



ANNUAL REVIEW 2008





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Port Melbourne (left) and North Ballarat players stand for the national anthem before the 2008 VFL Grand Final at Telstra Dome.

Cover photo: Emma Phillips Photography.



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 exercising 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 respecting 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.



The VAFA (C-D4) and VCFL (District Leagues) teams clash in the Cystic Fibrosis Cup at Elsternwick in June.

Photo: Garry Sparke, Cyan Sporting Images.



Some potential stars of the future prepare to take the footy field in 2008.





CHAIRMAN'S REPORT
BOB TREGEAR
Chairman

TEAMWORK ENSURES VICTORIAN FOOTBALL REMAINS VIBRANT

The 2008 season was yet another of change and challenge for the Board of Football Victoria Ltd.

At the end of our second full-year trading under the name 'AFL Victoria', there is no doubt Victorian football is now identified more closely with the national brand. Our association with the most successful brand in Australian sport has brought obvious recognition and prestige.

On the downside, it has made it harder to differentiate the Victorian brand in order to attract potential sponsors. While the Board and staff have met this challenge head on, there is no doubt we now rely more heavily than ever on the AFL's financial and marketing support to fund our programs.

As the AFL's review of second-tier competitions entered the implementation phase in 2008, it became obvious a simple, across-the-board integration of VFL and TAC Cup clubs was neither practical nor desirable. A myriad of issues would arise in any proposed VFL-TAC Cup club alignment. This includes the differing financial bases of VFL clubs and physical location of the clubs' shared facilities, while the vastly contrasting demographics

across Victoria's 12 football regions mean different solutions would be required in each case.

In many cases, an emphasis on enhanced partnerships is preferable to full integration. Rules governing the movement of players between the TAC Cup and VFL competitions will be revised to enhance the development of elite junior players.

“Football's ability to assist governments to educate and inform the community will become increasingly important.”

The coordination of the second-tier review's research and implementation has been undertaken since December 2007 by AFL Victoria project officer Grant Williams, whose position is funded by the AFL. Grant has made a significant contribution to the work of AFL Victoria's executive management team over the past 12 months.

In January 2009, Grant transferred to a permanent position with the AFL as

development projects manager, where he is responsible for a wide range of national development projects including the monitoring of the Victorian second-tier review implementation stage. We thank Grant for his contribution to AFL Victoria and wish him well in his new role.

After eight seasons in the VFL competition, the Tasmania Devils will disband in 2009 to make way for a new Tasmanian State League competition comprising 10 clubs. While the Devils' involvement in the VFL has presented many challenges, their presence ensured regular interstate competition and travel for our Victorian clubs – a real positive.

We wish Dominic Baker and his Board at AFL Tasmania well with their new State League and thank them for their friendly rivalry and comradeship during their time with us.

The reshaping of community football in the northern region of Melbourne was completed in March with the formal amalgamation of the former Diamond Valley Football League corporate entity and the new Northern Football League (NFL). The NFL's enthusiastic and competent board and strong asset base make it well positioned to



VFL Coach of the Year Gary Ayres addresses his Port Melbourne players during a break in the 2008 VFL Grand Final.

manage the administration and development of the game in this key football region.

Another significant shift in community football governance occurred in November with the voluntary closure of the Waverley Junior Football Association (WJFA). After meeting the needs of junior football in the south-eastern suburbs for more than a quarter of a century, the WJFA's membership had declined to just eight clubs, albeit with healthy numbers of teams in each of those clubs.

Lacking the membership numbers to properly fund the professional levels of administration expected in contemporary community football, the league and club administrators

took the difficult decision to disband the Association, and for its member clubs to individually move to other, larger competitions. Congratulations are extended to all involved in this difficult process, particularly long-time WJFA administrator Bruce Fox.

Football at all levels could not survive without the support of sponsors, especially in today's tough economic times. In AFL Victoria's case the longstanding support of two significant partners has been critical to our success to date. Since 1989, VicHealth has been a major supporter of our community club development activities, which unquestionably underpin the strength of Australian Football as we know it today.

And, in 2009, the Transport Accident Commission will have partnered Australia's leading underage football competition, the TAC Cup, for 18 years since its inception in 1992.

Football's popularity in Victoria puts it in an excellent position to provide governments at all levels with opportunities to use football's network to educate and inform the Victorian public in regard to community-interest areas, while supporting AFL Victoria's objective of establishing safe, healthy and welcoming football club environments.

In 2008, the Department of Justice entered a partnership to address the issue of problem gambling in the community.

The State Government's 'Go for your life' program commenced in 2008, complementing AFL Victoria's support of active involvement in sport and healthy eating. The State Government-contracted ConnectEast also came on board in a partnership that is delivering a number of programs to schools and communities in the EastLink corridor.

In the face of these harsh economic times, football's ability to assist governments to educate and inform the community will become increasingly important. I congratulate all sponsors at all levels of football across the state for the invaluable support they provide to our sport.

My personal thanks are extended to the voluntary directors of AFL Victoria for their efforts and dedication over the past year. In a period of constant challenge,

all members of the Board have demonstrated dedication to the task and an ability to respond appropriately to the rapidly changing environment.

Congratulations to director David Doherty, who was awarded the Order of Australia Medal in June "for service to logistics through contributions to the transport and supply chain industry, to the promotion and development of sector-wide best practice, and to Australian Rules Football." David has contributed a lifetime of service to football as an umpire, administrator and mentor.

Peter Stedwell announced his resignation from the Board in April after continuous service as a Director of Football Victoria Ltd, the Victorian State Football League and Victorian Football Association since October 1994.

Peter is a former champion player, premiership captain and President of the Dandenong Football Club. He served as chairman of our VFL Competition Sub-committee and brought significant commercial experience and knowledge to his role as Director.

We thank Peter for his outstanding contribution to Victorian football and wish him and his wife Yvonne well in his retirement from football administration.

Many thanks also go to CEO Peter Schwab and his staff, including John Hook who joined Peter's team in late 2007, taking on the demanding responsibility for both the VFL and TAC Cup competitions. They have successfully delivered the programs and services of AFL Victoria throughout this challenging year.

While the drought was a major challenge for Victorian football in 2008, on this occasion a young player had to battle the rain and mud as well as his opponents.



AFL VICTORIA BOARD OF DIRECTORS



Robert Tregear (Chairman)

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

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 premiership player with Hawthorn, where he was later senior coach. Former chairman of the AFL's Match Review Panel.



Grant O'Riley

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



Geoff Almond

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

Regional Director, southern region and New Zealand, for Collex Pty Ltd. 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 OAM

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



Peter Stedwell

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



John Hyett

Former City of Sunshine Mayor and Councillor and Shire of Melton Commissioner. Currently the chairman and a board member of many western region community groups and has extensive experience as a Western Region Football League administrator.



Jim Watterston

Eastern Metro Regional Director, Victorian Department of Education and Training. Former WA District Director of Schools, Swan Districts President, Chairman of WAFL Council of Presidents and WAFC Development Advisory Committee member.

AFL VICTORIA ADVISORY BOARD



David Doherty (Chairman) OAM

Director, AFL Victoria
See page 10 for profile.



Brad Ostemeyer

General Manager Tourism Investment,
Tourism Victoria

Executive with the State Government, with specialist expertise in attracting and facilitating investment. Involved in community football for more than 25 years as a player and administrator at club level. Also previously headed up the Community Football Department at AFL Victoria.



Peter Schwab (CEO)

CEO AFL Victoria
See page 10 for profile.



Simon Overland

Deputy Commissioner, Victoria Police
High-profile police officer. Served 19 years in the Australian Federal Police. Led the team that created the Australian Crime Commission. Joined Victoria Police in 2003. Strong advocate for the role football plays in binding communities together and developing good citizens.



John Doherty

Senior Magistrate, Sunshine Region
Victorian Magistrate for 17 years, the last six in charge of the western suburbs while based at Sunshine. Solid commitment to the development of football particularly among junior clubs. Management background in courts and harness racing.



Diana Taylor

Corporate Lawyer,
Aviva Australia Limited

Corporate lawyer and 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 VFL Tribunal member and has initiated a foundation to develop women's participation in football in Melbourne's western suburbs.



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.



Derek Humphery-Smith

Partner Lander & Rogers
Head of Workplace Relations and Safety with a 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*.



CEO'S REPORT

PETER SCHWAB
Chief Executive Officer

FOOTBALL CONTINUES TO FLOURISH DESPITE CHALLENGING TIMES

Victorian football enjoyed a successful 2008, particularly with the continued popularity, interest and growth in segments such as community, school, youth girls and multicultural football.

All this occurred in circumstances that continued to challenge all of us who administer our game.

While we have worked with governments at local and state level to be more innovative in how we harvest water for use on our grounds and move towards summer grass conversions, the drought remains a constant challenge for our sport. Both leagues and governments are continuously seeking solutions.

The other major reason we were successful as a sport was because of our continued ability to attract volunteers to help us maintain and grow the game. These range from first-year Auskick parents who took on coaching or assistant roles, to those who have given 50 years' volunteer service to their local football club. We must never forget this game only survives and prospers on the back of such people's goodwill. Certainly, the football industry realises the

challenge we face if the goodwill of our volunteers diminishes.

To reflect on a year is to take pride in achievements, acknowledge challenges, explore opportunities and express thanks.

There were many positives for football in 2008 and, in no particular order, I would like to mention them. The 150-year celebrations of Australian Football included many wonderful initiatives but none more important than the

“We have an obligation to approach challenges in a manner that is always in the best interests of growing and promoting our game.”

Community Football Weekend in May. This celebratory weekend saw AFL players return to their original clubs.

I was fortunate to watch many games of football this season at VFL, TAC Cup, school, community and even international level. It included matches at the National Schoolboy Championships in July, the Australian Country Football Championship in Shepparton, the

inter-league competition between the Northern and Essendon District football leagues, the 'Go for your life' Metropolitan Junior Championships, the VFL and TAC Cup grand finals, community league grand finals, the NAB AFL Under-18 Championships, an umpire appreciation day in the VAFA and the International Cup.

Every level of our game provided a different experience and a variety of skill levels, but the same commitment and passion from the players, umpires and fans. I was also fortunate to keep in touch with the junior ranks through the participation of my sons in community and school footy. It allowed me to witness firsthand the great work being done for our game by administrators, coaches, umpires, support staff and, in particular, volunteers.

It was mostly our parents who delivered the best introductory sports program in the world, Auskick, and our community leagues who worked to ensure our clubs played games of football at a level that suited every participant.

In a sad but necessary move to maximise the efficiency of football in the area, one of our community leagues, the Waverley Junior Football Association (WJFA), was



Volunteers play a major part in community football's continued success, whether coaching their local team or helping out with the barbecue.

disbanded after the 2008 season with its clubs joining neighbouring leagues. I would like to recognise league administrator Bruce Fox for the significant contribution he has made to junior football in Waverley and surrounding areas, and Paul Newton, the WJFA president, for the contribution he has made to the league and junior football, and for his integrity and leadership.

Football in this state continued to work very closely with local and state governments and we were proud of our collaborations on many projects. These projects included drought and facility development programs, 'Respect

and Responsibility', gambling awareness, 'Go for your life' and Country Football Netball to name but a few.

At VFL level, AFL Victoria, with the assistance of former AFL Victoria CEO and now AFL Facility Development Manager Ken Gannon, was able to secure a significant investment in the infrastructure of VFL facilities from the State Government under the Improving Community Access to VFL Grounds initiative. Along with the State Government, AFL Victoria, the AFL, VFL clubs and local councils, we have injected more than \$30 million into nine venues. Most of

these projects should be well on their way by 2009.

An initiative to play the TAC Cup and VFL grand finals at Telstra Dome was undertaken in 2008. The event created many firsts: a double-header featuring our elite under-18 competition (the TAC Cup) and our state league (the VFL), a night grand final, a VFL Grand Final at a major stadium – and on the night before the AFL Grand Final.

AFL Victoria was also proud of the achievements of its extremely successful talent pathway program, the TAC Cup. The comprehensive program caters

for boys from the age of 15 and was run out of our five country and seven metropolitan regions. From the TAC Cup, players progress through to the AFL and VFL.

Victoria continued to achieve outstanding junior results, once again winning the NAB AFL Under-18 and Under-16 Championships.

Victoria also consistently supplies around 50 per cent of the AFL talent pool in the AFL National Draft and 2008 was no exception. The 2008 national draft saw 39 of the 75 players drafted come from the TAC Cup. Victoria again provided the prized No. 1 selection, with Sandringham Dragon Jack Watts taken by Melbourne. In addition, more than 50 per cent of current VFL players are former TAC Cup players, while 95 per cent of all TAC Cup graduates remain involved in the game.

In 2008, we also undertook a comprehensive review of our existing talent region boundaries as part of the second-tier review managed by AFL Victoria Project Manager Grant Williams. This was critical for us to plan for Victoria's demographic projections up to 2031, so we can ensure our regions have an equal number of potential participants in their programs.

The wider scope of the second-tier review has been to give AFL Victoria a thorough and accurate assessment of its present position. It focused on our talent pool, our facilities, the VFL competition, the game's potential growth and our capacity to cope with this growth, and assessed the game's governance models.

In developing the game we continued to have success in 2008 through a wide variety of initiatives, with the year's highlights including:

- A slight increase in overall participation rates as measured by team and player numbers;
- 110 indigenous children participated in the Auskick

and grid games at the AFL 'Dreamtime at the 'G' match;

- 18,000 people from 121 different cultural groups in Victoria attended an AFL match through the Multicultural Schools Program, which has been conducted in 101 Victorian schools;
- More than 46,000 participants from 647 centres were involved in Auskick;
- A record 18,130 volunteers attended club administration training seminars;
- There was a 30 per cent increase in the number of female umpires in the metropolitan area, and a female umpiring academy was established at Essendon;
- School ambassador numbers grew by 43 per cent from 2007; and
- Female football interest and growth continued with 82 schools involved in the Victorian Primary Schools Sports Association (VPSSA), a youth girls football academy being established at Essendon and for the first time a youth girls game being played at the MCG.

Despite the enormous amount of work being done for our game, there were many challenges we faced in our quest to continually promote and grow it as widely as possible.

The drought has been, and will continue to be, a major issue facing football in Victoria. With football playing a critical role in the health, wellbeing and social harmony of our communities, the impact the drought is having on football in terms of ground availability and participation opportunities has far-reaching consequences.

The deterioration of many of our football grounds is an issue that has required close collaboration with local councils to ensure those who wish to play football have somewhere they can.

As a sport, we sought and received state and local government assistance to help cope with the drought's impact on the game and we will continue to work closely with the relevant authorities to limit the adverse impact of the drought on participation and general support of the game.

Our volunteers are the backbone of our game but face an environment where the day-to-day demands on their personal and professional lives are continuously increasing. For them to be able to balance these pressures so they are able to continue to play their critical role in their football leagues and clubs, all football administrations need to provide ongoing support, including training and recognition of their value to our game.

In 2008/2009, the Australian Government is embarking on its biggest migration program ever and most of those people will settle in NSW and Victoria. Australian Football will not be their sport of choice, so it will be a significant challenge and opportunity to introduce them to the game and to actively recruit them as supporters and participants.

While AFL and AFL Victoria staff work hard to promote our game to the many different migrant groups, it will also be up to the entire football community to welcome them into our programs and clubs.

Our financial resources that support all our programs, community leagues and competitions were stretched well before the current global economic conditions were upon us. It will not be easy to maintain our aim of growing the game in the present environment.

We face entering a second season without a major partner for the VFL, placing more financial strain on our already tight budget.

Despite this, we remain extremely appreciative of the

funding we received from the AFL and our partners, including the State Government (through the Departments of Justice and Health), VicHealth, TAC, Ford Australia, the Melbourne Cricket Club (MCC) and ConnectEast. VicHealth, in particular, continue to invest significant funds in community football support programs.

Strong working partnerships with all levels of government are vital to AFL Victoria and we greatly appreciate their assistance to help nurture the game's future in this state.

We also recognise the valuable financial support all our metropolitan and country leagues receive from their partners.

We sincerely hope funding will remain at levels that will enable us to continue the good work football does for our communities.

I am grateful for the personal support given to me by all the staff and stakeholders in football throughout Victoria. This includes the board of AFL Victoria, led by our chairman Bob Tregear and his fellow directors David Doherty, John Jordan, Geoff Almond, John Hyett, Grant O'Riley, Tony Pinwill and Jim Watterston. We also recognise the great service given to Victorian football by Peter Stedwell, who was a member of AFL Victoria's first board but stepped down this year.

Thank you also to the AFL Victoria executive team of Michael Daniher, Stephen Smith, Peter Harley, John Hook, Grant Williams and my executive assistant Silvana Hurst for all the work they do for football.

It is appropriate to farewell and thank two long-term staff of AFL Victoria, Marlene Gregson and Martin Stillman. Marlene and Martin both gave more than 20 years' service to AFL Victoria. We wish both of them well, Marlene in retirement and Martin in his



North Melbourne and North Ballarat forward Josh Smith lends his time to help this young Saints fan work on his marking technique.

new position with the Australian Motor Sport Foundation.

To all our AFL Victoria employees, our community league administrators, staff and boards, to all our volunteers, umpires and players, thank you for your continued commitment to our many programs and competitions, and to developing and supporting our talented players.

Without all of the people mentioned, our game would not continue to grow on a state and national level.

Finally, when those of us entrusted to look after our game are faced with challenges, we have an obligation to approach them in a manner that is always in the best interests of growing and promoting our game.



VFL REPORT

JOHN HOOK

Football Operations Manager

VFL'S NAME UP IN LIGHTS IN HISTORY-MAKING YEAR

The state's oldest football competition – the Victorian Football League – marked the 150th year of Australian Football by embarking on an exciting new chapter in 2008.

In a bold break with tradition, the VFL Grand Final was staged under lights at Telstra Dome on AFL Grand Final eve with the TAC Cup Grand Final played as a curtain-raiser earlier that day.

In a history-making night, North Ballarat recorded a 45-point win to capture its first flag since entering the VFL in 1996. Led by five goals from Norm Goss medallist Josh Smith, North Ballarat was too good for minor premier Port Melbourne, who had hoped to break a 26-year premiership drought.

After two Grand Final losses, it was third-time lucky for the Roosters and no doubt this win will provide a boost for football in the Ballarat region.

It capped a memorable year for North Ballarat coach Gerard FitzGerald, who coached the 'Big V' in Adelaide and became just the seventh coach in the competition's 131-year history to notch up 200 VFL matches.

The night was also special for the pre-match cavalcade of 14 VFL

stars. The huge roar as VFL legend Fred Cook undertook his lap of honour was a moment to behold. In a nice touch by Telstra Dome, the names of VFA/VFL goalkicking greats Cook and Jim 'Frosty' Miller adorned the ends of the stadium for the night.

In a major boost for the competition, ABC TV replaced its prime-time Friday night schedule to televise the VFL Grand Final live. It is an outstanding result for

“One of AFL Victoria's focuses is building stronger links between the TAC Cup and VFL clubs.”

the VFL to have its 'one night in September' broadcast live across the state. This was particularly crucial for many living in Ballarat who were able to view the Roosters' triumph live.

In further good news, AFL Victoria extended its contract with ABC TV to telecast the Saturday match-of-the-day live from 2009-11. The VFL's partnership with the ABC is one we prize greatly and we thank them for their tremendous support

of Australia's No. 1 state league.

During the pre-season, the VFL passed a significant milestone, producing its 100th player drafted or rookie-listed by an AFL club in the past decade. When you consider the AFL's plans to establish two new clubs, this milestone suggests the VFL will be at the forefront of providing these additional AFL players.

The number of VFL players drafted or rookie-listed by AFL clubs grew by nearly 50 per cent from 1987-97 to 1998-2008 – from 73 players to 109. Such numbers speak for themselves.

In 2008, VFL graduates Scott D. Thompson, Shane Valenti and Stefan Martin all made their AFL debuts.

Meanwhile, Hawthorn captain Sam Mitchell's story is proof to Victorian players everywhere that there is no *one* path to the top. In 2008, he led the Hawks to an AFL premiership just six seasons after claiming the 2002 J.J. Liston Trophy.

The message is unmistakable: the VFL provides players with the best avenue to realise their football ambitions, be that to play in a standard of competition that tests their abilities to their fullest, or one that can advance their career.

North Ballarat players celebrate their club's first VFL premiership, having just defeated Port Melbourne by 45 points under lights at Telstra Dome.



The VFL also gives players the chance to represent their state, another plank in Victoria's talented player pathway.

Unfortunately, during May's clash against old foe South Australia at the Adelaide Oval our team was not good enough on the day, but this did not dent the VFL's reputation.

Port Melbourne's Robin Nahas served AFL recruiters notice with a brilliant game that netted four goals and the Frank Johnson Medal. At season's end, Nahas was deservedly named the Fothergill-Round medallist as the VFL's most promising young player, and went on to be picked by Richmond in December's AFL rookie draft.

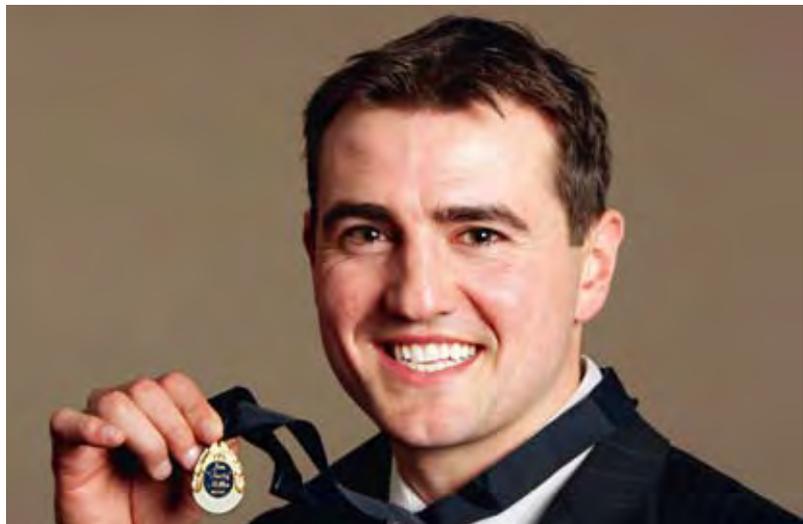
Also in May, the Victorian Government again demonstrated its support for football, announcing a \$10 million VFL venue redevelopment package in the state budget. Combined with contributions from key stakeholders the AFL, AFL Victoria, local councils and VFL clubs, this represented a \$30 million injection into the future of Victorian football.

Nine VFL venues shared the \$10 million, which will be used to upgrade their facilities and amenities and, in turn, benefit players and the community.

VFL clubs are the hubs of each talent region and it is important for the game's future that they have the necessary infrastructure for their players.

In refining Victoria's talent pathway, one of AFL Victoria's focuses is building stronger links between the TAC Cup – the nursery for gifted teenage players – and VFL clubs.

While most VFL and TAC Cup clubs already have good working relationships, AFL Victoria wants them to form even stronger, more meaningful partnerships. One way of achieving this is to ensure more opportunities are given to top-aged



Werribee Tigers captain James Podsiadly (top) took home the VFL's highest individual honour, the J.J. Liston Trophy, in 2008, while Sandringham spearhead Nicholas Sautner (centre) won a record eighth Jim 'Frosty' Miller Medal and Port Melbourne's Robin Nahas (bottom) won the Fothergill-Round Medal as the VFL's most promising young player.



VFA/VFL legends Frank Johnson (Port Melbourne, left) and Gerry Callahan (Williamstown, right) were star attractions of the motorcade before 2008's historic VFL Grand Final at Telstra Dome.

TAC Cup players to play with their aligned VFL clubs.

Before the 2008 season kicked off, several changes occurred including the introduction of an extended 20-round season and, for the first time, two split rounds.

A new VFL-AFL alliance was formed between Williamstown and the Western Bulldogs and the Werribee Tigers and North Melbourne entered into a partial alignment. Collingwood, led by senior coach and newly inducted Australian Football Hall of Fame member Gavin Brown, fielded its own VFL team, while Tasmania decided to stand alone.

It is another sign of the VFL's high standing as a competition that it has two Hall Of Fame members, Brown and Port Melbourne coach Gary Ayres, among its coaching fraternity.

On field, a VFL stand-alone club – Port Melbourne – finished

the home and away season as the minor premier for the first time since the competition's revamp in 2000. And eventual premier North Ballarat and the Werribee Tigers – two partially aligned clubs – finished second and fourth, emphasising the competition's depth of VFL talent.

The VFL provides opportunities for Victorians to maximise their potential by playing the highest standard of football outside the AFL. Victoria's elite league is a pathway to the AFL for players not drafted from the TAC Cup. It also plays a significant role for AFL clubs as young AFL-listed players are blooded in the VFL and many more experienced AFL players use the VFL to return from injury or to regain form.

This AFL involvement is a boon to Victorian footy fans as they can take their family to a local footy ground and see

AFL-listed players mixing it with the cream of Victorian talent each weekend.

While North Ballarat claimed the ultimate team prize, individuals also shone in the VFL.

Werribee Tigers captain James Podsiadly clinched Victorian football's highest individual honour, winning the 2008 J.J. Liston Trophy by one vote. Podsiadly's win was richly deserved. He is a genuine match-winner and a fine ambassador for the VFL.

I congratulate Sandringham superstar Nicholas Sautner on winning a record eighth Jim 'Frosty' Miller Medal as the competition's leading goalkicker during the home and away season.

Congratulations also to Coburg's Glen Carrick for winning the A. Todd Medal as the VFL Reserves best and fairest player.

AFL Victoria would like to commend retiring Geelong captain

Werribee Tigers captain James Podsiadly was a dominant forward in the VFL in 2008, kicking 86 goals including 13 in the finals.



James Byrne on a magnificent VFL career, which netted a J.J. Liston Trophy and a premiership.

Sadly, AFL Tasmania has elected not to continue the Tasmania Devils VFL club beyond 2008 in favour of re-establishing its 10-team statewide league.

AFL Victoria believes Tasmania's past eight seasons in the VFL have been mutually beneficial. Clearly, hundreds of Tasmanian

players have been introduced to a competition where the standard of football is the best outside the AFL. Several, including Jack Riewoldt and Colin Garland, have progressed to play in the national competition.

Meanwhile, Tasmania gave all VFL clubs the chance to experience interstate travel and play at first-class venues like Bellerive Oval and Aurora Stadium.

This leaves a 13-team competition for 2009, with the AFL Gold Coast franchise entering the VFL in 2010, possibly followed by the AFL's proposed Western Sydney franchise in 2011.

From a personal perspective, I wish to thank everyone associated with the VFL for their fantastic support during my first year with AFL Victoria.



VFL RESULTS

2008 FINAL LADDER	P	W	L	D	B	FF	FOR	AG	PC	PTS
Port Melbourne	20	16	4	0	0	0	2384	1720	138.60	64
North Ballarat	20	16	4	0	0	0	2094	1546	135.45	64
Williamstown	20	15	5	0	0	0	2468	1779	138.73	60
Werribee Tigers	20	13	7	0	0	0	2025	1978	102.38	52
Casey Scorpions	20	12	8	0	0	0	2024	1653	122.44	48
Coburg Tigers	20	12	8	0	0	0	2032	1826	111.28	48
Frankston	20	10	10	0	0	0	1958	1851	105.78	40
Northern Bullants	20	10	10	0	0	0	1682	1865	90.19	40
Sandringham	20	8	12	0	0	0	2079	1755	118.46	32
Geelong	20	7	13	0	0	0	1837	2152	85.36	28
Box Hill Hawks	20	6	14	0	0	0	1757	2051	85.67	24
Collingwood	20	6	14	0	0	0	1473	2006	73.43	24
Bendigo Bombers	20	5	15	0	0	0	1521	2361	64.42	20
Tasmania	20	4	16	0	0	0	1690	2481	68.12	16

SENIORS

Grand Final

North Ballarat 18.12 (120) d
Port Melbourne 11.9 (75)

Norm Goss Medal

(Best player in Grand Final)
Josh Smith (North Ballarat)

Umpires

Field: Troy Pannell, Michael Jennings,
Robert Findlay
Boundary: Shane Jones, Christopher Gordon,
Neil Woods
Goal: Stephen Williams, Peter Balding

J.J. Liston Trophy

(Best and fairest)
James Podsiadly (Werribee Tigers)

Fothergill-Round Medal

(Most promising young player)
Robin Nahas (Port Melbourne)

Jim 'Frosty' Miller Medal

*(Leading goalkicker at the end of the home
and away season)*
Nicholas Sautner (Sandringham, 74 goals)

RESERVES

Grand Final

Williamstown 16.17 (113) d
Box Hill Hawks 11.16 (82)

Fred Hill Memorial Medal

(Best player in Grand Final)
James Beaumont (Williamstown)

Umpires

Field: Clinton Capell, Wayne Hoskins,
Jamie Grindal
Boundary: Nick Laurence, Damien Cusack,
Stephen Gloag
Goal: Michael Palm, Stephen Evans

A. Todd Medal

(Best and fairest)
Glen Carrick (Coburg Tigers)

2008 VFL TEAM OF THE YEAR

B:	Andrew Horne (Coburg Tigers)	Jarrold Silvester (Coburg Tigers)	Andy Biddlecombe (Sandringham)
HB:	Liam Picken (Williamstown)	John Baird (Port Melbourne)	Brett Goodes (North Ballarat)
C:	David Stretton (Williamstown)	Brett Johnson (C) (Williamstown)	Tom Roach (North Ballarat)
HF:	Paul Kennedy (Frankston)	James Podsiadly (Werribee Tigers)	Marcus Marigliani (Frankston)
F:	Michael Barlow (Werribee Tigers)	Nicholas Sautner (Sandringham)	Robin Nahas (Port Melbourne)
R:	Orren Stephenson (North Ballarat)	Toby Pinwill (Port Melbourne)	Peter Summers (Sandringham)
INT:	James Byrne (Geelong)	Adam Iacobucci (Northern Bullants)	James Wall (Casey Scorpions)
	Steve Kenna (Box Hill Hawks)		
COACH:	Gary Ayres (Port Melbourne)		



BENDIGO BOMBERS

Queen Elizabeth Oval
View Street, Bendigo, 3350
Joined VFL: 1998 **Premierships:** 0
2008 coach: Adrian Hickmott
bendigobombers.com



BOX HILL HAWKS

Box Hill City Oval
Cnr. Middleborough and Whitehorse Roads,
Box Hill, 3128
Joined VFL: 1951 **Premierships:** 1
2008 coach: Barry Mitchell
boxhillhawks.com.au



CASEY SCORPIONS

Casey Fields
Berwick-Cranbourne Road, Cranbourne, 3977
Joined VFL: 1982 **Premierships:** 5
2008 coach: Greg Hutchison
scorpions.com.au



COBURG TIGERS

ABD Group Stadium
Harding Street, Coburg, 3058
Joined VFL: 1925 **Premierships:** 6
2008 coach: Jade Rawlings
coburgtigers.com.au



COLLINGWOOD

Lexus Centre
Cnr. Batman Avenue and Swan Street
Olympic Park, Melbourne, 3000
Joined VFL: 2000 **Premierships:** 0
2008 coach: Gavin Brown
collingwoodfc.com.au



FRANKSTON DOLPHINS

Frankston Oval
Cnr. Young Street and Ploughman Place
Frankston, 3199
Joined VFL: 1966 **Premierships:** 0
2008 coach: Brett Lovett
frankstonfc.com.au



GEELONG CATS

Skilled Stadium
Kardinia Park
LaTrobe Terrace, Geelong, 3220
Joined VFL: 2000 **Premierships:** 2
2008 coach: Leigh Tudor
gfc.com.au



NORTH BALLARAT ROOSTERS

Northern Oval
Creswick Road
North Ballarat, 3550
Joined VFL: 1996 **Premierships:** 1
2008 coach: Gerard FitzGerald
theroosters.com.au



NORTHERN BULLANTS

NAB Oval
Cramer Street
Preston, 3072
Joined VFL: 1903 **Premierships:** 4
2008 coach: David Teague
northernbullants.com.au



PORT MELBOURNE

TEAC Oval
Williamstown Road
Port Melbourne, 3207
Joined VFL: 1886 **Premierships:** 15
2008 coach: Gary Ayres
pmfc.com.au



SANDRINGHAM ZEBRAS

Trevor Barker Beach Oval
Cnr. Beach Road and Hampton Street
Sandringham, 3191
Joined VFL: 1929 **Premierships:** 10
2008 coach: Andy Lovell
sandringhamfc.com.au



TASMANIA DEVILS

Bellerive Oval
Derwent Street
Bellerive, Tasmania, 7018
Joined VFL: 2001 **Premierships:** 0
2008 coach: Lance Spalding
footballtas.com.au



WERRIBEE TIGERS

Chirnside Park
Watton Street, Werribee, 3030
Joined VFL: 1965 **Premierships:** 1
2008 coach: Simon Atkins
werribee.fc.com.au



WILLIAMSTOWN SEAGULLS

Burbank Oval
Morris Street
Williamstown, 3018
Joined VFL: 1884 **Premierships:** 13
2008 coach: Bradley Gotch
williamstown.afvic.com.au



The Murray Bushrangers revel in the aftermath of their 81-point rout of the Dandenong Stingrays in the TAC Cup Grand Final at Telstra Dome.



TAC CUP REPORT

JOHN HOOK

Football Operations Manager

TAC CUP AGAIN THE BEST PATHWAY TO THE AFL

The 17th season of the state's elite under-18 competition, the TAC Cup, again highlighted the effectiveness of Victoria's development system.

The TAC Cup provided 39 of the 75 new players at the 2008 NAB AFL National Draft – the most of any state. Of all the new players selected from across Australia, 52 per cent emerged from the deep Victorian talent pool, which was a credit to the TAC Cup region managers, AFL Victoria high performance managers Leon Harris and Anton Grbac and all associated with the Vic Metro and Vic Country programs.

The prized first selection emanated from Victoria for the second year in a row, with Melbourne taking Sandringham Dragons forward Jack Watts. Five of Watts' Dragon teammates were also selected including first-round picks Tyrone Vickery (Richmond), Tom Lynch (St Kilda) and Mitchell Brown (Geelong).

The 2008 draft also saw 10 Victorian players taken with the 18 first-round selections, while the Oakleigh Chargers equalled its best year with five players selected.

The TAC Cup's role as a launching pad for the game's

greats was again illustrated in the 2008 AFL Grand Final. Hawthorn and Geelong each had 12 TAC Cup products in their respective sides and Norm Smith medallist Luke Hodge was formerly a Geelong Falcon. Meanwhile, eight of the 2008 AFL All-Australian team progressed through the TAC Cup and Trent Cotchin (Northern Knights) – one of seven Victorians

“The TAC Cup gave more than 500 talented juniors the opportunity to gain the best in coaching, tuition and resources to maximise their ability.”

nominated – finished third in the 2008 NAB AFL Rising Star.

While reaching the AFL is a satisfying achievement for a few, for the majority of TAC Cup players not being drafted by no means signifies a failure. The TAC Cup is squarely focused on players maximising their potential and continuing in the game at AFL, VFL, country or suburban league level. Importantly, 95 per cent of TAC Cup graduates continue to play football.

For the first time, the 2008 TAC Cup Grand Final was played under lights at Telstra Dome as a curtain-raiser to the VFL Grand Final on AFL Grand Final eve. The contest was again broadcast live on Fox Sports, allowing many across the nation to watch the best young football talent in action.

The Murray Bushrangers avenged last year's TAC Cup Grand Final loss with an 81-point triumph over the Dandenong Stingrays. It is the Bushrangers' second premiership and was achieved in Phil Bunn's first season as coach. Impressively, Murray lost only two games and was on top of the ladder for all but four rounds.

The TAC Cup boasted a fresh finals format in 2008. The three-week knockout series meant the side that finished first could be dislodged from the premiership race by the eighth-placed side in the first week. This exposed TAC Cup players to the heightened pressure they could expect in the AFL and VFL.

In September at Moonee Valley, the Morrish Medal night proved a historic affair with a tie occurring for the first time. Classy midfielders Jarryd Blair (Gippsland Power) and Farran Priest (Murray Bushrangers)

Farran Priest (Murray Bushrangers, left) and Jarryd Blair (Gippsland Power, right) were the first joint winners of the Morrish Medal since the TAC Cup's inception in 1992.



could not be split for the TAC Cup's highest individual honour.

Eastern Ranges player Rory Sloane also had a stellar year and was duly awarded the TAC Cup Coaches' Award. Sloane, a versatile half-forward and midfielder, was selected by Adelaide at the AFL National Draft.

Dangerous Bushrangers forward Tom Rockliff had another outstanding year in front of the big sticks. He finished as the TAC Cup's leading goalkicker after booting a deadly accurate 59.21 from 18 matches.

Before the 2008 season started there were several off-field changes at TAC Cup clubs. The TAC Cup welcomed new coaches Jarrod Molloy (Sandringham Dragons) Phil Bunn (Murray Bushrangers), Austinn Jones (Gippsland Power) and Steven Kretiuik (Western Jets).

Vic Metro and Vic Country opened the 2008 NAB AFL

Under-18 Championships, with Vic Metro running out four-point winners in a thriller at the MCG. In 2008, the competition underwent significant change, expanding from three to five matches, meaning extra travel for the Victorian sides. Fox Sports covered the final round at Telstra Dome, increasing the competition's exposure.

Vic Metro remained undefeated and took out this year's Under-18 Championships under the guidance of coach David Dickson. Dickson collected his eighth title in 12 championships and, amazingly, his record included only five losses in 38 games.

In 2008 the TAC Cup gave more than 500 talented juniors the opportunity to gain the best in coaching, tuition and resources to maximise their ability.

The TAC Cup also proved its worth as more than just

a football competition with players involved in several off-field activities. These included the TAC's L120 Club program, which had a focus on learner drivers obtaining 120 supervised hours behind the wheel in all conditions before attaining their licence.

AFL Victoria greatly appreciates the generous support of the Transport Accident Commission, which will again be the competition's primary partner in 2009. Excitingly, the TAC Cup celebrates its 18th birthday – a significant milestone given the TAC's important message of 120 hours of practice for learner drivers.

Finally, thank you to everyone involved in the TAC Cup and Victorian talent pathway for their support during my first year as AFL Victoria's football operations manager.



TAC CUP RESULTS

2008 FINAL LADDER	P	W	L	D	B	FF	FOR	AG	PC	PTS
Murray Bushrangers	19	17	2	0	0	0	2057	1245	165.22	68
Dandenong Stingrays	19	13	6	0	0	0	1845	1551	118.96	52
Geelong Falcons	19	12	7	0	0	0	1893	1480	127.91	48
North Ballarat Rebels	19	12	7	0	0	0	1621	1417	114.40	48
Gippsland Power	19	11	8	0	0	0	1754	1437	122.06	44
Oakleigh Chargers	19	11	8	0	0	0	1735	1485	116.84	44
Western Jets	19	11	8	0	0	0	1562	1641	95.19	44
Eastern Ranges	19	11	8	0	0	0	1523	1639	92.92	44
Sandringham Dragons	19	6	13	0	0	0	1488	1884	78.98	24
Bendigo Pioneers	19	5	14	0	0	0	1483	1932	76.76	20
Calder Cannons	19	5	14	0	0	0	1368	1786	76.60	20
Northern Knights	19	3	16	0	0	0	1399	1707	81.96	12

GRAND FINAL

Murray Bushrangers 21.16 (142) d

Dandenong Stingrays 9.7 (61)

TAC Medal

(Best player in Grand Final)

Steele Sidebottom (Murray Bushrangers)

Umpires

Field: Tim Saunders, Andrew Mitchell, Tristan Burgess

Boundary: Michael Marantelli, Steven Neal, Drew Kowalski

Goal: Courtney Lai, Richard Thwaites

Morrish Medal

(Best and fairest)

Farran Priest (Murray Bushrangers) and

Jarryd Blair (Gippsland Power)

TAC Cup Coaches' Award

Rory Sloane (Eastern Ranges)

Leading Goalkicker

Tom Rockliff (Murray Bushrangers, 59 goals)

2008 TAC CUP TEAM OF THE YEAR

B: Zach Sengstock (Sandringham Dragons)	Tom Gillies (Dandenong Stingrays)	Andrew Hooper (North Ballarat Rebels)
HB: Tom Simpkin (Geelong Falcons)	Michael Hurley (Northern Knights)	Kade Klemke (Murray Bushrangers)
C: David Zaharakis (Northern Knights)	Mitchell Banner (Western Jets)	Koby Stevens (Gippsland Power)
HF: Rory Sloane (Eastern Ranges)	Jack Ziebell (Murray Bushrangers)	Tom Rockliff (Murray Bushrangers)
F: Xavier Gotch (Oakleigh Chargers)	Aaron Purves (Dandenong Stingrays)	Tyrone Vickery (Sandringham Dragons)
R: Jordan Roughead (North Ballarat Rebels)	Luke Shuey (Oakleigh Chargers)	Jarryd Blair (Gippsland Power)
INT: Jordan Gysberts (Eastern Ranges)	Kallen Geary (Bendigo Pioneers)	
Andrew Duhau (Calder Cannons)	Nick Suban (North Ballarat Rebels)	

Coach: Mark Ellis (Bendigo Pioneers)



BENDIGO PIONEERS

Office address: (La Trobe University)
Osborne Street, Bendigo, 3550

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

2008 coach: Mark Ellis

bendigopioneers.aflvic.com.au



CALDER CANNONS

Office address: Moreland City Council
90 Bell Street, Coburg, 3058

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

2008 coach: David Flood

caldercannons.aflvic.com.au



DANDENONG STINGRAYS

Office address: Shepley Oval
Pultney Street, Dandenong, 3175

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

2008 coach: Graeme Yeats

dandenongstingrays.aflvic.com.au



EASTERN RANGES

Office address: Kilsyth Recreation Reserve
Colchester Road, Kilsyth, 3137

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

2008 coach: Shane Watson

easternranges.aflvic.com.au



GEELONG FALCONS

Office address: Highton Reserve
Roslyn Road, Highton, 3216

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

2008 coach: Garry Hocking

geelongfalcons.aflvic.com.au



GIPPSLAND POWER

Office address: Morwell Recreational Reserve
Travers Street, Morwell, 3840

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

2008 coach: Austinn Jones

gippslandpower.aflvic.com.au



MURRAY BUSHRANGERS

Office address: 54 Ovens Street
Wangaratta, 3677

Joined TAC Cup: 1993

Premierships: 2 **2008 coach:** Phil Bunn

murraybushrangers.aflvic.com.au



NORTH BALLARAT REBELS

Office address: Northern Oval
Creswick Road, North Ballarat, 3350

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

2008 coach: Chris Maple

nballaratrebels.aflvic.com.au



NORTHERN KNIGHTS

Office address: Blake Park
Gower Street, Preston, 3072

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

2008 coach: Paul Satterley

northernknights.aflvic.com.au



OAKLEIGH CHARGERS

Office address: Warrawee Park
Warrigal Road, Oakleigh, 3166

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

2008 coach: Rohan Welsh

oakleighchargers.aflvic.com.au



SANDRINGHAM DRAGONS

Office address: DC Bricker Pavilion, Princes Park
Beech Street, Caulfield South, 3162

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

2008 coach: Jarrod Molloy

sandringhamdragons.aflvic.com.au



WESTERN JETS

Office address: 1 Darebin Place
Caroline Springs, 3023

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

2008 coach: Steve Kretiuk

westernjets.aflvic.com.au

VICTORIAN GRADUATES TO THE AFL

2008 NAB AFL DRAFT SELECTIONS

PICK NO.	PLAYER NAME	PREVIOUS CLUBS	AFL CLUB
1	Jack Watts	Sandringham Dragons/Brighton Grammar	Melbourne
5	Michael Hurley	Northern Knights/Macleod	Essendon
8	Tyrone Vickery	Sandringham Dragons/Haileybury College	Richmond
9	Jack Ziebell	Murray Bushrangers/Wodonga	North Melbourne
11	Steele Sidebottom	Murray Bushrangers/Congupna	Collingwood
13	Tom Lynch	Sandringham Dragons/Haileybury College	St Kilda
14	Ayce Cordy	Geelong Falcons/Geelong College	Western Bulldogs
15	Mitchell Brown	Sandringham Dragons/Mentone Grammar	Geelong
17	Sam Blease	Eastern Ranges/Yarra Valley Grammar	Melbourne
18	Luke Shuey	Oakleigh Chargers/Marcellin College	West Coast
19	James Strauss	Oakleigh Chargers/Scotch College	Melbourne
22	Jackson Trengove	Calder Cannons/Penleigh and Essendon Grammar	Port Adelaide
23	David Zaharakis	Northern Knights/Marcellin College	Essendon
24	Nick Suban	North Ballarat Rebels/Bacchus Marsh	Fremantle
26	Jayden Post	Western Jets/Altona	Richmond
27	Sam Wright	Murray Bushrangers/Katamatite	North Melbourne
28	Shaun McKernan	Calder Cannons/Tullamarine	Adelaide
30	Daniel Hannebery	Oakleigh Chargers/Xavier College	Sydney
31	Jordan Roughead	North Ballarat Rebels/Lake Wendouree	Western Bulldogs
33	Tom Gillies	Dandenong Stingrays/Narre Warren	Geelong
34	Liam Shiels	Eastern Ranges/The Basin	Hawthorn
36	Ashley Smith	Dandenong Stingrays/Berwick	West Coast
37	Zac Clarke	Oakleigh Chargers/Surrey Park	Fremantle
40	Mitch Robinson	Tasmania (VFL)/Lauderdale	Carlton
42	Mitchell Banner	Western Jets/Werribee JFC	Port Adelaide
44	Rory Sloane	Eastern Ranges/Upwey-Tecoma	Adelaide
46	Luke Rounds	Geelong Falcons/Terang-Mortlake	Collingwood
48	Nick Heyne	Gippsland Power/Orbost-Snowy Rovers	St Kilda
49	Taylor Hunt	Sandringham Dragons/Beaumaris	Geelong
50	Jordan Lisle	Oakleigh Chargers/Carey Grammar	Hawthorn
52	Jordan Jones	Geelong Falcons/Ocean Grove	West Coast
55	Michael Still	Northern Knights/Eltham	Essendon
56	Ben Bucovaz	Geelong Falcons/Geelong Amateur	Fremantle
57	Aaron Cornelius	Tasmania (VFL)/Tassie Mariners	Brisbane Lions
59	Nathan O'Keefe	Eastern Ranges/Seville	North Melbourne
61	Campbell Heath	Gippsland Power/Maffra	Sydney
63	Luke Lowden	Sandringham Dragons/Caulfield Grammar	Hawthorn
68	Tim Ruffles	North Ballarat Rebels/North Ballarat City	Fremantle
69	Bart McCulloch	Tasmania (VFL)/Tassie Mariners	Brisbane Lions
72	Will Young	North Ballarat Rebels/North Ballarat City	Adelaide
75	Shane Savage	Dandenong Stingrays/Noble Park	Hawthorn
80	Caleb Tiller	Murray Bushrangers/Thornton	Carlton

PERMANENT ROOKIE UPGRADES PRIOR TO THE 2008 NAB AFL DRAFT

PLAYER	PREVIOUS CLUBS	AFL CLUB
Michael Jamison	North Ballarat Roosters (VFL)/North Ballarat Rebels	Carlton
Brent Macaffer	Gippsland Power/Kilcunda-Bass	Collingwood
Jarrold Atkinson	Bendigo Bombers (VFL)/Rumbalara	Essendon
Robert Eddy	Gippsland Power/Stony Creek	St Kilda
Andrew McQualter	Gippsland Power/Traralgon	St Kilda
Matthew O'Dwyer	Calder Cannons/Tullamarine	Sydney
Nick Smith	Oakleigh Chargers/Scotch College	Sydney

2009 NAB AFL PRE-SEASON DRAFT SELECTIONS

PICK NO.	PLAYER	PREVIOUS CLUBS	AFL CLUB
1	Liam Jurrah	Collingwood (VFL)/ Yuenduma Magpies (NT)	Melbourne
3	Hayden Skipworth	Bendigo Bombers (VFL)/Adelaide	Essendon
5	Tom Rockliff	Murray Bushrangers/Benalla	Brisbane Lions

2009 NAB AFL ROOKIE DRAFT SELECTIONS

PICK NO.	PLAYER	PREVIOUS CLUBS	AFL CLUB
1	Jordie McKenzie	Geelong Falcons/Terang-Mortlake	Melbourne
3	Casey Sibosado	Oakleigh Chargers/Xavier College	Fremantle
5	Bryce Carroll	Western Jets/Doutta Stars	Essendon
8	Robin Nahas	Port Melbourne (VFL)/Oakleigh Chargers	Richmond
9	Marcus White	Calder Cannons/Aberfeldie	North Melbourne
10	Ricky Henderson	Trentham	Adelaide
11	Tristan Francis	Gippsland Power/Korumburra	Collingwood
14	Jamason Daniels	Murray Bushrangers/Shepparton United	Western Bulldogs
16	Riley Milne	Murray Bushrangers/Mooroopna	Hawthorn
17	Rhys Healey	Bendigo Pioneers/Eaglehawk	Melbourne
21	Thomas German	Calder Cannons/Oak Park	Essendon
22	Luke Stanton	Northern Knights/Marcellin College	Carlton
25	Luke Delaney	Geelong Falcons/Grovedale	North Melbourne
27	Jarryd Blair	Gippsland Power/Wonthaggi	Collingwood
28	Taylor Gilchrist	Sandringham Dragons /Caulfield Grammar	Sydney
29	Tom Simpkin	Geelong Falcons/Colac	St Kilda
30	Liam Picken	Williamstown (VFL)/North Ballarat Rebels	Western Bulldogs
31	Bryn Weadon	North Ballarat Rebels/Lake Wendouree	Geelong
39	Andrew Browne	Murray Bushrangers/Mansfield	Richmond
46	Tom Allwright	Tasmania (VFL)/North Hobart	Geelong
50	Kade Klemke (NSW)	Murray Bushrangers/Calcairn	Essendon
58	Steven Gaertner	Dandenong Stingrays/ Edithvale-Aspendale	St Kilda
80	Samuel McGarry	Sandringham Dragons/St Peters	St Kilda

Sandringham Dragons and Vic Metro representative Jack Watts was the No. 1 pick at the 2008 NAB AFL Draft, eagerly selected by a Melbourne side that believes he will develop into a star power forward in future seasons.





UMPIRING REPORT
KEVIN MITCHELL
 State Director of Umpiring

STRONG CAREER PATH FOR UMPIRES

The VFL and TAC Cup competitions provide a pathway to the AFL for not only players but also Victoria's umpires.

In season 2008, Victoria was again the leading state for umpires making the transition into the AFL. VFL field umpires Shane Stewart (Tasmania), Heath Ryan and Jacob Mollison all reached the elite level. VFL boundary umpires Gerard Large and Chris Hay (Tasmania) and goal umpires Adam Wojick, Brad Letson and Darren Mills also made the step up.

Consequently, the umpiring groups from where these elevated umpires originated received compensation. This funding further assisted umpiring development at the grass-roots level.

With umpires promoted each year, opportunities continue to arise in Victoria's umpiring ranks, which consequently do not become stagnant.

These opportunities at the elite level allow young umpires to emerge from local football and step up to the amplified pace and skill of the TAC Cup and VFL Reserves. I remind all of our young umpires at the start of pre-season that: "Somebody here is going to umpire AFL. History tells us that".

The only way an umpire can obtain an AFL trial is via a state-league senior Grand Final or as an AFL rookie (emergency umpire in AFL matches).

The 2008 VFL Grand Final umpiring panel consisted of field umpires Troy Pannell, Robert Findlay (AFL umpire rookie) and Michael Jennings, who umpired his third VFL Grand Final and Troy McCarthy as emergency field umpire. This was particularly

“Opportunities continue to arise in Victoria's umpiring ranks which subsequently do not become stagnant.”

pleasing for Troy Pannell, as he was delisted from the AFL panel in 2007 but has since progressed and earned another AFL trial.

The 2008 VFL Grand Final was also umpired by Chris Gordon, Neil Woods and Shane Jones on the boundary and goal umpires Stephen Williams and Peter Balding, with Michael Richardson as the emergency goal umpire.

Victorian umpires again stamped themselves on the final

Saturday in September. The 2008 AFL Grand Final was umpired by former VFL Grand Final field umpires Shaun Ryan (2002) and Michael Vozzo (1997).

This level of progress creates a buoyant environment for both players and umpires in the VFL and TAC Cup.

Generally, the communication between the VFL football coaches and the umpiring department was positive. Everybody understands the League is a learning curve for both players and umpires, especially with AFL-aligned teams.

VFL life member Dan Beard created history in 2008 when he umpired his 200th VFL senior match, which was a tremendous achievement. Liked and respected by all, Dan is a credit to the VFL umpires and the wider football fraternity. His dedication to his preparation and fitness can never be questioned and he is a good mentor to the competition's young umpires. His contribution to the game has been enormous.

AFL Victoria's relationship with Tasmanian umpires was again successful in 2008. AFL Victoria's umpiring development panels were in place to identify Tasmanian field, boundary and goal umpires who demonstrated the necessary

From left to right: Christopher Gordon (boundary umpire), Troy McCarthy (field umpire) and Stephen Williams (goal umpire) were the VFL's Umpires of the Year in 2008.



qualities to make the step up into the AFL. Obviously, the departure of Tasmania from the VFL in 2009 will reduce opportunities but fortunately some umpires will remain with the assistance of AFL Tasmania.

Technology was again pivotal this season. Umpires were fitted with GPS units to monitor the fitness demands of the modern game. The online fitness coaching aid Visual Coaching Pro was fully implemented and allowed

coaches, fitness staff, physios and dieticians to expertly monitor the progress and health of umpires.

Certainly, these necessary advancements in technology will help to nurture the next generation of AFL umpires.

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As at December, 2008



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As at December, 2008



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For Multicultural Development Officers, see page 34



FINANCIAL SUMMARY

STEPHEN SMITH
Financial Controller

VFL VENUE UPGRADES A SIGNIFICANT BOOST FOR VICTORIAN FOOTBALL

Victorian football received a major boost in 2008 when the State Government injected \$10 million into Victorian Football League grounds through its 'Improving Community Access to VFL Grounds' initiative. This followed significant State Government drought-relief assistance over the past few years.

This latest funding – combined with funding from AFL Victoria and the AFL, VFL clubs and local councils – meant we have been able to secure \$30 million in grants. This will be split between nine VFL venues and will significantly improve the infrastructure and create community hubs at those grounds. These upgrades will not only benefit the VFL clubs but also local clubs, schools and community groups who use the facilities.

The trading result for 2008 was a profit of \$264,465, from a turnover of more than \$16 million. AFL funding underpins the continued success of Victorian football and enables vital funding for activities such as coaching courses and volunteer training.

Apart from AFL Victoria's AFL-generated income made up of grants and transfer fees, the AFL also carried out a variety of

FINANCIAL PERFORMANCE 2008

	Actual '08
Income	
Leagues Managed by State	919,716
AFL Grant	6,091,000
Other Revenue	548,115
Marketing & Sponsorship	2,659,568
Participation & Development	5,965,870
Total Income	\$16,184,269
Expenditure	
Communications & Media	135,087
Leagues Managed by States	1,704,771
Local Grants	545,000
Game Development	11,796,180
Admin & Finance	1,653,770
Marketing & Sponsorship	84,996
Total Expenditure	\$15,919,804
Net Result	\$264,465

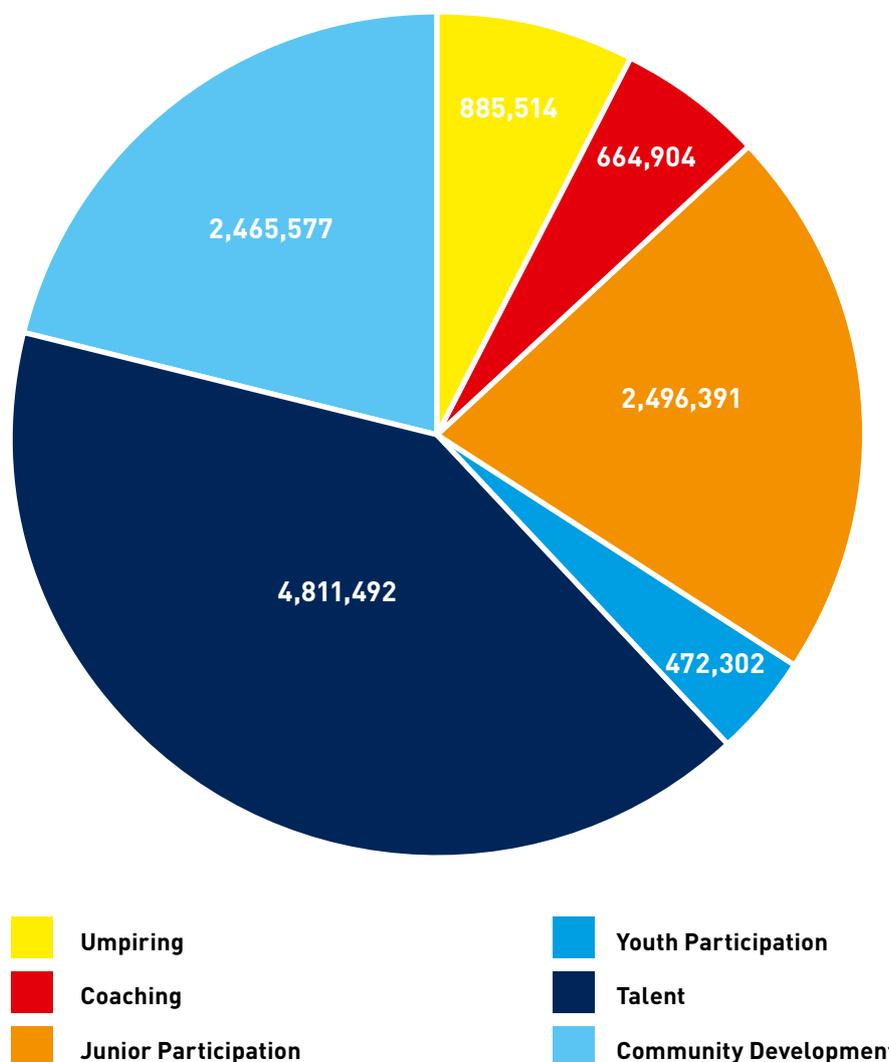
financial tasks through its shared services area, benefiting AFL Victoria in both efficiency and cost effectiveness.

While this significant AFL funding was established following

Victorian football's restructure after the formation of the national league, it is not sufficient to meet AFL Victoria's future growth needs. If AFL Victoria is to improve its services to football in this state,

GAME DEVELOPMENT EXPENDITURE 2008

\$11,796,180



it is critical for it to continually identify new sources of income from commercial and government areas. While AFL Victoria will always require AFL funding support, a major goal is to reduce the AFL's 54 per cent contribution to its revenue.

In today's economic environment this is an increasingly challenging goal. In 2008, while several new sources of revenue were gained, the VFL could not attract a major sponsor and at this stage is still without one for 2009. Our current

economic environment means AFL Victoria must nurture, and where possible extend, its existing relationships and alliances while also seeking out new partners. Income generated from the sponsorship and fundraising areas accounted for 16 per cent of total revenue this year.

AFL Victoria's major responsibility is to allocate its \$16 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.

Nearly \$12 million was expended on game development in 2008, with \$4.8 million allocated to talent. Significantly, AFL Victoria's talent development program is responsible for generating the majority of Victoria's AFL funding.

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



MARKETING REPORT

PETER HARLEY
Marketing Manager

FOOTBALL LINKS SPONSORS WITH LOCAL COMMUNITIES

In today's economic climate, football leagues' and clubs' battle to attract and maintain vital partnership funding is getting harder and harder. In addressing this issue it is helpful to look at the marketing process.

In its simplest terms, marketing is about the identification of needs and developing products and services to meet those needs. Obviously communication, pricing and distribution all come into play, but basically it's a process of matching products and services with identified needs.

Today, community needs are far wider than simply the physical activity, recreation and entertainment a sport can provide. They focus more and more on social interaction, safe, friendly and healthy playing and social environments, participation opportunities for all and even life skills development. These needs have always been met by football but now they are at the forefront of community thinking.

To attract and maintain the vital support of partnerships and alliances in the sponsorship area, this new focus needs to be presented to the marketplace as a

reason to be involved in football leagues and clubs.

While the need for an economic return on an investment is still paramount to becoming involved in football, the need for organisations to be involved in a positive way in their communities is becoming more important in its own right. Indeed, it can be an important ingredient in the return on an investment with increased

“Community football leagues and clubs can be used as effective communication and promotional vehicles.”

business resulting from an organisation's corporate citizenship.

Governments at all levels, including statutory authorities, are gaining a better understanding of how football can be an effective communication device and offers the benefits of being involved with welcoming, safe and friendly football club environments.

VicHealth, a long-time supporter of Victorian football,

has made a significant investment in football in this state over the years. AFL Victoria's community football programs, aimed at delivering welcoming, safe and friendly environments, are dependant on this funding. In an innovative move, VicHealth and AFL Victoria embarked on the pilot program 'Fair Game – Respect Matters', which is part of the AFL's 'Respect and Responsibility' program that addresses the issues women face in a sport historically dominated by males.

The Transport Accident Commission (TAC) has been a partner of AFL Victoria for 17 years and uses the elite under-18 competition, the TAC Cup, to promote road safety messages to communities around the state. The longevity of this relationship is a testament to the significant benefits the TAC derives from the partnership.

The Department of Justice in 2008 entered a partnership arrangement with AFL Victoria to address problem gambling in the community through a pilot program in the northern and west Gippsland regions. Primarily an educational device, the program aims to use football's



Auskick junior clinics and 'Go for your life' encourage children to be physically active.

community popularity to alert clubs and communities to problem gambling and where to seek help. The pilot program will continue throughout 2009 potentially leading to a state-wide roll out in 2010.

In 2008, 'Go for your life' identified an opportunity to promote its programs that encourage active involvement in sport and healthy eating, which fit hand in glove with AFL Victoria's goals. An important element of the program is

utilising the numbers involved in football to promote continued active involvement in sport across the summer months after the football season has concluded.

While these partnerships are linked into state-wide activities, the rationale behind their involvement can be applied to local community organisations where football leagues and clubs can be used as effective communication and promotional vehicles.

AFL Victoria would like to thank the following partners:

- Australia Post
- Beiersdorf Buffalo Sports
- Club Warehouse ConnectEast
- Department of Justice
- Ford Motor Company of Australia
- Go for your life
- Kombat
- Melbourne Cricket Club Foundation
- Patties Bakery
- Russell Corporation
- Sport & Recreation Victoria
- TAC (major TAC Cup sponsor)
- VicHealth



AFL VICTORIA DEVELOPMENT

MICHAEL DANIHER

Manager, Development and Planning

DEVELOPMENT PROGRAMS ENSURE FOOTBALL'S CONTINUED GROWTH

AFL Victoria Development formulates and implements strategies to assist the future growth of football in Victoria.

AFL Victoria's Development sections include community football, multicultural football, coaching, umpiring, NAB AFL Auskick, school football, AFL Kickstart Indigenous programs, AFL player appearances, female football and AFL Recreational Football.

AFL Victoria takes a unified and coordinated approach to improving the game in its traditional heartland. AFL Victoria Development works closely with the AFL, Victorian AFL clubs and grassroots football bodies to identify trends and challenges that confront Australian Football and implement strategies to overcome them.

AFL Victoria is charged with the responsibility of providing support structures and a regulatory environment to encourage the growth of Victorian football and reward participants with enjoyable experiences.

Involvement in football provides an avenue for young people and their families to build strong relationships and connect to

a wider community, which helps develop a sense of belonging.

Australian Football: as popular as ever

Australian Football remains Victoria's most popular sport.

The magnitude of Australian Football's hold on Victorians is illustrated by the 224,079 on-field male and female participants involved at clubs, Auskick centres,

“The game plays an integral role in Victorians' cultural wellbeing and is an important ingredient in individual and cultural identity.”

schools and umpiring groups for more than six weeks of the year. The number is closer to 300,000 when participants playing in programs that run for less than six weeks are considered. The participation growth in Victoria coincides with the adoption of good quality practices and inclusive policies by our football bodies.

Despite the continued ramifications of the drought, Victoria saw a small growth in

participation in 2008 – 2057 new players took up the game, an increase of one per cent on 2007.

This rise continued the growth of participation in the state. Since 2000, 34,128 new players have taken up Australian Football in 1103 new teams. This represents growth of 15 per cent in players and 16 per cent in teams over the past eight years.

The flow of newcomers to the game remained strong at community football level and in schools. There were 68 new community club teams formed in 2008 and 1700 new players took up the game. This took the total number of community club teams in Victoria to a record 5257, while more players than ever (131,425) are kicking a football in an organised local competition. Community football numbers have now grown by 12 per cent over the past eight years.

School football continued to surge this year, with 29 new teams and 725 more players taking the field. In secondary schools, there were a record number of players (15,175) and teams (607). Since 2000, this sector has grown by 23 per cent.

While there was a total increase in participation in 2008, some sectors dropped marginally from

A Moorabbin Saints JFL player (red, white and black jumper) soars for a mark in his side's clash with the Western Region Football League side.



2007. Auskick experienced a slight decrease, down 95 participants on its total 2007 numbers, while senior women's football was down 187 players on the previous year.

Pleasingly, umpire numbers rose again in 2008, with field umpire numbers up by 163 and boundary and goal umpire numbers up by 95. Since 2004, the total number of umpires officiating in Victoria has risen by 16 per cent.

Australian Football: strengthening communities

Australian Football is Victoria's most popular sport. It brings people together from all walks of life to participate and organise. Through this involvement, the game provides an important source of social contact, providing its participants opportunities to develop friendships and support networks. Importantly, involvement in Australian Football provides an avenue for young people and their families to build strong relationships and connect with their wider community.

The game also plays an integral role in Victorians' cultural wellbeing and is an important ingredient in individual and community identity. In doing so, it provides many Victorians with a strong sense of belonging.

Further, many of the leadership, decision-making and organisational skills acquired by participating in football are transferable to other community activities. In this way, the game plays an important role in fostering the skills required to strengthen communities.

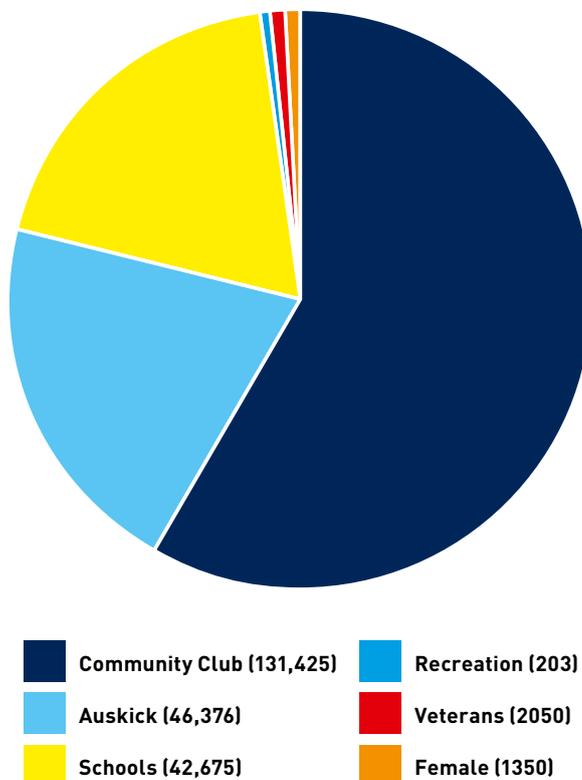
Australian Football: a game of life

Australian Football bridges cultural, gender and social divides and weaves its way into the collective psyche of families, neighbourhoods and communities. The impact of the game on the lives of Victorians extends way beyond the results on the scoreboard. The development of life skills and gains made in physical and mental health result in significant flow-

vital resources such as the Club Volunteer Management Kit and programs such as the National Insurance Scheme are provided for community clubs' benefit.

AFL clubs: AFL clubs make their players available to thousands of children at local clubs and schools across the state. This is an important tool in the continued promotion of the game.

TOTAL PLAYER PARTICIPATION



VicHealth: Being involved in football as a player, coach, official, administrator, volunteer or even as a spectator is great for the health of both individuals and our communities. For this reason, AFL Victoria and VicHealth have developed a strategic alliance around two key programs:

(i) Participation in Community Sport and Recreation (PICSAR)

– this program is aimed at increasing participation among people with disabilities, those from a low socio-economic background and new arrivals.

(ii) Respect and Responsibility program

– this program is aimed at building a culture in football that is more friendly and inclusive towards women and girls. AFL Victoria and VicHealth recognise that a synergy exists between participating in football for physical and mental health gains, and a club's need to attract and retain participants.

on benefits for the hundreds and thousands of players, coaches, umpires, volunteers and officials who come together to enjoy Australian Football.

To most Victorians, Australian Football is indeed 'a game of life'.

AFL Victoria's major partners

The AFL: The AFL provides essential funding to AFL Victoria to deliver development programs. Through AFL Game Development,

Department of Justice: This is a new partnership between AFL Victoria and the Department of Justice aimed at delivering

key messages of the Victorian Government's problem gambling strategy. The partnership involves delivering key problem-gambling and responsible-gambling messages in two of AFL Victoria's regions – the Northern Football League (NFL) in metropolitan Melbourne and the West Gippsland Latrobe Football League (WGLFL) in country Victoria.

Melbourne Cricket Club

Foundation: The AFL Victoria and MCC Foundation ('G Footy') partnership was expanded in 2008 to establish new initiatives to attract visitors to the MCC National Sports Museum, broaden football programs into primary schools and access newly-appointed school ambassadors, while continuing to widen exposure to new students participating in core secondary school football programs in schools throughout the state.

'Go for your life': AFL Victoria and 'Go for your life' entered a partnership in 2008 to nurture the development of football and promote 'Go for your life's' messages of increased physical activity and healthy eating. Through the partnership, the collective aim of both organisations is to provide healthy and physically active environments that will, in turn, lead to an increase in physical activity, enjoyment and community well-being among participants.

Department of Planning and Community Development:

AFL Victoria works through Sport and Recreation Victoria (SRV) to provide greater participation opportunities in football. Through the funding support of SRV, AFL Victoria worked with Cricket Victoria to introduce a dually recognised Level 1 coaching course throughout country Victoria and an 'all-abilities' football pathway program in the metropolitan area. Further,

SRV provides significant additional funding for the development of appropriate facilities for all levels of football throughout Victoria.

EastLink: ConnectEast became an AFL Victoria partner in 2008. ConnectEast contributed valuable funding that saw the launch of the EastLink Cup schools competition and the annual EastLink Cup to be contested by VFL clubs Frankston and the Box Hill Hawks.

AFL Victoria's network of development managers

At regional level, the AFL Victoria Development team consists of a network of development managers aligned to the TAC Cup clubs, who work with local leagues, AFL Auskick centres and school groups. They implement Auskick programs, coaching courses, school-football programs and AFL player appearances. The development managers and their regions are shown in the middle section of this report.

Initiatives

With the support of the AFL and our partners, AFL Victoria was able to introduce a number of initiatives throughout 2008, including:

Australian Football 150 years

– a number of events were implemented throughout Victoria to celebrate the significance of football in our society. Most notable was the Community Football Weekend. The AFL did not schedule games on the weekend of May 10-11, allowing 140 players to go back to their original clubs. The Volunteer of the Year Awards were also established with the inaugural winner Coburg Districts Football Club president Alan Chandler.

Cultural awareness – mixed-diversity and cross-cultural-awareness training seminars involving 550 volunteers were

conducted in leagues throughout Victoria to examine how football may position itself as a welcoming, all-embracing sport.

Dual coaching recognition – in partnership with Cricket Victoria, AFL Victoria developed a dually recognised Level 1 junior coaching course that was implemented in regional country centres and for female teachers. This course enabled junior coaches to gain accreditation for two sports, football and cricket, through attending the one course.

Youth Girls Academy – to cater for the growing number of youth girls participating in football, AFL Victoria established the Youth Girls Academy with the support of the Essendon Football Club. The academy assisted 30 of the most promising youth girls to develop their talents on and off the field, while they also completed a basic umpire course and Level 1 coaching accreditation, and played in a representative game at the MCG.

Sports Development Program – provides a unique opportunity for young people to obtain education and training in the sports and recreation industry. The program will link schools, training organisations, local communities and AFL Victoria in a partnership that engages young people aged 16-19 years with the support of Sport Education Development Australia. More than 100 students will participate in one of four regional centres being established in 2009.

AFL school ambassadors

– The number of primary and secondary school ambassadors grew by 43 per cent on last year, from 643 teachers in 2007 to 1128 in 2008. The ambassadors play a vital role in the development of football at their schools.



COMMUNITY FOOTBALL
PETER McDOUGALL
Community Football
Development Manager

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, enhance the overall quality of community football and encourage increased participation. This was highlighted by the growth in participation in Victoria with 68 new teams established in 2008.

Major programs included:

Quality League Management Program

An extension of the Quality Club Program, it aimed to ensure consistent governance and management across all leagues. This was based on acceptable best practices and assisted the assessment process for the future distribution of AFL Victoria and AFL funding. Two leagues failed to achieve the required benchmark of 80 per cent of the League Management Rating and AFL Victoria will assist these leagues to achieve an improved rating over the next 12 months.

Club Management Training Program

There was an increase of 1754 volunteers and a total of 18,130 participated in league and club training workshops.

Quality Club Program

AFL Victoria continued its partnership with Brimbank Council and offered a reduction in tenancy rates (from \$3000 a year

to \$100) for all quality-approved clubs in their municipality. This was an attractive incentive for all clubs to participate in the program. Not only do they save a considerable amount of money but they also improve the operations and image of their club within the community. Of the 25 clubs who participated in the program, 17 achieved bronze level, seven achieved silver level and the Cheltenham Football Club achieved gold level.

Through this program, clubs were recognised and rewarded for creating quality football environments, which were welcoming and inclusive.

Community Club Awards Program

This important program recognised 20 clubs establishing best practices in areas such as community partnerships, junior development and financial management.

2008 Initiatives:

Volunteer of the Year

As part of Australian Football's 150 year celebrations, 20 volunteer nominations were received during the year from community football clubs. A final five was selected and invited to attend the TAC Cup and VFL Grand Final Dinner at Telstra Dome.

Community Football Weekend

In a welcome initiative, community football was celebrated in 2008, when as part of the 150 year festivities the AFL did not fixture any games on the weekend of May 10-11. It allowed 140 AFL players to attend 100 community football matches across the state in what turned out to be an extremely successful event.

Drug education

AFL Victoria and the Victoria Police's Piranha Taskforce

delivered drug education seminars to the open-aged players at several clubs. The seminars proved to be very popular and successful and will continue in 2009.

Problem gambling

A new partnership was established with the Department of Justice. This involves a two-year pilot initiative to trial programs that educate football clubs on how to recognise problem gambling and where to go for specialised help. Former Melbourne star David Schwarz was successfully utilised as a program presenter in both pilot areas – the Northern Football League and West Gippsland.

Drought

AFL Victoria worked closely with the State Government, insurers, councils and football leagues to ensure that grounds were kept open and in a safe condition for matches to be played. This will be a major issue confronting football in 2009.

'Go for your life' Metropolitan Junior Championships

AFL Victoria supports metropolitan leagues by conducting a carnival for the under-14 and under-15 age groups. The Youth Girls played in the championships for the very first time and the title was clinched by the South-East Youth Girls. The grand finals were played at the Williamstown and Sandringham football grounds and the Yarra Junior Football League had another outstanding carnival winning three of the four title play-offs for the second consecutive year. AFL Victoria would like to thank 'Go for your life' for their support of the championships.

Australian Football continues to be more popular than ever with Victorian youngsters, and AFL Victoria's Multicultural Program is attracting a wide range of newcomers to our game.

Photo: Robert Keely/Australian Photography Magazine



MULTICULTURAL PROGRAM

NICK HATZOGLOU

AFL Multicultural Football
Project Coordinator

AFL Victoria's Multicultural Program works in 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, Sash Herceg, Harmit Singh, Jieh-Yung Lo and Michael Roberts.

Australia's identity is undergoing dramatic change. We

are fashioning it, and it is being fashioned, by external influences.

Consider that:

- There are 190,300 people forecast to settle permanently in Australia during the 2008-2009 period. This does not include the 370,000 international students here already;
- Add another 100,000 people on a visa 457 filling skill shortages; and
- In the 2006 Australian Bureau of Statistics census, one in four people in Melbourne spoke a language other than English at home.

As Australia's most popular national sport, Australian Football is in a strong position to attract a

significant number of multicultural participants. The Multicultural Program is aimed at winning a better share of this segment by providing opportunities for people from culturally and linguistically diverse (CALD) backgrounds to get involved in Australian Football.

In 2008, the program was implemented in 101 schools (74 primary, 20 secondary, two tertiary and five English language schools) and exposed 9380 students to Australian Football. Each student participated in 10 Australian Football experiences as part of their induction into the sport.

AFL Victoria conducted six diversity and cross-cultural

awareness training seminars, reaching some 550 football staff, community league and club volunteers. These seminars informed people about the make up of Australia's diverse communities and how we can best engage them. This will help football position itself as a welcoming, all-embracing sport. It will also enable clubs to establish safe and welcoming environments for newcomers.

Combined with support from AFL Victoria, the clubs will play a key role in determining how much of the multicultural sector we convert to Australian Football, with their ability to set up attractive club environments vital in this 'recruitment' process.

Other highlights of the program in 2008 included:

- The participation of Team Africa, Team Asia and the Kingdom of Tonga in the multicultural challenge section of the AFL International Cup;
- Some 18,000 people (from 121 different groups) from migrant communities visited an AFL game, most for the first time;
- 418 children from the Multicultural Program participated in NAB Auskick

rules and grid games on the MCG and Telstra Dome at half-time in AFL matches;

- A citizenship ceremony was conducted on-field prior to the Collingwood-Sydney match in round 21;
- 31 schools and 1711 participants visited the National Sports Museum and toured the MCG;
- Four new Auskick centres that catered for young people from high-rise housing estates were established and consolidated;
- 27 separate tours were conducted at AFL-club venues, reaching 1450 participants;
- AFL media accreditation was organised for *Turkish Report*, *Sameway* newspaper (China), *Neos Kosmos* newspaper (Greek), *Infoway* magazine (China) and *Ambassador* newspaper (African and Arabic);
- Partnership with Sports Without Borders was established, which provided grants for young people to play Australian Football; and
- Distributed 5000 Auskick footballs to students commencing their schooling within English language centres as part of the State Government's Welcome to Victoria kits.



COACH EDUCATION - BUILDING COACHING COMMUNITIES

STEVE TEAKEL

Coaching Development Manager

AFL Victoria continues to provide coach education programs to develop the new wave of community and school football coaches.

AFL Victoria also supports existing coaches through activities conducted by regional branches of the Australian Football Coaches Association (AFCA).

Coach education courses

In 2008, the coach education courses aimed to provide an opportunity to develop a range of skills and understanding of the coach's role. These included season planning, conducting a training session, skill analysis, and team play and tactics. The courses are also targeted to the age group participants are coaching.

More than 50 coach education courses were conducted with close to 3000 participants achieving a Level 1 accreditation certificate, which is recognised



AFL Victoria coaching development manager Steve Teakel leads a coaches' training session at the MCG.

throughout Australia.

The Level 1 Coaching Course was conducted in four streams - AFL Auskick, junior club, youth and senior. These courses formed the minimum mandatory requirements to coach in all AFL Victoria affiliated leagues.

The Level 2 Coaching Course was conducted in November, with community and state-league coaches selected to attend the course, which operates at AFL Auskick, youth and senior levels.

High-performance coaches who work in the TAC Cup, VFL and AFL attended an annual course conducted by the AFL at the Australian Institute of Sport in Canberra.

Several specific courses were also available for teachers, tertiary students and female coaches including a number of preliminary coaching programs such as:

- Awareness to Coaching sessions, which introduced participants to the management of a small group, basic skill teaching and supervision conducted via the NAB AFL Auskick program;
- Orientation to Coaching, an extended introduction to coaching groups of up to 15, which included teaching Australian Football skills, basic coaching methodology and planning via the NAB AFL Auskick program; and
- Leadership Coaching Courses for Students was an extension of the Orientation to Coaching course for secondary school students, with a focus on coaching principles, practical skills and developing training sessions.

In partnership with Cricket Victoria, AFL Victoria has developed a dually recognised Level 1 Junior Coaching Course, which has been

conducted in regional country centres, at universities and for female teachers.

More than 700 participants attended coaching orientation sessions conducted via the NAB AFL Auskick program. Additionally, about 220 tertiary students and 100 teachers attend AFL Victoria coaching programs annually.

Australian Football Coaches Association (AFCA)

The Victorian branch of the Australian Football Coaches Association (AFCA) acts as a coaching community to provide ongoing support, development and resources to prospective and existing coaches throughout the state.

Through the AFL coaching program, AFCA Victorian members receive regular electronic newsletter updates regarding coaching.

A highlight of 2008 was the Coach of the Year Awards that recognised coaching service and excellence in the following categories of community coaching: NAB AFL Auskick, junior clubs, youth, female, senior, VFL and TAC Cup.

The 2008 winners were:

Auskick: Phillip Murdoch (Fitzroy Carlton Auskick);

Junior: Greg Sharp (St Mary's Football Club);

Youth: Joel Farrelly (Ferntree Gully Eagles Junior Football Club);

Senior: Jason Lappin (Wangaratta Football Netball Club);

Female: Keltie Blake (Montrose Football Club);

TAC Cup: Mark Ellis (Bendigo Pioneers); and

VFL: Gary Ayres (Port Melbourne).

With former St Kilda coach Stan Alves as president, the association's objective is to lead and promote coach education and coaching support, and to

uphold the integrity, quality and value of coaching in the football community. The AFCA's Victorian branch is administered through its 20 regional branches and has a membership of more than 6500 coaches in Victoria.

Each regional branch of AFCA is a 'coaching community' with a committee headed up by an AFL Victoria development manager, who oversees the production of a local coaching newsletter, the conduct of regional coach of the year awards and regional coaching seminars, and the maintenance of a coaching resource centre.

Coaching coordinator resource

A club coaching coordinator resource was developed to assist community clubs to establish a coaching coordinator position. The resource was designed as a guide for clubs appointing coaching coordinators and to help the coordinator, once appointed, to carry out their functions at the club. The role of the club coaching coordinator may include helping to interview and select coaches, providing ongoing coaching support and directing skill development and team plays across the club's various age groups.

The objective is to improve the retention and standard of coaching through the recruitment, direction, support and management of coaches at all levels. This resource is accessible via a seminar program available to leagues and AFL Victoria's club administration training program.



UMPIRE DEVELOPMENT
NEVILLE NASH
 Umpire Development Manager

AFL Victoria has a range of umpire development programs conducted with the support of the Victorian Country Football League and metropolitan football leagues and associations, aimed at recruiting, training and retaining field, boundary and goal umpires.

These development programs are made available to primary schools, secondary schools and tertiary institutions, while assistance is provided to 38 umpiring groups in Victoria to conduct recruitment, education and training, mentoring and coaching programs.

In 2008, the development programs and resources available to umpiring groups, leagues and schools included:

National Umpiring Accreditation Scheme

Level 1, 2 and 3 field, boundary and goal umpire accreditation courses were conducted through umpire associations and leagues, AFL Victoria and the VFL. It is an integral component of an umpire's career path.

Recruitment and retention

Umpire numbers in metropolitan Melbourne grew to their highest level in 11 years:

- Female umpire numbers increased by 30 per cent (268 compared to 205 in 2007);
- Umpire recruitment was up 12.5 per cent (695 compared to 609 in 2007);
- Total umpire numbers were up 16 per cent (2685 compared to 2314 in 2007); and
- Retention improved by 1.9 per cent (531 umpires left the game compared to 669 in 2007).

Golden Whistle Awards

The Golden Whistle Awards are presented to all umpiring groups to



Sigrid Mills is one of the rapidly growing number of females umpiring Australian Football games.

recognise outstanding performances as well as encouraging ongoing involvement in the game.

Basic Umpiring Course

The Basic Umpiring Course is conducted at schools, colleges, tertiary institutions and clubs across Victoria. Designed for teachers, students and players, all participants receive a benefits pack that includes a DVD, the Ultimate Guide to Umpiring booklet, a whistle, cap and drink bottle.

The course introduces participants to the role and skills involved in field, boundary and goal umpiring. It also develops life skills including:

- Decision making;
- Leadership;
- Effective communication; and
- Conflict resolution.

As part of the course, students involved have an opportunity to officiate at NAB AFL Auskick grid games played at half-time in AFL matches.

In 2008, 1650 students and players from 60 schools and clubs successfully completed the course, compared to 1633 participants and 50 schools and clubs in 2007.

To assist students with the transition from the course to umpiring, AFL Victoria has

established three school-based umpiring academies at St Bede's College in Mentone (20 students), St Bernard's College in Essendon (24 students) and Parade College in Bundoora (18 students). Students attended coaching and training sessions after school and umpire in local football games at the weekend.

Female Umpire Development

The 30 per cent increase in the number of female umpires in 2008 was due to a number of development initiatives that included:

- The appointment of three school-based female umpiring ambassadors to visit schools and clubs and talk about their experiences as an umpire, why they umpire and the benefits of the role; and
- The establishment of a female umpiring academy with 11 umpires selected. They participated in monthly training/coaching and personal development sessions to improve their skills, knowledge and development. Opportunities were also provided to umpire in representative games and to participate in community service activities.

Umpire Mentor Program

The Umpire Mentor Program provides a support framework and resources for beginner umpires who make the transition from boundary umpiring to field umpiring, or for newly recruited field, boundary and goal umpires.

An experienced umpire is appointed as a mentor to guide, train and support the learning umpire throughout their early umpiring development. During a match learning umpires are identified by distinctive green shirts, black shorts and green socks so that everyone is aware that the person has undertaken an

umpiring induction and is a 'no go' for criticism.

This program has played a major role in the significant advancements made in recruiting and retaining umpires. Mentor numbers increased by 38 per cent (330 compared to 240 in 2007) and green-shirt umpire numbers increased by 52 per cent (783 compared to 515 in 2007).

Professional Development Program

In its third year, the program provides opportunities for umpire coaches and mentors to enhance their skills and knowledge. It is a three-year program and participation in 2008 was:

- Year 1: 46 people;
- Year 2: 28; and
- Year 3: four.

Mates Program

The AFL Umpires Association and AFL Victoria Mates Program links AFL field umpires (16 in total) with each of the 11 metropolitan and four selected country umpiring groups. Young, developing umpires are identified and paired with an AFL umpire. They are observed in games, given feedback and attend a coaching and training session for AFL umpires at Monash University.

Other resources available to umpiring groups, leagues and clubs include:

- Spirit of the laws brochures;
- Umpiring recruitment brochures and posters;
- Laws of the Game Interpretations DVD;
- Ultimate Guide to Umpiring booklet;
- Umpiring promotional DVD;
- Umpiring Retention Strategies booklet;
- Umpire Mentor Program DVD;
- Why Women Umpire Australian Football DVD; and
- A Day in the Life of an AFL Umpire DVD.



NAB AFL AUSKICK
MICHAEL STINEAR
State Auskick Manager

NAB AFL Auskick is 'where champions begin' and from March to September in 2008 Victoria had 46,376 five-12 year olds involved in weekly sessions at 646 NAB AFL Auskick centres.

The dedication and commitment from our volunteer NAB AFL Auskick coordinators is vital in ensuring participants enjoy a quality program in a fun and safe environment. The program relies on the support of parents and the local community and its ongoing success is a direct result of their involvement.

In Australian Football's 150th year, NAB AFL Auskick enjoyed a season filled with highlights. On top of the weekly chance to play at half-time in all Victorian-based AFL matches, participants experienced the unique opportunity to play at half-time of the Hall of Fame game at the MCG in May, entertained the crowd at the E.J. Whitten legends game at Telstra Dome in July and again at half-time of the VFL Grand Final at Telstra Dome in September.

Auskick's major sponsor NAB also celebrated its 150th birthday. The AFL teamed up with NAB and delivered the 'Road Show', which travelled through every state and territory across Australia and landed in Victoria for the lead up to the AFL finals series.

The show entertained the kids with inflatable handball and kicking targets and a never-ending supply of giveaways and prizes.

During the school holidays and in the lead up to the AFL Grand Final, 700 NAB AFL Auskick participants were involved in the Kick for Kids Day Super Clinic at Birrarung Marr. Participants worked on their skills and received handy tips from eight AFL players.



These children were some of the 46,370 five-12 year olds involved in weekly Auskick sessions in 2008.

NAB AFL Auskick half-time

The MCG, Telstra Dome and Skilled Stadium played host to 11,948 children, who participated in NAB AFL Auskick rules (grades 5 and 6) and grid game (grades 3 and 4) matches during half-time at AFL games. A further 801 participants received the opportunity to play during half-time at VFL matches, including the finals series at Port Melbourne and the Grand Final at Telstra Dome.

NAB AFL Auskick player visits

In one of the year's highlights for all young footy fans, 376 AFL players visited NAB AFL Auskick centres across metropolitan Melbourne and Geelong.

NAB AFL Auskick program for all abilities

We were fortunate to have qualified volunteers who ran NAB AFL Auskick centres that specialised in catering for children with special needs. In 2008, there were four centres across Melbourne and

Geelong and another two centres will be established in 2009.

NAB AFL Auskick at the 'G'

NAB AFL Auskick centres had the chance to host one of their weekly sessions on the MCG's hallowed turf. In 2008, 1480 participants from 33 centres enjoyed the once-in-a-lifetime experience.

NAB AFL Auskick Watch Program

NAB AFL Auskick Watch Program is an initiative that kicked off in 2008. It creates a safe and welcoming environment for children and adults who attend NAB AFL Auskick and is based on the Neighbourhood Watch Program and supported by the Department of Justice.

AFL Victoria parent coaching courses

A number of courses were conducted to assist parents in their voluntary roles as coaches:

- **Coaching awareness course**
Provided parents with

basic group control, skill activities, coaching points and a basic introduction to the world of coaching;

- **Orientation coaching course**
This introductory course was designed for parents/helpers who would like to assist in running activities and was conducted as a 'hands-on' session;
- **Level 1 NAB AFL Auskick course**
Conducted over 14 hours and designed for parents/helpers who would like to assume a coaching role, organise activities, teach skills or conduct modified games; and
- **NAB AFL Auskick leader coaching course**
Focused on coaching children under 12 and covered child development, clinic and volunteer management and coaching principles.

NAB AFL Auskick Website

For all your NAB AFL Auskick inquiries go to aflauskick.com.au.



SCHOOLS

TREVOR ROBERTSON

Junior Development Manager

In 2008, the structure of football development in primary and secondary schools was combined as a single program area. This meant that across Victoria both school sectors would have a focused resource to assist with the direction of their football development.

MCC G Footy

A vital initiative introduced in schools is the MCC G Footy program, one of the most comprehensive sports development packages offered to secondary and primary 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 schools. Working alongside AFL Victoria development managers, G Footy AFL school ambassadors

have been acting as important points of contact who facilitate the distribution of resources and involve school communities in a variety of activities.

In 2008, AFL Victoria delivered programs to more than 140,000 teachers and students. The G Footy Program also extended to primary schools, focusing on three main areas: the promotion of the National Sports Museum, the AFL Ambassador Program and primary school programs.

A key element of the MCC G Footy program is to support teachers in their efforts to promote and engage students in Australian Football. Professional learning opportunities for teachers include Level 1 coaching courses, coaches' seminars, Sport Education in Physical Education Program (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.

Secondary

AFL school ambassadors are a vital conduit for AFL Victoria in schools and in 2008 there were more than 300 secondary AFL ambassadors. In 2008 AFL Victoria established the AFL Ambassadors of the Year Award to recognise outstanding contributions to the development of Australian Football. The winner was Matt Jones from St John's Regional Catholic College, Dandenong.

Goalposts provide a visible presence of Australian Football and a school goalpost grant scheme was implemented to assist four secondary schools that wished to purchase a set of goalposts – Wodonga Senior Secondary School, Healesville High School,



Assumption College won the MCC Herald Sun Shield for the 10th time in 2008.

Warrandyte High School and Ballarat High School were all very grateful to receive these resources.

The inspirational Jason McCartney 'Your Destiny is a Matter of Choice' seminars continued to meet the needs of secondary school students with sessions conducted in Lilydale, Dandenong, Geelong, Warragul, Werribee, Myrtleford and at the MCG. The seminars saw more than 2000 secondary students learn from the many messages relayed through Jason's thought-provoking presentation.

AFL Victoria also continued to provide a range of resources including coaching clipboards, footballs, medallions and VFL passes to secondary schools.

More than 50,000 girls and boys represented their schools in 2008 and the MCC Herald Sun Shield and Victorian Secondary Schools Sports Association (VSSSA) Senior Boys Grand Final were both played as AFL curtain-raiser games at the MCG. Assumption College won its 10th MCC Herald Sun Shield Grand Final over Essendon Keilor College, while Box Hill Senior Secondary College defeated Ballarat High School to win the MCC VSSSA State Championship.

The Sherrin Super Kick competition was conducted as part of the VFL finals series, culminating in the final at Telstra Dome on TAC Cup-VFL Grand Final day, which was won by William Patone of Notre Dame College, Shepparton.

Primary

As part of ConnectEast's three-year partnership with AFL Victoria, the inaugural EastLink Cup Primary Schools Competition was held. It involved eight primary schools situated along the EastLink corridor. Rowville Primary School defeated St Elizabeth's Primary School in the Grand Final that was played as a curtain-raiser to the VFL Grand Final at Telstra Dome.



2008 Victorian Primary Schools Sports Association (VPSSA) premiers: St Simons Primary School, Rowville.

AFL Victoria's Female Football Program continued to attract growing interest at schools, with more than 82 schools and 2050 girls nominating to participate in the AFL Victoria/Victorian Primary Schools Sports Association (VPSSA) competition.

The Get your Kicks at the G program in 2008 saw six primary schools – Our Lady of Lourdes, St Clements of Rome, Orchard Grove, Oakleigh Greek Orthodox College and Springview – participate. The 350 children visited the National Sport Museum (NSM), went on a tour of the MCG and took part in a football training session on the hallowed turf of the MCG. We thank the staff at the MCG and NSM for their support.

The AFL Primary School Ambassadors Program enjoyed massive growth, with more than 823 teachers at primary schools enlisting their services as AFL Victoria's primary school football ambassadors. Their school received resources and apparel. In 2008, the AFL Ambassador of the Year Award was won by

Patrick D'Arcy from Hallam Valley Primary School for his school football competition.

The G Footy end of year function for AFL ambassadors was held at the MCG during the Melbourne leg of the International Rules Series. This function was an opportunity to thank the AFL ambassadors for their continued support of Australian Football in their schools. More than 250 ambassadors and their guests celebrated and networked with other ambassadors across Victoria.

In order to promote Australian Football in schools, primary schools received grants to assist them to purchase and install new goal posts.

AFL players are required to visit primary schools to promote Australian Football. Schools can utilise AFL players to conduct classroom activities, run role model programs, and conduct a clinic and/or take the school team for training.

In 2008, 2950 player appearances were conducted in primary schools, up from 2920 in 2007.

The Football in Schools Program took on a new look as part of the Western Bulldogs' Friendly School Program. The program was a partnership between the AFL, AFL Victoria, the Western Bulldogs and Victoria University and was conducted in a total of 36 schools in western Melbourne. The program aimed to give the Western Bulldogs greater brand recognition in the western region, while providing a quality physical activity and healthy eating message to children and teachers in the west.

Also in 2008, the promotion of the 1 Seven Program in 174 primary schools across Victoria continued. AFL Victoria visited the Plenty Parkland, Geelong East and Kingston Heath primary schools, presenting each with a sports kit as the 1 Seven School of the Month.

AFL Victoria Sport Development Program

AFL Victoria in partnership with Sport Education Development Australia (SEDA) will commence a sports industry-based VCE or VCAL Certificate II, III, IV and Diploma in Sport and Recreation for students in Years 11 and 12 in 2009.

A squad of 25 students will be selected in the program, which will be coordinated by an experienced, Victorian Institute of Teaching-registered secondary teacher who will deliver the required curriculum, while AFL Victoria staff will provide practical industry experience in delivering AFL Victoria development programs.

We have confirmed five programs will be set up in Sunshine, Northcote, Montmorency, Frankston and Caulfield, with a view to setting up a total of seven programs in line with AFL Victoria's development regions.



AFL KICKSTART INDIGENOUS PROGRAM DEREK KICKETT

KickStart Indigenous Development Manager

Through the KickStart Indigenous Program, football is used as a vehicle to promote participation, health, education and employment in Indigenous communities.

Indigenous Auskick centres

A new centre at Bairnsdale West Primary School involving 44 students was established in 2008, bringing the total number of Indigenous Auskick centres to six. The other centres operate at Nowa Nowa Primary School (23 student participants), Echuca/Moama (42), Kerang (12), Rumbalara Football Club (16) and Fitzroy Stars Football Club (20).

In a popular incentive for the centres, all their participants have the opportunity to be involved in the AFL Indigenous Round. The 'Dreamtime at the 'G' match, which involves the Richmond and

Essendon football clubs, is now in its fifth year and is a fantastic celebration of Indigenous culture.

Community Linking Program

The Community Linking Program educates and provides opportunities for Indigenous players to further their football and personal development. It also helps TAC Cup staff to gain a better understanding of Indigenous culture by conducting a cultural awareness program. This will hopefully lead to a further increase in the number of Indigenous players on TAC Cup club lists, giving them the chance to further their football and become future leaders in their communities.

The program was introduced in Shepparton at the Rumbalara football club in 2008, when speakers included the Murray Bushrangers region manager Andrew Carson and AFL Victoria high performance coach Leon Harris.

Kickstart Talent Program

The 2008 South African Indigenous Youth Tour was held



Indigenous players enjoy the Qantas AFL National Kickstart Camp at the North Melbourne Football Club's Arden Street Oval.

from January 30-February 12 and featured 25 Indigenous players, including four from Victoria. They were selected from the 2007 Qantas AFL National KickStart Camp to represent Australia against the South African under-19 team. The Indigenous team won all three games but the South Africans improved greatly by the last game.

In July, 46 talented Indigenous footballers were involved in the Qantas AFL National KickStart Camp, where activities included:

- Training sessions and coaching clinics with AFL coaching staff;
- High-performance testing at the Melbourne Sports and Aquatic Centre under the guidance of AFL high-performance coaches;
- Attending an AFL team training session;
- An Indigenous culture tour at the Koorie Heritage Trust;
- Playing an MCG curtain-raiser before the Richmond and Essendon clash; and
- Team-building and personal-development activities involving AFL players and other Indigenous community role models such as Qantas ambassador Catherine Freeman.

Twenty-five players from the camp will be selected to tour Darwin in February 2009, a trip that will coincide with the AFL Indigenous All-Stars match against the Adelaide Crows.

Leadership program

This program is delivered to Koorie students at secondary schools with non-Koorie students also participating. The program identifies role models and offers students the opportunity to receive advice from Indigenous AFL stars on leadership, goal setting and teamwork.



AFL PLAYER APPEARANCES
KEITH BURNS
Programs Coordinator

The AFL Player Appearances program involves AFL players visiting schools, NAB AFL Auskick centres, local clubs and community groups throughout Victoria. These promotional activities are a vital component of both the AFL's and AFL Victoria's grassroots development strategy.

As part of the AFL and AFL Players Association collective bargaining agreement, every AFL player is committed to conduct 21 half-day appearances – six allocated to the AFL and delivered by AFL Victoria and 15 allocated to his AFL club. This demonstrates the commitment of all parties to make AFL players available to promote the game.

With the support of AFL clubs, AFL players visited Melbourne's metropolitan area and outer suburbs, Geelong and regional

centres. Player visits totalled 10,387 hours in 2008, an increase on 2007 (9868 hours) and 2006 (9488).

Metropolitan and Geelong AFL player appearances

In the metropolitan area and Geelong, AFL clubs are allocated a region where they conduct the following AFL player-appearance programs:

- **Primary schools:** schools are allocated two days that are coordinated by region development managers, usually early in the season. Schools can utilise the player to participate in classroom activities or role-model programs, conduct a clinic or take the school team for training. In 2008, 431 AFL players spent 3405 appearance hours at primary schools.
- **Secondary schools:** Region development managers allocate AFL players to participate in physical education lessons or leadership programs, conduct



North Melbourne players take a NAB AFL Auskick superclinic in July.

a clinic or train the school football team. In 2008, 281 players spent 614 appearance hours at secondary schools.

- **NAB AFL Auskick:** AFL clubs also allocated their players specific days to attend NAB AFL Auskick centres. In 2008, 355 players logged 836 appearance hours at AFL Auskick centres.
- **Junior club program:** AFL coaches select a date to give players free time to visit junior clubs that have accepted an invitation through their region development managers. In 2008, 297 AFL players logged 658 appearance hours at junior clubs. Many players also visited junior clubs on Community Football Weekend as part of Australian Football's 150 years celebrations.
- **Superclinics:** NAB AFL Auskick children are invited to attend a superclinic conducted at a central location or at an AFL club training venue, mostly during the school holidays. In 2008, 353 AFL players logged 786 appearance hours at superclinics.

Country AFL player appearances

Each AFL club selects a day when its entire playing list visits country towns to conduct Australian Football promotions, which are coordinated by the country region development managers and supported by local clubs. The AFL players either visit school classrooms and playgrounds, or are involved in clinics conducted at a central venue.

AFL community training camps are also conducted by AFL clubs in country regions during February each year. In 2008, 353 AFL players logged 1468 appearance hours at more than 50 country towns. The AFL players used planes, buses or their own cars to travel to each country town.



Mariah Marshall of Hallam (red, yellow and black jumper) wins a hit-out against Noble Park's Elle Skosples.



FEMALE FOOTBALL CHYLOE KURDAS

Female Football
Development Manager

There is no doubt about the future of female participation in our game, with demand from girls and women at record levels.

Respect and Responsibility – Fair Game: Respect Matters pilot program

AFL Victoria acknowledges the vital role women and girls play both on and off the field in football clubs. The Fair Game: Respect Matters project is being delivered

to Northern Football League (NFL) community clubs as part of the AFL's Respect and Responsibility Program. Funded by VicHealth, all NFL clubs are being encouraged to audit and adapt their policies and practices to make their clubs more inclusive, safe and supportive for women and girls. With support from AFL Victoria and La Trobe University, clubs have identified Respect and Responsibility drivers to be incorporated in the program's delivery.

NAB AFL Auskick

While thousands of girls and boys participate in Auskick nationally,

girls are still under-represented in Victorian participation statistics. A 22 per cent increase in female Auskick participation in 2008 is the first increase for five years, yet only 6.9 per cent of all Auskick participants are female. AFL Victoria has identified this as a 2009 development priority, aiming to ensure more girls obtain a solid understanding of the game's fundamentals from a young age.

Primary school football

AFL Victoria, in conjunction with the Victorian Primary Schools Sports Association (VPSSA), conducted the Girls' Skill Development and Competition Program in Victorian primary schools. A teacher-training program complemented a four-week skill-development program for grade 5 and 6 girls. It culminated in a state-wide primary school girls' football competition. In 2008, record participation was achieved, with 2050 girls from 82 regional and metropolitan schools competing – a 37 per cent increase on 2007.

Junior community football

Following progression from Auskick, girls were encouraged to join mixed, junior community football competitions coordinated by local leagues across Victoria. Soaring participation rates in junior football continued, with 672 girls playing junior football in 2008 – a 13 per cent increase on 2007. Girls and boys can continue to play against each other until the age of 14, when girls can then join AFL Victoria's Youth Girls competitions.

Youth Girls community football

AFL Victoria's Youth Girls Competition, specifically designed for girls aged 13-18 years, emphasises fun, fitness and friendship in a family-friendly environment. Managed by AFL Victoria and supported by local

councils, the AFL, VicHealth, and the Department of Sport and Recreation Victoria since 2004, girls play in community football competitions across Melbourne and in Bendigo. The Youth Girls program welcomes teams and players from all schools, community football clubs and leagues. In 2008, a fourth competition – northern Melbourne – was established and increased participation by 16 per cent (526 girls).

The Youth Girls talented player pathway provides exciting inter-league and Victorian representative opportunities. The 2008 Victorian Under-18 Youth Girls Championships were integrated with the 'Go for your life' Metropolitan (Boys') Junior Championships and included Bendigo for the first time. The Footy-Pak South Eastern Youth Girls team claimed their second consecutive Victorian title in defeating their western counterparts.

AFL Victoria hosted the 2008 Under-18 Youth Girls Interstate Challenge against Queensland. The Victorian Youth Girls claimed their second consecutive title; an 84-point win at Trevor Barker Beach Oval was followed by a 55-point victory at Bendigo's Queen Elizabeth Oval.

In 2008, AFL Victoria's Youth Girls Academy was established with the support of the Essendon Football Club. It provided Victoria's 30 most promising youth girls with on and off-field development opportunities. On-field sessions with Jason McCartney, Jarrod Molloy, Leon Harris and Darren Flanigan provided the girls with specialist coaching to fast track their playing ability. Off-field sessions targeted drug and alcohol awareness, driver behaviour, media skills and managing healthy relationships. Players completed a basic umpiring

course, a Level 1 coaching accreditation and enjoyed a victory over the Australian Defence Forces on the MCG.

Secondary school football

In 2008, secondary school girls had the opportunity to participate in a number of competitions and skill development clinics. The Victorian Secondary Schools Sports Association (VSSSA) school girls competitions attracted 12,700 players and AFL Victoria conducted 68 clinics targeting secondary school girls this year. The Girls Sport Victoria Development Program attracted 80 girls, while numerous independent and Catholic school carnivals were held.

Victorian Women's Football League (VWFL)

Established in 1981, the VWFL is open to women and girls aged 15 and over. In 2008, the VWFL attracted 874 players to 26 teams across four competitions. A 13 per cent decrease from 2007 may be the product of the VWFL's efforts to consolidate its existing structure to enhance the quality of participants' experiences, thereby increasing retention and minimising the need to recruit more players for fewer games. Pleasingly, 61 former Youth Girls participated in the VWFL competition in 2008.

The well-established VWFL talented player pathway includes the annual Victoria Country and Metropolitan Competition and the biennial AFL Women's National Championships, where the Victorian women's representative team competes against women's leagues from around Australia. The Country-Metropolitan match at NAB Oval on Community Football Weekend was a resounding success with AFL players Jason Akermanis (Western Bulldogs) and Jack Grimes (Melbourne) in attendance.



AFL RECREATIONAL FOOTBALL

MATTHEW WEERDEN

Recreational Football Coordinator

The game for everyone

AFL Recreational Football provides an easy opportunity for wider community participation in Australian Football on top of the competitions already provided by existing community club leagues. In just a short time, the game has attracted a wide range of participants – young, old, female and male – with varying levels of experience in the traditional game of Australian Football.

Object: increased access to football

The AFL Recreational Football motto, 'the game for everyone', perfectly captures the main objective of this relatively new initiative. The game is enjoyed by all who have a passion and interest in Australian Football. It focuses on health, fitness, safety and the social aspects of team sport, while maintaining a strong relationship with the traditional game.

What is Recreational Footy?

AFL Recreational Football was specifically designed to increase participation in football and physical activity in the wider community. The rules of Australian Football have been modified so it is a game the whole family can play. All contact has been removed, it is not too physically demanding, it can be played by all ages and both genders, and it emphasises football's social aspects, fun and safety.

The game is designed to be flexible in its structure and may be adapted to suit the age and ability of participants, as well as the playing space available. An AFL Recreational Football resource kit – containing goalposts, ground markers, bibs, tag belts and a football – has been developed to support both community and school competitions.

Strong demand

Strong demand has been experienced from several community sectors with more than 8700 participants playing the game in the community, at school or as part of a special event.

There has also been strong demand from community sectors that have not played football before. AFL Recreational Football has received a very strong reception from females – as well as males – and in age levels ranging from school age to 55 years.

In a successful ReLink initiative, it has also been used as a life motivational tool for disadvantaged and unemployed youth participants.

Growth in the community

Significant growth was achieved throughout the state with single and mixed-gender community competitions kicking off in metropolitan and regional Victoria. There were also strong participation rates at competitions run by the Sandringham and Western Bulldogs football clubs, the Koonwarra/Leongatha RSL Cricket Club and AFL Victoria-run competitions.

Recreational Football is suitable for special events and has featured prominently in the Australian Corporate Games, State Youth Games and Essendon Football Club

Corporate Cup. The highlight of the 2007-08 summer season was the match played as a curtain-raiser to the Essendon-Western Bulldogs match in round four this year on a Friday night at Telstra Dome.

In 2008, with the support of the Participation in Community Sport and Active Recreation (PICSAR) program, an emphasis was placed on introducing multicultural communities to the game of Australian Football via AFL Recreational Football, especially in Victoria's Goulburn Murray and northern regions.

Growth in schools

Primary and secondary schools have been some of the most enthusiastic participants in AFL Recreational Football, with the game being played by more than 7700 students and teachers. It has also become a common feature of the Sport Education Program (SEPEP), the Australian Council for Health, Physical Education and Recreation (ACHPER) conference, house competitions and lunchtime activities because of its ability to attract wider numbers of participants. AFL Recreational Football has also been incorporated into tertiary physical education courses.



RESOURCES AVAILABLE AT AFL VICTORIA

The many invaluable resources available from AFL Victoria are outlined below. All listed prices include GST and postage and handling.

CLUB MANAGEMENT KIT – \$25

Developed by the AFL in conjunction with the Australian Sports Commission after extensive consultation with football league and club volunteer administrators, who identified priority areas of club operations. The club management kit contains the following club management manuals:

- Financial management;
- Club planning;
- Risk management;
- Volunteer management;
- Junior development; and
- Community partnerships.

VOLUNTEERS FOR FOOTBALL CD ROM – \$25

Packed with ideas about how to manage local football club volunteers, this CD includes detailed job descriptions for every club role, along with volunteer recruitment programs, club organisational charts, the Volunteer Legislation and Protection Act, web links, a volunteer promotion video clip and recruitment poster.

GRANT FUNDING GUIDE – \$15

This is an easy step-by-step guide to applying for grants funding for your football club that details how to write a grant submission and includes handy tips on how to access funding.

TACKLING VOLUNTEERS PROGRAM – \$15

An innovative program designed to assist clubs with their recruitment of volunteers. Includes links to the Volunteer Resource Centre.

THE CLUB – \$30

A resource that covers all aspects of running a community football club, including football operations, fundraising, club structure and financial management. The CD contains links to external websites for more detailed information, along with standard templates such as job descriptions and sponsor proposals that clubs can tailor to their own needs.

BOUNCING RACISM OUT OF SPORT (BROOS) – \$25

The BROOS program consists of a set of user-friendly resources designed to assist leagues and clubs to create a more tolerant football environment and

remove any potential barriers to participation. The program includes a guidelines booklet, sample league and club social and religious tolerance policies and a DVD/video for players, officials and spectators that has been distributed to all leagues and clubs.

THE BEST OF COACHING UPDATE SERIES 1 & 2 – \$10 SERIES 1, \$15 SERIES 2

Ideal for coaches at all levels. Features articles from the *Australian Football Coaches Association Journal Coaching Update* between 1988 and 2005. Both series 1 and 2 contain five modules:

Module 1 – senior and youth coaching articles on topics such as successful coaching, evaluating effectiveness, match committees, conference coaching, club coaching coordinator roles and coaching teens;

Module 2 – junior coaching articles on topics such as communication with parents, grid systems for training, addressing the team, personal best approach, making the most of practice and teaching remedial skills;

Module 3 – football science articles featuring topics such as



TO ORDER:

Visit AFL Victoria's website www.aflvic.com.au, go to the development section and then 'resources'.

Victorian football's greatest resource is the wave of emerging youngsters taking their first steps in football through NAB AFL Auskick.



nutrition and fluids, planning, motivation, enhancing speed, fitness-testing protocols and injuries;

Module 4 – Series 1 features articles to improve your player-management skills, with topics including planning for success, time management, Attila's leadership tips, performing to potential and risk management. Series 2 (miscellaneous) features articles on team selection, practice planning, communication and club coaching curriculum; and **Module 5** – contains numerous pages of drills, including games for game sense, skill drills, extended drills and general topics about conducting drills.

CONTACT SKILLS DVD – \$25

Appropriate for both junior and senior levels, this DVD includes sections on starting out, preparing to play, extending your talents and 'one-percenters'.

SENIOR COACHES DIARY – \$25

More than 300 pages of detailed templates for planning, preparing and recording your every move. A complete record of your coaching season.

JUNIOR COACHES DIARY – \$20

More than 200 pages of detailed templates for planning, preparing and recording your every move. A complete record of your coaching season.

JUNIOR COACHING CARDS – \$40

This series of lesson cards contains training activities and physical education sessions sequentially arranged for players aged 5-12.

TRAIN SMART DVD – \$25

Appropriate for both junior and senior levels, this DVD highlights training activities from warm-ups through to game-sense games and full-ground drills.

COMMUNITY FOOTBALL RESULTS

COUNTRY FOOTBALL

WorkSafe Victorian Country Football League 2008 Grand Final results

Alberton FL

Wonthaggi Power 18.20 (128) d
Yarram 10.11 (71)

Heathcote District FL

Colbinabbin 16.9 (105) d
Heathcote 12.11 (83)

North Gippsland FNL

Churchill 11.10 (76) d
Gormandale 9.19 (73)

Ballarat FL

Ballarat 13.7 (85) d
Darley 10.20 (80)

Horsham District FL

Kalkee 14.13 (97) d
Laharum 10.10 (70)

Omeo & District FL

Swifts Creek 16.12 (108) d
Bruthen 13.9 (87)

Bellarine FL

Geelong Amateur 28.11 (179) d
Torquay 14.17 (101)

Kyabram District FL

Stanhope 17.14 (116) d
Ardmona 10.6 (66)

Ovens & King FL

Tarrawingee 14.10 (94) d
Bright 8.11 (59)

Benalla & District FNL

Bonnie Doon 10.17 (77) d
Goorambat 11.6 (72)

Lexton Plains FL

Carngham Linton 13.8 (86) d
Skipton 11.14 (80)

Ovens & Murray FL

Wangaratta 12.14 (86) d
Lavington 7.12 (54)

Bendigo FL

Eaglehawk 14.11 (95) d
Golden Square 12.17 (89)

Loddon Valley FL

Calivil United 16.17 (113) d
Pyramid Hill 6.9 (45)

Picola & District FNL

Tungamah 21.17 (143) d
Katandra 12.10 (82)

Central Highlands FL

Hepburn 18.3 (111) d
Daylesford 7.9 (51)

Mallee FL

Walpeup-Underbool 20.24 (144) d
Sea Lake-Nandaly Tigers 9.9 (63)

South West District FL

Coleraine 9.12 (66) d
Tyrendarra 5.11 (41)

Central Murray FL

Swan Hill 13.17 (95) d
Kerang 9.5 (59)

Maryborough Castlemaine District FL

Carisbrook 16.17 (113) d
Maldon 11.2 (68)

Sunraysia FL

Imperials 19.16 (130) d
Robinvale 6.9 (45)

Colac & District FNL

Irrewarra-Beeac 14.14 (98) d
Lorne 5.7 (37)

Mid Gippsland FL

Yinnar 10.9 (69) d
Trafalgar 5.11 (41)

Tallangatta & District FNL

Kiewa Sandy Creek 14.28 (112) d
Dederang Mount Beauty 11.12 (78)

East Gippsland FL

Wy Yung 16.14 (110) d
Bairnsdale 13.10 (88)

Millewa FL

Euston Bombers 13.10 (88) d
Gol Gol Hawks 6.12 (48)

Upper Murray FL

Bullioh 20.13 (133) d
Corryong 3.7 (25)

Ellinbank & District FL

Cora Lynn 19.15 (129) d
Lang Lang 12.10 (82)

Mininera & District Football League

Tatyoon 18.15 (123) d
Hawkesdale Macarthur 9.8 (62)

Warrnambool & District FNL

Timboon Demons 18.12 (120) d
Kolora-Noorat 17.9 (111)

Geelong & District FL

Thomson 12.16 (88) d
Bell Post Hill 11.8 (74)

Mornington Peninsula Nepean FL

(Casey Cardinia Div)
Narre Warren 27.21 (183) d
Keysborough 7.10 (52)

West Gippsland Latrobe FL

Sale 14.13 (97) d
Morwell 12.9 (81)

Geelong FL

St. Mary's 21.15 (141) d
Colac 5.12 (42)

Mornington Peninsula Nepean FL

(Nepean Div)
Sorrento 13.8 (86) d
Dromana 9.8 (62)

Western Border FL

Portland 13.15 (93) d
Hamilton Imperials 10.12 (72)

Golden Rivers FL

Wandella 12.12 (84) d
Moulamein 7.15 (57)

Mornington Peninsula Nepean FL

(Peninsula Div)
Seaford 17.17 (119) d
Edithvale-Aspendale 12.17 (89)

Wimmera FL

Horsham Demons 19.14 (128) d
Horsham Saints 9.8 (62)

Goulburn Valley FL

Rochester 15.9 (99) d
Seymour 13.18 (96)

Murray FL

Nathalia 16.10 (106) d
Barooga 9.9 (63)

Yarra Valley Mountain

District FL (Div I)
Silvan 19.12 (126) d
Upwey Tecoma 13.10 (88)

Hampden FL

Terang Mortlake 9.14 (68) d
Warrnambool 3.10 (28)

North Central FL

Boort 11.15 (81) d
Wedderburn 10.6 (66)

Yarra Valley Mountain

District FL (Div II)
Alexandra 13.8 (86) d
Thornton Eildon 10.12 (72)

VCFL Representative Matches

AFCF Division 1 Grand Final
ACT 13.15 (93) d VCFL 10.12 (72)

ACFC Division 2

(second versus third playoff)
VCFL 30.11 (191) d AAS 10.6 (66)

2008 David Code Medallist

Jarrold Garth (Bell Park, Geelong FL)

2008 Bob Templeton Medallist

Steve Schultz (Kalkee, Horsham District FL)

NAB AFL UNDER-18 CHAMPIONSHIPS

Vic Metro 14.9 (93) d
Western Australia 9.10 (64)

Vic Country 22.6 (138) d
Tasmania 6.4 (40)

Vic Metro 11.14 (80) d
NSW/ACT 4.5 (29)

South Australia 14.14 (98) d
Vic Country 9.10 (64)

Vic Metro 17.5 (107) d
South Australia 8.6 (54)

Vic Country 11.4 (70) d
Western Australia 6.7 (43)

Vic Metro 12.8 (80) d
Tasmania 1.7 (13)

NSW/ACT 11.6 (72) d
Vic Country 10.7 (67)

Vic Metro 12.4 (76) d
Vic Country 11.7 (73)

NAB AFL UNDER-16 CHAMPIONSHIPS

Vic Metro 8.15 (63) d
Western Australia 7.14 (56)

Vic Metro 15.21 (111) d
Vic Country 5.6 (36)

South Australia 11.15 (81) d
Vic Metro 11.14 (80)

Western Australia 20.14 (134) d
Vic Country 11.9 (75)

Vic Metro 17.14 (116) d
Western Australia 10.12 (72)

Vic Country 13.11 (89) d
South Australia 11.5 (71)

NAB AFL UNDER-18 ALL-AUSTRALIAN PLAYERS

Michael Hurley Northern Knights
Kade Klemke Murray Bushrangers
Jordan Lisle Oakleigh Chargers
Shaun McKernan Calder Cannons
Tom Scully Dandenong Stingrays

Steele Sidebottom

Murray Bushrangers
Nick Suban North Ballarat Rebels
Tyrone Vickery Sandringham Dragons
Jack Watts Sandringham Dragons
David Zaharakis Northern Knights
Jack Ziebell Murray Bushrangers

AIS-AFL ACADEMY MEMBERS

Shaun Atley Murray Bushrangers
Lucas Cook North Ballarat Rebels
Jordan Gysberts Eastern Ranges
Kieran Harper Eastern Ranges
Kyle Hartigan Western Jets
Jack Hutchins
Sandringham Dragons
Alex Keath Murray Bushrangers
Trent McKenzie Western Jets
Tom Nicholls
Sandringham Dragons
Koby Stevens Gippsland Power
Joshua Toy Calder Cannons

METROPOLITAN FOOTBALL

Grand Final results

VAFA

(A Section)

St Bedes/Mentone 10.17 (77) d
Collegians 5.17 (47)

(B Section)

Marcellin 11.8 (74) d
Old Essendon 8.8 (56)

(C Section)

Ormond 15.12 (102) d
Hampton Rovers 9.10 (64)

(D1 Section)

Bulleen Templestowe 21.9 (135) d
Old Geelong 17.21 (123)

(D2 Section)

Werribee 22.17 (149) d
Emmaus St Leos 13.9 (87)

(D3 Section)

Williamstown CYMS 12.17 (89) d
Eltham 3.11 (29)

(D4 Section)

West Brunswick 14.19 (103) d
St Francis Xavier 8.10 (58)

EASTERN FL

(Div 1)

Balwyn 16.15 (111) d
Vermont 7.18 (60)

(Div 2)

Wantirna South 21.17 (143) d
Mulgrave 5.15 (45)

(Div 3)

Waverley Blues 12.8 (80) d
Mooroolbark 11.12 (78)

(Div 4)

Heathmont 13.13 (91) d
Chirnside Park 12.16 (88)

SOUTHERN FL

(Div 1)

St Paul's East Bentleigh 10.16 (76) d
St Kilda City 7.15 (57)

(Div 2)

Dingley 13.17 (95) d
Heatherton 11.9 (75)

(Div 3)

South Yarra 11.9 (75) d
Canterbury 8.9 (57)

ESSENDON DISTRICT FL

(A Grade)

Keilor 20.12 (132) d
Greenvale 15.9 (99)

(B Grade)

Taylors Lakes 8.8 (56) d
Pascoe Vale 5.9 (39)

NORTHERN FOOTBALL LEAGUE

(Div 1)

Heidelberg 18.10 (118) d
Montmorency 15.6 (96)

(Div 2)

Thomastown 16.10 (106) d
Macleod 12.15 (87)

RIDDELL DISTRICT FL

Riddell 23.14 (152) d
Diggers Rest 15.5 (95)

WESTERN REGION FOOTBALL LEAGUE

(Div 1)

Spotswood 13.15 (93) d
Port Melbourne Colts 11.17 (83)

(Div 2)

Sunshine Heights 18.7 (115) d
North Footscray 7.11 (53)

VICTORIAN WOMEN'S FOOTBALL LEAGUE

(Div 1)

Seniors

Darebin 15.10 (100) d
Melbourne University 4.8 (32)

Reserves

East Burwood 11.9 (75) d
Darebin 4.1 (25)

(North West)

Heidelberg 10.9 (69) d
Sunbury 5.6 (36)

(South East)

Scoresby 6.3 (39) d
Berwick 3.8 (26)

JUNIOR LEAGUE GRAND FINALS DANDENONG & DISTRICT JUNIOR FOOTBALL LEAGUE

(Under-16 Premier)

Beaconsfield Blue 11.8 (74) d
Cranbourne Blue 6.5 (41)

YARRA JUNIOR FOOTBALL LEAGUE

(COLTS 1)

Preston Bullants 11.11 (77) d
St. Mary's 2.6 (18)

MOORABBIN SAINTS JUNIOR FOOTBALL LEAGUE

(Under-17 Division 1)

St Peters 8.10 (58) d
St Kilda 4.7 (31)

WAVERLEY JUNIOR FOOTBALL ASSOCIATION

(Under-13 Division 1)

Ashburton Green 6.8 (44) d
Ashburton Red 2.5 (17)

AFL VICTORIA PEOPLE

As at December, 2008

AFL VICTORIA HEADQUARTERS

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MELBOURNE, VIC 3001
Phone: (03) 8663 3000
Fax: (03) 9650 4194
Website: afltvc.com.au

PATRON IN CHIEF

Premier John Brumby

AFL VICTORIA BOARD

Bob Tregear (Chairman)
Peter Schwab (CEO)
Geoff Almond
David Doherty OAM
John Hyett
John Jordan
Grant O'Riley
Tony Pinwill
Peter Stedwell
Jim Watterston

AFL VICTORIA DEVELOPMENT

ADVISORY BOARD

David Doherty (Chairman) OAM
Peter Schwab
Mark Hargreaves
Simon Overland
Diana Taylor
Brad Ostemeyer
Derek Humphery-Smith
John Doherty

AFL VICTORIA MEMBERS

Bendigo Bombers David Joss
Box Hill Hawks John Ure
Casey Scorpions John Sharkie
Coburg Tigers Bill Balakis
Frankston John Barry
North Ballarat Peter Wilson
Northern Bullants Stephen Papal
Port Melbourne Peter Saultry
Sandringham Gerard Ryan
Werribee Tigers John Nicol
Williamstown Trevor Monti
VCFL Nicholas Rolfe
VFA Nick Bourke
Northern FL Frank Rosbrook
Eastern FL Graham Halbish
Essendon District FL Ian Price
Riddell District FL Alan Matthews
Southern FL David Andrew
Western Region FL Diana Taylor
Dandenong & District JFL Ron McConnell
Moorabbin Saints JFL David Andrews
Waverley Junior FA Paul Newton
Yarra Junior FL Bob Rennison
Victorian Women's FL Debbie Lee

AFL VICTORIA ADMINISTRATION

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Executive Assistant to CEO Silvana Hurst
Financial Controller Stephen Smith
Project Manager Grant Williams
Marketing Manager Peter Harley
Marketing Officer Jennifer Pryor
Marketing Assistant/Receptionist Sarah Murphy
PR – Media Support, Marketing Travis Parnaby

Football Operations Manager John Hook
High Performance Manager Anton Grbac
High Performance Manager Leon Harris
Football Operations Assistant Sophie Timms
Football Operations Administration Officer Sam Coen

State Director of Umpiring Kevin Mitchell
Umpiring Assistant Angela Lindsay
Manager – Development and Planning

Michael Daniher
Development Communications and Partnership Coordinator Kaylee George
Community Football Development Manager Peter McDougall

Club Development Manager Darryl Collings
Community Football Coordinator

Talia Holloway-Roden
Coaching Development Manager

Steve Teakel
Schools Development Manager

Trevor Robertson
Umpire Development Manager Neville Nash

Programs Coordinator Keith Burns
Female Football Development Manager

Chyloe Kurdas
KickStart Indigenous Development Manager

Derek Kickett
Recreational Football Coordinator

Matthew Weerden
State Auskick Manager Michael Stinear

Footyweb and IT Support Officer

Stephen Stewart
Trainee Administration Officer Holly Lunt

AFL Multicultural Football Project Coordinator Nick Hatzoglou

Multicultural Officer Western Region

Sash Herceg
Multicultural Officer South East Region

Michael Nguyen
Multicultural Officer Central East Region

Michael Roberts
Multicultural Officer Northern Region

Harmit Singh
Multicultural Officer North West Region

Jieh-Yung Lo

.....
TAC CUP REGIONAL MANAGERS

Bendigo Pioneers Ray Byrne
Calder Cannons Ian Kyte

Dandenong Stingrays Darren Flanigan
Eastern Ranges Ian Flack

Geelong Falcons Michael Turner
Gippsland Power Peter Francis

Murray Bushrangers Andrew Carson
North Ballarat Rebels Phil Partington

Northern Knights Peter Kennedy
Oakleigh Chargers Stephen Conole

Sandringham Dragons Wayne Oswald
Western Jets Shane Sexton

.....
AFL VICTORIA REGION DEVELOPMENT MANAGERS

Country Regions

North Ballarat Tim Shearer
Wimmera Geoff Burdett

South West Jock Whiting
Bendigo Tony McNamara

North Central and Central Murray

Trevor Mellington

Sunraysia/Mallee Terry Hall
Geelong John Edsall
Hampden Alan Thompson
Goulburn Murray Greg Liddell
North East Border Jeff Chandler
North East Border (Wangaratta) Phil Bunn
Latrobe Valley Damian Carroll
East Gippsland Rob Reid

Metro Regions

North West Andrew Johnston
Outer Southern/Peninsula Mark Wheeler
Eastern Anthony Parkin
Northern Ashley Brown/Phiv Demetriou
Central East Mark Smart
Inner Southern TBA
Western Graeme Pratt

VFL TRIBUNAL MEMBERS

Edward Power (Chairman)
Barry Josephs (Vice-Chairman)
David Wood
Sam Cusumano
Brian Chaplin
Diana Taylor
Sam Chadwick
John Russo
Tim Bourke
Rick Lewis
Sal Perna

VFL APPEALS

Ian Hill QC (Chairman)
Peter Weightman
Greg Meese
John Larkins
Sal Perna
Rick Lewis
John Russo

VFL INVESTIGATION/REPORTING OFFICER

Rick Lewis

UMPIRE ADVOCATES

Nick Carmichael
Craig Shiell

PLAYER ADVOCATES

Iain Findlay
Howard Beer
Sean Audley
Scott Bell
David Reilly

AUDITOR

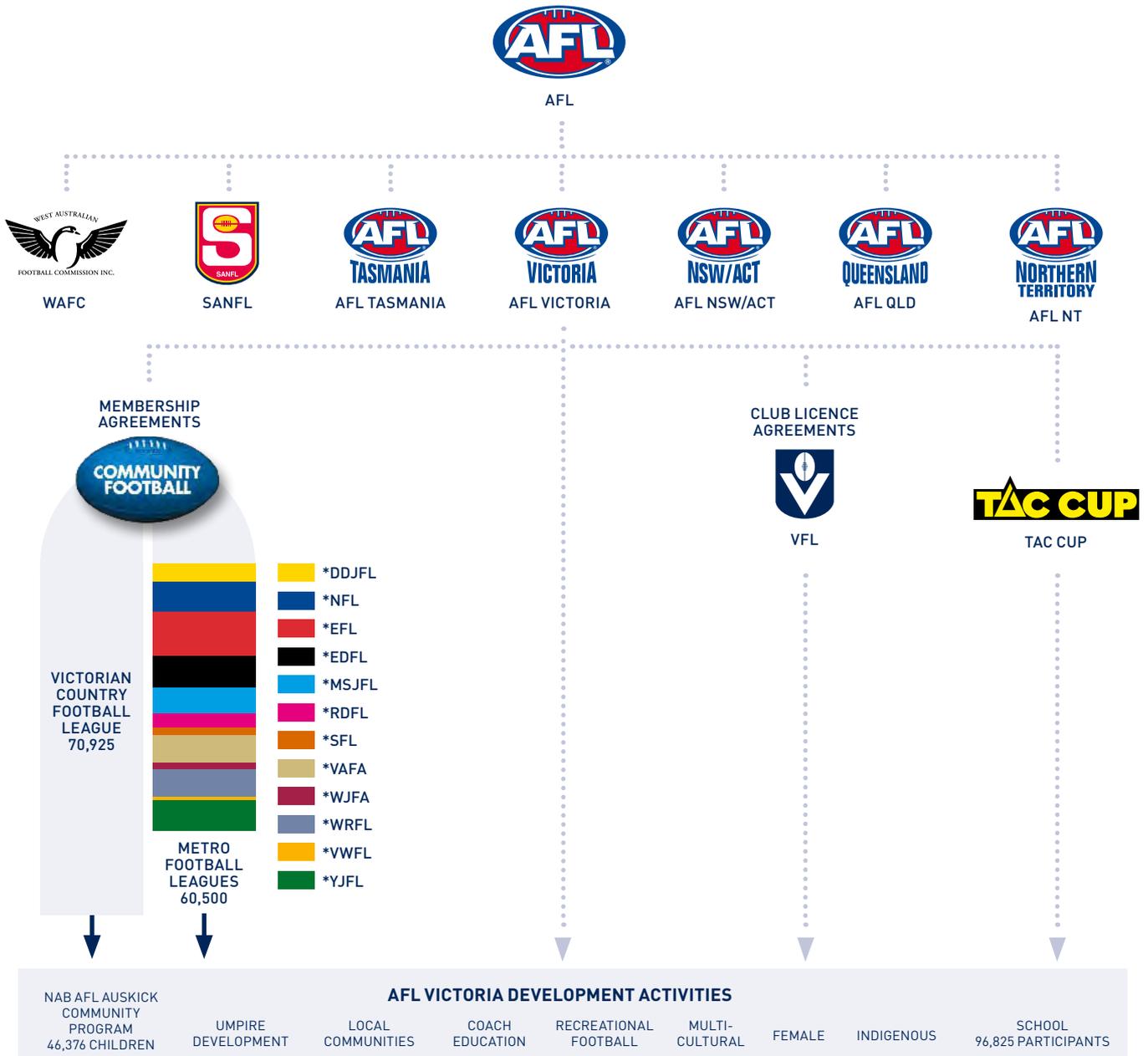
KPMG

HONORARY SOLICITORS

Messrs Mahoney, Galvin & Rylah

STRUCTURE OF AUSTRALIAN FOOTBALL

As at February, 2009



* DDJFL – Dandenong & District Junior Football League
 * NFL – Northern Football League
 * EFL – Eastern Football League
 * EDFL – Essendon District Football League

* MSJFL – Moorabbin Saints Junior Football League
 * RDFL – Riddell District Football League
 * SFL – Southern Football League
 * VAFA – Victorian Amateur Football Association

* WJFA – Waverley Junior Football Association
 * WRFL – Western Region Football League
 * VWFL – Victorian Women’s Football League
 * YJFL – Yarra Junior Football League



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