

# ANNUAL REVIEW 2010



## CONTENTS

<b>AFL Victoria Strategic Plan</b>	<b>4</b>
<b>Chairman's Report</b>	<b>6</b>
<b>Board of Directors</b>	<b>10</b>
<b>Advisory Board</b>	<b>11</b>
<b>CEO's Report</b>	<b>12</b>
<b>VFL Report</b>	<b>16</b>
<b>TAC Cup Report</b>	<b>22</b>
<b>Victorian Competition Graduates to the AFL</b>	<b>26</b>
<b>Umpiring Report</b>	<b>28</b>
<b>Financial Report</b>	<b>30</b>
<b>Administration &amp; Regional Staff</b>	<b>32</b>
<b>Marketing Report</b>	<b>38</b>
<b>Sponsors</b>	<b>39</b>



**Female Participation:** 46 Youth Girls players participated in the Youth Girls Academy and there are now 39 teams across six competitions.

<b>AFL Victoria Development</b>	
<b>Development</b>	<b>40</b>
<b>Community Football</b>	<b>43</b>
<b>Multicultural Football</b>	<b>47</b>
<b>Coach Education</b>	<b>49</b>
<b>AFL Recreational Football</b>	<b>51</b>
<b>Schools Programs</b>	<b>52</b>
<b>NAB AFL Auskick</b>	<b>55</b>
<b>Female Football</b>	<b>57</b>
<b>Umpire Development</b>	<b>59</b>
<b>AFL Player Appearances</b>	<b>61</b>
<b>AFL Kickstart Indigenous Program</b>	<b>62</b>
<b>Fair Game, Respect Matters</b>	<b>64</b>
<b>Resources Available at AFL Victoria</b>	<b>65</b>
<b>AFL Victoria People</b>	<b>66</b>
<b>Structure of Australian Football</b>	<b>67</b>



## ANNUAL REVIEW 2010



# AFL VICTORIA STRATEGIC PLAN



During 2009 the strategic plan was reviewed and updated with the 2010–2011 Strategic Plan adopted by the 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 intently and consider other viewpoints
- Help team or other departments or stakeholders in getting work done
- Act with humility and modesty
- Work collaboratively with and among colleagues, members, constituents and stakeholders

**Overwhelming Support:** Crowd figures and general competition standards continued to surge, another healthy indicator for the state of our game.

## 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

# THE FUTURE OF FOOTBALL



**GRANT O'RILEY**  
AFL VICTORIA  
CHAIRMAN

**As the curtain falls on 2010 we can reflect upon a year that underscored the strength, development, success and continued change of Victorian football. Many key performance indicators – participation numbers, crowds and profile - produced positive results and genuine enthusiasm for the future challenges we face.**

Our great game continues to evolve at considerable speed and with its progression comes an unswerving need to keep pace both on and off the field with all associated issues.

Planning for football's future is a never ending charter.

Clearly, our relationship with the AFL continues to prosper. The exceptional support from within the AFL, across a raft of areas, is much appreciated. Without doubt a highlight late in 2010 was the success we experienced at the NAB AFL Draft with AFL Victoria achieving its best result in recent times with nearly 60% of the draft numbers originating from our state. This result is a credit to our High Performance Managers, Regional Managers and all associated with the talent pathways through the TAC Cup and VFL competitions.

During 2010 AFL Victoria struck a memorandum of understanding with the AFL Marketing department for the supply of marketing development opportunities and event management support. This arrangement continues to develop with pleasing results at this early stage. Football's traditional landscape is now virtually unrecognisable from a participation perspective. Multicultural development and the continued emergence of female football, particularly

with the growth of the Youth Girls Football League, has seen more and more people than ever before embrace our game.

Projects are in place to continue society's integration at all levels, particularly from grass roots upwards.

As we move forward the task of managing such change is going to be even greater and therefore will require focussed planning so as we can create our future without limitations.

It has been pleasing to have stability within the AFL Victoria Board and the

---

***“Our great game continues to evolve at considerable speed and with its progression comes an unswerving need to keep pace both on and off the field with all associated issues.***

***Planning for football's future is a never ending charter. ”***

---

benefits of this are now becoming evident and this will continue to enhance the support we can provide to aid the growth and development of the game.

The 2010 year has seen a range of strategies developed and undertaken that have enabled AFL Victoria to move closer and gain greater insights into competitions and community leagues in order to support them appropriately for the future.

We are also at the early stages of internally considering what our support and operational structure could look like for the future to ensure the

continued development of the talent and community pathways in Victoria.

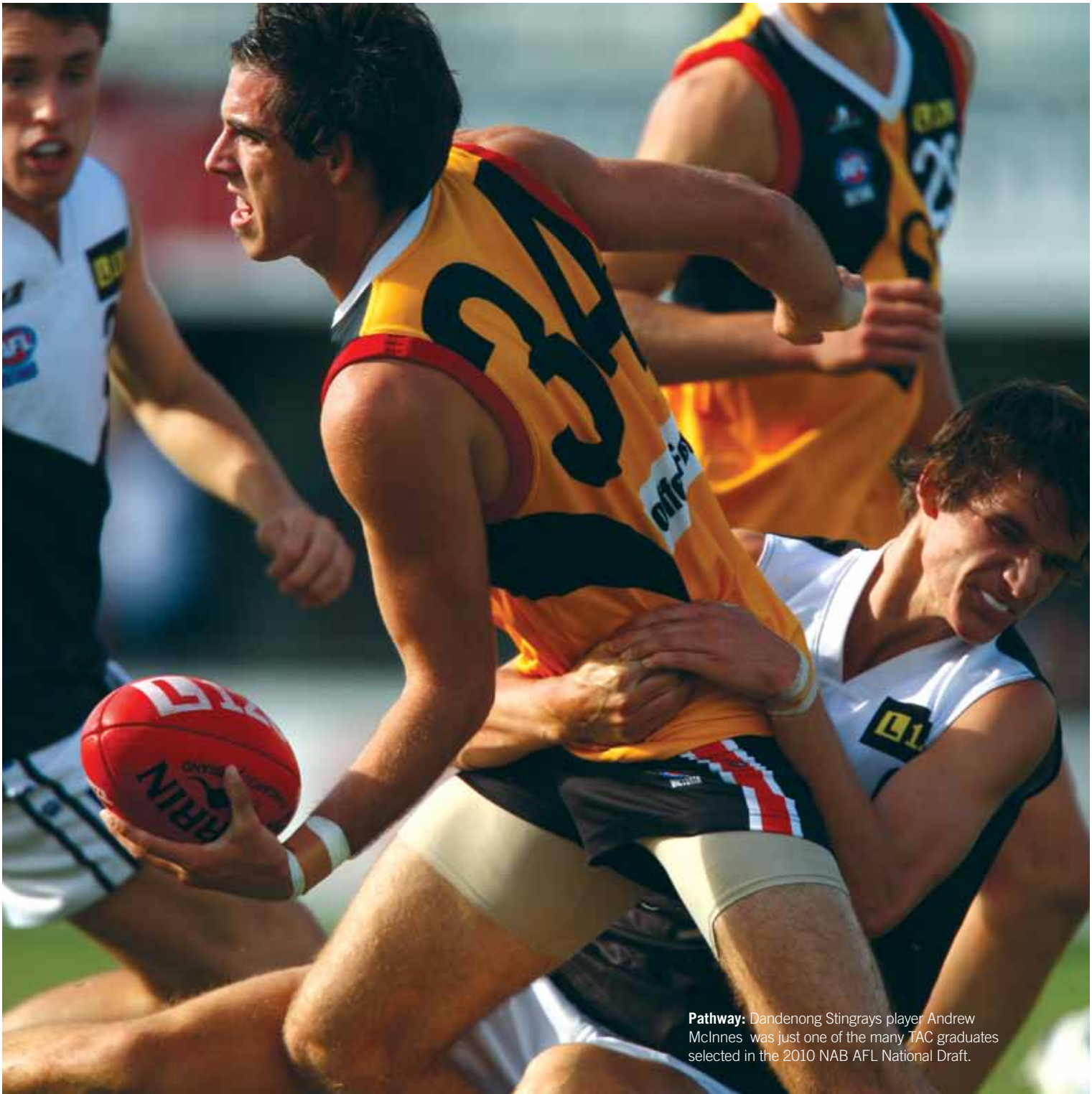
## VFL

During the past 12 months there has been continued focus on the VFL competition by considering its future development needs, structural options, funding models and facility requirements. This process has been undertaken by the AFL Victoria Board in conjunction with club input and has produced a pleasing outcome whereby everyone is focussed on creating a viable, long term State League competition.

Certainly, there was much to garner from season 2010, a year where interest surged thanks to the AFL debuts of Michael Barlow and James Podsiady, two highly decorated VFL players. Such interest flowed over to attendance as fans recognised a competition that again lifted its status to new heights. The introduction of Gold Coast Suns to the competition in 2010 created much interest and expanded the exposure of the VFL as far north as Cairns throughout the season.

Congratulations to coach Gerard Fitzgerald and all involved in the VFL team that travelled to West Australia and comprehensively defeated the WAFL. It reinforced Victoria's position as the best State League competition in the country. North Ballarat's Stephen Clifton and Port Melbourne's Shane Valenti were worthy co-winners of the JJ Liston Trophy, recognising the fairest and best player in the VFL.

Williamstown full forward Matthew Little claimed the Jim 'Frosty' Miller Medal for the competition's leading goal kicker. The return to a traditional Sunday



**Pathway:** Dandenong Stingrays player Andrew McInnes was just one of the many TAC graduates selected in the 2010 NAB AFL National Draft.

afternoon VFL Grand Final saw a spike in the crowd who witnessed North Ballarat accomplish a third successive premiership, a truly outstanding performance.

AFL Victoria continues to investigate competition enhancements, particularly regarding the interchange bench size in the VFL seniors and reserves.

As we move forward we will continue to research and develop the competition so a long term viable structure can be implemented that will accommodate

stand alone VFL clubs, stand alone AFL clubs, aligned clubs and partially aligned clubs.

#### **TAC CUP**

Once again the TAC Cup proved the best football nursery in the country.

About 60 percent of players selected in the 2010 NAB AFL National Draft were TAC Cup graduates, a ringing endorsement of Victoria's talented player pathway.

Vic Country overcame many logistical

hurdles to emerge triumphant in the AFL Under 18 National Championships. Many of those players as well as those who represented Vic Metro featured in the NAB AFL National Rookie Draft.

Congratulations to Calder Cannons on its TAC Cup premiership, the club's sixth flag in the past 10 seasons. Not surprisingly, many Cannons players were drafted.

The introduction of Greater Western Sydney to the TAC Cup for season 2010 added to the competition's status and

**Moving on:** Outgoing AFL Victoria CEO Peter Schwab at the Liston Trophy.





profile while providing players with a taste of preparing and travelling interstate to play football.

Sincere thanks again to Janet Dore and the team at the Transport Accident Commission for its continued sponsorship. The TAC has been involved with the competition since its inception nineteen seasons ago. It is a wonderful association and we are very proud of it.

### **Community Football**

Relationships with community leagues and the community at large have never been better.

As part of the community focus in 2010 there was an outer eastern corridor review to investigate the viability and structure of football in the area which provided pleasing results.

Gaining a greater appreciation of what makes community football tick so strongly was helped by meeting with most presidents and CEO's of all senior leagues and we certainly appreciated their time. Clearly, vibrant business plans and clarity for the future was evident from all those meetings and AFL Victoria is committed to continue to work closely to support the leagues with their plans.

Growth in participation numbers, crowd figures and general competition standards continue to surge, another healthy indicator for the state of the game.

Certainly, there was a significant decline in off field incidents and there is a direct correlation in this regard to how the competitions are managed.

AFL Victoria remains steadfast in its plan for football to be a family-friendly environment that maximises participation and attendance opportunities.

To this unswerving aim, AFL Victoria is conducting an alcohol behavioural review, which we expect will lead to the launch of an alcohol policy supported by many community leagues in the future.

### **Female Football**

AFL Victoria conducted an independent review on the Victorian Women's Football League during 2010, a process that saw many meetings with key stakeholders, including the VWFL executive and its members clubs.

The overwhelming result, as expected, highlighted that women's football has an outstanding future in Victoria as evidenced by the spiral in participation numbers through the youth girls leagues over the past five years.

We will continue to work closely with VWFL to ensure the appropriate development and focus is afforded to this crucial arm of the game.

### **Facilities Development**

Along with the support of the AFL, the State Government and respective local councils, the facilities development program continues.

There has been a range of facilities completed in the past 12 months, headlined by the opening of Highgate Recreation Reserve, Craigieburn. The state-of-the-art facilities and ground is used by Coburg Tigers, Calder Cannons and community football.

Many other projects to service VFL, TAC and community leagues are on the drawing board for 2011 and beyond which will continue to see better facilities for spectators and participants of our game.

---

***“Once again the TAC Cup proved the best football nursery in the country.***

***About 60 percent of players selected in the 2010 NAB AFL National Draft were TAC Cup graduates, a ringing endorsement of Victoria's talented player pathway.”***

---

### **Life Members**

AFL Victoria welcomed six new inductees to its Life Members roll.

Long serving Box Hill Hawks President and Board Member John Ure; Sandringham General Manager and former President John Mennie; Werribee Tigers Coach and former player Simon Atkins; North Ballarat premiership captain Shaune Moloney, Port Melbourne teammates Ryan McMahon and David Pitt were all inducted during the season. Congratulations to all the new Life Members for their outstanding contribution to the VFL.

Also, congratulations to John Kempf, a stalwart at Sandringham Football Club for decades, on receiving the Alec Gillon Medal.

### **Sponsors**

The continued growth of Victorian football owes much to the generous support of several corporations.

Particularly, AFL Victoria would like to recognise the Department of Planning and Community Development, Ford, Vic Health, the Melbourne Cricket Club Foundation, the Department of Justice and 'Go for your life' for their commitment to Victorian football.

### **Administration Headquarters**

Throughout the year a feasibility study was conducted in relation to our academy development, administration and office requirements in regard to where our future headquarters should be located. What was concluded was that a move of AFL Victoria's administration from the MCG to Visy Park Carlton would better cater for our needs. This move was completed just before the New Year. As well as occupying renovated Visy Park offices, AFL Victoria will also be able to utilise the ground for its various Academies and provide a gym facility for the talented player pathway participants. Both had been long term priorities within AFL Victoria. This move will allow our academy programs to reach new heights.

### **Appreciation**

On behalf of the AFL Victoria Board I would like to offer our sincere gratitude to recently departed CEO Peter Schwab, whose tireless leadership, passion, commitment, work and results have been greatly appreciated.

Peter has moved to the position of AFL Director of Coaching and I am sure you join me in wishing him well with his future endeavours.

Thanks also go to all AFL Victoria staff for their committed work and enthusiasm to grow and develop our game.

To my Board, a special thanks for their extensive support, belief and dedication to ensure the on-going success and strength of Victorian football. Particular thanks to David Doherty and Ray Gunston who have chaired our sub committees for their professional and innovative guidance.

### **In Closing**

There is no doubt football in Victoria is in good shape. The Board of AFL Victoria has a greater focus than ever before to bring improved value to our stakeholders in pursuit of our common goal which is to make our game the most watched, played and attended sport in Australia. Thank you for your support in 2010 and we look forward to an even greater year in 2011. ■

# 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 regularly played state representative football.



**DAVID DOHERTY OAM**  
CHAIRMAN & DIRECTOR OF AFL VICTORIA  
DEVELOPMENT ADVISORY BOARD

David is a consulting professional and past national Chairman of the Logistics Association of Australia. David umpired over 300 games and was involved in coaching junior football. He is a past president of the VMFL and now a Director of the AFL Victoria Board. He is also chairman of the Transport, Distribution and Logistics Industry Round Table and President of the Canada-Australia Institute.



**PETER SCHWAB**  
CEO

CEO of AFL Victoria, Peter holds a Bachelor of Education (Physical Education and English). Peter is a three-time premierships player with Hawthorn, where he was later appointed to the Senior Coach position. Peter was formerly the Chairman of the AFL's Match Review Panel.



**STEPHEN JONES**  
PARTNER, ATM CONSULTANTS

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.



**JOHN JORDAN**  
SENIOR BARRISTER

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.



**GEOFF ALMOND**

Geoff retired from Australia Post as National Manager of Delivery Equipment and Services Systems. Geoff has extensive experience as a junior football administrator, sitting on junior club and league boards for more than 20 years.



**NICHOLAS BOURKE**  
MANAGING DIRECTOR, BOURKE PROPERTY

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**  
CHIEF FINANCIAL OFFICER, TATTS GROUP

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**  
GENERAL MANAGER –  
LEGAL AND BUSINESS AFFAIRS, AFL

Andrew joined the AFL in 2000 as legal counsel and was appointed General Manager – Legal and Business Affairs in 2004. Andrew has been involved with Victorian club football, having played 290 games in the VAFA.



**DAVID MATTHEWS**  
GENERAL MANAGER –  
GAME DEVELOPMENT, AFL

David was the Geelong Football League General Manager from 1993-96 before being appointed the VCFL Operations Manager in 1997. In 1998 David joined the AFL and was AFL Auskick and Participation Manager for five years before being appointed General Manager – Game Development in 2004.

# ADVISORY BOARD



**DAVID DOHERTY OAM**  
**CHAIRMAN & DIRECTOR OF AFL VICTORIA**  
**DEVELOPMENT ADVISORY BOARD**

David is a consulting professional and past national Chairman of the Logistics Association of Australia. David umpired over 300 games and was involved in coaching junior football. He is a past president of the VMFL and now a Director of the AFL Victoria Board. He is also chairman of the Transport, Distribution and Logistics Industry Round Table and President of the Canada-Australia Institute.



**BRAD OSTERMEYER**  
**EXECUTIVE DIRECTOR INFRASTRUCTURE,**  
**REGIONAL DEVELOPMENT VICTORIA**

As an Executive with Regional Development Victoria Brad combines specialist expertise in investment attraction and facilitation, and has over 25 years involvement in community football as a player and administrator at club level. Brad also has previous experience within the AFL Victoria ranks heading up the Community Football Department.



**DIANA TAYLOR**  
**CORPORATE LAWYER,**  
**MACPHERSON & KELLEY**

Diana brings 10 years experience in football as an administrator and member of a number of tribunals. She was the first woman appointed to the VFL Tribunal and Appeals Board and was President of the Western Region Football League from 2007 to 2009. Diana is a member of the Geelong FC Board, chairperson of AFL Victoria's Fair Game: Respect Matters Reference Group and Nine Lives – Geelong. Diana is a corporate lawyer specialising in workplace relations and financial services law and is currently the Executive Counsel at law firm Macpherson & Kelley.



**IAN HAMM**  
**DEPUTY DIRECTOR,**  
**INDIGENOUS 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. He has had a wide level of exposure to policy development and program management through Government Offices and is currently the Executive Director of Aboriginal Affairs Victoria. Ian is also the former President of the Western Region Football League, one of the major Australian Football leagues in Melbourne.



**PETER SCHWAB**  
**CEO**

CEO of AFL Victoria, Peter holds a Bachelor of Education (Physical Education and English). Peter is a three-time premierships player with Hawthorn, where he was later appointed to the Senior Coach position. Peter was formerly the Chairman of the AFL's Match Review Panel.



**DEREK HUMPHERY-SMITH**  
**PARTNER, LANDER & ROGERS**

As Head of Workplace Relations & Safety Derek has an impressive national and international client base. Derek also has a comprehensive background in sports law and currently acts for a number of AFL clubs in this capacity. Formerly an AFL field umpire Derek can be heard as a media commentator with the Herald Sun and SEN.



**GEOFF ALMOND**

Geoff retired from Australia Post as National Manager of Delivery Equipment and Services Systems. Geoff has extensive experience as a junior football administrator, sitting on junior club and league boards for more than 20 years.



**JOHN DOHERTY**  
**SENIOR MAGISTRATE, SUNSHINE REGION**

Victorian Magistrate for 18 years, including six in charge of the western suburbs and now based at Broadmeadows Court. Strong commitment to the development of football particularly among junior clubs. Management background in courts and harness racing.

# GROWING OUR GREAT GAME



**PETER SCHWAB**  
AFL VICTORIA CEO

**In any given year you seek moments in the game where you sense something different, better or sometimes worse happening. If I had to pick a moment in the 2010 season it would be driving out to Craigieburn to the Highgate Recreation Reserve, the newest venue in metropolitan Melbourne, to watch a former Rugby League star take his first steps towards an AFL career in a match between an interstate team the Gold Coast Suns against Coburg in the VFL.** It probably encapsulated a lot of things about where our game is and where it is heading. Firstly the size of the crowd which attended the game means people love something different in our game. Secondly it was played in a growth corridor of Melbourne showing that as the city spreads so does the game. Thirdly it was at a facility and venue built on the back of a partnership between local, state and federal governments with the input of the AFL and AFL Victoria (AFLV). Fourthly it showcased the growth of the game nationally. Finally it highlighted the game's ability to attract the best athletes from other sports.

Overall football in Victoria still attracts a significant number of participants who in turn are supported by the volunteers, the umpires, coaches and administrators of the game.

## Challenges

We also work in a market with other sports who are also trying to grow their participation and volunteer numbers. But the biggest problem we are all facing is inactivity within our communities. In 2010 Auskick numbers dropped slightly. Should we be concerned? Is it price related? We have always provided

a very reasonably priced introduction program particularly when compared against other sports in the same area, but we do need to be conscious of this factor. Arguably as we drop the entry age into community football we must expect a number will cross over from Auskick to junior football. While not flagging a small decrease in Auskick numbers in a single year as a major issue we do need to remain vigilant about the great product of Auskick which has always underpinned our participation levels.

While there was marginal growth in club

---

***“If I had to pick a moment in the 2010 season it would be driving out to Craigieburn to the Highgate Recreation Reserve, the newest venue in metropolitan Melbourne, to watch a former Rugby League star take his first steps towards an AFL career...”***

---

football numbers there are still more than 134,000 participants across the State. When you analyse how many people support those players, how many attend community games and how much money sponsors at local level and the local and state governments provide to community football it remains a massive social activity.

## Female Football

Female football had the most growth of any segment, particular in youth girls who continue to grow not just in numbers but in the standard of play. There are

now 39 teams across six competitions in youth girls segment. Also we hosted the inaugural Under 18 National Championships in Melbourne in 2010 with two Victorian teams representing the State.

Flowing on from this increase in female football AFLV has just conducted a review across all female segments with some great initiatives suggested in that review to further develop the game for women and girls.

## Volunteers

Once 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 increasing compliance environment. But also important to this group of people is to recognise their contribution at all levels. This I must say is happening with most major leagues presenting significant recognition of volunteers at their presentation nights. I also would like to add my support for the ever increasing professional quality of league season launches. They are a great example of the respect leagues have for their clubs and their desire to lift the overall professionalism of their organisation and their member clubs.

## Social Programs

The other significant change I have observed in community football in my time has been the growth in the depth and breadth of social programs our leagues are committed to supporting such as respect for women (Fair Game, Respect Matters Program), Beyond Blue (depression), alcohol related violence



**Home and Away:** Werribee and Coburg battle it out in round 10 of the VFL season.



**AFL Auskick:** While not flagging a small decrease in Auskick numbers in a single year as a major issue we do need to remain vigilant about the great product of Auskick which has always underpinned our participation levels.

(Championship Moves), Road Safety (TAC), Blue Ribbon (Police), Call To Arms (cancer campaign) to name but a few of the many worthy charities and causes our leagues believe in assisting. AFLV has been pleased with the work being done by Essendon Districts and Northern Football Leagues in the expansion of the Fair Game, Respect Matters Program which now engages 41 clubs. We'd also like to recognise those leagues that assisted us to trial the Alcohol Policy Development initiative to evaluate low alcohol consumption at their Grand Finals, which was conducted at Western Region FL, Central Highlands FL and

Essendon Districts FL. The outcomes from that initiative have been evaluated by Latrobe University.

**Code of Conduct**

In 2010 the State Government introduced a Code of Conduct, which football was very happy to assist in formulating, given our extensive policy and practical work around this vital area of behaviour at sporting events. While we recognise the occasional incidents of poor spectator behaviour at matches, the majority of people involved in our game at all levels do conduct themselves in a manner which allows players, coaches, administrators,

officials, support staff and spectators to enjoy the experience. But as administrators and lovers of our game we must be vigilant and continually remind ourselves and everyone involved that the number one reason children play sport is for fun, and once the enjoyment is removed from their experience they will drop out.

**Talent Programs**

Our talent programs notably through the TAC Cup clubs and their associated regions continue to achieve their objectives of producing high AFL Draft numbers and quality footballers who either go onto the VFL or return to

play community football better for the experience.

In 2010 Vic Country won the NAB AFL Under 18 National Championships in a very tight competition. Vic Metro also performed well.

The AFL Under 16 National Championships were played in Blacktown in Western Sydney where both country and metro teams performed well. Victoria was well represented when it came to All-Australian selection with 12 making the Under 18 team, and 15 boys being selected to the 2010/2011 AIS-AFL Academy Squad.

### Pathway

All football stakeholders should be proud of the success rate Victoria has in producing players for the AFL as they have all at some stage passed through the pathway of Victorian football. We are very pleased 95% of all graduates from the TAC Cup play football after exiting the TAC Cup program. This is a statistic we are just as proud of as the number of players drafted. Like any level of junior football our aim is to make sure players come back to the game each season.

The VFL competition had another fine season with the standard continuing to improve. There is no doubt the AFL listed players assist in achieving this, but we are also pleased with the quality of non-AFL listed players and we feel certain the VFL will become an even bigger recruiting competition for the AFL with the introduction of the two new AFL franchises.

All of us involved in the VFL took great interest in the form of Michael Barlow (Fremantle) and James Podsiadly (Geelong) who showed they could play a significant role at AFL level. In addition Alex Silvagni (Fremantle) and Marcus Marigliani (Essendon) were other former VFL players to debut in 2010. Once again we are hopeful of more VFL players making the step up.

### Success

The VFL was also successful in its State match against Western Australia in Perth winning by 55 points in a high standard performance. Matt Little won the Frank Johnson Medal as Victoria's best player. North Ballarat's Gerard Fitzgerald was the successful coach. Gerard went on to coach North Ballarat to their third successive premiership at Etihad Stadium in the 2010 VFL Grand Final -

an outstanding achievement by coach, players and club.

Congratulations must be extended to all our TAC Cup and VFL clubs and especially the premiers of the TAC Cup the Calder Cannons who have now won back to back premierships and have been the most successful on-field team in the competition's 19 year history.

I would also like to congratulate all our local Clubs and leagues and acknowledge those who have had a successful season and to all those Clubs who won a premiership. There are great competitions right across our state and the interest in the finals series and grand finals is enormous in community football.

### Issues

On other matters of interest the issue of ground maintenance is important. As our game grows we will require more training and games to be played and this doesn't allow for the recovery of our playing grounds at certain venues, which deteriorate under constant use.

This is not just our problem as a sport, this is a problem for other sports which share the same venues and for councils which have responsibility for them. Only in a true partnership 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 whenever developers and councils responsible for growth areas are planning. We cannot grow participation if we do not have anywhere to play.

Facilities, whether maintaining existing ones or building new ones, remains a big issue. The amount of money required in this area alone is significant. There is no easy answer, but a great example of working with a community and its supporters to build an outstanding facility is what Peter Francis, AFLV's Regional Manager for Gippsland, was able to do at Morwell.

AFLV not only has an obligation to provide development programs across all segments, it is one of our major strategic plan objectives. We must and we do support the following: our community leagues and their clubs and in doing so assist their network of volunteers, to promote football in our school networks, grow umpiring numbers, administer the Talent Pathway via the TAC Regions and the VFL competition, provide access to the game to marginalised groups within our community, build an interest in

our game with new arrivals as well as represent our game's best interests to all levels of government.

### Partnerships

Another challenge for AFLV is to secure enough financial resources 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 - the State Government via their departments and in particular the SRV department and its former Minister James Merlino, Vic Health, TAC, Ford Australia and the MCC via their Foundation are all assisting us to achieve this.

Vic Health continues to invest significant funds into our community football support programs. The TAC invests heavily into our Talent Pathway the TAC Cup Competition, and the MCC help significantly with our school programs. Without these partnerships it would significantly impact on our capacity to nurture and grow the game's future in this State.

### Acknowledgement

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

I would like to acknowledge the hard work, dedication and strategic guidance the Board of AFL Victoria led by Chairman Grant O'Riley provide and wish them good luck in the future role of supporting Victorian Football.

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

To all AFL Victoria staff your commitment and support for the game is unquestionable and you should feel pride in what you do for the game in Victoria. I'd also like to personally thank my assistant Silvana Hurst for making my role so much easier.

I would like to finish with a favourite quote of mine from American legend NFL Coach Vince Lombardi, which sums up how I believe everyone involved in football in this great state should view the game and their involvement in it.

"Teamwork requires everyone to always ask: "How do I make it easier for my teammate?" ■

# THE TALENT PATHWAY



**JOHN HOOK**  
AFL VICTORIA  
FOOTBALL OPERATIONS  
MANAGER

**SEASON 2010 once again showcased the ever increasing high standard of football played weekly in the Victorian Football League. It was evident on a raft of levels: AFL and VFL competitions, State representative matches and, at the year's end, the NAB AFL National Pre-Season and Rookie Drafts and trade periods. More and more recognition was bestowed upon the VFL in the player talent pathway.**

Former VFL Team Of The Year representatives Michael Barlow (ex-Werribee Tiger) and James Podsiadly (ex-Werribee Tiger/Geelong) underscored the talent of the VFL when they stepped straight into the AFL arena in 2010 and made an immediate impact with Fremantle and Geelong respectively. Significantly, it raised the awareness of the competition in the eyes not only of AFL club recruiters, but also the greater football community. Certainly, Michael Barlow highlighted the importance of the football pathway. Barlow graduated from country club Shepparton, tried out with St Kilda and then was recruited to play with Werribee Tigers. After two seasons in the VFL, where he was named Fothergill Round Medallist for the most promising young player with the potential to play AFL, and selected in the VFL Team Of The Year, he was then selected by Fremantle in the NAB AFL Rookie Draft.

It's a similar storyline for Isaac Smith, a first round NAB AFL National Draft selection by the Hawthorn Football Club. Remarkably, Smith started the 2010 season playing for Redan in the Ballarat Football League, captured the attention of North Ballarat and ended the season playing in the club's historic third

successive premierships. The Michael Barlow and Isaac Smith stories reinforce the importance of the talent pathway and the second tier football structure.

After two seasons playing the VFL and TAC Cup Grand Finals on the eve of the AFL Grand Final, season 2010 saw both Grand Finals played on the Sunday before the AFL Grand Final at Etihad Stadium. It proved a resounding success as it showcased AFL Victoria's two major competitions. For the second successive year North Ballarat and Northern Bullants squared off for the VFL Grand Final and again North Ballarat emerged

---

***"Former VFL Team Of The Year representatives Michael Barlow (ex-Werribee Tiger) and James Podsiadly (ex-Werribee Tiger/Geelong) underscored the talent of the VFL when they stepped straight into the AFL arena in 2010 and made an immediate impact..."***

---

as victors, 20.13.133 to Northern Bullants' 13.8.86. Congratulations to all involved at the North Ballarat Football Club for achieving a feat accomplished only seven times in the previous 100 years. Extended kudos to president Peter Wilson, coach Gerard Fitzgerald and captain Shaune Moloney, who've held such pivotal positions in all three flags. Clubs cannot achieve such success without a professional administration. North Ballarat was splendidly led off the field by General Manager Mark Patterson and Football

Manager Marg Richards.

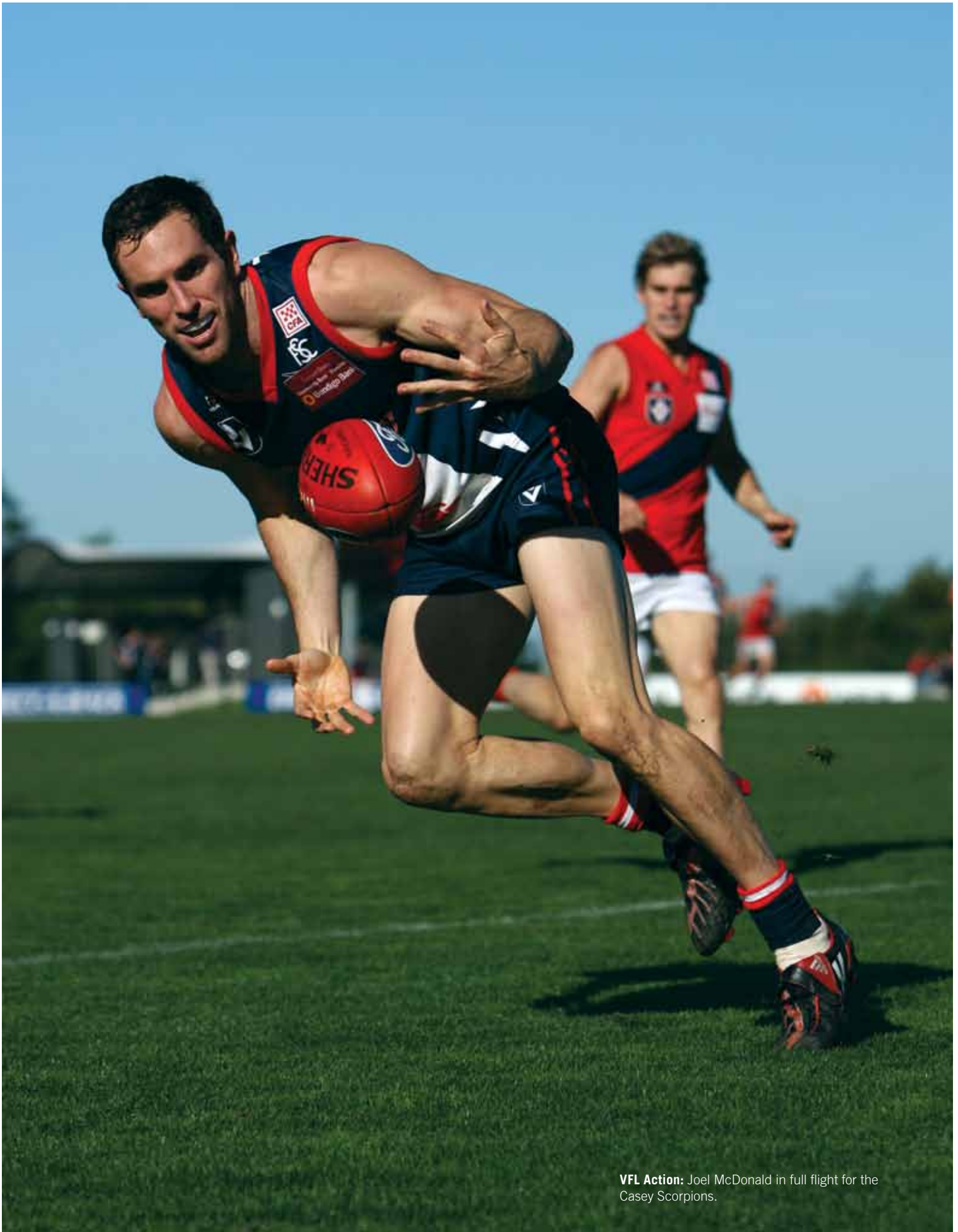
Clearly, the introduction of the Gold Coast Football Club to the 2010 VFL season created enormous interest, media exposure and a snap shot of the young talent in the AFL's 17th team. Who could forget the unprecedented media coverage and interest generated by former rugby league star Karmichael Hunt when he made his debut for Gold Coast at the Highgate Recreational Reserve, Craigieburn against the Coburg Football Club. Gold Coast proved to be a competitive unit and we wish them well in their first year in the AFL competition in 2011. Certainly, AFL Victoria is proud to have helped the Suns in its preparation in entering the AFL.

## **Draft**

While the 2009 draft gave a number of VFL players the opportunity to become part of an AFL club environment, the recently held 2010 NAB AFL National Draft, Pre-Season and Rookie Drafts continued that trend. Isaac Smith, a first year player with North Ballarat was selected in the first round by Hawthorn. Williamstown's Peter Faulks and Smith's teammate Cameron Richardson ended up on the lists of Fremantle and North Melbourne respectively in pre-trade deals.

The AFL Pre-Season Draft saw a further two VFL players – Nathan Ablett (Gold Coast) and Michael Hibberd (Frankston) selected by Gold Coast and Essendon respectively – advance their careers. The AFL Rookie Draft saw an additional six players – Stephen Clifton (North Ballarat), Ben Jakobi (Coburg Tigers), Cameron Pederson (Box Hill Hawks), Ed Curnow (Box Hill Hawks), Jonathon





**VFL Action:** Joel McDonald in full flight for the Casey Scorpions.



Simpkin (Geelong) and Robert Campbell (Box Hill Hawks) – selected by AFL clubs. It took to 11 the number of VFL players who will find themselves on an AFL list in the 2011 season. Indeed, it was especially pleasing to see two VFL medal winners – co Liston Trophy winner Stephen Clifton and Fothergill Round Medallist Michael Hibberd – rewarded with an opportunity at the elite level. We wish both well as a new chapter in their football career opens.

#### Individual Honours

Heading this year's honour roll was North Ballarat midfielder Steve Clifton and Port Melbourne midfielder Shane

Valenti who tied for the JJ Liston Trophy. Williamstown spearhead Matthew Little claimed the Jim 'Frosty' Miller Medal for the first time with a total of 80 goals. Frankston's Michael Hibberd won the Fothergill-Round Medal for the competition's most promising player who in the opinion of the selection panel has the potential to take his game to a higher level. Myles Sewell, winner of the 2009 JJ Liston Trophy, was awarded the 2010 Norm Goss Medal for best on ground in the Grand Final.

At VFL reserves level, Williamstown's Matthew Cravino won the A. Todd Medal, awarded to the fairest and best player. Box Hill Hawks Andrew Renton won

the Fred Hill Memorial Medal for best on ground in the Hawks' 17-point win against Williamstown in the VFL Reserves Grand Final.

#### State Match

The Western Australian Football League played host to a State match against the VFL in Perth on May 22. While our preparation time was considerably shorter than the WAFL it did not diminish the hard work, commitment and dedication of the coaching staff and players. I must also add my thanks to all VFL clubs and their respective coaches who provided outstanding feedback and support in this selection process.



**Hard to Beat:** For the third year in a row, North Ballarat won the VFL premiership.

Under the leadership of coach Gerard Fitzgerald and captain Brett Johnson, the VFL posted an emphatic victory. The coaching panel was led by head coach Gerard Fitzgerald, defensive coach, Port Melbourne's Gary Ayres; forward coach, Williamstown's Peter German and midfield coach, Northern Bullants' Robbie Maiorana. The other important group was the selectors led by Chairman of Selectors Bruce Davis and supported by Col Kinnear and Peter Weightman. Again we had a wealth of experience from this group and their initial leg work in the viewing of games within the first five rounds was essential.

Support personnel are critical for any successful team and we gave the clubs the opportunity to nominate long serving staff within their clubs to be a part of the Victorian team. These people were outstanding in their roles and their professionalism helped immensely in our win. Much credit goes, however, to Gerard Fitzgerald, whose management and people skills were able to mould a strong group of characters into an excellent cohesive unit. Coupled with his organisational skills and strong coaching philosophies it enabled the team to perform at their maximum on the day. Indeed, it was a brilliant display. The

hardness and ability to win the contested ball along with excellent disposal, by both hand and foot, was the catalyst for an excellent victory: 20.11.131 to West Australia 11.10.76. Williamstown full forward Matthew Little, who kicked seven goals, won the Frank Johnston Medallist for the best Victorian player. The state game also presented Collingwood 'rookie' Jarryd Blair, a former Morrish Medallist, with an opportunity to play at the highest level he'd experienced. Blair's outstanding game was rewarded not long after by his elevation to Collingwood's senior list and then his first AFL match. The rest, as they say, is history as Blair held his spot



**The Stage is Set:** Gippsland Power and the Calder Cannons line up for the national anthem at the 2010 TAC Cup Grand Final.

and played in Collingwood's premiership team. Once again, the 23rd player rule continued to evolve and provide current and exiting TAC Cup players with an opportunity to play senior VFL football. Anything that enhances the opportunity of players through the Victorian player pathway must be viewed as a positive.

### Life Membership

Life membership is a great honour in any organisation and some fantastic long-time servants of the VFL were duly recognised and rewarded in 2010. Players Shaune Moloney (North Ballarat), David Pitt and Ryan McMahon (Port Melbourne) received their automatic life membership for reaching the 175 game milestones. Werribee Tigers' coach Simon Atkins also received automatic life membership for reaching the 175 games as a player and a coach. John Ure and John Mennie, two great club administrators, were also recognised for their contributions not only to their clubs but to the VFL competition as well. Ure and Mennie have served tirelessly Box Hill and Sandringham respectively for decades. Sandringham Football Club's John Kempf was the

recipient of the Alec Gillon Award, which is awarded for outstanding service to a club or the league.

### Facilities

The redevelopment of VFL venues remains a priority for AFL Victoria. Improved facilities will generate revenue and improve the standard and reputation of the competition. Certainly, the opening of the Highgate Recreation Reserve at Craigieburn was a fantastic addition to not only the VFL, but also the TAC Cup and community football. Our thanks are extended to the Federal and State governments, Hume Council, AFL and AFL Victoria who all contributed to this magnificent venue.

### Appreciation

On behalf of AFL Victoria, I would like to thank the ABC for its professionalism and continued support of the VFL throughout 2010, culminating in the fantastic live coverage of the VFL's showpiece. The VFL competition over the last two years has proven to be an extremely important component of the AFL talent pool. The game of football cannot proceed without the umpires and I wish to

congratulate AFL Victoria's State Director of Umpiring Kevin Mitchell and his assistant Angela Lindsay for their professionalism in running our umpiring department. I would also like to extend my congratulations to the umpires that controlled the VFL Grand Final - Field Umpires: Matthew Leppard, Matthew Brown and Brett Ritchie; boundary umpires Drew Kowalski, Michael Marantelli and Patrick Tongue as well as goal umpires Courtney Lai and Anthony Kyrkou. Another important component of the VFL competition is the Tribunal. As usual Chairman Eddie Power and all of the Tribunal members provided the professionalism, guidance and fairness that goes with such an important position. The VFL competition continues to produce a high standard of attractive and entertaining football and this is matched by the Tribunal's regulation of the rules, which makes the VFL a competitive, but fair competition. 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 undoubtedly is. ■

# VFL SEASON 2010

2010 FINAL LADDER	P	W	L	D	B	FF	FOR	AG	PC	PTS
<b>Williamstown</b>	18	15	3	0	0	0	2174	1312	165.70	60
<b>North Ballarat</b>	18	15	3	0	0	0	1650	1260	130.95	60
<b>Casey Scorpions</b>	18	14	4	0	0	0	1619	1471	110.06	56
<b>Port Melbourne</b>	18	13	5	0	0	0	1946	1506	129.22	52
<b>Box Hill Hawks</b>	18	11	7	0	0	0	1663	1531	108.62	44
<b>Northern Bullants</b>	18	10	8	0	0	0	1814	1539	117.87	40
<b>Collingwood</b>	18	10	8	0	0	0	1672	1509	110.80	40
<b>Bendigo Bombers</b>	18	10	8	0	0	0	1564	1533	102.02	40
Sandringham	18	7	11	0	0	0	1366	1463	93.37	28
Gold Coast	18	5	12	1	0	0	1409	1706	82.59	22
Coburg Tigers	18	5	13	0	0	0	1502	1757	85.49	20
Geelong	18	5	13	0	0	0	1401	1743	80.38	20
Werribee Tigers	18	4	13	1	0	0	1586	1957	81.04	18
Frankston	18	1	17	0	0	0	1000	2079	48.10	4

## VFL GRAND FINAL RESULTS & AWARDS

### SENIORS

#### Grand Final

North Ballarat 20.13 (133) def.  
Northern Bullants 13.8 (86)

#### Norm Goss Medal (Best player in Grand Final)

Myles Sewell (North Ballarat)

#### Umpires

Field: Matthew Leppard, Matthew Brown,  
Brett Ritchie  
Boundary: Drew Kowalski, Michael Marantelli,  
Patrick Tongue  
Goal: Courtney Lai, Anthony Kyrkou

#### JJ Liston Trophy (Best and Fairest)

Steve Clifton (North Ballarat)  
and Shane Valenti (Port Melbourne)

#### Fothergill-Round Medal

(Most promising young player)  
Michael Hibberd (Frankston)

#### Jim 'Frosty' Miller Medal

(Leading goalkicker in the home & away season)  
Matthew Little (Williamstown, 80 goals)

### RESERVES

#### Grand Final

Box Hill Hawks 17.20 (122) def.  
Williamstown 16.9 (105)

#### Fred Hill Memorial Medal

(Best player in Grand Final)  
Andrew Renton (Box Hill Hawks)

#### Umpires

Field: Andrew McCoy, Daniel Craig,  
Jamie Grindal  
Boundary: Nicholas Laurence, Stephen Gloag,  
Matthew Tomkins  
Goal: Dean Jones, Michael Richardson

#### A. Todd Medal

(Best and Fairest)  
Matthew Cravino (Williamstown)

## 2010 VFL TEAM OF THE YEAR

<b>B</b>	<b>Michael Stockdale</b> Casey Scorpions	<b>Peter Faulks</b> Williamstown	<b>Adam Iacobucci</b> Northern Bullants
<b>HB</b>	<b>Michael Hibberd</b> Frankston	<b>Sam Pleming</b> Port Melbourne	<b>Cameron Richardson</b> North Ballarat
<b>C</b>	<b>Ben Davies</b> Williamstown	<b>Brett Johnson</b> Williamstown	<b>Sam Power</b> Coburg Tigers
<b>HF</b>	<b>David Swallow</b> Gold Coast	<b>Callum Sinclair</b> Port Melbourne	<b>Stephen Clifton</b> North Ballarat
<b>F</b>	<b>Zac Smith</b> Gold Coast	<b>Matthew Little</b> Williamstown	<b>Shane Valenti</b> Port Melbourne
<b>R</b>	<b>Orren Stephenson</b> North Ballarat	<b>Myles Sewell</b> North Ballarat	<b>Ed Curnow</b> Box Hill Hawks
<b>Int</b>	<b>Russell Gabriel</b> Frankston	<b>Dom Gleeson</b> Werribee Tigers	<b>James Wall</b> Casey Scorpions
	<b>Toby Pinwill</b> Port Melbourne	<b>Jonathan Simpkin</b> Geelong	<b>Ben Jolley</b> Williamstown
<b>Coach</b>	<b>Gerard Fitzgerald</b> North Ballarat		

## CLUB INFORMATION



**BENDIGO BOMBERS**  
Queen Elizabeth Oval  
View Street, Bendigo 3350  
Joined VFL: 1998 Premierships: 0  
2010 Coach: Shannon Grant  
bendigobombers.com



**BOX HILL HAWKS**  
Box Hill City Oval, Cnr Middleborough and  
Whitehorse Roads, Box Hill 3128  
Joined VFL: 1951 Premierships: 1  
2010 Coach: Brendan Bolton  
boxhillhawks.com.au



**CASEY SCORPIONS**  
Casey Fields, Berwick-Cranbourne Road,  
Cranbourne 3977  
Joined VFL: 1982 Premierships: 5  
2010 Coach: Brad Gotch  
scorpions.com.au



**COBURG TIGERS**  
Multiplex Stadium, Harding Street, Coburg 3058  
Joined VFL: 1925 Premierships: 6  
2010 Coach: David Newett  
coburgtigers.com.au



**COLLINGWOOD**  
Victoria Park, Lulie Street, Abbotsford  
Joined VFL: 2000 Premierships: 0  
2010 Coach: Gavin Brown  
collingwoodfc.com.au



**FRANKSTON**  
Frankston Oval, Cnr. Young Street and Ploughman  
Place, Frankston 3199  
Joined VFL: 1966 Premierships: 0  
2010 Coach: Simon Goosey  
frankstonfc.com.au



**GEELONG CATS**  
Skilled Stadium, Kardinia Park Latrobe Terrace,  
Geelong 3220  
Joined VFL: 2000 Premierships: 2  
2010 Coach: Dale Amos  
geelongfc.com.au



**GOLD COAST**  
Fankhauser Reserve, Olsen Avenue, Southport  
Joined VFL: 2010 Premierships: 0  
2010 Coach: Guy McKenna  
goldcoastfc.com.au



**NORTH BALLARAT ROOSTERS**  
Eureka Stadium, Creswick Road  
North Ballarat 3550  
Joined VFL: 1996 Premierships: 3  
2010 Coach: Gerard Fitzgerald  
theroosters.com.au



**NORTHERN BULLANTS**  
Preston City Oval, Cramer Street, Preston 3072  
Joined VFL: 1903 Premierships: 4  
2010 Coach: David Teague  
northernbullants.com.au



**PORT MELBOURNE**  
TEAC Oval, Williamstown Road,  
Port Melbourne 3207  
Joined VFL: 1886 Premierships: 15  
2010 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  
2010 Coach: Andy Lovell  
sandringhamfc.com.au



**WERRIBEE TIGERS**  
Avalon Airport Oval, Walton Street, Werribee 3030  
Joined VFL: 1965 Premierships: 1  
2010 Coach: Simon Atkins  
werribee.com.au



**WILLIAMSTOWN**  
Burbank Oval, Morris Street, Williamstown 3018  
Joined VFL: 1884 Premierships: 13  
2010 Coach: Peter German  
williamstown.afvic.com.au

# WHERE CHAMPIONS ARE BORN

**Encouraging Signs:** In 2010 Victoria Country won the AFL Under 18 National Championships in a very tight competition. Metro also performed well.

**VICTORIA remains the undisputed best nursery of young talent in Australia. It was evident across all levels throughout a stellar 2010. Once again, the TAC Cup underscored its status as an outstanding development competition as it prepares players to obtain the maximum of their ability so they exit to whatever level of competition as better players and individuals.**

As has been the case throughout its ever strengthening journey and history, the TAC Cup proved the No 1 competition in providing players to AFL clubs through the NAB AFL National and Rookie Drafts. The TAC Cup competition contributed 44 new players (59%) in the NAB AFL National

Draft. Significantly, 14 TAC Cup players were among the first round selections, including four – Andrew Gaff (Oakleigh Chargers), Josh Caddy (Northern Knights), Dyson Heppell (Gippsland Power) and Dion Prestia (Calder Cannons) – in the first 10 selections. Included in the draft percentages is one non-Victorian player Ben Mabon, who played with the Murray Bushrangers but is a residentially tied NSW player. In essence, he was drafted because his development was enhanced by playing in the TAC Cup.

In providing a clear, untainted picture in identifying the pathway of new talent into the AFL via the 2010 NAB AFL National Draft it is best to break down

the raw material. After the trading period and deleting previously listed players there were a total of 75 new selections from the 112 draftees. Clearly, Victoria was dominant on all levels. Victoria's percentage of players selected was more than three times higher than the next State – West Australia, who provided 17%. Breaking down the numbers even further, 64% of the first round selections were from the TAC Cup along with Isaac Smith from VFL club North Ballarat; 63% of second and third round selections respectively were from the TAC Cup and 33% of the fourth round selections were from the TAC Cup. Greater Western Sydney was able to



prelist NSW residential players prior to the National Draft and these four players – Kurt Aylett (North Ballarat Rebels), Anthony Miles (Murray Bushrangers), Mark Whiley (Murray Bushrangers) and Sam Schultz (Murray Bushrangers) - all played in the TAC Cup system. While this quartet are viewed as NSW players there is little doubt the TAC system helped contribute to their prelisting. If these players were taken into account, the TAC competition's contribution to percentage of new talent would be 60%. The NAB AFL Rookie Draft saw a further 10 TAC Cup players selected by AFL clubs. AFL Victoria's contribution to the AFL club lists from the 2010 drafts is

outstanding from both the VFL and TAC Cup competitions. Again I wish to acknowledge the exceptional work by our High Performance Managers Anton Grbac and Leon Harris. Their assessment of our talent pool and their capacity to work with all stakeholders is a major reason why AFL Victoria achieved these results. I would also like to thank all our talent Region Managers and coaches for all their hard work. It only goes to reinforce our structure and the quality of people who do so much for the Victorian talent pathway. As usual, season 2010 provided many highlights, none greater than Vic Country's success in the NAB AFL Under 18 National Championship. Under the

guidance of former Calder Cannons premiership coach Rob Hyde, Vic Country emerged with the Championship title for the first time since 2003. Gippsland Power's Dyson Heppell was named by the AFL as Country's MVP while Dandenong Stingrays Mitch Hallahan was chosen by the coaching panel as the best Vic Country player. Vic Metro also performed extremely well, winning four games and losing only to Vic Country. Calder Cannons' Matthew Watson was named by the AFL as Metro MVP with Oakleigh Chargers' Tom Schneider the Metro best player. No fewer than 12 TAC Cup players, including 11 Victorians, featured in the All Australian Team: Shaun Atley, Lucas Cook, Mitch



**Winners:** Calder Cannons went back to back in 2010, winning the TAC Cup.

Hallahan, Dyson Heppell, Jayden Pitt and Adam Treloar (Vic Country); Josh Caddy, Andrew Gaff, Ben Jacobs, Tom Liberatore, Matthew Watson (Vic Metro) and Anthony Miles (NSW/ACT, who played with Murray Bushrangers during the season). Capping off the Victorian dominance, Rob Hyde was named as All Australian coach. A special thank you to all of the staff who contributed to the representative programs especially Robert Dean (Vic Metro) for his outstanding contribution over many years and to the Vic Country staff who received Service Awards including Carli Harri, John Hunt, Brian Kinder, Les Ponton, Richard Embelton, Paul O'Dwyer and Stuart Page. Well done to Andrew Nicol (Vic Metro) and Garry Lyon (Vic Country) on their first year coaching in the NAB AFL National Under 16 National Championships. A total of 15 or 50% of the AFL/AIS Academy scholarships were awarded to Victorian players.

Calder Cannons continued its phenomenal run of premierships in the 21st century as they emerged from seemingly nowhere to win its sixth flag since 2001. The Cannons, under Martin Allison's coaching, climbed from seventh at the end of the home and away season and with its full complement of private school players, marched undefeated through each week of the finals under the new final 12 series format. The Cannons proved too strong for Gippsland Power in posting a 58 point

win, 17.14 (116) to 8.10 (58). Cannons' captain and dominant midfielder Mitch Wallis was named the TAC Medallist for best on ground in the Grand Final. Season 2010 was littered with many individual highlights. Gippsland Power captain Dyson Heppell and Sandringham Dragons captain Jackson Sketcher tied for the Morrish Medal, awarded on the votes of the umpires for the fairest and best player in the TAC Cup. Northern Knights' Adam Marcon won the TAC Cup Coaches Award while Dandenong Stingrays' Corey Buchan led the goal kicking with 52 goals. Congratulations to Sydney Swans Dan Hannebery, who graduated from Oakleigh Chargers, for winning the NAB AFL Rising Star. A total of 12 ex-TAC Cup players received Rising Star nominations during the season. The 2010 Keith Burns Award, for the TAC Cup Coach of the Year, was awarded to Dale Tapping, the Sandringham Dragons coach.

The season also saw Greater Western Sydney join the TAC Cup competition as the AFL's newest club took its fledgling steps towards 2012 when they will enter the AFL. GWS involvement created added interest and awareness to the competition and provided the players with an insight into what's needed to prepare for interstate matches, something which is very much part of the modern footballer. For the first time a final 12 series operated, which gave clubs a

chance to field their strongest teams after school commitments had concluded and showcase their skill and talent in a finals pressure environment. The TAC Cup also introduced triple headers in both metropolitan and country venues. It proved an overwhelming success for players, clubs and AFL recruiters. Another important component in the success of the TAC Cup is the continued development and improvement of facilities. Clearly, the opening of Highgate Recreation Reserve at Craigieburn, which was utilized by Calder Cannons, was an undoubted highlight. Upgrades were also undertaken at Bendigo Pioneers, Dandenong Stingrays, Geelong Falcons and Western Jets. Special thanks to Gippsland Power Regional Manager Peter Francis for all the tireless work he put in to the outstanding facility which was built at Morwell.

Congratulations to TAC Cup coaches who have progressed to AFL Ranks, and thank you to Glenn Wilkins for his contribution over the past two years at North Ballarat Rebels. Geelong Falcons coach Paul Hood is now coaching with Geelong Cats; Steve Grace, after two seasons as Oakleigh Chargers coach is now Development Coach with Fremantle Dockers and Gippsland Power's coach Damian Carroll has become head coach of Box Hill Hawks and Development Coach at Hawthorn. **Written by Adrian Dunn.**





# TAC CUP SEASON 2010

2010 FINAL LADDER	P	W	L	D	B	FF	FOR	AG	PC	PTS
Dandenong Stingrays	16	13	3	0	0	0	1835	1036	177.12	52
Northern Knights	16	13	3	0	0	0	1810	1094	165.45	52
Geelong Falcons	16	13	3	0	0	0	1517	998	152.00	52
Oakleigh Chargers	16	12	4	0	0	0	1707	1333	128.06	48
Sandringham Dragons	16	11	5	0	0	0	1260	1041	121.04	44
Gippsland Power	16	9	7	0	0	0	1411	1019	138.47	36
Calder Cannons	16	9	7	0	0	0	1315	1283	102.49	36
Murray Bushrangers	16	8	8	0	0	0	1436	1576	91.12	32
North Ballarat Rebels	16	6	10	0	0	0	1449	1456	99.52	24
Eastern Ranges	16	5	11	0	0	0	1222	1567	77.98	20
Western Jets	16	3	13	0	0	0	1129	1616	69.86	12
Greater Western Sydney	16	2	14	0	0	0	1096	2070	52.95	8
Bendigo Pioneers	16	1	15	0	0	0	1000	1952	51.23	4

## TAC CUP GRAND FINAL RESULTS & AWARDS

### Grand Final

Calder Cannons 17.14 (116) def. Gippsland Power 8.10 (58)

### TAC Medal (Best player in Grand Final)

Mitchell Wallis (Calder Cannons)

### Umpires

Field: Michael Curtis, Brendan Hosking, Robert Young

Boundary: Tim Morrison, Graham Bergroth,

Adrian Masterman-Smith

Goal: Steven Piperno, Michael O'Donnell

### Morrish Medal (Best and Fairest)

Jackson Sketcher (Sandringham Dragons) and Dyson Heppell (Gippsland Power)

### TAC Cup Coaches Award

Adam Marcon (Northern Knights)

### Leading Goalkicker

Corey Buchan (Dandenong Stingrays, 48 Goals)

## 2010 TAC CUP TEAM OF THE YEAR

<b>B</b>	Cameron Guthrie Calder Cannons	Cameron Delaney Geelong Falcons	Andrew McInnes Dandenong Stingrays
<b>HB</b>	Dyson Heppell Gippsland Power	Matthew Watson Calder Cannons	Jackson Sketcher Sandringham Dragons
<b>C</b>	Shaun Atley Murray Bushrangers	Josh Caddy Northern Knights	Adam Kennedy Western Jets
<b>HF</b>	Luke Parker Dandenong Stingrays	Lucas Cook North Ballarat Rebels	Patrick Karnezis Oakleigh Chargers
<b>F</b>	Jed Lamb Gippsland Power	Darcy Barden Northern Knights	Adam Marcon Northern Knights
<b>R</b>	Billy Longer Northern Knights	Mitch Hallahan Dandenong Stingrays	Tom Liberatore Calder Cannons
<b>Int</b>	Luke Dahlhaus Geelong Falcons	Tom Schneider Oakleigh Chargers	Cameron O'Shea Eastern Ranges
	Anthony Miles Murray Bushrangers		
<b>Coach</b>	Dale Tapping Sandringham Dragons		

## CLUB INFORMATION



### BENDIGO PIONEERS

Office Address: Golden Square Oval, MacKenzie Street, Golden Square 3555

Joined TAC Cup: 1993 Premierships: 0

2010 Coach: Mark Ellis

[bendigopioneers.afvic.com.au](http://bendigopioneers.afvic.com.au)



### CALDER CANNONS

Office Address: Highgate Recreation Reserve, Craigieburn

Joined TAC Cup: 1995 Premierships: 6

2010 Coach: Martin Allison

[caldercannons.afvic.com.au](http://caldercannons.afvic.com.au)



### DANDENONG STINGRAYS

Office Address: Shepley Oval, Pultney Street, Dandenong 3175

Joined TAC Cup: 1992 Premierships: 0

2010 Coach: Graeme Yeats

[dandenongstingrays.afvic.com.au](http://dandenongstingrays.afvic.com.au)



### EASTERN RANGES

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

Joined TAC Cup: 1992 Premierships: 1

2010 Coach: Darren Bewick

[easterranges.afvic.com.au](http://easterranges.afvic.com.au)



### GEELONG FALCONS

Office Address: Highton Reserve, Roslyn Road, Highton 3216

Joined TAC Cup: 1992 Premierships: 2

2010 Coach: Paul Hood

[geelongfalcons.afvic.com.au](http://geelongfalcons.afvic.com.au)



### GIPPSLAND POWER

Office Address: Morwell Recreation Reserve, Travers Street, Morwell 3840

Joined TAC Cup: 1993 Premierships: 1

2010 Coach: Damian Carroll

[gippslandpower.afvic.com.au](http://gippslandpower.afvic.com.au)



### GREATER WESTERN SYDNEY

Office Address:

Joined TAC Cup: 2010 Premierships: 0

2010 Coach: Alan McConnell

[gwsgiants.com.au](http://gwsgiants.com.au)



### MURRAY BUSHRANGERS

Office Address: 54 Ovens Street, Wangaratta 3677

Joined TAC Cup: 1993 Premierships: 2

2010 Coach: Darren Ogier

[murraybushrangers.afvic.com.au](http://murraybushrangers.afvic.com.au)



### NORTH BALLARAT REBELS

Office Address: Eurkea Stadium, Creswick Road, North Ballarat 3550

Joined TAC Cup: 1993 Premierships: 1

2010 Coach: Glen Wilkins

[nthalballatrebels.afvic.com.au](http://nthalballatrebels.afvic.com.au)



### NORTHERN KNIGHTS

Office Address: Blake Park, Gower Street, Preston 3072

Joined TAC Cup: 1992 Premierships: 4

2010 Coach: Anthony Allen

[northernknights.afvic.com.au](http://northernknights.afvic.com.au)



### OAKLEIGH CHARGERS

Office Address: Warrabee Park, Warrigal Road, Oakleigh 3166

Joined TAC Cup: 1995 Premierships: 1

2010 Coach: Steve Grace

[oakleighchargers.afvic.com.au](http://oakleighchargers.afvic.com.au)



### SANDRINGHAM DRAGONS

Office Address: DC Bricker Pavillion, Princes Park, Beech Street, Caulfield South 3162

Joined TAC Cup: 1992 Premierships: 1

2010 Coach: Dale Tapping

[sandringhamdragons.afvic.com.au](http://sandringhamdragons.afvic.com.au)



### WESTERN JETS

Office Address: Level 2, 1 Mason Street, Newport 3015

Joined TAC Cup: 1992 Premierships: 0

2010 Coach: Steve Kretiuk

[westernjets.afvic.com.au](http://westernjets.afvic.com.au)

# THE ROAD TO SUCCESS

## 2010 NAB AFL DRAFT SELECTIONS

#	Player	Recruited From	AFL Club
4	<b>Andrew Gaff</b>	Oakleigh Chargers/Kew Comets	West Coast
7	<b>Josh Caddy</b>	Northern Knights/Eltham	Gold Coast Suns
8	<b>Dyson Heppell</b>	Gippsland Power/Leongatha	Essendon
9	<b>Dion Prestia</b>	Calder Cannons/Greenvale	Gold Coast Suns
11	<b>Tom Lynch</b>	Dandenong Stingrays/Sorrento	Gold Coast Suns
12	<b>Lucas Cook</b>	North Ballarat/Hopetoun	Melbourne
15	<b>Billie Smedts</b>	Geelong Falcons/North Warrnambool	Geelong
16	<b>Ben Jacobs</b>	Sandringham Dragons/Brighton	Port Adelaide
17	<b>Shaun Atley</b>	Murray Bushrangers/Wodonga	North Melbourne
18	<b>Matthew Watson</b>	Calder Cannons/Pascoe Vale	Carlton
19	<b>Isaac Smith</b>	North Ballarat (VFL)/Redan	Hawthorn
20	<b>Jayden Pitt</b>	Geelong Falcons/St Albans	Fremantle
21	<b>Jed Lamb</b>	Gippsland Power/Yarram	Sydney Swans
22	<b>Mitch Wallis</b>	Calder Cannons/St Bernards	Western Bulldogs
23	<b>Cameron Guthrie</b>	Calder Cannons/Sunbury	Geelong
25	<b>Patrick Karnezis</b>	Oakleigh Chargers/Hawthorn Citizens	Brisbane Lions
27	<b>Kieran Harper</b>	Eastern Ranges/Lilydale	North Melbourne
28	<b>Ryan Lester</b>	Oakleigh Chargers/Mulgrave	Brisbane Lions
30	<b>Jake Batchelor</b>	Dandenong Stingrays/Frankston	Richmond
31	<b>Ariel Steinberg</b>	Bendigo Pioneers/Imperials	Essendon
36	<b>Aaron Young</b>	Eastern Ranges/Wantirna South	Port Adelaide
38	<b>Mitch Hallahan</b>	Dandenong Stingrays/Sorrento	Hawthorn
39	<b>Jeremey Taylor</b>	Geelong Falcons	Gold Coast Suns
40	<b>Luke Parker</b>	Dandenong Stingrays/Langwarrin	Sydney Swans
41	<b>Tom Liberatore</b>	Calder Cannons/St Bernards	Western Bulldogs
42	<b>Luke Mitchell</b>	Calder Cannons/St Bernards	Carlton
43	<b>Sam Crocker</b>	Oakleigh Chargers/Canterbury	St Kilda
44	<b>Viv Michie</b>	Oakleigh Chargers/Fitzroy Juniors	Fremantle
46	<b>Daniel Farmer</b>	Sandringham Dragons/Mordialloc	Collingwood
48	<b>Alex Browne</b>	Oakleigh Chargers/Hawthorn Citizens	Essendon
50	<b>Troy Davis</b>	Geelong Falcons/Kerang	Melbourne
51	<b>Dean MacDonald</b>	Gippsland Power/Morwell Tigers	Richmond
52	<b>Cameron O'Shea</b>	Eastern Ranges/Emerald	Port Adelaide
53	<b>Tom McDonald</b>	North Ballarat Rebels /Edenhope/Apsley	Melbourne
54	<b>Jordan Schroder</b>	Calder Cannons/St Bernards	Geelong
56	<b>Josh Mellington</b>	Murray Bushrangers/Benalla	Fremantle
57	<b>Alex Johnson</b>	Oakleigh Chargers/Hawthorn Citizens	Sydney Swans
61	<b>Jarryd Lyons</b>	Sandringham Dragons/St Peters Jnrs	Adelaide
67	<b>Andrew McInnes</b>	Dandenong Stingrays/Devon	Carlton
69	<b>Cameron Delaney</b>	Geelong Falcons/Grovedale	North Melbourne
71	<b>Ben Mabon</b>	North Ballarat Rebels/NSW/ACT Rams	North Melbourne
75	<b>Arryn Siposs</b>	Dandenong Stingrays/Beaconsfield	St Kilda
76	<b>Paul Seedsman</b>	Eastern Ranges/Caulfield Grammar	Collingwood
80	<b>Michael Ross</b>	Gippsland Power/Bunyip	Essendon
89	<b>Tom Hill</b>	Northern Knights/Preston Bullants Jnrs	Western Bulldogs

## 2010 NAB AFL PRE-SEASON DRAFT SELECTIONS

#	Player	Recruited From	AFL Club
1	<b>Nathan Ablett</b>	Gold Coast (VFL)	Gold Coast
4	<b>Michael Hibberd</b>	Frankston Dolphins (VFL)	Essendon

## PERMANENT ROOKIE UPGRADES PRIOR TO 2010 NAB AFL DRAFT

Player	Recruited From	AFL Club
<b>Jordie McKenzie</b>	Geelong Falcons/Terang/Mortlake	Melbourne
<b>Zephaniah Skinner</b>	Northern Territory/Noonkanbah	Western Bulldogs
<b>Jarryd Blair</b>	Gippsland Power/Wonthaggi	Collingwood
<b>James Podsiadly</b>	Geelong (VFL)	Geelong
<b>Luke Thompson</b>	Geelong Falcons/Timboon	Adelaide
<b>Alex Silvagni</b>	Casey Scorpions (VFL)	Fremantle
<b>Andrew Hooper</b>	North Ballarat Rebels	Western Bulldogs
<b>Tom Simpkin</b>	Geelong Falcons/Colac	St Kilda
<b>Michael Barlow</b>	Werribee (VFL)/Shepparton United	Fremantle
<b>Ricky Henderson</b>	Trentham	Adelaide

## 2010 NAB AFL ROOKIE DRAFT SELECTIONS

#	Player	Recruited From	AFL Club
1	<b>Steve Clifton</b>	North Ballarat (VFL)	GWS
11	<b>Ben Jakobi</b>	Coburg Tigers (VFL)/San. Dragons	Richmond
12	<b>Josh Jenkins</b>	Lake Boga	Essendon
13	<b>Brad Harvey</b>	Eastern Ranges/Lilydale	Brisbane
14	<b>Dan Nicholson</b>	University Blues/East Point	Melbourne
17	<b>Cameron Pedersen</b>	Box Hill Hawks (VFL)	North Melbourne
18	<b>Ed Curnow</b>	Box Hill Hawks (VFL) /Adelaide (AFL)	Carlton
21	<b>Max Otten</b>	Oakleigh Chargers/Donvale	Sydney
22	<b>Luke Dahlhaus</b>	Geelong Falcons/Leopold	Western Bulldogs
23	<b>Josh Walker</b>	Geelong Falcons/Lara	Geelong
24	<b>Thomas Curren</b>	Dandenong Stingrays/Mt Eliza	St Kilda
25	<b>Tom Gordon</b>	Oakleigh Chargers/Beverly Hills	Collingwood
34	<b>Aaron Mullett</b>	Eastern Ranges/Vermont	North Melbourne
36	<b>Thomas Schneider</b>	Oakleigh Chargers/Blackburn	Hawthorn
42	<b>Declan Reilly</b>	San. Dragons/Caulfield Grammarians	Collingwood
56	<b>Jonathan Simpkin</b>	Geelong (VFL)	Geelong
63	<b>Cameron Johnston</b>	Geelong Falcons/St Josephs	Melbourne
73	<b>Jye Bolton</b>	Leopold	Collingwood
75	<b>Robert Campbell</b>	Box Hill Hawks (VFL)/Hawthorn (AFL)	Melbourne

## GOLD COAST PRELISTED 17 YEAR OLDS

Player	Recruited From	AFL Club
<b>Taylor Hine</b>	Calder Cannons/Rupertswood	Gold Coast
<b>Joshua Toy</b>	Calder Cannons/Aberfeldie	Gold Coast
<b>Matt Shaw</b>	Dandenong Stingrays/Chelsea	Gold Coast
<b>Piers Flanagan</b>	Geelong Falcons/Geelong Amateurs	Gold Coast
<b>Jack Hutchins</b>	Sandringham Dragons	Gold Coast
<b>Tom Nicholls</b>	Sandringham Dragons/Cheltenham	Gold Coast
<b>Trent McKenzie</b>	Western Jets/Williamstown Jnrs	Gold Coast

## GOLD COAST PRELISTED TRADES

Player	Recruited From	AFL Club
<b>John Ceglar</b>	Murray Bushrangers	Collingwood
<b>Cameron Richardson</b>	North Ballarat (VFL)	North Melbourne
<b>Peter Faulks</b>	Williamstown (VFL)	Fremantle

**Passing the Test:** Over 500 TAC Cup players took part in the AFL Victoria TAC Cup Fitness Testing Day in March.



# EVOLUTION OF UMPIRING



## KEVIN MITCHELL

AFL VICTORIA  
STATE DIRECTOR  
OF UMPIRES

### “The pathway continues to provide opportunities”

As the football standard in both the VFL and TAC Cup competitions continues to flourish, so too the opportunities for young umpires.

With exposure to those levels of football it ensures young umpires can achieve the standards that can enhance their full potential in advancing their careers.

Season 2010 saw the Umpiring Department continue to use technology to assist with the coaching process. All umpires were able to utilise edited video highlights, which provides a platform of learning outcomes that assist with fast tracking their development.

While umpiring will always have its controversial moments, which at times doesn't please those involved, it must be remembered that without mistakes we all would never learn and move forward in trying to be better.

Persistence, application and dedication are strong principles in all sports and it is pleasing to see them in our VFL umpire ranks. Field umpire Michael Jennings, who officiated in four VFL Senior Grand Finals, was finally elevated to the AFL National Panel, which consists of only 32 field umpires. Also Brett Ritchie, a field umpire in the 2009 VFL Grand Final, was elevated to AFL Rookie Umpire.

While there were no vacancies on the respective AFL Melbourne Based Boundary and Goal Umpire panels there are several umpires who are ready and waiting to take the next step in their career. It's not always an easy ride to reach the AFL level for both players and umpires, but we consider ourselves in Victoria as a major contributor of umpires to the AFL National Panel.

Our 2010 VFL Senior Grand Final Umpires all have displayed the necessary potential to move their careers forward towards the AFL, all they need is an opportunity.

We wait to see what the future holds for them.

Pleasing also to see that two 19 year olds and one 20 year old field umpire officiated in the TAC Cup Grand Final. Just like the players, we are certain their future looks extremely exciting.

Our continued association with Sportstec and their respective software programs greatly assist all aspects of our coaching and feedback processes. Instantly we are able to call upon the library of decisions and other aspects of game management so that umpires can watch the vision and, importantly, learn from it.

Technology, particularly with its rapid evolution, can only further assist with developing young umpires' careers. As another year closes we await with excitement the opportunities and challenges that 2011 will present for us all within the industry and may the game continue to challenge us all. ■

Umpires: The 2010 VFL Grand Final umpires.



**The Bounce:** Field umpire Brett Ritchie in action in the VFL Grand Final.



# FUNDING FOOTBALL'S HEARTLAND



**STEPHEN SMITH**  
AFL VICTORIA  
FINANCIAL CONTROLLER

Our great State of Victoria has long been regarded as the heartland of Australian Rules Football.

The great challenge is the allocating of our funds which requires prudent management to ensure both fairness and above all, outcomes that are in the best interest of Victorian Football as a whole.

The total funding of the business is spread over the following areas:

*Head Office Management and Support*

*Talent Programs*

*State League*

*Umpiring*

*Government Partnership Programs*

*Coaching*

*Community Football*

*Indigenous*

*Multicultural*

*Metropolitan Development Programs*

*Country Development Programs*

*School Programs*

*AFL Player Appearances*

*Auskick*

*Female Football*

The combined 2010 Trading Result of both our entities, AFL Victoria and AFL Victoria Development Foundation was a surplus of \$113,857. The result exceeded our budgeted forecasts and was made possible by the diligent work of the Board, Executive team and all our dedicated staff. I would like to acknowledge the great support all of these people have given me. In particular I would like to acknowledge our outgoing CEO Peter Schwab who has given me significant support during his time at AFL Victoria.

The Financial Position - Summary Report presented is

2010 Financial Position - Summary		
REVENUE		
Item	\$ Budget	\$ Actual
AFL Grant & Other Direct Funding	6,011,000	6,011,000
Talent Development Fees	2,599,030	2,589,644
Government Grants/Revenue	1,335,625	1,501,575
Senior Leagues Managed by State	988,000	983,798
U/age League Managed by State	2,052,480	1,995,256
NAB AFL Auskick Revenue	2,472,909	2,318,238
Other - Participation & Dev Revenue	805,312	758,696
Other - Marketing & Sponsorship	1,230,748	1,286,491
Other - Interest	163,157	174,268
Other - Grants	32,500	32,500
Other	176,513	191,936
<b>TOTAL REVENUE</b>	<b>17,867,274</b>	<b>17,843,402</b>
<b>Net Surplus= \$113,857</b>		

produced on a standard template produced by the AFL which is submitted annually by all States of Australia. The AFL use the financial data to compare the performance of each State and is the basis of their funding allocations for the following financial year.

Of AFL Victoria’s \$18 million turnover, around 50% was AFL generated income from direct AFL Grants and Talent Development Fees. The AFL in addition to this funding provides a cost effective shared services area carrying out various financial tasks such as Accounts Payable, Accounts Receivable, I.T and Payroll. In addition during 2010 AFL

***“The combined 2010 Trading Result of both our entities, AFL Victoria and AFL Victoria Development Foundation was a surplus of \$113,857. The result exceeded our budgeted forecasts...”***

Victoria entered into a Marketing and Commercial Agreement with the AFL to carry out various services such as securing new Commercial Partners and running major Company functions. The fruits of this agreement are now showing with significant commercial partners coming on board for the 2011 year.

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, VFL and TAC Cup clubs. We have some exciting projects on our books for 2011 and as at the time of writing this report are considering other funding proposals we have received.

Going forward AFL Victoria and its members need to work together with the AFL to collectively secure funding partnerships that will ultimately benefit all and sure up our financial viability.

I look forward to a successful financial future and working with everyone to achieve our goals going forward. ■

EXPENDITURE		
Item	\$ Budget	\$ Actual
<b>Admin &amp; Finance</b>	1,645,000	1,739,838
<b>Communications &amp; Media</b>	185,199	169,782
<b>Senior Leagues managed by State</b>	2,095,000	1,970,895
<b>U/age Leagues managed by State</b>	4,710,321	4,598,310
<b>Development Expenditure &amp; Grants</b>		
- Development Staff (HQ & field staff)	2,023,343	1,954,280
- NAB AFL Auskick	1,757,850	1,666,436
- School programs	225,810	210,705
- Female dev/programs/competitions	290,060	206,629
- Other Development activities	106,500	104,949
- Talent: State Academies & U16/18 teams	436,000	424,348
- Coaching	198,550	234,804
- Umpiring	976,510	915,268
- Community Affiliate Grants or funding	1,291,000	1,275,544
- Indigenous	90,000	91,442
- Multicultural	223,000	205,850
<b>Other - Marketing &amp; Sponsorship</b>	1,031,500	1,264,153
Other - Capital Transfer	563,030	696,312
<b>TOTAL EXPENSES</b>	<b>17,848,673</b>	<b>17,729,545</b>



**Improved Facilities:** The new facilities at Craigieburn.

# ADMINISTRATION



**PETER SCHWAB**  
CEO



**SILVANA HURST**  
EXECUTIVE ASSISTANT TO CEO  
*silvana.hurst@aflvic.com.au*  
8341 6011



**DAVID HOWARD**  
MARKETING &  
COMMUNICATIONS MANAGER  
*david.howard@aflvic.com.au*  
8341 6007



**STEPHEN SMITH**  
FINANCIAL CONTROLLER  
*stephen.smith@aflvic.com.au*  
8341 6012



**MATTHEW ROBERTS**  
MANAGER NEW BUSINESS  
*matthew.roberts@afl.com.au*  
9643 1965



**KAYLEE GEORGE**  
MARKETING CO-ORDINATOR  
*kaylee.george@aflvic.com.au*  
8341 6009



**CAROLINE CONNOR**  
CORPORATE PARTNERS  
ACCOUNT MANAGER  
*caroline.connor@afl.com.au*  
9643 1865



**FIONA LIDDELL**  
HUMAN RESOURCES ADVISOR  
SOUTHERN REGION  
*fiona.liddell@afl.com.au*  
9643 1729



**DANA HOWES**  
EVENTS CO-ORDINATOR  
*dana.howes@afl.com.au*  
9643 1817



**JOHN HOOK**  
FOOTBALL OPERATIONS  
MANAGER  
*john.hook@aflvic.com.au*  
8341 6004



**ELLIE CAMPBELL**  
RECEPTIONIST  
*aflvicreception@aflvic.com.au*  
8341 6000



**LEON HARRIS**  
HIGH PERFORMANCE MANAGER  
*leon.harris@aflvic.com.au*  
8341 6016



**ANTON GRBAC**  
HIGH PERFORMANCE MANAGER  
*anton.grbac@aflvic.com.au*  
8341 6002



**LUKE GATTI**  
FOOTBALL OPERATIONS  
OFFICER  
*luke.gatti@aflvic.com.au*  
8341 6003



**SOPHIE TIMMS**  
FOOTBALL OPERATIONS  
CO-ORDINATOR  
*sophie.timms@aflvic.com.au*  
8341 6005



**KEVIN MITCHELL**  
STATE DIRECTOR OF UMPIRING  
*kevin.mitchell@aflvic.com.au*  
9416 1499



**ANGELA LINDSAY**  
UMPIRING ASSISTANT  
*angela.lindsay@aflvic.com.au*  
9416 1499



# GAME DEVELOPMENT

## MANAGEMENT



**MICK DANIHER**  
MANAGER DEVELOPMENT  
& PLANNING  
*michael.daniher@afvic.com.au*  
8341 6008

## COMMUNITY FOOTBALL



**PETER McDOUGALL**  
COMMUNITY FOOTBALL  
DEVELOPMENT MANAGER  
*peter.mcdougall@afvic.com.au*  
8341 6006



**DARRYL COLLINGS**  
CLUB DEVELOPMENT  
MANAGER  
*darryl.collings@afvic.com.au*  
8341 6074



**STEPHEN STEWART**  
FOOTYWEB MANAGER  
*stephen.stewart@afvic.com.au*  
8341 6031



**LAUREN BUNTING**  
COMMUNITY FOOTBALL  
ADMINISTRATION ASSISTANT  
*lauren.bunting@afvic.com.au*  
8341 6071

## ADMINISTRATION



**FIONA HICKS**  
DEVELOPMENT  
ADMINISTRATION ASSISTANT  
*fiona.hicks@afvic.com.au*  
8341 6021

## COACHING PROGRAMS



**STEVE TEAKEL**  
COACHING DEVELOPMENT  
MANAGER  
*steve.teakel@afvic.com.au*  
8341 6015

## KICKSTART INDIGENOUS PROGRAMS



**LEON EGAN**  
KICKSTART INDIGENOUS  
DEVELOPMENT MANAGER  
*leon.egan@afvic.com.au*  
8341 6046

## MULTICULTURAL PROGRAMS



**NICK HATZOLOU**  
MULTICULTURAL FOOTBALL  
PROJECT CO-ORDINATOR  
*nick.hatzoglou@afvic.com.au*  
9643 1928

## FEMALE PROGRAMS



**CHYLOE KURDAS**  
FEMALE FOOTBALL  
DEVELOPMENT MANAGER  
*chyloe.kurdas@afvic.com.au*  
8341 6042

## UMPIRING PROGRAMS



**NEVILLE NASH**  
UMPIRING DEVELOPMENT  
MANAGER  
*neville.nash@afvic.com.au*  
8341 6067

## JUNIOR PROGRAMS



**TREVOR ROBERTSON**  
SCHOOLS DEVELOPMENT  
MANAGER  
*trevor.robertson@afvic.com.au*  
8341 6014



**MICHAEL STINEAR**  
STATE AUSKICK MANAGER  
*michael.stinear@afvic.com.au*  
8341 6013



**KEITH BURNS**  
PROGRAMS CO-ORDINATOR  
*keith.burns@afvic.com.au*  
8341 6019

## FAIR GAME, RESPECT MATTERS PROGRAM



**KATRINA LEASON**  
FAIR GAME, RESPECT MATTERS  
PROGRAM MANAGER  
*katrina.leason@afvic.com.au*  
8341 6075

# METRO

**WESTERN JETS**  
Western



**SHANE SEXTON**  
REGION MANAGER  
*ssexton@westernjets.asn.au*  
9390 0611



**GRAEME PRATT**  
REGION DEVELOPMENT  
MANAGER  
*gpratt@westernjets.asn.au*  
9390 0611

**CALDER CANNONS**  
North West



**IAN KYTE**  
REGION MANAGER  
*cannonsreg@sub.net.au*  
9350 7112



**LEN VILLANI**  
NORTH WESTERN COMMUNITY  
DEVELOPMENT MANAGER  
*cannonsdev@sub.net.au*  
9350 7407

**NORTHERN KNIGHTS**  
Northern



**PETER KENNEDY**  
REGION MANAGER  
*peter@knights.org.au*  
9478 3431



**PHIV DEMETRIOU**  
NORTHERN COMMUNITY  
DEVELOPMENT MANAGER  
*phiv.demetriou@afvic.com.au*  
9432 2427



**TOM DELAHUNTY**  
NORTHERN COMMUNITY  
DEVELOPMENT OFFICER  
*tom.delahunty@afvic.com.au*  
9435 1264

**EASTERN RANGES**  
Eastern



**ANTHONY PARKIN**  
REGION MANAGER  
*anthony@ranges.org.au*  
9724 9499



**SHAWN WILKEY**  
EASTERN COMMUNITY  
DEVELOPMENT MANAGER  
*shawn.wilkey@afvic.com.au*  
9762 3843



**NORTHERN**

**CENTRAL**

**INNER  
SOUTHERN**

**EASTERN**

**SOUTH EAST**

**DANDENONG STINGRAYS**  
South East



**DARREN FLANIGAN**  
REGION MANAGER  
*stingrays@ozemail.com.au*  
9791 8656



**MARK WHEELER**  
REGION DEVELOPMENT  
MANAGER  
*stingraysdev@macrotech.com.au*  
9791 8656

**SANDRINGHAM DRAGONS**  
Inner Southern



**RYAN O'CONNOR**  
REGION MANAGER  
*rmsdragons@bigpond.com.au*  
9532 8688



**GARY BROWN**  
INNER SOUTHERN COMMUNITY  
DEVELOPMENT MANAGER  
*gary.brown@afvic.com.au*  
9555 3982

**OAKLEIGH CHARGERS**  
Central



**STEPHEN CONOLE**  
REGION MANAGER



**MARK SMART**  
REGION DEVELOPMENT MANAGER  
*mxsmart7@bigpond.com*  
9563 0588

**MULTICULTURAL DEVELOPMENT OFFICERS**



**EDER-LUIZ MARTINS**  
NORTH WEST REGION  
*eder-luiz.martins@afvic.com.au*  
8371 0253



**NISH MOSES**  
WESTERN REGION  
*nish.moses@westernbulldogs.com.au*  
9680 6166



**HARMIT SINGH**  
NORTHERN REGION  
*harmit.singh@afvic.com.au*  
8412 1018



**MICHAEL NGUYEN**  
SOUTH EAST REGION  
*michael.nguyen@afvic.com.au*  
9816 2209



**MICHAEL ROBERTS**  
CENTRAL EAST REGION  
*mroberts@richmondffc.com.au*  
9426 4414

# COUNTRY

## BENDIGO PIONEERS Bendigo



**RAY BYRNE**  
REGION MANAGER  
*byrne@impulse.net.au*  
5444 5832



**TONY McNAMARA**  
REGION DEVELOPMENT  
MANAGER BENDIGO  
*bendigopioneers@bigpond.com.au*  
5444 4800



**TREVOR MELLINGTON**  
REGION DEVELOPMENT MANAGER  
CENTRAL MURRAY/NORTH CENTRAL  
*trevlou@bigpond.com.au*  
5480 1686



**TREVOR RYAN**  
REGION DEVELOPMENT OFFICER  
SUNRAYSIA  
*locjosh@bigpond.com*  
5024 8256

## NORTH BALLARAT REBELS Ballarat



**PHIL PARTINGTON**  
REGION MANAGER  
*phil.rebels@theroosters.com.au*  
5339 0915



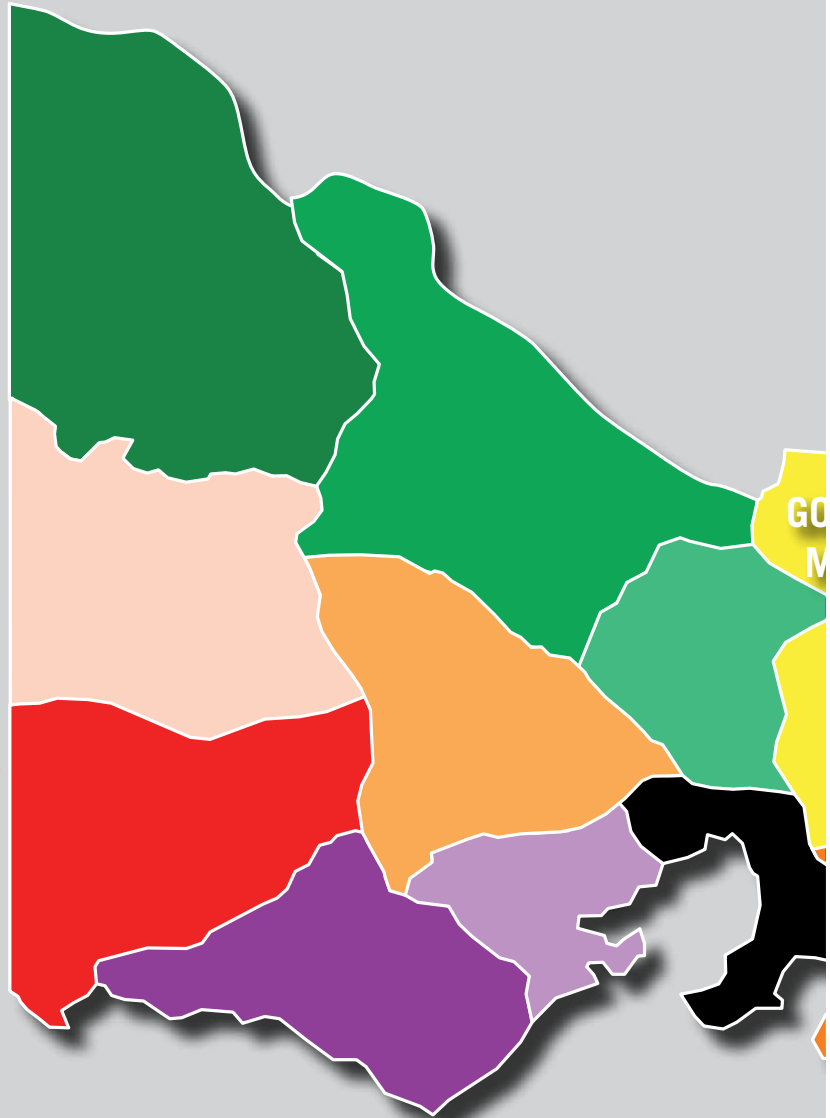
**GEOFF BURDETT**  
REGION DEVELOPMENT  
MANAGER WIMMERA  
*gburdett@netconnect.com.au*  
5382 6443

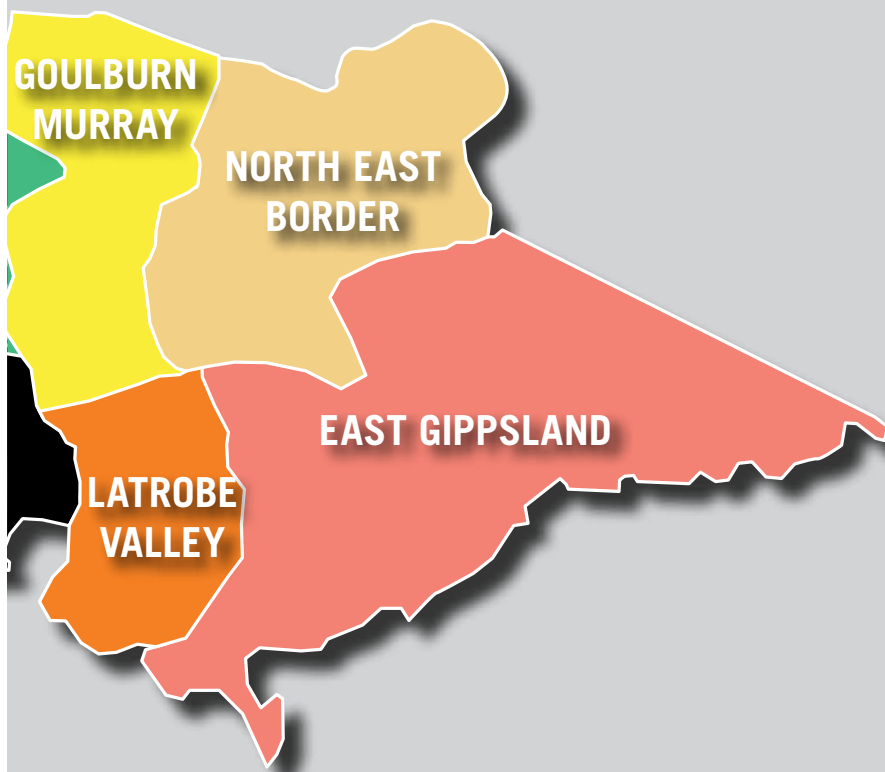


**JOCK WHITING**  
REGION DEVELOPMENT  
MANAGER SOUTH WEST  
*cliftonjw@hotmail.net.au*  
5572 3218



**TIM SHEARER**  
REGION DEVELOPMENT MANAGER  
BALLARAT  
*tim.rebels@theroosters.com.au*  
5339 0916





**GEELONG FALCONS**  
Geelong



**MICHAEL TURNER**  
REGION MANAGER  
*gfalcons@iprimus.com.au*  
5241 6986



**ALAN THOMPSON**  
REGION DEVELOPMENT  
MANAGER HAMPDEN  
*tompaj@bigpond.net.au*  
5562 1167



**JOHN EDSALL**  
REGION DEVELOPMENT  
MANAGER GEELONG  
*jedsall@iprimus.com.au*  
5241 6986

**MURRAY BUSHRANGERS**  
Murray



**ANDREW CARSON**  
REGION MANAGER  
*carsona@murraybushrangers.com.au*  
5722 1776



**GREG LIDDELL**  
REGION DEVELOPMENT  
MANAGER GOULBURN MURRAY  
*gliddell@bigpondnet.au*  
5822 2366



**JEFF CHANDLER**  
REGION DEVELOPMENT MANAGER  
NORTH EAST BORDER  
*chandlerj@murraybushrangers.com.au*  
(02) 6040 6451



**DARREN OGIER**  
REGION DEVELOPMENT MANAGER  
NORTH EAST BORDER (WANGARATTA)  
*bunnp@murraybushrangers.com.au*  
5722 1776

**GIPPSLAND POWER**  
Gippsland



**PETER FRANCIS**  
REGION MANAGER  
*gpower@sympac.com.au*  
5134 8133



**DAMIAN CARROLL**  
REGION DEVELOPMENT  
MANAGER LATROBE VALLEY



**ROB REID**  
REGION DEVELOPMENT MANAGER  
EAST GIPPSLAND  
*corbett.reid@bigpond.com*  
5143 1749

# BUILDING THE BRAND



**DAVID HOWARD**  
AFL VICTORIA  
MARKETING &  
COMMUNICATIONS  
MANAGER

**“If there is one overriding thing that I have found since coming on board, it is the absolute commitment that everyone at AFL Victoria has to delivering the future of football in Victoria.”**

When I joined AFL Victoria I was asked if I came from a footy background, which in terms of my professional background, I didn't. My family and I do go to the footy most weeks, but as a spectator you have no idea about what it takes to keep the game as great as it is. Not only have my first nine months with AFL Victoria been extremely busy, but it has also been a great eye opener. If there is one overriding thing that I have found since coming on board, it is the absolute commitment that everyone at AFL Victoria has to delivering the future of football in Victoria.

The funding AFL Victoria receives from sponsors is our second largest revenue stream. In fact, second only to the funding we receive from the AFL.

At the start of this year it was thought that the global financial crisis (GFC) was not completely behind us and there was some concern as to how it would continue to impact community football and its ability to raise revenue. There is no doubt that we were facing a 'lag effect' and while the economy continues to improve, sponsorship spending is still very tight, which has resulted in 2010 being even more difficult in terms of raising funds. The first task in growing our sponsorship revenue is maintaining the revenue that we already have. While we were not immune to key sponsorships being put under the microscope to ascertain if there is enough bang for the buck, in most cases our corporate partners are continuing existing sponsorships or have committed to new two and three year partnerships. Even so, as economies got tougher and marketers' belts were tightened

we dropped about 50% of sponsorship revenue since the GFC, which largely came from the loss of the naming rights sponsor of the VFL.

Significantly, as we head into the 2011 season, AFL Victoria is pleased to announce the signing of two key long term sponsorship agreements. Peter Jackson Melbourne will have the naming rights sponsorship of the VFL and Acacia Training Solutions have come aboard as AFL Victoria's premier partner.

AFL Victoria will continue working with the AFL and its new business manager, Matt Roberts, to target new sponsorship opportunities.

Government sponsorship is extremely important and has become even more so during the uncertain economic times. Our Government partners have continued to provide great support as we provide a much wanted avenue to reach the Victorian football community. ■



Partnerships: 'Go for your life' were an AFL Victoria partner again in 2010.



**The AFL Victoria Brand.**

During the last six months we carried out a lot of work to develop the essence and attributes of the AFL Victoria brand.

As shown, the outcome is the brand essence 'Victoria is the heart and soul of footy' surrounded by the core brand attributes of Heritage, Leadership and Community.

The aim is for everyone at AFL Victoria to better understand what our brand stands for which will allow us to better communicate our brand with

**One look, One feel and One Voice.**

Better understanding our brand will lead to a stronger brand for our current and future commercial partners to associate with, whether that is for reasons of association or the potential sale of their goods or services.

AFL VICTORIA WOULD LIKE TO THANK THE FOLLOWING PARTNERS



MELBOURNE CRICKET CLUB



# FROM THE GROUND UP



**MICK DANIHER**  
AFL VICTORIA  
MANAGER DEVELOPMENT  
& PLANNING

**Throughout 2010 AFL Victoria Development worked closely with schools, leagues, clubs, NAB AFL Auskick centers with support from the AFL and AFL clubs to deliver a wide range of grass roots development programs.**

Development Program objectives that comprise AFL Victoria's Development Plan are all aimed at achieving the three pillars of the organisation's mission to:

- Sustain and grow participation,
- Provide quality environments for enjoyment of participants, and
- Contribute to the health and wellbeing of all Victorian communities

Delivery on program objectives is the responsibility of Program managers who oversee the Development Department Units that include: Community, Coaching, Umpiring, Female Football, Schools, NAB AFL Auskick, Cultural Strategy, Indigenous and Multicultural Football. A network of 19 Regional Development Managers and five Multicultural Development Officers are accountable for delivery of programs in local communities. A summary of the achievements of each development unit is outlined in this section of the report.

The magnitude of the depth of participation at the grass roots level is best illustrated by the 232,288 players involved at clubs, NAB AFL Auskick centres and schools playing in competition in excess of six weeks duration. This number is closer to 300,000 when players playing in competitions less than six weeks are combined.

Since 2000 player participation has increased by 22%, or 42,337 players - an average of 4,233 players per year. High participation numbers at the grass roots level complement the success of the

AFL national competition, for example, helping to drive AFL attendances. In fact the success of the AFL national competition and the game at the grass roots level are interdependent.

One of the consequences of continuing growth has been the necessity to recruit more umpires to officiate in an increasing number of games. The success of umpire development programs such as the Umpire Mentor Program supported by the industry wide "Umpiring Is Everyone's Business Campaign" led by the AFL has contributed to the success

---

***"The magnitude of the depth of participation at the grass roots level is best illustrated by the 232,288 players involved at clubs, NAB AFL Auskick centres and schools..."***

---

of umpire recruitment campaigns. 520 new umpires joined umpiring groups in 2010, the highest in 13 years.

The contribution of AFL clubs and their players supporting development strategies can't be underestimated. A total of 10,744 AFL Player Appearance hours were conducted in local schools, Auskick centers and junior clubs. 3,106 hours were conducted in 50 country towns across Victoria. A key strategy utilising AFL players is to target primary schools early in term one to promote the NAB AFL Auskick program. This year 48,322 children were enrolled in 660 Auskick centers across the state, 7% of these children were young girls.

The interest in women and girls football

continues to grow with player numbers reaching 4,350 including a 27% increase in youth girl teams from 2009. The Youth Girls Academy Program implemented in conjunction with the Essendon Football Club and the inaugural AFL National Youth Girls Under 18 Championships were major highlights in 2010.

A total of 104,625 primary and secondary school students took part in school competitions in both the less than six weeks and greater than six weeks competition categories. This is 675 players less than 2009 indicating the ongoing challenge to continue to engage students and their teachers in playing football during school hours. However the total number of teachers registering in the AFL School Ambassador Program increased by 9% with 1,509 teachers assisting AFL Victoria to promote football in schools.

Significantly the AFL Victoria Sports Development Program involving students undertaking VCAL/VET studies grew to 10 centers involving 235 students compared to 91 in 2009.

Through the Australian Football Coaches Association 75 level 1 Coach Education courses were conducted throughout the state involving 3,232 first year coaches. For the first time an online coaching course for junior coaches was implemented. The 19 regional branches of the Coaches Association provided ongoing resource support, training seminars and Coach of the Year programs.

Volunteer training programs conducted by AFL Victoria, the VCFL and metropolitan leagues engaged 7,418 participants from across the state.

As the diversity of our population increases so does the importance of





**Player Appearances:** A total of 10,744 AFL player appearance hours were conducted in 2010.

the Multicultural Football Program. This year 5,000 students took part in the Multicultural School Football Program from 52 primary schools, 10 secondary schools and four tertiary institutions. 25,200 children and their parents from diverse multicultural communities involving 185 groups were guests of the AFL at selected AFL games. The AFL also provided 60 young indigenous footballers with an opportunity to play at half time of the Richmond v Essendon game during the 'Dreamtime at the G' promotion. The Kickstart Indigenous Future Leaders Camp provided the first step for eight Indigenous Victorian boys to be selected to play in the AFL's Flying Boomerangs team that played in the Oceania Championships held in Tonga. As part of AFL Victoria's Cultural Strategy Development 41 clubs were engaged in the Fair Game, Respect Matters pilot program conducted in the Northern Football League and Essendon District Football League. The Alcohol Policy Development initiative to evaluate alcohol reduction policies introduced in selected leagues was also conducted as part of this strategy. Following record growth trends over the last decade across all player segments the pressure is on to find new ways to engage more of the community to retain and grow participation. Contemporary lifestyles,

demographic change, flexible leisure pursuits, stretched budgets, and a lack of time, are all challenges confronting AFL Victoria Development. Continuing to deliver the same development programs during the next decade as we have in the past is unlikely to produce the desired growth results. With this in mind AFL Victoria in conjunction with the AFL initiated reviews into the future direction of female and multicultural football, two programs identified as critical potential growth segments. Over the next 20 years, 50% of Australia's population growth will be driven by immigration. Two thirds of these will arrive from Asia, 60% will settle in Victoria. Recent projections by Macroplan Australia show that migrant families will overtake the number of locally born families by 2025. Attracting people from diverse backgrounds to Australian Football will be a key priority over the next decade. Providing women and girls with options and opportunities to participate in football is also a key future direction priority. In 2011 total female population aged 5 – 39 years will reach 5.14 million. The game is currently only capturing 1.5% of this potential market compared to 11.4% of males. Expanding participation opportunities underpinned by inclusive strategies that engage the female population will present significant

opportunities across all areas of the game.

**AFL Victoria Major Funding Partners**  
**The AFL:** Critical financial support and resources are provided by the AFL to assist AFL Victoria Development conduct its programs aimed at nurturing the game at the grassroots level. Importantly, the AFL also provides support by using its leverage capabilities to negotiate programs such as the National Insurance Scheme made available to 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 enable essential resources being made available for new facilities and upgrade of established venues around the state. Furthermore state sporting association funding is assisting the development of an online mapping system and various recognition programs for volunteers.

**VicHealth:** AFL Victoria Development and VicHealth have had a long history of working together to build participation and tackle major public health concerns. The key programs conducted in 2010 included:

- **Participation in Community Sport and Recreation (PIC SAR)** - a program aimed at increasing football participation in under – represented population groups involving children and families from multicultural and indigenous communities, disability groups and lower socio-economic communities.
- **Fair Game, Respect Matters** - a culture change program being conducted with the support of the Northern and the Essendon District Football Leagues and their clubs aimed at providing more inclusive, safe and welcoming football environments for women and girls. Club drivers appointed by the clubs are making good progress with a number of initiatives aimed at insuring the clubs policies and practices along with their facilities are more conducive for the involvement of women and girls.
- **Alcohol Policy Development** - is another cultural change strategy that focused on evaluating low alcohol reduction policies introduced by certain leagues in conjunction with La Trobe University.

**Melbourne Cricket Club Foundation:**

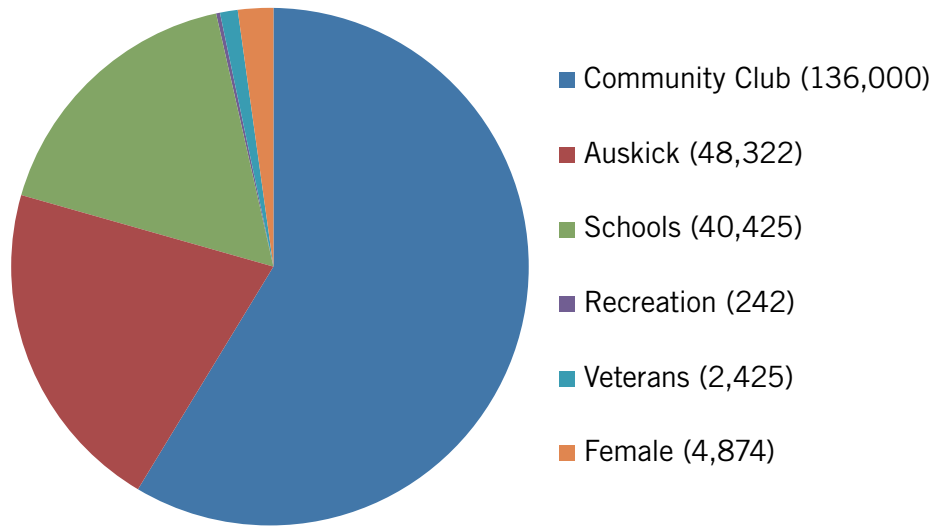
Through the ‘G Footy’ partnership AFL Victoria and the Melbourne Cricket Club Foundation provide a comprehensive menu of primary and secondary school programs designed for implementation both in the classroom and in the school playgrounds. The partnership also promotes the wonderful opportunities for schools attending the MCC National Sports Museum promoted via the AFL School Ambassador network.

**‘Go for your life’:** AFL Victoria works with the ‘Go for your life’ team in conjunction with the Department of Health to promote important messages aimed at increasing physical activity and healthy eating to children and families. Football activities provide the vehicle to promote the benefits of providing healthy and physically active programs that lead to a healthy lifestyle.

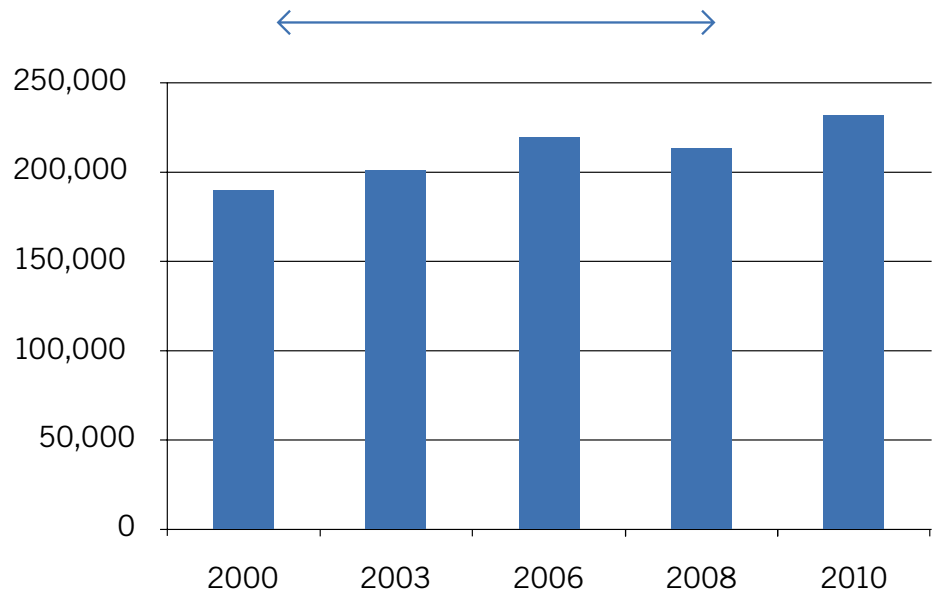
**Department of Justice:** with the support of the AFL Coaches Association, AFL Victoria Development promoted the Championship Moves message to players through the coaching networks. ‘Real champs look after their mates,’ was the key theme promoted through the campaign.

**EastLink:** With support of ConnectEast AFL Victoria was able to conduct the EastLink football development program which involved primary schools along the EastLink corridor and selected VFL clubs. ■

**Total Player Participation**



**Participation Growth 2000-2010**  
22% growth between 2000 and 2010



Year	Total Participants
2000	189,951
2003	200,813
2006	219,439
2008	212,729
2010	232,288

# IN THE HEARTLAND



**PETER McDOUGALL**  
AFL VICTORIA  
COMMUNITY FOOTBALL  
DEVELOPMENT MANAGER

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

The Community Football Unit is focused on providing community leagues and clubs with the support, training and resources required to fulfill their roles, enhance the overall quality of community football and encourage increased participation. Significantly, this was highlighted by the growth in participation in Victoria with 104 new teams established in 2010.

During the year several major programs were undertaken. These included:

**Quality League Management Program**

It was pleasing in 2010 to see all AFL Victoria members achieve the minimum standard of 80%. Key areas of operation

such as governance, administration, development, judiciary systems and aggregation are the core functions of the QLMP. Pleasingly, all leagues continue to improve each year. For the first time, mandatory requirements were implemented and must be met before a league may qualify for their funding.

---

***“The Community Football Unit is focused on providing community leagues and clubs with the support, training and resources required to fulfill their roles, enhance the overall quality of community football and encourage increased participation.”***

---

**Club Management Training Program**

Volunteer training programs continue to be conducted across the state with 7,418 volunteers participating in league and club training workshops during the year. These workshops focused on administration training and social education topics such as Alcohol and Drug Education and the Fair Game Respect Matters Program.

**Quality Club Program**

The Quality Club Program is now a national program and for the first time this year clubs could apply for their Bronze Level accreditation online as part of the AFL Community Club website. It is very pleasing to see an increase in the number of clubs participating in the program. In 2010 more than 120 clubs participated in the QCP. Congratulations to the Ferntree Gully Junior Football



**Crowd Support:** The Youth Girls competition was supported well both on and off the field.



Club and the Emerald Football Club for achieving Gold Level accreditation this year.

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

#### **Volunteer of the Year**

Congratulations to the 2010 Volunteer of the Year, Len 'Spud' Murphy from the Spotswood Football Club. Len has been a tireless worker for more than 30 years at Spotswood and is still actively involved with the club today. Courtesy of the AFL Len won an accommodation

package, participated in the Grand Final parade, and attended the official AFL Grand Final Luncheon at the MCG before the Grand Final.

#### **AFL Victoria Metropolitan Junior Championships**

AFL Victoria supports metropolitan leagues by conducting a carnival for the under-14 and under-15 age groups. The AFL Victoria Youth Girls teams are now a permanent fixture of the Championships and congratulations to the Dandenong & District Junior FL (formerly, South-East Youth Girls) for winning the grand final. The grand

finals were played at Preston City Oval and AFL Victoria would like to thank Gary O'Sullivan and his staff at the Northern Bullants for their support of the Championships. Congratulations to the Yarra Junior Football League for another outstanding carnival winning both Division 1 Grand Finals, also to the Eastern Football League for winning both Division 2 Grand Finals. ■

---

**Junior Development:** Northern FL and South East Juniors in action in the Metropolitan Junior Championships.

# COMMUNITY FOOTBALL RESULTS

## COUNTRY FOOTBALL

### 2010 Grand Final results

#### Alberton FL

**Foster 13.20 (98) def.**  
Stony Creek 11.8 (74)

#### East Gippsland FL

**Bairnsdale 20.15 (135) def.**  
Lindenow 10.15 (75)

#### Ellinbank & District FL

**Nar Nar Goon 11.6 (72) def.**  
Cora Lynn 9.10 (64)

#### Mid Gippsland FL

**Trafalgar 13.9 (97) def.**  
Morwell East 6.10 (46)

#### MPNFL (Casey Cardinia)

**Narre Warren 13.24 (102) def.**  
Beaconsfield 11.11 (77)

#### MPNFL (Peninsula)

**Frankston YCW 16.11 (107) def.**  
Seaford 9.9 (63)

#### MPNFL (Nepean)

**Sorrento 17.16 (118) def.**  
Somerville 11.7 (73)

#### North Gippsland FNL

**Sale City 17.16 (118) def.**  
Rosedale 13.11 (89)

#### Omeo District FL

**Swifts Creek 22.12 (144) def.**  
Bruthen 13.10 (88)

#### Gippsland League

**Maffra 17.17 (119) def.**  
Drouin 15.11 (101)

#### YVMDFL (Div 1)

**Woori Yallock 17.16 (118) def.**  
Gembrook Cockatoo 17.8 (110)

#### YVMDFL (Div 2)

**Yarra Glen 14.12 (96) def.**  
Yarra Junction 5.13 (43)

#### Goulburn Valley FL

**Shepparton United 12.12 (84) def.**  
Kyabram 8.12 (60)

#### Kyabram District FL

**Nagambie 12.17 (89) def.**  
Undera 10.14 (74)

#### Murray FL

**Moama 19.15 (129) def.**  
Mulwala 6.10 (46)

#### Ovens & King FL

**Tarrawingee 15.9 (99) def.**  
Milawa 15.7 (97)

#### Ovens & Murray FL

**Albury 13.11 (89) def.**  
Yarrowonga 11.13 (79)

#### Picola & District FL (NW)

**Strathmerton 5.12 (42) def.**  
Yarroweyah 4.4 (28)

#### Picola & District FL (SE)

**Shepparton East 17.15 (115) def.**  
Tungamah 10.7 (67)

#### Tallangatta & District FL

**Beechworth 18.9 (117) def.**  
Yackandandah 12.5 (77)

#### Upper Murray FL

**Bullioh 6.4 (40) def.**  
Federal 0.3 (3)

#### Bendigo FL

**Golden Square 11.21 (87) def.**  
South Bendigo 8.10 (58)

#### Central Murray FL

**Kerang 15.7 (97) def.**  
Swan Hill 11.18 (84)

#### Golden Rivers FL

**Wandella 9.8 (62) def.**  
Nullawil 5.7 (37)

#### Heathcote & District FL

**Heathcote 8.8 (56) def.**  
Lockington-Bamawm United 5.9 (39)

#### Horsham District FL

**Kalkee 25.15 (165) def.**  
Harrow Balmoral 8.5 (53)

#### Loddon Valley FL

**Bridgewater 27.6 (168) def.**  
Calivil United 7.11 (53)

#### Mallee FL

**Beulah 14.14 (98) def.**  
Ouyen United 10.12 (72)

#### Millewa FL

**Gol Gol 14.5 (89) def.**  
Bambill 5.18 (48)

#### North Central FL

**Wycheproof-Narraport 13.9 (87) def.**  
Boort 6.7 (43)

#### Sunraysia FL

**Robinvale 21.12 (138) def.**  
Irymple 11.10 (76)

#### Wimmera FL

**Horsham 17.16 (118) def.**  
Nhill 8.12 (60)

#### Ballarat FL

**Lake Wendouree 18.9 (117) def.**  
Ballarat 9.8 (62)

#### Bellarine FL

**Drysdale 13.13 (91) def.**  
Geelong Amateur 11.17 (83)

#### Central Highlands FL

**Hepburn 18.11 (119) def.**  
Daylesford 8.3 (51)

#### Colac & District FNL

**Irrewarra - Beeac 11.10 (76) def.**  
Birregurra 11.8 (74)

#### Geelong & District FL

**Bell Post Hill 21.23 (149) def.**  
Werribee Centrals 6.10 (46)

#### Geelong FL

**South Barwon 11.14 (80) def.**  
Bell Park 7.13 (55)

#### Hampden FNL

**Warrnambool 8.13 (61) def.**  
South Warrnambool 5.14 (44)

#### Lexton Plains FL

**Skipton 16.15 (111) def.**  
Lexton FNC 3.8 (26)

#### Maryborough Castlemaine

**Maldon 11.12 (78) def.**  
Avoca FNC 9.10 (64)

#### Miniera & District FL

**Glenthompson-Dunkeld 13.8 (86) def.**  
Tatyoan 4.13 (37)

#### South West District FNL

**Coleraine 11.13 (79) def.**  
Westerns 9.10 (64)

#### Warrnambool & DFNL

**Kolora-Noorat 11.6 (72) def.**  
Dennington FNC 9.10 (64)

## COMMUNITY FOOTBALL

---

### Western Border FL

**West Gambier 11.6 (72) def.**  
Millicent 10.9 (69)

### South West District FNL

**Coleraine 11.13 (79) def.**  
Westerns 9.10 (64)

### Warrnambool & DFNL

**Kolora-Noorat 11.6 (72) def.**  
Dennington FNC 9.10 (64)

### Western Border FL

**West Gambier 11.6 (72) def.**  
Millicent 10.9 (69)

## VCFL REPRESENTATIVE MATCHES

### 2010 Grand Final results

#### Under 19

**VAFB 15.11 (101) def.**  
VCFL 11.11 (77)

#### Major Leagues

**VCFL 23.13 (151) def.**  
SA 9.12 (66)

## METROPOLITAN FOOTBALL

### 2010 Grand Final results

#### Eastern FL

(Div 1)  
**Noble Park 11.21 (87) def.**  
Scoresby 6.9 (45)

(Div 2)  
**Mulgrave 11.10 (76) def.**  
Bayswater 7.9 (51)

(Div 3)  
**Upper Ferntree Gully 12.12 (84) def.**  
Doncaster 10.6 (66)

(Div 4)  
**Templestowe 20.10 (130) def.**  
Ferntree Gully Eagles 11.19 (85)

#### Essendon District FL

(A Grade)  
**Maribyrnong Park 12.18 (90) def.**  
Greenvale 10.13 (73)  
(B Grade)  
**Taylor's Lakes 16.14 (110) def.**  
Pascoe Vale 10.12 (72)

#### Northern FL

(Div 1)  
**W Preston Lakeside 13.9 (87) def.**  
Heidelberg 9.12 (66)

(Div 2)  
**Whittlesea 9.17 (71) def.**  
Lower Plenty 9.3 (57)

(Div 3)  
**Hurstbridge 7.10 (52) def.**  
Parkside 2.7 (19)

#### Riddell District FL

**Riddell Football Club 12.8 (80) def.**  
Diggers Rest Football Club 9.9 (63)

#### Southern FL

(Div 1)  
**St Kilda City 12.8 (80) def.**  
Chelsea Heights 7.11 (53)

(Div 2)  
**Clayton 10.9 (69) def.**  
Oakleigh District 5.13 (43)

(Div 3)  
**Hampton 14.7 (91) def.**  
Mount Waverley 6.4 (40)

#### Western Region FL

(Div 1)  
**Albion 14.11 (95) def.**  
Spotswood 11.12 (78)

(Div 2)  
**Nth Footscray 11.13 (79) def.**  
Parkside 10.14 (74)

#### VAFB

(A Section)  
**Old Xaverians 11.8 (74) def.**  
Collegians 7.12 (54)

(B Section)  
**Old Carey 19.14 (128) def.**  
Old Haileybury 14.6 (90)

(C Section)  
**Beaumaris 10.11 (71) def.**  
Caulfield Grammarians 9.16 (70)

(D1 Section)  
**Werribee 17.12 (114) def.**  
Collegians 7.12 (54)

(D2 Section)  
**Banyule 9.12 (66) def.**  
Old Paradians 5.10 (40)

(D3 Section)  
**La Trobe Uni 12.8 (80) def.**  
St Johns Old Collegians 11.13 (79)

(D4 Section)  
**Monash Gryphons 13.12 (90) def.**  
Mt Lilydale 11.8 (74)

#### Victorian Women's FL

(Premier)  
**Darebin 9.8 (63) def.**  
Diamond Creek 4.7 (31)  
(Premier Reserves)  
**Darebin 8.8 (56) def.**  
St Kilda 3.7 (25)  
(North West)  
**Sunbury 7.12 (54) def.**  
Lalor Park Stars 4.1 (25)  
(South East)  
**South Mornington 7.6 (48) def.**  
Parkdale 1.2 (8)

## JUNIOR LEAGUE

### 2010 Grand Final results

#### Dandenong & District JFL (U-16)

(Div 1)  
**Narre Warren Black 13.1 (91) def.**  
Berwick White 11.5 (71)

(Div 2)  
**Endeavour Hills 20.12 (132) def.**  
Narre Warren White 8.5 (53)

#### Moorabbin Saints JFL (U-17 Div 1)

**St Pauls 10.10 (70) def.**  
St Peters 9.10 (64)

#### Yarra JFL (Colts 1)

**St Marys 9.3 (57) def.**  
Ashburton 7.9 (51)

## NAB AFL U/18 CHAMPIONSHIPS

### 2010 results

**Vic Metro 11.8 (74) def.**  
Western Australia 8.7 (55)

**Vic Metro 18.12 (120) def.**  
Northern Territory 4.7 (31)

**Vic Country 16.9 (105) def.**  
Vic Metro 9.9 (63)

**Vic Country 10.11 (71) def.**  
Western Australia 9.11 (65)

**South Australia 8.7 (55) def.**  
Vic Country 7.9 (51)

## NAB AFL U/16 CHAMPIONSHIPS

### 2010 results

**Vic Metro 11.4 (70) def.**  
Vic Country 4.10 (40)

## NAB AFL U/18 ALL-AUSTRALIAN

**Adam Treloar** – Dandenong Stingrays

**Andrew Gaff** – Oakleigh Chargers

**Anthony Miles** – Murray Bushrangers

**Ben Jacobs** – Sandringham Dragons

**Dyson Heppell** – Gippsland Power

**Jayden Pitt** – Geelong Falcons

**Lucas Cook** – North Ballarat Rebels

**Matthew Watson** – Calder Cannons

**Mitchell Hallahan** – Dandenong Stingrays

**Shaun Atley** – Murray Bushrangers

**Josh Caddy** – Northern Knights

**Thomas Liberatore** – Calder Cannons

**Robert Hyde** – Vic Country (Coach)

## AIS – AFL ACADEMY MEMBERS

**Rory Atkins** – Calder Cannons

**Joe Daniher** – Calder Cannons

**Matthew Haynes** – Northern Knights

**Liam McBean** – Calder Cannons

**Jonathan O'Rourke** – Calder Cannons

**Nick Vlastuin** – Northern Knights

**Adam Tomlinson** – Oakleigh Chargers

**Will Hoskin-Elliott** – Western Jets

**Elliot Kavanagh** – Western Jets

**Matthew Buntine** – Dandenong Stingrays

**Todd Elton** – Dandenong Stingrays

**Devon Smith** – Geelong Falcons

**Jake Stringer** – Bendigo Pioneers

**Lachie Whitfield** – Dandenong Stingrays

# BREAKING DOWN BARRIERS



**NICK HATZOGLU**  
AFL VICTORIA  
MULTICULTURAL FOOTBALL  
PROJECT COORDINATOR

**AFL Victoria's Multicultural Program is a tool to build community capacity and enhanced social inclusion for newly arrived and existing Australians from culturally diverse backgrounds.**

The Multicultural Program aims to win a better share of this segment by providing opportunities for people from culturally and linguistically diverse (CaLD) backgrounds to get involved in Australian Football. As Australia's most popular national sport Australian Rules Football is in a strong position to gain significant representation from the multicultural sector.

In 2010, the Multicultural Schools Football Program was implemented in 98 schools (73 primary, 10 secondary, 7 tertiary and 8 English language schools) and exposed 7,350 students to Australia's indigenous game. Each student took part in 10 Australian Football experiences as part of their induction into the game.

The AFL Victoria Multicultural Program is a partnership with the Victorian Government, the AFL and AFL clubs Western Bulldogs, Collingwood, Essendon, Richmond, and Hawthorn. Multicultural Development Officers are playing a key role in engaging culturally diverse communities with AFL clubs Essendon (Eder – Luiz Martins), Western Bulldogs (Nish Moses), Richmond (Michael Roberts), Hawthorn (Michael Nguyen) and Collingwood (Harmit Singh).

## **AFL Multicultural Program – Highlights 2010:**

### **Multicultural Program Camp**

The Melbourne Camp took place this year during AFL Grand Final week reaching 145 trialists and 80 camp attendees.

### **All-Nations teams.**

One under 12 and one under 15 team represented the All-Nations in the regional V/Line Championships in the Dandenong region. 60 boys from 24 different cultural backgrounds took part.

### **World team competed in the National Under 16's Championships**

Three players from Victoria's multicultural sector were part of the squad: Mella Opiew (Sudanese), Mohammad El Ebrahimi (Iraqi) and Komang Sujaya (Balinese, Indonesian).

---

***"In 2010, the Multicultural Schools Football Program was implemented in 98 schools (73 primary, 10 secondary, 7 tertiary and 8 English language schools) and exposed 7,350 students to Australia's indigenous game."***

---

### **Largest ever Australian Citizenship ceremony took place at the MCG.**

In partnership with Collingwood FC, Department of Immigration and Citizenship and the MCG, about 5,000 people attended with 2,600 taking out Australian Citizenship.

### **Multicultural Program nominated for the prestigious Beyond Sport International Awards**

The awards recognise projects around the world that use sport to address social issues within communities. David Matthews and Jason Mifsud represented the program in Chicago USA.

### **Evaluation of the first five years of the Multicultural Program was conducted by Red Elephant Projects.**

A comprehensive report was tabled outlining the successes, challenges and the next phase of the program.

### **Participation at Community Festivals.**

Reached more than 96,000 community members with about 31,000 active participants and 65,000 non active participants who participated, observed or witnessed our presence at the cultural events and community festivals: African Affair Festival; Chinese New Year Festival; Game On Festival; Springvale and Box Hill Lunar New Year festivals; Welcome to the AFL presentations with AMES Flagstaff students; AFL presentation to 150 Swinburne University International students and AMES Men's Camp.

### **Enhanced relationships with Multicultural Media.**

AFL Media accreditation paved the way for Turkish Report, Sameway Newspaper (China), Neos Kosmos Newspaper (Greek), and Ambassador Newspaper (African and Arabic), SBS Radio and 3ZZZ. As well there was extensive media coverage in Arabic press and radio, SBS TV and Radio, Sri Lankan, Indian, and Japanese press.

### **Other program highlights for 2010**

- In partnership with the Australian Sports Commission, the "All-Cultures" program was launched. Federal Sports Minister Kate Ellis was the official guest.
- Professional development training for 25 staff in multicultural development, leadership, foresight perspectives and the future.



**Multicultural:** Australian Football is in a strong position to gain representation from the multicultural sector.

- About 25,000 people - 162 different groups - from migrant communities have visited an AFL game, most for the first time.
- More than 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.
- In 2010, 95 predominantly Asian players were registered to play in the Southern Football League. Some of these players played competitive football for the first time. Presented Tri/Short Cup to the winning team in the Southern Dragons v Sandown Cobras Division 3 Southern League.
- A total of 68 schools and 3,990 participants visited the National Sports Museum and toured the MCG.
- Six new NAB AFL Auskick centers were established with about 250 participants coming from high rise housing estates and high cultural diverse background areas.
- About 850 students were involved in Multicultural Schools Cup as well as 37 separate tours conducted at AFL club venues reaching 1,100 participants.
- Students throughout Victoria participating in the Multicultural Schools Football Program received about 5,000 NAB AFL Auskick footballs.
- A partnership with Sports without Borders continued to provide grants for young people to play Australian Football. ■



# THE GAME FOR EVERYONE



**STEVE TEAKEL**  
AFL VICTORIA  
COACHING DEVELOPMENT  
MANAGER

**Victorian Coach Education Programs are a key ingredient in creating a positive match day environment and the development of quality community, school football and high performance coaches.**

Through the activities conducted by regional branches of the Australian Football Coaches Association (AFCA) coaches are provided with additional ideas and information to continue to grow their coaching expertise.

## Coach Education

In 2010, the coach education program aimed to provide an opportunity to develop a range of skills and understanding of a coach's role. These included season planning, conducting a training session, skill analysis, team play and tactics. The courses are also targeted to the age group participants are coaching.

More than 60 coach education courses were conducted with nearly 3,000 participants achieving a Level One accreditation certificate recognised throughout Australia.

The Level 1 Coaching Course was conducted in four streams - AFL Auskick, Junior Club, Youth and Senior. These courses formed the minimum mandatory requirements to coach in all AFL Victoria affiliated leagues.

An online course for Auskick and Junior Club coaches was introduced as a trial in 2010. It proved successful as it allowed coaches to complete a range of topics in their own time, while at the course they engaged in a more specialised skill based program.

The Level 2 Coaching Course was conducted in November, with community

and state league coaches selected to attend the course operating at youth and senior levels. Listening to presentations from Denis Pagan, David Parkin, Stan Alves, Damian Carroll and Brendan McCartney inspired the group who then had a number of assessment items to complete including training diaries, practical sessions and having a coaching mentor for the season.

High Performance coaches who work in the TAC Cup, VFL and AFL competitions were selected to attend an annual course conducted by AFL Victoria in conjunction with the AFL at the AIS in Canberra. Throughout the year more than 400

---

***“More than 60 coach education courses were conducted with nearly 3,000 participants achieving a Level One accreditation certificate recognised throughout Australia.”***

---

coaches have been re-accredited for another four years as they continue to enjoy their coaching and contribute to the development of young players. Several market specific courses were available for teachers, tertiary students and female coaches including a number of preliminary coaching programs:

- Awareness to Coaching Sessions introduced participants to the management of a small group, basic skill teaching and supervision conducted via the NAB AFL Auskick program.
- Orientation to Coaching was 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.

- Leadership Coaching Courses for Students was 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 secondary schools and the AFL Victoria SEDA program where students are undertaking studies in Sport and Recreation a Level One accreditation course has been designed and delivered to over 300 students.

In partnership with Cricket Victoria, AFL Victoria has developed a Dual Recognition Level 1 Junior Coaching Course, which has been conducted at the Geelong, Warrnambool and Burwood campuses of Deakin University as well as La Trobe University – Bendigo and in Horsham.

More than 700 participants attended coaching orientation sessions conducted via the NAB AFL Auskick program. Additionally, about 160 tertiary students and 85 teachers attended AFL Victoria Coaching programs in 2010.

## 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 Danny Frawley and Paul Armstrong from the AFL Coaches

**The Huddle:** Gippsland Power coach Damian Carroll instructs his side during the 2010 TAC Cup Grand Final.



Association, regional AFCA branches provided community coaches the opportunity to attend Australian Football seminars conducted by AFL assistant coaches.

Through the AFL Coaching program, AFCA Victoria members receive a regular electronic newsletter - AFL Community Development - with updates regarding coaching. Each regional branch has produced coaching newsletters to support the ongoing education of its coaches.

In partnership with the Department of Justice, the Championship Moves campaign was successfully delivered through a number of key coaching programs including the AFL coaches seminars, Level One senior and youth courses, and regional and state Coach of the Year awards nights. As an incentive for coaches to go back to their community clubs and deliver a Championship Moves workshop the AFL Coaches Association offered the opportunity for coaches to be an 'AFL coach for a Day' and attend training and preparation sessions at an AFL club. In 2010 the AFCA Victoria

Championships Moves Coach of the Year Awards 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 2010 winners were: Auskick: Rod Vella (Hillside Auskick)  
Junior: Paul Harvey (Hawthorn Citizens

---

***“...the AFL Coaches Association offered the opportunity for coaches to be an ‘AFL coach for a Day’ and attend training and preparation sessions at an AFL club.”***

---

Hawks Junior Football Club)  
Youth: Craig Skinner (Newborough Junior Football Club)  
Senior: Troy Moncur (Robinvale Football Netball Club)  
Female: Peta Searle (Darebin Women's FC)  
TAC Cup: Dale Tapping (Sandringham Dragons FC)  
VFL: Gerard Fitzgerald (North Ballarat FC)

Lifetime Achievement in Coaching and Coach Education: Keith Burns  
With former St Kilda coach Stan Alves as President, the objective of the Association is to lead and act in the best interest of coach education and coaching support and to uphold the integrity, quality 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 9,000 coaches in Victoria.

Each regional branch of 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, conducting regional Coach of the Year Awards, maintenance of a coaching resource centre and the fulfilment of regional coaching seminars. ■

**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 Australian Football, with a focus on health, fitness, safety and the social aspects of team sport all the while maintaining a strong relationship with the traditional game.

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

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

Strong demand has been experienced from several community sectors with more than 9,000 participants playing the game in the community, at school or as part of special one day events. Significant growth was achieved throughout the state with single and mixed gender community competitions kicking off in both

---

***“AFL Recreational Football was specifically designed to increase participation in football and physical activity in the wider community.”***

---

metropolitan and regional Victoria. Strong participation has been recorded at competitions conducted by the Melbourne and Western Bulldogs Football Clubs, along with the Koonwarra/Leongatha RSL Cricket Club and an AFL Victoria conducted competition at Box Hill. It is suitable for special events and has featured prominently in the Australian Corporate Games (35 teams) and

State Youth Games (28 teams) where groups have participated in a one day program.

With the support of the VicHealth funded PICSAR program, an emphasis has been placed on introducing multicultural communities to the game of Australian Football via AFL Recreational Football, especially in the Goulburn Murray and Northern regions. The focus has been in primary and secondary schools, along with community ‘come and try’ days as part of school holiday programs and community festivals.

Primary and secondary schools have been especially interested in AFL Recreational Football with the game being played by more than 7,700 students and teachers. It has become a common feature of AFL Sports Education (SEPEP) programs, the annual physical education and health teachers ACHPER conference, house competitions and lunchtime activities because of its ability to attract a wider participation. AFL Recreational Football has also been included into tertiary Level One courses. ■

**A Different type of Football:** More than 9,000 people are now participating in AFL Recreational Football.



# KICKING GOALS IN SCHOOLS



**TREVOR ROBERTSON**  
AFL VICTORIA  
SCHOOLS DEVELOPMENT  
MANAGER

**CERTAINLY, it has been a very productive year for Victorian schools participating in AFL Victoria football programs in 2010.**

It was a year highlighted by the continued growth in the number of AFL Schools Ambassadors, the delivery of the popular Kicking Healthy Goals Program into 25 primary schools in the Ballarat region, growth in female participants at all school levels across the State and eight schools finalists in AFL Schools Dream Team and AFL Quiz Competitions.

## **MCC G Footy Programs**

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 involving the school community in a variety of activities.

In 2010, 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 element of the MCC G Footy program is to support teachers in their efforts to promote and engage students in

Australian Football. Professional learning opportunities for teachers included level one coaching courses, coaches' 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 over 384 secondary AFL Ambassadors

***“More than 50,000 girls and boys represented their schools in 2010 with the MCC Herald Sun Shield and VSSSA Senior Boys Grand Final both played as AFL curtain-raiser games at the MCG.”***

an 8% increase on last year. In 2010 AFL Victoria conducted the AFL Ambassadors of the Year Award recognising outstanding contribution to the development of Australian Football. The winner was Dean Hendrikse from Marist-Sion College, Warragul.

Goalposts provide a visible presence of Australian Football and a School Goalpost Grant Scheme was implemented to provide assistance to secondary schools who wished to purchase a set of goalposts. East Loddon P-12 College and Wodonga Senior Secondary College were very grateful to receive this resource.

Jason McCartney's encore performance of his highly successful "Your Destiny is a Matter of Choice" was conducted at the MCG in the MCC Members Dining Room in September with 670 secondary students sharing in the occasion.

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

More than 50,000 girls and boys represented their schools in 2010 with the MCC Herald Sun Shield and VSSSA Senior Boys Grand Final both played as AFL curtain-raiser games at the MCG. St Patricks College, Ballarat won its third MCC Herald Sun Shield Grand final over St Joseph's College Geelong and Essendon Keilor College defeated Hallam Senior College to win the MCC VSSSA State Championship.

## **Primary**

ConnectEast - now in its second year of a three-year partnership with AFL Victoria - saw increased numbers of schools participate in the 2010 EastLink Cup Primary Schools Competition. A total of 28 primary schools situated along the EastLink corridor participated in a knock out round robin football competition. St Simon's Rowville defeated Donburn Primary School for the second year in a row in the Grand Final played as a curtain-raiser to the TAC Cup Grand Final at Eithad stadium.

AFL Victoria's Female Football program continued to have strong interest at schools, with more than 86 schools and 2,300 girls nominated to participate in the AFL Victoria/VPSSA competition.



**Champions:** Essendon Keilor College won the 2010 MCC VSSA State Championship.

The “Get your Kicks at the G Program” this year saw 25 primary and secondary schools involved and a total of 608 children participate in three activities - a visit to the National Sport Museum (NSM), a tour of the MCG and a chance to test the new “Game On” Activities in the NSM. We thank the staff at the MCG and NSM for their support.

The AFL Primary School Ambassadors Program saw continued growth with more than 1,132 teachers at primary schools enlisting their services as AFL Victoria’s AFL Primary School Football Ambassadors. Their schools received resources and apparel. In 2010 the AFL Ambassador of the Year Award was won by Chris Pentland for the development of an entire school football program.

In order to keep Australian Football prominent in schools, seven primary schools received goal post grants to assist them to purchase and install new goal posts at their school. The primary schools that took up this opportunity were St Brendan Primary School Shepparton, Bundoora Primary School, Footscray West Primary School, Woolsthorpe Primary School, Coleraine Primary School, Nyah West Primary School and Rainbow Primary School. AFL players were required to visit primary schools to promote Australian Football. Schools can utilise AFL players to conduct classroom activities, guide role model programs, and conduct a clinic and/or taking the school team for training. In 2010, 3,792 AFL player appearances were conducted in primary schools compared to 3,398 in 2009 to just over 73,500 students across Victoria. Western Bulldogs Friendly School program continues to provide hundreds of school children with an opportunity to discover the benefits of healthy exercise and good food choices through a partnership between the AFL, AFL Victoria, Western Bulldogs and Victoria University. A total of 34 schools in Melbourne’s western region participated in a program aimed to assist the Western Bulldogs achieve greater brand recognition in the western region and join 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 very successful second year of the AFL Victoria Sports Development Program, providing 253 students with a sport industry based VCE or VCAL Certificate III, VI and Diploma in Sport and Recreation program for students in Year 11&12 in 2010. Eligible students were recruited to participate in a squad of 25, coordinated by an experienced VIT registered secondary teacher who delivered the required curriculum while AFL Victoria staff provided practical industry experience and training in the delivery of AFL Victoria Development programs. Eight programs were set up in 2010 - Sunshine, Northcote, Montmorency, Brunswick, Frankston, Clayton,

---

*“AFL Players were required to visit primary schools to promote Australian Football... In 2010, 3,792 AFL player appearances were conducted in primary schools...”*

---

Doncaster and Geelong with an additional two Diploma groups in Parkville and Elsternwick. It is anticipated that another three programs will be set up in Gippsland, Eastern Melbourne and another in the Northern suburbs at a venue not yet confirmed in 2011, bringing the total number of programs to possibly 12.

**‘Go for your life’ Kicking Healthy Goals Program**

AFL Victoria in partnership with ‘Go for your life’ piloted in 2009 the Kicking Healthy Goals Program. The primary schools program aimed at providing school children with the opportunity to participate in classroom curriculum activities and complimentary by physical education activities around healthy food choices and the benefits of physical activity. In 2010 AFL Victoria in partnership with Go for your life, the University of Ballarat and the North Ballarat Football Club, took the learning from 2009 and embarked

on delivering the Kicking Healthy Goals Program to 25 primary schools and 1,354 students across the Ballarat region in terms 2, 3 and 4. The participating schools were: Black Hills, Redan, Creswick, Ballarat Grammar, Ballarat, Sebastapol, Ballarat North, Smeaton, Skipton, Forest St, Myrniong, Waubra, Yuille Park, Gordon, Windermere, Canadian Lead, Buninyong, Ballan, Hepburn, Creswick North, Coimadai, Balliang East, Newlyn, Delecombe, Woody Yaloak (Snake Valley). There is interest already from six other schools for 2011.

We would like to thank the students from Ballarat University, the principals, teachers and children for assisting AFL Victoria and ‘Go for your life’ in making this program a great success.

**1 Seven Program**

This year the 1 Seven Program increased its number of member schools to 483 - an increase of 30 schools all enjoying the extensive curriculum activities for children of grades prep to six. 11 of these schools from across Victoria received a Sports Kit as the monthly winners. These lucky schools were: Park Orchards Primary, Hoddles Creek Primary, Livingston Primary, Seymour East Primary, Mt Pleasant Rd Primary, Templestowe Heights Primary, Wesburn Primary, Little River Primary, University Park Primary and Keysborough Primary School.

**AFL Schools Competitions**

Victorian primary and secondary schools were represented well in the finals of two new school national competitions AFL Schools Dream Team and the AFL Quiz. Congratulations to Mt Scopus Memorial School for taking out first place in the inaugural National AFL Schools Dream Team competition and Eltham High School coming second in the state. In the AFL Quiz for primary schools, Victoria took out the trifecta in the Year Three category with Berwick Primary School, Kingswood Primary and Point Lonsdale Primary Schools taking all placings, Brunswick North West finished second and Montpellier Primary finished third in the Year Four Category and finally Diamond Creek Primary School finished second in the Year Five Category, a fantastic result for Victorian Schools. ■

# ANOTHER SUCCESSFUL YEAR FOR AUSKICK



**MICHAEL STINEAR**  
AFL VICTORIA  
STATE AUSKICK MANAGER

**The 2010 NAB AFL Auskick season was again very successful. It attracted 48,322 boys and girls from across 666 centres throughout Victoria.**

The dedication, commitment and passion from our volunteers is vital in ensuring participants enjoy a quality program in a fun and safe environment. The program is dependent upon the support of parents and the local community and its ongoing success is a direct result of their involvement.

Equally important to our volunteers is the program's major sponsor NAB. Once again, NAB has provided tremendous support through advertising, local staff involvement, equipment and resources and more recently through their online competitions. The competitions include

NAB Centre of the Year, NAB Footy Frenzy and the ultimate for a participant NAB AFL Auskicker of the Year.

Throughout the season Victorian centres were lucky enough to be winners of the above competitions and we had 10 nominees for NAB Centre of the Year, each receiving \$1,000 worth of equipment for their centre. Through the NAB Footy Frenzy, 15 centres were randomly drawn and received a \$1,000 NAB Award Saver account for their centre.

---

***“Response to the 2010 NAB AFL Auskick season was again very successful. It attracted 48,322 boys and girls...”***

---

Eight Victorian children were nominated as NAB AFL Auskickers of the Year and they received the opportunity to participate in the 2010 Toyota AFL Grand Final including the Parade, Half Time Grid Game and presenting the premiership medallions to the winning team. The medal presentations were delayed a week after the first Grand Final but courtesy of NAB the children were invited back and completed the presentations to Collingwood a week later.

The Thursday before the AFL Grand Final NAB hosted a function for all 22 NAB AFL Auskickers of the Year nominees, where Max Sievers from Beaumaris North Auskick Centre was announced as the 2010 NAB AFL Auskicker of the Year.



**Valued Sponsorship:** NAB were again a great supporter of Auskick in 2010.



**Involved:** Eight Victorian children were nominated as NAB AFL Auskickers of the Year.

Max and his family were naturally excited and their delight grew when presented with a \$5,000 NAB portfolio as well as having Cats' star Joel Selwood as a mentor for the 2011 season.

**NAB AFL Auskick Half-Time**

One of the most treasured moments of an AFL game is just watching the sheer enjoyment on the faces of the youngsters at the NAB AFL Auskick Half Time. This year 13,334 children experienced the thrill of running out onto the MCG, Etihad Stadium or Skilled Stadium at half-time.

Those children in grades 5-6 participated in NAB AFL Auskick rules matches while children in grades 3-4 enjoyed Grid Games. This included 122 participants who were lucky enough to be involved across the two Grand Finals this year. In addition 1,430 children

played during half-time of VFL matches.

**NAB AFL Auskick Player Visits**

A highlight for many participants is AFL Player Visits. During the season 384 AFL players visited NAB AFL Auskick centres throughout metropolitan Melbourne and Geelong.

**NAB Auskick Program for All Abilities**

Through resources provided by the VicHealth PICSAR program, our All Abilities Centres have grown to nine throughout Victoria, with a total of 322 participants. These Auskick centres specialise in catering for children with physical and intellectual disabilities.

**NAB AFL Auskick at the G**

The chance to partake in an Auskick clinic on the MCG prior to an AFL match proved as exciting for parents as it did for all children involved. The 2010 season saw 875 children from 30

different centres running around on the hallowed turf.

**AFL Victoria Coaching Courses**

Coach awareness course provided parents with basic group control, skills activities, coaching points and an introduction to the coaching world. Orientation Coaching Course is a hands-on introductory course designed for parents/helpers keen to assist in running coaching-based activities. Level 1 NAB AFL Auskick Course is 14 hours in duration and or parents/helpers looking to assume a coaching role, organise activities, teach skills or conduct modified games. NAB AFL Auskick Leader Coaching Course focuses on coaching children under 12, covering child development, clinic and volunteer management and coaching principles. ■



# SETTING HIGHER GOALS



## CHYLOE KURDAS

AFL VICTORIA  
FEMALE FOOTBALL  
DEVELOPMENT MANAGER

### FEMALE football continued to make giant strides in 2010.

It was a year where AFL Victoria conducted an independent review of female football in the State resulting in a blueprint for our future. Some of the review's recommendations included continued integration of female football into existing community football structures and further resourcing for AFL Victoria's regions to cope with the growing demand for girls and women to play the game.

### NAB AFL Auskick

As part of its commitment to encourage increased female participation in NAB, AFL Victoria conducted in 2010 an all girls Auskick superclinic at the Essendon Football Club. More than 160 girls attended the clinic conducted by AFL Victoria's Youth Girls Academy, who also provided parents with an insightful information session on the female football pathway. Young females now make up 7.2% of all NAB AFL Auskick participants, a rise of nearly one percent in the past two years. Female Auskick participation will continue to remain a high priority with further development initiatives to be introduced in 2011.

### Primary school football

Now in its sixth successive year, AFL Victoria, School Sport Victoria and the Victorian Primary Schools Sports Association (VPSSA) conducted the Girls' Skill Development and Competition Program in Victorian primary schools. A four-week skill development program for grade 5 and 6 girls was complemented by a teacher training program along with a

state-wide primary school girls football competition. This year saw 2,225 girls from 89 regional and metropolitan schools involved in the game, which represents a 15% increase from 2008. Additionally, more than 3,000 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 2010

---

***"Young females now make up 7.2% of all NAB AFL Auskick participants, a rise of nearly one percent in the past two years. Female Auskick participation will continue to remain a high priority..."***

---

there were 545 girls participating in junior football, an increase of 16% from 2008. An annual information session detailing the transition to AFL Victoria's Youth Girls leagues was held for girls nearing the age of 14 and no longer able to play in mixed junior competitions.

With support from AFL Victoria, the North Melbourne Football Club established its very own Junior Girls Academy. Targeting girls playing junior football, more than 20 girls from around Victoria enjoyed a year long program at the NMFC where they received on and off field development

and coaching. The Academy experience culminated in an exhibition match played as a curtain raiser to the National Under 18 Youth Girls Championships Grand Final.

### 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 keeping with AFL Victoria's focus on integrating female football into existing community football structures, AFL Victoria handed over the management of the South Eastern competition to the Dandenong & District Junior Football League in 2010. Benefits included the establishment of two new teams in the region as well as greater local awareness of opportunities for girls to play the game. While no new competitions were added in 2010, more girls than ever played the game. A total of 869 girls played in 39 teams across six competitions, a 27% increase.

The Youth Girls talented player pathway provides exciting interleague and Victorian representative opportunities. In 2010, a Country State Youth Girls Championships was added to the VCFL's VLine Cup, with a representative Geelong side being established for the first time. An Eastern team participated in AFL Victoria's Metropolitan Junior Championships for the first time, while

**Victory:** Victoria claimed the inaugural Youth Girls National Under 18 Championship title against Western Australia by 15 points.



the DDJFL Youth Girls team claimed their fourth straight Championship title in defeating the Western team. In 2010 the AFL staged the inaugural National Under 18 Youth Girls Championships. Held in Melbourne, AFL Victoria entered a Victorian team and a Development team. The Victorian team claimed the inaugural National title, defeating Western Australia by 15 points, while the Development Team finished fifth.

#### **AFL Victoria's Youth Girls Academy**

The Academy grew again in size and vision. The Bill Hutchison Foundation came on board as a sponsor, while the Academy continued to enjoy the support of the Essendon Football Club. 46 of Victoria's most promising Youth Girls players and 22 female field umpires participated in the year long program. Victorian Under 18 Head Coach Andrew Jago was an integral member of the Academy, as participants began the year with a weekend camp that also included the Victoria Police's High Challenge Program staff.

The Academy program included skills sessions with former St Kilda full back, Jamie Shanahan and AFL Victoria High Performance Manager, Leon Harris. Off-field development sessions in 2010 targeted planning, foot care, leadership and nutrition. Academy players were also required to attend their local Auskick centres.

#### **Secondary school football**

Once again, secondary school girls were provided the chance to participate in various competitions and skill development clinics. Competitions involving School Sport Victoria, Girls Sport Victoria, the Catholic All Schools Sports Association and other independent schools attracted 13,574 players. The GSV's Friday Night Footy competition grew to include 18 teams this year, an increase of four teams. AFL Victoria also ran 43 clinics reaching approximately 1,500 girls this year. Clinics are conducted by senior female players, with many former Youth Girls now involved. AFL Victoria supported School Sport Victoria's Under 16

Victorian School Girls team, which travelled to Perth to participate in the School Sport Australia National Championships.

#### **Victorian Women's Football League (VWFL)**

The VWFL was established in 1981 and is open to females aged 16 and over. In 2010 the VWFL enjoyed its biggest increase in participation in five years. The league attracted 1,000 players across 29 teams and four competitions, marking a 10% increase in participation from 2009.

The VWFL's partnership with the Melbourne Football Club saw a year long leadership program implemented across the league and its clubs. The VWFL also enjoyed a new partnership with the Metropolitan Fire Brigade. A talent-based academy camp was held early in the year, while the biennial Country vs. Metro match was held at Craigieburn. ■

# DEVELOPING OUR UMPIRES



**NEVILLE NASH**  
AFL VICTORIA  
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 2010, 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. In 2010, 710 field, boundary and goal umpires participated in accreditation courses in Victoria. It is an integral component of an umpire's career path.

### **Recruitment and Retention**

Umpire numbers in Victoria grew to their highest level in 13 years.

- Field Umpires Recruited – 522
- Field Umpires Not Returning – 334
- Number of Field Umpires – 1,699
- Number of Female Field Umpires - 127

### **Golden Whistle Awards**

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

A full list of 2010 winners can be found at [aflvic.com.au](http://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,

---

***“In 2010, 710 field, boundary and goal umpires participated in accreditation courses in Victoria. It is an integral component of an umpire's career path.”***

---

boundary and goal umpiring. It also develops life skills, including:

- Decision making
- Leadership
- Effective communication
- 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 2010, 1,268 students and players from 54 schools and clubs successfully completed the course.

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

College in Essendon, Camberwell Grammar, Ringwood Secondary College, MacKillop College in Werribee and Mill Park College.

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 2010, with 22 field umpires selected and the appointment of ex AFL field umpire Martin Ellis as the academy coach. 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 130 new mentors entered the program, with 241 mentors returning.



Green shirt umpire numbers increased to 964, compared to 925 in 2009.

### Professional Development Program

In its fourth year, the program provides opportunities for umpire coaches and mentors to enhance their skills and knowledge and attend workshops and participate in teleconferences. There were 142 participants in 2010.

### Mates Program

The AFL Victoria Mates Program links AFL field umpires (seven in total) with the seven metropolitan 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.

### Umpiring is Everyone's Business Campaign

This campaign was conducted in May last year with a majority of leagues, clubs and umpiring groups participating to promote the role of the umpire in the football community. Several AFL coaches, players and media personalities participated by umpiring junior football games and in the media.

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
- A Day in the Life of an AFL Umpire DVD. ■

---

**Female Focus:** 22 female field umpires were selected to participate in the Female Umpiring Academy.

# AFL PLAYER APPEARANCES



**KEITH BURNS**  
AFL VICTORIA  
PROGRAMS  
CO-ORDINATOR

**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 grass roots development strategy.

As part of the AFL and AFL Players Association Collective Bargaining Agreement, every AFL player is committed to conduct 21 half day appearances – six allocated to the AFL and delivered by AFL Victoria and 15 allocated to the AFL club. It demonstrates the commitment of all parties to make the 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 10,650 hours in 2010, an increase on the 2009 figure of 10,400 hours and the 2008 involvement of 10,387 hours. 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, conducting a clinic or taking the school team for training. In 2010, primary schools utilised 3,820 appearance hours from 464 AFL players.

## Secondary Schools

Region Development Managers allocate AFL players to either participate in role model and healthy lifestyle talks, leadership programs, conducting a clinic, decision making discussions, police in schools

---

***“Players were involved for 10,650 hours in 2010, an increase on the 2009 figure of 10,400 hours and the 2008 involvement of 10,387 hours.”***

---

program or training the school football team. In 2010, secondary schools utilised 644 appearances.

## Junior Club Program

AFL coaches select a date to free-up players to go out and visit junior clubs who have accepted an invitation coordinated through the Region Development Managers. In 2010, 401 AFL players logged 900 appearance hours at junior clubs.

## NAB AFL Auskick

AFL clubs also allocated their players specific days to attend NAB AFL

Auskick centres. In 2010, 384 AFL players logged 886 appearance hours at AFL Auskick centres.

## 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 2010, 385 AFL players logged 800 appearance hours at various superclinics.

## Country AFL Player Appearances

Each AFL club selects a day when its entire playing list visits country towns 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 Training Camps are also conducted by AFL clubs in country regions or interstate during February of each year. In 2010, 395 AFL players logged 3,160 appearance hours at nearly 60 country towns. ■

# STRENGTHENING RELATIONSHIPS



**LEON EGAN**  
AFL VICTORIA  
KICKSTART INDIGENOUS  
DEVELOPMENT MANAGER

**Indigenous people come together to do things that are important and enjoyable to them. Australian Football is one of our community's most popular sports.**

AFL Victoria Indigenous Programs capitalises on this unique capacity of the game to bring together Indigenous communities to participate both on and off the field in programs that contribute to good health, valued education, school attendance, leadership development, life skills training and opportunities for employment.

Involvement in football, whether at a club, school, league or AFL Auskick centre, provides an important focus for both Indigenous young people and their families to strengthen relationships to connect with a wider community, develop a sense of belonging and develop life skills which are transferable in other life pursuits.

Strengthening Indigenous families and communities and encouraging wider mainstream social connections are key outcomes and this can be achieved through a range of support programs provided by AFL Victoria and its partners. They include Indigenous and non Indigenous groups.

**KickStart Future Leaders Camp (Stage 1)**

During 2010, a total of 22 talented under 15 Indigenous boys were selected from representative/interleague competitions across the state league's talent pathway and were invited to attend a three day leadership camp program in Parkville at the end of June. Participation in this camp covers off on character identification, leadership and football talent, which included activities with Victoria Police, Essendon Football Club and North Melbourne Football Club. At

the conclusion of this camp, the eight most outstanding boys were selected to progress to the Qantas Kickstart National Camp in Sydney.

**Qantas Kickstart National Camp (Stage 2)**

This year's five day camp was held in Sydney from 15-22 July, which was organised by recently retired Sydney Swans legend Michael O'Loughlin and included eight Victorian boys. About 50 Indigenous boys from across Australia to participate in this camp every year. This year's group played a game against one another under lights on the SCG as the curtain raiser to round 21 game -

---

***“Involvement in football, whether at a club, school, league or AFL Auskick Centre, provides an important focus for both Indigenous young people and their families to strengthen relationships...”***

---

Sydney Swans vs Western Bulldogs. This year's camp included a day at Taronga Zoo, extensive leadership activities and meeting all of the Indigenous players at the Sydney Swans as well as Swans coach, Paul Roos who spoke of the commitment required to making it to the next level. Out of the success of this camp a squad of 25 players was selected to form the Qantas 'Flying Boomerangs' team that toured Tonga in December, 2010.

**Qantas Flying Boomerangs Team (Stage 3)**

During a 12 day period last December a magical time for our 25 most outstanding

Indigenous boys was enjoyed as they represented their country as part of the 'Flying Boomerangs' football team in the Oceania Football Championships in Tonga. The eight Victorian boys that began their Kickstart journey in Melbourne back in June, journeyed to Sydney in August for the national camp and were finally rewarded with selection in the 'Flying Boomerangs' team. Next stop after Tonga for these talented Victorian Indigenous boys is the Under 16 TAC Cup talent pathway program.

**Rio Tinto – Footy Means Business Leadership Program Partnership**

A new initiative in 2010 between the AFL and Rio Tinto was the establishment of a leadership development program targeted at 18-23 year old Indigenous young men to maximize talent and employment opportunities. In late May, a total of 50 Indigenous young men from across Australia participated in a week long leadership camp with the highlight being able to play a game against one another on the MCG as the curtain raiser game to Dreamtime at the G - Richmond vs Essendon. Eight Victorian boys participated in the camp with a Victorian boy, Rowen Pickett winning the medal for best-on-ground.

In October, 2010, camp two was conducted in Sydney with the same number of participants who played a game against one another at the newly built AFL ground and facilities at Greater Western Sydney. There were 11 Victorians in this camp.

There will be two of these camps each year for the next three years, which will present our young Indigenous men with real opportunities, not only on the football field but off field as well. ■



**Coming Together:** AFL Victoria Indigenous Programs capitalise on the unique capacity of football to bring together Indigenous communities to participate both on and off the field.

# FOOTBALL, A GAME OF EQUALS



**KATRINA LEASON**  
AFL VICTORIA  
FAIR GAME, RESPECT MATTERS  
PROGRAM MANAGER

**Fair Game, Respect Matters is a program of AFL Victoria that aims to create safe and inclusive environments for women in Australian Football. The program is based on research that shows that where relationships between men and women are equal and based on respect there is a direct correlation where violence against women can be reduced.**

AFL Victoria has embarked on a program to embed Fair Game, Respect Matters in all football development work in future. More work is planned to formalise the introduction and to ensure leagues are responsible to sustain long term change. This includes the development of model policies and codes of conduct for use in clubs.

The evaluation recommended that, appropriate to the different levels, codes of conduct and policies should include messages that:

- Expect respectful behaviour between all members on and off the field.
- Encourage women and girls to participate in all on and off-field football related activities.
- Make all kinds of sexism, racism and

homophobia unacceptable under any circumstances.

- Encourage coaches to be responsible for ensuring players abide by the expected standards of behaviour on the field.
- Inspire the player leadership group to be responsible for ensuring that players understand and practice respectful behaviour, both on and off the field.
- Create minimum standards to ensure that entertainment in clubs is appropriate for a family-oriented environment. For example, male and female strippers and comedians whose material is racist, homophobic, sexist or sexually explicit are inappropriate and should never be associated with club activities.
- Develop incident protocols for when there are breaches in expected standards, and guidelines for the management of incidents when they occur.
- Develop processes to deal appropriately with breaches of these policies.

After the first season of Fair Game, Respect Matters in clubs, the number of women in decision making positions has increased. Some clubs amalgamated with local netball

teams and others offered female football to increase the participation of women. Some clubs recruited female coaches, time keepers and umpires.

The Fair Game, Respect Matters pilot program is in Phase 2 of its delivery and is currently being delivered to the clubs within the Northern Football League and Essendon District Football League. Football clubs have a significant capacity to embrace and promote cultural change. The men and women involved in Fair Game, Respect Matters are working towards creating more vibrant, family friendly, and most importantly inclusive clubs that value and demonstrate respect for all members. Fair Game clubs welcome the active participation of women and girls in all roles. Fair Game, Respect Matters is a program of AFL Victoria and is funded by VicHealth. The Australian Research Centre in Sex, Health and Society at La Trobe University evaluated the program. The evaluation has been an integral part of the program and has contributed ongoing feedback to ensure continuous learning and improvement as the program developed. ■



**Respect Matters:** Peter Schwab (second from left) is pictured with members of the Greenvale FC at the Fair Game, Respect Matters Recognition Night held at Windy Hill for the Essendon District Football League.



# 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
- 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.

## CLUBMAN - \$30

A club resource in CD format that can assist with the management of clubs finances and budgeting, stock control, members contact details and recording of a club's history.

## 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/9-12) 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.

## STYLE OF PLAY – \$15

The fundamental principles which underpin the style of play, strategies and tactics of Australian Football.

## GAME DAY COACHING – \$10

The key areas of effective game day coaching including game plan, pre game, game on and post game.

## 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.

### TO ORDER

Visit [www.aflvic.com.au](http://www.aflvic.com.au) – go to Getting Involved tab and link to the resources page.



# AFL VICTORIA PEOPLE

(AS AT JANUARY 2011)

## AFL VICTORIA HEADQUARTERS

GPO Box 4337  
MELBOURNE VIC 3001  
Phone: (03) 8341 6000  
Fax: (03) 9380 1076  
Website: [aflvic.com.au](http://aflvic.com.au)

## AFL VICTORIA BOARD

Grant O'Riley (Chairman)  
Geoff Almond  
Nicholas Bourke  
David Doherty OAM  
Ray Guston

## AFL VICTORIA DEVELOPMENT ADVISORY BOARD

David Doherty (Chairman) OAM  
Diana Taylor  
John Doherty  
Geoff Almond  
Brad Ostermeyer  
Ian Hamm  
Derek Humphrey-Smith

## AFL VICTORIA MEMBERS

**Bendigo Bombers** David Joss  
**Box Hill Hawks** Tony Pinwill  
**Casey Scorpions** John Sharkie  
**Coburg Tigers** Bill Balakis  
**Collingwood** Geoff Walsh  
**Frankston** John Barry  
**North Ballarat** John McClure  
**Northern Bullants**  
Stephen Papal  
**Port Melbourne** Peter Saultry  
**Sandringham** Gerard Ryan  
**Werribee Tigers** John Nicol  
**Williamstown** Trevor Monti  
**VCFL** Nicholas Rolfe  
**VFA** Bruno Conti  
**Northern FL** Tony Topp  
**Eastern FL** Graham Halbish  
**Essendon District FL** Ian Price  
**Riddell District FL**  
Alan Matthews  
**Southern FL** Mark Seymour  
**Western Region FL** Bill Baarini  
**Dandenong & District JFL**  
Roger Hampson  
**Moorabbin Saints JFL**  
Russell McMurray  
**Yarra Junior FL** Peter Haddad  
**Victorian Women's FL**  
Debbie Lee

## AFL VICTORIA ADMINISTRATION

**Chief Executive Officer** TBA  
**Executive Assistant to CEO**  
Silvana Hurst  
**Financial Controller**  
Stephen Smith  
**Marketing & Communications  
Manager** David Howard  
**Marketing Co-ordinator**  
Kaylee George  
**Receptionist** Ellie Campbell  
**Football Operations Manager**  
John Hook  
**High Performance Manager**  
Anton Grbac  
**High Performance Manager**  
Leon Harris  
**Football Operations Coordinator**  
Sophie Timms  
**Football Operations Officer**  
Luke Gatti  
**State Director of Umpiring**  
Kevin Mitchell  
**Umpiring Assistant**  
Angela Lindsay  
**Manager – Development and  
Planning** Mick Daniher  
**Manager - Community Football  
Development** Peter McDougall  
**Club Development Manager**  
Darryl Collings  
**Community Football Assistant**  
Lauren Bunting  
**Footyweb and IT Support  
Manager** Stephen Stewart  
**Coaching Development Manager**  
Steve Teakel  
**Schools Development Manager**  
Trevor Robertson  
**Umpire Development Manager**  
Neville Nash  
**Programs Coordinator**  
Keith Burns  
**Female Football Development  
Manager** Chyloe Kurdas  
**Fair Game, Respect Matters  
Program Manager**  
Katrina Leason  
**KickStart Indigenous  
Development Manager**  
Leon Egan  
**State Auskick Manager**  
Michael Stinear  
**Development Assistant**  
Fiona Hicks  
**AFL Multicultural Football  
Project Coordinator**  
Nick Hatzoglou

**Multicultural Officer South East  
Region** Michael Nguyen  
**Multicultural Offer Central East  
Region** TBA

**Multicultural Offer Northern  
Region** Harmit Singh  
**Multicultural Officer North West  
Region** Eder-Luiz Martins  
**Multicultural Officer Western  
Region** Nish Moses

## TAC CUP REGION MANAGERS

**Bendigo Pioneers** Ray Byrne  
**Calder Cannons** Ian Kyte  
**Dandenong Stingrays**  
Mark Wheeler  
**Eastern Ranges** Anthony Parkin  
**Geelong Falcons** Michael Turner  
**Gippsland Power** Peter Francis  
**Greater Western Sydney**  
Lachlan Buzzard  
**Murray Bushrangers**  
Andrew Carson  
**North Ballarat Rebels**  
Phil Partington  
**Northern Knights**  
Peter Kennedy  
**Oakleigh Chargers**  
Mark Smart  
**Sandringham Dragons**  
Darryl O'Connor  
**Western Jets** Shane Sexton

## AFL VICTORIA REGION DEVELOPMENT MANAGERS

**COUNTRY REGIONS**  
**North Ballarat** Tim Shearer  
**Wimmera** Geoff Burdett  
**South West** Jock Whiting  
**Bendigo** Tony McNamara  
**Central Murray & North Central**  
Trevor Mellington  
**Sunraysia** Trevor Ryan  
**Geelong** John Edsall  
**Hampden** Alan Thompson  
**Goulburn Murray** Greg Liddell  
**North East Border** Jeff Chandler  
**North East Border (Wangaratta)**  
Darren Ogier  
**East Gippsland** Rob Reid  
**LaTrobe Valley** Adam Dowie  
**METRO REGIONS**  
**North West** Len Villani  
**South East** Michael Roberts  
**Eastern** Shawn Wilkey  
**Northern** Phiv Demetriou  
& Tom Delahunty  
**Central** TBA

**Southern** Gary Brown  
**Western** Graeme Pratt

## VFL TRIBUNAL MEMBERS

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

## VFL APPEALS

Ian Hill QC (Chairman)  
Greg Meese  
John Larkins  
Peter Weightman

## VFL INVESTIGATIONS/ REPORTING OFFICER

Phil Lewis  
Nick Carmichael

## UMPIRE ADVOCATES

Nick Carmichael  
Craig Shiel

## PLAYER ADVOCATES

Sean Audley  
Howard Beer  
David Reilly  
Steve Wyatt  
Ray Lord

## AUDITOR

KPMG

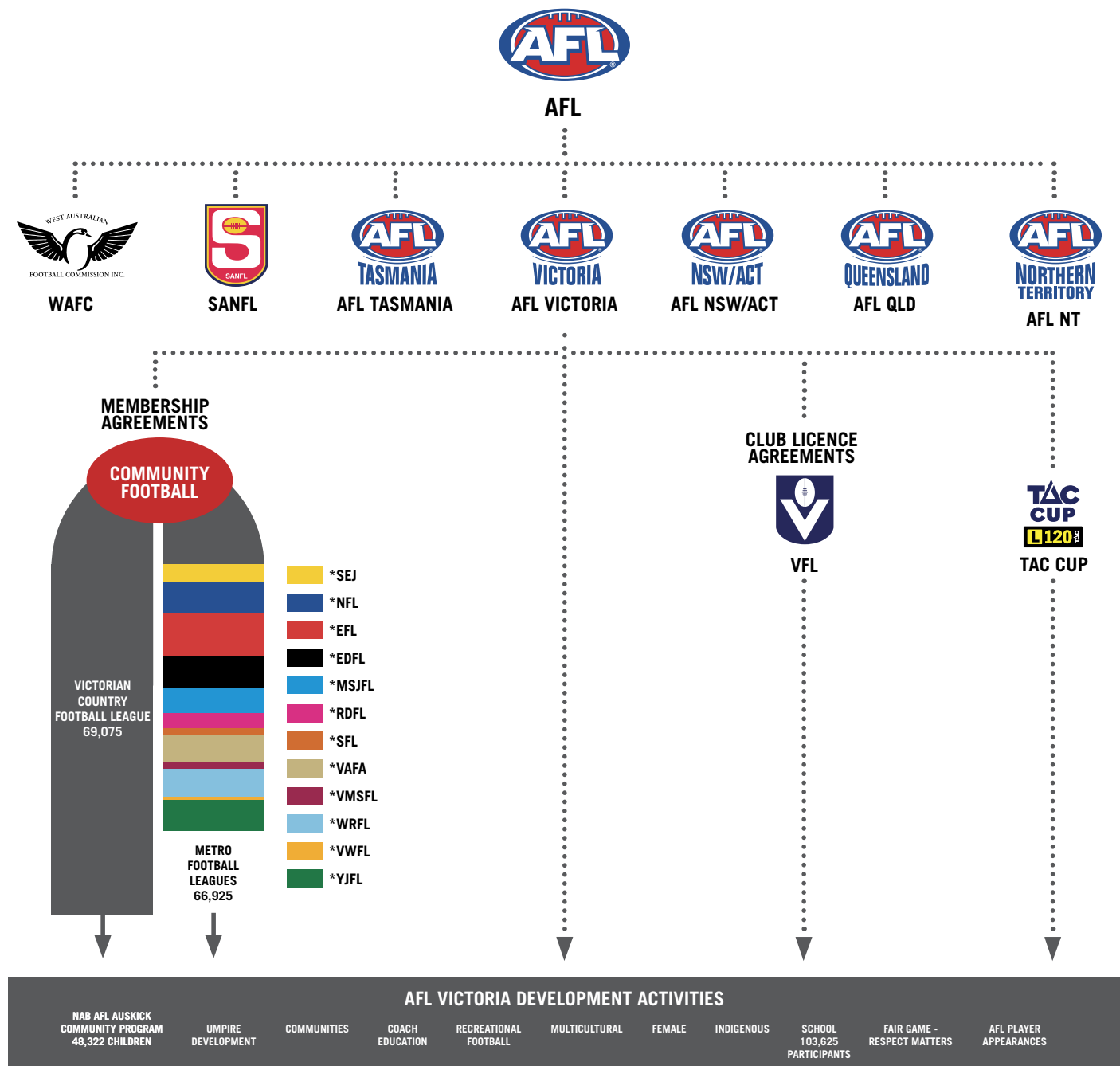
## HONORARY SOLICITORS

Messrs.  
Mahoney, Galvin & Rylah

## AFL VICTORIA APPEALS BOARD

Barry Josephs  
Sam Cusumano  
Ian Percy  
Richard Smith  
Brian Chaplin  
Greg Meese  
John Keogh (Secretary)

# STRUCTURE OF AUSTRALIAN FOOTBALL



\*SEJ - South East Juniors  
 \*NFL - Northern Football League  
 \*EFL - Eastern Football League  
 \*EDFL - Eastern District Football League

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

\*VMSFL - Victorian Masters Superules Football League  
 \*WRFL - Western Region Football League  
 \*VWFL - Victorian Women's Football League  
 \*YJFL - Yarra Junior Football League



Football Victoria Ltd  
ACN 004 246 253  
Visy Park, Gate 3 Royal Parade,  
Carlton North VIC 3054