sandringham full-forward
Nicholas Sautner booted nine
goals for the Big V against
Western Australia in May.





TAC Cup **L120**

DAVID CODE

Operations Manager, AFL Victoria

Record breaking year for elite under-18 development program

The 16th season of the state's under-18 competition was another record-breaking year.

The Calder Cannons carved out a unique slice of TAC Cup history when they won their fourth premiership, drawing level with the Northern Knights (who won four consecutive flags from 1993-96) with the competition's most premierships.

Under new coach David Flood, the Cannons avenged their 2006 Grand Final loss with a 50-point win over Murray. Set-up by a sensational four-goal performance by TAC medallist Ashley Arrowsmith on the wing, Calder shot to the lead early and never looked back.

As a mark of the competition's evenness, only one game separated the top five teams at the end of the 2007 home and away season. The Western Jets entered the finals coming off their best season in more than a decade, the Bushrangers chalked up nine wins in a row in an amazing second half of the season, Northern was a danger all season and Gippsland was the league's yardstick for much of the year.

Aside from the sensational TAC Cup team efforts, Northern Knights ruckman

Matthew Kreuzer dominated 2007's individual honours. The 200cm ruckman was all class, achieving selection as an under-18 All-Australian, winning the Morrish Medal and TAC Cup Coaches' Award, being named as the Team of the Year ruckman and collecting the Knights' best and fairest award. Kreuzer completed his dream season when he was chosen by Carlton as the No. 1 pick at the 2007 NAB AFL Draft.

“The TAC Cup's purpose remains for players to maximise their potential and graduate to play further football – whether it be at AFL, VFL, country or suburban league level.”

Kreuzer, along with Trent Cotchin, who went to Richmond with the No. 2 pick, led the way for Victoria at a highly successful NAB AFL Draft. Of the 64 new players drafted, 37 were Victorian, with 10 drafted in the first round. The Calder Cannons had the highest number of players drafted with seven, while the Geelong Falcons had six and the Northern Knights five.

Knights spearhead Tim Bongetti had a standout year in front of the big sticks, finishing as the TAC Cup's leading goalkicker and booting a deadly accurate 63.33 from just 15 matches.

Since 1992, the TAC Cup Grand Final has been played as a curtain raiser to the AFL Grand Final at the MCG, and again in 2007 this game provided players with an experience that may never be matched. Unfortunately, the AFL has advised that the TAC Cup Grand Final will no longer be played as a curtain raiser to the AFL Grand Final. However, the TAC Cup Grand Final will maintain its marquee status when it is played as the curtain raiser to the VFL Grand Final at Telstra Dome on the Friday night prior to the AFL Grand Final in 2008.

In the 2007 AFL Grand Final, Geelong's premiership side featured 14 TAC Cup products, while five Port Adelaide players progressed through the TAC Cup. Norm Smith medallist Steve Johnson was formerly a Murray Bushranger.

The TAC Cup again proved itself as Australia's premier football development pathway, with 12 of 2007's AFL All-Australians coming through the TAC Cup.



Marcus White (left) and his Calder Cannons teammates bask in the glory of their TAC Cup Grand Final win against the Murray Bushrangers at the MCG.

Among them was Geelong midfielder and 2007 Brownlow medallist Jimmy Bartel, who won the AFL's highest honour by seven votes. The ex-Falcon was a TAC Cup Team of the Year member and under-18 All-Australian in 2000 and 2001. Bartel joins Chris Judd and Adam Goodes as Brownlow medallists who have progressed through the TAC Cup.

Before the 2007 season started there were several off-field changes at TAC Cup clubs. The competition welcomed new coaches David Flood (Calder Cannons), Shane Watson (Eastern Ranges), Adrian Hickmott (Gippsland Power), Chris Maple (North Ballarat Rebels) and Paul Satterley (Northern Knights), who brought a wealth of experience and skill to their roles.

After 11 fabulous years, 218 games and three premierships with the Calder Cannons, Robert Hyde coached the Vic Country side at the 2007 NAB AFL Under-18 Championships, replacing Leon Harris, who was appointed AFL Victoria's High Performance coach.

Harris' charter was to identify and develop talented players to maximise their opportunities to play AFL and VFL football, and he ensured that a high standard of coaching was imparted throughout the state's talent program.

For the first time, both Vic Metro and Vic Country travelled interstate to contest the opening round of NAB AFL Under-18 Championship games in 2007. Vic Metro played at Subiaco Oval against eventual champion Western Australia, while Vic Country took on South Australia at AAMI

Stadium. The change of format gave Victorian players a taste of interstate travel and the wide expanses of AFL grounds such as Subiaco. The 2008 season will also bring significant changes, with the competition expanding from three to five matches, meaning extra travel for the Victorian sides.

The drought provided a major challenge in 2007, resulting in a number of schedule alterations, and AFL Victoria was mindful of the need to ensure the welfare and safety of players as well as community needs.

Six under-19 TAC Cup players were also involved in the under-23 VFL representative match played as a curtain raiser to the VFL versus WAFL match at Port Melbourne. Sandringham pair John Shaw and Dean Scheetz, James Saker (Murray), Luke Webber (Gippsland), Peter Robertson (Calder) and Steven Morris (Western) all took the opportunity to prove themselves against older opponents.

So, too, did Calder pair James Polkinghorne and Mitchell Farmer, who each played a senior VFL match for the Coburg Tigers.

The Victoria versus Allies match at MC Labour Park during 2007 Grand Final week showcased the talents of the players whose teams didn't reach the finals.

Meanwhile, players were again involved in several off-field activities in 2007, including the TAC's L120 Club Program with its emphasis on learner drivers obtaining 120 supervised hours behind the wheel in all conditions before attaining their licence. This practice-makes-perfect

theory is deeply ingrained in the TAC Cup program.

By participating in the TAC Cup in 2007, about 500 talented and aspiring young players had the chance to reach new heights and tap into vast wells of coaching knowledge, tuition and resources to maximise their ability. Although Victoria had a high draft success rate, it is worth noting that only a few players reach the AFL each year and missing out on being drafted certainly doesn't signify failure.

The TAC Cup's purpose remains for players to maximise their potential and graduate to play further football – whether it be at AFL, VFL, country or suburban league level.

The TAC Cup acknowledges the support of the Transport Accident Commission, which will again be the competition's primary partner in 2008 – as it has been for the past 16 seasons. This enduring relationship has stood the test of time in Australian sport.

AFL Victoria thanks the TAC for its continued support of the competition and extends its best wishes to all departing players from season 2007.

This will be my last report for the TAC Cup. Thank you to everyone involved with the TAC Cup and associated talent development programs in recent years. The programs have given many, many young players the opportunity to develop as footballers and young men.

On departing AFL Victoria, I am confident that these programs are set up to face future challenges and grasp opportunities as they arise. Best wishes to all.

2007 FINAL LADDER	P	W	L	D	B	FF	FOR	AG	PC	PTS
Gippsland Power	18	13	5	0	0	0	1749	1421	123.08	52
Calder Cannons	18	13	5	0	0	0	1784	1521	117.29	52
Murray Bushrangers	18	12	6	0	0	0	1710	1375	124.36	48
Northern Knights	18	12	6	0	0	0	1912	1542	123.99	48
Western Jets	18	12	6	0	0	0	1825	1573	116.02	48
Geelong Falcons	18	10	8	0	0	0	1774	1561	113.65	40
Eastern Ranges	18	9	9	0	0	0	1537	1521	101.05	36
North Ballarat Rebels	18	8	10	0	0	0	1223	1584	77.21	32
Oakleigh Chargers	18	7	11	0	0	0	1662	1644	98.69	28
Dandenong Stingrays	18	5	13	0	0	0	1759	1997	88.08	20
Bendigo Pioneers	18	4	14	0	0	0	1515	1907	79.44	16
Sandringham Dragons	18	3	15	0	0	0	1465	2086	70.23	12

Grand Final

Calder Cannons 14.20 (104) d

Murray Bushrangers 7.12 (54)

TAC Medal

(Best player in Grand Final)

Ashley Arrowsmith (Calder Cannons)

Umpires

Field: Jamie Grindal, Tristan Burgess, Joshua Krull

Boundary: Shane Jones, Patrick Tongue, Graeme Bergroth

Goal: Stephen Williams, Courtney Lai

Morriish Medal

(Best and fairest)

Matthew Kreuzer (Northern Knights)

TAC Cup Coaches' Award

Matthew Kreuzer (Northern Knights)

Leading Goalkicker

Tim Bongetti (Northern Knights, 58 goals)

2007 TAC Cup Team of the Year

B:	Mitchell Farmer (Calder Cannons)	Michael Hurley (Northern Knights)	Haelen Kay (Gippsland Power)
HB:	Callan Ward (Western Jets)	Chris Kangars (Geelong Falcons)	Kyle Cheney (North Ballarat Rebels)
C:	Jackson Hall (Gippsland Power)	James Polkinghorne (Calder Cannons)	Ashley Arrowsmith (Calder Cannons)
HF:	Scott Simpson (Dandenong Stingrays)	Ben McEvoy (Murray Bushrangers)	Andrew Otten (Oakleigh Chargers)
F:	Andrew Renton (Eastern Ranges)	Tim Bongetti (Northern Knights)	Mitchell Banner (Western Jets)
R:	Matthew Kreuzer (Northern Knights)	Jack Grimes (Northern Knights)	Nick Suban (North Ballarat Rebels)
INT:	John Shaw (Sandringham Dragons)	Kris Nye (Eastern Ranges)	
	Jaxson Barham (Geelong Falcons)	Grant Ford (Bendigo Pioneers)	



BENDIGO PIONEERS

Office address: (La Trobe University)

Osborne Street, Bendigo, 3550

Joined TAC Cup: 1993 **Premierships:** 0

2007 coach: Mark Ellis

<http://bendigopioneers.afvic.com.au>



CALDER CANNONS

Office address: Moreland City Council

90 Bell Street, Coburg, 3058

Joined TAC Cup: 1995 **Premierships:** 4

2007 coach: David Flood

<http://caldercannons.afvic.com.au>



DANDENONG STINGRAYS

Office address: Shepley Oval

Pultney Street, Dandenong, 3175

Joined TAC Cup: 1992 **Premierships:** 0

2007 coach: Graeme Yeats

<http://dandenongstingrays.afvic.com.au>



EASTERN RANGES

Office address: Kilsyth Recreation Reserve

Colchester Road, Kilsyth, 3137

Joined TAC Cup: 1992 **Premierships:** 1

2007 coach: Shane Watson

<http://easternranges.afvic.com.au>



GEELONG FALCONS

Office address: Highton Reserve

Roslyn Road, Highton, 3216

Joined TAC Cup: 1992 **Premierships:** 2

2007 coach: Gary Hocking

<http://geelongfalcons.afvic.com.au>



GIPPSLAND POWER

Office address: Morwell Recreational Reserve

Travers Street, Morwell, 3840

Joined TAC Cup: 1993 **Premierships:** 1

2007 coach: Adrian Hickmott

<http://gippslandpower.afvic.com.au>



MURRAY BUSHRANGERS

Office address: 54 Ovens Street,

Wangaratta, 3677

Joined TAC Cup: 1993 **Premierships:** 1

2007 coach: Peter Dean

<http://murraybushrangers.afvic.com.au>



NORTH BALLARAT REBELS

Office address: AUSTAR Arena

Creswick Road, North Ballarat, 3350

Joined TAC Cup: 1993 **Premierships:** 1

2007 coach: Chris Maple

<http://nthballaratrebels.afvic.com.au>



NORTHERN KNIGHTS

Office address: Blake Park

Gower Street, Preston, 3072

Joined TAC Cup: 1992 **Premierships:** 4

2007 coach: Paul Satterley

<http://northernknights.afvic.com.au>



OAKLEIGH CHARGERS

Office address: Warrawee Park

Warrigal Road, Oakleigh, 3166

Joined TAC Cup: 1995 **Premierships:** 1

2007 coach: Rohan Welsh

<http://oakleighchargers.afvic.com.au>



SANDRINGHAM DRAGONS

Office address: DC Bricker Pavilion, Princes

Park, Beech Street, Caulfield South, 3162

Joined TAC Cup: 1992 **Premierships:** 1

2007 coach: Steve Kennedy

<http://sandringhamdragons.afvic.com.au>



WESTERN JETS

Office address: 1 Darebin Place,

Caroline Springs, 3023

Joined TAC Cup: 1992 **Premierships:** 0

2007 coach: Mark Neeld

<http://westernjets.afvic.com.au>



Umpiring

KEVIN MITCHELL

State Director of Umpiring, AFL Victoria

Umpires keep pace with changing game

As the standard of VFL and TAC Cup football continued to improve at a rapid rate in 2007, so too did the development of young umpires. Football's changing landscape saw Victorian umpires adapt to new rule interpretations and a faster game.

The backwards pass rule was tweaked so that play on was only called after a kick backwards to a teammate in the defensive half, and ball-ups and throw-ins were quickened to six to eight seconds. These adjustments, in addition to the quick kick-in after a behind, meant that the game continued to flow more than ever.

In line with the AFL, the new interpretation of the hands in the back rule was implemented. At times, it was a difficult rule for players and umpires alike to get used to, and created a strong discussion point in the media.

Meanwhile, technology continued to play a vital role in VFL umpire development.

An in-house DVD was again sent to all clubs as a road map for decision-making for the 2007 season so that all parties were familiar with new laws and interpretations.

A new website allowed field umpire observers to log in and review weekly

coaching sessions. Fitness programs were also run directly from a website called Visual Coaching Pro to assist umpire's fitness requirements on non-training nights.

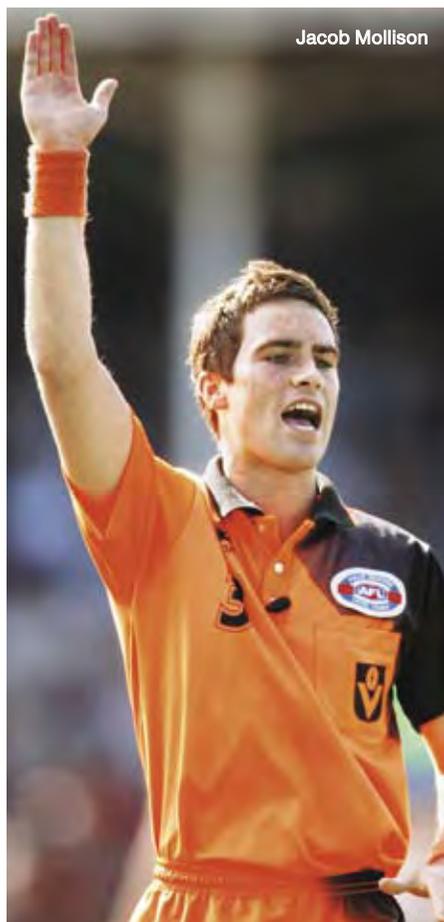
The umpiring department believes new technology plays an important role in helping young umpires get to the next level.

GPS units will be fitted to umpires in 2008 to provide more data. The units track the distance an umpire runs, changes of pace and the major fitness levels required to run out a game. This will help determine the exact fitness demands placed on today's umpires and assist with their fitness training.

The TRUenergy VFL is a proven stepping-stone for umpires to reach the highest level, and three VFL umpires were selected to join the elite AFL ranks in 2007. Boundary umpires Mitchell LeFevre – who had officiated the past three VFL Grand Finals – and Chris Roberts joined the AFL's national panel, while field umpire Heath Ryan – who umpired the 2006 VFL Grand Final – was elevated to AFL rookie status.

Dan Beard





Jacob Mollison

Past success stories such as field umpires Matt Stevic and Shaun Ryan and boundary umpire Justin Bennison continued to prosper at AFL level in 2007. Stevic umpired his first AFL final this year, just four seasons after umpiring the 2003 VFL Grand Final. Ryan umpired his second AFL final, and Bennison – a 2003 VFL Grand Final umpire – ran the boundary in his first AFL Grand Final this year.

The 2007 VFL Grand Final was overseen by field umpires Michael Jennings, Shane Stewart and Jacob



Bradley Letson

Mollison, boundary umpires Chris Hay, Gerard Large and Neil Woods and goal umpires Adam Wojcik and Brad Letson. Several members of this group will trial for a spot on the AFL national panel in 2008.

In addition, Mollison, Woods and Letson were the respective winners in the field, boundary and goal umpiring categories at the 2007 VFL Umpire of the Year Awards at the Liston Trophy count. Dan Beard, who umpired his 175th match this year, was also awarded VFL life membership.



Neil Woods

Tasmania was again heavily represented in the VFL, and the partnership with AFL Tasmania's umpires remains strong. In 2007, field umpire Shane Stewart umpired his second successive VFL Grand Final and boundary umpire Chris Hay his first.

Through strong guidance and tuition, the TRUenergy VFL and TAC Cup continue to provide state-level umpires with an opportunity to develop their craft and potentially earn a place at the elite level.

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SANDRINGHAM DRAGONS

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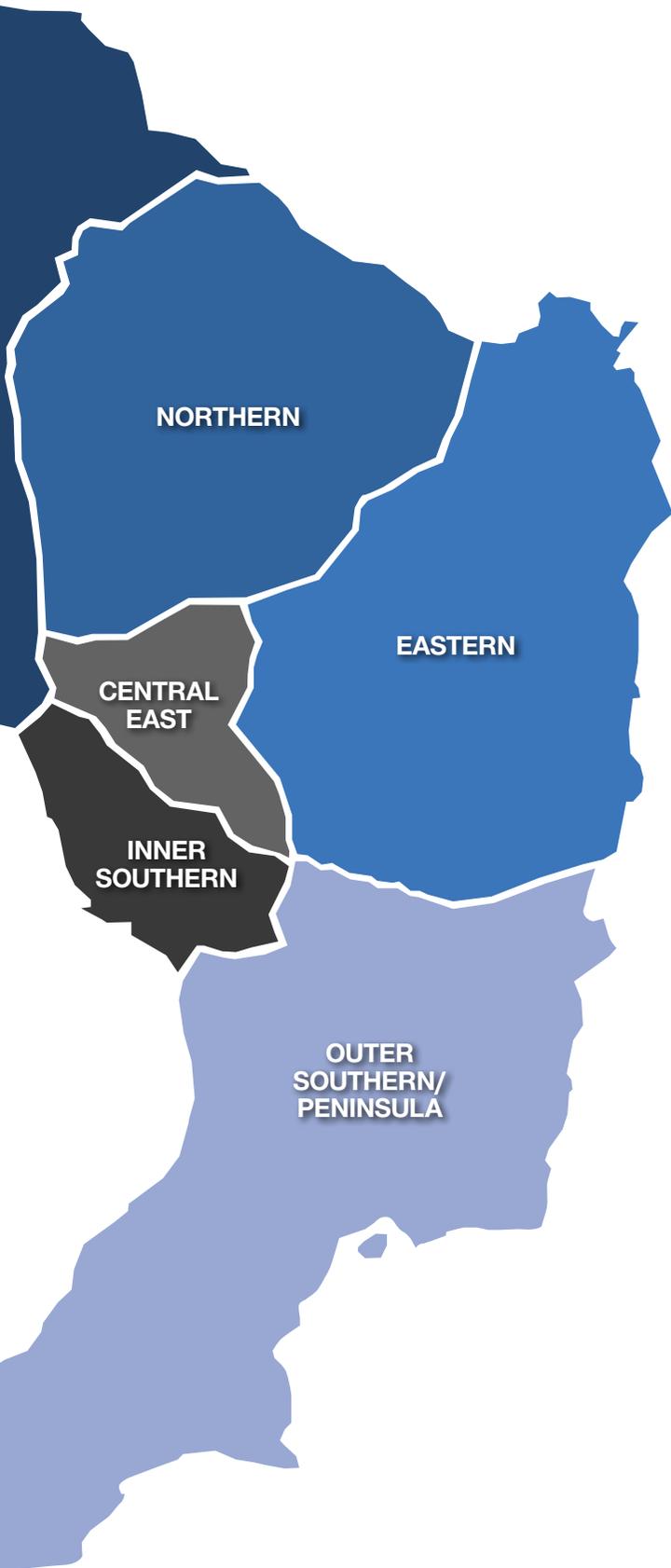


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GOULBURN
MURRAY

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BORDER

EAST GIPPSLAND

LATROBE
VALLEY



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8663 3067

YOUTH PROGRAMS



Steve Teakel
Youth Development Manager
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8663 3015

MULTICULTURAL PROGRAMS



Nick Hatzoglou
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8663 3071

For Multicultural Development Officers, see page 28



AFL Victoria Development

MICHAEL DANIHER

Manager, Development and Planning, AFL Victoria

Development initiatives underpin record participation

DEVELOPMENT

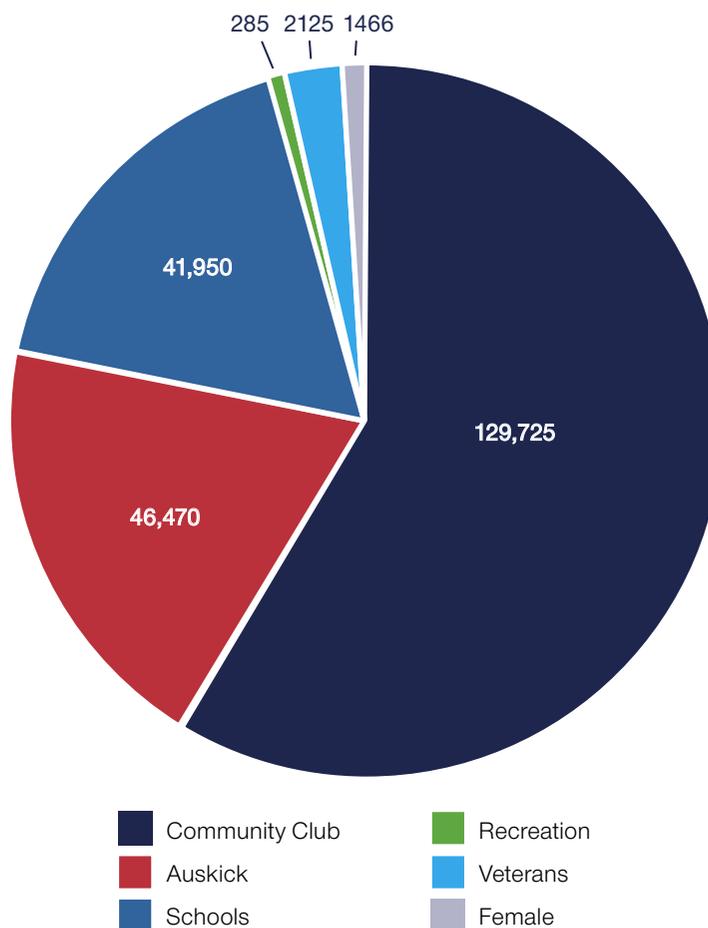
The drought proved a major obstacle for many leagues and will remain an ongoing challenge. AFL Victoria worked with key stakeholders including the State Government, insurers, councils and football leagues to ensure that grounds remained open and in a safe condition for matches.

Despite the drought and councils restricting access to grounds, overall player numbers grew by 2513 from 2006. Club teams showed the highest growth with 1450 new players. A pleasing aspect also was the continued growth in female junior football and umpire recruitment.

AFL Victoria again broadened its reach to female participants, with an inaugural country Youth Girls' league set up at Bendigo. There are now three Youth Girls' leagues in Victoria, with more set to be established.

A pathway program for young female players was also introduced. The Victorian Youth Girls' Championship, pitting the stars of the south-east against the west's best, was created and a two-match Interstate Challenge against Queensland was played.

Total Player Participation



As part of an inner-city community initiative, a policeman shows a youngster the way at the Three Towers NAB AFL Auskick Centre operating at Punt Road Oval.



Umpire numbers reached their highest in a decade - the biggest increase has been in recruitment of female umpires with a 35 per cent increase on last year.

At the formative level, football continues to build. Almost 50,000 children participated in the state's NAB AFL Auskick program from March through to September at 623 centres. Through AFL Auskick, more than 10,000 Victorian children also had the thrill of playing at half-time at an AFL venue such as the MCG, Telstra Dome or Skilled Stadium.

A new indigenous NAB AFL Auskick centre, Fitzroy Stars (Northern Metro area), was established while the Three Towers program, for children from a public housing background, kicked off at Punt Rd Oval.

Recruitment to the School Ambassador Program was also expanded with 458 new ambassadors joining the program. There are now 670 ambassadors supporting football participation in Victorian schools.

In 2007, AFL Victoria restructured the Diamond Valley Football League to become the Northern Football League and supported the change of management and governance at the Southern Football League.

AFL Victoria and Victoria Police's Piranha taskforce also linked up and delivered drug education seminars to the open-age players at several clubs.

To help young indigenous players integrate into the football system, AFL Victoria, together with Sport and Recreation Victoria's indigenous unit, introduced the Community Linking

Program as part of the KickStart Development Squad Program.

The invisible forces behind the game – the coaches – were recognised at the 20th Australian Football Coaches' Association Victoria Awards. More than 2500 new coaches also attended level one coaching accreditation courses.

In a new initiative, 27 female primary school teachers completed the popular dual recognition coaching course for junior football and cricket coaches while the tertiary coaching course was rolled out for the first time at Bendigo's La Trobe University.

Meanwhile, AFL Victoria's Multicultural Program exposed more than 7000 students to the national game, with more than 21,000 people attending an AFL match, many for the first time.

UMPIRE DEVELOPMENT

Recruitment and Retention

Umpire numbers swelled to their highest level in a decade. In 2007, there were 4772 umpires, an increase of four per cent from 2006 (4573). Recruitment of field umpires also jumped by six per cent to 608, compared to 572 in 2006.

There are now 42 umpiring groups in Victoria, with support in recruitment, retention, coaching, training and education, and program delivery being provided by AFL Victoria and the Victorian Country Football League's umpiring development managers.

The biggest increase has been in the recruitment of female umpires, with a 35 per cent increase in 2007 putting female numbers at 171 compared to 111 in 2006.

This area will continue to grow thanks to the introduction of several promotional devices, including the Youth Girls promotional DVD, the *Year of a First Year Umpire* DVD and a trip to Horsham by 12 female students from Our Lady of Sacred Heart College in Bentleigh. The group visited schools, did media interviews and community service, and umpired local football games.

Basic Umpiring Course

The Basic Umpiring Course is conducted in schools and tertiary institutions, introducing students to the role and skills involved in field, boundary and goal umpiring. Students can also umpire AFL Auskick grid games at the MCG, Telstra Dome and Skilled Stadium. In 2007, 1633 students from 50 schools successfully completed the course, compared to 900 students from 36 schools in 2006.

Following the success of a pilot program with players from Doncaster Heights Junior Football Club, a successful program was conducted with Wandin Junior Football Club in 2007.

To assist students with the transition from the course to umpiring, AFL Victoria established two school-based umpiring academies at St Bede's College in Mentone (14 students) and St Bernard's College in Essendon (18 students). There, students attended coaching/training sessions after school and umpired in local football games at the weekend.

Umpire Mentor Program

Mentors are assigned to encourage and coach the first-year umpires, who

wear a distinctive green shirt to signify they are learning.

This year the mentor program blossomed. There were 480 new participants (up 30 per cent from 333 in 2006) and 157 mentors (up 68 per cent from 50 in 2006).

Female Umpire Development

The 35 per cent increase in the number of female umpires this year was due to a number of development initiatives, which included:

- The appointment of three school-based female umpiring ambassadors to visit schools and clubs to talk about their experiences as an umpire, why they umpire and the benefits of the role.
- All-female umpiring panels being assigned to games in the Essendon District Football League, Eastern Football League and Moorabbin Saints Junior Football League.
- The selection of three young female umpires to officiate in the Youth Girls Under-18 Interstate Challenge between Victoria and Queensland in Brisbane.

Mates Program

The AFL Umpires Association/AFL Victoria Mates Program sees an AFL Field Umpire aligned to each of the 13 metropolitan umpiring groups, with young, developing field umpires identified and paired with their respective AFL field umpire.

As well as meeting with their AFL field umpire, they were observed in games and given feedback, and also attended a coaching and training session for AFL umpires at Monash University.



The Umpire Mentor Program, whereby first-year umpires are identified by their green uniforms, attracted 480 new participants.

Following its successful launch in 2006, the program was expanded to include umpires in Geelong, with 37 officials participating.

COACHING

AFL Victoria again reached out to coaches across the state, with community coaching courses conducted from Mildura to the Gippsland Lakes. More than 2300 participants at 46 locations attended the courses.

The tertiary coaching course was presented for the first time at Bendigo's La Trobe University and was also undertaken by 210 students at Melbourne

metropolitan universities, including Deakin University, RMIT, Victoria University and Australian Catholic University.

The popular dual recognition coaching course for junior coaches with Cricket Victoria again proved successful. For the first time, 27 female primary school teachers completed the course at the MCG. In 2007, AFL Victoria secured funding from the Department of Sport and Recreation and the Department of Victorian Communities to roll out three new dual recognition courses in isolated country areas. In 2008, coaches in Bairnsdale, Swan Hill and Greater Ballarat will all benefit from the program.



Eaglehawk (light blue guernsey) defeated Gisborne by just two points in the 2007 Bendigo Football League Grand Final.

AFL Victoria's new *Train Smart* DVD was also distributed to 2500 coaches nationwide and was the first visual resource of its kind, offering detailed explanations of training sessions at the click of a button.

Australian Football Coaches' Association

The Australian Football Coaches' Association (AFCA) had record growth in 2007 and now has 5100 members across the state (2650 in metropolitan Victoria, 2450 in country areas).

AFCA set itself five key service objectives that it would like to continue to provide in the future:

1. Organising extensive coach education.
2. Ensuring the recognition of all coaches by the public, media and administration.
3. Introducing clear pathways for the development of coaches.
4. Playing an advocacy role with the AFL.
5. Providing the ongoing support to the retention of coaches, and the quality of coaching.

In its 20th year, the Coach of the Year Awards were another glowing endorsement of the strength of coaching development in Victoria. A special Lifetime Achievement Award was presented to Ray Carroll, who celebrated 50 years as coach at Assumption College. Other award winners were Mark Hustwaite (Rosebud FC - senior), Steven Ball (Moonee Valley FC - youth), Peter Linton (Yinnar Junior FC - junior), Greg Robinson (Sale City - AFL Auskick), Chris Maple (North Ballarat Rebels - TAC Cup) and Carol Jeans (Cheltenham Panthers JFC - female coach of the year).

Regional AFCA branches also continued to provide resources and programs to coaches. In 2007, 830 coaches attended 42 coaching seminars and workshops conducted at regional level.

COMMUNITY FOOTBALL

The future growth of the game depends on the quality of league and club environments and their capacity to administer football at the grassroots level.

The Community Football Unit is focused on providing community leagues and clubs with the support, training and resources required to fulfil their roles. This was highlighted in 2007 by the growth in the number of Victorian teams, with 58 new teams established.

Major initiatives in 2007 included:

Quality League Management Framework

An extension of the Quality Club Program, this framework aims for the consistent governance and management

of leagues. It is based on acceptable best practices and assists the assessment process for the future distribution of AFL Victoria and AFL funding. This year, all leagues bar one achieved the required benchmark of 80 per cent and AFL Victoria will assist that league to achieve an improved rating over the next 12 months.

Club Management Training Program

In 2007, volunteer numbers increased by 500, with a total of 16,376 participating in league and club training workshops.

Quality Club Program

A new partnership between AFL Victoria and Brimbank Council saw the council offer a reduction in tenancy rates (from \$3000 to \$100 per year) for all local clubs that are approved "Quality Clubs". This is a significant incentive for all clubs to participate in a program that not only saves them a considerable amount of money, but also helps to improve their operation and image within the community. In 2007, 24 clubs participated in the program, with 19 achieving bronze level and five silver level.

Community Club Awards Program

AFL Victoria, in partnership with TRUenergy, again conducted the Community Club Achievement Awards in 2007, with 19 clubs recognised for their achievements with the community.

Club Resource Kit

The club resource kit was distributed to every league and club, which was designed to provide crucial resources and information to support club volunteers and enhance the safety and quality of its on and off-field environment.

A mediator training course was also developed to assist all leagues with addressing issues such as racial vilification appropriately.

In 2007, other initiatives of the Community Football Department included:

Mental Health

AFL Victoria developed a partnership with Beyond Blue and piloted a presentation to teenage players in the Moorabbin Saints Junior Football League and Essendon District Football League. About 800 players attended the seminars, providing extremely positive feedback. AFL Victoria will continue to work closely with Beyond Blue and expand the program in 2008.

Drug Education

For the first time, AFL Victoria and Victoria Police's Piranha taskforce delivered drug education seminars to open-age players at a number of clubs. The seminars proved successful, and will continue in 2008.

Northern Football League

The Northern Football League was established after AFL Victoria conducted a thorough review of the Diamond Valley Football League. The review identified opportunities to improve the management and development of football in the northern

suburbs of Melbourne. The NFL completed a very successful first season and looks set to consolidate itself in 2008 and beyond.

Drought

AFL Victoria has worked closely with the State Government, insurers, councils and football leagues to ensure that grounds are kept open and in safe condition for matches to be played. AFL Victoria is represented on the Municipal Association of Victoria Sports Drought Taskforce, which recently successfully lobbied the State Government to keep water restrictions for sport at 3a. This means councils are allowed to continue to water one in four grounds, and all turf tables.

Metro Junior Championships

AFL Victoria conducted an annual carnival for the under-14 and 15 age groups, which in 2007 saw two divisions in each age category. The Waverley Junior Football League entered the competition for the first time in several years and won the Under-14 Division 2 Grand Final at Casey Fields, while the Yarra Junior Football League won the other three grand finals.

FEMALE FOOTBALL

AFL Victoria's pioneering role in female football development again took significant steps.

The number of girls participating in junior football increased by 28 per cent, the largest annual increase in junior female football participation since the 2003 law amendment that allowed girls to play against boys until the age of 14.

In 2007, AFL Victoria established the state's first country Youth Girls' league in Bendigo. The Bendigo league, in addition to the Footy Pak South-East Youth Girls' and Western Bulldogs Forever Foundation Youth Girls' competitions, saw 455 girls in 19 teams play age-appropriate, all-girls community football.

A Youth Girls talented player pathway was forged, starting with the creation of the Victorian Youth Girls Championship. The Footy Pak South East representative side enjoyed a 22-point victory over the Western Bulldogs Forever Foundation team to claim the inaugural Nicole Graves Cup. A two-match interstate challenge, which the Victorian Youth Girls under-18 team won against Queensland in Brisbane, completed the pathway.

Three umpires were also selected to tour Queensland, continuing the advancements made in developing talented female officials. A female field umpiring squad was also recruited, trained and mentored by experienced female umpires within the Youth Girls' program.

AFL Victoria's three-year partnership with the Victorian Primary Schools Sports Association saw another 22 schools participate in football development and competition. An additional 450 girls played secondary school girls' football – a four per cent increase that took the total participation number to 13,400.

The demand for girls' football clinics increased again, with the Female Football Development team conducting 70 clinics in regional and metropolitan schools,

an increase of 55 per cent. To attract more girls to AFL Auskick, some centres piloted all-girl sessions and all-girl centres.

The trend of increased participation was also enjoyed by the Victorian Women's Football League (VWFL), which reached more than 1000 participants for the first time. The league now has 28 teams across five competitions.



Victoria's Alicia Heins evades a Queensland opponent at the Under-18 Youth Girls' Championship in Brisbane.

The VWFL continued to act as a pathway for talented players, with the senior Victorian team continuing its 16-year dominance of the National Women's Football Championships. Meanwhile, the under-19 Victorian development team finished third, two places better than in 2006. Importantly, the team included nine players from Youth

Girls competitions, demonstrating that girls are prepared to play age-appropriate football when given the opportunity.

The VWFL also had two representatives in the annual EJ Whitten Legends Match at Telstra Dome and played two AFL curtain-raiser games at the MCG.

KICKSTART INDIGENOUS PROGRAM

Community Linking Program

A joint initiative of AFL Victoria and Sport and Recreation Victoria's indigenous unit, the Community Linking Program is a component of the KickStart Development Squad Program.

As part of the development, support and integration of young indigenous footballers into the football system, the Community Linking Program sought to connect young indigenous footballers, their families and communities to TAC Cup clubs.

Through open-door community days, young indigenous footballers are exposed to TAC Cup clubs, coaches and talent scouts, thus allowing families and communities to learn about the demands TAC Cup footballers experience.

The Community Linking Program aims to educate and provide opportunities for indigenous players to further their football and personal development. It also provides an opportunity for TAC Cup staff to better understand indigenous culture through a cultural awareness program. This will hopefully lead to an increase in indigenous players on TAC Cup club lists, giving them the chance to further their football and become leaders in their communities.

The first Community Linking Program was introduced in Morwell at the Gippsland Power on August, with 22 participants from the Gippsland and La Trobe region in attendance. Speakers included Power region manager Peter Francis and AFL Victoria high performance coach Leon Harris.

Other KickStart Indigenous programs included:

Indigenous AFL Auskick Centres

A new centre, Fitzroy Stars, was established in the northern metropolitan area in 2007, bringing the total number of indigenous AFL Auskick centres in Victoria to six.

KickStart Talent Program

In February 2007, 25 indigenous players were selected from the 2006 Qantas AFL National KickStart Camp to represent Australia against a South African under-19 team. One match was played at Kakadu, the other was a curtain raiser to the Aboriginal All-Stars and Essendon match in Darwin.

Qantas AFL National KickStart Camp, August, Melbourne

In August 2007, 51 indigenous footballers from around Australia participated in the annual talent camp in Melbourne.

Activities included:

- Training sessions and coaching clinics with AFL coaching staff.
- High performance testing at the Melbourne Sports and Aquatic Centre.
- Attendance at an AFL team's training session.
- A tour of AFL World and the MCG.

- Playing in an MCG curtain raiser to the round 20 Friday night clash between Collingwood and Melbourne.
- Team building and personal development activities with AFL players and other indigenous community role models, including Qantas ambassador Catherine Freeman.

Following this, 25 players will be selected from the camp to tour South Africa in February 2008.

AFL RECREATIONAL FOOTBALL

AFL Recreational Football offers a great alternative to the traditional game and is attractive to everyone – male and female, young and old, novice and experienced player.

It allows people to participate in a non-contact game based on Australian Football, and has attracted a large number of new players and teams over the past few seasons. The continual growth in female participants and the range of ages attracted to the game reinforces the merits of a recreational form of football.

With 35 teams participating in 2007 at four venues – Sandringham, Whitten Oval, Victoria Park and Darebin Women's Sports Club – many friends, family and workmates were able to emulate the deeds of their favourite AFL players in a social sports environment.

Two competitions were also held as one-day events in conjunction with the Australian Corporate Games and State Youth Games, attracting 55 teams.

The game has also been extensively promoted through the Level One Coaches'

Course for teacher training and the Australian Council for Health, Physical Education and Recreation's professional learning conferences for physical and sport education teachers.

Almost 8000 students and teachers are involved in the game either as a lunchtime activity or in physical and sport education classes. Some regions also now conduct interschool AFL Recreational Football competitions for boys, girls and mixed teams.

PRIMARY SCHOOLS

Victorian primary schools are a valuable contributor to the development of lifelong participation in physical activity and the development of Australian Football.

In 2007, over 1020 primary schools and 73,400 children have benefited from the many programs initiated by AFL Victoria, which have, and will continue to, provide support to teachers and schools.

AFL Victoria's Female Football program continued to grow at schools, with more than 60 schools and 1500 girls nominating to participate in the AFL Victoria/VPSSA competition.

The AFL Primary School Ambassadors Program also recorded strong growth with more than 430 teachers at primary schools enlisting their services as AFL Victoria primary school football ambassadors. Each teacher acts as a liaison for AFL Victoria with the aim of increasing the profile of Australian Football at their school. Their school also receives resources and apparel.

In 2007, AFL Victoria and the AFL conducted the AFL Ambassador of the Year Awards. The awards were created to recognise ambassadors who had introduced best practice models and innovative programs to their schools. Rowville Primary School physical education teacher Sean Kavanagh won the Primary School AFL Ambassador of the Year Award for 2007.

AFL players also continued to visit primary schools to promote Australian Football. Schools have the option to utilise the AFL players in various ways, including conducting classroom activities, role model programs, clinics and/or one of the school team's training sessions.

In 2007, 2920 players made appearances at primary schools, compared to 2886 last year.

The Football in Schools Program was also conducted in 16 schools in the Melton and St Albans region in partnership with the Riddell District Football League, Western Jets, Western Bulldogs and Victoria University. The program provided interested schools with a six to ten-week football program culminating in a Football Gala Day.

The program was the first of its kind and similar programs are planned for various TAC Cup regions in 2008.

SECONDARY SCHOOL DEVELOPMENT

Since 2001, the MCC G Footy Program has been delivered to more than 70,000 teachers and students, making it one of the most prominent sports

development packages offered to secondary schools.

G Footy is a joint AFL Victoria and Melbourne Cricket Club (MCC) Foundation initiative that aims to increase participation and awareness of Australian Football in secondary schools. Working alongside AFL Victoria development managers, G Footy AFL school ambassadors have been acting as important contacts who help to distribute resources and involve the school community in a variety of activities.

A key element of the MCC G Footy Program is supporting teachers in their efforts to engage students in Australian Football. Professional learning opportunities for teachers included Level One coaching courses, coaching seminars, 'A Football Season in a Day' sport education (SEPEP) and AFL Recreational Football. For students with sports leadership ambitions, Australian Football coaching and leadership programs, which focus on the role of the coach, session planning, teaching basic skills and group management, have been conducted in schools.

New initiatives introduced in 2007 included the Secondary School AFL School Ambassador of the Year Award, with Ben McGee from Eumemmerring College recognised for his program that saw VCAL students planning and conducting a Recreational Football competition at Oatlands Primary School.

Goalposts on school ovals provide a visible presence of Australian Football, and a school goalpost grant scheme was implemented to assist nine schools to purchase sets of goalposts.

The inspirational 'Your Destiny is a Matter of Choice' seminars by former AFL player and Bali bombing survivor Jason McCartney continued to meet the needs of secondary school students, with sessions conducted in Traralgon, Portland, Bendigo, Colac and at the MCG.

AFL Victoria continues to provide a range of resources to secondary schools, including coaching clipboards, footballs, medallions and VFL passes. More than 50,000 girls and boys represented their schools in 2007 and the MCC Herald Sun Shield and VSSSA senior boys' grand finals were played as AFL curtain raisers at the MCG. The Sherrin Super Kick competition was also conducted as part of the VFL finals series. Kayle Stringer-Morris from Rosebud Secondary College won the event with a booming 60.05m torpedo punt on the last kick of the competition.

MULTICULTURAL PROGRAM

AFL Victoria's Multicultural Program is a partnership with the Victorian Government, the AFL and AFL clubs the Western Bulldogs, Collingwood, Essendon, Richmond and Hawthorn. The program is delivered in Victoria by multicultural development officers Michael Nguyen, Kiemi Lai, Graeme Pratt, Ali Fahour, Peter Romaniw and Sash Herceg.

In 2007, the program was implemented in 85 schools (61 primary, 13 secondary, two tertiary and nine English language schools), exposing 7379 students to Australian Football. Each student participated in six lessons as well as receiving the schools workbook resource.

Connecting potential participants with grassroots football clubs is a constant challenge. How well the decision-makers within those clubs set up their environment will largely determine how successful the program is.

To achieve desired outcomes:

- 4500 AFL Auskick footballs were given to students commencing their schooling within English language centres as part of the State Government's 'Welcome to Victoria' kits.
- 21,000 people visited an AFL game, most for the first time.
- 200 students participated in four AFL games at half-time at the MCG and Telstra Dome.
- 5500 students visited AFL World and 1400 students visited the MCG as part of official tours.
- To spread the message, AFL media accreditation was organised for programs and publications such as *Salam Café* (a Channel 31 show highlighting young people and the Muslim religion), *Serendib* (Sri Lankan), *Turkish Report*, *Sameway* magazine (China), *Neos Kosmos* (Greek), *Infoway* magazine (China) and the *Ambassador* newspaper (African and Arabic).
- The NAB Andrew Welsh AFL Auskick Centre and the NAB Three Towers AFL Auskick Centre were established for people from public housing estates.
- The Collingwood and Western Bulldogs development squads were established.
- A curtain-raiser game was played between the Kathryn Magpies and the



These two NAB AFL Auskick teams shared the thrill of playing on Telstra Dome during the half-time break of an AFL match in 2007.

Living In Harmony team prior to the Collingwood-Sydney game in round 21.

- Living in Harmony partnership funding was obtained to develop school resources, cultural awareness training and multicultural promotion during round 21 of the AFL season.
- Concepts for 2008 include:
- Establishing International Cup representative teams from the Sudanese, Somali and Vietnamese communities.
 - Utilising AFL players as Multicultural Program ambassadors.
 - Developing a Cultural Awareness Program to be delivered by experts utilising trained AFL players.
 - The AFL World content on display at the MCG will highlight the multicultural contribution to Australian Football.

AFL PLAYER APPEARANCES

The AFL Player Appearance Program involves AFL players visiting schools, AFL Auskick clinics, local clubs and community groups. As part of the players' agreement with the AFL and AFLPA, each AFL player must complete at least six half-day appearances. Their visits are a vital cog in AFL Victoria's grassroots development strategy.

With the support of AFL Clubs, AFL players visited Melbourne's metropolitan area and outer suburbs, Geelong and country regional centres. Players were involved for 9868 hours, an increase on the 2006 figure of 9488 and the 9579 hours recorded in 2005.

Primary schools utilised 2920 hours of AFL player visits for role model and mentor programs, conducting clinics

and taking school teams for training. At secondary level, players participated in and taught physical education and leadership programs, conducted clinics and took school football teams for training during the 712 appearance hours conducted.

AFL clubs also allocated their players specific days to attend NAB AFL Auskick centres. In 2007, players logged 748 appearance hours at AFL Auskick centres. AFL clubs also selected dates for players to visit junior clubs, with 810 appearance hours logged in 2007 – the highest number recorded over the past four years.

Primary-aged children were also invited to attend super clinics, which involved 436 AFL players.

In addition, each AFL club selected a day when all of its players visited country towns to conduct promotions. AFL players appeared for 3136 hours in 51 country centres, an increase from 2820 hours in 56 country centres in 2006. AFL clubs also conducted AFL Community Camps in country regions during February.

NAB AFL Auskick

A record number of participants enjoyed the Victorian cultural experience that is the NAB AFL Auskick program in 2007. A total of 46,470 children in 636 AFL Auskick centres across Victoria participated from March to September.

In March, the biannual NAB AFL Auskick Coordinators Conference was held at the State Netball and Hockey Centre. Sixty-five delegates from across Victoria and interstate participated

in the program. Its aim was to share knowledge, evaluate new initiatives and discuss the future of the program in Victoria.

Meanwhile, 10,786 Victorian children participated in AFL half-time activities at grounds in Melbourne and Geelong.

NAB AFL Auskick ambassador Robert DiPierdomenico made four visits across Victoria, spreading the NAB AFL Auskick ethos of “fun, safe and managed by the community”.

The NAB AFL Auskick database, previously known as the Participant and Administration Management system, continued to be used by coordinators. On-line recording made up 90 per cent of all registered participants’ records. This is the highest on-line record of participants ever.

A new on-line payment system in the Sandringham region was also trialled with great success. It is anticipated that all of metropolitan Melbourne will have this facility in 2008 with country regions coming on-line in 2009.

In August the NAB AFL Auskick Volunteer Recognition Awards were held at Telstra Dome. A guest list of more than 200, including AFL half-time activities staff, award nominees and their partners enjoyed the festivities. The NAB AFL Auskick Coordinator of the Year Award was won by Sue Boyes from the Scoresby AFL Auskick Centre and the District Manager of the Year Award was won by Ian McLeod from the Dandenong region. This year, the Long Service Award went to Steve Fisher from the Rosebud AFL Auskick Centre.

The NAB AFL Auskick Coach of the Year Award was announced at the Australian Football Coaches’ Association Awards and was won by Greg Robinson from the Sale AFL Auskick Centre.

AFL Victoria would like to congratulate all 22 children and their parents who participated in the 2007 AFL Grand Final at the MCG. The NAB AFL Auskick Grand Final competition was a spectacular success.

The following took part:

Bailey Grace, Gordon Hodgkins, Brodyn Kemish, William Clerk, Andrew Rothacker, Sam Attard, Liam Baldwin, Aaron Oliphant, Angus McKenzie, Ben Koopmans, Darcy Chirgwin, Brayden Coates, Nicholas Jones, Jesse Wadsworth, Bailey Fraunfelder, Ben Higgins, Nicholas Voglis, Imogen Davis, Morgan Ruchel, Max Turnbull, Olivia Winton and Madison Smith.

NAB AFL Auskick volunteer Coordinators are the backbone of the AFL Auskick Program. With the grateful support of the Department of Justice, a CD-rom outlining the many roles and duties of an AFL Auskick Coordinator was produced. This valuable resource was distributed to all NAB AFL Auskick Coordinators this year.

The NAB AFL Auskick Program and AFL Victoria acknowledge the efforts of thousands of volunteer mums and dads, who are an essential ingredient to the success of the program and NAB for its ongoing support of the program.

Advisory Board

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



Peter Schwab
CEO AFL Victoria
See page 9 for profile.



Sarah Foott
Learning and
Development Manager, KPMG
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 to the Department of
Treasury and Finance
Grant has extensive experience
in strategic financial
management and the provision of fiscal,
economic social policy advice to both the
Victorian and Commonwealth governments.



Derek Humphrey-Smith
Partner Lander & Rogers
Head of Workplace Relations
and Safety with an impressive
national and international client
base. Strong background in sports law and
currently acts for a number of AFL clubs.
Former AFL field umpire and current media
commentator with the *Herald Sun* and SEN.



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.



Diana Taylor
Corporate Lawyer,
Aviva Australia Limited
Corporate lawyer and a company
secretary with a strong record
and extensive experience in community
football. Currently serving as the President
of the Western Region Football league,
is a Victorian Football League Tribunal
Member and has initiated a foundation for
the development of women in football in
Melbourne's western suburbs.



Dawn Wilcock
Business Development
Manager, Triform Enterprises
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.



AFL Victoria Awards

**AFL VICTORIA COMMUNITY CLUB
OF THE YEAR AWARD**
Pascoe Vale Football Club

Finalists
Box Hill North Football Club
Whitehorse Pioneers Football Club
Therry Penola Football Club
North Albury Football Club

AFL MERIT AWARD
Russell Adams – Colac & District Football
Umpires Association
Don Malcolm – St Mary's Amateur Football Club

UMPIRING ACHIEVEMENT AWARD
Greg Sidebottom – Goulburn Valley Football
Umpires Association

LEAGUE INITIATIVES AWARD
Rob Sharpe – Eastern Football League

**OUTSTANDING INDIVIDUAL
ACHIEVEMENT AWARD**
David Martin – Victorian Amateur
Football Association

**AFL VICTORIA VOLUNTEER
OF THE YEAR AWARD**
Jim Penaluna – Port Melbourne
Colts Football Club

Community Football Results

COUNTRY FOOTBALL

WorkSafe Victorian Country Football League 2007 Grand Final results

Alberton FL

Yarram 16.10 (106) d
Wonthaggi Power 14.13.(97)

Heathcote District FL

Elmore 26.29 (185) d
Colbinabbin 12.14 (86)

North Gippsland FNL

Heyfield 11.10 (76) d
Churchill 8.11 (59)

Ballarat FL

Redan 18.15 (123) d
Sunbury 16.9 (105)

Horsham District FL

Harrow Balmoral 16.13 (109) d
Kalkee 11.2 (68)

Omeo & District FL

Omeo Benambra 24.12 (156) d
Swan Reach 13.8 (86)

Bellarine FL

Newcombe Power 25.15 (165) d
Ocean Grove 17.9 (111)

Kyabram District FL

Stanhope 18.13 (121) d
Ardmona 4.10 (34)

Ovens & King FL

Whorouly 14.13 (97) d
Bright 12.6 (78)

Benalla & District FNL

Goorambat 19.10 (124) d
Bonnie Doon 14.11 (95)

Lexton Plains FL

Carngham Linton 13.7 (85) d
Natte Bealiba 10.7 (67)

Ovens & Murray FL

Wangaratta 15.10 (100) d
North Albury 6.13 (49)

Bendigo FL

Eaglehawk 12.12 (84) d
Gisborne 12.10 (82)

Loddon Valley FL

Calivil United 16.16 (112) d
Newbridge 12.13 (85)

Picola & District FNL

Dookie United 10.15 (75) d
Katandra 7.16 (58)

Central Highlands FL

Daylesford 10.12 (72) d
Waubra 9.10 (64)

Mallee FL

Walpeup-Underbool 15.9 (99) d
Ouyen United 10.18 (78)

South West District FL

Coleraine 10.12 (72) d
Tyrendarra 10.11 (71)

Central Murray FL

Tooleybuc Manangatang 17.12 (114) d
Balranald 9.15 (69)

Maryborough Castlemaine District FL

Harcourt 21.7 (133) d
Avoca 9.14 (68)

Sunraysia FL

Mildura 19.5 (119) d
Imperials 16.11 (107)

Colac & District FNL

Lorne 13.12 (90) d
Irrewarra-Beeac 9.8 (62)

Mid Gippsland FL

Mirboo North 11.18 (84) d
Yinnar 11.7 (73)

Tallangatta & District FNL

Mitta United 8.7 (55) d
Kiewa Sandy Creek 7.12 (54)

East Gippsland FL

Bairnsdale 18.10 (118) d
Lindenow 12.12 (84)

Millewa FL

Bambill 19.13 (127) d
Cardross 4.9 (33)

Upper Murray FL

Federal 13.8 (86) d
Bulliou 12.6 (78)

Ellinbank & District FL

Nyora 39.21 (255) d
Catani 18.9 (117)

Mininera & District Football League

Tattyoon 19.23 (137) d
Hawkesdale MacArthur 8.14 (62)

Warrnambool & District FNL

South Rovers 19.10 (124) d
Timboon Demons 17.16 (118)

Geelong & District FL

Belmont Lions 11.6 (72) d
East Geelong 9.14 (68)

Mornington Peninsula Nepean FL

(Casey Cardinia Div)
Narre Warren 15.12 (102) d
Pakenham 13.7 (85)

West Gippsland Latrobe FL

Maffra 15.17 (107) d
Sale 14.15 (99)

Geelong FL

South Barwon 11.13 (79) d
Bell Park 6.6 (42)

Mornington Peninsula Nepean FL (Nepean Div)

Rosebud 18.10 (118) d
Frankston Bombers 11.13 (79)

Western Border FL

Portland 24.12 (156) d
North Gambier 6.5 (41)

Golden Rivers FL

Murrabit 27.7 (169) d
Wandella 14.9 (93)

**Mornington Peninsula Nepean FL
(Peninsula Div)**

Seaford 16.11 (107) d
Frankston YCW 6.15 (51)

Wimmera FL

Horsham Demons 16.9 (105) d
Stawell 11.10 (76)

Goulburn Valley FL

Seymour 18.9 (117) d
Shepparton Swans 13.12 (90)

Murray FL

Nathalia 18.10 (118) d
Barooga 11.6 (72)

Yarra Valley Mountain District FL (Div I)

Silvan 18.15 (123) d
Woori Yallock 12.12 (84)

Hampden FL

Koroit 15.13 (103) d
Cobden 10.9 (69)

North Central FL

Wedderben 20.15 (135) d
Charlton 11.15 (81)

Yarra Valley Mountain District FL (Div II)

Thorston Eildon 22.11 (143) d
Belgrave 6.9 (45)

Ovens & King FL

Whorouly 14.13 (97) d
Bright 12.6 (78)

2007 WORKSAFE COUNTRY LOCAL DERBY

Wimmera FL 15.14 (104) d
Western Border FL 9.10 (64)

Central Murray FL 17.12 (114) d
Murray FL 12.16 (88)

Ovens & Murray FL 12.10 (82) d
Goulburn Valley FL 12.7 (79)

Sunraysia FL 13.8 (86) d
North Central/Mallee FL 11.11 (77)

Geelong FL 10.12 (72) d
Hampden District FL 9.4 (58)

Bellarine FL 10.14 (74) d
Yarra Valley Mountain District FL 10.11 (71)

Ballarat FL 12.15 (87) d
Bendigo FL 9.10 (64)

VCFL Representative Matches

VCFL (Major Leagues) 11.11 (77) d
VAFA 11.10 (76)

2007 David Code Medallist

Mark Corrigan (South Barwon Football Club, Geelong Football League)

SA Country 15.10 (100) d
VCFL (District Leagues) 6.8 (44)

2007 Bob Templeton Medallist

Chris Urie (Neerim South, Ellinbank District Football League)

NAB AFL UNDER-18 CHAMPIONSHIPS

Western Australia 15.16 (106) d
Vic Metro 8.10 (58)

South Australia 17.10 (112) d
Vic Country 9.8 (62)

Western Australia 9.14 (68) d
Vic Country 3.7 (25)

Vic Metro 7.7 (49) d South Australia 3.5 (23)
Vic Metro 17.8 (110) d Vic Country 9.8 (62)

Western Australia 20.11 (131) d
South Australia 8.6 (54)

NAB AFL UNDER-16 CHAMPIONSHIPS

Vic Metro 14.11 (95) d
Western Australia 14.9 (93)

Vic Country 15.11 (101) d
South Australia 12.19 (91)

Vic Metro 22.12 (144) d
South Australia 10.7 (67)

Western Australia 21.18 (144) d
Vic Country 9.11 (65)

Western Australia 19.11 (125) d
South Australia 10.9 (69)

Vic Metro 12.12 (84) d
Vic Country 8.13 (61)

NAB AFL UNDER-18 ALL-AUSTRALIAN PLAYERS (VICTORIA)

Matthew Kreuzer (Northern Knights)
Addam Maric (Calder Cannons)
Michael Hurley (Northern Knights)
Jack Grimes (Northern Knights)

Nick Suban (North Ballarat Rebels)
Scott Selwood (Bendigo Pioneers)
Ben McEvoy (Murray Bushrangers)

AIS-AFL ACADEMY MEMBERS (VICTORIA)

Tom Lynch (Sandringham Dragons)
Michael Hurley (Northern Knights)
Jackson Trengrove (Calder Cannons)
Nick Suban (North Ballarat Rebels)
Nick Heyne (Gippsland Power)
Ayce Cordy (Geelong Falcons)

METROPOLITAN FOOTBALL GRAND FINALS

VAFA

(A Section)

Old Xaverians 18.15 (123) d
Old Brighton 10.16 (76)

(B Section)

St Bede's Mentone 12.11 (83) d
University Black 10.10 (70)

(C Section)

Old Camberwell Grammarians 15.14 (104) d
Old Carey 13.10 (88)

(D1 Section)

Oakleigh 19.10 (124) d
Hampton Rovers 8.11 (59)

(D2 Section)

South Melbourne Districts 18.16 (124) d
Aquinas 10.12 (72)

(D3 Section)

Old Westbourne 14.20 (104) d
Ivanhoe 7.11 (53)

(D4 Section)

UHS-VU 18.9 (117) d
Eltham 12.12 (84)

EASTERN FL

(Div 1)

Vermont 10.14 (74) d
Noble Park 10.10 (70)

(Div 2)

Knox 18.16 (124) d
South Croydon 18.10 (118)

(Div 3)

Doncaster East 18.16 (124) d
Boronia 8.12 (60)

(Div 4)

Whitehorse Pioneers 18.18 (126) d
Heathmont 3.4 (22)

SOUTHERN FL

(Div 1)

St Kilda City 13.9 (87) d
St Paul's 12.11 (83)

(Div 2)

Springvale District 19.11 (125) d
Dingley 15.10 (100)

(Div 3)

Black Rock 9.8 (62) d
Mount Waverley 8.13 (61)

ESSENDON DISTRICT FL

(A Grade)

Greenvale 17.14 (116) d
Strathmore 14.14 (98)

(B Grade)

Maribyrnong Park 17.15 (117) d
Tullamarine 13.5 (83)

NORTHERN FOOTBALL LEAGUE

(Div 1)

Heidelberg 13.14 (92) d
Bundoora 8.12 (60)

(Div 2)

Lalor 18.9 (117) d
Macleod 15.13 (103)

RIDDELL DISTRICT FL

Woodend/Hesket 13.12 (90) d
Riddell 9.12 (66)

WESTERN REGION FOOTBALL LEAGUE

(Div 1)

Spotswood 13.10 (88) d
Port Melbourne Colts 11.16 (82)

(Div 2)

West Footscray 18.16 (124) d
Sunshine Heights 7.16 (58)

VICTORIAN WOMEN'S FOOTBALL LEAGUE

(Div 1)

Darebin Falcons 10.11 (71) d
Melbourne University Muggers 8.0 (48)

(North West)

Hadfield 13.13 (91) d
Sunbury 3.2 (20)

(South East)

Eastern Gully Lions 6.7 (43) d
South Mornington 5.5 (35)

(Country Conference)

Melton Centrals 8.8 (56) d
Corio 4.4 (28)

JUNIOR LEAGUE GRAND FINALS

DANDENONG & DISTRICT JUNIOR FOOTBALL LEAGUE

(Under-16 Premier)

Beaconsfield Blue 11.13 (79) d
Cranbourne Blue 10.4 (64)

YARRA JUNIOR FOOTBALL LEAGUE

(COLTS 1)

Fitzroy 10.10 (70) d
Bulleen Templestowe 10.3 (63)

MOORABBIN SAINTS JUNIOR FOOTBALL LEAGUE

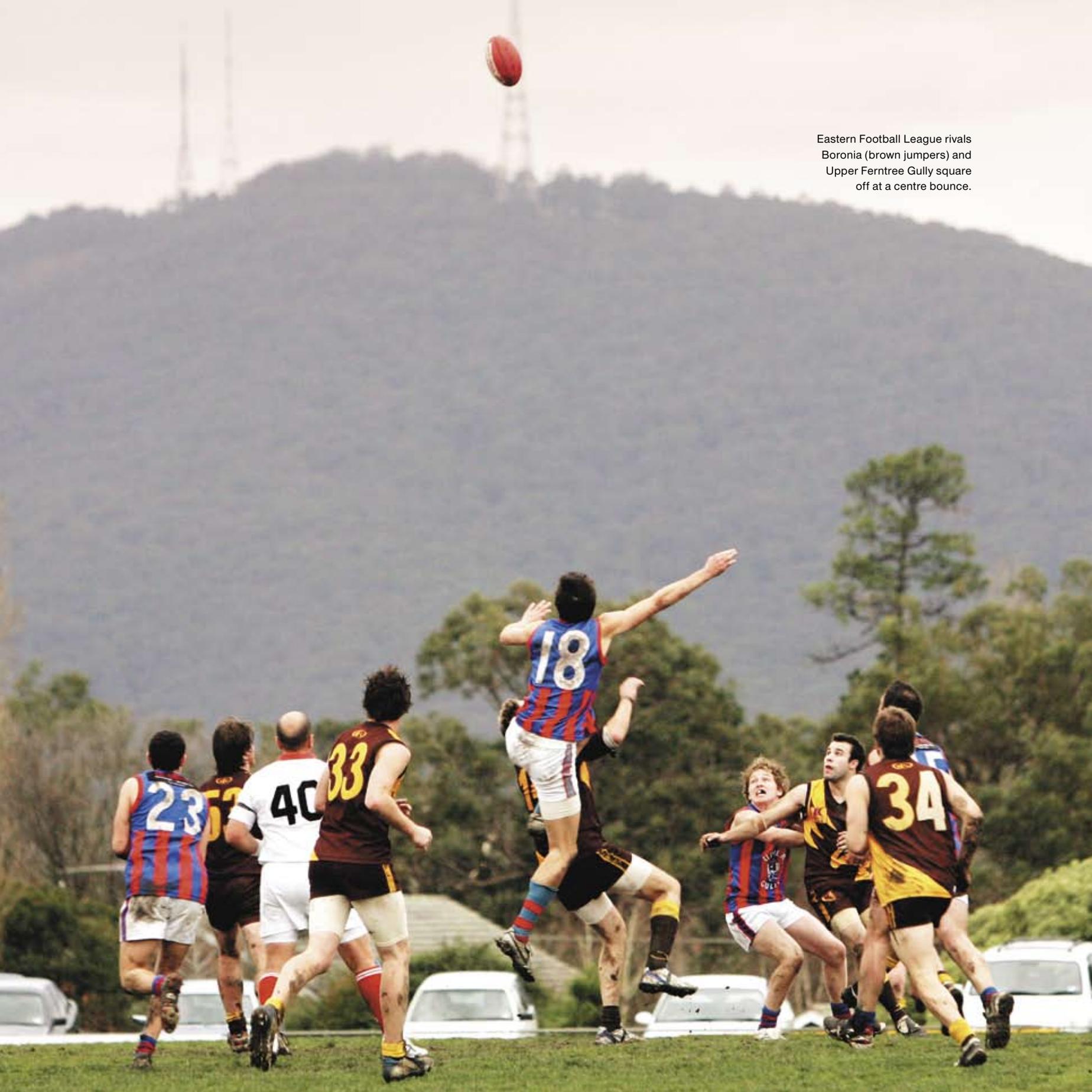
(Under-17 Division 1)

St Peter's 10.11 (71) d
De La Salle 9.14 (68)

WAVERLEY JUNIOR FOOTBALL ASSOCIATION

(Under-13 Division 1)

East Malvern Blue 11.9 (75) d
Glen Iris Blue 6.8 (44)



Eastern Football League rivals Boronia (brown jumpers) and Upper Ferntree Gully square off at a centre bounce.



Financial Summary

STEPHEN SMITH

Financial Controller, AFL Victoria

Victorian football community must work together to grow

Unlike South Australia and Western Australia, who not only control the licences of their AFL-based clubs but also the key Australian Football venues, AFL Victoria relies on AFL grants and transfer fees for the majority of its income. This is a result of the national competition being formed using the old Victorian Football League as its base.

This situation in the nation's biggest football state places significant pressure on AFL Victoria's board and executive to ensure these AFL funds and other income generated is fairly distributed to benefit football across the state.

Distribution includes the funding of umpiring, coaching and volunteer training, to name just a few of the areas that underpin the ongoing success of Victorian football.

The trading result for the 2007 year was a \$63,460 loss, from a turnover in excess of \$15 million. This loss combines the operations of both AFL Victoria and the AFL Victoria Development Foundation.

Of AFL Victoria's \$15 million turnover, 54 per cent was AFL-generated income. In total, AFL grants and transfer fees accounted for \$8.3 million. The AFL

also carried out a variety of financial tasks through its shared services area, benefiting AFL Victoria in both efficiency and cost effectiveness.

This AFL funding alone is not sufficient to meet AFL Victoria's future growth needs. If AFL Victoria is to further improve its services to football in this state, it is critical to identify new sources of income from commercial and government areas and become less reliant on AFL funding.

AFL Victoria needs to nurture and where possible extend its existing relationships and alliances, while also seeking out new partners. Income generated from sponsorship and fundraising accounted for 16 per cent of AFL Victoria's total revenue in 2007.

The Victorian football community is an extremely large, powerful and influential entity, and now more than ever AFL Victoria needs to take advantage of Victoria's position of power, with its members working collectively to secure future funding partnerships for the benefit of all.

Revenue increases in areas such as AFL Auskick and training and development programs must continue to grow. Rolling out programs is expensive, and a 'user pays' approach is necessary

to recover these costs. This does not necessarily mean increased fees, but new fees must be identified and the number of activities increased.

AFL Victoria's task is to allocate its \$15.5 million income across its operations. The funding allocation requires prudent and thoughtful management to ensure both fairness and outcomes that are in the best interests of Victorian football as a whole – a network of 1200 clubs and 100 leagues.

In excess of \$11 million was expended on game development in 2007, with \$4.6 million allocated to talent. It is important to note that AFL Victoria's talent development program is responsible for generating the majority of Victoria's AFL funding.

AFL Victoria was once again able to contain its administration costs, which remain the lowest of all states in Australia to 10 per cent of its total funding.

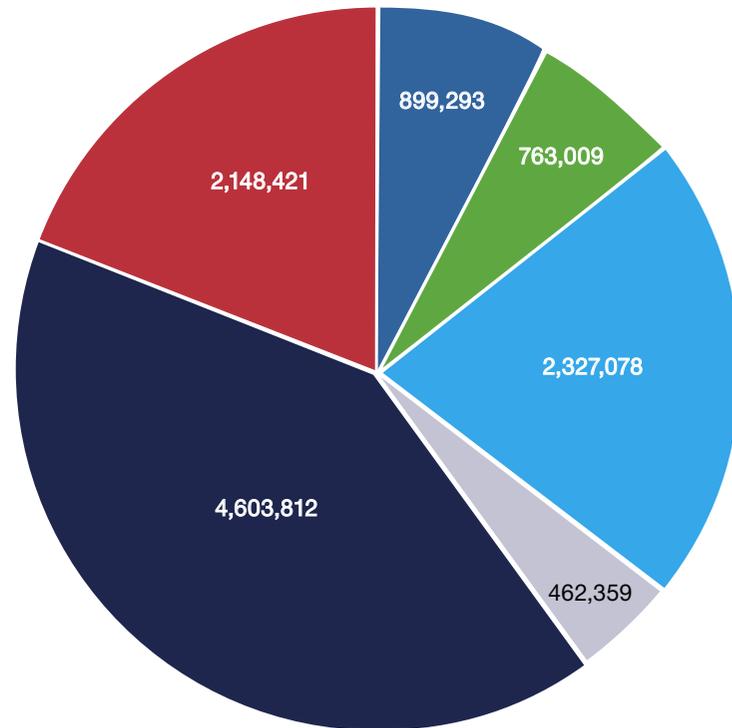
Capital expenditure on infrastructure is imperative to the ongoing future of the game, and in 2007 funding was given to several VFL and TAC Cup venues. Significant capital projects are in progress at the Bendigo Pioneers' and Oakleigh Chargers' grounds.

Financial Performance 2007

Actual 07	
Income	
Leagues Managed By State	2,556,322
AFL Grant	6,010,000
Other Revenue	559,330
Marketing & Sponsorship	2,402,978
Participation & Development	3,939,299
Total Income	\$15,467,929
Expenditure	
Communications & Media	193,522
Leagues Managed By States	1,645,909
Local Grants	620,000
Game Development	11,203,972*
Admin & Finance	1,667,951
Marketing & Sponsorship	200,035
Total Expenditure	\$15,531,389
Net Result	(\$63,460)

Game Development Expenditure 2007*

\$11,203,972



Port Melbourne's David Robbins starred for Victoria in its 119-point win against Western Australia.





New name opens window of opportunity for football in Victoria

In a significant move in 2007, Football Victoria changed its name to AFL Victoria as part of a national profile of the AFL, as the game's umbrella brand.

Being able to incorporate Australia's top sporting brand into the name and to link the home of football with the AFL was seen as a major benefit. This change is in name only – the governance of football in the state has not changed.

The most notable difference for the Victorian public has been the appearance of the new AFL Victoria logo. From day one, this assisted our development activities by having the recognisable AFL brand – a symbol of quality and credibility – to open doors for our people.

The inclusion of the AFL brand in the new AFL Victoria logo also bolsters football's reach into the younger demographic in the face of competing interests. The reality is that young people recognise the AFL brand and want to be associated with it. This move will help spread the Australian Football message to more young people and increase participation in schools and clubs across the state.

One ramification of incorporating the AFL brand was the perception in some quarters that the organisation had become part of the AFL. Since the change, there have been several occasions where the name change adversely affected existing partnership arrangements. As a result, AFL Victoria put a major emphasis on educating existing and new partners in regard to its unchanged structure and governance.

Much more than a game

Functions to celebrate and recognise the various facets of our great game are held each year, and one such event is the Australian Football Coaches Association Victoria awards. This ceremony was held at the MCG in November and epitomised what our game is all about.

One award recipient was brought to tears (as were most of the audience) by the sheer passion he had for the game. He spoke about the importance and responsibility of his role as a coach and how footy was not just about kicking and handballing.

He said it was about learning life skills such as self-respect, teamwork, how to win

and lose, as well as a variety of other skills that a football environment teaches. This was a great advertisement for our game.

Perhaps football takes for granted the role it plays in community life and society in general; it should not. Every league and club should be loudly and frequently reminding state and local governments, parents, stakeholders and potential sponsors how important their support of football is, and of the immense benefits gained from being involved in our game – Australian Football.

AFL Victoria would like to thank the following partners:

VicHealth
 TAC (Major TAC Cup sponsor)
 Australia Post
 Beiersdorf
 Buffalo Sports
 Club Warehouse
 Ford Motor Company of Australia
 Kombat
 Melbourne Cricket Club Foundation
 Patties Bakery
 Russell Corporation
 Sport & Recreation Victoria
 Tourism Tasmania
 TRUenergy

Victorian graduates to the AFL

2007 NAB AFL DRAFT SELECTIONS

PICK	PLAYER	PREVIOUS CLUBS	AFL CLUB
1	Matthew Kreuzer	Northern Knights/Bundoora	Carlton
2	Trent Cotchin	Northern Knights/PEGS	Richmond
5	Jarrad Grant	Dandenong Stingrays/Frankston Bombers	Western Bulldogs
8	Lachlan Henderson	Geelong Falcons/Geelong College	Brisbane Lions
9	Ben McEvoy	Murray Bushrangers/Dederang-Mt Beauty	St Kilda
10	Patrick Dangerfield	Geelong Falcons/Angelsea	Adelaide
11	Patrick Veszpremi	Northern Knights/Bundoora	Sydney
14	Jack Grimes	Northern Knights/Hurstbridge	Melbourne
15	Robbie Tarrant	Bendigo Pioneers/South Mildura	Kangaroos
16	Matthew Lobbe	Eastern Ranges/Monbulk	Port Adelaide
19	Callan Ward	Western Jets/Spotswood	Western Bulldogs
21	Addam Maric	Calder Cannons/Greenvale	Melbourne
22	Scott Selwood	Bendigo Pioneers/Sandhurst	West Coast Eagles
24	Clayton Hinkely	North Ballarat Rebels/Warrack Eagles	Fremantle
25	Tom Collier	Tasmania (VFL)	Brisbane Lions
26	Brett Meredith	Northern Knights/Bundoora	Sydney
27	Andy Otten	Oakleigh Chargers/Whitefriars	Adelaide
31	John McCarthy	Dandenong Stingrays/Sorrento	Collingwood
34	Dawson Simpson	Murray Bushrangers/Barnawartha	Geelong
37	Scott Thompson	Geelong (VFL)/South Barwon	Kangaroos
38	Myke Cook	Sandringham Dragons/St Bede's/Mentone	Adelaide
39	Darcy Daniher	Calder Cannons/Aberfeldie	Essendon
41	James Polkinghorne	Calder Cannons/Strathmore	Brisbane Lions
42	Jack Steven	Geelong Falcons/Lorne	St Kilda
43	Easton Wood	Camperdown	Western Bulldogs
44	Scott Simpson	Dandenong Stingrays/Mt Eliza	Geelong
47	Tobias Thoolen	Bendigo Pioneers/Swan Hill	Collingwood
48	Jarrad Boumann	Dandenong Stingrays/Beaconsfield	Western Bulldogs
49	Mitchell Farmer	Calder Cannons/Craigieburn	Port Adelaide
50	Dan McKenna	Gippsland Power/Traralgon	Geelong
51	Dean Putt	Calder Cannons/Woodend	Richmond
53	Kyle Cheney	North Ballarat Rebels/Warrack Eagles	Melbourne
56	Matt Austin	North Ballarat Rebels/Stawell	Brisbane Lions
58	Tony Armstrong	Calder Cannons/Riddells Creek	Adelaide
60	Adam Donohue	Geelong Falcons/Grovedale	Geelong
61	Jaxson Barham	Geelong Falcons/Lorne	Collingwood
63	Guy O'Keefe	Geelong Falcons/Geelong Grammar	Western Bulldogs
70	Eljay Connors	Bendigo Pioneers/Echuca	St Kilda
71	Aaron Kite	Calder Cannons/Glenroy	Adelaide

PERMANENT ROOKIE UPGRADES PRIOR TO THE 2007 NAB AFL DRAFT

PLAYER	PREVIOUS CLUB	AFL CLUB
Leigh Adams	Eastern Ranges/Woori Yallock	Kangaroos
Jason Davenport	Geelong VFL/Nilma-Darnum	Geelong
Jarryn Geary	Bendigo Pioneers/Eaglehawk	St. Kilda
Jarrod Harbrow	Murray Bushrangers/Mooroopna	Western Bulldogs
Heath Hocking	Bendigo Bombers/Eastern Ranges	Essendon
Ryan Jackson	Northern Knights/Greensborough	Carlton
Jake King	Coburg Tigers/North Heidelberg	Richmond

2008 NAB AFL PRE-SEASON DRAFT SELECTIONS

PICK	PLAYER	PREVIOUS CLUBS	AFL CLUB
3	Stefan Martin	Sandringham (VFL)	Melbourne
8	Tom Bellchambers	Tasmania (VFL)	Essendon

2008 NAB AFL ROOKIE DRAFT SELECTIONS

PICK	PLAYER	PREVIOUS CLUBS	AFL CLUB
2	Aaron Joseph	Tasmania (VFL)	Carlton
3	Trent Zomer	Eastern Ranges/South Croydon	Melbourne
6	Brent Connelly	Gippsland Power/Morwell	Fremantle
7	Phil Smith	Calder Cannons/Tullamarine	Brisbane Lions
8	Glenn Chivers	Oakleigh Chargers/St Kevin's	St. Kilda
11	Hugh Sandilands	Oakleigh Chargers/Caulfield Grammar	Hawthorn
13	Luke Casey-Leigh	Sandringham Dragons/Beaumaris	Collingwood
16	Brodie Moles	Tasmania (VFL)	Geelong
17	Jarrod Silvester	Coburg Tigers (VFL)/Calder Cannons	Richmond
18	Lachie Hill	Oakleigh Chargers/Scotch College	Carlton
21	Jarrod Atkinson	Bendigo Bombers (VFL)/Rumbalara	Essendon
28	Ashley Arrowsmith	Calder Cannons/East Keilor	West Coast Eagles
31	Daniel Boyle	Murray Bushrangers/Wangaratta	Port Adelaide
32	Jeremy Laidler	Calder Cannons/Doutta Stars	Geelong
33	Tristan Cartledge	North Ballarat Roosters (VFL)/Essendon	Richmond
36	John Shaw	Sandringham Dragons/Ashburton	Western Bulldogs
40	Edward Curnow	Geelong Falcons/Geelong College	Adelaide
42	Alex Grima	Tasmanian (VFL)	Hawthorn
43	William Sullivan	Western Jets/Werribee	West Coast Eagles
46	Chris Kangars	Geelong Falcons/Geelong Amateurs	Geelong
49	Shane Valenti	Sandringham (VFL)/Sandringham Dragons	Melbourne
53	Matthew Beckmans	Murray Bushrangers/Turvey Park	Sydney
57	Shane Mumford	Geelong (VFL)/Bunyip	Geelong
61	Dean Terlich	Murray Bushrangers/Osborne	Sydney

Northern Knights ruckman
Matthew Kreuzer dominated
the TAC Cup in 2007.



AFL Victoria people

As at December, 2007

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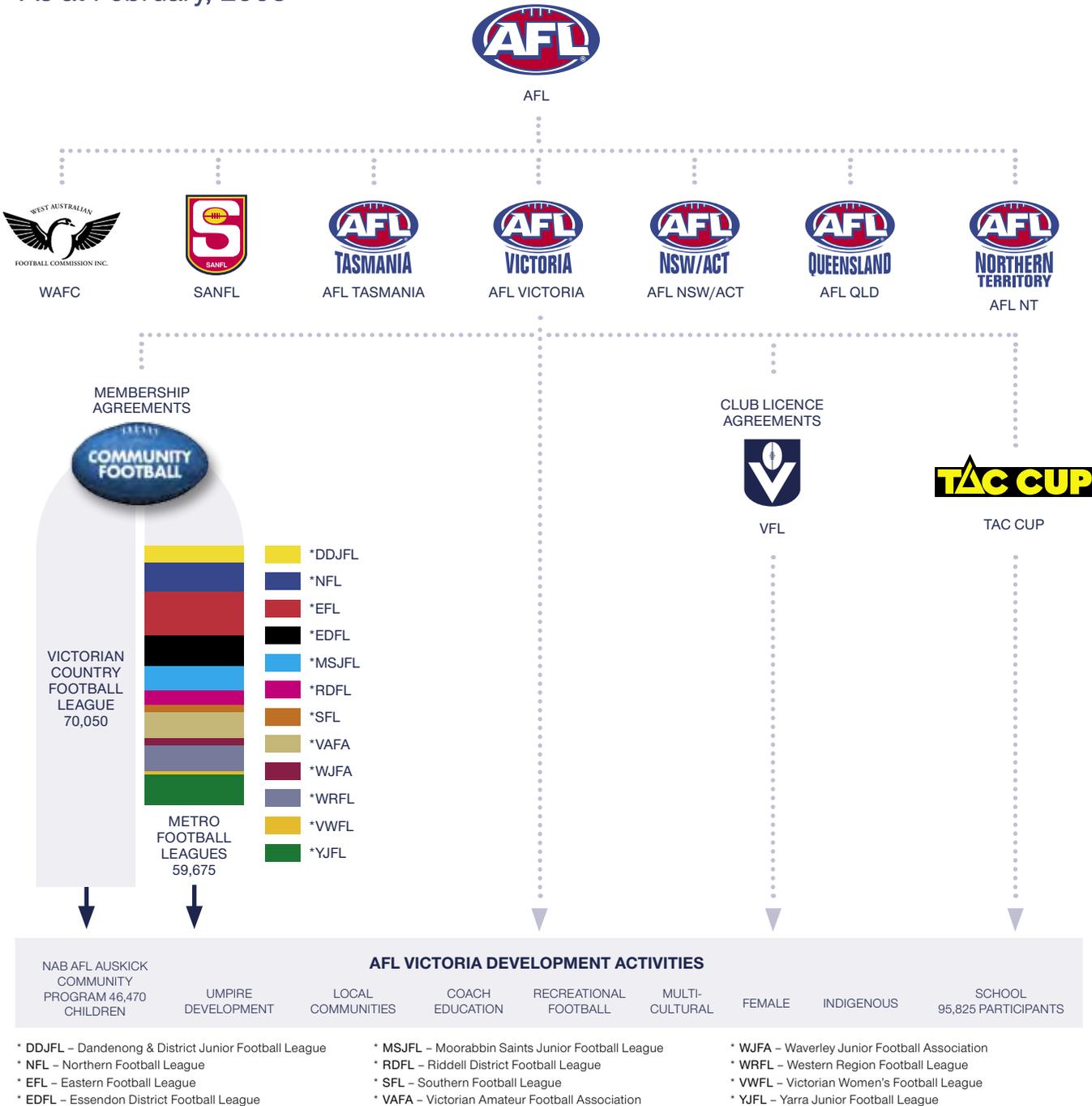
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Structure of Australian Football

As at February, 2008





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