

ANNUAL REVIEW 2009



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COVER: Reminders of the devastating 2009 Victorian bushfires were everywhere as the CFA and Boolarra Football Club (Mid Gippsland Football League) came together to mark the start of the VCFL season.
PHOTO: COURTESY OF THE HERALD SUN

INSIDE: A toddler enjoys a day at the footy as Northern takes on Bendigo at the 2009 Youth Girls Championships.
PHOTO: WILLIAM HUNG



AFL VICTORIA STRATEGIC PLAN



During 2009 the existing strategic plan was reviewed and updated with the 2010–2012 Strategic Plan adopted by the new AFL Victoria Board.

OUR VISION

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

OUR MISSION

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

OUR VALUES

ACCOUNTABILITY

- Focus on delivering or exceeding performance objectives
- Responsible for our actions and results and do what we say we will
- Act with integrity – deal with all people honestly, ethically and transparently
- No surprises
- Make decisions in a timely manner even when under tight deadlines and pressure

- Be prepared to go the extra mile
- Persevere when faced with setbacks
- Promote improved environmental sustainability performance at all levels of football and community

PROGRESSIVE

- Strive for constant improvement
- Respect the great history of our game and its role in the community but challenge the status quo
- Find new and creative ideas to innovate
- Focus on the future
- Embrace change and new ideas
- Create football environments that deliver safe, enjoyable and rewarding experiences
- Contribute to the health and wellbeing of communities

RESPECTFUL

- Embrace and respect diversity and inclusion – understand and value the difference in every person
- Acknowledge the efforts of others
- Listen actively and consider other viewpoints
- Help team or other departments or stakeholders in getting work done

OBJECTIVES

1. Participation

To grow participation through quality pathways connecting all segments from AFL Auskick to open-age football

2. Community

To support members, motivate and nurture volunteers and promote quality football environments

3. Talent and Second Tier

To deliver a talented player pathway that attracts and develops the best participants and enhances the TAC Cup and VFL competitions

4. Facilities and Environment

To provide and maintain essential facilities and promote responsible environment sustainability awareness through football

5. Engagement

To utilise Australian Football as a vehicle to promote healthy lifestyles, cultural diversity, education, employment, safe and inclusive environments through communities

6. Fans

To build relationships with the community to develop fans of the game

7. Governance and Management

To implement quality governance, management and financial models to optimise AFL Victoria's assets and attract and retain talented people

- Act with humility and modesty
- Work collaboratively with and between each other, members, constituents and stakeholders



RIGHT: Dustin Martin looks to get off a handball for Vic Country in the 2009 NAB AFL Under-18 Championships. Martin's excellent form during the carnival was rewarded with selection in the All-Australian under-18 team, and he was later taken by Richmond with pick No. 3 in the AFL National Draft.

OPPOSITE: Spectators enjoy a day at the VFL.

The Yarra Junior Football League (teal, black and white jumpers) took on the Eastern Football League in 2009's Under-14 Division 1 Grand Final.



STRUCTURE NOW IN PLACE TO MOVE FORWARD

This past year was a milestone one for the governance of Victorian football following AFL Victoria's annual general meeting in March when our board was restructured to include AFL representatives.

This outcome has allowed AFL Victoria and the AFL to forge a stronger relationship than ever before, with the excitement of a genuinely shared vision.

The 2009 AGM provided a restructured board that has a clear focus of working closely with members and the AFL to shape the future of football in Victoria together. As a result of the governance change, we saw four directors leave our fold, namely John Hyett, Tony Pinwill, Jim Watterston and our chairman of recent times Bob Tregear.

I thank each and every one of these fine servants for their efforts, particularly the long-serving Bob Tregear who held the reins in some very challenging times.

I also take the opportunity to welcome our new directors David Matthews, Andrew Dillon, Nick Bourke, Ray Gunston and Stephen Jones, who bring wonderful football and business experience to AFL Victoria.

On a sadder note, all at AFL Victoria would like to pay their



CHAIRMAN'S
REPORT
GRANT O'RILEY
Chairman

“The game continued to prosper in Victoria, which holds us in great stead for the future.”

respects to past board member Peter Stedwell, who passed away early in the year. The former player, coach and club president retired as a director in April 2008, and our thoughts go out to his family.

The game of Australian Football continued to prosper throughout 2009, which holds us in great stead for the future. The VFL said goodbye to the Tasmania Devils, with Tasmania committing to its new 10-club league.

The VFL has never been healthier in terms of the quality of both the competition and players involved, along with the increasing numbers of TAC Cup players who are making the transition into our state league. The relationships between VFL and TAC Cup clubs were further strengthened with the introduction of the 23rd player rule

to allow youngsters an additional opportunity at the higher level.

We witnessed an excellent finals series in both competitions, culminating with increased crowd figures for the VFL and TAC Cup Grand Final double-header at Etihad Stadium on September 25. Clearly, the standard of the VFL again reached new heights.

In the TAC Cup, the wonderful work by our region managers and high performance managers again meant Victoria contributed a very strong share of the overall player pool at the 2009 national, pre-season and rookie drafts. I also take this opportunity to acknowledge the departure of region manager Wayne Oswald from the Sandringham Dragons after almost two decades of fine service. Incredibly, Wayne had been at the Dragons since the TAC Cup's inception back in 1992, and we wish him well in his future endeavours.

The 2009 season also saw the fledgling Gold Coast franchise take part in the TAC Cup competition as part of its scheduled progression to the AFL for 2011, providing a wonderful learning curve for our young Victorian players, who were able to experience the intricacies of travelling and playing interstate.

In season 2010, the Gold Coast will move into the VFL, and we will

also witness the introduction of Greater Western Sydney into the TAC Cup in preparation for its AFL debut within a couple of years.

Within our community football ranks we have seen continued growth and development. Following the transformation of the former Diamond Valley Football League into the Northern Football League, the competition has been prospering under its new banner and continues to grow in both status and quality. One of the key people involved in the league's restructure was Frank Rosbrook, who worked closely with AFL Victoria to put this important football region back on the map, serving as the NFL's inaugural chairman. Sadly, Frank passed away in September 2009; he will be deeply missed by all associated with the competition and football in Victoria.

The evolution of community football continues, with the relationship between the Southern Football League and the Moorabbin Saints Junior Football League reaching new heights as they shared support mechanisms and processes. This is a prime working example of how two large community football bodies can work together for the betterment of the game.

AFL Victoria Community Football Manager Peter McDougall and his support team must also be commended for their work transforming the Dandenong and District Junior Football League, one of the largest junior competitions in Victoria.

Operating in the booming south-east growth corridor, the restructured DDJFL could now become a best-practice model followed by other league administrations.

Right across the state, from Auskick through to senior level, we continue to oversee strong growth in overall participation numbers. We continue to provide a range of new community programs such as Fair Game:



Mansfield's Jamie Sheahan (left) tries to evade Wodonga's Brett Doswell in 2009's interleague clash between the Goulburn Valley and Murray football leagues. PHOTO: *The Weekly Times*.

Respect Matters, an initiative to prevent violence against women, and more than ever the Victorian football community came to the fore when it went into overdrive to support the bushfire relief effort. This support was driven through the efforts of the VCFL, VAFA, EFL, NFL and many other leagues. In a unique support initiative, AFL Victoria appointed the CFA as the VFL's community partner, enabling the CFA to use the VFL's and AFL Victoria's communication channels

to educate and inform Victorians about the CFA and its operations.

Over the past 12 months the enhancement and development of football facilities in Victoria has received huge support from the AFL and both state and local government.

It has been a wonderful experience for AFL Victoria to work alongside these stakeholders to establish new or enhanced facilities across the VFL, TAC Cup and community regions.



Victorian youngsters love football more than ever judging by how closely this young Hawks fan (right) is nursing his Sherrin.

In regard to these improved facilities AFL Victoria would like to thank the AFL's Ken Gannon for the fine job he has done in facilitating, coordinating and working alongside all stakeholders.

AFL Victoria also extends an enormous thank you to the honourable Minister for Sport, Mr James Merlino, who has shown an unflinching commitment to our great game in Victoria. We are pleased to say the focus on facility development will continue into 2010 and beyond.

Without doubt the outlook for Australian Football is extremely bright. We truly aspire to be the best state-based sporting organisation in Australia and have a sharp focus on continually improving in the years ahead.

We have a range of key focus areas for 2010 and beyond, including working with our member leagues to grow participation, promoting healthy lifestyles, cultural diversity and development of education programs, supporting

members and volunteers, enhancing our talent pathways and VFL competition, and assisting members to develop quality governance, management and financial models for the future. There is much to achieve in the coming years.

We can truly approach the next few years in a positive manner and for the first time in many years we genuinely have 'vision without limitation'.

It is important to acknowledge AFL Victoria's partners - without their support Victorian football would not have been able to achieve the success and growth it has.

For 20 years VicHealth has been working hand in hand with AFL Victoria to strengthen community football. Together we have been partners in many ground-breaking initiatives, including the critically important Fair Game: Respect Matters program. All of these initiatives have helped improve community club environments. The 2009 season also marked

the 18th year of our partnership with the TAC, whose support has enabled AFL Victoria to manage the nation's premier under-age competition. We are particularly pleased the TAC has agreed to renew their partnership into 2010.

I also acknowledge the support of our other major partners in 2009 including the MCC Foundation, Ford, Go for your life, ConnectEast, the Department of Justice and Department of Planning and Community Development.

Finally, I would like to thank CEO Peter Schwab, his executive team and all AFL Victoria Staff for their strong performance during 2009.

The AFL Victoria board is excited and positive about what lies ahead, and with the excellent structure already in place there are few barriers to growing the game in Victoria.

We look forward to working with you to sustain and grow Australian Football as the most played, watched and attended sport in Australia. See you in 2010. ■

AFL VICTORIA BOARD OF DIRECTORS



Grant O'Riley (Chairman)

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.



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 Schwab (CEO)

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



Stephen Jones

Stephen is a partner in the public accounting firm ATM Consultants and has been involved in community football for many years including five years as chairman of the Eastern Football League.



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.



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.



Nicholas Bourke

A former president of the VAFA, Nick has been involved in football as a player and coach in the VAFA since 1995. Nick joined the VAFA Board in 2002, was president in 2007 and is the current chairman of the Australian Amateur Football Council (AAFC). Nick is managing director of Bourke Property which is involved in the marketing and sale of development properties.



Ray Gunston

Ray has spent more than 30 years associated with football on and off the field. A former Brunswick VFL player, he also has been involved in Auskick, junior football, coaching and administration. A previous board member at Essendon, Ray is currently the chief financial officer of the Tatts Group.



Andrew Dillon

Andrew joined the AFL in 2000 as legal counsel and was appointed general manager - legal and business affairs in 2004. Has long been involved with Victorian club football, having played 290 games in the VAFA.



David Matthews

David was the Geelong Football League general manager from 1993-96 before being appointed the VCFL operations manager in 1997. Joined the AFL in 1998 and was AFL Auskick and participation manager for five years before being appointed general manager game development in 2004.

AFL VICTORIA ADVISORY BOARD



David Doherty 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.



Geoff Almond

Director, AFL Victoria
See page 10 for profile.



John Doherty

Senior Magistrate
Victorian Magistrate for 17 years, including six in charge of the western suburbs, while now based at Broadmeadows. 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, Diana is a VFL Tribunal member and has initiated a foundation to develop women's participation in football in Melbourne's western suburbs.



Ian Hamm

Executive Director,
Aboriginal Affairs Victoria
Ian is a Yorta Yorta man who has been actively involved in the Victorian Indigenous community in a personal and professional capacity for many years. Ian is also a former president of the Western Region Football League.



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*.

GAME COMES TO THE FORE IN A CRISIS

The start of 2009 in Victoria will be remembered for the horrific consequences of the Black Saturday bushfires that devastated many of our communities and drew a national response, reflecting the depth of our community spirit and compassion right across the country.

The football industry, as an integral part of our communities, played its part to assist those who had suffered from the bushfires. While nothing could ever make amends for the loss of life, football people did their best to raise funds and spirits and, in some cases, keep football clubs alive.

The generosity of the AFL, VCFL, Victorian leagues and clubs – and even leagues and clubs from interstate – showed just how special our game and the people in it are, and how football can play an invaluable role uniting and supporting communities.

While AFL Victoria was not in a position to provide the funding we would have liked, we did provide the CFA with community partner status, utilising our football community communication channels, and the VFL as the flagship vehicle, to assist the CFA in informing and educating the Victorian public as to the wide range of activities it is involved in.



CEO'S REPORT
PETER SCHWAB
CEO

“The football industry, as an integral part of our communities, played its part to assist those who had suffered from the bushfires.”

Football in Victoria witnessed another season where we maintained our position as the premier team sport due to the popularity of the game in all participation segments. Once more we increased our overall participation levels from 2008 to 236,271 active players in 2009.

It was pleasing to see Auskick numbers grow, proving this introductory program continues to deliver the best value-for-money sport. The program relies heavily on the volunteer involvement of parents who continue to underpin its success.

Other segments where growth occurred were in the female and community club areas. The ongoing growth of youth girls'

competitions is very pleasing and augers well for the future of female football.

Yet again, football's ability to attract volunteers was critical to the game's success and its continued growth. As an industry one of our biggest challenges is to continue supporting our volunteers by making their task as easy as possible in an ever more regulated environment.

In 2009, we also saw the formation of 97 new football teams, the third highest yearly growth ever. Numbers were also good in coaching, with more than 3000 participants undertaking Level 1 coaching accreditation courses and our AFCA membership reaching almost 6400.

Despite occasional incidents of poor spectator behaviour at matches, the majority of people conducted themselves in a manner that allowed players, coaches, administrators, officials, support staff and spectators to enjoy their football experience. It is important to remember that the No. 1 reason children play sport is for fun, and once this enjoyment is removed, they unfortunately fall away.

Our talent program, most notably through TAC Cup clubs and their associated regions,



AFL Victoria and the CFA formed a community partnership in 2009 that had great benefits for both organisations. Above, CFA chief officer Russell Rees speaks at the partnership launch, as (L-R) AFL Victoria CEO Peter Schwab, Collingwood VFL coach Gavin Brown, Geelong VFL captain James Podsiadly, Sandringham spearhead Nicholas Sautner, Premier John Brumby and Minister for Police and Emergency Services Bob Cameron look on.

continues to achieve its objectives of producing high numbers of AFL draftees as well as quality footballers who either go onto the VFL or return to play community football better for the experience.

In the 2009 NAB AFL Draft, Victoria supplied 51 per cent of the total number of players selected. Of the past 20 titles decided at

national under-16 and under-18 level, Victoria has won 16. This underlines our status as the No. 1 state for producing AFL talent.

We know that 95 per cent of all graduates from the TAC Cup will play football after exiting the program. This is a statistic every bit as pleasing as the total number of players drafted. As with any level of

junior football, our aim is to make sure players come back to the game each season.

The VFL enjoyed another fine season, with the standard continuing to improve. There is no doubt the presence of AFL-listed players assists in achieving this, but we are also pleased with the quality of non-AFL-listed players and we

CFA mascot Captain Koala plays kick-to-kick with a young fan during half-time of the CFA community match at Morwell between the North Ballarat Roosters and Casey Scorpions.



feel certain the VFL will become an even bigger recruiting ground for the AFL with the introduction of the two new AFL franchises.

Speaking of which, the Gold Coast enjoyed a highly successful season in the TAC Cup, and will now move onto the VFL in 2010. Meanwhile, we also welcome the Greater West Sydney franchise into the TAC Cup in 2010. Both clubs are great additions to the respective competitions as they prepare themselves for the AFL.

Congratulations must be extended to all of our TAC Cup and VFL clubs, particularly the respective premiers Calder Cannons and North Ballarat. The Roosters have now won back-to-back premierships in the VFL.

As far as challenges go, football faces a significant hurdle to retain its capacity to build, maintain and retain playing fields and facilities. It is never easy, but cooperation with all levels of government will be even more vital to ensuring our leagues and clubs can continue to thrive.

While initiatives in regards to drought-proofing grounds and water harvesting have allowed improvements to be made, the drought will continue to be one of our biggest challenges. Synthetic surfaces could be a solution into the future, but this remains a very expensive proposition at present.

Compounding the issue of ground maintenance is the fact the game's growth means increased ground usage through more training sessions and games, thus hindering the recovery of playing surfaces at certain venues, which can deteriorate under constant use.

This is not just our problem as a sport, but one also for other codes that share venues, and the councils who are responsible for them. Only through true partnerships can we solve the issue of ground maintenance.

Another issue is football's ability to secure access to enough open space to build ovals and facilities when developers and the councils

responsible for growth areas are planning. We cannot grow participation if we do not have anywhere to play.

AFL Victoria has an obligation to provide development programs across all sectors, to support our community leagues, their clubs, and their networks of volunteers, to promote football in our school networks, to promote and grow umpiring numbers, to administer the talent pathway via the TAC Cup regions and the VFL, to promote the game to marginalised groups within our community, to build an interest in our game with new arrivals, and to represent our game's best interests to all levels of government.

“The VFL will become an even bigger recruiting ground for the AFL with the introduction of the two new AFL franchises.”

Another challenge is to secure enough funding to undertake all our strategic objectives, and to this end we are grateful to receive funding from the AFL – by far the biggest financial supporter of football in Victoria – as well as the State Government via the Department of Justice (Problem Gambling), Department of Health (Go for your life) and the Department of Planning and Community Development, Sport and Recreation Victoria, VicHealth, the TAC, the MCC via their Foundation, Ford Australia and ConnectEast.

VicHealth continues to invest significant funds into our community football support programs, the TAC invests heavily into our talent pathway in the TAC Cup competition, and the MCC provides significant assistance with our school programs. Without these partnerships, our capacity to nurture, grow and secure the

game's future in this state would be severely impacted.

On a personal note, I would like to thank all other stakeholders in football for their support and commitment to our game – especially our leagues and clubs for the important role they play in communities.

The Board of AFL Victoria, which underwent substantial changes at the start of 2009, has done an excellent job on behalf of everyone involved in our game.

Grant O'Riley was elected as chairman and with him five new directors joined the board; Nick Bourke, Stephen Jones, Ray Gunston, the AFL's general manager of game development David Matthews, and Andrew Dillon, the AFL's general manager of legal and business affairs.

Their addition to the board's existing members – David Doherty, Geoff Almond and John Jordan – combined with Grant's leadership, has seen a renewed enthusiasm for the opportunities possible for our game in Victoria.

I would also like to mention the board members who left in 2009: Tony Pinwill, Jim Watterston, John Hyett and Bob Tregear. In particular, I'd like to pay tribute to the great service and leadership Bob has given to AFL Victoria and to football in this state.

To the executive team of Mick Daniher, Stephen Smith, Peter Harley and John Hook, thank you for your commitment to the organisation and football, as well as the leadership you provide to our staff.

In finishing, I would like to recognise all of our umpires, but particularly those entrusted with the responsibility of supporting recruitment, retention and training of those who wish to participate in our game as officials.

So to Neville Nash, AFL Victoria's Umpire Development Manger Kevin Mitchell, State Director of Umpiring, Angela Lindsay and to all umpiring managers, coaches and associations across all our leagues, thank you for your contribution to the game. ■

INNOVATION AND OPPORTUNITY THE KEYS TO SUCCESS

The Victorian Football League is a unique and ever evolving competition, and in 2009, despite numerous challenges, again promoted high-quality football, innovation and a pathway to the AFL.

The goal is to continue to meet the demands of all stakeholders, protect our interests and be a pioneer of new ideas.

For the second straight year, Etihad Stadium played host to the VFL Grand Final on the eve of the AFL Grand Final, with the 2009 TAC Cup decider once more the curtain-raiser. The advantage of the closed roof was clearly highlighted, as North Ballarat and the Northern Bullants were able to escape the adverse Melbourne weather and provide a superb contest in ideal playing conditions.

Congratulations must go to the Roosters for chalking up back-to-back premierships, this time with a 23-point triumph over the gallant Bullants. This stands as a momentous achievement at any level of football, let alone the best state-based league in the country, and coach Gerard FitzGerald, president Peter Wilson, CEO Mark Patterson and football manager Marg Richards should be commended.

After Josh Smith's five goals earned him the 2008 Norm Goss



VFL REPORT
JOHN HOOK
Football Operations
Manager

“The stories of Liam Picken and Robin Nahas underscore the opportunities on offer in the VFL.”

Medal for best on ground in the Grand Final, this year Roosters teammate Orren Stephenson claimed the award with a dominant display in the ruck. The ABC again provided fantastic coverage of the VFL's showpiece, airing the game live on its high definition channel, along with a delayed telecast from 10pm on ABC1.

I would like to take this opportunity to thank the ABC for its professionalism and continued support of the VFL throughout 2009. With the re-signing of the broadcast agreement last year, the network will telecast the Saturday match of the day live until 2011, and hopefully beyond.

The rise of former VFL stars Liam Picken (Williamstown) and Robin

Nahas (Port Melbourne) to the AFL ranks in 2009 proved a highlight for everybody involved in our competition. Picken, rookie-listed by the Western Bulldogs, played 23 games – including three finals – and quelled some of the game's biggest names in his run-with role. Nahas, meanwhile, chalked up 19 AFL matches as a Richmond rookie, booting 21 goals as a small forward and showcasing the skills honed over several seasons in the VFL.

The stories of Picken and Nahas underscore the opportunities and pathway on offer through our state-based competition, illustrating the importance of preserving crucial aspects of its structure. Despite the fact one of our roles is to field AFL-listed players through the various VFL/AFL alignments, we must not be seen as an AFL reserves or seconds league. It is understandable AFL clubs are keen for their listed footballers to be playing senior VFL football, but this should only ever happen on merit.

Hawthorn skipper Sam Mitchell is a perfect example of a TAC Cup player initially overlooked at the draft; he started out in the VFL reserves at Box Hill, progressed to senior football through strong form, won a J.J. Liston Trophy, then earned his AFL chance, going on to captain the Hawks to a premiership.



North Ballarat players and coach Gerard FitzGerald (top, second from left) celebrate the Roosters' 2009 Grand Final win, their second consecutive premiership.



VFL STARS OF 2009: (top to bottom) Frosty Miller medallist Nicholas Sautner (Sandringham, right) with Jim 'Frosty' Miller; Fothergill-Round medallist Michael Barlow (Werribee Tigers, right) with Barry Round; A. Todd medallist Joel Cross (Box Hill Hawks, right) with 2008 winner Coburg's Glen Carrick.

It would be a tragedy if the next Sam Mitchell is unable to follow the same pathway due to diminished opportunities, and any future increase in AFL list sizes would severely restrict this pathway.

On a more positive note, the pending introduction of the Gold Coast and Greater Western Sydney clubs to the AFL in 2011 and 2012 respectively is an exciting prospect for VFL players, with the increased demand for playing talent meaning recruiters' eyes will be fixed firmly on our Victorian clubs.

Already we have seen eight VFL players selected in the 2009 AFL Rookie Draft, with six of those players listed with an AFL club for the first time, a number representing more than 10 per cent of the 59 first-time draftees. It was extremely pleasing the VFL competition contributed so well to the rookie draft.

The AFL's new mature-age rookie rule, allowing each club to rookie list two players aged 23 or older, also helped pave the way for this. The rule enabled Geelong's James Podsiadly to be rookie-listed at 28 years of age, along with Frankston's Marcus Marigliani (24) and Williamstown's Patrick Rose (23), which is a great selling point for the VFL and its clubs. Further, the VFL competition and its status as an elite talent pathway, especially for TAC Cup players, is reinforced by the fact that - excluding junior players - the VFL provided more players than both the WAFL (six) and the SANFL (five) at this year's rookie draft.

Additionally, at the NAB AFL Draft two VFL players were selected - Box Hill's Lukas Markovic (Western Bulldogs) and Sandringham's Will Johnson (St Kilda) - and two former players were upgraded from their clubs' rookie lists - Picken and Nahas.

These results serve as a timely reminder to Melbourne-based clubs that the delicate balance between developing AFL-listed players in the VFL competition and creating a pathway for Victorian players has to be respected.

North Ballarat's Myles Sewell enjoyed a stellar 2009 season, winning the VFL's highest individual honor, the J.J. Liston Trophy.



The VFL is delighted and proud to be welcoming the Gold Coast into its ranks for season 2010, with the addition bringing the competition back to 14 teams after the departure of the Tasmania Devils at the conclusion of 2008. It is a strong endorsement of Victoria's talent pathway that the new Queensland club chose the TAC Cup and now VFL to make its transition to the top flight, and hopefully the new western Sydney club will follow suit.

One of the most prominent initiatives introduced in the 2009 season was the 23rd player rule, which gave VFL clubs incentive

to promote a TAC Cup player or first-year graduate in addition to the 22 named in the weekly senior side. Barring stand-alone AFL entities Collingwood and Geelong, all VFL clubs have alignments with TAC Cup teams, with these partnerships and the new rule forming an additional pathway for late developers, converts from other sports and players whose development may have been stalled by injury.

While some VFL clubs did not take advantage of the 23rd player rule in its first year, others embraced the initiative, and we will continue to revise it and encourage

VFL coaches to develop the TAC Cup talent at their disposal.

The past year also saw notable changes to VFL-AFL alignments, with Melbourne confirming its commitment to the rapidly expanding outer-south-eastern suburbs by teaming with the Casey Scorpions. The Demons should benefit greatly from the first-class facility at Casey Fields and the backing of an enthusiastic and highly supportive local council.

Meanwhile, the Scorpions' former partner St Kilda made a smooth transition to its new partnership with Sandringham at the aptly named Trevor



Attendees at the VFL's 2009 life member award ceremony included (L-R, newly inducted life members unless indicated) Peter Schwab (award presenter), Martin Stillman, Peter Weightman, Ken Gannon, Justyn, Yvonne and Mark Stedwell (sons and widow of the late Peter Stedwell, who was posthumously inducted), Andrew Clifton, Grant O'Riley (award presenter) and James Podsiadly.

Barker Beach Oval. As with all relationships, communication, compromise and hard work remain the key to these alignments being successful in the long term.

At this point it would be remiss not to mention the efforts of our stand-alone VFL clubs Frankston and Port Melbourne in an extremely difficult environment. While the Dolphins moved into a transitional phase and were not able to replicate their 2008 finals appearance, Port again was a premiership contender, compiling a 20-game winning streak at its TEAC Oval home on the way to a preliminary final. Coach Gary Ayres should be congratulated for his achievements, along with all 2009's individual award winners and honourees.

Heading this year's honour roll was North Ballarat midfielder Myles Sewell, who took home the J.J. Liston Trophy in a season that yielded his second premiership. Sandringham spearhead Nick Sautner claimed the Jim 'Frosty' Miller Medal for an incredible ninth time, surpassing the 800-goal mark along the way, while Werribee's Michael Barlow won the Fothergill-Round Medal as the competition's most promising player under 22 with the prospect of taking his game further.

At reserves level, Joel Cross from the Box Hill Hawks was

awarded the A. Todd Medal as the best and fairest player in 2009, and teammate Leigh Kitchin was voted best on ground in the Hawks' Grand Final triumph, earning the Fred Hill Memorial Medal.

Long-time servants of the league were also recognised, with former Werribee and 2009 Geelong skipper James Podsiadly reaching 175 VFL games and being awarded automatic life membership alongside Port Melbourne stalwart David Pitt, who reached the milestone in his final match this September.

While Pitt will be officially honoured at the 2010 Liston Trophy count, other life membership recipients at this year's ceremony included goal umpire Andrew Clifton, former AFL Victoria CEO Ken Gannon, ex-general manager Martin Stillman and former player and coach Peter Weightman.

Sadly, Peter Stedwell – a Dandenong premiership captain, competition advocate and long-time Football Victoria board member – passed away during the year, with his contribution recognised with posthumous VFL life membership.

The redevelopment of VFL venues remains a priority of this administration, as improved facilities will generate revenue and improve

the standard and reputation of the competition. It was pleasing to witness the completion of the Box Hill Hawks' new Southern Pavilion and extensive work at North Ballarat's Eureka Stadium, which should give impetus to pending redevelopment projects at Williamstown, Sandringham and Port Melbourne.

Equally crucial to the competition is the establishment of lasting and mutually beneficial off-field partnerships. The VFL's new community-based relationship with the CFA was a major positive in a year where the devastating Black Saturday bushfires highlighted the importance of volunteer organisations and football in our society.

On August 8, the Casey Scorpions and North Ballarat travelled to the fire-affected regional centre of Morwell to play a community game in recognition of the CFA's outstanding efforts. Such initiatives that take the VFL to new locations may be replicated in future.

In closing, I would like to thank all of the committed people – club staff, players, administrators, stakeholders and umpires – involved in making the VFL the successful competition it is today. ■



VFL SEASON 2009

2009 FINAL LADDER	P	W	L	D	B	FF	FOR	AG	PC	PTS
North Ballarat	18	14	4	0	2	0	1649	1284	128.43	56
Williamstown	18	13	5	0	2	0	2002	1506	132.93	52
Northern Bullants	18	12	6	0	2	0	1751	1516	115.30	48
Port Melbourne	18	12	6	0	2	0	1685	1476	114.16	48
Box Hill Hawks	18	12	6	0	2	0	1654	1574	105.08	48
Casey Scorpions	18	10	8	0	2	0	1693	1355	124.94	40
Collingwood	18	10	8	0	2	0	1598	1476	108.27	40
Geelong	18	9	9	0	2	0	1661	1753	94.75	36
Werribee Tigers	18	8	10	0	2	0	1605	1664	96.45	32
Sandringham	18	7	11	0	2	0	1660	1593	104.21	28
Coburg Tigers	18	7	11	0	2	0	1733	1810	95.75	28
Frankston	18	3	15	0	2	0	1286	1930	66.63	12
Bendigo Bombers	18	0	18	0	2	0	1223	2263	54.04	0

VFL RESULTS/AWARDS

SENIORS

Grand Final

North Ballarat 14.7 (91) d
Northern Bullants 10.8 (68)

Norm Goss Medal

(Best player in Grand Final)
Orren Stephenson (North Ballarat)

Umpires

Field: Michael Jennings, Andrew Mitchell,
Brett Ritchie
Boundary: Michael Marantelli,
Drew Kowalski, Graeme Bergroth
Goal: Courtney Lai, Benjamin James

J.J. Liston Trophy (Best and fairest)
Myles Sewell (North Ballarat)

Fothergill-Round Medal

(Most promising young player)
Michael Barlow (Werribee Tigers)

Jim 'Frosty' Miller Medal

(Leading goalkicker at the end of the
home and away season)
Nicholas Sautner (Sandringham, 71 goals)

RESERVES

Grand Final

Box Hill Hawks 16.18 (114) d
Sandringham 13.8 (86)

Fred Hill Memorial Medal

(Best player in Grand Final)
Leigh Kitchin

Umpires

Field: Matthew Leppard, Brent Pawley,
Joshua Krull
Boundary: Neil Woods, Patrick Tongue,
Matthew Jenkinson
Goal: Michael Richardson, Peter Balding

A. Todd Medal (Best and fairest)
Joel Cross (Box Hill Hawks)

2009 VFL TEAM OF THE YEAR

B:	Stephen Brewer Port Melbourne	James Flaherty Bendigo Bombers	Alex Silvagni Casey Scorpions
HB:	James Wall Casey Scorpions	Jarrold Dalton Port Melbourne	Steve Kenna Box Hill Hawks
C:	Sam Dwyer Port Melbourne	Toby Pinwill Port Melbourne	David Gallagher Sandringham
HF:	Michael Barlow Werribee Tigers	James Podsiadly Geelong	Brodie Moles Geelong
F:	Patrick Rose Williamstown	Nicholas Sautner Williamstown	Matthew Little Williamstown
R:	Orren Stephenson North Ballarat	Sam Iles Box Hill Hawks	Myles Sewell North Ballarat
INT:	Michael Hibberd Frankston	Stephen Clifton North Ballarat	Marcus Marigliani Frankston
	Cameron Pederson Box Hill Hawks		
COACH:	Peter German Casey Scorpions		



BENDIGO BOMBERS
Queen Elizabeth Oval
View Street, Bendigo, 3350
Joined VFL: 1998 **Premierships:** 0
2009 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
2009 coach: Brendan Bolton
boxhillhawks.com.au



CASEY SCORPIONS
Casey Fields, Berwick-Cranbourne Road,
Cranbourne, 3977
Joined VFL: 1982 **Premierships:** 5
2009 coach: Peter German
scorpions.com.au



COBURG TIGERS
ABD Group Stadium, Harding Street,
Coburg, 3058
Joined VFL: 1925 **Premierships:** 6
2009 coach: Jade Rawlings/Craig McRae
coburgtigers.com.au



COLLINGWOOD
Lexus Centre, Cnr. Batman Avenue and
Swan Street, Olympic Park, Melbourne, 3000
Joined VFL: 2000 **Premierships:** 0
2009 coach: Gavin Brown
collingwoodfc.com.au



FRANKSTON DOLPHINS
Frankston Oval, Cnr. Young Street and
Ploughman Place, Frankston, 3199
Joined VFL: 1966 **Premierships:** 0
2009 coach: Shannon Grant
frankstonfc.com.au



GEELONG CATS
Skilled Stadium, Kardinia Park
LaTrobe Terrace, Geelong, 3220
Joined VFL: 2000 **Premierships:** 2
2009 coach: Dale Amos
gfc.com.au



NORTH BALLARAT ROOSTERS
Eureka Stadium, Creswick Road,
North Ballarat, 3550
Joined VFL: 1996 **Premierships:** 2
2009 coach: Gerard FitzGerald
theroosters.com.au



NORTHERN BULLANTS
NAB Oval, Cramer Street, Preston, 3072
Joined VFL: 1903 **Premierships:** 4
2009 coach: David Teague
northernbullants.com.au



PORT MELBOURNE
TEAC Oval, Williamstown Road,
Port Melbourne, 3207
Joined VFL: 1886 **Premierships:** 15
2009 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
2009 coach: Andy Lovell
sandringhamfc.com.au



WERRIBEE TIGERS
Chirnside Park, Walton Street,
Werribee, 3030
Joined VFL: 1965 **Premierships:** 1
2009 coach: Simon Atkins
werribee.com.au



WILLIAMSTOWN SEAGULLS
Burbank Oval, Morris Street,
Williamstown, 3018
Joined VFL: 1884 **Premierships:** 13
2009 coach: Bradley Gotch
williamstown.afvic.com.au

TAC CUP CELEBRATES A HAPPY 18TH

As the premier under-18 football competition in Australia, it was significant that in 2009 the TAC Cup celebrated its own 18th birthday by yet again providing more than half of the national draft pool.

Of the 68 new players taken at the 2009 NAB AFL Draft, 35 (or 51 per cent) were TAC Cup graduates, including nine of the first 17 selections and – for the third year in a row – the No. 1 selection, this year Tom Scully from the Dandenong Stingrays. Two former TAC Cup players – Geelong’s Jeremy Laidler and Richmond’s Andrew Browne – also had their names read out on draft night, having been elevated from their side’s rookie lists, while the competition’s 2009 graduates subsequently accounted for 12 of the 59 new selections at the AFL Rookie Draft.

All of which reinforces the fact the TAC Cup competition remains the primary launching pad for the game’s greats.

In 2009, the TAC Cup and its players were given unprecedented levels of exposure with programs initiated by TAC including Channel Nine’s highly successful *TAC Cup Future Stars* program on Sundays and the *Herald Sun’s* all-time TAC Cup SuperTeam. All forms of



TAC CUP
REPORT
JOHN HOOK
Football Operations
Manager

“Prior to season 2009, the TAC Cup had supplied 595 AFL players, culminating in 42,000 games and 26,500 goals.”

media increased their focus on the competition in the lead-up to the national, pre-season and rookie drafts.

Denis Pagan’s appointment as head coach of the Northern Knights added even further excitement and professionalism to the TAC Cup, the two-time North Melbourne premiership coach leading his new club to a finals berth. The premiership eventually went to the Calder Cannons, who defeated the Dandenong Stingrays by 14 points in a high-quality Grand Final at Etihad Stadium.

Congratulations must go to Cannons coach Martin Allison and Grand Final best-on-ground Jake Melksham, who was rewarded by being picked up by Essendon at No. 10 in the 2009 National Draft.

Calder now has a record five TAC Cup flags at an incredible strike rate of more than one every four years.

Other TAC Cup standouts in 2009 included Anton Woods from the Northern Knights, who not only took home the coveted Morrish Medal – awarded to the competition’s best and fairest player as judged by the umpires – but also the TAC Cup Coaches’ Award. Woods joined another former Knight and current Carlton star Matthew Kreuzer as a winner of this unique double.

Meanwhile, the Eastern Ranges’ Luke McDonald topped the TAC Cup goalkicking with 63 for the year, highlighting the success of the 19-year-old rule, which allows clubs to field up to three over-age players. The 23rd player rule also served to increase opportunities for TAC Cup players, with VFL clubs able to play a promising youngster from their TAC Cup affiliate in addition to the senior side’s starting 22.

At representative level, the highlight of the year proved to be the NAB AFL Under-16 Championships title won by Vic Country. The side, coached by former Collingwood champion Nathan Buckley, missed the opportunity to play at the MCG on AFL Grand Final day due to



Calder Cannons players celebrate their 2009 Grand Final victory over the Dandenong Stingrays.



Anton Woods (centre, pictured with Northern Knights coach Denis Pagan, left, and TAC CEO Janet Dore) won the TAC Cup's two highest individual honors in 2009 - the Morrish Medal and the Coaches' Award.

inclement weather, however, put aside any disappointment to record a comprehensive victory over South Australia at Visy Park.

The win rounded out a decade that saw Victorian teams claim 16 of the 20 Division One championships on offer at under-16 and under-18 level. With Buckley departing to take up an assistant coaching role at the Magpies, Melbourne great Garry Lyon will take the helm of the under-16 Country boys in 2010.

The strength of the state's development pathway was again demonstrated at the AIS-AFL Academy, with 15 of the 30 elite scholarship recipients hailing from Victoria. In addition, eight of the 12 priority 17-year-olds selected by the new Gold Coast franchise - Trent McKenzie (Western Jets), Josh Toy (Calder Cannons), Jack Hutchins (Sandringham Dragons), Tom Nichols (Sandringham Dragons), Piers Flanigan (Geelong Falcons),

Alex Keath (Murray Bushrangers), Matthew Shaw (Dandenong Stingrays) and Taylor Hine (Calder Cannons) - are products of the TAC Cup system. The competition continued to provide an influx of exciting talent into the AFL in 2009, producing 11 of the 22 nominees for the NAB AFL Rising Star award, as well as the Brownlow medallist (Gary Ablett) and Norm Smith medallist (Paul Chapman).

In light of the TAC Cup's 18th year celebrations, AFL statistician Col Hutchison researched the broad impact of our elite under-age competition upon the nation's No. 1 football league, with remarkable results. Prior to season 2009, the TAC Cup had supplied 595 AFL players, culminating in more than 42,000 games and 26,500 goals at an average of about 71 games and 25 goals a player - well above the overall average.

However, it is not only on the playing field that the TAC Cup's

impact can be felt. Increasingly, the competition is feeding coaching graduates into the AFL system, with 2009 Keith Burns Award winner Garry Hocking (Geelong Falcons) landing an assistant coaching role at Port Adelaide and Eastern Ranges coach Shane Watson earning an assistant's position at North Melbourne.

Over the past 18 years the TAC has played an integral role in the success of the competition. Our working relationship has seen the partnership grow from strength to strength, continuously identifying new and effective initiatives to support the TAC's important road safety messages.

Finally, congratulations to all associated with the TAC Cup throughout the competition's first 18 years; we look forward to continued excellence at all levels over the next 18 years and beyond. ■



TAC CUP SEASON 2009

2009 FINAL LADDER	P	W	L	D	B	FF	FOR	AG	PC	PTS
Geelong Falcons	18	17	1	0	2	0	1755	1149	152.74	68
Gippsland Power	18	11	7	0	2	0	1643	1339	122.70	44
Dandenong Stingrays	18	11	7	0	2	0	1710	1397	122.41	44
Eastern Ranges	18	11	7	0	2	0	1696	1406	120.63	44
Gold Coast	18	10	7	1	2	0	1391	1258	110.57	42
Calder Cannons	18	10	8	0	2	0	1536	1652	92.98	40
North Ballarat Rebels	18	9	8	1	2	0	1294	1285	100.70	38
Northern Knights	18	9	9	0	2	0	1508	1445	104.36	36
Oakleigh Chargers	18	7	10	1	2	0	1340	1352	99.11	30
Murray Bushrangers	18	7	10	1	2	0	1474	1569	93.95	30
Western Jets	18	6	11	1	2	0	1295	1738	74.51	26
Bendigo Pioneers	18	4	14	0	2	0	1321	1738	76.01	16
Sandringham Dragons	18	4	14	0	2	0	1267	1771	71.54	16

TAC CUP RESULTS/AWARDS

Grand Final

Calder Cannons 17.10 (112) d
Dandenong Stingrays 14.14 (98)

TAC Medal (Best Player in Grand Final)

Jake Melksham (Calder Cannons)

Umpires

Field: Tristan Burgess, Andrew Talbot,
David Harris

Boundary: Tim Morrison, Steven Neal,
David Card

Goal: Steven Piperno, Michael O'Donnell

Morrish Medal (Best and fairest)

Anton Woods (Northern Knights)

TAC CUP Coaches' Award

Anton Woods (Northern Knights)

Leading Goalkicker

Luke McDonald (Eastern Ranges, 63 goals)

2009 TAC CUP TEAM OF THE YEAR

B:	Steve McCallum Calder Cannons	Jake Carlisle Calder Cannons	Jonno Nash Sandringham Dragons
HB:	Andrew Hooper North Ballarat	Sean Tighe Western Jets	Ben Cunnington Geelong Falcons
C:	Johnny Rayner Western Jets	Dustin Martin Bendigo Pioneers	Ryan Bastinac Dandenong Stingrays
HF:	Jayden Hoegel Oakleigh Chargers	John Butcher Gippsland Power	Gary Rohan Geelong Falcons
F:	Josh Dyson Eastern Ranges	Luke McDonald Eastern Ranges	Dylan McNeil Murray Bushrangers
R:	Zac Smith Gold Coast	Tom Scully Dandenong Stingrays	Anton Woods Northern Knights
INT:	Allen Christensen Geelong Falcons	Luke Parker Dandenong Stingrays	Kane Lambert Northern Knights
	Levi Casboul Dandenong Stingrays		
COACH:	Garry Hocking Geelong Falcons		



BENDIGO PIONEERS

Office Address: Golden Square Oval,
MacKenzie Street, Golden Square, 3555
Joined TAC Cup: 1993 Premierships: 0
2009 coach: Mark Ellis
bendigopioneers.afvic.com.au



CALDER CANNONS

Office Address: Moreland City Council
90 Bell Street, Coburg, 3058
Joined TAC Cup: 1995 Premierships: 5
2009 coach: Martin Allison
caldercannons.afvic.com.au



DANDENONG STINGRAYS

Office Address: Shepley Oval
Pultney Street, Dandenong, 3175
Joined TAC Cup: 1992 Premierships: 0
2009 coach: Graeme Yeats
dandenongstingrays.afvic.com.au



EASTERN RANGES

Office Address: Kilsyth Recreation Reserve
Colchester Road, Kilsyth, 3137
Joined TAC Cup: 1992 Premierships: 1
2009 coach: Shane Watson
easternranges.afvic.com.au



GEELONG FALCONS

Office Address: Highton Reserve
Roslyn Road, Highton, 3216
Joined TAC Cup: 1992 Premierships: 2
2009 coach: Garry Hocking
geelongfalcons.afvic.com.au



GIPPSLAND POWER

Office Address: Morwell Recreation Reserve
Travers Street, Morwell, 3840
Joined TAC Cup: 1993 Premierships: 1
2009 coach: Damian Carroll
gippslandpower.afvic.com.au



GOLD COAST

Office Address: Gold Coast Stadium,
Nerang-Broadbeach Road, Carrara, QLD, 4211
Joined TAC Cup: 2009 Premierships: 0
2009 coach: Guy McKenna
goldcoastfc.com.au



MURRAY BUSHRANGERS

Office Address: 54 Owens Street,
Wangaratta, 3677
Joined TAC Cup: 1993 Premierships: 2
2009 coach: Phil Bunn
murraybushrangers.afvic.com.au



NORTH BALLARAT REBELS

Office Address: Eureka Stadium
Creswick Road, North Ballarat, 3550
Joined TAC Cup: 1993 Premierships: 1
2009 coach: Glenn Wilkins
nballaratrebels.afvic.com.au



NORTHERN KNIGHTS

Office Address: Blake Park
Gower Street, Preston, 3072
Joined TAC Cup: 1992 Premierships: 4
2009 coach: Denis Pagan
northernknights.afvic.com.au



OAKLEIGH CHARGERS

Office Address: Warravee Park
Warrigal Road, Oakleigh, 3166
Joined TAC Cup: 1995 Premierships: 1
2009 coach: Steve Grace
oakleighchargers.afvic.com.au



SANDRINGHAM DRAGONS

Office Address: DC Bricker Pavillion, Princes
Park, Beech Street, Caulfield South, 3162
Joined TAC Cup: 1992 Premierships: 1
2009 coach: Dale Tapping
sandringhamdragons.afvic.com.au



WESTERN JETS

Office Address: Level 2, 1 Mason Street,
Newport, 3015
Joined TAC Cup: 1992 Premierships: 0
2009 coach: Steve Kretziuk
westernjets.afvic.com.au



Dandenong Stingray
Tom Scully capped off an
outstanding junior career
when he was taken with
the No. 1 pick in the 2009
NAB AFL Draft, the third
consecutive year a Victorian
has been given this honour.

VICTORIAN COMPETITION GRADUATES TO THE AFL

2009 NAB AFL DRAFT SELECTIONS

PICK NO.	PLAYER NAME	PREVIOUS CLUBS	AFL CLUB
1	Tom Scully	Dandenong Stingrays/Narre Warren	Melbourne
3	Dustin Martin	Bendigo Pioneers/Castlemaine	Richmond
5	Ben Cunnington	Geelong Falcons/Cobden	North Melbourne
6	Gary Rohan	Geelong Falcons/Cobden	Sydney Swans
8	John Butcher	Gippsland Power/Maffra	Port Adelaide
9	Andrew Moore	Eastern Ranges/Yarra Valley Grammar	Port Adelaide
10	Jake Melksham	Calder Cannons/Oak Park	Essendon
11	Jordan Gysberts	Eastern Ranges/Yarra Valley Grammar	Melbourne
13	Daniel Talia	Calder Cannons/Greenvale	Adelaide
16	Jasper McMillan-Pittard	Geelong Falcons/Torquay	Port Adelaide
19	Benjamin Griffiths	Eastern Ranges/Blackburn	Richmond
21	Ryan Bastinac	Dandenong Stingrays/Rowville	North Melbourne
23	Koby Stevens	Gippsland Power/Lucknow	West Coast Eagles
24	Jake Carlisle	Calder Cannons/Craigieburn	Essendon
27	Callum Bartlett	Geelong Falcons/North Geelong	Brisbane Lions
29	Jack Gunston	Sandringham Dragons/Mordialloc-Braeside	Adelaide
33	Anthony Long	Calder Cannons/St Mary's	Essendon
34	Max Gawn	Sandringham Dragons/Ormond	Melbourne
35	David Astbury	North Ballarat Rebels/Tatyoan	Richmond
37	Jamie MacMillan	Oakleigh Chargers/Scotch	North Melbourne
38	Sam Reid	Murray Bushrangers/Wangaratta Rovers	Sydney Swans
39	Sam Grimley	Northern Knights/Ivanhoe Grammar	Hawthorn
40	Allen Christensen	Geelong Falcons/Lara	Geelong Cats
41	Ayden Kennedy	Eastern Ranges/Wantirna South	North Melbourne
42	Nathan Vardy	Gippsland Power/Allies	Geelong Cats
44	Matt Dea	North Ballarat Rebels/St Patrick's College	Richmond
45	Sam Shaw	Oakleigh Chargers/Xavier	Adelaide
49	Dylan Robertson	Dandenong Stingrays/Frankston YCW	Fremantle
50	Jack Fitzpatrick	Western Jets/Wyndhamvale	Melbourne
53	Brayden Norris	Murray Bushrangers/Alexandra	North Melbourne
56	Josh Cowan	North Ballarat Rebels/Daylesford	Geelong Cats
57	Jordan Williams	Bendigo Pioneers/Echuca	Hawthorn
59	Rohan Kerr	Dandenong Stingrays/Parkdale Vultures	Carlton
62	Ben Sinclair	Oakleigh Chargers/Scotch	Collingwood
63	Lukas Markovic	Box Hill Hawks (VFL)/Hawthorn/Eastern Ranges	Western Bulldogs
69	Taylor Duryea	Murray Bushrangers/Wahgunyah	Hawthorn
77	Will Johnson	Sandringham (VFL)/Sandringham Dragons	St Kilda

PERMANENT ROOKIE UPGRADES PRIOR TO THE 2009 NAB AFL DRAFT

PLAYER	PREVIOUS CLUBS	AFL CLUB
Jeremy Laidler	Calder Cannons/Doutta Stars	Geelong Cats
Liam Picken	Williamstown (VFL)/North Ballarat Rebels	Western Bulldogs
Robin Nahas	Port Melbourne (VFL)/Oakleigh Chargers	Richmond
Andrew Browne	Murray Bushrangers/Mansfield	Richmond

2010 NAB AFL PRE-SEASON DRAFT SELECTIONS

PICK NO.	PLAYER	PREVIOUS CLUBS	AFL CLUB
2	Dylan Grimes	Northern Knights/Hurstbridge	Richmond

2010 NAB AFL ROOKIE DRAFT SELECTIONS

PICK NO.	PLAYER	PREVIOUS CLUBS	AFL CLUB
3	Sam Iles	Box Hill Hawks (VFL)/Collingwood	Gold Coast
7	Robert Hicks	Calder Cannons/Doutta Stars	Richmond
8	Michael Barlow	Werribee (VFL)/Shepparton United	Fremantle
9	Majak Daw	Western Jets/Wyndhamvale	North Melbourne
15	Jaryd Cachia	Northern Knights/St Kevin's	Carlton
16	Mitchell Golby	Gippsland Power/Kilcunda	Brisbane Lions
17	Luke Thompson	Geelong Falcons/Timboon	Adelaide
18	Thomas Hunter	Calder Cannons/East Keilor	Collingwood
21	Jack Weston	Gippsland Power/Foster	Geelong Cats
24	Alex Silvagni	Casey Scorpions (VFL)/Old Haileybury	Fremantle
25	Matthew Scott	Eastern Ranges/Norwood	North Melbourne
31	Joe Dare	Geelong Falcons/Colac	Carlton
32	Josh Dyson	Eastern Ranges/Scoresby	Brisbane Lions
35	Andrew Hooper	North Ballarat Rebels/Golden Point	Western Bulldogs
37	Ben Johnson	Geelong (VFL)/Geelong Falcons	Geelong
43	Stewart Crameri	Bendigo Bombers (VFL)/Maryborough	Essendon
44	Levi Casbault	Dandenong Stingrays/Beaconsfield	Carlton
50	James Podsiadly	Geelong (VFL)/Werribee (VFL)	Geelong Cats
55	Marcus Marigliani	Frankston (VFL)/Seaford	Essendon
68	Patrick Rose	Williamstown (VFL)/Western Jets	Western Bulldogs
75	Dylan McNeil	Murray Bushrangers/Lavington	Sydney Swans

CONTINUING TO PROVIDE A CLEAR PATHWAY TO THE TOP

With the VFL and TAC Cup competitions at their pinnacle, the Victorian umpiring pathway continues to provide the chance for aspiring officials to fulfil their potential.

As usual, the 2009 season featured ongoing refinement of feedback and coaching processes, as well as a healthy turnover of umpires due to elevations to the AFL, departures and an influx of young talent. Our established structure of development and senior umpiring panels - with respective average ages of 22 and 26 years - ensures every opportunity is given to officials to challenge themselves and progress to the next level.

Congratulations must go out to 2008 VFL Grand Final field umpires Troy Pannell and Robert Findlay, who advanced to the AFL in 2009, with colleague Michael Jennings elevated to the AFL rookie list. Meanwhile, boundary umpires Shane Jones and Christopher Gordon, and goal umpire Stephen Williams also reached the big stage.

Despite stiff competition and limited vacancies, I am hopeful of more Victorians again being selected on the national panel



UMPIRING REPORT
KEVIN MITCHELL
State Director of Umpiring

“We will keep searching for ways and means that technology can assist the professional development of field, boundary and goal umpires, which is vital for these individuals and the game itself in the long-term.”

for season 2010. It is a credit to umpiring administrators and our state leagues that approximately 85 per cent of the current AFL panel originate from Victoria, with esteemed officials the ilk of Michael Vozzo having graduated through our system.

This year Shaun Ryan, who was recruited to the VFL from Warrnambool Umpires, oversaw his second straight AFL Grand Final, while on-field colleague Steve McBurney was a product of

suburban football in Melbourne's south-east. Clearly, the coaching, structure and ongoing exposure to high-quality football in Victoria are helping to prepare our umpires for the next step in their careers. The facilities at our Victoria Park headquarters are the envy of umpiring groups across the nation.

On the subject of personal achievement, mention should also be made of VFL goal umpire Andrew Clifton's 175th match in 2009, the milestone earning him life membership alongside previous inductees such as Shane Mason and Dan Beard.

And while AFL Tasmania made the decision to withdraw the Tasmania Devils from the VFL this year due to its new state league, our umpiring alliance with our southern neighbour remained strong. This was highlighted by Shaun Gleeson's selection as an emergency field umpire in the VFL Grand Final, after the Tasmanian had earlier officiated in three senior finals matches.

Open dialogue between the umpiring department and VFL clubs continues to create a positive environment for all parties, with clubs provided with detailed umpiring statistics following every six rounds, including missed and



AFL Victoria State Director of Umpiring Kevin Mitchell (second from left) congratulates the VFL's umpires of the year for 2009, (L-R) Michael Jennings (field), Courtney Lai (goal) and Michael Marantelli (boundary).

unwarranted free kicks, backwards kicks in the defensive half and 50-metre penalties awarded.

The Sportstec software program (used widely by AFL clubs) allows us each pre-season to present a detailed coaching DVD to clubs - including those in the TAC Cup

- outlining the process of decision-making and the implementation of any new laws or interpretations.

Additionally, Sportstec enables weekly coaching sessions to be posted online for umpires and observers, as well as feeding an extensive database on the

many aspects of our craft. We will certainly keep searching for ways and means that technology can assist the professional development of field, boundary and goal umpires, which is vital for these individuals and the game itself in the long-term. ■

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As at December, 2009



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For Metropolitan and Country Region Development Managers, see pages 31-34

For Multicultural Development Officers, see page 32

WORKING TO SECURE VICTORIAN FOOTBALL'S FUTURE AT ALL LEVELS

One of the core responsibilities of the AFL Victoria board and executive is to ensure a fair and balanced deployment of income received from the AFL and other areas.

The combined 2009 trading result of both our entities, AFL Victoria and AFL Victoria Development Foundation, was a surplus of \$241,876 from a turnover in excess of \$17 million. The result exceeded our budgeted forecasts and was made possible by the diligent work of the executive team and all our staff. I would like to acknowledge the great support all these people have given me.

Of AFL Victoria's \$17 million-plus turnover, 50 per cent was AFL-generated income, with AFL grants and talent development fees in 2009 totalling \$8.6 million. The AFL also carried out a variety of financial tasks for AFL Victoria through its shared services area, improving our efficiency and cost effectiveness. If as forecast AFL funding does not keep pace with the growth of activity in this state, and if AFL Victoria is to continuously improve its services to Victorian football, it is critical we identify new sources of income from commercial and government areas.



FINANCIAL SUMMARY
STEPHEN SMITH
Financial Controller

One of AFL Victoria's core responsibilities is to allocate its \$17 million income across its operations. Prudent and thoughtful

management is required to ensure all outcomes are in the best interests of Victorian football as a whole.

In addition to direct funding, AFL Victoria deploys funds into programs and services that enable access to development programs, coordination of Auskick, participation programs,

FINANCIAL PERFORMANCE 2009

	Actual '09
Income	
Leagues Managed by State	\$908,341
AFL Grant	\$6,031,000
Talent Development Fees	\$2,599,030
Other Revenue	\$343,804
Marketing and Sponsorship	\$2,789,684
Participation and Development	\$4,677,167
Total Income	\$17,349,026
Expenditure	
Communications and Media	\$150,412
Leagues Managed by States	\$1,507,485
Local Grants	\$521,500
Game Development	\$13,389,474*
Administration and Finance	\$1,442,028
Marketing and Sponsorship	\$96,251
Total Expenditure	\$17,107,150
Net Result	\$241,876

*Refer to graph on opposite page

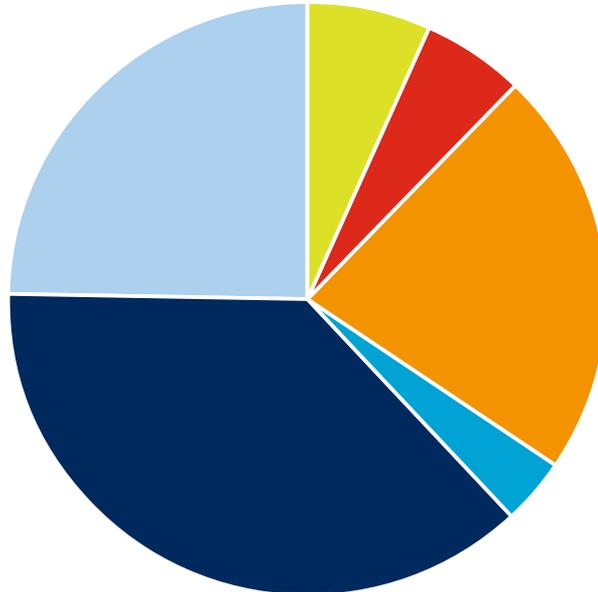
coaching and administrative courses, footy web, interleague championships, and AFL Victoria head office management, support and administration.

Capital expenditure on infrastructure is imperative to the ongoing future of our game and over the past few years we have achieved great outcomes jointly funding projects with government, councils, sponsors, the AFL and VFL and TAC Cup clubs.

By the end of 2010 we will have completed about \$30 million in capital works over a three-year period. When completed, the upgrades will not only benefit the VFL and TAC Cup clubs concerned but also the local clubs, schools and community groups who use the facilities. ■



GAME DEVELOPMENT FUNDING 2009 \$13,389,474



	Umpiring \$918,342		Youth Participation \$483,902
	Coaching \$723,706		Talent \$4,990,344
	Junior Participation \$2,975,608		Community Development \$3,297,572

Gippsland Power's new multi-purpose indoor training facility (pictured below and above) would not have been possible without the assistance of a raft of partners including Latrobe City Council, Bendigo Bank and Loy Yang B, and the vision and hard work of region manager Peter Francis.



AN INTRINSIC PART OF VICTORIA'S COMMUNITY FABRIC

At the start of 2009 we were all somewhat anxious about the economic downturn and how it would impact on community football and particularly its ability to raise revenue. While we certainly were faced with a difficult environment in which the task of raising much-needed funds proved more onerous than in the past, from all indications, the worst of our fears did not eventuate.

It would appear, however, that we may be facing a 'lag effect', which will likely result in 2010 being an even more difficult year to raise funds. Small and large business will be in new budget years and have reviewed their capacity to continue partnerships with football clubs in light of what they have recently been through. No doubt the recovery in the economy will help, but once again that may take some time to flow through. Individuals will also be reviewing how they spend their discretionary income.

What does this mean for Victorian football in 2010? Basically, it will see everyone in football - AFL Victoria, leagues and clubs - working more diligently to convince existing and prospective funding partners on the benefits of partnering football.

Football is part of the fabric of Victoria, involving many



MARKETING REPORT
PETER HARLEY
Marketing Manager

“Football is not just a sport, it’s a story about connection, culture, communities and characters.”

hundreds of thousands of players, volunteers, supporters and fans. Football dominates television, radio, newspaper and the internet. The media coverage is massive, but the game’s real popularity is reflected in how every Monday morning at every workplace, street corner, tram, train, bus, schoolyard, and local store Victorians discuss what happened in the football on the weekend - be it in the AFL or local community competition. As Martin Flanagan recently stated at a VCFL function, football is not just a sport, it’s a story about connection, culture, communities and characters.

The unique standing of football in Victoria is why the CFA agreed to become the community partner of the VFL in 2009. Following

AFL Victoria would like to thank the following partners:

Australia Post
Beiersdorf
Buffalo Sports
CFA
Club Warehouse
ConnectEast
Department of Justice
Department of Planning and Community Development
Ford
'Go for your life'
Kombat
Melbourne Cricket Club
Foundation
Patties Bakeries
Sherrin
Sport & Recreation Victoria
TAC (major TAC Cup sponsor)
VicHealth

the destructive bushfires earlier in the year, AFL Victoria wanted to play its part alongside the general football community, which had reacted quickly to the crisis. AFL Victoria was not in a position to provide funding, so it made the CFA the VFL's community partner. This provided the CFA with the opportunity to utilise AFL Victoria's extensive communication channels to educate and inform

AFL Victoria is delighted to work with 'Go for your life' to promote exercise and healthy eating among children and their families.



the Victorian public about the CFA and its diverse activities, including recruitment and recognition. In many ways, the football industry and the CFA are very similar; we both rely on volunteers and are both integral parts of the Victorian community.

From AFL Victoria's point of

view, associating with a partner such as the CFA is not only the right and responsible thing to do, it also helps form a real connection between two Victorian icons - the VFL and the CFA.

While our CFA relationship does not involve funding, the rationale behind the CFA's decision to be

involved provides a lesson to us all in terms of what football has to offer. Our game has the potential to attract commercial partners who wish to be associated with such a community-orientated sport, whether that is for reason of association or the potential sale of their goods and services. ■

DEVELOPMENT PROGRAMS UNDERPINNING FOOTBALL'S GROWTH

AFL Victoria Development provides access to a wide range of development programs, resources and services aimed at growing on and off-field participation in enjoyable, safe and inclusive football environments.

The crucial role football plays in strengthening families and community relationships was illustrated many times over across the state in 2009. Football gave those affected by drought, economic downturn or bushfires an important sense of community solidarity, with whole communities coming together to share their experiences.

During a season where community football clubs confronted many challenges, amazingly the growth in participation levels was amongst the highest yearly growth on record in this sector.

As clearly demonstrated in communities ravaged by bushfires, better outcomes are achieved where the AFL, AFL Victoria, the VCFL, and country and metropolitan leagues work to a coordinated plan to provide support.

This is an example of the strengthening alliance being forged between national, state



AFL VICTORIA
DEVELOPMENT
MICHAEL DANIHER
Manager, Development
and Planning

“Football gave those affected by drought, economic downturn or bushfires an important sense of community solidarity, with whole communities coming together to share their experiences.”

and regional football bodies, with an aligned strategy being developed to deliver much better program outcomes for schools, leagues, clubs and NAB AFL Auskick centres, which will translate into higher participation.

A key plank in AFL Victoria's growth objective is striving to improve the quality of the state's football environments to ensure supporters and participants enjoy their involvement and are, therefore, more likely to continue in the game. The introduction of the Members Protection Policy and the AFL's Next

Generation Match Policy, which guide the conduct of under-age competitions, was aimed at achieving this objective.

Further, the introduction in Northern Football League clubs of the Fair Game: Respect Matters program, aimed at providing safe and inclusive environments for women and girls, is evidence of AFL Victoria's commitment to ensure games of football and related social activities are conducted in an atmosphere where everyone involved has a good time.

Quality environments also form an important part of AFL Victoria's retention strategies as player numbers grow. The continuing popularity of football is reflected in the 236,271 players – up by 2767 on 2008 – registered in competitions and programs conducted over a minimum of six weeks in 2009. Thousands more participants were involved in programs of less than six-weeks duration played in our schools.

At community club level 97 new teams were formed, compared to 67 in 2008. The total number of teams is now 5354 – the highest recorded. Since 2003, 641 new teams have been formed in football clubs around the state, an average of more than 100 new teams a year during this six-year period.



Jesse Rotumah-Gardiner
of the Dandenong North
Junior Football Club at the
National KickStart Camp.

The interest in women's and girl's football continues to grow. Overall participation numbers grew by 15 per cent in 2009 with player numbers now exceeding 4500. The Youth Girls Academy program, introduced to develop the most promising youth girls players and umpires, won Sport and Recreation Victoria Awards in the Sport and Education category, testimony to the quality of the football programs on offer for girls.

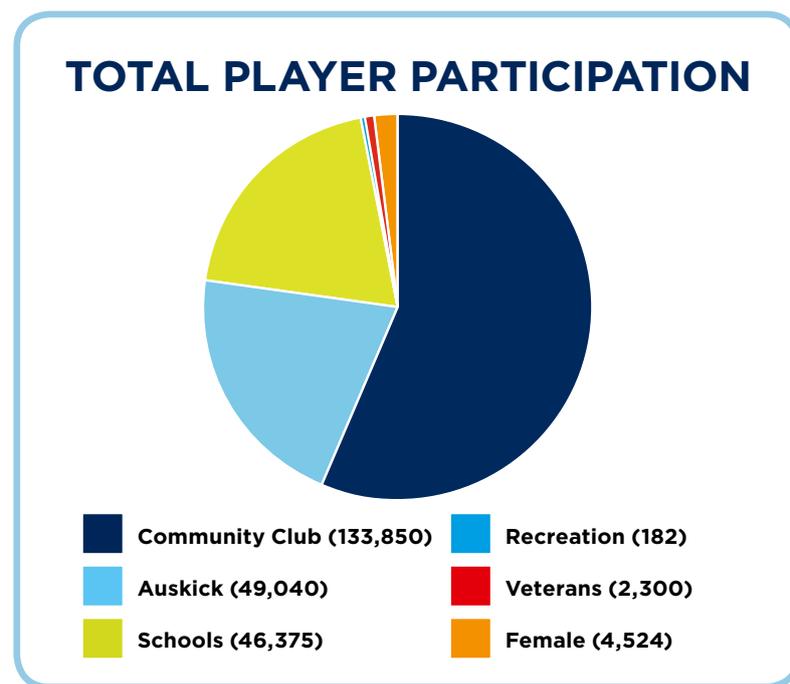
Player growth trends in the NAB AFL Auskick program exceeded all targets with new registrations up by 2664 on 2008. For the first time, total participant numbers climbed above 49,000.

The growing challenge of gaining access to an already overcrowded school curriculum became more evident this year when school team numbers marginally declined by 130 teams in competitions running more than six weeks. However, it is pleasing there was an overall increase of 339 school teams when both programs running more than six weeks and those running less than six weeks were combined.

The number of female teams competing in primary and secondary schools also increased. At secondary level 13,850 players participated, with 2350 students from 94 schools involved in the primary school sector. And a Victorian under-16 state schoolgirl team competed in the inaugural School Sport Australia Championships for girls.

Recognising the important role coaches play as the game's gatekeepers, more than 50 Level 1 Coach Accreditation courses were conducted involving some 3000 coaches. The Australian Football Coaches Association (AFCA), capably lead by president Stan Alves, provided ongoing education courses and resources for its 6000-plus members during 2009.

AFL player appearances form an important component of AFL Victoria's promotion program. In 2009, AFL players with the support of their clubs volunteered 10,728



hours to conduct clinics in schools, NAB AFL Auskick centres and clubs, including visits to 50 country towns.

The Multicultural Football Program is playing an increasingly important role in attracting children and families from diverse cultural backgrounds to football. With the support of AFL clubs, the program's flagship activity is the multicultural schools program that involved 100 schools exposing 9000 students to a 10-week Australian Football program as part of their induction to the game. Cultural diversity training programs were also conducted for AFL Victoria's staff and club volunteers.

A range of training programs were made available through AFL Victoria, the VCFL and metropolitan leagues to support volunteer club administrators. During 2009, 9400 volunteers attended training programs conducted across Victoria.

To ensure football is well positioned to cater for the growth in the south-east corridor of Melbourne, a governance and management restructure was undertaken at the Dandenong District Junior Football League. This league covers the expanding populations in the cities of Casey and Cardinia along with the

very diverse multicultural population residing in the Greater City of Dandenong. With the establishment of a new board of directors and management team underpinned by a new strategic plan, junior football is now well placed to cater for growth in this region.

Significant advances were made with the roll-out of the Footyweb online competition and player-management system to cater for all leagues in Victoria. In addition to streamlining league and club administration, the database will provide quality information when combined with a new mapping system that AFL Victoria is working on with the AFL to assist future planning.

In 2009, AFL Victoria commenced a partnership with Sports Education Development Australia (SEDA), which provided Year 11 and 12 students with an opportunity to be involved in a sports industry-based VCE or VCAL Certificate III, IV and Diploma in Sport and Recreation.

The AFL Victoria Development Advisory Board continued to provide guidance and expertise on program review and implementation. In particular, the Advisory Board provided input

into the Growth Area Authority draft precincts structure guidelines on open-space requirements for sporting fields, government projects and the development of the next phase of AFL Victoria's strategic plan.

The next phase of our strategic plan - to be implemented from 2010-11 - will see a much stronger integration of the key objectives of the AFL, AFL Victoria and local community leagues. The core areas of the new plan will focus on participation, community football, talent and second-tier football, facilities and environment development, engagement of under-represented population groups, fan development, and governance and management.

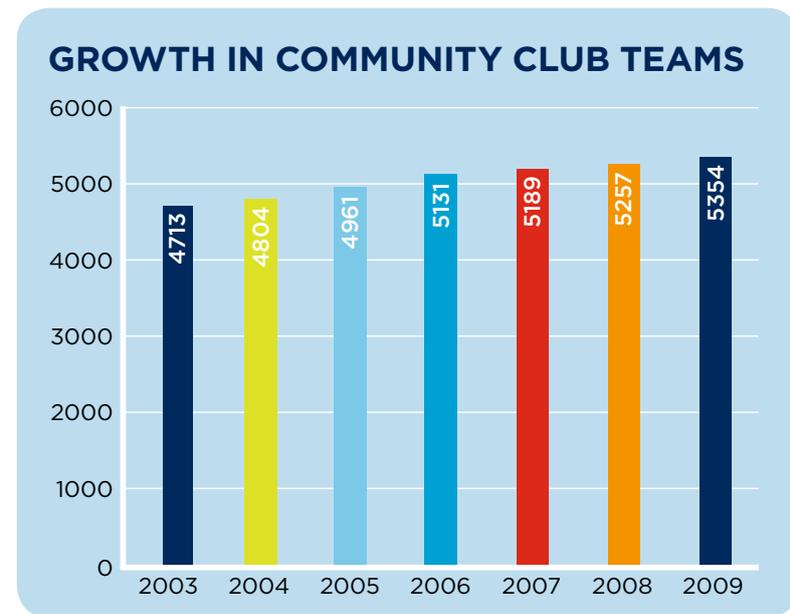
The success of the development programs is due to the dedicated efforts of AFL Victoria's central and regional development team. Countless hours are spent by the people listed in the centre pages of this publication planning and implementing grassroots programs.

AFL Victoria's major partners

The AFL: Critical financial support and resources are provided by the AFL to assist AFL Victoria Development's programs aimed at nurturing the game at grassroots level. Importantly, the AFL also provides support by using its extensive influence to negotiate programs such as the National Insurance Scheme for leagues and clubs.

AFL clubs: Thousands of children at local clubs and schools enjoy the experience of having an AFL player visit their communities. AFL clubs and their players are involved in a number of activities to support both participation and fan development programs.

Department of Planning and Community Development: Funding provided by the department via Sport and Recreation Victoria ensures essential resources are available for new facilities and



upgrades of established venues around the state. Further, state sporting association funding is assisting the development of an online mapping system and various recognition programs for volunteers. The support of the Minister for Sport and Recreation and Youth Affairs, James Merlino, is a significant boost for the promotion of participation in football and sport generally, recognising this sector's capacity to contribute to the health and wellbeing of Victorians.

VicHealth: For 20 years VicHealth and AFL Victoria Development have formed an alliance aimed at building participation across all levels of football, both in traditional and new markets. In 2009 two key programs were delivered through the alliance:

1. *Participation in Community Sport and Recreation (PICSAR):* This is a program aimed at increasing football participation in under-represented community groups, namely children and families from multicultural and indigenous communities, disability groups and lower socio-economic communities.
2. *Fair Game: Respect Matters:* This is a culture-change program being conducted by the Northern

Football League and its clubs, which is aimed at providing more inclusive, safe and welcoming football environments for women and girls. The clubs are making good progress with a number of initiatives aimed at ensuring their policies, practices and facilities are more conducive for the involvement of women and girls.

Melbourne Cricket Club

Foundation: Through the 'G Footy' partnership, AFL Victoria and the Melbourne Cricket Club Foundation provide a comprehensive menu of primary and secondary school programs designed for implementation both in the classroom and in school playgrounds. Via the AFL School Ambassador network, the partnership also promotes the wonderful opportunity schools have to attend the MCC National Sports Museum.

'Go for your life': AFL Victoria works with the 'Go for your life' team to promote increased physical activity and healthy eating among children and families. Football activities provide a vehicle to promote the benefits of good eating habits and physically active programs, which lead to a healthy lifestyle.

Department of Justice: Key problem gambling and responsible gambling messages were delivered in partnership with the Department of Justice in the West Gippsland-Latrobe Football League in country Victoria and the Northern Football League in the metropolitan area. The various messages promoted through community football clubs are linked to the Victorian Government's problem gambling strategy.

EastLink: With the support of ConnectEast, AFL Victoria was able to conduct the EastLink football development programs in 2009 that involved primary schools along the EastLink corridor and VFL clubs. ■



COMMUNITY FOOTBALL
Peter McDougall
Community Football Development Manager

As this state's – and our nation's – most popular sport, Australian Football relies upon the strength and quality of its community bodies to continually drive it forward.

In its mission to nurture and grow the game's grassroots, AFL Victoria's Community Football unit is committed to providing the necessary resources, training and support to leagues and clubs, thus ensuring footy remains No. 1. In this regard, the fact that 97 new teams were established across the state in 2009 indicates our code is in fine health at local level.

Major programs in 2009:

Quality League Management Program

An initiative to ensure consistent governance and management across all leagues, the Quality League Management Program is based on promoting best practices, while also aiding the assessment process for the future

distribution of AFL Victoria and AFL funding.

It is pleasing to announce that all clubs achieved the required benchmark of 80 per cent in terms of our league management rating in 2009, with the program to undergo a review leading into 2010.

Club Management Training Program

In 2009, more than 9000 volunteers attended league and club training workshops throughout metropolitan and country regions.

Quality Club Program

There was a dramatic increase in the number of participants in the Quality Club Program in 2009, with 83 clubs gaining accreditations – up from 25 in 2008. Special mention must go to West Preston Lakeside Football Club, which became the only club to achieve gold level during the year. The Northern Football League (NFL) and the Goulburn Valley Football League (GVFL) also deserve commendation for their commitment to both the program and their own improvement, with all NFL and GVFL clubs achieving 100 per cent accreditation.

Initiatives in 2009:

Volunteer of the Year

In recognition of his tireless efforts with the Murrabit Football Club, Vince Maher was named the 2009 Volunteer of the Year, with his prize including a two-night stay in Melbourne, participation in the AFL Grand Final parade, a place at the VFL Grand Final dinner and the AFL Grand Final breakfast and luncheon, plus a ticket to the big game.

Problem Gambling

AFL Victoria entered the second year of its partnership with the Department of Justice in 2009, continuing the pilot initiative to educate football clubs on how to recognise and tackle problem

gambling. The program was presented at all club volunteer and coaching courses in the NFL and West Gippsland Football League throughout the year.

Drought

In making every effort to ensure grounds were in suitable condition for matches, AFL Victoria again collaborated closely with state and local government, insurers and football leagues during 2009. A number of councils have been proactive in changing grass types to drought-proof their venues, and we will continue to work with community leaders to address this issue into the future.

AFL Victoria Metropolitan Junior Championships

Metropolitan carnivals for the under-14 and under-15 age groups were again held in 2009, and despite one particularly foggy Wednesday night round, the Grand Finals were eventually played at Box Hill City Oval. Congratulations to the Yarra Junior Football League, Dandenong and District Junior Football League, Eastern Football League and South Eastern Youth Girls for winning their respective Grand Finals.

Future Directions Review and Implementation

During 2009, AFL Victoria was responsible for the management and restructure of the Dandenong and Districts Junior Football League (DDJFL). Following a thorough review of the league, the subsequent recommendations were adopted by all clubs, with AFL Victoria appointing a project manager to implement the recommendations – that included a new constitution and strategic plan – over a 12-month period. Through this period of change, we would like to acknowledge the support and cooperation of all clubs, which will ensure the DDJFL enters an exciting new era from 2010 and beyond. The structures employed could well become a model used by other leagues in the future. ■

Australian Football continues to attract more participants from culturally diverse backgrounds.



MULTICULTURAL FOOTBALL

Nick Hatzoglou

AFL Multicultural Football Project Coordinator

Through the AFL Victoria Multicultural Program the AFL uses Australian Football as a tool to strengthen local communities and enhance social inclusion for newly arrived Australians and those from culturally diverse backgrounds.

As Australia's most popular national sport, Australian Football is strongly placed to attract significant numbers of participants from the multicultural sector. The Multicultural Program aims to win a bigger share of this sector by helping people from culturally and linguistically diverse (CALD) backgrounds get involved in football.

In 2009, the Multicultural Schools Football Program was implemented in 102 schools (80 primary, eight secondary, two tertiary and 12 English language schools), exposing 9000 students to football.

Multicultural development officers and community managers are playing a key role in engaging culturally diverse communities with AFL clubs Essendon (Nick Hannett and Eder-Luiz Martins), Western Bulldogs (position vacant), North Melbourne (Sash Herceg), Richmond (Michael Roberts), Hawthorn (Michael Nguyen), Carlton (Yuta Kobayashi) and Collingwood (Harmit Singh).

The Multicultural Program is run in partnership with the Victorian Government, the AFL and the Western Bulldogs, Collingwood, Essendon, Richmond, North Melbourne, Carlton and Hawthorn.

The Multicultural Program's 2009 highlights included:

1. Multicultural Academy Camp

Through the support of the AFL Foundation, two camps took place, one in Sydney and one in Melbourne, reaching 180 trialists and 80 camp attendees.

2. Cultural Diversity Training

A new training component, which educates clubs about communities of newly arrived Australians and how to integrate CALD kids into their club environments, was introduced in the AFL junior, youth and Auskick coaching course and delivered in the western region of Melbourne to 115 participants.

3. Participation at Community Festivals

More than 36,533 community members, comprising 21,157 active and 15,376 non-active participants, took part in the:

- Springvale and Box Hill Lunar New Year festivals;
- Eumemmerring Hampton Park 'Game On' gala day;

- 'Welcome to the AFL' presentations with AMES Flagstaff students;
- AFL presentation to 150 Swinburne University international students;
- Box Hill Chinese business network; and
- AMES Men's Camp.

4. Enhanced Relationships with Mainstream and Multicultural Media

AFL media accreditation was organised for the *Turkish Report*, and the *Sameway* (China), *Neos Kosmos* (Greek), and *Ambassador* (African and Arabic) newspapers. A campaign targeting Arabic-speaking communities that centred around Bachar Houli was undertaken and received extensive media coverage in Arabic press and radio. Closer working relationships were forged with SBS TV and Radio,

and the Sri Lankan, Indian and Japanese press. Mainstream media coverage included stories in *The Age* newspaper on the Southern Dragons, the Multicultural Program and Majak Daw. Television highlights included footage on Channel Seven and Channel Nine news regarding the Multicultural Academy Camp in Melbourne.

5. Southern Dragons Football Club

Sponsored and supported the Southern Dragons Football Club in the Southern Football League (SFL). In 2009, 92 predominantly Asian players were registered to play in the SFL, some playing competitive football for the first time.

6. Other developments included:

- 22,000 people from migrant communities (from 132 different groups) visited an AFL game, most for the first time;

- 300 children from the Multicultural Schools Football Program participated in half-time NAB AFL Auskick Rules and grid games on the MCG and Etihad Stadium;
- 72 schools and 4285 participants visited the National Sports Museum and toured the MCG;
- Six new NAB AFL Auskick centres were established to cater for young people from high-rise housing estates and culturally diverse areas, attracting 250 participants;
- The Multicultural Schools Cup attracted 800 participants;
- 47 tours were conducted at AFL clubs reaching 2136 participants;
- 10,000 Auskick footballs were given to students participating in the Multicultural Schools Football Program; and
- A partnership with Sports without Borders continued to provide grants for young people to play Australian Football. ■

AFL Victoria offers a raft of education programs that ensure coaches at all levels are better placed to get the best out of their teams.
PHOTO: Emma Phillips





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, school and high performance coaches.

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

Coach education courses

In 2009, the coach education program again aimed to provide the opportunity to develop a range of skills and solid understanding of the coach's role. This included season planning, conducting a training session, skill analysis, team play and tactics. Courses are tailored 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 throughout Australia.

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

To help coaches understand the concept and practice of inclusive coaching, AFL Victoria has been trialling this component in a Level 1 Junior Course. Instead of being a single component of the course, the concept of 'inclusive coaching' has been illustrated through topics such as role of the coach, planning a training session and teaching skills and drills. As one Auskick coach remarked, "The course gave me a greater understanding of the different approaches you can use when coaching. There are many ways to modify or change activities to suit the children. The course gave me more confidence to do what I love doing."

The Level 2 Coaching Course was conducted in November, with community and state league coaches selected to attend the course, which operated at youth and senior levels. Listening to presentations from Allan Jeans, David Parkin, Stan Alves and Leon Harris served to inspire the group, which then had a number of assessment items to complete, including training diaries, practical sessions and sourcing a coaching mentor for the season.

High performance coaches who work in the TAC Cup, VFL and AFL were selected to attend an annual course conducted at the AIS during the AFL draft camp week.

Several market specific courses were also available for teachers, tertiary students and female coaches, including a number of preliminary coaching programs. These included:

- **Coaching Awareness Sessions:** Conducted via the NAB AFL Auskick program, introducing participants to the management of a small group, teaching basic football and supervisory skills;
- **Orientation to Coaching:** An extended introduction to coaching groups of up to 15, which included teaching Australian Football skills, basic coaching methodology and planning; conducted via the NAB AFL Auskick program; and
- **Leadership Coaching Courses for Students:** An extension of the Orientation to Coaching Course available to 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 dual recognition Level 1 Junior Coaching Course, which has been conducted at the Geelong, Burwood and Warrnambool campuses of Deakin University.

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.

Working with the AFL Coaches Association, regional AFCA branches were able to offer community coaches the opportunity to listen to a range of AFL assistant coaches. Through the AFL coaching program, AFCA Victoria members receive regular electronic newsletter updates regarding coaching. Each regional branch has produced coaching newsletters to support the ongoing education of its coaches.

A highlight of 2009 was the AFCA Victoria Coach of the Year Awards, which recognised coaching service and excellence in the following areas of community coaching: NAB AFL Auskick, junior club, youth, female, senior, VFL and TAC Cup.

The 2009 winners were:

- Auskick:** Ray Gallagher (Swifts Creek Auskick)
- Junior:** Kevin Hernan (Russell's Creek Junior Football Club)
- Youth:** Darren Boulton (Montmorency Junior Football Club)
- Senior:** Stuart Farr (Horsham Football and Netball Club)
- Female:** Alyshia Souter (Rosebud JFC/Olympic Park Auskick)
- TAC Cup:** Garry Hocking (Geelong Falcons)
- VFL:** Peter German (Casey Scorpions)
- Lifetime achievement:** Ray Allsopp

With former St Kilda coach Stan Alves as president, the objective of the association is to lead and act in the best interests of coach education and coaching support, and to uphold the integrity, quality



AFL Recreational Football is 'the game for everyone'.

PHOTO: Emma Phillips

and value of coaching in the football community. The Victorian branch of AFCA is administered through its 19 regional branches and has a membership of more than 6300 coaches in Victoria.

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

AFL RECREATIONAL FOOTBALL

The game for everyone

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

Object: Increased access to football

The AFL Recreational Football motto, 'The game for everyone', perfectly outlines the main objective of this relatively new initiative. The game is enjoyed by all who have a passion and

interest in football, and 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. It has modified rules 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 socialising, fun and safety. The game is designed to be flexible in its structure and may be adapted to suit the age and ability level 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 come from several sectors with more than 9000 participants playing the game in the community, at school or as part of special one-day events. Additionally, there has been a strong demand from sectors of the community that have not been involved in

football before. In particular, AFL Recreational Football has been very strongly embraced by females as well as males, and in age levels from school children to 55-year-olds. It has also been a useful life motivational tool and outlet for disadvantaged and unemployed youth; organised through ReLink, this was one of the game's major successes. AFL Recreational Football is also used by football coaches as part of their training programs because of its non-contact nature, small teams and skill base.

Growth in the community

Significant growth was achieved throughout the state with single and mixed-gender community competitions kicking off in both metropolitan and regional Victoria. Strong participation numbers have been recorded at competitions conducted by the Western Bulldogs Football Club, the Koonwarra/Leongatha RSL Cricket Club and AFL Victoria at Box Hill. AFL Recreational Football is suitable for special events and has featured prominently in the Australian Corporate Games and State Youth Games. In 2009, with the support of the VicHealth-funded PICSAR program, an emphasis has been placed on introducing multicultural communities to Australian Football via AFL Recreational Football, especially in the Goulburn Murray and northern regions.

Growth in schools

Primary and secondary schools have been especially interested in AFL Recreational Football with the game played by more than 7700 students and teachers. It has become a common feature of AFL Sports Education (SEPEP) programs, the ACHPER conference, house competitions and lunchtime activities because of its ability to attract a wide range of participants. AFL Recreational Football has also been included into tertiary Level One courses. ■



UMPIRE DEVELOPMENT

Neville Nash

Umpire Development
Manager

With the support of the Victorian Country Football League and metropolitan football leagues and associations, AFL Victoria conducts a range of umpire development programs that are 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 also provided to 38 umpiring groups in Victoria to conduct recruitment, education and training, mentoring and coaching programs. In 2009, 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 12 years:

- Female umpire numbers increased by 7.8 per cent to 289, up from 268 in 2008;
- Recruitment of new umpires increased by 14.3 per cent to 927, up from 811 in 2008; and
- Total umpire numbers increased by 4.8 per cent to 2815, up from 2685 in 2008.

Golden Whistle Awards

The Golden Whistle Awards are presented to all umpiring groups and recognise outstanding performances as well as encouraging ongoing involvement



The number of female umpires in Victoria increased by 7.8 per cent in 2009, while the Female Umpiring Academy again helped to fast-track the development of some of the state's most promising umpires. PHOTO: Emma Phillips

in the game. A full list of 2009 winners can be found at aflvic.com.au under Getting Involved/Umpiring.

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 2009, 1295 students and players from 65 schools and clubs successfully completed the course.

To assist students with the transition from the course to umpiring, AFL Victoria has established five school-based umpiring academies at St Bede's College in Mentone (20 students),

St Bernard's College in Essendon (24 students), Camberwell Grammar (18 students), Ringwood Secondary College (14 students) and MacKillop College in Werribee (18 students).

Students attended coaching and training sessions after school and umpired in local football games at the weekend.

Female Umpire Development

The Female Umpiring Academy continued in 2009, with nine 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 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 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 everyone is aware they have undertaken an umpiring induction and are a 'no go' for criticism.

This program has played a major role in the significant advancements made in recruiting and retaining umpires. A total of 73 new mentors entered the program, with 201 mentors returning. Green shirt umpire numbers increased to 925, compared to 783 in 2008.

Professional Development Program

In its fourth year, the program provides opportunities for umpire coaches and mentors to enhance their skills and knowledge. It is a four-year program and the number of participants in 2009 were:

- Year 1: 51 people;
- Year 2: 33;
- Year 3: 29; and
- Year 4: four.

Mates Program

The AFL Umpires Association and AFL Victoria Mates Program links AFL field umpires (12 in

total) with the 11 metropolitan umpiring groups and three selected country umpiring groups. Young, developing umpires are identified and paired with an AFL umpire. They are observed in games and given feedback, as well as attending 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 AFL Auskick Manager

The NAB AFL Auskick tagline 'where champions begin' again rang true in 2009, with the number of participating five to 12-year-olds reaching 49,040 – up 2664 from the previous season. In addition, 20 new NAB AFL Auskick centres brought the total across the state to 666.

Once more, the program would not have been possible without the support of dedicated parents, coordinators and volunteers, who are the backbone of NAB AFL Auskick. Equally as important was the backing of NAB, with the organisation taking its involvement to a new level through four fantastic initiatives during the year.

NAB AFL Auskicker of the Year enabled parents, coordinators and kids to go online and, in 200 words or less, nominate entrants who lived the Auskick values of fun, safety, teamwork and passion. During the season, the weekly winner was rewarded with an appearance in a Saturday night AFL half-time game, with the 22 lucky youngsters then receiving the honour of presenting Geelong's premiership medallions at the 2009 AFL Grand Final, as well as playing in half-time grid games on the big day.

Kyle Skene from South Barwon – a loyal Carlton fan – was eventually named as Auskicker of the Year, earning a \$5000 NAB portfolio and Cats star Joel Selwood as a football mentor for 2010.

The NAB Footy Frenzy gave Auskick centres a weekly chance to win \$1000 by entering the numbers imprinted on their Auskick footballs online. Fifteen centres across Victoria were lucky enough to be drawn and received the weekly prize.

Balmoral took home the NAB AFL Auskick Centre of the Year award, winning a NAB AFL Auskick Super Clinic, with ambassador Robert DiPierdomenico and



These girls have eyes only for the ball at this ruck contest during an NAB AFL Auskick match at half-time of a 2009 AFL game. PHOTO: Greg Kowalczewski.

The number of children enjoying NAB AFL Auskick continues to grow, with an additional 2664 participants and 20 new centres taking part in 2009.



Hawthorn stars Campbell Brown and Stuart Dew all paying a visit. For the AFL Grand Final, 48 thrilled young locals were given a trip to Melbourne to participate in the Grand Final parade and also play in the half-time grid games.

The fourth initiative, the NAB Assistance Fund, gave 25 centres the opportunity to win a Super Resource pack, resupplying clubs such as Anglesea FC, which had suffered the theft of much-needed equipment.

During the September school holidays in the build-up to the AFL Grand Final, NAB again ran its Kick for Kids day for approximately 700 youngsters at Birrarung Marr, attracting several NAB AFL Rising Star nominees from 2009, including Brisbane Lion Daniel Rich and Essendon's Michael Hurley, Tayte Pears and David Zaharakis.

NAB AFL Auskick half-time

This year, 12,548 children experienced the thrill of running out onto the MCG, Etihad Stadium or Skilled Stadium at half-time, with Grades 5-6 partaking in NAB AFL

Auskick rules matches and Grades 3-4 enjoying grid games. In addition, 1224 kids played during the main break of VFL games.

NAB AFL Auskick player visits

As in 2008, there were no less than 376 AFL player visits to NAB AFL Auskick centres throughout metropolitan Melbourne and Geelong.

NAB AFL Auskick program for all abilities

Adding to the four existing specialist NAB AFL Auskick centres catering for children with physical and intellectual disabilities were new facilities in Narre Warren North (50 registered participants) and Kew (31).

NAB AFL Auskick at the 'G

As ever, the chance to partake in an Auskick clinic on the MCG prior to an AFL game proved just as exciting for parents as it did for the youngsters involved, with 875 children from 21 different centres running around on the hallowed turf in 2009.

AFL Victoria parent coaching courses

Coaching awareness course
Provided parents with basic group control, skills activities, coaching points and an introduction to the coaching world.

Orientation coaching course
Hands-on introductory course designed for parents/helpers keen to assist in running coaching-based activities.

Level 1 NAB AFL Auskick course
Fourteen-hour course designed for parents/helpers looking to assume a coaching role, organise activities, teach skills or conduct modified games.

NAB AFL Auskick leader coaching course
Coaching children under 12, covering child development, clinic and volunteer management and coaching principles.

NAB AFL Auskick website

For further information about NAB AFL Auskick, log on to aflauskick.com.au ■



SCHOOLS
Trevor Robertson
Schools Development
Manager

There have been many milestones achieved in school development in 2009; a new record was set with a 23 per cent increase in the number of teachers volunteering to be G Footy school ambassadors; Jason McCartney's, 'Your Destiny is Matter of Choice' was presented for the last time after four years; and the AFL Victoria Sport Development Program completed a successful inaugural year of operation.

MCC G Footy program

A vital partnership of the school sector is the MCC G Footy program, one of the most prominent sports development packages offered to secondary and primary schools.

G Footy is a joint AFL Victoria and Melbourne Cricket Club (MCC) Foundation initiative, which 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 to facilitate the distribution of resources and involve the school community in a variety of activities.

In 2009, AFL Victoria delivered programs to more than 140,000 teachers and students. The G Footy program also extended to the primary school sector, focusing on three main areas – the promotion of the National Sports Museum, AFL Ambassador program and primary school programs.

A key focus 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, coaching seminars, sport education (SEPEP) and AFL Recreational Football. For students with sports leadership

ambitions, Australian Football coaching and leadership programs with a 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, with more than 350 at secondary level. In 2009, AFL Victoria conducted the AFL Ambassadors of the Year Award, recognising outstanding contributions to the development of Australian Football. The winner was Geoff Hickmott from MacKillop College, Swan Hill.

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

Goalposts provide a visible presence of Australian Football, and a school goalpost grant scheme was implemented to provide assistance to one secondary school wishing to acquire a set of goalposts. Mooroopna Secondary College was extremely grateful to receive these resources.

Jason McCartney's final presentation of his highly successful 'Your Destiny is a Matter of Choice' program was conducted at the MCG in the MCC Members Dining Room on August 4. A total of 670 secondary students enjoyed his last presentation. For Jason, this ends four years of presenting these seminars across Australia. More than 2000 secondary students took part in the 2009 seminars, gleaned much from Jason's thought-provoking presentation. We thank him for his contribution to the lives and attitudes of the many thousands of young people.

More than 50,000 girls and boys represented their schools in 2009, with the MCC Herald Sun Shield and VSSSA senior boys Grand Final both played as AFL curtain-raiser games at the MCG. Assumption College won its 11th MCC Herald

Sun Shield title with a win over St Patrick's Ballarat, while Frankston High School defeated Ballarat High School to win the MCC VSSSA state championship.

Primary

As part of ConnectEast's three-year partnership with AFL Victoria, the 2009 EastLink Cup primary schools competition was held, involving 24 primary schools situated within the EastLink corridor. St Simon's Rowville defeated Donburn Primary School in the Grand Final, which was played as a curtain-raiser to the VFL preliminary final at Port Melbourne.

AFL Victoria's female football program continued to attract interest, with more than 92 schools and 2500 girls registering to participate in the AFL Victoria/VPSSA competition.

In 2009, the Get your Kicks at the G program saw nine primary schools – St Andrew's Primary in Werribee, St Mary's Coptic Orthodox College, Park Ridge Primary School, Craigieburn Primary, Preshil The Margaret Lyttle Memorial School, Fitzroy Primary, Yuille Park P-8 Community College and Orchard Grove Primary – and a total of 392 children participate.

These students took part in three activities – a visit to the National Sports Museum (NSM), a tour of the MCG and testing the new Game On activities in the NSM. We thank the staff at the MCG and NSM, as well as the AFL Victoria sport development students for their support.

The AFL primary school ambassadors program underwent massive growth, with more than 1033 teachers at primary schools serving as AFL Victoria's primary school football ambassadors. Ambassador schools received resources and apparel, and in 2009 the AFL Ambassador of the Year Award went to Christine Burns from Grovedale West Primary School.

In order to keep Australian Football prominent, eight primary schools received goalpost grants to

Assumption College players celebrate their 10-point victory over St Patrick's College in the final of the 2009 MCC Herald Sun Shield – the school's 11th, and second consecutive, win in the prestigious competition.



assist them to purchase and install new goalposts. The primary schools that took up this opportunity were Our Lady Help of Christians in Murtoa, Willowmavin Primary, Katamatite Primary, Thomastown Primary, Guthrie Street Primary in Shepparton, Springvale Heights Primary, Creswick North Primary and Montpellier Primary.

AFL players were once again required to visit primary schools to promote Australian Football. Schools can utilise AFL players to conduct classroom activities, role model programs, clinics and training. This year saw 3398 AFL player appearances in primary schools, compared with 2950 in 2008.

The Western Bulldogs' Friendly School program continues to provide hundreds of school children with the opportunity to discover the benefits of healthy exercise and good food choices through a partnership between the club, the AFL, AFL Victoria and Victoria University. A total of 24 schools in the western region of Melbourne participated in the program, which aimed to help the Western Bulldogs achieve greater

brand recognition in the western region, as well as combining with AFL Victoria to provide a quality physical activity and healthy eating message to children and teachers in the west.

AFL Victoria Sport Development Program

AFL Victoria, in partnership with Sport Education Development Australia (SEDA), has completed a successful first year of the AFL Victoria Sports Development Program, which provided 92 Year 11 and 12 students with a sports industry-based VCE or VCAL Certificate III, IV and Diploma in Sport and Recreation.

Eligible students were recruited to join a squad of 25 that was coordinated by an experienced VIT-registered secondary teacher, who delivered the required curriculum. AFL Victoria staff continue to provide the practical industry experience and training in the delivery of AFL Victoria development programs.

Programs were established in Sunshine, Northcote, Montmorency, Oakleigh and Frankston, and it is anticipated that another three will

be set up in Geelong, Box Hill and in a yet-to-be-confirmed location in the northern suburbs, bringing the total number of programs to eight.

'Go for your life' Kicking Healthy Goals Program

AFL Victoria and 'Go for your life' have developed a schools program aimed at providing school children with the opportunity to participate in classroom curriculum activities complemented by physical education activities that promote healthy food choices and the benefits of exercise.

The Kicking Healthy Goals Program was piloted in eight schools – Yuille Community School, Thornbury Primary, Harrisfield Primary, The Basin Primary, Bairnsdale West Primary, Upwey Primary, Kensington Primary and Greenslopes Primary. More than 350 school children participated in and enjoyed the program, with feedback from teachers and children extremely positive.

We would like to thank the principals, teachers and children for assisting AFL Victoria and 'Go for your life' with the pilot. ■



**AFL KICKSTART
INDIGENOUS PROGRAM**
Leon Egan

KickStart Indigenous
Development Manager

The overriding objective of the KickStart Indigenous Program continues to be to promote participation, health, education and employment in Victorian Indigenous communities.

Indigenous Auskick centres

In 2009, a new centre with 15 participants opened in the small Indigenous community of Framlingham, located just north of Warrnambool. Additionally, a move was made to re-establish a foothold in Swan Hill, with a pilot program operating in preparation for a permanent presence in 2010. The two initiatives complemented the work already being undertaken in the existing centres of Bairnsdale West Primary School (35 student participants), Nowa Nowa Primary School (32), Echuca (34), the Fitzroy Stars Football Club (34) and Rumbalara Football Club (24). In all, more than 174 Indigenous youngsters across the state took part in the AFL Victoria Indigenous Auskick Centres program. Once again, the chance to compete at half-time of the Richmond-Essendon Dreamtime at the 'G clash during AFL Indigenous Round proved a huge attraction, with 96 students from across the state making the trip to the MCG on May 23.

Community Linking Program

The Community Linking Program remains an important aspect of AFL Victoria's Indigenous strategy, and is earmarked for enhancement in 2010 and beyond. At present the number of Indigenous teenagers in the TAC Cup system is relatively low due to factors such as cultural understanding, communication, travel distance, social issues and club expectations. The Community Linking Program

aims to bridge these gaps by bringing clubs, coaching and development staff, talented boys and their families/communities together, and formulating solutions to existing challenges. If talented young footballers can be educated at the age of 12 or 13 as to exactly what is required to reach TAC Cup level, they will have time to decide whether to pursue this avenue and be able to begin the necessary preparation with their families and communities.

KickStart Talent Program

Following selection of the final squad of 25 from the 2008 AFL KickStart Camp, 25 teenagers from across the country travelled to Papua New Guinea earlier in 2009 as part of the annual Indigenous Youth Tour. The program then saw a new group of Victorian youngsters embark on this challenging, yet rewarding process, which began with the state KickStart camp in Parkville for 22 boys from July 1-3. Eight nominees were subsequently chosen to attend the national Qantas AFL KickStart Camp (August 18-23), playing an AFL curtain-raiser prior to the Richmond-Hawthorn match in round 21. After this, the overall squad of 50 was again reduced to 25, with four Victorians chosen for the 2010 Indigenous Youth Tour to South Africa.

Leadership Program

In conjunction with AFL Indigenous Program Manager Jason Mifsud and the Victorian Aboriginal Education Association Incorporated (VAEAI), AFL Victoria is in the process of revamping its Indigenous Leadership Program, which is delivered to Koori secondary school students using Indigenous AFL stars as role models. The mission of promoting leadership, goal-setting and teamwork is set to be enhanced with a renewed focus on educational content and outcomes. ■



**AFL PLAYER
APPEARANCES**
Keith Burns

Programs Coordinator

The AFL Player Appearances Program involves AFL players visiting schools, NAB AFL Auskick clinics, 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 Collective Bargaining Agreement between the AFL and AFL Players' Association, 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 the player's 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. Players were involved for 10,728 hours in 2009, an increase on the 2008 figure of 10,387 hours and the 2007 figure of 9868 hours.

**Metropolitan and Geelong
AFL player appearances**

In the metropolitan area and Geelong, AFL clubs are allocated a region to 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 have the option of utilising the AFL player to either participate in classroom activities, role model programs, a clinic or school training. In 2009, primary schools utilised 3398 appearance hours with 445 AFL players.
- *Secondary schools:* region development managers allocate AFL players to either participate in physical education lessons,



Hawthorn's Trent Croad (left) and Max Bailey conduct a clinic as part of the AFL Player Appearances Program, which involves players visiting schools, Auskick centres and clubs throughout Victoria.

leadership programs, clinics or school training. In 2009, secondary schools utilised 732 appearance hours with 329 AFL players.

- **NAB AFL Auskick:** AFL clubs also allocated their players specific days to attend NAB AFL Auskick centres. In 2009, 392 AFL players logged 934 appearance hours at AFL Auskick centres.
- **Junior club program:** AFL coaches select a date to free up players to visit junior clubs that have accepted an invitation made through the region development managers. In 2009, 398 AFL players logged 908 appearance hours at junior clubs.
- **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 2009, 375 AFL players logged 700 appearance hours at various superclinics.

Country AFL player appearances

Each AFL club selects a day when its entire playing list visits a regional location to conduct Australian Football promotions coordinated by country region development managers and supported by local clubs. The AFL players either go into school classrooms and playgrounds or are involved in clinics conducted at a central venue. AFL Community Camps are also conducted by AFL clubs in country regions during February each year. In 2009, 396 AFL players logged 3200 appearance hours at more than 50 country towns. The AFL players used planes, buses or their own cars to travel to each country town. ■



FEMALE FOOTBALL
Chyloe Kurdas
 Female Football
 Development Manager

In a heartening sign for the future of women's and girls' football, in 2009 female participation enjoyed the highest growth of any AFL Victoria program.

Fair Game: Respect Matters program

The valuable role that women and girls play both on and off the football field is highly regarded by AFL Victoria. In 2009, the Fair Game: Respect Matters program was delivered to the Northern Football League (NFL) under the umbrella of the AFL's Respect and Responsibility policy. The program, funded by VicHealth, saw two-thirds of NFL clubs receive ongoing training and support in reviewing and adapting their policies to make their environments more inclusive, safe and supportive for women and girls. With backing from AFL Victoria and La Trobe University, clubs have identified Fair Game drivers, assisting them to implement relevant goals.

NAB AFL Auskick

To encourage increased female participation in NAB AFL Auskick, in 2009 AFL Victoria implemented poster displays at all centres across the state. By the end of the year there was a 20 per cent rise in girls taking part, bringing their total number to 3862. Young females now make up 7.8 per cent of all NAB AFL Auskick participants in Victoria, up from 6.9 per cent in 2008. Continuing to drive similar increases remains a priority of AFL Victoria, with further development initiatives to be introduced in 2010.

Primary school football

For the fifth straight year, AFL Victoria and the Victorian Primary Schools' Sports Association (VPSSA) conducted the Girls' Skill Development and Competition Program in Victorian primary

Victorian under-18 captain
Alicia Eva prepares to dish
off a handball during the
2009 Victorian Youth Girls
Championships at the MCG.
PHOTO: Emma Phillips



schools. A four-week skill development program for Grade 5 and 6 girls was complemented by a teacher training program and state-wide primary school girls football competition. In 2009, 2350 girls from 94 regional and metropolitan schools were involved in the competition, representing a 15 per cent increase from 2008. Additionally, more than 3000 primary school girls participated in VPSSA mixed-sex competitions.

Junior community football

As a stepping stone from NAB AFL Auskick, local leagues across Victoria coordinated mixed junior community football competitions for girls. In keeping with the recent trend of record participation rates, 779 girls played junior football in 2009, an increase of 16 per cent from 2008. An information session was also held for girls nearing the age of 14 and no longer able to play in mixed junior competitions, detailing the transition to AFL Victoria's Youth Girls leagues.

Youth Girls community football

AFL Victoria's Youth Girls competition, specifically designed for girls aged 13-18, emphasises fun, fitness and friendship in a family-friendly environment. Managed by AFL Victoria and supported by local councils and the AFL since 2004, Youth Girls features community football competitions across Melbourne, Geelong and Bendigo. In 2009, a fifth and sixth competition were added in eastern Melbourne and Geelong respectively, increasing participant numbers by 30 per cent. In total, there were 686 girls participating across 32 teams.

The Youth Girls talented player pathway provides exciting interleague and Victorian representative opportunities. In 2009, the Northern team was added to the Under-18 Youth Girls Championships, so that a total of four teams competed in the carnival. This coincided with

“Young females now make up 7.8 per cent of all NAB AFL Auskick participants in Victoria, up from 6.9 per cent in 2008. Continuing to drive similar increases remains a priority of AFL Victoria, with further development initiatives to be introduced in 2010.”

the Metropolitan Boys Junior Championships, demonstrating Youth Girls' heightened integration into Victorian football.

For the third straight year, the Footy Pak South Eastern Youth Girls team triumphed, defeating the Western side in the Grand Final.

The third Under-18 Youth Girls Interstate Challenge was held in Queensland in 2009, with the Victorians maintaining their perfect record by winning both games and another title.

In its second year, the AFL Victoria Youth Girls Academy again received great support from the Essendon Football Club, providing opportunities for 35 of the most promising young female footballers and 10 of the most promising young female field umpires in the state. The academy program included sessions with Geelong skill acquisition coach David Wheadon, Essendon assistant coach Gary O'Donnell and Bombers star Angus Monfries. Off-field development sessions in 2009 targeted understanding cultural diversity, financial management, sports psychology and public speaking, with academy members also required to complete four hours of community service.

At the 2009 Sport and Recreation Victoria Awards, AFL Victoria's Youth Girls Academy was acknowledged for its work, winning the Sport and Education category.

Secondary school football

Once again, secondary school girls were provided the chance to participate in various competitions and skill development clinics. Competitions involving the Victorian Secondary Schools' Sports Association (VSSSA), Girls Sport Victoria (GSV), the Catholic All Schools Sports Association and other independent schools attracted 13,850 players and included a new six-week, 14-team GSV competition called Friday Night Footy.

AFL Victoria also ran 55 clinics reaching 1500 girls this year, and in conjunction with School Sport Victoria, established the Victorian under-16 schoolgirls representative team that participated in the School Sport Australia championships. Significantly, this was the first time a girls representative football program had been run at the championships, with Queensland and Western Australia also competing.

Victorian Women's Football League (VWFL)

The VWFL was established in 1981 and is open to females aged 15 and over. In 2009, the league attracted 913 players across 28 teams and four competitions, marking a four per cent increase in participant numbers from 2008.

As well as developing a partnership with the Melbourne Football Club, the VWFL operated a talent-based academy during the early part of 2009 to underpin its selection process for the National Championships. The 50 players involved were given coaching sessions by former AFL players Simon Madden, Steve Alessio and Jason McCartney. Player appearances at NAB AFL Auskick centres were a highlight of the academy program.

The Victorian women's team defeated Western Australia to take home its 16th consecutive title at the 2009 AFL Women's National Championships. ■

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 organisation charts, the legislation protecting volunteers, web links, and a volunteer promotion video clip and recruitment poster.

GRANT FUNDING GUIDE - \$15

This easy step-by-step guide to applying for grant funding for your

football club 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, which 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 adopt and 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 COACH - \$15

Level One senior manual that sets out guidelines for the preparation and coaching of senior footballers.

AFL YOUTH COACHING MANUAL - \$25

Level One youth manual for coaching adolescents - includes planning, communication, team play and skills.

AFL JUNIOR COACHING MANUAL - \$25

The junior manual is for Auskick and junior (under-nine-12) coaches and focuses on skills, games and the role of the coach.

CONTACT SKILLS DVD - \$25

Appropriate for both junior and senior levels, this DVD includes sections on tackling, fending, smothering and bumping.

SENIOR COACH'S DIARY - \$25

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

JUNIOR COACH'S DIARY - \$20

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



TO ORDER

Visit AFL Victoria's website aflvic.com.au go to the Getting Involved menu and then 'Resources'.



The TAC Cup's 2009 fitness testing day put prospective players through their paces. The above photo sequence (1-4) captures one player's attempt at the vertical leap.

KICK LEFT, KICK RIGHT, VCE RESOURCE - \$30

Coordinated use of video and manual, including skill development, fault detection, drills, ready-to-copy worksheets, body systems, skill acquisition and biomechanics.

JUNIOR COACHING CARDS - \$40

This series of lesson cards contains training activities and physical education sessions sequentially arranged for players aged five-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 2009 Grand Final results

Alberton FL Stony Creek 14.10 (94) d Wonthaggi Power 11.14 (80)	Hampton FNL Koroit 19.7 (121) d Warrnambool 11.16 (82)	Omeo District FL Swan Reach 25.19 (169) d Swifts Creek 21.7 (133)
Ballarat FL Redan 13.13 (91) d East Point 6.12 (48)	Heathcote District FL Heathcote 15.17 (107) d Colbinabbin 15.13 (103)	Ovens & King FL Tarrowingee 8.8 (56) d Glenrowan 5.5 (35)
Bellarine FL Drysdale 15.18 (108) d Geelong Amateur 13.12 (90)	Horsham District FL Kalkee 20.13 (133) d Harrow Balmoral 7.6 (48)	Ovens & Murray FL Albury 22.13 (145) d Yarrowonga 9.14 (68)
Benalla & District FNL Bonnie Doon 19.12 (126) d Swanpool 4.9 (33)	Kyabram District FL Undera 16.13 (109) d Nagambie 13.14 (92)	Peninsula FL Seaford 21.18 (144) d Edithvale-Aspendale 12.15 (87)
Bendigo FL Golden Square 16.12 (108) d South Bendigo 10.11 (71)	Lexton Plains FL Skipton 17.9 (111) d Carngham Linton 10.9 (69)	Picola & District North West Jerilderie 9.14 (68) d Berrigan 8.17 (65)
Casey Cardina FL Pakenham 15.14 (104) d Doveton 6.10 (46)	Loddon Valley FL Mitiamo 22.11 (143) d Calivil United 12.13 (85)	Picola & District South East Tungamah 11.15 (81) d Shepparton East 5.12 (42)
Central Highlands FL Daylesford 10.12 (72) d Hepburn 9.13 (67)	Mallee FL Sea Lake-Nandaly Tigers 19.19 (133) d Ouyen United 14.16 (100)	South West District FNL Coleraine 11.13 (79) d Westerns 4.8 (32)
Central Murray FL Balranald 20.14 (134) d Kerang 11.12 (78)	Maryborough Castlemaine District FL Newstead 11.16 (82) d Dunolly 10.13 (73)	Sunraysia FL Wentworth 24.19 (163) d Robinvale 10.10 (70)
Colac & District FNL Irrewarra-Beeac 17.18 (120) d Birregurra 10.8 (68)	Mid Gippsland FL Trafalgar 16.8 (104) d Morwell East 7.5 (47)	Tallangatta & District FL Tallangatta 13.10 (88) d Beechworth 8.15 (63)
East Gippsland FNL Bairnsdale 13.16 (94) d Wy Yung 9.11 (65)	Millewa FL Bambill 13.14 (92) d Gol Gol 11.5 (71)	Upper Murray FNL Bullioh 12.9 (81) d Tumbarumba 7.14 (56)
Ellinbank & District FL Nilma Darnum 17.7 (109) d Cora Lynn 10.14 (74)	Mininera & District FL Penshurst 11.12 (78) d Tatyoan 6.17 (53)	Warrnambool & District FNL Kolora-Noorat 12.11 (83) d Timboon Demons 5.3 (33)
Geelong & District FL East Geelong 13.13 (91) d Bell Post Hill 10.10 (70)	Mornington Peninsula Nepean FL Frankston 13.18 (96) d Sorrento 8.11 (59)	West Gippsland Latrobe FL Maffra 7.27 (69) d Traralgon 9.12 (66)
Geelong FL South Barwon 15.12 (102) d St Joseph's 6.9 (45)	Murray FL Tocumwal 16.10 (106) d Moama 15.10 (100)	Western Border FL South Gambier 12.11 (83) d East Gambier 9.12 (66)
Golden Rivers FL Wandella 12.15 (87) d Murrabit 10.14 (74)	North Central FL Charlton 11.11 (77) d Donald 9.11 (65)	Wimmera FL Horsham 16.14 (110) d Warrack Eagles 13.8 (86)
Goulburn Valley FL Mansfield 16.12 (108) d Kyabram 13.9 (87)	North Gippsland FNL Heyfield 15.13 (103) d Churchill 10.14 (74)	Yarra Valley Mountain District FL Upwey Tecoma 17.14 (116) d Woori Yallock 12.13 (85)

VCFL Representative Matches

VCFL 13.10 (88) d
VAFA (C-D4 sections) 2.8 (20)

VCFL (Major Leagues) 17.8 (110) d
VAFA (A & B Sections) 15.16 (106)

2009 David Code Medal
Chris Irving, Seaford FC, Mornington Peninsula Nepean FL

2009 Bob Templeton Medal
Adrian Dohnt, Lockington Bamawm United FC, Heathcote District FL

METROPOLITAN FOOTBALL 2009 Grand Final Results

Eastern FL

(Div 1)

Vermont 18.14 (122) d

Croydon 11.12 (78)

(Div 2)

South Croydon 14.16 (100) d

Mulgrave 12.19 (91)

(Div 3)

Mooroolbark 14.17 (101) d

Upper Ferntree Gully 6.10 (46)

(Div 4)

Chirnside Park 18.19 (127) d

Kilsyth 8.15 (63)

Essendon District FL

(A Grade)

Maribyrnong Park 14.18 (102) d

Greenvale 13.6 (84)

(B Grade)

Oak Park 19.24 (138) d

Pascoe Vale 10.4 (64)

Northern FL

(Div 1)

Heidelberg 19.17 (131) d

Bundoora 10.7 (67)

(Div 2)

Macleod 13.23 (101) d

Whittlesea 11.11 (77)

(Div 3)

Parkside 12.9 (81) d

Hurstbridge 8.17 (65)

Riddell District FL

Lancefield 16.14 (110) d

Romsey 14.12 (96)

Melton Centrals 12.14 (86) d

Wallan 8.8 (56)

(U-18)

Woodend/Hesket 16.10 (106) d

Kilmore 15.10 (100)

Southern FL

(Div 1)

St Kilda City 19.12 (126) d

Chelsea Heights 12.12 (84)

(Div 2)

Heatherton 10.11 (71) d

South Yarra 8.8 (56)

(Div 3)

Skye 12.9 (81) d

Mt Waverley 9.12 (66)

Western Region FL

(Div 1)

Spotswood 13.13 (91) d

Port Melbourne Colts 10.13 (73)

(Div 2)

Deer Park 16.12 (108) d

Parkside 13.9 (87)

VAFA

(A Section)

Old Xaverians 9.6 (60) d

De La Salle 8.9 (57)

(B Section)

Old Melburnians 18.21 (129) d

Old Trinity 12.11 (83)

(C Section)

MHSOB 18.18 (126) d

Oakleigh 11.17 (83)

(D1 Section)

Rupertswood 12.18 (90) d

Fitzroy 9.11 (65)

(D2 Section)

Williamstown 15.9 (99) d

Peninsula 9.18 (72)

(D3 Section)

Bentleigh 13.23 (101) d

St Mary's Sal 10.18 (78)

(D4 Section)

La Trobe Uni 21.9 (135) d

Albert Park 8.11 (59)

Victorian Women's FL

(Premier)

Darebin 10.14 (74) d

Diamond Creek 4.6 (30)

(Premier Reserves)

Darebin 9.13 (67) d

St Kilda 3.3 (21)

(North West)

Sunbury 7.9 (51) d

Lalor Park Stars 4.3 (27)

(South East)

Scoresby Magpies 3.6 (24) d

Parkdale 0.6 (6)

JUNIOR LEAGUE 2009 Grand Final Results

Dandenong & District JFL (U-16)

Beaconsfield Blue 7.13 (55) d

Berwick White 7.10 (52)

Moorabbin Saints JFL (U-17 Div 1)

Cheltenham 11.8 (74) d

St Peters 10.8 (68)

Yarra JFL (Colts 1)

Preston Bullants 11.9 (75) d

St Marys 8.12 (60)

NAB AFL UNDER-18 CHAMPIONSHIPS

Western Australia 16.14 (110) d

Vic Country 9.8 (62)

South Australia 10.13 (73) d

Vic Metro 9.7 (61)

Vic Metro 8.7 (55) d

QLD 7.7 (49)

Vic Country 13.10 (88) d

Northern Territory 5.6 (36)

South Australia 16.9 (105) d

Vic Country 7.12 (54)

Western Australia 21.6 (132) d

Vic Metro 10.9 (69)

Vic Country 12.13 (85) d

Tasmania 10.11 (71)

Vic Metro 24.16 (160) d

NSW/ACT 8.1 (49)

Vic Country 14.6 (90) d

Vic Metro 11.8 (74)

NAB AFL UNDER-16 CHAMPIONSHIPS

Vic Country 11.16 (82) d

South Australia 4.8 (32)

Vic Country 13.8 (86) d

South Australia 5.6 (36)

Vic Metro 11.8 (74) d

Western Australia 8.11 (59)

South Australia 11.15 (81) d

Vic Metro 6.6 (42)

Vic Country 12.7 (79) d

Western Australia 8.6 (54)

Vic Country 13.12 (90) d

Vic Metro 4.6 (30)

NAB AFL UNDER-18 ALL-AUSTRALIAN PLAYERS

Ben Cunnington Geelong Falcons

Andrew Hooper North Ballarat

Rebels

Dustin Martin Bendigo Pioneers

Gary Rohan Geelong Falcons

Tom Scully Dandenong Stingrays

Daniel Talia Calder Cannons

Josh Toy Calder Cannons

AIIS-AFL ACADEMY MEMBERS

Dylan Buckley Northern Knights

Tomas Bugg Gippsland Power

Michael Bussey Eastern Ranges

Piers Flanagan Geelong Falcons

Andrew Gaff Oakleigh Chargers

Tim Golds Oakleigh Chargers

Sam Gordon Geelong Falcons

Sam Kerridge Bendigo Pioneers

Billy Longer Northern Knights

Luke Parker Dandenong Stingrays

Jonathon Patton Eastern Ranges

Dylan Shiel Dandenong Stingrays

Adam Trelor Dandenong Stingrays

Darcy Watchorn North Ballarat Rebels

Aaron Young Eastern Ranges

AFL VICTORIA PEOPLE

As at December, 2009

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Premier John Brumby

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Box Hill Hawks John Ure
Casey Scorpions
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Gold Coast Bob Batty
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Northern Bullants
Stephen Papal
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Werribee Tigers John Nicol
Williamstown Trevor Monti
VCFL Nicholas Rolfe
VFA Bruno Conti
Northern FL Ron Bongetti
Eastern FL Graham Halbish
Essendon District FL
Ian Price
Riddell District FL
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Southern FL David Andrew
Western Region FL
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David Andrews
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**Multicultural Officer
Northern Region**
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**Multicultural Officer
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South West Jock Whiting
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Sunraysia/Mallee
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Geelong John Edsall
Hampden Alan Thompson
Goulburn Murray
Greg Liddell
North East Border
Jeff Chandler

North East Border (Wangaratta)

Zac Guilfoyle
East Gippsland Rob Reid

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Outer Southern/Peninsula
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Eastern Shawn Wilkey
Northern Ashley Brown/
Phiv Demetriou
Central East Mark Smart
Inner Southern Gary Brown
Western Graeme Pratt

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Scott Bell
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KPMG

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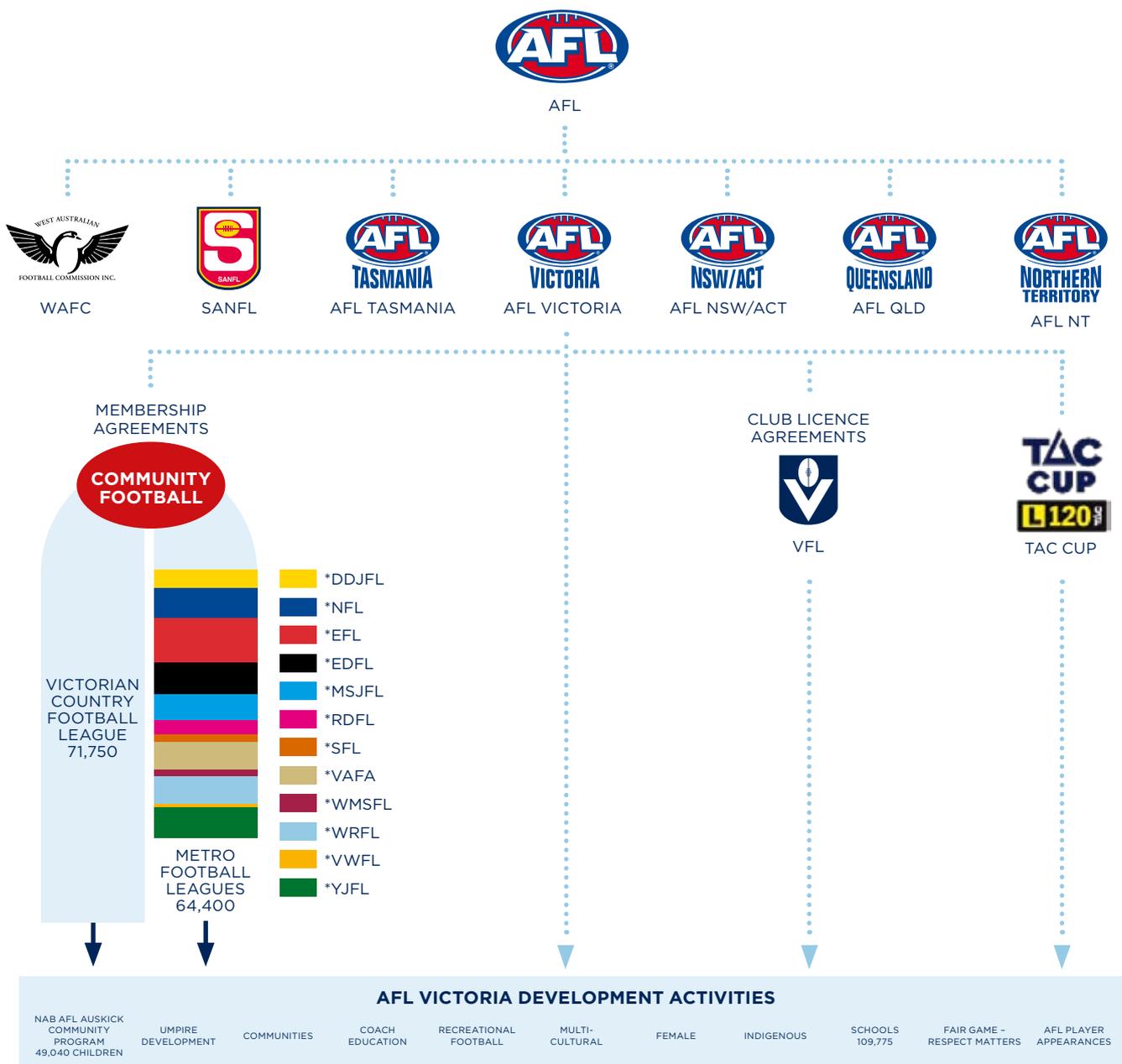
Messrs. Mahoney,
Galvin & Rylah

VALE

Frank Rosbrook
Peter Stedwell
Ted Saultry

STRUCTURE OF AUSTRALIAN FOOTBALL

As at February, 2010



- * **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
- * **WMSFL** - Victorian Masters Superrules Football League

- * **WRFL** - Western Region Football League
- * **VWFL** - Victorian Women's Football League
- * **YJFL** - Yarra Junior Football League



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