



2011 SANFL ANNUAL REPORT



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VISION & MISSION

The League's executive management team undertook a series of workshops in April 2011 to devise a detailed plan for the business over the next three years. The plan's foundation was built on four central pillars: Our Game, Our Stadium, Our Future and Our People.

The SA Football Commission approved the SANFL Strategic Plan: 2011 to 2014 in June 2011.

The SANFL Vision:

"To provide the ultimate experience in sport and entertainment at all levels."

"At all levels" is a significant inclusion in the vision's terms. It represents a commitment to delivering top-quality service to the public in all areas of the business – from conducting school clinics, serving customers on AAMI Stadium matchdays or officiating matches at suburban SANFL grounds.

The SANFL Mission Statement:

"To protect, lead, manage and deliver the promotion and development of Australian football for the people of South Australia."

The mission statement reflects the League's role in safeguarding the best interests of football in South Australia, leading its promotion, managing its growth and delivering programs that enable more than 100,000 South Australians each year to play the game at schools, clubs, in indigenous and migrant communities, right through to SANFL and AFL level. It is a significant responsibility, as South Australian football is an industry that generates half a billion dollars to the state's economy annually and employs 1500 people - and it is a game that is played and enjoyed by hundreds of thousands more.





2011: A YEAR IN REVIEW

When historians reflect on the 2011 football year in South Australia, there can be no doubt it will be remembered as a watershed year.

It was a year in which the South Australian Football Commission set the game on a new and dynamic path with the signing in November of the agreement between the SANFL, the South Australian Cricket Association and the Government of South Australia to move football back to Adelaide Oval.

It should not be lost on anyone just how significant this step is; for football, for cricket, for the South Australian community – and for those who believed the politics of envy would ensure both codes remained at loggerheads without chance of resolution.

In taking this historic step, the Commission was cognisant of the vision of the game's forefathers who, 40 years ago, took the bold decision to move football to a new home in West Lakes. Their foresight and commitment laid the foundations which have allowed subsequent custodians to continue to protect, lead, manage and deliver the promotion and development of the game from a position of strength.

The signing of final documents heralded the culmination of an exhaustive process of negotiation and due diligence. It also ushered in a new and exciting chapter for South Australian football.

The economic benefits of the move to a redeveloped Adelaide Oval are anticipated to be significant, fostering a truly sustainable future for the game. Moreover, the move to the city now enables the Commission to begin work on behalf of South Australian football to assess and maximise the value inherent in its key assets – the AAMI Stadium precinct and the two AFL licences.

The year under review has seen an unprecedented range of issues in their scope, diversity and complexity for the Commission and Administration to manage in a timely and effective manner. Despite these challenges the code is in good health and solid foundations have been laid for the future generations of participants in our great game.

This optimism is predicated on events in 2011 which took place outside the historic move to a redeveloped Adelaide Oval and include:

- Football participation levels increasing by 16 per cent - the highest per-capita participation rate of the major AFL states

- The drafting, re-drafting, rookie-listing or upgrading of 29 South Australian players to the AFL, representing 15 per cent of the total talent pool
- Four SANFL zones featuring in the nation's top 10 talent development areas in a Griffith University study commissioned by the AFL
- The SA Community Football Board delivering more than \$5 million through various benefits, fundraising, and grants to advantage community football clubs across the State since commencing in 2008
- The State League competition reporting the highest minor round attendances in 13 years, including the 25,234 spectators who watched Woodville-West Torrens claim victory over Central District to win the 38th SANFL Grand Final.

FINANCIAL PERFORMANCE

The SANFL's 2011 financial performance was affected by the on-field performances of both AFL clubs, as well as the impact of a difficult economic environment on the entity's entertainment and hospitality operations. In addition to the direct financial impact this has had on the SANFL from lower attendances by both the public and corporate markets, the SANFL provided Port Adelaide Football Club a grant of \$4.05 million that was funded by borrowings.

The SANFL has now committed to provide PAFC with a total of \$14.75 million in grants since 2007 which has had a significant negative impact on both earnings and the net asset position of the SANFL. The reported operating loss was \$3.88 million compared to a loss of \$1.25 million in 2010. However, if the payment of grants to PAFC and abnormal items are removed from both periods, the SANFL would show a profit of \$1.02 million compared to \$0.80 million in 2010, which is a strong improvement given net financing expenses increased by \$514,231.

The improvement is a result of careful financial management. Normalised operating expenses were 4 per cent below budget in 2011 due to strategies implemented to offset the decline in some of the business's revenue streams. Expenses from Football Operations and Administration were reduced by \$344,000 and retained at the same level as 2010.



SA Football Commission Chairman The Hon. John Olsen AO and Executive Commissioner Leigh Whicker, pictured with long-serving League solicitor John Ferguson, sign the agreement to move football to Adelaide Oval from 2014 at the official signing ceremony on November 17, 2011.

On another positive note, the SANFL was able to generate cash from its normal operating activities of \$2.14 million compared to negative \$0.62 million in 2010. Net cash used by the SANFL was \$1.80 million compared to \$4.95 million in 2010 which was a \$3.15 million turnaround.

With the agreements being signed to move AFL football from AAMI Stadium to Adelaide Oval from the 2014 season, the value of the Stadium was written down by \$49.58 million as the net income produced by the Stadium would greatly diminish. This, along with the current year operating losses, resulted in net assets decreasing from \$109.9 million to \$52.2 million.

From the 2014 financial year, however, the SANFL will be able to bring a "leased" asset onto its balance sheet that represents the fair value of future net earnings from Adelaide Oval. This asset has been estimated at approximately \$55 million. This will offset a large part of the AAMI Stadium write-down.

SANFL's catering business, the Encore Group, continues to build its customer base in the South Australian hospitality industry and was appointed by the Adelaide Town Hall as a contractor to provide complete catering services. Encore's quality offering was recognised in the 2011 SA Restaurant & Catering Awards with the title of 'Wedding Caterer of the Year'. The status of the SANFL in the State's business circles was again confirmed by its inclusion in the Top 50 South Australian Businesses for the sixth consecutive year, as reported by *in-business*.

HEALTH OF THE GAME

The SANFL is pleased to report that participation at all levels of the football community in South Australia reached new heights in 2011. The League acknowledges the significant role that major partners, staff and volunteers have played in working towards this goal. More than 116,000 South Australians participated in football in 2011, a figure which incorporates the 51,000 children participating in school football programs in Adelaide and the regions. The popularity of football among young South Australians is reinforced by the 15,500 children participating in Auskick programs at 320 centres across the State.

The continued popularity of football at junior levels is yielding strong results for players representing South Australia on the national stage. The State's U16 team won the national title for the second year in succession while the U18 team finished second in the NAB AFL U18s National Championships.

The SANFL is focused on taking football to all quarters of the South Australian community. Ongoing work in the APY Lands, in the State's far north, received significant endorsement in November with the rookie elevation of Amos Frank to the Hawthorn Football Club playing list. Amos is the first player from the remote indigenous community to be rookie-drafted to an AFL club.



2011: A YEAR IN REVIEW

SANFL's inaugural Aboriginal Pathways to Excellence traineeship program achieved 100 per cent placement for trainee graduates in its first year while the New Arrivals program attracted important State Government funding in order to expand its work with multicultural youth in Adelaide's northern and southern suburbs.

AAMI STADIUM

The South Australian Football Commission publicly released its AAMI Stadium Precinct Masterplan in March to guide the future use of South Australian football's greatest asset.

Community use and open space are a high priority in the staged redevelopment of the precinct over 25 years. The Commission is committed to exploring every avenue to achieve the best possible outcome for the AAMI Stadium Precinct, ensuring the future of football in South Australia by reducing the League's debt profile and creating a future fund that builds a solid platform for the growth of football across South Australia in decades to come.

As a working venue, AAMI Stadium was again recognised in 2011 as being among the best surfaces in the country on which to play elite sport. Foundation members of the Stadium were identified for the first time during the year and acknowledged for their long-standing support through a range of events and promotions.

KEY PARTNERSHIPS

The SANFL receives vital support from highly-valued corporate partners, the media, the AFL and the South Australian community.

In March, Lion Australia (formerly Lion Nathan) and the SANFL announced a new agreement to extend their association until 2014. That year will mark the 60th anniversary of the first commercial agreement between the two entities, a relationship which is recognised as one of the longest-standing sporting sponsorships in the nation.

The SANFL has also been fortunate to partner with AAMI over the past ten years as naming rights sponsor of AAMI Stadium. The company is also an important part of many of the League's game development initiatives.

The State Government, largely through the Office of Recreation & Sport, continued to provide support to the League through many avenues, including the 'be active' League and kick-and-catch.

Other major partners making a significant contribution to the League's operations in 2011 included Coca-Cola Amatil, McDonald's, Ford Australia, IGA SA, People's Choice Credit Union, SA Lotteries, Balfours and The Good Guys.

Our corporate facility holders and signage partners also play a valuable role in supporting South Australian football, particularly at AAMI Stadium.

AFL

The SANFL continues to enjoy a strong relationship with the AFL, particularly in the area of game development.

In 2011, an AFL grant of \$1 million and a further \$880,000 in transfer fees was invested in SA-based programs including AFL Auskick, school and community football and the highly successful talent programs.

The AFL has continued to support the Adelaide Oval redevelopment and in December, committed \$5 million to the project for AFL-related infrastructure in the Western Stand including media facilities, coaches boxes, interchange benches and associated services. We thank the AFL for its support and look forward to this continuing in years to come.

AFL LICENCES

Football's shift to a redeveloped Adelaide Oval in 2014 is expected to generate a stadium yield that places the Crows and Power in a mid-to-high quartile range against other AFL clubs.

As such, the two AFL licences – which are currently owned by the SANFL – have significant 'value' which will only appreciate under a move to Adelaide Oval.

The Commission has agreed to review the licence ownership structure and is open to reviewing the most appropriate steps that takes into consideration club needs and the best interests of football in South Australia.

While the commitment will see a review by June 2012, any decision on the future of the licenses will not come into effect until football moves to a redeveloped Adelaide Oval.

ADELAIDE & PORT ADELAIDE FOOTBALL CLUBS

The Adelaide Football Club celebrated its 20th anniversary season despite a patchy performance on field. This culminated in the appointment of former Crow Brenton Sanderson as senior coach towards the end of the season.

The Port Adelaide Football Club also underwent significant change with the appointment of Keith Thomas as Chief Executive Officer. The Power hosted the first AFL premiership match at Adelaide Oval in September against Melbourne Football Club attracting a 29,340 -strong crowd.

The match was an initiative of the South Australian Football Commission and was supported by the PAFC, SACA and AFL. It was embraced by the South Australian public as a precursor to AFL football moving permanently to Adelaide Oval in 2014.

We look forward to seeing both clubs returning in 2012 with renewed vigour for a tilt at the AFL premiership.

2011-2014 STRATEGIC PLAN

The 2011-2014 Strategic Plan was developed through an extensive process led by the South Australian Football Commission and executive management team with assistance of an independent facilitator from Ernst & Young.

The Plan focused on four primary pillars – Our Future, Our Game, Our Stadium and Our People - and addresses a number of issues currently affecting South Australian football:

- Determining the best structure for the AFL licences
- Improving stadium yields of the AFL clubs
- Maximising attendances at AAMI Stadium
- Restructuring the membership products to grow revenue
- Developing the AAMI Precinct to establish a future fund for football
- Successfully transitioning to Adelaide Oval
- Growing football participation at all levels
- Increasing revenue for game development in South Australia

In planning for its future, the South Australian Football Commission anticipates with confidence the continual growth of the game for 2012 and beyond.

COMMISSION & EXECUTIVE MOVEMENTS

South Australian Football Commission Chairman The Hon. John Olsen AO and Commissioner Dion McCaffrie were each reappointed for a further three years to the Commission after the expiration of their terms in March.

Central District League Director Tom Zorich was also appointed in March for a three-year term, joining the Commission as its seventh non-executive member. Two Appointed Commissioners were also welcomed to the Commission in 2011. Philip Duval and Andrew Killey were each appointed for single year terms to lend their respective expertise in property development and marketing to the Commission's decision-making processes.

ACKNOWLEDGEMENTS

There are many deserving of recognition and thanks for their efforts in what has been another busy and important year. Our sincere thanks are extended to all members of the South Australian Football Commission for their unstinting commitment to the work of the Commission.

We also acknowledge the work of the executive management team and all SANFL staff in 2011. Thank you to the SANFL's patron, His Excellency Rear Admiral Kevin Scarce AC CSC RANR, for his ongoing support of the League.

Finally, we acknowledge the South Australian football supporters for their commitment to the game and encourage them to continue to demonstrate their support through match attendance and club membership as football makes this significant transition over the next three years.

The Hon. John Olsen AO

SA Football Commission
Chairman and SANFL President

Leigh Whicker

SA Football Executive
Commissioner and SANFL
General Manager



THE HON.
JOHN
OLSEN AO

**SANFL President and SA
Football Commission
Chairman**



LEIGH
WHICKER

**SA Football Executive
Commissioner and SANFL
General Manager**



JAMIE
COPPINS

**SA Football
Commissioner**



DION
McCAFFRIE

**SA Football
Commissioner**

2011 Committees

Stadium Management Authority Board
Commission Nominations Sub-Committee (Chairman)
AAMI Stadium Development Pathway Committee (Chairman)
Salary Review Committee (Chairman)
Commission Finance Committee
SANFL Finance Sub-Committee
Audit Committee
Marketing, Membership & Corporate Development Committee

- Appointed SANFL President and Commission Chairman in November 2010.
- Appointed a member of the Commission in February 2010.
- Early involvement with Kadina Football Club, cemented during his tenure as Kadina Mayor in the 1970s.
- Awarded Life Membership of the West Adelaide Football Club
- Served as West Adelaide's number one ticket holder for 17 years.
- Appointed an Officer of the Order of Australia in 1997.
- Served as the 42nd Premier of South Australia from 1996 to 2001. After leaving politics, he was appointed by the Howard Government as Australian Consul-General to Los Angeles and later became the Australian Consul-General in New York.

2011 Committees

Stadium Management Authority Board (Chief Executive)
Commission Finance Committee
SANFL Finance Sub-Committee
Audit Committee
Marketing, Membership & Corporate Development Committee
Commission Nominations Sub-Committee
AAMI Stadium Development Pathway Committee
Salary Review Committee

- General Manager since 1984 and full-time employee of the SANFL since 1981.
- Appointed Executive Commissioner with the formation of the South Australian Football Commission in 1990.
- Served as an integral member of the Football Park Steering Committee, which was responsible for the planning, development and completion of a new football stadium at West Lakes in the early 1970s.
- Established the catering operations at Football Park (now AAMI Stadium), which has since evolved into a business turning over more than \$15 million each year.
- Appointed the first full-time Sturt Football Club General Manager in 1966.
- Served as League Delegate (Director) to the SANFL from 1968 to 1972.
- Played 43 league games with Sturt from 1963 to 1966 before injury forced him to retire prematurely.
- Awarded SANFL Life Membership in 1996 and AFL Life Membership in 2004.

2011 Committees

Stadium Management Authority
SANFL Finance Sub-Committee
SANFL Life Members Sub-Committee

- Appointed onto the SA Football Commissioner in 1995 and promoted to Commission Deputy Chairman in 2008.
- Chaired a sub-committee investigating the merits of an administrative merger between Port Adelaide Football Club and Port Adelaide Magpies Football Club (2010).
- Served as the North Adelaide Football Club CEO and SANFL Director (1992-1995)
- Served as North Adelaide Board Chairman (1985-1991) and held various positions within the club from 1974-1984, including Chairman of Selectors and Deputy Chairman of the Board.
- Life member of both the SANFL and North Adelaide Football Club.
- Played 127 league games with North Adelaide from 1963 to 1971 and gained selection in the All-Australian Amateurs in 1962.
- Jamie retired from the home building industry after 34 years, 24 of which as the owner and director of building and property development companies. He was also involved as an owner/operator in the hotel industry for 16 years

2011 Committees

SA Junior Football Council (Chairman)
Stadium Management Authority Board (Alternate)
Commission Finance Committee
SAFC Review Committee (Interim)

- Appointed a member of the Commission in February 2004.
- Chaired sub-committees reviewing the SANFL's underage structure (2008) and the League Tribunal (2007-2008).
- Involved in football administration since the 1980s.
- Served 13 years as a member of the West Adelaide Football Club's Management Committee.
- Appointed West's Chairman and President in 1993 and 1994 respectively – positions he held until joining the Commission.
- Served as SANFL League Director for 11 years and was a member of the SANFL Boundaries Commission in 1990.
- Awarded SANFL Life Membership in 2005.
- Dion has been a Solicitor and the Partner of Andersons Solicitors for 36 years. He obtained a Bachelor of Laws from the University of Adelaide in 1975.

LEAGUE DIRECTORS

The nine League Directors are responsible for appointing the SA Football Commission, which in turn, manages and controls the affairs of the League. In 2011, the League Directors were **Les Stevens** (Central District), **Gary Metcalf** (Glenelg), **Bohdan Jaworskyj** (North Adelaide), **Joe Tripodi** (Norwood), **Peter Alexander APM** (South Adelaide), **Jason Kilic** (Sturt), **Paul Sperling** (West Adelaide), **Kurt Slaven** (Woodville-West Torrens) and **The Hon. Rob Kerin** (Community Football).

SANFL EXECUTIVE MANAGEMENT



Left to right:

Leigh Whicker: SA Football Executive Commissioner and SANFL General Manager
John Lyons: Chief Operating Officer
Neal Matotek: Chief Financial Officer
Darren Chandler: General Manager, Football and Corporate Operations



SA FOOTBALL COMMISSION



DAVID
SHIPWAY

**SA Football
Commissioner**

2011 Committees

SA Community Football Board (Chairman)
Stadium Management Authority Board (Alternate)
SANFL Finance Sub-Committee
Salary Review Committee
SAFC Review Committee (Interim)
Marketing, Membership & Corporate Development
Committee
Salary Cap Sub-Committee

- Appointed as a member of the SA Football Commission in 1997. He became Chairman of the Affiliated Leagues Council the following year.
- Elected to the West Adelaide Football Club's Management Committee in 1985 where he served for 10 years becoming Chairman in 1988-1989, then President from 1990-1994.
- Awarded West Adelaide Football Club Life Membership in 2000.
- Served on the SANFL's Future Direction of Football Committee from 1992-1994, which oversaw the League's licence with the Adelaide Football Club in 1991 and the subsequent introduction of the Port Adelaide Football Club in the AFL in 1997.
- Awarded SANFL Life Membership in 2008.
- Appointed Chairman of the inaugural Community Football Board in 2009.
- Awarded an AFL Merit Award in 2010 for outstanding service to Community Football.



PHILIP
GALLAGHER

**SA Football
Commissioner**

2011 Committees

Stadium Management Authority Board
Commission Finance Committee (Chairman)
Audit Committee (Chairman)

- Member of the SA Football Commission since 2000.
- Served as the Chairman of the Audit Committee and a member of the Finance Committee since inception.
- Served as Norwood Football Club's League Director (1995-1999), Club Chairman (1996-1999), Board Member (1990-1999), Match Committee member and Selector (1986-1995).
- Awarded life membership of both the Norwood Football Club and the SANFL.
- Played 292 games and kicked 216 goals over 14 seasons (1973-1986).
- Captained Norwood from 1981-1982, played eight State matches and was a member of four Norwood Premiership teams.
- Inducted into the Norwood Football Club Hall of Fame in 2006.
- Philip has been in private practice as an accountant since 1975. He has operated his own practice since 1985, after completing a Degree in Accounting in 1981 and being admitted as a Chartered Accountant in 1984.



RICHARD
ALLEN

**SA Football
Commissioner**

2011 Committees

SANFL Finance Sub-Committee (Chairman)
Audit Committee
Marketing, Membership & Corporate Development
Committee
Salary Cap Sub-Committee
Salary Review Committee

- Appointed a member of the Commission in October 2010.
- Served as Sturt Football Club's Treasurer (1995-2010), later becoming a Club Board Member (1999-2010)
- Appointed Sturt President in 2005, a role he held for six years.
- Awarded life membership of the Sturt Football Club, Scotch Old Collegians Football Club and the SA Amateur Football League.
- Richard is a member of the Institute of Public Accountants and a Fellow of the Tax Institute of Australia. He has served as the director of his own public accounting and tax agency firm, Allen & Co since 1995.



TOM
ZORICH

**SA Football
Commissioner**

2011 Committees

Salary Cap Sub-Committee (Chairman)
SANFL Finance Sub-Committee
Marketing, Membership & Corporate Development
Committee
AAMI Stadium Development Pathway Committee
State League Ambassador
SAFC Review Committee (Interim)

- Appointed a member of Commission in March 2011
- Appointed to the Central District Football Club Board in 1994.
- Appointed Club Vice-Chairman and Football Director in 1999.
- Appointed Club Chairman in 2006, a role he has held for five seasons.
- Central District player (1974-1979).
- Managing Director of the Zorich Group that owns Sportspower, JT Surf and Rivalry Urbanwear.
- Involved in the retail industry for 25 years.
- Elected member for the City of Gawler for four years (2006-2010).
- Director on the Board of Sportspower in the 1990s.



**ANDREW
KILLEY**

**SA Football
Commissioner**

2011 Committees

Marketing, Membership & Corporate Development Committee (Chairman)

- Appointed a member of Commission in May 2011
- Founding partner of KWPI, a South Australian advertising company responsible for a range of high-profile clients including RAA, Yalumba Wines and the SA Tourism Commission.
- Board member of Kain Corporate & Commercial Lawyers, Hutt St Centre and the Carbine Club
- Previously involved with Thoroughbred Racing SA and Norwood Football Club.



**PHILIP
DUVAL**

**SA Football
Commissioner**

2011 Committees

AAMI Stadium Development Pathway Committee

- Appointed a member of Commission in July 2011
- Managing Director of Realtycorp Property Solutions, a boutique property advisory firm
- More than 30 years of experience in property consulting, along with tertiary qualifications in Valuation and Town Planning
- Board member of the NT Government's Land Development Corporation
- Previously served as Managing Director of Realty Solutions Australia, Managing Director of CB Richard Ellis' Adelaide office and a member of the Australasian Board of CB Richard Ellis for more than a decade.

2011 COMMISSION MEETING ATTENDANCE

COMMISSIONER	MEETINGS ATTENDED IN 2011	MEETINGS ELIGIBLE TO ATTEND
John Olsen	18	18
Leigh Whicker	18	18
Richard Allen	16	18
Jamie Coppins	16	18
Philip Duval	6	6
Philip Gallagher	17	18
Andrew Killey	8	11
Dion McCaffrie	18	18
David Shipway	17	18
Tom Zorich	13	14

ADELAIDE OVAL

2011 was a year of significant progress for the Adelaide Oval redevelopment.

The SANFL continued to play an integral role in the project's management, with Executive Commissioner Leigh Whicker taking a leading role as Chief Executive Officer of the Adelaide Oval Stadium Management Authority.

SA Football Commission Chairman The Hon. John Olsen AO and Commissioners Jamie Coppins and Philip Gallagher served on the SMA Board, while a number of senior managers also contributed to the ongoing work to redevelop Adelaide Oval as a premier joint venue for both elite football and cricket.

The Adelaide Oval redevelopment is due for completion in the 2013/14 summer, with AFL football to move permanently to the city stadium in the 2014 season.

MAY 2

An overwhelming 80.37 per cent of SACA members vote to change the Association's Constitution to allow plans for the Adelaide Oval redevelopment to proceed.

SEPTEMBER 4

The historic first AFL match is staged at Adelaide Oval between Port Adelaide and Melbourne, attracting a 29,340-strong crowd.

SEPTEMBER 16

Minister for Transport and Infrastructure Patrick Conlon announces Baulderstone Pty Ltd as the preferred contractor for the Adelaide Oval redevelopment after an exhaustive tender process undertaken with the full backing of the Stadium Management Authority.

NOVEMBER 26

SANFL President The Hon. John Olsen AO and SACA President The Hon. Ian McLachlan AO sign the Adelaide Oval Promoters' Agreement – a legal document formalising the joint venture partnership, paving the way for the redevelopment to proceed.





FOOTBALL OPERATIONS

West Adelaide's James Ezard disposes of the ball as he comes under pressure by an Eagles tackle.

‘There is no doubt the South Australian public has a passion for the SANFL competition.’

Success can be measured in a number of ways - a thrilling SANFL Grand Final at the end of the most even SANFL season in decades, a 16 per cent increase in participation, back-to-back victories at the U16 National Championships, leading the country in drafted players per capita or knowing that Australian football has such an impact on so many young people's lives. There is no doubt that 2011 has been a success and we are looking forward to providing more opportunities and ongoing growth in 2012.

Congratulations to the Woodville-West Torrens Football Club on its premiership success. The Grand Final typified the season as it went down to wire with the Eagles hanging on – just. In doing so, they defeated the powerful and dominant Central District Football Club who played in its 11th straight Grand Final after winning its 11th straight Second Semi Final.

While the Norwood Football Club didn't play off for the Thomas Seymour Hill Cup in 2011, it did take out the prestigious Stanley H. Lewis Trophy for the best performing club across all grades, which gives a good indication of a club on the rise. The Glenelg Football Club continued its success in the minor grades, taking out the Reserves premiership while the Magpies took home the U18 Macca's Cup for the first time. The individual performance of North Adelaide's James Allan must be highlighted as he joined an elite group of triple Magarey Medallists.

There is no doubt the South Australian public has a passion for the SANFL competition. With 291,209 fans attending minor round games, we recorded an increase of 5.7 per cent from 2011. Norwood led the way with nearly 50,000 people attending matches at The Parade. This is a reflection on the product – a great brand of football in a great family friendly environment.

Our fans don't always agree with the men in white but the umpires play an important role in our game and 2011 was no exception. Field umpires Colin Rowston, Gary Fila and Leigh Haussen performed admirably in the Grand Final, with Colin Rowston completing his outstanding season by winning the Golden Whistle Award. This was a fitting finale to a wonderful career as he, together with games record holder Richard Williams, retired at the season's end. These decisions provide some exciting opportunities for young aspiring umpires and the League's Umpiring Department, led by Shane Harris, will continue to focus on recruitment and talent development.

South Australia outperforms every other state when we compare our talent performance per capita of population. A number of factors contribute to this success, including our high participation rate, strong SANFL competition, sound club culture and the quality of people involved, including coaches, talent staff, support staff and the players who are highly motivated to succeed.

This was evident at national level, with the U18 McDonald's State Team finishing second for the third year in succession while the U16 Team repeated its success of 2011, taking out the Championships.

The League has set a benchmark of providing 15 per cent of the total AFL players drafted to AFL Clubs on an annual basis and we achieved this once again.

Coach education plays a significant part in achieving success and to all the coaches who attended courses and completed their accreditation in 2011, we thank you and congratulate you. As a result, today's young players are receiving better support than they have ever had and much of this can be attributed to the passion and commitment of Robert Oatey. Robert retired from the SANFL in July after 16 years as the League's Coaching Manager. Robert has been responsible for the development of the South Australian Coaches Association, the introduction and growth of the Annual Coaches Dinner and has influenced coaches at every level throughout the state. On behalf of the SANFL, I would like to thank Robert for his magnificent contribution to the game in South Australia.

A further 16 per cent growth in participation is an outstanding result. This comes from growth in intra-school, female, multicultural and indigenous programs, together with junior club football. Thousands of volunteers dedicate part of their week to ensuring that these programs are in place to provide opportunities for young South Australians and we thank everyone for their support.

There are opportunities to continue to grow, particularly with school and club competitions and our development team is committed to providing the leadership and support to secure this growth. These programs are not only important for our sport but for the health and wellbeing of the South Australian community. Whether in the APY Lands, through the New Arrivals Programs or at the local community club, we know our game shapes our community for the better.

In 2008, the SA Community Football Board was established to govern community football and provide assistance to clubs and leagues throughout the state. To facilitate the investment of more than \$5 million in benefits to community football over this period is an outstanding achievement and with some additional staff in 2012, the support to grassroots football will be better than ever.

It is a privilege to work in an industry that has so many dedicated people and I would like to thank all of the football operations team together with every coach, umpire, player, volunteer and supporter who has played their part in a successful 2011 season.



DARREN CHANDLER
General Manager, Football and Corporate Operations



Port Adelaide Magpies celebrate a minor round win during the 2011 'be active' season.

2011 LAW & INTERPRETATIONAL CHANGES

The SA Football Commission approved the following changes to the Laws of the Game for the 2011 'be active' SANFL season. These changes were in line with the introduced laws at AFL level.

Law Change

1. Advantage rule: the player, not the umpire, decides if there is an advantage.
 - Simplifies understanding and application of the rule
 - Clubs and players are best placed to decide if there is an advantage
 - Increases flow of the game

Interpretational Change

2. Stricter interpretation of deliberate out of bounds (player walking ball over line).
 - A trend has emerged where players are absorbing tackles and conceding the ball over the boundary line for a throw-in without being penalised.
 - This action is counter to the spirit of keeping the ball in play and should be penalised accordingly
 - Stricter interpretation will focus on less benefit of doubt for the player who has the ball and walks over the boundary line.

Significant discussion about laws in 2011

The SANFL Laws of Australian Football Committee met during 2011 to discuss the new laws that had been introduced and to also receive a presentation from AFL Game Analysis Manager Andrew McKay new and current laws at AFL level.

A key discussion point was the speed of the game which has increased markedly over the past three years at AFL level. This is a perceived result of the increase of three players on the interchange bench to four, which in turn, has resulted in greater congestion, more stoppages and a higher injury rate.

In order to keep an exciting, free-flowing game at SANFL level, the Laws Committee unanimously recommended that three players on the interchange bench remain in 2012, a motion later endorsed by the SANFL clubs.

SANFL Tribunal

The 2011 SANFL season marked the successful introduction of the points system for guilty offences, which then allowed the SANFL to introduce an early guilty plea system after Round 13, allowing players to accept a penalty without appearing at the Tribunal.

More than 50 per cent of guilty offences after Round 13 were accepted as early guilty pleas.

SANFL TRIBUNAL SUMMARY GUILTY VERDICTS				
	League	Reserves	U18 / U16	Total
Central District	4	2	3	9
Glenelg	5	3	1	9
North Adelaide	5	2	1	9
Norwood	4	0	3	7
Port Adelaide Magpies	1	0	6	7
South Adelaide	2	2	2	6
Sturt	1	2	0	3
West Adelaide	4	4	2	10
Woodville-West Torrens	3	1	0	4
TOTAL	29	16	18	63
2010	17	10	15	42
2009	23	6	12	41
2008	18	8	17	43
2007	20	13	35	68

EDUCATIONAL PROGRAMS

Educational seminars were again run across the nine SANFL clubs. They were conducted by Michael Wilson and Chloe Drogemuller, who presented on Illicit Drugs, Alcohol and Respect and Responsibility.

All SANFL clubs were offered the opportunity to have the Motor Accident Commission present safe driving seminars to their U18 and senior squads.

LEAGUE LIFE MEMBERSHIP



The League Life Membership is awarded to those who demonstrate outstanding service to the South Australian National Football League.

In 2011, long-serving administrator John Lyons was awarded League Life Membership in recognition of his 27 years of service.

John joined the League in 1985 as the Stadium Manager and Financial Controller and now serves as the League's Chief Operating Officer.

PLAYER LIFE MEMBERSHIPS

The Player Life Membership is awarded to those who have played League football for ten or more seasons and have participated in a minimum 200 League matches. Life Members are also awarded entry into the 200 Club.



James Gallagher - Norwood

League Debut – 1999
League Games – 218
League Goals – 117
State Game – 1
Club Best & Fairest – 2007 & 2008
Captain – 2007 - 2011



Stuart Bown - Norwood

League Debut – 1999
League Games – 200
League Goals – 144

RECOGNITION AWARDS

SANFL Merit Award

SANFL Merit Award winners have rendered outstanding service to an Affiliated League, SANFL club or the game of Australian Football.

The Merit Award winners for 2011 were:

Robert Fox - North Adelaide

1981 – Present	Volunteer /Statistician for senior and reserves football
2008 – Present	Board Member
Total Service	31 years

Robert completed his 663rd game at the end of the 2011 season. During this time of service, he has volunteered under nine North Adelaide coaches, four club presidents and 12 captains.

John Osborne - Woodville-West Torrens

1976	Door keeper
1977 – 1980	Colour steward
1981 – 1990	Team manager, drinks steward and statistician
1991 – 2000	Various volunteer roles
2006 – Present	Head drinks steward
Total Service	30 Years

John has volunteered as part of the 'back room' staff for three decades, firstly with the Woodville Football Club and now is an integral part of the Woodville-West Torrens Football Club. He also spent 2001 to 2006 with the Williamstown Football Club when he transferred to Melbourne for work commitments.

Finals Attendance					
Final	2011	2010	2009	2008	2007
Elimination & Qualifying	9192	11,449	10,192	15,825	11,476
1st & 2nd Semi Finals	11,443	13,162	14,207	22,568	14,764
Preliminary Final	6518	8342	8184	13,846	7794
Grand Final	25,234	34,355	35,647	34,128	30,493
Total	52,387	67,308	68,230	86,367	64,527

2011 Highest Attendances						
Home				Away		
Club	Opponent	Round	Crowd	Opponent	Round	Crowd
Central	Norwood	4	6358	Norwood	10	4655
Glenelg	Norwood	11	6763	Norwood	3	8011
North	Norwood	20	3774	Norwood	15	3919
Norwood	Glenelg	3	8011	Sturt	2	7049
Panthers	Norwood	17	2951	Glenelg	18	3253
Port	Norwood	1	5344	Norwood	8	7258
Sturt	Norwood	3	7049	Norwood	13	5905
West	Sturt	4	4515	Norwood	19	4454
Eagles	Sturt	3	3230	Glenelg	9	3710

2011 Crowds In Excess of 4000		
(15 games total in 2010)		
Round	Match	Crowd
1	Port v Norwood	5344
1	Glenelg v Sturt	5317
2	Sturt v Norwood	7049
2	West v Central	4193
3	Norwood v Glenelg	8011
4	West v Sturt	4515
4	Central v Norwood	6358
8	Norwood v Port	7258
10	Norwood v Central	4655
11	Glenelg v Norwood	6763
13	Norwood v Sturt	5905
18	Norwood v Port	4504
19	Norwood v West	4454
22	Central v Norwood	4892
22	Glenelg v Port	4160
Total	15	83,378

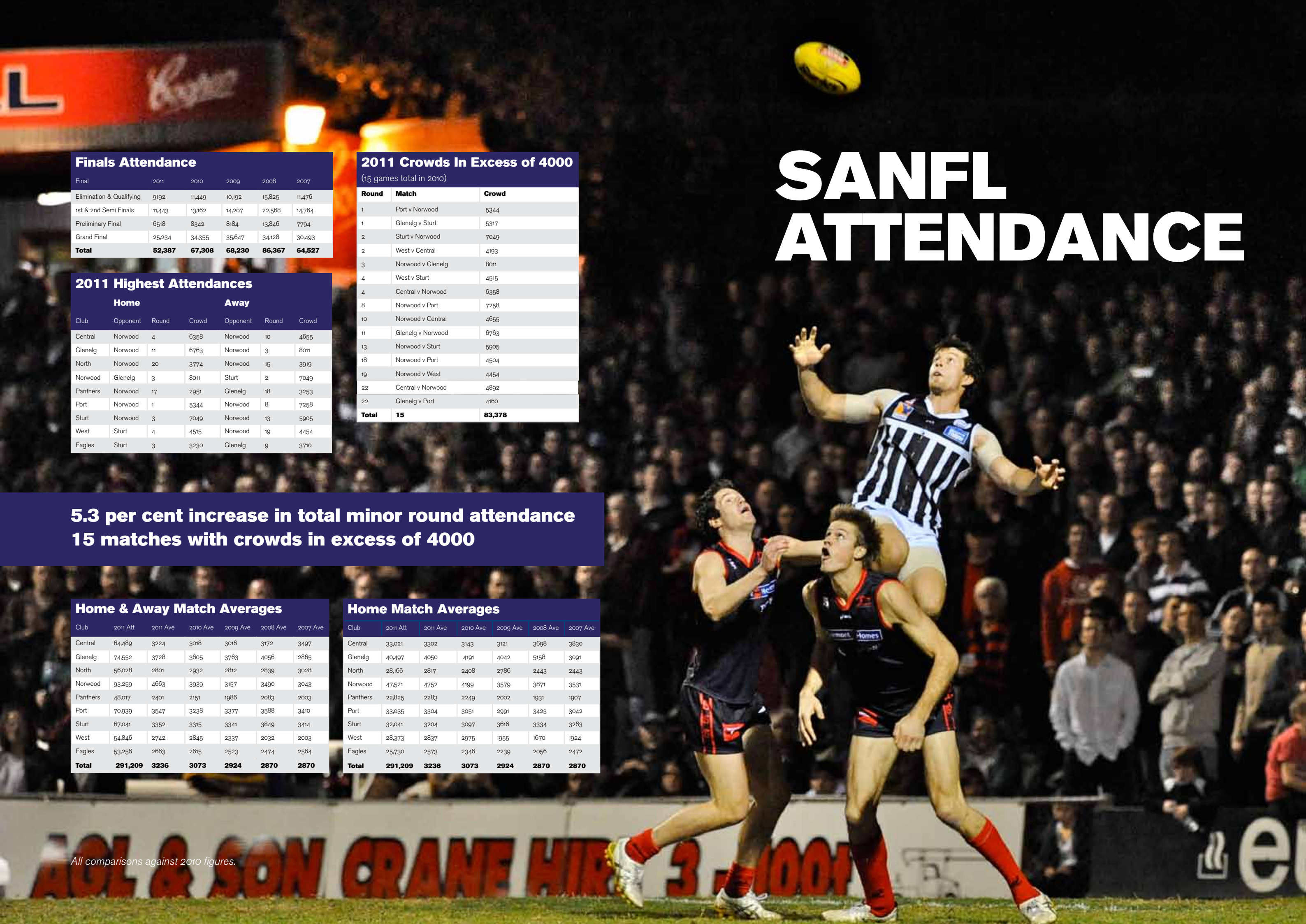
5.3 per cent increase in total minor round attendance
15 matches with crowds in excess of 4000

Home & Away Match Averages						
Club	2011 Att	2011 Ave	2010 Ave	2009 Ave	2008 Ave	2007 Ave
Central	64,489	3224	3018	3016	3172	3497
Glenelg	74,552	3728	3605	3763	4056	2865
North	56,028	2801	2932	2812	2839	3028
Norwood	93,259	4663	3939	3157	3490	3043
Panthers	48,017	2401	2151	1986	2083	2003
Port	70,939	3547	3238	3377	3588	3410
Sturt	67,041	3352	3315	3341	3849	3414
West	54,846	2742	2845	2337	2032	2003
Eagles	53,256	2663	2615	2523	2474	2564
Total	291,209	3236	3073	2924	2870	2870

Home Match Averages						
Club	2011 Att	2011 Ave	2010 Ave	2009 Ave	2008 Ave	2007 Ave
Central	33,021	3302	3143	3121	3698	3830
Glenelg	40,497	4050	4191	4042	5158	3091
North	28,166	2817	2408	2786	2443	2443
Norwood	47,521	4752	4199	3579	3871	3531
Panthers	22,825	2283	2249	2002	1931	1907
Port	33,035	3304	3051	2991	3423	3042
Sturt	32,041	3204	3097	3616	3334	3263
West	28,373	2837	2975	1955	1670	1924
Eagles	25,730	2573	2346	2239	2056	2472
Total	291,209	3236	3073	2924	2870	2870

All comparisons against 2010 figures.

SANFL ATTENDANCE





WEST END STATE TEAM



An honorary West End State Team was selected in 2011 and presented with guernseys at the Magarey Medal presentation in September.

Supporters were invited to select their own West End State Team through an online competition. The winner, having chosen the most correct players in the correct playing positions, was awarded a fully-catered SANFL corporate box at AAMI Stadium for the SANFL Grand Final courtesy of SA Brewing Company.



AROUND THE CLUBS



Central District's James Boyd chases down North's Tony Armstrong in a Round 9 match at Playford Alive Oval.

Central District Football Club



- Holden served as the club's major sponsor for its 23rd consecutive year – the longest-serving club major sponsor in the SANFL
- Secured a new oval naming sponsor – Playford Alive Oval
- Competed in the League Grand Final for the twelfth consecutive year
- Won the Anzac Day match at Adelaide Oval, with Paul Thomas awarded his fourth Bob Quinn Medal
- Seven players debuted at League level – Adam Cullen, Jack Hannath, David Haydon, Troy Menzel, Josh Waldhuter, Charlie Molyneux and Jacob Templeton
- Debuted the youngest player to play League football for Central District in Troy Menzel, who played against the Eagles on July 3 aged 16 years and 283 days
- Finished minor premier with only three losses for the season
- Awarded club's first Powerade Star Search Award, with Jarrod Schiller the recipient

Glenelg Football Club



- Won the Reserves premiership
- Debuted 13 senior players in 2011, who collectively accumulated 108 games
- Four Glenelg players given an opportunity to pursue AFL careers through the draft
- Eclipsed 40,000 spectators at home matches for the season
- Welcomed new corporate partners including KooGa, Vince Santoro Good Guys and Escape Travel
- Launched new website
- Progressed the Gliderol Stadium lighting project

North Adelaide Football Club



- Power champion, Magarey Medallist and former NAFC player Josh Francou joined the club as senior coach
- Rebuilt the northern grandstand as a new player gymnasium overlooking the oval
- Refurbished the changerooms and medical facilities under the new gymnasium
- Refurbished the function room at Prospect Oval and built a new kitchen
- James Allan won his third Magarey Medal and his fifth consecutive club best and fairest
- Justin Clarke rookie-listed to the Brisbane Lions



AROUND THE CLUBS

Norwood Football Club



- Won the Stanley H. Lewis Trophy for first time since 1998
- Competed in Finals football under coach Nathan Bassett for the second consecutive year
- Achieved a 60 per cent membership increase on 2010 figures, with the total membership tally the highest since AFL clubs were introduced to SA
- Recorded the SANFL's highest home and away attendance figures (93,259 spectators), an increase of 18 per cent on 2010 figures
- Recorded a 70 per cent increase in website traffic compared to the previous year
- Continued strong relationships with major partners Fairmont Homes, Coopers and Paradise Motors
- Welcomed Shredlogix as major partner of the club's junior program
- Farewelled CEO Dominic Shepley after a long and distinguished career
- Celebrated the stellar careers of 200-game retirees Stuart Bown and James Gallagher
- Kieran McGuinness won his first club best and fairest

Port Adelaide Football Club



- Signed up 5448 members for the 2011 season
- League team doubled its win ratio
- Won the Macca's Cup Grand Final
- Mark Dolling, from our country zone, was awarded his first A.R McLean Medallist
- Terry Milera drafted to the St Kilda Football Club
- Four representatives in the SA State U18s Championships – Sam Tonkes, Jason Nyskohus, Luke Wilson, Aseri Raihiwasa
- Eight first-game players debuted in the League side in 2011
- 71 per cent of the senior playing list hail from our metropolitan and country zones
- Semi-finalists in the inaugural Foxtel Cup competition

Sturt Football Club



- Appointed Jason Kilic as Sturt President
- Appointed John Halbert MBE as Patron after the very sad passing of Tony 'Doc' Clarkson
- Announced Claridge Holden as new major sponsor in a three-year deal
- Announced Commander Centre as new Oval Sponsor for 2011 and 2012
- Launched the 'Double Blue Bequest Society'
- Promoted 16 junior players into the League side during the season
- Hosted the last SANFL minor round night games at Adelaide Oval
- Announced a \$69,591 consolidated profit for the 2009/10 year for the club and Unley Community Sports Centre
- Exceeded 3000 in membership numbers for the first time in 20 years

South Adelaide Football Club



- Competed in League Finals football for the first time since 2006
- Played the first League match at Hickinbotham Oval under lights
- Three 2011 recruits made (*The Advertiser*) Team of the Year (five in total)
- Increased average home game attendances for sixth year in a row
- Paid a further \$200,000 principle off loan
- Recorded a \$180k profit, while increasing investment in football by \$58,000
- Scheduled a major refurbishment of the Peter Darley Room
- Gained access to first-class neighbouring oval for training purposes
- Grew South Adelaide's range of community programs
- Increased website traffic by 24 per cent and introduced Facebook and Twitter accounts
- Enacted new club governance structure

West Adelaide Football Club



- Re-signed Oval naming sponsor, City Mazda, for a further three years
- Coordinated a national live cross through Channel 10's 'The Project' at City Mazda Stadium to promote the Round 21 night match
- Worked with Mission Australia, Western Futures and Woods Panthers Netball Club as community partners
- Established the West Adelaide Football Club Foundation and BIAS Group (Bloods Initiatives, Advice & Support) to help the club to raise funds
- The Westonians celebrated their 40th anniversary and have raised over one million dollars during this time
- Celebrated the 50th anniversary of the 1961 premiership, reuniting 16 premiership players at the West v Norwood match
- Increased adult membership by 12 per cent and junior membership by 28 per cent
- Steven Morris was awarded the Steve Hamra Medal (Club best & fairest)
- Elevated Brian K. Faehse to Legend status in our Hall of Fame
- Awarded Life Membership to Steve Rabbett, Simon Munn and Dave Lee (deceased)

Woodville-West Torrens Football Club



- Won the 2011 SANFL premiership and in doing so, became the only club to date to win a flag in the last three decades (1993, 2006, 2011)
- Identified by a study commissioned by the AFL as the #1 club in the nation for developing AFL talent
- Announced its AFL and SANFL 'Teams of Two Decades', honouring the best players from the club at AFL and SANFL level from the first 20 years
- Received an Australia Day award from the City of Charles Sturt for the 'Community Event of the Year' for our Community Day home match theme
- Increased home attendances by 9.7 per cent, continuing growth of 27 per cent over the last three seasons and at highest levels since 2004
- Formed the Wingspan volunteer community promotions team, which represented the club at eight different community events throughout the year.
- Achieved more than 3000 signed-up members for the first time in the club's history, including more than 1000 under the age of 18.
- Secured a \$200,000 grant from the City of Charles Sturt to help fund a redevelopment of the Oval Avenue clubrooms



The SANFL competition continues to go from strength to strength at all levels, providing an ideal football environment in which to develop either aspiring AFL umpires or long term League senior umpires. With a number of senior umpires retiring, the SANFL Umpiring Department has seen younger, less experienced umpires climb the ranks of their disciplines.

With fewer free kicks being awarded and fewer field bounces, a free-flowing brand of football emerged, resulting in higher scoring in many matches. The season featured tightly-contested matches, culminating in a hard-fought Grand Final between Woodville-West Torrens and Central District Football Clubs.

With a refined pathway for developing umpires and the introduction of an Umpiring Talent Manager in 2011, the Umpiring Centre of Excellence continues to develop well-rounded future umpires demonstrating good ability and knowledge of the game. A further focus on the development needs of aspiring umpires will see even more given an opportunity to achieve League level.

Recruitment and retention of umpires statewide has been positive with both areas achieving an increase during the 2011 season. With a continued focus on the 'Green Shirt' program for first-year umpires and the introduction of school-based umpiring academies, participation rose by 6.4 per cent.

SEASON HIGHLIGHTS

National U18 Championships Umpires

Craig Fleer (Field) Sean Burton (Boundary)
Brodie Kenny-Bell (Goal)

National U16 Championships Umpires

Sam Lowe (Field) Ben Hindle (Boundary)
Sam Burston (Goal)

2011 SANFL ‘be active’ Grand Final Umpires

Field:
Colin Rowston (3rd), Gary Fila (4th) and Leigh Haussen (2nd)

Boundary:
Sean Burton (1st), Dane Fenton (1st), Matt Konetschka (1st) and Jason Moore (3rd)

Goal:
Peter Challen (2nd) and Matthew Cummins (3rd)

2011 AFL SEASON

South Australia was represented in the 2011 AFL Grand Final by Mark Thompson who was umpiring his fourth Grand Final and Jonathon Creasey as an emergency boundary umpire. The following umpires were contracted to the AFL in 2011:

Field:
Sam Hay, Corey Bowen

Boundary:
Tim Bryant, Jonathan Creasey, Shane Thiele,Mark Thompson, Darren Wilson, Chris Bull, Dillon Tee, Mark Hill

Goal:
Steven Axon, Matthew Norton, Steven Paunovic, Daniel Hoskin, Mathew Wilson

UMPIRING AWARDS

The 2011 Golden Whistle Awards Dinner was held at AAMI Stadium on Friday, October 14.

Golden Whistle: Colin Rowston (1st)

Silver Whistle: Jason Moore (1st)

Goal Umpire Award: Peter Challen (1st)

Most Improved Awards

Field: Craig Fleer
Boundary: Dylan Whan
Goal: Matthew Oxford

Mark T Posa Award –Most Outstanding Young Talent
Brodie Kenny - Bell (Goal)

Andrew Vickers Medallion – Coaches Award
Steven Murphy (Goal)

City of Charles Sturt Award –Outstanding Service to Umpiring
Adrian Forster (High Performance Goal Coach)



League umpire Frank Manikas pays a free kick.



TALENT DEVELOPMENT

TALENT PROGRAM

The SANFL Talent Program continued to identify and develop talent in 2011 through a recognised pathway allowing players to progress from primary school and junior club level all the way to senior SANFL and AFL football.

A 2011 Griffith University study commissioned by the AFL identified Woodville-West Torrens Football Club as the most effective developer of AFL talent in the country. An additional three SANFL club zones were ranked in the top 10 – Glenelg (4), West Adelaide (6) and Central District (10).

STATE U15 CHAMPIONSHIPS

Squads of 25 players represented each League club's metropolitan and country promotional zones in the U15 Intrastate Championships. Minor round matches were played at League grounds early in the year. Glenelg celebrated a double victory this year, defeating Woodville-West Torrens by 66 points in the Country Grand Final at Gliderol Stadium in July and defeating North Adelaide by 35 points in the Metropolitan Grand Final at AAMI Stadium in August.

SANFL U16 COUNTRY TALENTED PLAYER PROGRAM

The Country Talented Player program was introduced in 2010 to help identify and nurture the state's best regional talent. Thirty-six players from the nine SANFL country promotional zones were invited to participate in a talent camp held at Immanuel College and a one-day session at AAMI Stadium during April.

NAB AFL U16 CHAMPIONSHIPS

South Australia sent 25 representatives to the U16 Championships, held in Western Sydney in early July. After winning the Championships for the first time in 2010, South Australia continued its strong form in 2011 by finishing undefeated and claiming the Championships for the second consecutive year. Darel Hart again coached the side with assistance from Chris Smelt, Neil Morris and Tim Weatherald. Norwood's James Aish won the NAB AFL MVP Award and Norm Grimm Award for South Australia and also claimed the Kevin Sheehan Medal for the best Division 1 player over the entire carnival. Central District's Brae McDonnell was awarded the SSSSA Best Team Man Award and South Adelaide's Darcy Hourigan won the Dr Henry Kneebone Award. Five South Australian players were selected for Level 1 of the AIS/AFL Academy after strong performances in the Championships – James Aish (Norwood), Dwayne Wilson (Sturt), Luke Dunstan (Eagles), Matthew Scharenberg (Glenelg) and Luke Reynolds (Port Magpies).

Game 1:
South Australia 13.13 (91)
Victoria Country 13.10 (88)
SA Best Player Award: James Aish (Norwood)

Game 2:
South Australia 13.11 (89)
Victoria Metropolitan 9.5 (59)
SA Best Player Award: Luke Dunstan (Eagles)

Game 3:
South Australia 10.12 (72)
Western Australia 7.10 (52)
SA Best Player Award: James Aish (Norwood)

Captain: Luke Dunstan (Eagles)

U17 AAMI YOUTH CHAMPIONSHIPS

The Championships help SANFL clubs identify players with the capacity to play consistent U18, Reserve or League football in the future. Each League club's regional promotional zone was represented by a squad in the U17 Youth Championships held in July. Teams were divided into two divisions, with Port Adelaide Magpies winning Division 1 and North Adelaide victorious in Division 2.

'2011 marked the most successful year for South Australian talent in terms of combined U16s and U18s results at national level.'

2011 NAB AFL DRAFT

Eleven South Australians were drafted in November's NAB AFL Draft, making up 15.9 per cent of the total number of draftees nationwide. A further three South Australians were elevated from the Rookie List and another three were pre-listed to AFL clubs prior to the November 26 National Draft.

DRAFT	NAME	AFL CLUB	AIS	ACADEMY	SANFL CLUB
6	Chad Wingard	Port Adelaide	2009	2010/2011	Sturt
18	Brad McKenzie	North Melbourne		2011	Sturt
29	Alex Forster	Fremantle		2011	Norwood
41	Mitchell Grigg	Adelaide		2010/2011	Norwood
44	Sam Rowe	Carlton			Norwood
46	Nick Joyce	West Coast	2008	2009/2010	Woodville-West Torrens
48	Jordan Murdoch	Geelong			Glenelg
58	Lachie Neale	Fremantle			Glenelg
64	Cameron Ellis-Yolmen	Adelaide			Woodville-West Torrens
66	Lincoln McCarthy	Geelong		2011	Glenelg
70	Cameron Sutcliffe	Fremantle			Woodville-West Torrens
Pre Draft Listing					
	Luke Brown	Adelaide			Norwood
	Terry Milera	St Kilda			Port Adelaide
	Steven Morris	Richmond			West Adelaide
Upgrade from Rookie List					
73	Matthew Panos	Western Bulldogs		2009	Norwood
82	Matthew Wright	Adelaide		2006/2007	North Adelaide
83	Nick Lower	Fremantle		2005	Norwood

2011 ROOKIE DRAFT

DRAFT	NAME	AFL CLUB	AIS	ACADEMY	SANFL CLUB
3	Darren Pfeiffer	Port Adelaide		2005	Norwood
4	Justin Clarke	Brisbane			North Adelaide
5	Rory Laird	Adelaide		2011	West Adelaide
8	Lee Spurr	Fremantle			Central District
30	Cameron Shenton	St Kilda			Norwood
34	Amos Frank	Hawthorn			Woodville-West Torrens
41	Tim McIntyre	Adelaide			Sturt

U18 ACADEMY

The Academy, which underpins the U18 State Team, was established by the SANFL and League clubs in 2000. The Academy helps identify and assist the development of the talented U18 underage footballer while instructing players in the requirements for success at AFL level. Forty-four young footballers from across the state graduated from the Academy in 2011.

NAB AFL U18 CHAMPIONSHIPS

The NAB U18 Championships were played across Australia with the teams divided into two divisions as per previous years. 2 cross over games were played against Division 2 sides so every team could play five matches.

South Australia continued with its strong form from 2009 and 2010, recording four wins from five matches and finishing second in the competition for the third year running. The only loss was against Division 1 champions Victoria Metro.

Grigg was named the MVP for South Australia during the Championships and the winner of the John Halbert Medal for SA's best and fairest player. Brad McKenzie was selected by the officials as the winner of the Ron Coleman Best Team Man Award.

Six South Australians were selected in this year's U18s All-Australian Team – Chad Wingard (Sturt), Sam Mayes (North Adelaide), Brodie Grundy (Sturt), Alex Forster (Norwood), Mitchell Grigg (Norwood) and Ben Kennedy (Glenelg).

Game 1:

South Australia 14.16.100

Queensland 6.7.43

BEST: Joshua Waldhuter (Central District)

Game 2:

South Australia 19.19.133

NSW/ACT 9.4.58

BEST: Alex Forster (Norwood)

Game 3:

South Australia 19.9.123

Victoria Country 11.11.77

BEST: Aseri Raikiwasa (Port Adelaide Magpies)

Game 4:

South Australia 7.8.50

Victoria Metropolitan 10.16.76

BEST: Todd McKay (South)

Game 5:

South Australia 14.10.94

Western Australia 11.10.76

BEST: Brad McKenzie (Sturt)

Captain: Chad Wingard (Sturt)

The SANFL clubs and community clubs have supported compulsory attendance at Level 2 and Level 1 coaching courses respectively.

In 2011:

- Level 1: 490 coaches (conducted by SANFL, League clubs and specialist schools)
- Level 2: 49 coaches (conducted by SANFL)
- Level 3: 4 SA coaches (conducted by AFL)
- Reaccreditation (after four years): 119 coaches
- Total course attendees and re-accreditations: 662 coaches

The interaction of coaches within their own club is most important and the League and its clubs aim to establish mentoring programs for coaches to enhance their performance through the use of technology and face-to-face discussion with educated mentors.

2011 AWARDS

The 16th annual Coaches Association Dinner was held at AAMI Stadium on November 11. Central District coach Roy Laird was again nominated by his peers as The Good Guys Coach of the Year.

Thirty-four Level 2 Coaching Course Certificates and 26 awards were presented to coaches representing country and metropolitan leagues, schools, female football and Centres of Excellence.

SA Football Hall of Fame member Robert Oatey was awarded the SANFL Service to Coaching and Coach Education Award.

The three South East Football Leagues in conjunction with the Community Football Board representative, Scott Duncan, have supported the Coach Awards Dinner in the South East through each club sending two representatives. Seventy people attended the 2011 Awards at the Naracoorte Football Club.

Central District coach Roy Laird was awarded 2011 The Good Guys Coach of the Year.





COMMUNITY ENGAGEMENT

The SANFL's Community Engagement department continues to work with schools, Auskick centres, SANFL clubs and community leagues across the state with the aim of growing our great game.

In 2011, South Australian participation levels increased by 16 per cent on the back of 10, 8 and 20 per cent rises over the previous three years.

The increase reflects the involvement of more than 116,000 South Australian participants in football competitions or programs spanning at least six weeks.

Achieving this consistent growth in football participation is a credit to the dedicated staff, teachers, community coaches, officials, volunteers, parents and young people who play vital roles at all levels of the game.

However, challenges to improve participation remain in some regions and this will be a key focus going into the 2012 season.

The SANFL, along with the nine SANFL League clubs and two SA-based AFL clubs, continue to have a significant presence across many communities and particularly in schools.

More than 51,000 children participated in school football in 2011, representing a 35 per cent growth on 2010 figures.

The People's Choice Mini League program provided more than 3500 primary school children in 2011 with a fantastic introduction to the game through half-time matches at SANFL grounds thanks to the support of People's Choice Credit Union.

The SANFL Inclusive programs continued to expand with specialist programs tailored for females, multicultural communities, the disadvantaged and people with disabilities in both metropolitan and regional SA.

'The growth in multicultural football is exciting as Australian football develops as a vehicle for social inclusion in our diverse community.'

Participation in women's and girls' football grew 70 per cent from 2010 to 2011, reaching 3200 females across the state.

The growth in these areas is particularly exciting as Australian football develops as a vehicle for social inclusion and community development in our diverse society.

In 2011, the League's relationship with the State Attorney General's Department and Office for Youth was strengthened with the introduction of a new Multicultural Football Academy program, as well as a Community Club Capacity Building program in the southern suburbs. We look forward to further developing these new programs in 2012.

Our indigenous football programs showed exceptional growth in 2011. The appointment of the SANFL's inaugural Indigenous Participation & Employment Manager saw the roll-out of a highly successful Aboriginal Pathways to Excellence traineeship program,

The Aboriginal Pathways to Excellence program secured 17 traineeships or jobs for indigenous youth, achieved 100 per cent placement for its graduate trainees and delivered education and cultural awareness to more than 2500 people through player forums and career expos in its first year.

The SANFL values its government and community partners that enable it to deliver quality programs that involve both football and other life skills to a range of Aboriginal communities and people in metropolitan, regional and remote areas, including the APY Lands. The APY Lands Parental & Community Engagement (PaCE) Program, launched in 2011, will work with local families and community leaders to improve educational outcomes for indigenous students.

The SANFL would like to acknowledge that the land on which we live, work and play Australian football is the traditional lands for the Kurna people. We recognise and respect their cultural and heritage beliefs and understand that these are still very strong and important to the Kurna people today.

In 2011, the SA Junior Football Council was established as the new governing body responsible for leading strategic issues for junior football competitions in this state. The Council comprises representatives from key junior football stakeholders including junior district leagues, regional junior competitions, SA Amateur Football League, schools and the SANFL. This body has already begun to tackle some key issues relating to this area of participation.

The significant support received to conduct all programs from both the State and Federal Governments and the AFL is very much appreciated. We thank the Office for Recreation & Sport and our key corporate partners McDonald's and Ford Australia for their contribution to junior football in SA, along with the many volunteers who provide opportunities for South Australians to play football.

The Community Engagement department looks forward to working with the SA football community in 2012 to further grow and develop the game in our state.

David Hutton
State Manager, Community Engagement



Players compete in 2011 Premiers Cup.



Total football participation in South Australia exceeded 116,000 in 2011. This 16 per cent increase compared to the previous year was the highest growth recorded across the nation.

NAB AFL AUSKICK

More than 15,500 children participated in the NAB AFL Auskick program in 2011. They attended one of the 320 centres across the state, conducted by thousands of volunteer parents and helpers. More than 1300 children participated in NAB AFL Auskick Grid Games during half time of AFL matches at AAMI Stadium. More than 2000 participants attended Auskick events held by the Adelaide and Port Adelaide Football Clubs. Several participants were chosen to represent South Australia in presenting premiership medals at the 2011 AFL Grand Final.

MINI LEAGUE

A new partnership between Australian Central Savings & Loans (later rebranded People's Choice Credit Union) and the SANFL Mini League program supported the participation of more than 3500 primary school kids in half-time matches at SANFL matches.

MACCA'S PRIMARY SCHOOL FOOTBALL

2011 has been another exceptional year for football participation in South Australian primary schools. More than 51,000 primary school aged children have taken part in football programs in their schools.

SANFL field officers delivered school-based programs supported by the 460 AFL School Ambassadors to ensure children not only got an opportunity to have a kick and catch, but also learn about the history of the game, the rules and the different employment opportunities in the sports industry. McDonald's has again been a fantastic support to these programs and was present at AAMI Stadium on Sunday, August 21, to award the 2011 Macca's Premiers Cup to the Year 6/7 team from Black Forest Primary School.

Primary school football participation leapt by 41 per cent in 2011, largely through the delivery of intra-school programs.

'The U12 State Team took out the National Championship, marking the first time in more than ten years that the trophy had left Victoria.'

SAPSASA U12 STATE TEAM

The SAPASA U12 State Team held a three-day camp at Immanuel College in early July to train for the Australian Rules Football Exchange held in Canberra from July 23 to July 30. The final 23 students selected in the team experienced an excellent three days of intense football preparation and team bonding. Fitness and team tactics, diet and health issues and mental preparation were discussed during the camp, with family members encouraged to play an interactive role throughout the sessions. The SAPASA U12 State Team took out the national championship, defeating Victoria in the Final by 30 points. The victory marked the first time in more than ten years that the trophy had left Victoria. All players in the team contributed well and showed promise in a variety of positions throughout the carnival.

SAPSASA CARNIVAL

The 2011 SAPSASA State Carnival, held in May, comprised 40 teams competing in a week-long competition at Barrett Reserve, Adelaide Shores. The carnival was well-received by all participants and feedback from parents was extremely positive. The SAPSASA Knockout Competition Finals were held at City Mazda Stadium and resulted in some high-quality matches. In SAPSASA knockout competitions, Christian Brothers College won the Mark Mitchell Shield, while Warooka Primary School won the Norm Grimm Shield and Marymount College was the winner of the SAPSASA Girls' Shield for the second consecutive year.

SSSSA KNOCKOUTS

Secondary School Sport SA and the SANFL again worked together to deliver state knockout competitions to secondary students culminating in the SSSSA Open Schools Knockout Cup in August. In a solid performance at Prospect Oval, Prince Alfred College defeated Rostrevor College to take out the 2011 trophy. In the Girls' Knockout Cup, St Michael's College defeated Henley High School in the Grand Final, which was played as a curtainraiser to the Adelaide v Richmond clash at AAMI Stadium.

AFL 9s

The transition from AFL recreational football to the new AFL 9s format has attracted plenty of new interest in this social form of the game. With thriving competitions across metropolitan Adelaide and a reported increase in schools taking up the non-contact version of the game, AFL 9s is establishing itself as a viable competition in South Australia.

IGA 'THE NEXT STEP' FOOTY EXPERIENCE

In its second year, the IGA 'The Next Step' Footy Experience expanded to a four day program, catering for 300 primary and secondary school-aged footballers. Participants spent time at both AAMI Stadium and Alberton Oval, experiencing elite football training facilities and methods under the guidance of experienced SANFL coaches and players.

AFL SCHOOL AMBASSADORS

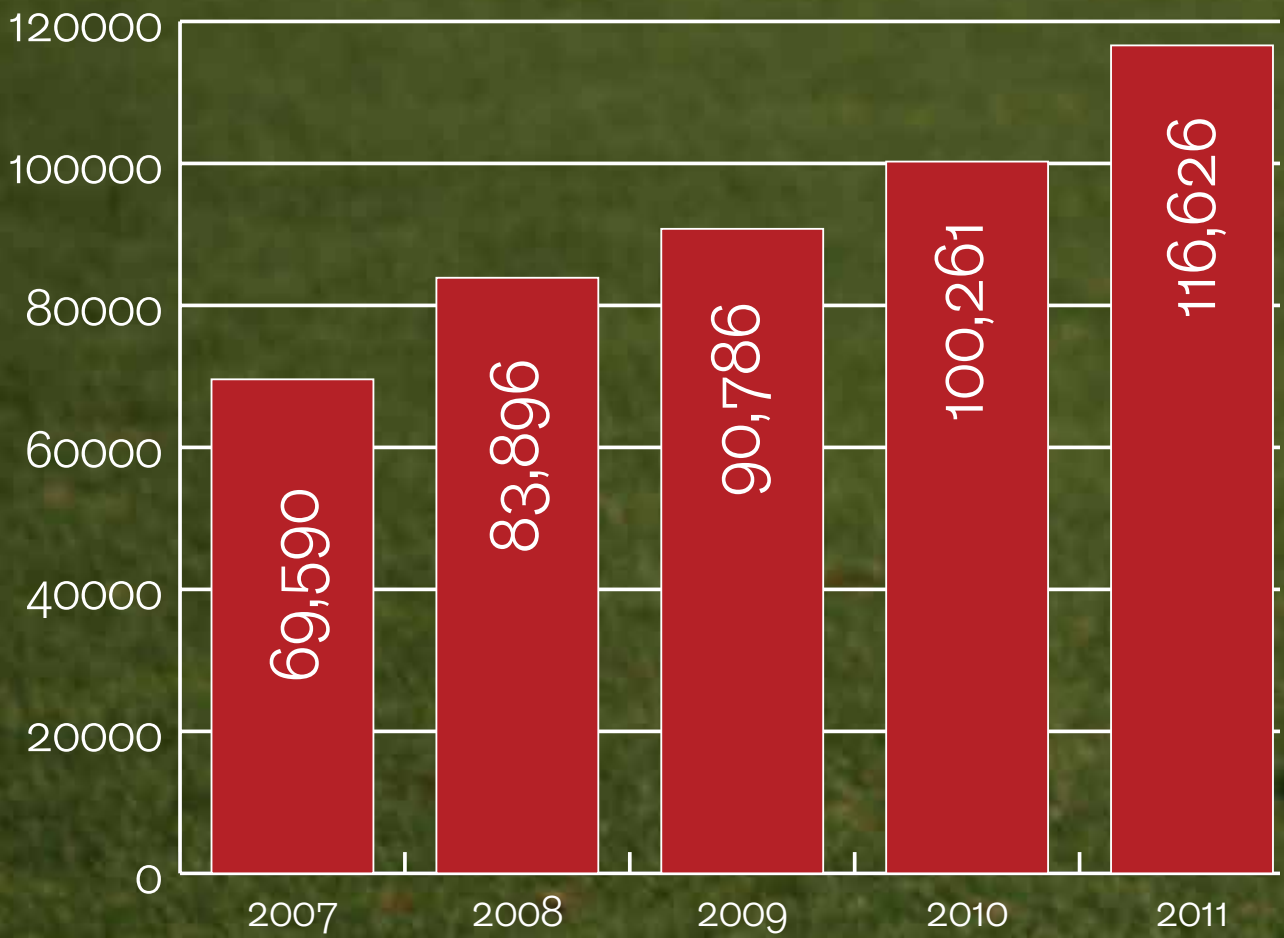
With a strong push for recruitment throughout 2011, SANFL field staff registered 460 AFL School Ambassadors. These teachers in primary and secondary schools provide a consistent football presence in the classroom by delivering programs and giving kids a chance to participate in the game in diverse ways.



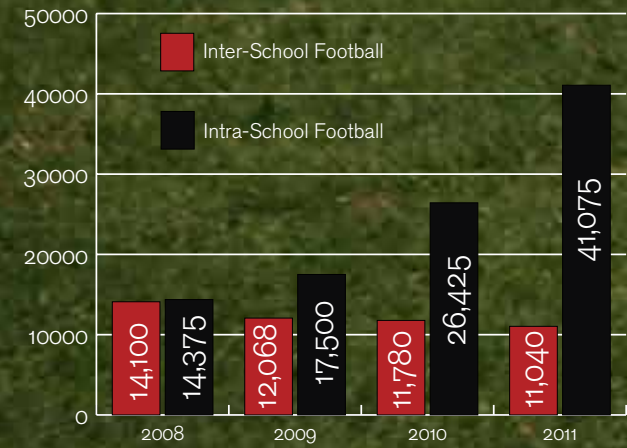
A 2011 Mini-League game hosted at half-time of an SANFL match.



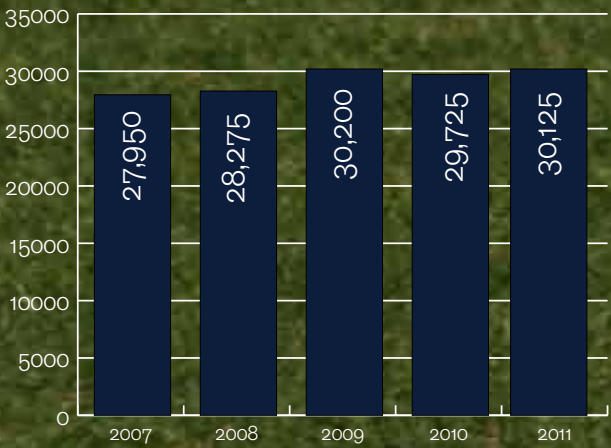
PARTICIPATION



School Football Participation



Junior Club Players



INCLUSIVE PROGRAMS

FEMALE FOOTBALL

Female football saw the introduction of a new senior team from Modbury and an U16 State Schoolgirls' Squad in 2011, with the latter participating in the inaugural Schoolgirls' Championships in Canberra.

Participation in female football programs across the state grew by 70 per cent in 2011

Adelaide hosted the 2011 AFL Women's National Championships in June, which proved a successful showcase of the increased levels of skill and fitness required to compete in senior female football. From the Championships, two SA players - Courtney Cramey and Danielle Crespy - were selected to attend the High Performance Academy to be held in Melbourne July 2012.

The SA Female Football Academy formed a partnership with the Port Adelaide Football Club and was relocated to Alberton. The U18 State Team travelled to the Gold Coast for the 2011 Championships and was competitive against a highly-developed Victorian side. Three U18 SA players - Caitlyn Swanson, Kym Batley and Jenna McCormick - were invited to attend the 2012 High Performance Academy.

An open schoolgirls' competition was established in the West Parklands and female football programs were trialled in Whyalla, Stansbury and Christies Beach.

The successful Girl Power program continued to run in conjunction with the Port Adelaide Football Club and was conducted in 16 schools, resulting in 1832 young girls being exposed to the program.

FOOTBALL FOR PARTICIPANTS WITH A DISABILITY

A partnership was forged with Scosa in 2011, with SANFL staff conducting activities at the organisation's two annual major events. Staff also conducted skills sessions at Scosa's regional hubs.

A pilot program at Henley High School was introduced to use sport, in particular football, as an integration medium. The "Yes I Can" program ran over the second school term and involved special sports students as teachers and mentors for students in the school's Supported Learning Centre. The program included a tour and football session at the Power headquarters and a family day at AAMI Stadium to watch a Power match.

FOOTBALL FOR DISADVANTAGED PEOPLE

The Reclink mid-week competition for disadvantaged people continued in 2011 in Adelaide's South Parklands. The Grand Final was held at Alberton Oval with more than 500 spectators treated to some exciting football and live music.



Students from the Adelaide Secondary School of English compete in an intra-school trial during 2011 Multicultural Round.

MULTICULTURAL FOOTBALL

The SANFL's New Arrivals Program reached eight schools and 912 multicultural students in 2011. Through an association with tertiary institutions, more than 100 international students were also given an opportunity to learn about the game and tour AAMI Stadium.

The Adelaide Secondary School of English (ASSOE) Multicultural Youth Academy program expanded in 2011 to include a successful partnership with Fitzroy Junior Football Club. Eight ASSOE students were given SANFL scholarships to play for Fitzroy for the season and of these, six competed in the U15 Preliminary Final. A further three multicultural teenagers were selected to represent South Australia in the World XVIII team and compete at the National U16 National Championships in June.

The SANFL continued to spotlight its multicultural programs through the hosting of its second Multicultural Round in the State League program

On April 3, Panthers wingman Emmanuel Irra became the first Ugandan ever to play League football in South Australia. Irra is a proud ambassador for multicultural football participation in SA, having spoken at both the 2011 Cultural Diversity Forum at AAMI Stadium and the State Government funding announcement for migrant-based football programs.

INDIGENOUS TRAINEESHIP PROGRAM

Fourteen indigenous trainees took part in the SANFL's inaugural Aboriginal Pathways to Excellence Traineeship Program in 2011, with trainees located at the SANFL, Glossop Area School, Ceduna Area School, Stuart High School (Whyalla), Para West Adult Campus, Le Fevre High School, Maitland Area School, Coober Pedy Area School, Christies Beach High School, Netball SA and the North East Metro Junior Football Association (NEMJFA).

The program is designed to allow the participants complete their Certificate 3 in either Sport and Recreation or Community Recreation, while providing support in securing pathways to a long-term career or study once their traineeship concludes.

The Aboriginal Pathways to Excellence Traineeship program achieved 100 per cent placement for its trainee graduates in 2011.

Four of the trainees finished their traineeship in January 2012. Three of those trainees - Joseph Zadow (NEMJFA), Thimos Tsakiridis (Coober Pedy) and Kieran Stone (Glossop HS) - were accepted into the University of Adelaide to pursue Bachelor of Arts and teaching degrees. The fourth trainee, Graham Walker (Maitland Area School), has begun a trades apprenticeship.

As a result of the program's success, the SANFL will employ an additional eight trainees in 2012, joining the six ongoing second-year trainees.

ABORIGINAL PLAYER FORUMS

The SANFL launched its first indigenous SANFL player forums in 2011. All indigenous SANFL players from Under 16s to League came together twice in 2011. It allowed the players to discuss issues related to work, study and playing semi-professional sport. Speakers at the forums included Andrew McLeod, Michael O'Loughlin, Sturt's Josh Cubillo and Joe Anderson, North Adelaide's Kriston Thompson and Eddie Hocking.

INDIGENOUS ROUND

The inaugural Indigenous Round in the SANFL home-and-away season included Welcome To Country ceremonies and performances by renowned indigenous entertainers at every game. The highlight of the weekend was the presence of many past SANFL indigenous greats, including Michael "Flash" Graham, Gilbert McAdam, Eddie Hocking, Gavin Wanganeen, Peter Burgoyne, Michael O'Brien and Corey AhChee.

SA INDIGENOUS UNDER 15s

In a new format for the Under 15s, each state was represented with a team in the inaugural U15 Aboriginal National Championships on the Gold Coast. The South Australian side was coached by former Crow Eddie Hocking and father of Port Adelaide's Daniel Pearce, Joffre. Four South Australians were selected for the Flying Boomerangs, the National U15 Aboriginal Team - Tyler McKenzie (NAFC), Michael Coombe (SFC), Peter Von Heytemanek (WWTFC) and Reece Hocking (CDFC). SA won three games against Victoria, Queensland and NSW to finish equal second.

SA ABORIGINAL SPORTS CARNIVAL

The SANFL, in conjunction with various community members, coordinated the South Australian Aboriginal Sports Carnival held in October. With nine football teams and 12 netball teams from all over South Australia participating, the two-day carnival attracted more than 5000 participants and spectators. Mallee Park Football Club, coached by former AFL star Byron Pickett, ran out victors in the football. Port Adelaide's Terry Milera was named Player of the Carnival.

PROGRAM SUPPORT

The SANFL sincerely thanks Andrew McLeod for his support with its indigenous programs in 2011. While Andrew is employed by the AFL, he is based at AAMI Stadium and has had a substantial involvement in the launch of many programs in 2011. The League also wishes to thank all the indigenous communities within South Australia, who have provided support and guidance in the implementation of this year's programs.



APY LANDS PROGRAMS

Senior Sports League

The 2011 Far North West Sports League (FNWSL) Grand Final was played on Saturday, September 17 at the Ernabella Sports Complex. The Grand Final was the culmination of seven rounds and a final five system in which eight teams competed. The Amata Bombers won its second football premiership, defeating the Wintjalangu Saints by 12 points in a highly entertaining game. Mimili won its second softball premiership in a skilful display of force against Amata, 10 runs to two.

Junior Sports & Talent Program

More than 400 children participated in specialist coaching clinics for football, softball, cricket, athletics, soccer and basketball. The out-of-school-hours clinics were well attended on a regular basis by the majority of communities with local Anangu coordinators. Junior football and softball matches were organised prior to the Senior Sports League finals.

Amos Frank, Kieran Roberts, Nelson Peters and Pipa Brown participated in the AFL's Rio Tinto Footy Means Business Program for Under 23 Indigenous footballers. The program included an educational and careers component and culminated with matches on the MCG, Punt Road and Blacktown Oval (Greater Western Sydney).

Frank and Roberts debuted for Woodville-West Torrens Football Club at Reserves level in Round 20 against Glenelg. Frank picked up 13 touches and kicked two goals while Roberts had 12 possessions, including one goal.

Kupa Henry represented the State in the U15 National Aboriginal Football Championships on the Gold Coast. Playing predominantly in the back lines, he was key to SA's success throughout the carnival.

Parental & Community Engagement

The Parental & Community Engagement (PaCE) Program launched in 2011 with a focus on delivering further education to *Watis* (men) on the APY Lands and engaging them in their children's education. A main focus of 2011 has been the delivery of the AFL's Respect & Responsibility program. Modelled on the same program delivered to AFL players, the sessions cover a wide range of topics with one common aim – to encourage leadership and role models within the communities.

RIO TINTO ABORIGINAL LANDS CHALLENGE CUP

The Challenge Cup was held as an AFL curtainraiser to the Adelaide v Sydney match at AAMI Stadium on Saturday, July 2. For the seventh consecutive year, the Anangu Pitjantjatjara Yankunytjatjara (APY) and Maralinga Tjarutja Lands (MT) competed in the Cup and in 2011, participated in the Education & Careers Week in the lead-up. Players and officials were engaged with sessions delivered by SAPOL, Australia Post, My Eye Health Program, Aboriginal Drug & Alcohol, SANFL Umpiring Department and the Australian Institute of Fitness.

ABORIGINAL POWER CUP

The 2011 Aboriginal Power Cup involved approximately 320 indigenous students from around the state. As a football-based curriculum program, the APC also counts towards SACE accreditation. The program included a day and a half of football at Alberton Oval, followed by Finals played as an AFL curtain raiser to the Port Adelaide v North Melbourne game on Sunday, June 26, at AAMI Stadium.

The following schools were involved in the APC program in 2011: Stuart High School, Murray Bridge High School, Roma Mitchell/Para Hills School, Fremont Elizabeth High School, Salisbury/Valley View High School, Le Fevre/Ocean View High School, Para West Adult Campus/Maitland Area School, Windsor Gardens Vocational College, Christies Beach High School/Warriapendi, John Pirie High School, Port Augusta High School, Port Lincoln High School, Ceduna Area School and Coober Pedy Area School/Maree Aboriginal School.



The State U23 Indigenous Team lines up before its game at AAMI Stadium.



An Eastern Parks footballer disposes of the ball.



COMMUNITY FOOTBALL

The SA Community Football League under the governance of the Community Football Board (CFB) enjoyed a very successful year in its third full year of operation.

With the small Community Football Department providing the best possible administrative support to community football leagues and clubs, the SACFL welcomed new sponsors for the benefit of the game in a variety of areas.

The SACFL addressed in time the expectation from the SANFL for community football to become self-sufficient and successfully reduced the reliance on SANFL direct funding from \$217,096 in 2010 to \$82,542 this year.

Key achievements for 2011 were:

- The delivery and management of more than \$5 million from all sources in benefit to community football since the SACFL's inception three years ago. These benefits were managed by the CFB, which includes funds and programs directed through from the AFL and SANFL, as well as new partnership opportunities attracted.
- The announcement of the Motor Accident Commission as the major partner of SA Country Football for a minimum three-year term.
- New and ongoing community football partnerships in various programs including:
 - West End Community Fund through its Tanks for Country Football scheme
 - West End
 - AHA|SA Clubs SA through its Community Facility Fund
 - Ahrens
 - Hunt & Hunt Lawyers
 - Telstra
 - Port Pirie Regional Council
 - Fit Health Insurance
 - Direct Farm Inputs
- The appointment of seven licensed apparel suppliers, three sports tape licensees and three football suppliers for community football.

- Universal acceptance of the adoption of the Approved Player Points System (APPS) for the first time in 2011.
- A well-managed State Country program, which included the State Country vs City (SAAFL) match, SA Country Championships and State Country v Western Australia Country match.
- The affiliation of all community football leagues, with the Junior District Leagues affiliating for the first time this year in line with the formation of the SA Junior Football Council.

SA Community Football wishes to acknowledge the significant contribution by the following for their assistance in achieving these results:

- David Shipway as Community Football Board Chairman for his leadership and determination to make a difference.
- Community Football Board members David Benson, Jeff Burchell, Gino Capogreco, Scott Duncan, Rob Kerin, Peter Lindner, Kym Russell and Arnold Krestchmer (ex-officio).
- Regional Directors and Affiliated Leagues Football Council.
- All community football leagues and clubs.
- The SANFL for its financial contribution, administration support and availability to assist at every opportunity.
- SACFL staff David Bradley and Jessica Wainwright for their commitment and performance.

We look forward to collaborating and working closely with all leagues and clubs again next year to maintain and grow the game at community level

Glen Rosser
Community Football Manager

'The SA Community Football Board has delivered more than \$5 million in benefits to community football since the Board's inception.'

KEY PARTNERSHIPS

Motor Accident Commission

The Motor Accident Commission (MAC) was announced as a major partner of SA Country Football in 2011.



The partnership, established initially for the next three years, is aimed at promoting the safe driving message through football clubs and leagues to change attitudes and behaviours and ultimately reduce the incidence of serious accidents on country roads.

In line with the partnership, 39 MAC SAPOL Safe Driving Seminars were conducted in 2011 with all country leagues participating.

A total of 2697 players and officials attended a MAC SAPOL Safe Driving Seminar in 2011.

All 186 country clubs in South Australia nominated a Community Club Road Safety Ambassador to promote the safe driving message within their local communities.

The Motor Accident Commission partnered the SA State Country Program with badging on all playing apparel for the SA Country v City (SAAFL) annual match, the SA Country Football Championships held in Pt Pirie and the SA Country v WA Country State Match.

In addition, all footballs used in senior matches across the state incorporated the MAC logo.

Ahrens

As a result of the Ahrens Group donating 84 field bins to country clubs last year, the company was made a Corporate Partner of Country Football, sponsoring the SA State Country Team and a Zone team in the SA Country Championships



Lion Australia

Lion Australia continues to be a valued Corporate Partner of Community Football and provides sponsorship of the State Community Program including City vs Country match, SACFL and State Country Team.



Telstra

Telstra and Telstra Countrywide partnered Community Football in the True Supporters campaign, which delivered \$35,910 to Community Football.



The promotion allowed customers to direct a \$25 Telstra contribution to their local football club over the 2010/2011 period. The five leading club recipients were North Gambier (\$4000), West Gambier (\$2300), South Whyalla (\$1725), Ramblers (\$1425) and United (\$1350).

We would also like to acknowledge the following community sponsors for their valued support:

- West End Community Fund
- Hunt & Hunt Lawyers
- Direct Farm Inputs
- Fit Health Insurance
- Port Pirie Regional Council



AFL FACILITIES DEVELOPMENT GRANTS

Two AFL grants were approved in 2011. The SA Amateur Football League received \$150,000 to upgrade its lights at Thebarton Oval, while the Rosewater Football Club received \$150,000 towards new facilities at Eric Sutton Reserve.

AFL DEVELOPMENT GRANTS

AFL Development Grants totalling \$132,500 for players recruited to the AFL were made to Community Football zones, leagues and clubs in 2011, with the following clubs receiving payments for their role in developing AFL players – Blyth Snowton, Elliston, Golden Grove, Goodwood Saints, Hahndorf, Henley, Hope Valley, Kenilworth, Orroroo, Payneham Norwood Union, Plympton, Port Districts, Ramco, Roxby Downs, Seaton Ramblers, SMOSH West Lakes, Tea Tree Gully, Thevenard, Tumby Bay, Waikierie, Walkerville and West Croydon.

FACILITY GRANTS

The second year of the SA Community Football League's Australian Hotels Association SA/Clubs SA Community Facility Fund of \$50,000 per year sponsored by AHA|SA and Clubs SA was opened earlier in the year.

Club	Project	Grant
Country		
Adelaide Lutheran	Renovate changerooms	\$3000
Adelaide University	New social club and patron viewing area	\$2000
Christies Beach	New coaches' and timekeepers' box	\$2500
Cummins Ramblers	New changerooms and canteen	\$5000
Houghton Districts	Improve player and umpire facilities	\$2500
Kenilworth	Social club renovation and patron viewing	\$2000
Kongorong	New refurbished changeroom	\$5000
McLaren Vale	Social club renovation and patron viewing	\$3000
Nuriootpa	New viewing area and gym	\$5000
Old Ignatians	Major irrigation and oval surface	\$5000
Plympton	New changerooms and lighting upgrade	\$5000
SAAFL	Lighting upgrade	\$5000
West Coast Hawks	New sports facilities	\$5000
Total		\$ 50,000



Remembering Stephanie: In July, Tailem Bend and Imperials Football Clubs hosted the inaugural Stephanie Leahy Cup in partnership with the MAC and SA Community Football League. The match honoured local teenager Stephanie Leahy, who was killed in a road crash at Mypolonga on July 12, 2010. Players wore specially designed guernseys and green armbands for the match.



COMMUNITY FOOTBALL

LICENSED SUPPLIERS

In 2011, the Community Football Board determined all playing apparel (jumpers, shorts and socks) must incorporate the SACFL logo from 2012 onwards. The Board appointed the following licensed suppliers for the 2011 season:

Playing Apparel Suppliers

Access Clothing
Graphpak
JAX
JS Sports
KooGa
Sandy Nelson Teamwear
Sports Centre

Wholesale Apparel

Dynamic Sports
Grand Final Sportswear

Promotional Merchandise

Profile Partners

Sports Tape

Medi Pro
Oz Sports
Victor Sports

Footballs

Brenton McKay Agencies (Sherrin)
Sam Parkinson Marketing (Burley)
Ross Faulkner

TANKS FOR COUNTRY FOOTBALL

Another 20 clubs benefited from the Tanks for Country Football project during 2011. The scheme is ably supported by the West End Community Fund, Team Poly, Davey Water Products and SA Water.

The following clubs received a rainwater tank in 2011.

Round 4

Balaklava	Karoonda
Brinkworth Spalding Redhill	Ramco
Central Yorke Cougars	Sedan Cambrai
Cummins Kapinnie	Theverard and West Coast
Jervois	Hawks

Round 5

Border Downs Tintinara	Southern Flinders
Central Eyre	Strathalbyn
Kimba	Tailem Bend
Lock	Two Wells
Mintaro Manoora	Wunkar

SACFL LIFE MEMBERS

The SA Community Football Board has established a Life Membership award, acknowledging individuals who have rendered outstanding service to community football.

Harry Madigan OAM (deceased)
The Hon Justice Kevin Duggan
John Spillane
Don McSweeney
Max Williams (deceased)
Chris Leahy
Kevin Curran

MERIT AWARDS

Merit Awards recognising outstanding contributions to community football were presented at the annual SA Community Football Lunch held at AAMI Stadium in October 2011.

SANFL Merit Awards

Brian Clarke
(Mundulla FC/Kowree Naracoorte Tatiara Football League)
Kevin Dinnison
(Nangwarry FC/Mid South Eastern Football League)
Meryvn Mules
(Morphett Vale FC/Southern Football League)
Deane Adams
(Central Augusta FC/Spencer Gulf Football League)

AFL Merit Award

Robyn Symes (Barossa Light and Gawler Football League)

JLT Administrator of the year

Peter Dalwood (River Murray Football League)

Don McSweeney tosses the coin to mark the Centenary Association match between Great Flinders and Pt Lincoln.



SA V WA COUNTRY CHALLENGE

South Australia played Western Australia in the inaugural SA v WA Country Challenge on Sunday, July 31. The match's major partners were the Motor Accident Commission and the Ahrens Group of Companies. With scores locked at half time on 6.7.43 apiece following a very competitive first half, South Australia produced an excellent second half of team football to win 16.9.105 to 10.14.74.

The best player for SA was Tyson Wait and the leading goal kicker was Brodie Murphy with 6 goals.

SA 2.3 (13) 6.7 (43) 10.8 (68) 16.9 (105)
WA 3.3 (21) 6.7 (43) 7.13 (55) 10.14 (74)

BEST

SA: Tyson Wait, James Vandeleur, Brodie Murphy, Tom Carroll, Marcus Burdett, Harry Miller.

WA: Luke Bairstow, Mark Gilhome, Jordan Adamson-Holmes, Troy Ditchburn, Jace Cormack, Matt Helms.

GOALS

SA: Brodie Murphy 6, Travis Oakley, Matt Woolford 2, Harry Miller, James Vandeleur, Josh Vick, Tyler Baldock, Josh Taylor, Jason Farrier.

WA: Dean Buszan, Tim Noakes, Matt Thomas 2, Mark Gilhome, Jace Cormack, Luke Bairstow, Kyle McLaughlin.

SA COUNTRY TEAM

Harry Miller	Mallee Park
Matt Woolford	Central Augusta
James Vandeleur	RSMU
Carl Semmler	Tasmans
Waylon Johncock	Koonibba
Geoff Appleton	Weeroona Bay
Josh Vick	Cove - Captain
Nathan Smith	Naracoorte
Brodie Murphy	South Clare
Luke Davey	West Gambier
Tom Carroll	Myponga/Sellicks
George Pedler	Ramblers
Scott Wendelborn	Ironbank
Marcus Burdett	Mt Compass
Levi Konitzka	Waybacks
Tyler Baldock	Wirrulla
Steven Duldig	Millicent
Josh Taylor	Willaston
Tyson Wait	Imperials – Vice Captain
Phil Bennett	Angaston
Travis Oakley	Jamestown Peterborough
Jason Farrier	Reynella
Luke Wells	Tanunda

Barry Pilmore
Steve Lubke

Coach (Willunga Football Club)
Assistant Coach (Barossa, Light & Gawler Football League)



COMMUNITY FOOTBALL

SA COUNTRY CHAMPIONSHIPS

The 2011 MAC SA Country Championships were hosted at Port Pirie over the July 9-10 weekend. Six teams competed in a two pool round-robin event, with Eyre Peninsula recording its first victory since 1999 by defeating Murray South East in the Grand Final, 9.8 (62) to 4.7 (31).

Player of the Carnival

Matthew Woolford (Northern)

Leading Goal Scorer

Travis Oakley (Northern)

Best Under 21 Player

Levi Konitzka (Eyre Peninsula)

Indigenous Player of the Championships

Harry Miller (Eyre Peninsula)

Umpire of the Championships

Mark Snowden (Northern)

Our sincere thanks to MAC, the naming rights sponsor of the Championships, and West End, Port Pirie Regional Council, Fit Health Insurance, Hunt & Hunt Lawyers, Ahrens and Direct Farm Inputs as sponsors of the 2011 SACFC.

Safe driving seminars were presented by SAPOL to all players and officials involved in the Championships.

CITY V COUNTRY

The annual City v Country game was played on April 23 at AAMI Stadium. Country defeated City by 25 points despite City's dominant first half. A six goal to nil third term sealed victory for the Country team, which has now won three of the past five clashes.

Shane Bradshaw won the Kitschke Medal as Country's best player and Brodie Hudson won the Bill Botten Medal as the best City player. The teams were coached by Simon Dennis (Country) and Jamie Thomas (City).

COUNTRY 2.3 (13) 3.3 (21) 9.8 (62) 11.11 (77)
SAAFL 3.2 (20) 7.3 (45) 7.3 (45) 8.4 (52)

BEST

Country: Shane Bradshaw, Matt Hodge, Luke Duncan, David Westbrook, John Pratt, Jason Farrier.
Brodie Hudson, Joseph Hay, Chris Radetti, Ryan Sampson, Nathan Grocke, Joel Cochrane.

GOALS

Country: John Pratt 3, Matt Hodge 2, Josh Vick, James Dixon, David Westbrook, Jason Farrier, Peter Safralidis, Tyson Waite.
SAAFL: Shane Slatte, Brad Robertson 2, Aaron Bergsma, Brad Tosold, Stephen Clay, Joseph Hay.

COMMUNITY FOOTBALL LEAGUE RESULTS

LEAGUE	GRAND FINAL SCORES	MAIL MEDALLIST
AMATEUR LEAGUE - Division 1	GAZA 10-13 (73) def SHOC 9-15 (69)	Alexander Stengle, GEPPS CROSS, 16 votes
AMATEUR LEAGUE - Division 2	ST PETERS OC 9-12 (66) def ROSTREVOR OC 6-8 (44)	Tim Davey, MODBURY, 20 votes
AMATEUR LEAGUE - Division 3	FLINDERS PARK 14-18 (102) def PORTLAND 6-7 (43)	Valor Thach, PARA HILLS, 19 votes
AMATEUR LEAGUE - Division 4	KILBURN 16-6 (102) def SALISBURY 14-9 (93)	Paul Wootton, HECTORVILLE, 20 votes Daniel Cahill, SCOTCH OC, 20 votes Matthew Whelan, KILBURN, 20 votes
AMATEUR LEAGUE - Division 5	PLYMPTON 15-6 (96) def SALISBURY WEST 8-17 (65)	Dene Steele, SALISBURY WEST, 26 votes Lee Duggan, HOPE VALLEY, 26 votes
AMATEUR LEAGUE - Division 6	KENILWORTH 14-14 (98) def GLENUNGA 11-9 (75)	Nicholas Jones, HENLEY, 25 votes
AMATEUR LEAGUE - Division 7	SACRED HEART OS 17-5 (107) def MAWSON LAKES 5-7 (96)	Robert O'Gorman, MAWSON LAKES, 25 votes
ADELAIDE PLAINS	BALAKLAVA 15-15 (105) def VIRGINA 9-4 (58)	Liam Whitwell, MALLALA, 17 votes
BAROSSA, LIGHT & GAWLER	TANUNDA 11-30 (96) def WILLASTON 5-6 (36)	Sam Walton, WILLASTON, 21 votes
BROKEN HILL	NORTH 9-11 (65) def SOUTH 9-10 (64)	Jayden Kelly, NORTH BROKEN HILL, 26 votes
EASTERN EYRE	KIMBA 9-5 (59) def COWELL 9-3 (57)	Shannon Larwood, KIMBA DISTRICTS, 36 votes
FAR NORTH	OLYMPIC DAM 16-16 (112) def ANDAMOOKA 6-8 (44)	Austin Monfries, ANDAMOOKA, 38 votes
FAR WEST	KOONIBBA 17-11 (113) def WESTERN UNITED 11-4 (70)	Drew Hardy, WESTERN UNITED Tigers, 51 votes
GREAT FLINDERS	RAMBLERS 10-13 (73) def CUMMINS KAPINNIE 4-8 (32)	Shawn Fitzgerald, RAMBLERS, 46 votes
GREAT SOUTHERN	LANGHORNE CREEK 15-13 (103) def WILLUNGA 6-11 (47)	Simon Munn, STRATHALBYN, 23 votes
HILLS - Central Division	URAILDA 13-7 (85) def BLACKWOOD 12-12 (84)	Daniel Ebert, URAIDLA, 29 votes
HILLS - Country Division	ECHUNGA 10-10 (70) def BIRDWOOD 9-5 (59)	Ryan McGahey, BIRDWOOD, 29 votes
KANGAROO ISLAND	PARNDANA 9-9 (63) def KINGSCOTE 8-8 (56)	Clay Willson, DUDLEY UNITED, 24 votes
KOWREE/NARACOORTE/TATIARA	LUCINDALE 15-13 (103) def NARACOORTE 11-11 (77)	Craig Beggs, NARACOORTE, 29 votes
MALLEE	BDT 14-11 (95) def MURRAYVILLE 12-6 (78)	Corey Knight, KAROONDA, 18 votes
MID SOUTH EASTERN	MT BURR 14-11 (95) def ROBE 8-12 (60)	Will MacDonald, PORT MACDONNELL, 19 votes Bronson Saffin, KONGORONG, 19 votes
MID WEST	WEST COAST HAWKS 14-15 (99) def WUDINNA 6-3 (39)	Tyler Baldock, WIRRULLA, 50 votes
NORTH EASTERN	BBH 10-12 (72) def BLYTH SNOWTOWN 8-10 (58)	Zack Hier, RSMU, 31 votes
NORTHERN AREAS	CRYSTAL BROOK 23-12 (150) def JAMESTOWN PETERBOROUGH 15-13 (103)	Brodie O'Dea, ORROROO, 16 votes
PORT LINCOLN	MALLEE PARK 16-9 (105) def WAYBACK 14-7 (91)	Brodie O'Dea, ORROROO, 16 votes
RIVERLAND	LOXTON NORTH 13-7 (85) def WAIKERIE 5-13 (43)	Don Millard, BARMERA MONASH, 18 votes
RIVERLAND INDEPENDENT	LYRUP 13-5 (83) def PARINGA 8-4 (52)	Andrew Lloyd, PARINGA, 27 votes
RIVER MURRAY	IMPERIALS 16-15 (111) def RAMBLERS 9-9 (63)	Tyson Wait, IMPERIALS, 24 votes
SAWFL	EAGLES 8-9 (57) def GREEN ACRES 5-2 (32)	Emma Sampson, PORT ADELAIDE, 21 votes
SOUTHERN	BRIGHTON 13-6 (84) def MORPHETT VALE 6-9 (45)	Braden Bayly, MORPHETT VALE, 23 votes
SPENCER GULF	CENTRAL AUGUSTA 11-10 (76) def PORT 8-3 (51)	Tyrone Price, SOLOMONTOWN, 26 votes
WESTERN BORDER	WEST GAMBIER 16-21 (117) def NORTH GAMBIER 9-14 (68)	Simon Berkfield, SOUTH GAMBIER, 30 votes Brad Vassal, CASTERTON, 30 votes
WHYALLA	NORTH WHYALLA 10-7 (167) def WEST WHYALLA 5-13 (43)	Ben Butler, WEST WHYALLA, 20 votes
YORKE PENINSULA	KADINA 13-9 (87) def BUTE 9-13 (67)	Dean Cutting, MOONTA, 24 votes



Dousing the flames of a fight in the Great Flinders Football League.



**2011
SEASON**

LEAGUE GRAND FINAL

Woodville-West Torrens held on in a thrilling final quarter to win the 2011 SANFL Grand Final over Central District by three points.

The Eagles attacked from the outset to lead by 18 points at quarter time, with Jack Oatey Medallist Craig Parry dominating in ruck.

While the Dogs made a number of attempts to regain momentum, the Eagles responded to maintain the lead at the main break.

Central District, seeking to land its sixth consecutive flag, fired back in the final term against a spent Eagles outfit. A courageous snap for goal by the Dogs in the dying minutes narrowly missed, sealing a narrow victory for the Eagles and marking the first time since 1976 a team has rebounded from a Qualifying Final loss to win the flag.

Of the final quarter, Woodville-West Torrens coach Michael Godden told media: "I thought that if Spurr's kick went through, it would be heartbreaking. Movie people can't write a script like that."

Bulldogs coach Roy Laird told media: "I don't want to deny anything to the Eagles, they were outstanding. You make your own luck - and we've had our share."

Eagles	4.2	7.6	11.8	12.9 (81)
Central	1.1	4.3	7.8	11.12 (78)

Eagles

Goal Kickers: A. Grocke 3, L. Staple 2, S. Tiller, S. Lewis, L. Treeby, C. Hall, J. Rimington, J. Toumpas, M. Goldsworthy
Best Players: C. Parry, L. Powell, J. Cicolella, J. Allmond, S. Tiller, P. Raymond

Central District

Goal Kickers: D. Havelberg 4, K. Jenner 2, J. Gowans, B. O'Hara, L. Spurr, R. Williams, L. Habel
Best Players: P. Thomas, J. Boyd, L. Barmby, I. Callinan, J. Gowans, L. Spurr



JACK OATEY MEDAL

Woodville-West Torrens ruckman Craig Parry was awarded the Jack Oatey Medal for his sensational efforts in helping his club claim the 2011 premiership by three points.

Parry finished the match with 30 hit-outs, just five fewer than Central's match tally.

The Jack Oatey Medal has been awarded since 1981 to the player judged best-on-ground in the Grand Final.



RESERVES GRAND FINAL



Glenelg was crowned 2011 Reserves premier after toppling Norwood in the 2011 Reserves Grand Final at AAMI Stadium on October 9.

Both teams kicked just two goals apiece in a quiet first half before the Bays booted four goals to two in the final quarter to claim the flag by 11 points.

Glenelg's Angus Lally won the Bob Lee Medal for best afield, tallying 29 possessions for the match.

Glenelg	1.3	2.5	4.7	8.7 (55)
Norwood	1.6	2.10	3.12	5.14 (44)

Glenelg

Goal Kickers: L. Panozzo 3, W. Hancock , D. Armfield , J. Trembath , B. McIntyre, J. Carger
Best Players: A. Lally, M. Ruwoldt, L. Panozzo, M. Bennett, R. Douglas, J. Hinge

Norwood

Goal Kickers: B. Gazzola, B. Littler, J. Aish, M. Ialeggio, D. Reinbrecht
Best Players: D. Terlich, D. Reinbrecht, W. Dalwood, T. Baust, M. Evans, E. Smart

MACCA'S CUP GRAND FINAL



Port Adelaide defeated Glenelg in the 2011 Macca's Cup Grand Final, hosted at AAMI Stadium on October 9.

Out to defend its 2009 and 2010 Macca's Cup premierships, the Bays took an early lead in the first quarter, kicking the game's first three goals.

While scores were divided by only seven points at the main break, the Magpies charged in the second half to come from behind and claim the flag by 14 points.

Glenelg midfielder Lachlan Neale was awarded the Alan Stewart Medal for best on ground.

Port Adelaide	2.1	4.2	8.4	12.7 (79)
Glenelg	3.2	4.9	6.11	9.11 (65)

Port Adelaide

Goal Kickers: L. Reynolds 4, T. Derham 2, T. Broomhead 2, H. Tiller, L. Wilson, S. Burnett, G. Shephard
Best Players: J. Hales, S. Inglis, L. Sharrad, J. Graetz, T. Sandercock

Glenelg

Goal Kickers: C. Francis 2, L. McCarthy 2, B. Murdoch 2, C. Nicholson , J. Weir , L. Neale
Best Players: L. Neale, B. Hayes, J. McMahon, C. Nicholson, J. Weir, S. O'Shaughnessy



SANFL Magarey Medallists unite for a group photograph at the 2011 presentation dinner: (Back row, L-R) Brenton Phillips, Fred Phillis, Geof Motley, Ken Eustice, Peter Woite, Bob Hank, Greg Anderson, Michael Aish, Lindsay Head, Gary Window, Russell Ebert, Dave Boyd, Andrew Jarman, John Halbert, John Platten, Jade Sheedy, Mark Naley and Josh Francou. (Front row, L - R) Greg Whittlesea, Anthony Antrobus, Tim Weatherald, James Allan, Jeremy Clayton, Brett Backwell, Luke Crane, James Ezard and Brodie Atkinson.

MAGAREY MEDAL

North Adelaide midfielder James Allan was awarded his third Magarey Medal at a presentation dinner at AAMI Stadium on September 20.

In a thrilling finish, Allan won the Medal on the last votes of the night, leap-frogging South Adelaide's Nick Liddle to claim South Australian football's most prestigious individual award.



The 2004 Magarey Medallist and Central District captain Paul Thomas finished third with 22 votes.

The Magarey was Allan's third in a five-year SANFL career. He was also awarded the 2011 R.O. Shearman Medal and 'be active' Star Player of the Year Award.

2011 MAGAREY MEDALLIST VOTES		
Votes	Name	Club
25	J. Allan	North
23	N. Liddle	Panthers
22	P Thomas	Central
16	M. McKenzie	Eagles
13	D. Pfeiffer	Norwood
13	K. McGuinness	Norwood
12	Campbell	Norwood
11	B. Kane	Glenelg
11	J. Sutherland	Central
11	L. Powell	Eagles
10	J. Ezard	West
10	S. Lewis	Eagles

RESERVES MAGAREY MEDAL

South Adelaide's Tarak Redigolo was awarded the 2011 Reserves Magarey.



Redigolo captained his side for much of the year and outshone his opponents with his tough, uncompromising attack on the ball.

POWERADE STAR SEARCH

Central District's Jarrod Schiller was presented with the 2011 Powerade Star Search Award.



Schiller was nominated in Round 4 after an impressive Anzac Day outing and went on to play every League game throughout the year.

McCALLUM TOMKINS MEDAL & MACCA'S CUP MVP



Port Adelaide's Scott Burnett was honoured with both the McCallum/Tomkins Medal and Macca's Cup Most Valuable Player Award for his outstanding performance in the 2011 season.

Burnett was featured in his club's best players for nine out of 14 matches in 2011 and was nominated for the MVP in Round 10 after recording 37 possessions against Sturt.



2011 SEASON

KEN FARMER MEDAL

South Adelaide's Michael Wundke was awarded the 2011 Ken Farmer Medal after finishing the minor round season with a 67-goal tally.

He shone in his inaugural season at Noarlunga, playing an important part in South Adelaide's first tilt at Finals football since 2006.

The Medal is presented in honour of North Adelaide's legendary goal kicking champion, Ken Farmer, who kicked 1417 career majors.



STANLEY H. LEWIS TROPHY

Norwood Football Club won the 2011 Stanley H. Lewis Trophy. The club performed well across all grades during the season, playing in the League and Macca's Cup Finals Series and competing in the Reserves Grand Final. Norwood finished the season with 2725 points ahead of Central District on 2475 points and Glenelg on 2450 points.

The Trophy, named after past SANFL Chairman Stanley Heathcote Lewis, has been awarded since 1962 to the club that has shown excellence across all grades of football.

WEST END TEAM OF THE YEAR

Woodville-West Torrens Football Club was awarded the West End Team of the Year for excellence in player discipline, financial management and matchday experience. The West End Team of the Year award has been presented since 2006.

BOB HAMMOND AM

In a closure to his 52 years of official service to the game of Australian football, Bob Hammond AM retired from the AFL Commission in November 2011.



Perth-born Hammond embarked on his football career in South Australia, playing his early matches at Kilburn before being recruited to North Adelaide. He debuted as a key defender at League level in 1960, playing in the Roosters' senior premiership that year.

Hammond went on to win another two flags at North Adelaide, captaining the side in 1973 and representing South Australia in State football seven times before shifting to Norwood Football Club as captain in 1974.

Retiring after his initial season with the Redlegs, Hammond took on the role of senior coach and guided the club to two premierships in 1975 and 1978. He was also awarded the coveted South Australian coaching role in 1983 and steered SA to its first-ever victory over Victoria at State-of-Origin level.

His coaching career continued interstate the following year with the Sydney Swans in the VFL competition.

Hammond played a significant role in the establishment of South Australia's first AFL licence and was appointed the Adelaide Football Club's inaugural chairman in 1991, a position he held for ten years. During his tenure, the Crows won back-to-back premierships and enjoyed one of its most successful periods in its history to date.

He was appointed to the AFL Commission in 2001 and remained a key decision-maker on the board for a decade, presiding over defining issues such as the AFL's expansion into the Gold Coast and Western Sydney and the acquisition of lucrative broadcast deals for the competition.

SANFL Executive Commissioner Leigh Whicker lauded Bob Hammond as "a leader and advocate of the game at all levels – as a player, a coach and an administrator with extraordinary foresight and capability".

The SA Football Commission would like to thank Bob for a wonderful contribution to the game and wish him and his wife Jill all the best for the future.



High flyers at the round 3 clash between Norwood and Glenelg.



**CORPORATE
OPERATIONS**



CORPORATE OPERATIONS

The 2011 'be active' Grand Final was not only a superb display of South Australian football but a wonderful advertisement for the partnership between SA's corporate sector, the media, the community and the South Australian National Football League. This major event in SA's sporting calendar provides an opportunity for the League to showcase its capabilities in delivering first-class sporting entertainment. This is something we are very proud of and will continue to deliver.

Partnerships are what drive our great game and the League is grateful for the wonderful support it has had over the years. Our Corporate team has focused on further enhancing these relationships at every opportunity and we are confident that the rewards have been mutually beneficial. In 2011, we welcomed new partners Ford Australia and IGA SA, while Lion Australia (through its West End flagship), AAMI, Coca-Cola, McDonalds, SA Lotteries, Balfours, the Good Guys and the re-branded People's Choice Credit Union have extended their support. The AFL and State Government, through the Office for Recreation and Sport, also continue to invest in the development of our game throughout the State.

Our media partners have provided a platform for our game at every level to be exposed to the public of South Australia. The SANFL competition is the envy of every state sporting organisation in the country with its ABC live coverage, radio broadcasts through RPH, Life FM, ABC and 5AA, print coverage in *The Advertiser*, *Sunday Mail* and Messenger Press together with the online exposure led by Local Footy SA. Combined with the support of Networks 7, 9 and Ten, our competition is well-placed to continue its growth.

The SANFL website has continued to grow, with more than one million visits on the back of new initiatives including photo galleries, live chats and the live scores system. The SA Lotteries SANFL Footy Tipping Competition saw significant growth with more than 10,000 weekly tippers. While the new media grows at a rapid rate, some traditions remain, including the *SA Football Budget* and we appreciate the ongoing support of Boylen Media.

While the State League competition demands the greatest interest behind our AFL clubs, it has been the coverage of our game development programs that has provided the community with an insight into the initiatives and support that is being provided to give young people opportunities through football. This was highlighted by the coverage of Amos Frank's journey from the APY Lands to the Hawthorn Football Club.

It was a challenging year for our AFL teams, but the Leagues Corporate Facility partners remained loyal and capitalised on the opportunity to entertain their clients in comfort. The League has committed to reward this loyalty by ensuring that all clients who commit to the 2012 and 2013 seasons will get an opportunity to secure a corporate package at Adelaide Oval.

On behalf of the SANFL I would like to thank all of our partners for their wonderful support and I look forward to further growth in 2012.

Darren Chandler
General Manager, Football & Corporate Operations



Norwood's Cam Shenton celebrates a goal during the 2011 SANFL Second Semi-Final victory in front of 11,443 fans.

Messenger
your local

be active.



YOUR TRIBE
IS CALLING



SANFL MARKETING

YOUR TRIBE IS CALLING

Off the back of campaign success in 2010, the SANFL continued with its marketing catchcry, 'Your Tribe is Calling' in 2011.

In order to update the message, a photo shoot was organised to capture images of passionate supporters, fans, club volunteers and cheerleaders to reinforce the diversity of 'the tribe'. Renowned body artist Emma Hack and photographer Roy Vandervegt again assisted with the shoot.

The Messenger Newspapers wrap-around launched the SANFL season and featured the 2011 images, which formed the basis of the campaign. The 'Your Tribe is Calling' catchcry was reinforced through all media channels including television, radio, print and online.

The SANFL clubs utilised the campaign's message through a separate membership drive, 'Join Your Tribe', which attracted more than 2000 fans to a membership webpage. In total, five of the nine SANFL clubs increased their membership base for the season.

At the completion of the 2011 minor round season, 291,209 supporters had attended an SANFL match, an increase of 5.3 per cent on 2010 and the highest minor round attendance since 1998. Although major round crowds were down on 2010, this was largely associated with the smaller supporter bases of the Finals teams.

The SANFL iPhone app entered the market in 2011 featuring live scores, fixtures, ladders and SANFL news. To date, the app has had more than 15,000 downloads. There are plans to further improve the functionality and features in the coming season.



Opposite page:

The SANFL's tribe members for 2012:

Top row (L-R) – West Adelaide junior fan Liam Bennetts, South Adelaide volunteer BJ Arthur, Norwood U16s coach Robbie Neill Middle row (L-R) – Sturt supporter Will Allen, Port Adelaide past player Adrian Settre, Glenelg fan Nicki Hayball Bottom row (L-R) – Central District cheerleader Kristin Nicolai, Eagles junior fan Jacob Godden, North Adelaide marketing manager Megan Curtis

2011 SEASON STARTS SATURDAY, APRIL 2

WWW.SANFL.COM.AU

SANFL EVENTS

ANNUAL GENERAL MEETING

The 2011 AGM was held on Monday, March 21. John Halbert AM MBE was awarded SANFL Vice Patronage, while John Firth and Darrell O'Brien were each presented with League Life Membership. Three players - Adam Switala (Central District), Ben Nelson (Sturt) and Brant Chambers (Sturt) - and umpire Tony Dey were also awarded Life Membership.

SEASON LAUNCH

The 2011 season was launched on Tuesday, March 29 at the West End Tower Bar where the images of the year's "Your Tribe is Calling" marketing campaign were unveiled for the first time. All nine SANFL coaches were present for a media conference.

ANZAC DAY

The traditional ANZAC Day match returned to Adelaide Oval in 2011 where 2010 Grand Finalists Central District and Norwood went head-to-head in the premiership rematch. Central proved too good for Norwood, winning by 43 points. Paul Thomas claimed his fourth Bob Quinn Medal for best-on-ground. The Department of Veterans Affairs once again assisted with the pre-match entertainment which included a performance by the Australian Army Military Band, a veterans' motorcade and an aerial display by parachutist Keith Perrott.

THE GOOD GUYS RIVALRY ROUND

This year's Rivalry Round was held on May 20-21 and attracted more than 14,500 fans. The Good Guys were again the round's major partners and supplied complimentary tickets for the weekend to customers at each of the business's five Adelaide stores.



MULTICULTURAL ROUND

With the ongoing support from Multicultural SA, the SANFL held its third successful Multicultural Round on May 27-28. A number of multicultural entertainment groups were involved and performed pre-match and half time of the League games. The Round acknowledged the SANFL's ongoing presence in Adelaide's multicultural communities through its programs for youth and recently arrived migrants.



Local band Clearway entertained the crowd at the 2011 SANFL 'be active' Grand Final.

INDIGENOUS ROUND

The SANFL held its inaugural Indigenous Round (coinciding with NAIDOC week) in Round 14 (July 2-3), which acknowledged and celebrated the impact of indigenous players on the game in South Australia. An Indigenous Round logo was used across all marketing material to promote the round. All four League matches featured a Koorina 'Welcome to Country' ceremony and didgeridoo performances. Past indigenous SANFL footballers were also recognised in the League's inaugural Indigenous Team of the Century published in *The Advertiser*.

The SANFL's 25-man Indigenous Team of the Century included Roger Rigney (Sturt), Daniel Motlop (North), Bertie Johnson (West), Michael Graham (Sturt), Eddie Fry (South/Sturt), Richie Bray (Port), Michael Long (Torrens), Andrew McLeod (Port), Gilbert McAdam (Central), Gavin Wanganeen (Port), Wilbur Wilson (Central), Byron Pickett (Port), Graham Johncock (Port), Corey Ah Chee (Port), Sonny Morey (Central), David Kantilla (South), Shaun Burgoyne (Port), Mark Naley (South), Aaron Davey (Port), Peter Burgoyne (Port), Derek Kickett (Central), Syd Jackson (Glenelg), Fabian Francis (Port), Mathew Stokes (Eagles) and Greg McAdam (North).

SANFL 'be active' GRAND FINAL

The 2011 'be active' Grand Final saw modern day rivals Central District and the Eagles go head to head in a heart-stopping match. The Eagles were able to hold off the Doggies to claim a three point victory in front of 25,000 spectators. In an AAMI Stadium first, a temporary stage was built over seats on the north-eastern wing where local band Clearway entertained fans with renditions of Robbie Williams, Powderfinger and Jebediah classics. As part of the pre-match entertainment, a motorcade of Ford Rangers circled the oval showcasing participants from the year's SANFL football programs, including groups from Auskick, female football and indigenous and multicultural programs. The Grand Final also benefited from the involvement of McDonald's, which offered 14 junior football clubs a money-can't-buy experience to be a part of the SANFL's pre-match entertainment. Through this initiative, more than 250 children and their parents were given tickets to the SANFL Grand Final, with all children taking part in football activities on AAMI Stadium.



Veterans take part in the Anzac Day motorcade at Adelaide Oval.



COMMUNICATIONS



CORPORATE PARTNERSHIPS

PRINT & BROADCAST

Print

More than 690 State League articles were published in *The Advertiser* and *Sunday Mail* throughout the year – a 20 per cent increase on last year's level of coverage. The League also enjoyed strong editorial support from Messenger Newspapers, which launched its 2011 coverage across all papers with a 'Your Tribe Is Calling' souvenir wrap.

Television

As official SANFL broadcaster, ABC TV aired a League match every Saturday for the 2011 season. The first, second and third weekends of Finals football attracted strong peak audiences of 51,000, 81,000 and 61,000 respectively. During the minor round, Round 15's Norwood v North match (46,000 viewers) and Round 23's Norwood v South match (44,000 viewers) attracted the greatest TV audiences.

Radio

Community stations 5RPH and LifeFM again led the broadcasting of the SANFL competition, with the support of FIVEaa and ABC 891 during the Finals campaign. ABC also broadcast a number of Friday night matches for its digital audience.

ONLINE

SANFL website

The official SANFL website underwent an extraordinary year of growth in 2011, recording a 22 per cent increase in site visits and a 24 per cent rise in page views. The site finished the year with 1.26 million visits and 5.1 million page views – its best result to date. The introduction of a live statistics service on matchdays drew 1.65 million page views, while more than 11,000 participated in the SA Lotteries Footy Tipping competition hosted on the site. The introduction of the SANFL iPhone application in early 2011 saw more than 20 per cent of traffic to the SANFL website deriving from smartphones compared to 5.5 per cent of the traffic in 2010.

Social media

After launching its social media arm in 2010, the SANFL and nine League clubs furthered its activity on both Facebook and Twitter, reaching 25,000 social media users in 2011. At the close of the year, @SANFLnews Twitter page had more than 1700 followers, while the SANFL Facebook page had attracted 1300 fans. The SANFL also introduced the Encore Group Facebook group and AAMI Stadium Twitter page

EVENT PROMOTION

SANFL Grand Final

The 2011 Grand Final generated 400 stories across print, online, television and radio both in SA and interstate. A comprehensive online media campaign was launched for the first time, resulting in a number of SANFL records being broken including most website visitors in one day, most website pageviews in one day, most Facebook impressions and #1 Twitter trending topic in Adelaide for the week.

Magarey Medal

AdelaideNow, in conjunction with the SANFL, coordinated a webcast of the League's key awards ceremony for the second consecutive year, attracting more than 10,000 viewers on the night and an additional 3000 contributors to the Magarey live blog. The webcast capped off significant pre-event promotion including considerable editorial support in *The Advertiser* and an *AdelaideNow* video series. The Magarey Medal photo gallery on the SANFL website attracted more than 5500 views within 24 hours – a record for SANFL image viewing.

PUBLICATIONS

SA Football Budget

Under the direction of editor James Murphy, the *SA Football Budget* continued as a staple for SANFL supporters in 2011. The Grand Final edition sold out at AAMI Stadium on October 9.

MEDIA RECOGNITION

In 2011, the SANFL acknowledged the retirement ABC's Roger Wills and *The Advertiser's* Ray Titus. Both were long-time members of the South Australian football media and past SANFL Media Awards winners.

SANFL Media Awards

The SANFL Media Awards were again very well supported by the SA media community. After a change in judging structure this year, the League received 70 individual entries comprising 210 pieces of work. Best Print Coverage – Reece Homfray (*The Advertiser*) Best TV Coverage – Paul Childs, Tom Wilson and Ben Hook (Channel 7) Best Photographic Coverage – Luke Hemer (Messenger) Best Online Coverage – Lyndal Redman (*AdelaideNow*) Best Community Football Coverage – Robert Laidlaw (*The Bunyip*) Best Community Football Photographic Coverage – Emma Lee Pedler (ABC Regional)

The 2011 season marked another year of successful partnerships between the SANFL and corporate Australia. Amid a challenging economic climate, the League welcomed new partners in 2011 including Ford Australia, IGA SA and People's Choice Credit Union while maintaining the loyal support of its long-term partners. These relationships are essential to the continued growth of Australian football and assist at every level – from the junior to the elite.

The SANFL is proud to be associated with a prestigious group of corporate partners and thanks them for their support in 2011.



LION AUSTRALIA

A partnership that spans some 56 years, the Lion Australia (via the SA Brewing Company and the West End brand) relationship with the SANFL was extended for a further five seasons earlier this year.

As the League's major partner, Lion Australia is involved in a great breadth of SANFL events and activities, both as a sponsor and a supplier to the clubs and AAMI Stadium. Lion Australia's support of football is statewide, extending to the amateur and affiliated leagues throughout metropolitan and regional areas.



AAMI

The League has been extremely fortunate to partner with AAMI

over the past ten years as naming rights sponsor of AAMI Stadium, the venue for AFL football in South Australia. AAMI's sponsorship has been crucial in the development of football in South Australia at all levels, including maintaining AAMI Stadium, one of the state's largest entertainment venues.

Beneficiaries of AAMI's support have included the hundreds of thousands of South Australians who flock to AAMI Stadium every year and the children taking part in the junior development programs supported by AAMI.



GOVERNMENT OF SOUTH AUSTRALIA

The support of the Government of South Australia, through its Office for Recreation and Sport (ORS), underpins the programs delivered

by the SANFL's field officers. These programs contribute to increased participation levels and healthy active lifestyles for children across the state including those from indigenous, multicultural and disadvantaged backgrounds.

The ORS's '*be active*' message encourages all South Australians to take every opportunity to '*be active*'. A popular initiative of this partnership is the '*be active*' Kick & Catch at all SANFL and selected AFL matches.

As naming rights partner, the State League Competition is known as the '*be active*' League.



COCA-COLA AMATIL

The SANFL's relationship with Coca-Cola enjoyed another exciting year in 2011, with the

SANFL's exclusive non-alcoholic beverage partner continuing to support the game at all levels. This support extends to naming rights sponsorship of the Powerade Star Search Award, which acknowledges the talented youngsters making their mark in League ranks.

The CCA Clubhouse marketing program sponsored the highly successful SANFL Grand Final pre-match entertainment. Fans were entertained by all-time classics performed by live local band, Clearway



MCDONALD'S

2011 marked the third year of McDonald's SA's association with the SANFL's game development programs and talented player pathways.

The Macca's Cup (U18) and Macca's Talent Shield (U16) competitions continued to strengthen and when combined with the McDonald's U16 & U18 State teams, the talent pathway remains strong for development of future AFL stars. The Junior District Leagues (JDLs) grant program, initiated by McDonald's, has once again proved beneficial in the provision of new equipment to assist JDL clubs develop and grow their junior players.

McDonald's, through the SANFL, also aided in the development of kids' skills through promotional clinics, holiday coaching clinics, intra-school programs, carnivals and secondary school football.



SANFL coaches pose with Lion Regional Director SA/NT Jake Parkinson at the 2011 SANFL Season Launch held at West End Brewery.



CORPORATE PARTNERSHIPS

CORPORATE PARTNERS

- Built Environs
- Holden
- Majestic Hotels
- Malaysia Airlines
- SA TAB

SIGNAGE PARTNERS

- Adbri Masonry
- Centrestate Exports
- Channel 7
- Galipo Food Co
- Gliderol Garage Doors Australia
- Independent Distillers
- MediaNest
- Messenger Newspapers
- Mitani Products
- Mutual Community
- Network Ten
- Now Energy
- Palletco SA
- Professionals Real Estate
- Sealink Travel Group
- Seeley International

KEY SUPPLY PARTNERS

- Boileau Business Solutions
- Boylen Media
- Burley Sekem
- ETSA Utilities
- Grand Final Sportswear
- Graphpak
- IDM Sports
- JAX Sport
- KooGa Australia
- Lion Australia
- Mars Foods Australia
- Profile Partners
- Sam Parkinson Marketing
- Sandy Nelson Teamwear
- Skins
- Signs Inc
- Streets Icecream
- Toro Australia



FORD AUSTRALIA

In March 2011, the SANFL was delighted to announce a significant partnership with the Ford Motor Company of Australia. Ford supplied ten new vehicles that enabled the delivery of junior development programs to more than 200,000 children in metropolitan and regional South Australia. Without these vehicles, the delivery of these programs and the future growth of the sport would be in jeopardy.



PEOPLE'S CHOICE CREDIT UNION

The SANFL's partnership with People's Choice Credit Union began in 2001 under the Savings & Loans brand. The League is proud this support has continued into 2011. The partnership has evolved to now incorporate the Mini League naming rights. The People's Choice Credit Union Mini League directly contributes to increased participation levels of Australian Rules Football in SA and is an iconic feature of the SANFL.



IGA SA

The SANFL welcomed IGA SA as a new long-term partner in 2011. IGA has partnered with the League on a number of levels including naming rights of the IGA Family Friendly Areas. The IGA Family Friendly Areas are a key drawcard for attendances at SANFL games. These areas are made possible through the community-minded support of IGA. The IGA Family Friendly Areas are free of smoking, coarse language and alcohol consumption. At many games, children can enjoy activities such as face painting and clown balloon modellers. IGA Family Friendly Areas are clearly marked at all SANFL grounds and are ideal for families with children who want to make the most of their time watching local footy.



prizes to players | profits to hospitals
support for sport

SA LOTTERIES

Since 1987, SA Lotteries has contributed more than \$8.9 million to support and develop South Australia's recreational and sporting facilities and services. The SANFL has and continues to benefit from this support in a partnership that extends more than 20 years. The SA Lotteries Footy Express continues to grow in popularity, with crowds flocking to AAMI Stadium on the bus service with the cost included in the matchday ticket. SA Lotteries also partners the League in the official SA Lotteries SANFL Footy Tipping competition.



BALFOURS

Balfours has been a tremendous supporter of football in this state for many years. In 2011, its association included the SANFL, AAMI Stadium, seven of nine SANFL League clubs and the Crows and Power. Balfours has exclusive pastry rights at AAMI Stadium and is also a naming rights sponsor of the two Balfours Showdowns played each AFL season.



THE GOOD GUYS

The Good Guys have partnered the League for the past eight seasons as the official supplier of electrical goods for the SANFL and AAMI Stadium. The partnership includes the SANFL's Coaches Association of which The Good Guys sponsor the Coach of the Year, an award presented to the most outstanding SANFL League coach as voted by their peers. The Good Guys have five stores in Adelaide located at Edwardstown (Vince Santoro), Hectorville (Jason Dansie), Mile End (David Brooks), Noarlunga (Cathie Peters) and Pooraka (Jim Drivas).





COMMERCIAL OPERATIONS



COMMERCIAL OPERATIONS

STADIUM

The 2011 year was of enormous significance to both the League and the wider football community with the signing of a milestone agreement to host AFL football at Adelaide Oval from 2014.

The Commercial Operations executive team continued to drive both the commercial and financial activities of the League throughout the year, while playing a major contributing role in the development of the stadium and commercial plans for the new city venue.

Complementing this work in 2011, the team successfully staged an AFL match between Port Adelaide and Melbourne Football Clubs at Adelaide Oval in Round 24, in collaboration with the South Australian Cricket Association.

The one-off event – the first minor-round AFL match to be played at Adelaide Oval – was overwhelmingly embraced by the South Australian public.

The year's overall financial results were driven largely by the performances of both SA-based AFL clubs and the continued pressure on the state economy, which drives our business both from a football and hospitality perspective.

Given these ongoing pressures, the final financial result was a net loss of \$3.9 million, of which \$1.8m was funded by cash reserves.

The stadium continued to endure negative comment from various quarters – however, the presentation of the main arena throughout the season and especially on the SANFL 'be active' Grand Final day was outstanding.

There is no doubt AAMI Stadium consistently provides a first-class surface on which to play elite sport.

The Adelaide Oval decision has now clarified the way forward for the business and while the Commercial team will continue to develop plans for the transition to the new venue, our major focus will continue to be the delivery of quality service to AAMI Stadium patrons over the next two years.

The members of AAMI Stadium have been long-standing and loyal and as promised, we will ensure their current member rights are maintained at the redeveloped Adelaide Oval and that they continue to be informed of all processes affecting their membership over the transition period.

The League, as part of its Strategic Plan, also has a significant responsibility for its 1500 employees. To that extent, a major transition plan is being developed through our Human Resources Department to assist staff as the business realigns its operations in the lead-up to 2014.

As in all businesses, our employees are our most important asset and we will ensure that this facet of our organisation is given the highest priority.

The Encore Group in 2011 continued to provide high-quality hospitality, food and service to not only football patrons but also to external clients and the Adelaide venues it serves.

Encore was recognised with the 'Wedding Caterer of the Year' title at the SA Restaurant & Catering Awards presentation dinner. The team should be proud its efforts not only in 2011 but over many years.

Yes, the 2011 year had its challenges but we now look to 2012 and the future as we seek new and positive growth in all areas of our business.

John Lyons
Chief Operating Officer

2011 was another challenging year for AAMI Stadium, with mixed on-field performances from our AFL teams again resulting in lower than expected crowd numbers throughout the season.

While it was again disappointing to not be hosting AFL Finals in 2011, the focus was shifted to the SANFL 'be active' Finals Series, with more than 52,000 fans attending the four weeks of Finals and 25,234 watching the Eagles hold out a fast-finishing Central District in the League Grand Final to take their first premiership flag since 2006.

NAB CUP/CHALLENGE

The AFL introduced a new format for the NAB Cup competition, with a three team round robin competition played between the Crows, the Power and the Demons at AAMI Stadium in Round One.

NAB Challenge matches in 2011 were played at Thebarton Oval and Willaston Oval. Adelaide played Fremantle at Thebarton, as part of the SA Amateur Football League's centenary year celebrations. Port Adelaide made the trip just north of Gawler to Willaston, where it took on the AFL newcomers, the GWS Giants. This was a great event for the Willaston locals, with Kevin Sheedy addressing the Club at the end of the game.

TURF MANAGEMENT

The surface at AAMI Stadium was again regarded as one of the best in the country in 2011. Key strategies put in place by our dedicated Grounds team (supported by the two AFL Clubs) ensured the ground looked immaculate every week and was in pristine condition for the SANFL 'be active' Grand Final on October 9.

ROUND 24

In a joint project between the SA Football Commission, the SANFL, SACA, and the Port Adelaide Football Club, the Round 24 match between Port Adelaide and Melbourne was relocated to Adelaide Oval to give footy fans a taste of what it would be like when football moves to the city in 2014.

The event attracted 29,340 spectators and was widely regarded a great success. Port Adelaide scored a nail-biting win for its final performance for the season.

The day was greatly supported by all involved, including the Adelaide City Council, SAPOL and the Department of Transport, Energy & Infrastructure, which worked with the League to re-route the SA Lotteries Footy Express to King William Street in order to accommodate the large crowds.

MEMBERSHIP

In 2011, AAMI Stadium Ultimate members were given the opportunity to redeem two free guest passes during the year as part of their membership package. This was a well-received initiative, with many Ultimate members taking up the chance to bring along friends to experience the excitement of live AFL football.

After a considerable amount of archival work, the Stadium Department was able to acknowledge Foundation Members of Football Park. This select group was part of the first 3000 Football Park members, who signed up before the Stadium was even built.

An afternoon with past SANFL and AFL champions was held in the Magarey Room on May 4 - 37 years to the day of the very first match played at the venue. Guest speakers included Russell Ebert, Grenville Dietrich and Matthew Robran entertained the audience with stories about playing on the hallowed AAMI Stadium turf over the past four decades.

With the move to Adelaide Oval now confirmed for 2014, there are enormous opportunities to attract new members through Stadium Memberships. 2012 will see a renewed focus on the benefits of Ultimate membership and the advantages of being an Ultimate member as football moves towards Adelaide Oval in 2014.

We anticipate an exciting time ahead, with many opportunities to embrace new, as well as existing Members, in the move to the city.

MATCH DAYS

A new Fan Engagement program was introduced in 2011, offering supporters a matchday experience with live bands, new fan zones and giveaways inside and outside of AAMI Stadium. The initiative was well-supported by the SANFL, both the Adelaide and Port Adelaide Football Clubs, as well as the AFL.

The Commercial Operations group wishes to acknowledge the Stadium, Grounds, Maintenance and Cleaning teams, who worked together throughout the season to ensure the venue's presentation was consistently maintained.

After the high of a Round 1 win over Hawthorn, the Crows' 2011 on-field performance quickly took a turn for the worse, with the club finishing with seven wins and at 14th place on the ladder by season's end.

Rookie captain Nathan van Berlo enjoyed a stand-out year, scooping the club best-and-fairest and polling nine votes in the Brownlow.

Coach Neil Craig departed after Round 18 and the arrival of interim coach Mark Bickley inspired a late-season revival, with the Crows winning three of its last six matches.

Former Power and Geelong assistant coach Brenton Sanderson was announced in September as senior coach to lead the Crows into the 2012 season.

Port Adelaide entered the 2011 season off the back of its 'One Club' administrative merger with the Magpies and under the direction of new full-time coach Matthew Primus and captain Domenic Cassisi.

The Round 21 debut of young gun John Butcher was well-received by the footy public and he sealed one of the season's most memorable moments by kicking six straight goals from six disposals in Port's Round 22 match against the Western Bulldogs.

2011 marked the club's poorest AFL season performance, recording only three wins throughout the year. However, its final inspirational victory in Round 24 against Melbourne in the first-ever game hosted at Adelaide Oval ensured the club finished 16th, lifting it above Gold Coast at bottom place.


2011 AFL PREMIERSHIP SEASON

ROUND	DATE	MATCH	ATTENDANCE
Round 1	Saturday 26 March	Adelaide 16.9 (105) def Hawthorn 12.13 (85)	42,536
Round 2	Saturday 2 April	Port Adelaide 15.8 (98) def by West Coast16.20 (116)	23,214
Round 3	Saturday 9 April	Adelaide 7.12 (54) def by Fremantle 11.13 (79)	33,414
Round 4	Saturday 16 April	Port Adelaide 14.14 (98) def Adelaide 9.12 (66)	33,143
Round 5	Saturday 23 April	Port Adelaide 15.11 (101) v Gold Coast 15.14 (104)	21,287
Round 6	Saturday 30 April	Adelaide 13.12 (90) def St Kilda 9.17 (71)	33,854
Round 7	Friday 6 May	Port Adelaide 10.12 (72) def by Hawthorn 15.14 (104)	21,819
Round 8	Saturday 14 May	Adelaide 20.10 (130) def Gold Coast 9.19 (73)	36,056
Round 9	Saturday 21 May	Port Adelaide 14.6 (90) def by Fremantle 21.16 (142)	16,274
Round 10	Sunday 29 May	Adelaide 8.13 (61) def by Brisbane 15.11 (101)	34,583
Round 11	Sunday 5 June	Port Adelaide 7.7 (49) def by Carlton 16.15 (111)	23,192
Round 12	Saturday 11 June	Adelaide 10.7 (67) def by West Coast 15.16 (106)	31,412
Round 14	Sunday 26 June	Port Adelaide 14.7 (91) def by North Melbourne 21.10 (136)	17,275
Round 15	Saturday 2 July	Adelaide 8.9 (57) def Sydney 6.14 (50)	23,063
Round 16	Saturday 10 July	Port Adelaide 8.5 (53) v St Kilda 17.7 (109)	16,887
Round 17	Friday 15 July	Adelaide 10.13 (73) def by Essendon 12.12 (84)	38,118
Round 19	Sunday 31 July	Adelaide 15.16 (111) def Port Adelaide 11.13 (79)	40,586
Round 20	Saturday 6 August	Port Adelaide 3.3 (21) def by Collingwood 23.21 (159)	21,863
Round 21	Sunday 14 August	Adelaide 15.9 (99) def by Richmond 17.19 (121)	33,576
Round 22	Sunday 21 August	Port Adelaide 15.7 (97) v Western Bulldogs 24.13 (157)	14,169
Round 23	Sunday 28 August	Adelaide 15.9 (99) def by Richmond 17.19 (121)	38,023
Round 24	Sunday 4 September	Port Adelaide v Melbourne *	29,340


* Played at Adelaide Oval


Total AFL Premiership Season Port Adelaide Attendance:238,463
Total AFL Premiership Season Adelaide Attendance:385,221
Total AFL Premiership Season Attendance:623,684






"TRENGOVE KEEPS AT IT.
HE DOESN'T GIVE UP."
WARREN TREDREA





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2011 OVERVIEW

The 2011 financial year was another challenging year for our business. Our core business of football continues to deliver declining incomes through matchday catering, in particular our retail and function businesses.

Encore Group has experienced a year of fluctuating fortunes in certain business units due to many contributing factors.

Non event-day income continues to be a concern with the function market still in decline throughout Adelaide. We anticipate this will be an ongoing challenge for the next few years.

The Adelaide Town Hall was a welcome addition to Encore Group's host of external venues this financial year. In the heart of the city, the Town Hall provides a unique opportunity to strengthen the Encore brand and grow the business within the CBD.

It was particularly gratifying to be awarded the title of Wedding Caterer of the Year at this year's Restaurant and Catering Awards. The Town Hall team has done an amazing job to transition into this venue and this recognition is due credit for its commitment to the brand.

Overall, our Encore Group division has achieved a profit of \$2,506,870, which was ahead of last year's actual by 7.3 per cent.



RETAIL CATERING

With football attendances falling, the retail business fell short of budget.

While the AFL home and away season attendances fell short of budget, average spends remained strong with an increase of \$0.49 per person.

Overall, the retail business was well managed throughout the year with all operating expenses in line or better than budget.

CORPORATE FUNCTIONS

Function income did not achieve revenue targets this financial year due to a decline in event day catering numbers and non-event day commercial functions.

The Encore sales team continues to work diligently to create new opportunities for non-event day functions in a very depressed market. Our non-event day function business was in line with the 2010 financial year.

Despite the decline in our function numbers for the financial year, net profit for the function department was higher than 2010.

CORPORATE FACILITIES

Corporate Facilities exceeded budget for the 2011 year by \$51,706, a very pleasing result.

While actual attendances fell short of budget, average spends improved on 2010.

A strong commitment by the Corporate Sales team allowed for a large amount of daily hires to be achieved which has enabled Encore to capitalise on this revenue result.

ADELAIDE ARENA

Poor on-court performances affected attendances and revenues for Adelaide 36er home games within the venue in 2011.

EXTERNAL EVENTS

The total net profit for external events was higher than 2010. Income exceeded budgeted expectations - a significant achievement given the wash-out experienced on the opening night of the Adelaide Fringe Festival.

The successful Tour Down Under, Adelaide Bite baseball season and Oakbank race meets were the significant contributors to this result.

ADELAIDE TOWN HALL

Encore Group was awarded the contract in January to provide exclusive hospitality within the Adelaide Town Hall for a five year period.



At the conclusion of this financial year, having only completed 10 months of trading, Encore made a small loss in 2011. Initial set up costs, the mix of existing business and price points were all contributing factors to this result.

Moving into the 2011/2012 financial year, Encore anticipates a profitable return from the Adelaide Town Hall.

2012 CATERING DIRECTION

Our immediate task is to strengthen financial returns within the Adelaide Town Hall and capitalise on additional inner-city catering opportunities. Encore Group has successfully negotiated new trading terms with the Adelaide City Council and looks forward to a successful 2012 at the venue.

Attracting non-event day customers into the AAMI Stadium Function complex remains a challenge. We will review all aspects of our business this coming year and look to reposition the business to attract a new market.

We will continue to seek additional catering opportunities within the broader Adelaide market to further strengthen our revenue base and support our fixed costs. This will remain a focus while we look to respond to the changing conditions of event day catering through reviewing business practices and price points within the stadium.



The trading result for 2011 before club grants was a loss of \$3,880,888. This compares to a loss of \$1,253,346 in 2010. The payment of grants to PAFC and other abnormal items impacted the results of both financial years as outlined in the table below:

	2011	2010
Operating loss per annual report	(\$3,880,888)	(\$1,253,346)
Less SMA related expenses / abnormal items	\$851,914	\$108,071
Less grants paid to PAFC	\$4,050,000	\$1,950,000
Normalised Profit	\$1,021,026	\$804,725

The normalised profit improved from \$804,725 to \$1,021,026. This was despite an increase in the net financing expense to SANFL of \$514,231. The higher net financing cost was due to higher funding rates and higher debt levels to fund grants paid to PAFC.

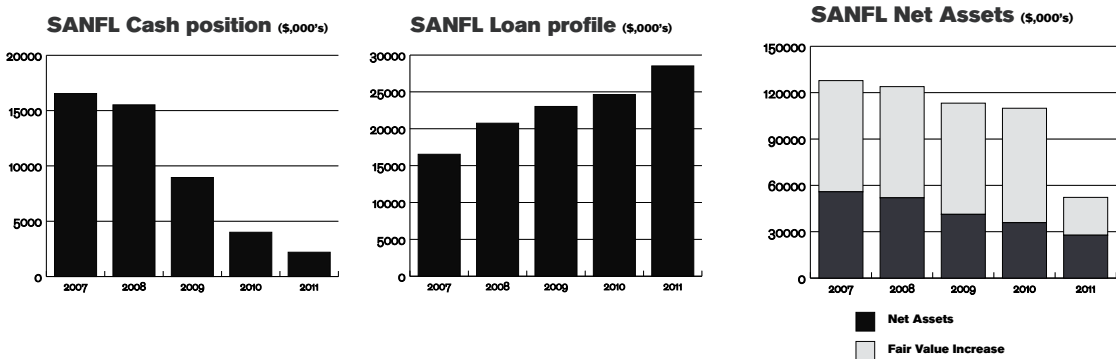
Economic factors along with the on field results of the two AFL Clubs have resulted in ongoing trends of declining match day attendances at AAMI Stadium and a decline in the number of stadium members. This has negatively impacted membership, catering and corporate income streams.

SANFL has worked hard to minimise the loss in what are extremely challenging trading conditions. Normalised operating expenses were 4% below budget in 2011 due to strategies implemented to offset the decline in some of the businesses revenue streams. Expenses from Football Operations and Administration, excluding depreciation, were kept at the same level as 2010.

On another positive note, SANFL were able to generate cash from its normal operating activities of \$2.14m compared to negative \$0.62m in 2010. Net cash used by SANFL was \$1.80m compared to \$4.95m in 2010 which was a \$3.15m turnaround.

With the agreements being signed to move AFL Football from AAMI Stadium to Adelaide Oval from the 2014 season, the value of the Stadium was written down by \$49.58m as the net income produced by the Stadium would greatly diminish. This along with the current year operating losses resulted in net assets decreasing from \$109.9m to \$52.2m. From the 2014 Financial Year however, the SANFL will be able to bring a "leased" asset onto its balance sheet that represents the fair value of future net earnings from Adelaide Oval. This asset has been estimated at approximately \$55m. This will offset a large part of the AAMI Stadium write-down.

The loan profile increased by \$3.9m due to increased borrowings from Westpac and the AFL to fund the payment of grants to PAFC.



STATEMENTS OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 OCTOBER 2011

	Group		SANFL Inc	
	\$	\$	\$	\$
	2011	2010	2011	2010
Revenue	91,519,021	86,090,421	33,255,350	31,897,000
Cost of sales	(12,259,679)	(12,565,120)	(4,467,482)	(3,923,830)
Catering and licensed club expenses	(16,764,464)	(11,580,147)	(10,096,701)	(7,610,267)
Expenses associated with the Adelaide Oval project	(820,783)	(398,785)	(820,783)	(398,785)
Expenses from football operations and administration	(64,986,783)	(64,339,494)	(19,996,314)	(19,976,737)
Results from operating activities	(3,312,688)	(2,793,125)	(2,125,930)	(12,619)
Financial income	206,928	418,024	128,606	329,928
Financial expenses	(2,219,125)	(1,768,811)	(1,883,564)	(1,570,655)
Net financing costs	(2,012,197)	(1,350,787)	(1,754,958)	(1,240,727)
Profit/(loss) for the period	(5,324,885)	(4,143,912)	(3,880,888)	(1,253,346)
Attributable to:				
Members of the SANFL	(5,324,885)	(3,145,540)	(3,880,888)	(1,253,346)
Non controlling interest	-	(998,372)	-	-
Profit/(loss) for the period	(5,324,885)	(4,143,912)	(3,880,888)	(1,253,346)
Other comprehensive income				
Revaluation of property, plant & equipment	(49,575,687)	2,097,029	(49,575,687)	2,100,000
Total other comprehensive income for the period	(49,575,687)	2,097,029	(49,575,687)	2,100,000
Total comprehensive income / (loss) for the period	(54,900,572)	(2,046,883)	(53,456,575)	846,654
Attributable to:				
Members of the SANFL	(54,900,572)	(1,048,511)	(53,456,575)	846,654
Non controlling interest	-	(998,372)	-	-
Total comprehensive income / (loss) for the period	(54,900,572)	(2,046,883)	(53,456,575)	846,654

Basis of consolidation

The consolidated financial report of the group comprises the financial reports of the SANFL and its subsidiaries. Subsidiaries are entities controlled by the SANFL. Control exits when the SANFL has the power to govern the financial and operating policies of an entity so as to obtain benefits from its activities. In assessing control, potential voting rights that currently are exercisable are taken into account. The financial statements of subsidiaries are included in the consolidated financial statements from the date that control commences until the date that control ceases. The accounting policies of subsidiaries have been changed when necessary to align them with the policies adopted by the SANFL.

In the SANFL's financial statements, investments in subsidiaries are carried at cost.

The financial reports of the subsidiaries are prepared for the same reporting period as the SANFL.

STATEMENTS OF FINANCIAL POSITION AS AT 31 OCTOBER 2011

	Note	Group		SANFL Inc	
		\$	\$	\$	\$
		2011	2010	2011	2010
Current assets					
Cash and cash equivalents	2	3,200,485	5,105,349	2,199,206	4,003,846
Trade and other receivables	3	5,686,537	4,408,396	5,192,500	4,659,246
Inventories	4	1,266,033	792,824	507,162	405,690
Assets held for resale		229,679	-	-	-
Other assets	5	1,276,036	1,165,056	399,712	327,480
Total Current assets		11,658,770	11,471,625	8,298,580	9,396,262
Non-current assets					
Trade and other receivables	3	-	-	383,203	425,801
Property, plant and equipment	6	117,626,742	168,481,418	75,784,684	127,156,236
Intangible assets	7	6,081,557	6,081,557	6,081,557	6,081,557
Total Non-current assets		123,708,299	174,562,975	82,249,444	133,663,594
Total assets		135,367,069	186,034,600	90,548,024	143,059,856
Liabilities					
Current liabilities					
Trade and other payables	8	7,540,071	5,926,091	4,372,366	3,523,994
Interest-bearing liabilities	9	32,181,594	6,260,916	27,095,543	1,848,023
Employee benefits		2,629,899	2,184,242	1,041,980	964,369
Deferred income	10	2,720,431	2,932,676	2,659,315	2,809,404
Total Current liabilities		45,071,995	17,303,925	35,169,204	9,145,790
Non-current liabilities					
Interest-bearing liabilities	9	4,072,319	23,844,937	1,910,955	23,225,591
Employee benefits		1,455,416	1,102,787	1,251,778	785,813
Total Non-current liabilities		5,527,735	24,947,724	3,162,733	24,011,404
Total liabilities		50,599,730	42,251,649	38,331,937	33,157,194
Net assets		84,767,339	143,782,951	52,216,087	109,902,662
Equity					
Retained earnings	11(a)	48,232,429	57,317,314	27,747,984	35,858,872
Reserves	11(b)	36,534,910	79,917,510	24,468,103	74,043,790
Equity attributable to members of the SANFL Inc		84,767,339	137,234,824	52,216,087	109,902,662
Non-controlling interest		-	6,548,127	-	-
Total equity		84,767,339	143,782,951	52,216,087	109,902,662

STATEMENTS OF CASH FLOWS FOR THE YEAR ENDED 31 OCTOBER 2011

	Group		SANFL Inc	
	\$	\$	\$	\$
	2011	2010	2011	2010
Cash flows from operating activities				
Cash receipts from customers	91,792,381	76,455,588	31,943,913	27,899,274
Cash paid to suppliers and employees	(91,771,993)	(77,594,269)	(28,050,689)	(27,276,538)
Cash generated from operations	20,388	(1,138,681)	3,893,224	622,736
Interest received	206,928	418,024	128,606	329,928
Borrowing costs paid	(2,219,125)	(1,768,811)	(1,883,564)	(1,570,655)
Net cash flows from / (used in) operating activities	(1,991,809)	(2,489,468)	2,138,266	(617,991)
Cash flows from investing activities				
Acquisition of non-controlling interest	213,616	(252,550)	-	-
Payment for investments	(229,679)	(142,302)	-	-
Proceeds on disposal of property, plant and equipment	66,852	187,300	49,488	187,299
Acquisition of property, plant and	(1,947,160)	(5,726,722)	(730,443)	(817,597)
Proceeds from sale of investments	-	780,785	-	-
Net cash flows used in investing activities	(1,896,371)	(5,153,489)	(680,955)	(630,298)
Cash flows from financing activities				
AFL grant	1,000,000	1,366,666	-	366,666
APY grant	619,309	562,709	619,309	562,709
AFL grandstand grant	100,000	100,000	100,000	100,000
Grants to AFL clubs	-	-	(4,050,000)	(1,950,000)
Loan to AFL clubs	-	-	-	(252,550)
Club football development grants	(3,760,000)	(4,140,000)	(4,230,000)	(4,140,000)
Proceeds from borrowings	6,798,740	2,598,000	4,298,740	2,598,000
Repayment of borrowings	(2,774,733)	(1,991,671)	-	(984,710)
Net cash from/(used in) financing activities	1,983,316	(1,504,296)	(3,261,951)	(3,699,885)
Net increase/(decrease) in cash and cash equivalents	(1,904,864)	(9,147,253)	(1,804,640)	(4,948,174)
Cash and cash equivalents at 1 November	5,105,349	14,252,602	4,003,846	8,952,020
Cash and cash equivalents at end of period	3,200,485	5,105,349	2,199,206	4,003,846

STATEMENTS OF CHANGES IN EQUITY

The South Australian National Football League Incorporated

	Retained Earnings	Park Pavilion Reserve	Asset revaluation reserve	Total equity
Balance as at 1 November 2009	41,252,218	660,000	71,283,790	113,196,008
Profit/(loss)	(1,253,346)	-	-	(1,253,346)
Club football development grants	(4,140,000)	-	-	(4,140,000)
Other comprehensive income/(loss)	-	-	2,100,000	2,100,000
Balance as at 31 October 2010	35,858,872	660,000	73,383,790	109,902,662
Balance as at 1 November 2010	35,858,872	660,000	73,383,790	109,902,662
Profit/(loss)	(3,880,888)	-	-	(3,880,888)
Club football development grants	(4,230,000)	-	-	(4,230,000)
Other comprehensive income/(loss)	-	-	(49,575,687)	(49,575,687)
Balance as at 31 October 2011	27,747,984	660,000	23,808,103	52,216,087

REVENUE SUMMARY FOR THE YEAR ENDED 31 OCTOBER 2011

	\$ 2011	\$ 2010
The South Australian National Football League Incorporated		
Sale of goods revenue	14,584,053	12,996,004
Rendering of services revenue	17,568,160	16,913,513
Government Grant – APY Lands	619,309	562,709
AFL change room renovation grant	-	366,666
AFL grandstand grant	100,000	100,000
Other revenue	383,828	958,108
Total revenue	33,255,350	31,897,000

The financial information on the following pages has been extracted from the Statutory Financial Reports of the South Australian National Football League and its controlled entities.

The Statutory Financial reports were audited by KPMG Chartered Accountants who issued an unqualified Audit Report in relation to the accounts.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2011

	Group		SANFL Inc	
	\$ 2011	\$ 2010	\$ 2011	\$ 2010
1 PROFIT FOR THE PERIOD HAS BEEN ARRIVED AT AFTER CHARGING THE FOLLOWING ITEMS:				
Personnel expenses	49,604,677	46,389,750	13,122,986	11,854,694
Payments to defined contribution plans	3,526,335	3,410,602	1,092,310	934,368
Total Personnel expenses	53,131,012	49,800,352	14,215,296	12,789,062
Rental expense on operating lease	544,396	448,121	28,416	26,100
Loss on disposal of non current assets	50,131	98,211	19,448	22,432
2 CASH AND CASH EQUIVALENTS				
Cash on hand	94,545	94,033	81,545	79,033
Cash at bank	2,287,877	1,394,747	1,299,598	308,244
Deposits - at call	318,063	116,569	318,063	116,569
Short term deposits	500,000	3,500,000	500,000	3,500,000
Cash and cash equivalents in the statement of cash flows	3,200,485	5,105,349	2,199,206	4,003,846
3 TRADE AND OTHER RECEIVABLES				
<u>Current</u>				
Accounts receivable	6,626,057	4,701,794	4,078,699	2,820,999
Provision for impairment	(1,046,053)	(348,471)	-	(3,771)
	5,580,004	4,353,323	4,078,699	2,817,228
Due from controlled entities	-	-	1,113,801	1,842,018
Other receivables	106,533	55,073	-	-
	5,686,537	4,408,396	5,192,500	4,659,246
<u>Non-Current</u>				
Due from controlled entities	-	-	383,203	425,801
	-	-	383,203	425,801
4 INVENTORIES				
Stock on hand – at cost	1,266,033	792,824	507,162	405,690
	1,266,033	792,824	507,162	405,690
5 OTHER CURRENT ASSETS				
Prepayments	845,325	422,351	396,912	324,676
Other Assets	430,711	742,705	2,800	2,804
	1,276,036	1,165,056	399,712	327,480

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2011

	Freehold land at fair value	Buildings at fair value	Group Plant and equipment	Plant and equipment under lease	Total
6 PROPERTY, PLANT AND EQUIPMENT					
Cost or deemed cost					
Balance at 31 October 2010	25,620,000	141,653,733	22,018,444	1,161,938	190,454,115
Revaluation	-	(49,575,687)	-	-	(49,575,687)
Additions	16,680	2,216,482	1,311,741	306,604	3,851,507
Disposals	-	-	(243,863)	(134,963)	(378,826)
Transfers	-	(5,472,977)	(993,705)	(254,418)	(6,721,100)
Balance at 31 October 2010	25,636,680	88,821,551	22,092,617	1,079,161	137,630,009

Depreciation and impairment losses

Balance at 31 October 2010	-	7,456,063	14,019,965	496,669	21,972,697
Depreciation for the year	-	3,214,778	1,606,578	195,893	5,017,249
Disposals	-	-	(197,723)	(67,856)	(265,579)
Transfers	-	(5,580,679)	(960,392)	(180,029)	(6,721,100)
Balance at 31 October 2010	-	5,090,162	14,468,428	444,677	20,003,267

Carrying amounts

At 1 November 2010	25,620,000	134,197,670	7,998,479	665,269	168,481,418
At 31 October 2011	25,636,680	83,731,389	7,624,189	634,484	117,626,742

SANFL

Cost or deemed cost

Balance at 31 October 2010	25,620,000	97,200,783	18,168,087	840,883	141,829,753
Revaluation	-	(49,575,687)	-	-	(49,575,687)
Additions	16,680	11,911	441,278	260,574	730,443
Disposals	-	-	(57,200)	(134,963)	(192,163)
Transfers	-	(5,472,977)	(790,657)	(254,418)	(6,518,052)
Balance at 31 October 2011	25,636,680	42,164,030	17,761,508	712,076	86,274,294

Depreciation and impairment losses

Balance at 31 October 2010	-	4,265,186	10,104,982	303,349	14,673,517
Depreciation for the year	-	1,315,493	1,000,974	140,905	2,457,372
Disposals	-	-	(55,371)	(67,856)	(123,227)
Transfers	-	(5,580,679)	(757,344)	(180,029)	(6,518,052)
Balance at 31 October 2011	-	-	10,293,241	196,369	10,489,610

Carrying amounts

At 1 November 2010	25,620,000	92,935,597	8,063,105	537,534	127,156,236
At 31 October 2011	25,636,680	42,164,030	7,468,267	515,707	75,784,684

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2011

	Group \$ 2011	Group \$ 2010	SANFL Inc \$ 2011	SANFL Inc \$ 2010
7 INTANGIBLE ASSETS				
AFL licence fees	6,081,557	6,081,557	6,081,557	6,081,557
	6,081,557	6,081,557	6,081,557	6,081,557

License fees paid by the SANFL have been capitalised at cost less accumulated impairment losses.

Where consideration for the license fee was deferred, cost is calculated as the present value of future payments at the date of acquisition. The license agreements are not for a defined period and thus the asset has an indefinite useful life.

An impairment test for these intangible assets is conducted annually.

8 TRADE AND OTHER PAYABLES

Trade payables	6,459,315	4,340,907	4,099,771	2,336,146
Other payables	1,080,756	1,585,184	-	-
Due to controlled entities	-	-	272,595	1,187,848
	7,540,071	5,926,091	4,372,366	3,523,994

9 INTEREST-BEARING LIABILITIES

Current liabilities

Bank loans	31,798,626	6,044,916	26,936,630	1,682,920
Hire purchase and finance lease liability	202,968	216,000	158,913	165,103
Other unsecured loans	180,000	-	-	-
	32,181,594	6,260,916	27,095,543	1,848,023

Non-Current liabilities

Bank loans	116,090	23,523,723	-	22,954,970
Hire purchase and finance lease liability	372,965	321,214	326,768	270,621
Other secured loans	1,999,077	-	-	-
Other unsecured loans	1,584,187	-	1,584,187	-
	4,072,319	23,844,937	1,910,955	23,225,591

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2011

	Group		SANFL Inc	
	\$ 2011	\$ 2010	\$ 2011	\$ 2010
10 DEFERRED INCOME				
Deferred income	2,720,431	2,932,676	2,659,315	2,809,404
	2,720,431	2,932,676	2,659,315	2,809,404

11 RETAINED EARNINGS

(a) Retained earnings
Retained earnings are allocated to the following funds

Retained earnings excluding funds	(i)	48,229,629	57,314,514	27,745,184	35,856,072
Trust funds		2,800	2,800	2,800	2,800
Future expenses		-	-	-	-
		48,232,429	57,317,314	27,747,984	35,858,872

(i) This balance represents the retained earnings of the Group that have not been allocated to the Trust fund.

(b) Non-controlling interest

Balance as at 1 November 2010	6,548,127	7,387,533	-	-
Total comprehensive income / (loss)	-	(998,372)	-	-
Acquisition of non-controlling interest	-	158,966	-	-
Transfer to other reserve	(6,548,127)	-	-	-
Balance as at 31 October 2011	-	6,548,127	-	-

12 LEASE AND HIRE PURCHASE COMMITMENTS

(a) Operating Leases

Less than one year	646,567	683,529	29,106	24,448
Between one and five years	629,240	347,255	69,666	17,451
Later than five years	-	-	-	-
	1,275,807	1,030,784	98,772	41,899

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2011

12 LEASE AND HIRE PURCHASE COMMITMENTS (CONTINUED)

(b) Hire purchase agreements and finance leases

(i) Finance lease liabilities of the Group are payable as follows:

	Future minimum lease payments 2011	Future minimum lease payments 2010
Less than one year	248,581	258,250
Between one and five years	412,285	358,439
More than five years	-	-
	660,866	616,689

(ii) Finance lease liabilities of the SANFL are payable as follows:

	Future minimum lease payments	Future minimum lease payments
Less than one year	198,050	200,729
Between one and five years	363,219	303,506
More than five years	-	-
	561,269	504,235

Total hire purchase and finance lease liabilities (including those payable to controlled entities) provided for in the financial statements:

	Group		SANFL Inc	
	2011	2010	2011	2010
Current	202,968	216,000	158,913	165,103
Non current	372,965	321,214	326,768	270,621
	575,933	537,214	485,681	435,724

13 CAPITAL COMMITMENTS

Capital commitments of the Group as at 31 October 2011 were Nil (2010: Nil).

14 EVENTS SUBSEQUENT TO BALANCE DATE

SANFL executed all significant legally binding agreements in relation to Adelaide Oval on 17 November 2011. This commits SANFL to moving AFL games from AAMI Stadium to Adelaide Oval from the 2014 season. SANFL does not expect this to impact its financial return generated by AFL Football as it will receive a return from Adelaide Oval that is the equivalent to that derived from AAMI Stadium.



LEAGUE LIFE MEMBERS

SANFL LIFE MEMBERS	
1907	J. Sweeny †
1908	C.H. Nitschke †
1909	W.H. Harvey †
1911	W.C. Coombes †
1912	F. Marlow †
1914	A.C. Thomas †
1914	W.B. Griffiths †
1914	B.G. Lamprell †
1919	J. Hodge †
1921	S.H. Suckling †
1922	J.F. Bennett †
1922	W.B. Tank †
1923	J.J.Woods †
1925	C.F.Young †
1925	J.F. Dawes †
1929	H.W. Tomkins †
1930	E.H. Tassie †
1931	E.A. Rugless †
1933	C. MacArthur †
1934	A. Kenny †
1935	T.S. O'Halloran KC †
1936	T.S. Hill, OBE †
1937	E. Millhouse KC †
1937	C. Hayter †
1940	S.W. Brooks †
1941	T.R.L. Alderman †
1942	H.G. Stock †
1943	W.G. Noal †
1944	S.H. Lewis †
1944	J.G. Matthews †
1944	J.W. Daly †
1945	C.L. Martin †
1945	T.J Leahy †
1946	W.J. Milhinch †
1948	J. Hume †
1948	C.L. Shea MBE †
1949	M. Bloustein †
1949	F.T.P. Heidenrich †
1950	W.H. Jackson †
1950	F.K. Gould †
1953	W.L. Gattley †
1953	E. Rix †
1957	J.W. Forrester MBE †
1958	F.J. McCallum †
1959	A.R McLean OBE †
1959	L.J. Thompson †
1960	E.W. Wadham †
1960	J. Wadham †
1961	R.G. Bailey †
1962	H.E. Clamp †
1962	P.A. Read MBE †

1963	C.M.A. Croft †
1963	L.W. Currie †
1964	E.R. Curnow †
1964	S.G.B. Wilson †
1964	C.G. Semmler †
1965	C.A Darwent †
1966	M.A. Murdy †
1966	L.J. Martin †
1970	R.W.H. Kutcher OAM †
1972	His Hon. Mr D.M. Brebner AM †
1972	M.R. Basheer, AM
1974	N.L. Grimm †
1974	J.H. Whelan †
1975	C.L. Pyatt †
1975	A.D. Hickinbotham AM †
1975	T.W. Bonnily †
1975	R.W. Lee †
1975	J.E. Masson †
1981	J. Oatey AM †
1981	F.N. Williams AM †
1982	H.L. Madigan OAM †
1982	B.A. Wilson
1982	N. Russell, OAM
1983	FB. Moran, QC †
1984	R.K. Smith †
1984	The Hon. Justice K.P. Duggan AM
1984	M.E. Ducker
1984	D.V. Roach †
1984	D.N. Kerley, AM
1984	D.J. Wark
1986	J.A. Halbert, MBE
1986	W.H. Miller, OAM
1986	P.W. Shugg
1987	F.G. Bear †
1987	R.C. Kinsman, JP †
1988	Dr. B.G. Sando, OAM
1989	K.L. Aplin †
1990	J.D. Condon
1990	D.A. Swain, DCM
1991	R.R. Farnham
1991	W.M. Richardson
1993	M.J. Whitford
1994	D.E. Boyd
1994	J.R. Spillane
1995	D.B Butterfield
1995	G.S. Cornes, OAM
1995	W.B. Sanders
1996	J.V.Cahill
1996	L.R. Whicker
1997	B.F. Beazley
1997	R.J. Magor
1997	D.W. Thomas

1997	R.R. Tuohy
1998	M.F. Tippet
1998	K.E.Grant
1999	J.R.Coppins
1999	N. Ferraro
1999	P.J.Page
2000	C.W. Francis †
2001	G.H. Parsons
2001	J.C. Ferguson
2001	R.E. Campbell
2001	L.G. Stevens
2001	K.J Russell
2002	K.R Angel
2003	P.J. Alexander, APM
2004	R. Champness
2004	D.P. McSweeney OAM
2004	C. Patterson
2005	D.A. McCaffrie
2006	R.J. Payze
2006	R.A. Hammond
2006	Max Williams †
2007	T. Jaques
2007	J. Robinson
2008	G. Boulton
2008	D. Shipway
2008	P. Woite
2010	P. Gallagher
2011	J. Firth
2011	D. O'Brien
2012	J.J. Lyons

† Denotes deceased

SANFL RECORDS



SANFL 200 CLUB

SANFL 200 CLUB MEMBERS	
Bruce Abernethy	Port
John Abley	Port
Brenton Adcock	Sturt
Corey Ah Chee	Port
Michael Aish	Norwood
Rodney Allen	Woodville
Peter Anderson	North, Glenelg, Woodville
Paul Arnold	North
Brodie Atkinson	North, Sturt
Lindsay Backman	South
Paul Bagshaw OBE	Sturt
Craig Balme	Norwood
Barrie Barbary	North, Woodville
Allan Bartlett	Glenelg
Geoff Baynes	Torrens, South, Woodville
Paul Belton	Port, West
Peter Bennett	North
Michael Bennett	South
Randall Bennett	West
Peter Beythien	Central
Fred Bills	Torrens
Darryl Borlase	Port
Stuart Bown	Norwood
Dave Boyd	Port
Jeff Bray	West
Phil Brooksby	South
Colin Brown	West
Peter Bubner	North
Tony Burgan	Sturt
Shane Butler	South
Neil Button	Norwood
Darryl Cahill	Port
John Cahill	Port
Neville Caldwell	Glenelg
Peter Carey OAM	Glenelg
Colin Casey	Sturt
Brant Chambers	Sturt
Nick Chigwidden	Glenelg
Gary Christie	South
Justin Cicoiella	Eagles
Troy Clements	Norwood
Trevor Clisby	North
Craig Cock	South
Brian Colbey	Glenelg
Gavin Colville	Eagles
Tim Cook	Central
Stephen Copping	Glenelg
Graham Cornes	Glenelg
Neil Craig	Norwood
Brian Cunningham	Port

Jerry D'Antochia	Norwood
Peter Darley	South
Rick Davies	Sturt
Roger Delaney	Port
Ian Dettman	Woodville
Chris Duthy	Glenelg
Russell Ebert OAM	Port
Ron Elleway	Port
Bob Enright	Port, Torrens
Ken Eustice	West, Central, Glenelg
Tim Evans	Port
Brian Faehse	West
Milan Faletic	Torrens, Port
George Fiacchi	Port
Grantley Fielke	West
Aldo Floreani	Torrens
Eddie Fry	South, Sturt
Ron Fuller	Woodville, Eagles
Philip Gallagher	Norwood
James Gallagher	Norwood
Andrew Geddes	Sturt
Steven Geyer	Torrens, Eagles
Ross Gibbs	Glenelg
Don Gilbourne	North
Tim Ginever	Port
Roger Girdham	Central
Chris Gowans	Central
James Gowans	Central
Michael Graham	Sturt
John Graham	Torrens
Malcolm Greenslade	Sturt, Glenelg
Michael Gregg	Norwood, West
Leon Grosser	West
John Halbert MBE	Sturt
Bob Hammond AM	North, Norwood
Bob Hank	Torrens
Ian Hanna	Torrens
Brian Haraidia	Central
Darel Hart	Central, North
Ron Hateley	South
Neville Hayes	Port
Garry Haylock	Central
Lindsay Head MBE	Torrens
Lindsay Heaven	Woodville
Simon Hele	West, Torrens
Darryl Hewitt	West, Woodville, South
Glynn Hewitt	West, Woodville
Daryl Hicks OAM	Sturt
Trevor Hill	North
Kym Hodgeman	Glenelg
Trevor Hughes	North, West
Brett James	Port

Andrew Jarman	North, Norwood
Bohdan Jaworskyj	North
Mark Jeffries	North
Danny Jenkins	Norwood
Russell Johnston	Port
David Kappler	South
Dexter Kennedy	West
Neil Kerley	West, South, Glenelg
Kym Kinnear	Port
Kim Klomp	Sturt, North
Robbert Klomp	Sturt
Ron Kneebone	Norwood
Peter Krieg	Central, North
Keith Kuhlmann	West, Glenelg
Clayton Lamb	West, Glenelg
Scott Lee	Central
Bruce Lennon	Sturt
Bruce Light	Port
Don Lindner	North
Bruce Lindsay	Torrens
Bob Loveday	West
Robert Lynch	West
John MacFarlane	Glenelg
Rick MacGowan	Central
Colin MacVicar	Woodville, Glenelg
Peter Marker	Glenelg
David Marshall	Glenelg
Peter Maynard	Glenelg, Eagles
Chris McDermott	Glenelg, North
Philip McGuinness	Glenelg, Port
Garry McIntosh	Norwood
Robbie McKinnon	West
Greg Mellor	West
Peter Meuret	Woodville, West
Jim Michalanney	Norwood
Trent Mills	South
Dean Mobbs	Central
Sonny Morey	Central
Scott Morphet	Torrens, Eagles
Geoff Morris	West
Geof Motley OAM	Port
Gary Mousley	South, Sturt
John Murphy	Sturt
Mark Naley	South
Chris Natt	Port
Ben Nelson	Sturt
Sandy Nelson	Sturt
Greg Nicholson	West, Norwood
Paul Northeast	Port
Michael Nunan	Sturt, Norwood
Robert Oatey	Norwood, Sturt

SANFL 200 CLUB MEMBERS	
Peter Obst	Port
Trevor Obst	Port
Stuart Palmer	South
Max Parker	Woodville, North
Paul Patterson	West
John Paynter	Glenelg, Sturt
Andrew Payze	Torrens, Eagles
Peter Phillipou	Torrens
Mick Redden	North
Alan Reval	Port
Colin Richens	Glenelg
John Richter	Sturt
Roger Rigney	Sturt
John Riley	North
Don Roach	West, Norwood
Neville Roberts	Torrens
Alf Roberts	Torrens
John Roberts	Woodville, Torrens, North
Barrie Robran MBE	North
Lee Robson	Torrens
Trevor Roe	Central
Andrew Rogers	Woodville, Eagles
Scott Salisbury	Glenelg
David Sanders	North
Justin Scanlon	Norwood
John Schneeichler	South, Glenelg
Rick Schoff	Sturt
Peter Schwarz	Woodville, Eagles
Stephen Schwerdt	Central
John Seebohm	Glenelg
Ralph Sewer	Woodville
Jade Sheedy	Sturt
Terry Short	Sturt
Trevor Sims	Sturt
Lyle Skinner	Central
Rohan Smith	Port
Darryl Smith	Sturt, Torrens
Darren Smith	Port
Colin Smith	West
Trevor Sorrell	Port
Frank Spiel	South, Sturt, Torrens
Damian Squire	Sturt
Frank Stemper	Woodville, Norwood
David Stoeckel	South
Wayne Stringer	North, Glenelg
Barry Stringer	North
Adam Switala	Central
Tony Symonds	Glenelg
Michael Taylor	Norwood

John Taylor	West, Glenelg
Keith Thomas	Norwood
Doug Thomas	West
Colin Thompson	West
Chris Thredgold	North, Sturt
David Tiller	North
Rene Van Dommele	Central
Ian Verrier	West, Port
Peter Vivian	Central
Rex Voigt	Glenelg
Terry Von Bertouch	North, Norwood
Tom Warhurst	Norwood
Tim Weatherald	Sturt, Norwood
Bill Wedding	Norwood
James West	Glenelg, Norwood
Paul Weston	Glenelg
Ted Whelan	Port
Greg Whittlesea	Sturt, Glenelg
Stephen Williams	Port
Glynn Williams	West, Sturt
Bruce Winter	Sturt
Peter Winter	West
Peter Woite	Port
Roger Woodcock	Norwood
Dean Woosnam	West
Jim Wright	West
John Wynne	Norwood



1877-1900
John Acraman †
Anthony J (Bos) Daly †
John D (Bunny) Daly †
John C (Dinny) Reedman †
A E (Topsy) Waldron †
1901 – 1930
J (Alby) Bahr †
Leslie C Dayman †
Percy S N Furler †
Frank H Golding †
H H (Jim) Handby †
John (Snowy) Hamilton †
Henry R Head †
S (Shine) Hosking †
W. Vic Johnson †
Tom J Leahy †
Percy Lewis †
Alick G Lill †
Tom D MacKenzie †
H (Bruce) McGregor †
Frank Marlow †
Hugh Millard †
Dan Moriarty †
W (Harold) Oliver †
Jack Owens †
John Quinn †
Victor Y Richardson †
Len D Sallis †
Walter Scott †
J J (Jack) Tredrea †
Syd C White †
J J (John) Woods †
1931-1960
John W Abley
Ken Aplin †
Dave E Boyd
Colin J Churchett †
Jack Cockburn †
Allan J Crabb †
F (Neil) Davies †

J (Jim) G Deane †
Brian K Faehse
Ken W G Farmer †
Len C Fitzgerald †
John Forrester, MBE
Don H Gilbourne
R W (Bob) Hank
Neville C Hayes
Lindsay H Head, MBE
Ned Hender †
Thomas Seymour Hill, OBE †
George B Johnston †
A (Tony) Kenny †
Ray W H Kutcher †
John Lynch
Ian L McKay
John E Marriott †
A R (Bob) McLean, OBE
P.T. (Bo) Morton, OAM †
Geof Motley, OAM
Max A Murdy †
Doug W Olds †
Jeff Pash †
H (Ron) Phillips
R B (Bob) Quinn †
Alan R. (Bul) Reval †
Horrie A. Riley †
Colin G Smith †
Bernie K Smith
Cliff G Semmler, AM †
J (Laurie) Sweeney
John T Taylor †
Clayton C Thompson †
Frank J Tully †
Ernest W.C. Wadham †
A E (Ted) Whelan
Fos N Williams, AM †
1961-1990
Brenton C Adcock
Merv S Agars
Michael C Aish
Paul L Bagshaw, MBE
Barrie Barbary
J (Fred) Bills
Malcolm Blight, AM
Jeff Bray †
Don M Brebner, AM
Haydn Bunton Jnr
John V Cahill
Ian Day
Peter G Carey OAM

Graham S Cornes, OAM
Neil P Craig
Peter M Darley
E R (Rick) Davies
Robert J Day
Murray E Ducker
Russell F Ebert, OAM
Ken J Eustice
Tim N Evans
Des Foster
Michael W Graham
Norm L Grimm †
John A Halbert, MBE
Max Hall, OAM
R A (Bob) Hammond
Kym H Hodgeman
Ray Huppatz
Lawrie Jervis Jnr †
Donald (Neil) Kerley
Rick Kinnear
Peter J Kitschke
Ron G Kneebone
R W (Bob) Lee †
Don Lindner †
Peter F J Marker
Kevin McSporran †
Peter Mead
Mark B Naley
Michael A Nunan
Philip (Sandy) Nelson
Jack Oatey, AM †
Robert R Oatey
Greg I Phillips
D K (Fred) Phillis
Rodney Pope
Jeff G Potter
Michael J Redden
Colin H Richens
Don V Roach †
Allan Roberts
Neville Roberts
Barrie C Robran, MBE
Rick F Schoff
Gordon Schwartz
Ralph S Sewer
R O (Bob) Shearman †
Robert Simunsen
Alton Smith
Michael S Taylor
Terry Von Bertouch
K A (Bill) Wedding †
Paul L Weston

Gary Window
D. Bruce Winter
1990 Onwards
Bruce Abernethy
Laurie J Argent
Max Basheer, AM
Mark Bickley
Craig Bradley
Brian A Cunningham
Grantley C Fielke
Scott Hodges
Josh Francou
Wayne Jackson
Andrew N Jarman
Darren Jarman
Stephen S Kernahan
Geoff Kingston
Bruce Lindsay
David Marshall
Chris S McDermott
A B (Tony) McGuinness
Andrew I McKay
Mark J Mickan
Wally Miller, OAM
John P Platten
Shaun Rehn
Andrew P Rogers
Mostyn Rutter
W. (Bill) Sanders
Nigel J Smart
Doug W Thomas
Keith A Thomas
Mark Williams
Peter B Woite

† Denotes deceased

LEAGUE PREMIERS	
1877	South Adelaide
1878	Norwood
1879	Norwood
1880	Norwood
1881	Norwood
1882	Norwood
1883	Norwood
1884	Port Adelaide
1885	South Adelaide
1886	Adelaide
1887	Norwood
1888	Norwood
1889	Norwood
1890	Port Adelaide
1891	Norwood
1892	South Adelaide
1893	South Adelaide
1894	Norwood
1895	South Adelaide
1896	South Adelaide
1897	Port Adelaide
1898	South Adelaide
1899	South Adelaide
1900	North Adelaide
1901	Norwood
1902	North Adelaide
1903	Port Adelaide
1904	Norwood
1905	North Adelaide
1906	Port Adelaide
1907	Norwood
1908	West Adelaide
1909	West Adelaide
1910	Port Adelaide
1911	West Adelaide
1912	West Adelaide
1913	Port Adelaide
1914	Port Adelaide
1915	Sturt
1916	Suspended due to WWI
1917	Suspended due to WWI
1918	Suspended due to WWI
1919	Sturt
1920	North Adelaide
1921	Port Adelaide
1922	Norwood
1923	Norwood
1924	West Torrens
1925	Norwood
1926	Sturt
1927	West Adelaide
1928	Port

1929	Norwood
1930	North Adelaide
1931	North Adelaide
1932	Sturt
1933	West Torrens
1934	Glenelg
1935	South Adelaide
1936	Port Adelaide
1937	Port Adelaide
1938	South Adelaide
1939	Port Adelaide
1940	Sturt
1941	Norwood
1942	Suspended due to WWII
1943	Suspended due to WWII
1944	Suspended due to WWII
1945	West Torrens
1946	Norwood
1947	West Adelaide
1948	Nowood
1949	North Adelaide
1950	Norwood
1951	Port Adelaide
1952	North Adelaide
1953	West Torrens
1954	Port Adelaide
1955	Port Adelaide
1956	Port Adelaide
1957	Port Adelaide
1958	Port Adelaide
1959	Port Adelaide
1960	North Adelaide
1961	West Adelaide
1962	Port Adelaide
1963	Port Adelaide
1964	South Adelaide
1965	Port Adelaide
1966	Sturt
1967	Sturt
1968	Sturt
1969	Sturt
1970	Sturt
1971	North Adelaide
1972	North Adelaide
1973	Glenelg
1974	Sturt
1975	Norwood
1976	Sturt
1977	Port
1978	Norwood
1979	Port Adelaide
1980	Port Adelaide
1981	Port Adelaide
1982	Norwood

1983	West Adelaide
1984	Norwood
1985	Glenelg
1986	Glenelg
1987	North Adelaide
1988	Port Adelaide
1989	Port Adelaide
1990	Port Adelaide
1991	North Adelaide
1992	Port Adelaide
1993	Woodville-West Torrens
1994	Port Adelaide
1995	Port Adelaide
1996	Port Adelaide
1997	Norwood
1998	Port Adelaide Magpies
1999	Port Adelaide Magpies
2000	Central District
2001	Central District
2002	Sturt
2003	Central District
2004	Central District
2005	Woodville-West Torrens
2006	Central District
2007	Central District
2008	Central District
2009	Central District
2010	Central District
2011	Woodville-West Torrens



MAGAREY MEDAL



OTHER MEDALLISTS

MAGAREY MEDALLISTS		
1898	A. Green	Norwood
1899	S.A. Malin	Port
1900	No award	
1901	P.T. Sandland	North
1902	T.D. MacKenzie	Torrens
1903	H.S. Waye	Sturt
1904	No award	
1905	T.D. MacKenzie	North
1906	T.D. MacKenzie	North
1907	J. Mack	Port
1908	J.M. Tierney	West
1909	H.R. Head	West
1910	S. Hosking	Port
1911	H.V. Cumberland	Sturt
1912	D. Low	Torrens
1913	T.J. Leahy	North
1914	W.J. Ashley	Port
1915	F.M. Barry	South
	C.J. Perry	Norwood
	S. Hosking	Port
1916	No award	
1917	No award	
1918	No award	
1919	D. Moriarty	South
1920	V. Richardson	Sturt
	D. Moriarty	South
1921	J. Karney	Torrens
	C.E.G. Adams	Port
	W. Scott	Norwood
	D. Moriarty	South
1922	R.G.L. Barnes	West
1923	H.A. Riley	Sturt
1924	W. Scott	Norwood
1925	A.G. Lill	Norwood
	P.A. Bampton	Port
1926	H.B. McGregor	West
1927	H.B. McGregor	West
1928	H.H. Handby	Glenelg
1929	R. Snell	West
1930	W. Scott	Norwood
1931	J.E.G. Sexton	West
1932	S.M. Pontifex	Torrens
1933	W.K. Dunn	Sturt
1934	G.B. Johnston	Glenelg
1935	J. Cockburn	South
1936	W.B. McCallum	Norwood
1937	H.J. Hawke	North
1938	R.B. Quinn	Port
1939	J.H. Pash	North
	R.J. McArthur	West
1940	P.M. Brock	Glenelg

1941	M.M.W. Boyall	Glenelg
1942	No award	
1943	No award	
1944	No award	
1945	R.B. Quinn	Port
1946	R.W. Hank	Torrens
1947	R.W. Hank	Torrens
1948	H.R. Phillips	North
1949	A.J. Crabb	Glenelg
	H.R. Phillips	North
1950	I.L. McKay	North
1951	J.E. Marriott	Norwood
1952	L.C. Fitzgerald	Sturt
1953	J.G. Deane	South
1954	L.C. Fitzgerald	Sturt
1955	L.H. Head	Torrens
1956	D.E. Boyd	Port
1957	R.M. Benton	West
	J.G. Deane	South
1958	L.H. Head	Torrens
1959	L.C. Fitzgerald	Sturt
1960	B. Barbary	North
1961	J.A. Halbert	Sturt
1962	K.J. Eustice	West
1963	L.H. Head	Torrens
1964	G.P. Motley	Port
1965	G.C. Window	Central
1966	R.G. Kneebone	Norwood
1967	T.D. Obst	Port
	D. Lindner	North
1968	B.C. Robran	North
1969	D.K. Phillis	Glenelg
1970	B.C. Robran	North
1971	R.F. Ebert	Port
1972	M.J. Blight	Woodville
1973	B.C. Robran	North
1974	R.F. Ebert	Port
1975	P.B. Woite	Port
1976	R.F. Ebert	Port
1977	T.F. Grimwood	West
1978	K.H. Hodgeman	Glenelg
1979	A.J. Duckworth	Central
1980	R.F. Ebert	Port
1981	M.C. Aish	Norwood
1982	A.B. McGuinness	Glenelg
1983	A.J. Antrobus	North
1984	J.P. Platten	Central
1985	G.C. Fielke	West
1986	G.W. Anderson	Port
1987	A.N. Jarman	North
1988	G.L. Whittlesea	Sturt
1989	G.A. McAdam	Central

1990	S.L. Hodges	Port
1991	M.B. Naley	South
1992	N.C. Buckley	Port
1993	B.P. Phillips	North
1994	G. McIntosh	Norwood
1995	G.M. Kilpatrick	West
	G. McIntosh	Norwood
1996	J.A. Francou	North
1997	B.J. Atkinson	Sturt
	A.N. Jarman	Norwood
1998	A.D. Osborn	South
1999	D.T. Squire	Sturt
2000	D.T. Squire	Sturt
2001	R.P. O'Connor	Port
	A.J. Brown	Port
2002	J.C. Sheedy	Sturt
	T.M. Weatherald	Sturt
2003	B.A. Ebert	Port
2004	P.S. Thomas	Central
2005	J.L. Clayton	Port
2006	B.W. Backwell	Glenelg
2007	J. Allan	North
2008	L. Crane	Sturt
2009	J. Ezard	West
	R. Archard	North
2010	J. Allan	North
2011	J. Allan	North

KEN FARMER MEDALLISTS			
1981	T. Evans	Port	83
1982	T. Evans	Port	116
1983	E.R. Davies	Sturt	130
1984	T. Evans	Port	120
1985	M. Blight	Woodville	126
1986	S. Nichols	Woodville	88
1987	J. Roberts	North	102
1988	S. Nichols	Woodville	103
1989	R. Mandemaker	Central	87
1990	S. Hodges	Port	127
1991	S. Morphet	Eagles	95
1992	M. Tylor	Port	97
1993	M. Tylor	Port	87
1994	S. Hodges	Port	114
1995	D. Del-Re	South	92
1996	S. Hodges	Port	102
1997	J. West	Norwood	73
1998	A. Richardson	West	80
1999	A. Richardson	West	66
2000	A. Richardson	West	72
2001	A. Richardson	West	81
2002	D. Hargraves	North	68
2003	D. Bradshaw	West	88
2004	D. Schell	Central	63
2005	D. Schell	Central	76
2006	M. Passador	Eagles	74
2007	B. Chambers	Sturt	106
2008	B. Chambers	Sturt	97
2009	B. Chambers	Sturt	80
2010	T. Grima	Glenelg	56
2011	M. Wundke	South	67

* Minor round games only

R.O. SHEARMAN MEDALLISTS		
2000	G. Colville	Eagles
2001	R. O'Connor	Port
2002	J. Sheedy	Sturt
2003	B. Backwell	Glenelg
	M. Bello	Central
2004	S. Hassan	West
2005	J. Clayton	Port
2006	J. Cicolella	Eagles
2007	J. Allan	North
2008	J. Allan	North Adelaide
	J. Sheedy	Sturt
2009	J. Allan	North
2010	J. Allan	North
2011	J. Allan	North

JACK OATEY MEDALLISTS		
1981	R. Ebert	Port
1982	D. Jenkins	Norwood
1983	I. Borchard	West
1984	K. Thomas	Norwood
1985	S. Kernahan	Glenelg
1986	A. Hall	Glenelg
1987	M. Parsons	North
1988	B. Abernethy	Port
1989	R. Johnston	Port
1990	G. Fiacchi	Port
1991	D. Hart	North
1992	N. Buckley	Port
1993	S. Sziller	Eagles
1994	D. Wakelin	Port
1995	A. Darcy	Port
1996	D. Brown	Port
1997	J. Cunningham	Norwood
1998	B. Chalmers	Port
1999	D. Poole	Port
2000	J. Gowans	Central
2001	R. McGowan	Central
2002	M. Powell	Sturt
2003	C. Gowans	Central
2004	N. Steinberner	Central
2005	L. McCabe	Central
2006	H. Skipworth	Eagles
2007	C. Gowans	Central
2008	J. Mackenzie	Central
2009	T. Goodrem	Central
2010	I. Callinan	Central
2011	C. Parry	Eagles



RESERVES MAGAREY MEDAL



McCALLUM TOMKINS MEDAL

RESERVES MAGAREY

1906	R. LeMessurier	Central
1907	P. Robin	Norwood
1908	R. Kersley	Torrens
1909	P. Russell	Port
1910	S. Potter	Torrens
1911	P. Rowan	Port
1912	P. Crowley	Port
1913	C. Ryan	Sturt
1914	P. Crowley	Port
1915	G. Linklater	Port
1916	No award	
1917	No award	
1918	No award	
1919	J. Clark	Sturt
1920	B. Schumacher	Norwood
1921	C. Hepburn	West
1922	W. Sparks	Norwood
1923	H. Jackson	Sturt
1924	J. Sturgnell	Torrens
1925	S. Monten	Torrens
1926	H. O'Brien	South
1927	M. Stuart	Sturt
1928	H. O'Brien	South
1929	W.M Griffiths	Norwood
1930	A.A.G. Smith	Sturt
1931	R. Whitaker	Port
1932	T. Hamilton	West
1933	G.O.R. Wait	Norwood
1934	W.W.H. Stuart	South
1935	A. Kinlough	Torrens
1936	A.W.J. Jones	Torrens
1937	R.M. Edwards	Glenelg
1938	K.M. Sawatzke	West
1939	S.T. Taylor	Norwood
1940	E.M. Nichols	Torrens
1941	L.K. Todd	South
1942	No award	
1943	No award	
1944	No award	
1945	No award	
1946	G.C. Whitaker	Norwood
1947	H. MacKenzie	Torrens
1948	R. Hoffman	Port
1949	D.K. Bartlett	Sturt
1950	S. Barbary	North
1951	H.G. Harris	South
1952	J.W. Southern	Sturt
1953	J. Blunden	North
1954	B. Livesey	Torrens
1955	F. Stewart	Norwood

1956	R.W. Lee	West
1957	R. Panizza	South
1958	K.A. Wedding	Norwood
1959	B. Henningsen	Norwood
1960	C.S. Heading	North
1961	R.F. Simunsen	Woodville
1962	R.F. Simunsen	Woodville
1963	G. Window	Central
1964	I. Della-Polina	Norwood
1965	J. Mills	South
1966	B. Woodcock	Norwood
1967	R. Perry	Woodville
1968	K. Rowe	Glenelg
1969	J. McInnes	Norwood
1970	J. Baruzzi	Port
	J. Menz	Norwood
1971	J. McInnes	Norwood
	J. McInnes	Norwood
1972	J. McInnes	Norwood
1973	R. Daw	Sturt
1974	K. Hodgeman	Glenelg
1975	P. Heinrich	Sturt
1976	J. Katsaros	Sturt
1977	G. Sando	South
1978	P. Barnes	Torrens
1979	C. Wright	Port
1980	L. Grosser	West
1981	B. Lindner	West
1982	K. Dillon	Torrens
1983	D. Drogemuller	Port
1984	A. Owens	Torrens
1985	H. Stephens	Woodville
1986	S. McDonald	Woodville
1987	J. Harvey	Port
1988	A. Settre	Port
1989	P. Lounder	Central
1990	M. Gasparroni	West
1991	B. Atkinson	Sturt
1992	J. Sziller	Eagles
1993	B. Roberson	Sturt
1994	P. Page	South
1995	D. Hicks	Central
	N. McGoran	Central
1996	J. King	North
1997	M. Ryan	South
1998	J. King	North
1999	R. Lee	West
2000	J. Casserley	Central
2001	B. Daniel	Central
2002	J. Coulter	Central
2003	D. Newett	Eagles
	H. Tamlin	Norwood
	N. Prokopec	Central

2004	J. Casserly	North
2005	M. Demasi	South
2006	R. Lewis	Norwood
2007	J. Boyd	South
	T. Delvins	Port
2008	S. Lewis	Glenelg
2009	D. Batson	Port
2010	T. Milera	Port
2011	T. Redigolo	South

MCCALLUM/TOMKINS MEDAL (U18)

2009	L. Bowd	South
2010	C. Calabrese	Sturt
2011	S. Burnett	Port

TOMKINS MEDAL (U19)

1936	J. Butler	Norwood
1937	A. Telfer	North
1938	D. Crawley	Sturt
1939	D. Crawley	Sturt
1940	R. Hogben	North
1941	A. Crabb	Glenelg
1942 – 1944	No Awards	
1945	J. Deane	South
1946	K. McGregor	West
1947	K. McGregor	West
1948	G. Williams	West
1949	R. Whitaker	Port
1950	L. Weston	North
1951	A. Rossetto	West
1952	N. Hayes	Port
1953	B. Copley	Port
1954	M. Meredith	Port
1955	B. Carr	Port
1956	J. Bray	West
1957	B. Potts	North
1958	G. Green	Sturt
1959	R. Simunsen	Woodville
1960	C. Hunt	Glenelg
1961	G. Farrell	North
1962	J. Burton	Norwood
1963	J. Burton	Norwood
1964	B. Woodcock	Norwood
1965	P. Bitmead	West
966	O. Vick	Torrens
1967	N. Worthley	Glenelg
1968	R. Hooper	West
1969	J. Payne	North
1970	K. Stoddart	North
1971	J. Crouch	Port
1972	N. Craig	Norwood
1973	W. Wilson	Central
1974	W. Hughes	Central
1975	S. Carr	Torrens
1976	W. Slattery	South
1977	L. Grosser	West
1978	B. Graham	Central
1979	K. Klomp	Sturt
1980	D. Fosdike	Norwood
1981	D. Renfrey	Norwood

1982	S. Goldsworthy	Woodville
1983	C. Dewhirst	South
1984	G. Argus	Sturt
1985	J. Roe	Port
1986	C. Griffiths	Central
1987	J. James	Sturt
1988	C. Vozzo	West
1989	P. Hicks	Central
1990	M. King	Norwood
1991	D. Betterman	Norwood
1992	A. Rowett	Glenelg
1993	D. Flesfadar	Glenelg
	C. Voice	Port
1994	L. Bettless	South
1995	D. King	Norwood
1996	D. Povey	Norwood
1997	A. O'Hara	Eagles
1998	M. Krieg	Central
1999	G. Chapman	Eagles
2000	B. Wilcox	Port
2001	A. Merrett	Glenelg
2002	T. Chadwick	West
2003	L. Saunders	South
2004	B. Hunter	South
2005	G. Dundovic	West
2006	S. McDonald	West
2007	K. Flanigan	Sturt
2008	S. Harris	Eagles

McCALLUM MEDAL (U17)

1939	K. Logan	North
1940	C. Britton	Torrens
1941	K. Dale	Sturt
1942 –1946	No Awards	
1947	K. Salvemini	Port
1948	R. Cocks	Torrens
1949	B. Wharfe	Port
1950	M. Paech	West
1951	J. Wright	West
1952	J. Taylor	Torrens
1953	M. Westley	North
1954	G. Clarke	Norwood
1955	D. Atkinson	North
1956	J. Cahill	South
1957	J. Marchiora	Torrens
1958	W. Foster	South
1959	W. Kelly	Woodville
1960	L. Backman	South
1961	J. Long	Glenelg
1962	P. Bagshaw	Sturt
1963	J. Perkins	Woodville
1964	J. Robinson	North
1965	J. Sachse	North

1966	D. Burns	North
1967	M. Coombe	South
1968	B. Norsworthy	Central
1969	B. Rigney	North
1970	M. Gregg	Norwood
1971	N. Craig	Norwood
1972	H. Puhle	Torrens
1973	G. Turbill	Norwood
1974	P. Heinrich	Sturt
1975	C. Kirkwood	Port
1976	R. Wright	Glenelg
1977	K. Zubrinich	Woodville
1978	C. Wright	Port
1979	B. Mackereth	Sturt
1980	G. Thomas	Norwood
1981	G. McIntosh	Norwood
1982	C. Davies	North
1983	R. Girdham	Central
1984	A. Underwood	Sturt
1985	D. Brown	Port
1986	S. Peek	Glenelg
1987	D. Bonutto	Central
1988	T. Bache	South
1989	A. Osborn	South
1990	T. Bond	Port
1991	B. Barry	South
	S. Bond	Port
1992	J. Casserley	Central
1993	S. Cook	Norwood
1994	N. Seal	Port
1995	G. Noye	Central
1996	H. DeBoo	South
1997	S. Borlace	Norwood
1998	D. Rolf	Norwood
1999	S. Breslauer	Norwood
2000	W. Harrison	North
2001	J. Richardson	Glenelg
2002	A. Cooney	West
2003	B. Eckermann	Sturt
2004	R. Bennett	West
2005	J. Boyd	South
2006	J. Bampton	Norwood
2007	P. Cahill	Sturt
2008	B. Robertson	Port

STANLEY H. LEWIS TROPHY		
1962	Port	
1963	Port	
1964	Port	
1965	Norwood	
1966	North	
1967	North	
1968	Sturt	
1969	Glenelg	
1970	Port	
1971	North	
1972	Norwood	
1973	Glenelg	
1974	Norwood	
1975	Glenelg	
1976	Glenelg	
1977	Port	
1978	Sturt	
1979	Port	
1980	Port	
1981	Glenelg	
1982	Norwood	
1983	Sturt	
1984	Norwood	
1985	Norwood	
1986	Norwood	
1987	Norwood	
1988	Port	
1989	Port	
1990	Glenelg	
1991	South	
1992	Port	
1993	Eagles	
1994	Port	
1995	Norwood	
1996	Norwood	
1997	Norwood	
1998	Norwood	
1999	Port	
2000	Eagles	
2001	Central	
2002	Central	
2003	Central	
2004	Central	
2005	North	
2006	North	
2007	Central	
2008	Sturt	
2009	Glenelg	
2010	Glenelg	
2011	Norwood	

POWERADE STAR SEARCH		
2007	Steven Summerton	Port
2008	James Boyd	South
2009	Jarrold Allmond	Eagles
2010	Nick Murphy	South
2011	Jarrold Schiller	Central

MACCA'S CUP MVP		
2009	Alex Wilson	Sturt
2010	Joshua Growden	Eagles
2011	Scott Burnett	Port

DONALD ROACH

Former SA football chief and inaugural SA Football Hall of Fame member Don Roach died on July 3, 2011, aged 71 Starting at West Adelaide in 1958 and earning All-Australian selection in 1961, Mr Roach moved to VFL club Hawthorn in 1964 before returning to West to captain-coach the side in 1966. He finished his playing career at Norwood in 1972. He represented the State nine times and served as Chairman of Selectors in 1975, 1976 and 1977. Roach joined the SANFL administration as the League's promotions manager in 1967 before being promoted to General Manager in 1974. In 1985, he moved to Sydney to take charge of the Swans and continued his involvement in football administration in a range of roles including NSW AFL Commission Chairman and Appeals Board Chairman.



**LT GENERAL
SIR DONALD DUNSTAN
AC KBE CB**

SANFL Vice-Patron and former South Australian Governor, Lt General Sir Donald Dunstan, died on October 15, 2011. Sir Donald served as governor from 1982 and 1991 during John Bannon's term as Premier. Before he was governor, he was a career officer in the Australian Army, serving in the Pacific during WWII and as the Commander of Australian Forces in Vietnam in 1971 and 1972. He was appointed Patron of the South Australian National Football League in 1984. He became Vice-Patron in 1990 and continued in this role until his passing.



Colin Aamodt

North Adelaide Football Club
Past Player, Life Member

John Abley

Port Adelaide Football Club
Past Player, Life Member, Hall of Fame Member

David Barnes

Glenelg Football Club
Former Vice President's Treasurer

David Braunack

North Adelaide Football Club
Past Player

Anthony “Doc” Clarkson

Sturt Football Club
Patron, Past Player

Bob Clayton

Port Adelaide Football Club
Past Player, General Manager, Football Manager, Life Member

Peter Clisby

North Adelaide Football Club
Volunteer, Life Member

Bill Cochrane

Central District Football Club
Life Member

Jean Dixon

North Adelaide Football Club
Long-serving employee

Alex Anthony Drzal

West Adelaide Football Club
Past Player

George Earle

Central District Football Club
Life Member

John Ede

Port Adelaide Football Club
Past Player

Don Fletcher

Port Adelaide Football Club
Past Player, Life Member

Francis Joseph “Eddie” Ford

West Adelaide Football Club
Past Player and U/17 Coach

Dennis “Fred” Geyer

Central District Football Club
Life Member

Bill Harris

North Adelaide Football Club
Past Player

Wayne Hughes

Central District Football Club
Past Player

Edward Grant Hewitt

West Adelaide Football Club
Past Player

Ron Kinsman

Woodville-West Torrens Football Club
Team Manager, Volunteer

Wally May

Sturt Football Club
Past Player, Media Commentator

Ian McLachlan

Port Adelaide Football Club
Former Board Director, Life Member

Don Miller

Central District Football Club
Life Member

William (Bill) Prior

Glenelg Football Club
Past Player

Bob Proud

North Adelaide Football Club
Past Player

Betty Raymond

Woodville-West Torrens Football Club
Life Member

Brian Rundle

Glenelg Football Club
Life Member

Peter Sheppard

North Adelaide Football Club
Past Player, Life Member

Billy Thomas

North Adelaide Football Club
Past Player, Life Member

Colin Turville

Woodville-West Torrens Football Club
Life Member

Doug Young

Norwood Football Club
Past Player



SANFL COMMITTEES 2011



2011 FIXTURE

Patron

His Excellency Rear Admiral
Kevin Scarce AC CSC
RANR

Vice Patrons

Max Basheer AM
The Hon. Justice Kevin
Duggan AM
John Halbert AM MBE
Lt General Sir Donald
Dunstan AC KBE CB
(deceased 2011)

SANFL Life Members Sub-Committee

Max Basheer AM (Chair)
Jamie Coppins
Rod Payze
John Halbert AM MBE
John Condon OAM
Darren Chandler (Secretary)

Commission Finance Committee

Philip Gallagher (Chair)
The Hon. John Olsen AO
Leigh Whicker
Dion McCaffrie
Neal Matotek
John Lyons
Steven Grant (Secretary)

AAMI Stadium Development Pathway Steering Committee

The Hon. John Olsen AO
(Chair)
Leigh Whicker
Tom Zorich
Philip Duval
Rod Payze
John Lyons
John Ferguson
Gary Metcalf
Neal Matotek (Secretary)

Audit Committee

Philip Gallagher (Chair)
The Hon. John Olsen AO
Leigh Whicker
Richard Allen
John Lyons
Neal Matotek (Secretary)

SANFL Finance Sub-Committee

Richard Allen (Chair)
The Hon. John Olsen AO
David Shipway
Jamie Coppins
Tom Zorich
Darren Chandler
Steven Grant (Secretary)

Marketing, Membership & Corporate Development Committee

Andrew Killey (Chair)
The Hon. John Olsen AO
Leigh Whicker
David Shipway
Richard Allen
Tom Zorich
Darren Chandler

SA Football Commission Salary Cap Sub-Committee

Tom Zorich (Chair)
David Shipway
Richard Allen
John Condon OAM
Darren Chandler
Matthew Duldig (Secretary)

SANFL Salary Cap Investigation Sub-Committee

Don Shammall (Chair)
Geoff Parsons
John Condon OAM
Peter Woite
Darren Chandler (Secretary)

Salary Review Committee

The Hon. John Olsen AO
(Chair)
Leigh Whicker
David Shipway
Richard Allen

Match & Permit Committee

Darren Chandler (Chair)
Chris Davies
Ben Kavenagh
Kris Grant
Dominic Shepley
John Ferguson
Matthew Duldig (Secretary)

League Tribunal Commissioners

His Honour Judge Paul
Cuthbertson QC (Chair)
Peter Woite
David Swain OAM
Gary Palasis
Ian White
Paul Rofe QC
Peter Winter
Matthew Duldig (Secretary)
Justice Michael David
(Appeals Commissioner)

Permit Tribunal Commissioners

Ian White (Chairman)
David Swain OAM
His Honour Judge Paul
Cuthbertson QC
Matthew Duldig (Secretary)

Drug & Disciplinary Tribunal

His Honour Judge Paul
Cuthbertson QC (Chair)
Dr Terry Farquharson
Peter Woite
Matthew Duldig (Secretary)

SA Community Football Board

David Shipway (Chair)
David Benson
John Burchell
Gino Capogreco
Scott Duncan
Rob Kerin
Peter Lindner
Kym Russell
Arnold Kretschmer
(Ex-Officio)
Glen Rosser (Secretary)

SA Football Hall of Fame Committee

Max Basheer AM (Chair)
Laurie Argent
Peter Carey OAM
Bob Hank
John Halbert AM MBE
Bob Hammond AM
Neil Kerley AM
Barrie Robran MBE
Michelangelo Rucci
Glen Rosser (Secretary)

SA Junior Football Council

Dion McCaffrie (Chair)
David Hutton
Annette Cooper
Colin Steinert
Sean Malone
Arnold Kretschmer
Trevor Holst
Malcolm Martin
Wayne Clarke (dec. 2011)
Russell Hall

Community Engagement Innovations & Advisory Group

Dion McCaffrie (Chair)
Simon Forrest
David Hutton
Jeff Dry
Michael Schetter
Klynton Wanganeen
Corey Wingard
Jane Woodlands-Thompson

School Football SA Executive

Colin Steinert (Chair)
Peter Cates
Peter Chapman
Jill George
Kevin Gruhl
Pam Marston
Phil Roberts
Patrick Willis
Ben Hopkins (Secretary)

OHS Committee

Ian Walsh (Chair)
Mary Creece
John Eaton
Vasso Fessas
Jay Flowers
Ben Hopkins
Andrew Simes

State League Ambassador

Tom Zorich

SANFL Indigenous Ambassador

Don McSweeny OAM

Bankers

Westpac Banking
Corporation

League Solicitors

Duncan Basheer Hannon

Insurance Agency

Jardine Lloyd Thompson

Auditors

KPMG

ROUND 1

Saturday, April 2

Norwood 8.7 (55) d. Port 7.10 (52)
AAMI Stadium 5344
West 17.9 (111) d. North 15.12 (102)
Prospect Oval 2492
Glenelg 14.19 (103) d. Sturt 12.12 (84)
Gliderol Stadium (T) 5317
Sunday, April 3
Eagles 11.12 (78) d. South 10.3 (63)
Unleash Solar Oval 2337
ROUND TOTAL 15,490
Central Bye

ROUND 2

Friday, April 8

Norwood 19.12 (126) d. Sturt 6.12 (48)
Adelaide Oval (n) 7049
West 14.12 (96) d. Central 4.6 (30)
City Mazda Stadium (n) 4193
Saturday, April 9
Port 9.9 (63) d. Glenelg 9.7 (61)
Alberton Oval 3217
South 8.21 (69) d. North 8.9 (57)
Hickinbotham Oval (n) 2600
ROUND TOTAL 17,059
Eagles Bye

ROUND 3

Friday, April 15

Sturt 13.17 (95) d. Eagles 5.7 (37)
Adelaide Oval (n) 3230
Glenelg 10.16 (76) d. Norwood 8.7 (55)
Coopers Stadium (n) 8011
Saturday, April 16
Central 25.10 (160) d. South 13.5 (83)
Playford Alive Oval 2523
Sunday, April 17
North 15.9 (99) d. Port 10.11 (71)
Prospect Oval 3557
ROUND TOTAL 17,321
West Bye

ROUND 4

Thursday, April 21

West 13.16 (94) d. Sturt 5.11 (41)
City Mazda Stadium (n) 4515
South 14.11 (95) d. Port 12.7 (79)
Hickinbotham Oval (n) 2751
Saturday, April 23
Eagles 15.5 (95) d. North 12.8 (80)
Prospect Oval 2479
Monday, April 25
Central 16.11 (107) d. Norwood 9.10 (64)
Adelaide Oval 6358
ROUND TOTAL 16,103
Glenelg Bye

ROUND 5

Saturday, April 30

Sturt 16.12 (108) d. North 13.18 (96)
Commander Centre Oval 1733
Sunday, May 1
Port 13.12 (90) d. West 9.9 (63)
Alberton Oval 2503
Central 21.5 (131) d. Glenelg 8.8 (56)
Gliderol Stadium 3961
Eagles 11.5 (71) d. Norwood 7.5 (47)
Coopers Stadium 3207
ROUND TOTAL 11,404
South Bye

ROUND 6

Saturday, May 7

West 20.13 (133) d. South 8.9 (57)
City Mazda Stadium 2040
Central 16.6 (102) d. Sturt 11.13 (79)
Commander Centre Oval 3410
Glenelg 16.13 (109) d. North 16.6 (102)
Gliderol Stadium 3203
Eagles 15.7 (97) d. Port 12.6 (78)
Unleash Solar Oval 3014
ROUND TOTAL 11,667
Norwood Bye

ROUND 7

Friday, May 13

West 14.7 (91) d. Glenelg 7.12 (54)
City Mazda Stadium (n) 2960
Saturday, May 14
Central 12.14 (86) d. Eagles 10.7 (67)
Playford Alive Oval 2571
Norwood 16.7 (103) d. North 11.10 (76)
Prospect Oval 2488
South 10.17 (77) d. Sturt 11.7 (73)
Hickinbotham Oval (n) 2034
ROUND TOTAL 10,053
Port Bye

ROUND 8

Friday, May 20

Glenelg 25.14 (164) d. Sturt 16.11 (107)
Adelaide Oval (n) 3364
Norwood 22.12 (144) d. Port 6.8 (44)
Coopers Stadium (n) 7258
Saturday, May 21
Eagles 8.9 (57) d. West 7.10 (52)
Unleash Solar Oval 2226
Central 16.11 (107) d. South 10.11 (71)
Hickinbotham Oval (n) 1906
ROUND TOTAL 14,754
North Bye

ROUND 9

Friday, May 27

Norwood 13.8 (86) d. West 4.8 (32)
Coopers Stadium (n) 3349
Saturday, May 28
Port 16.10 (106) d. South 12.4 (76)
Alberton Oval 2898
Eagles 14.13 (97) d. Glenelg 10.14 (74)
Gliderol Stadium 3710
Central 16.5 (101) d. North 14.10 (94)
Playford Alive Oval 2799
ROUND TOTAL 12,756
Sturt Bye

ROUND 10

Saturday, June 4

Norwood 7.12 (54) d. Central 7.11 (53)
Coopers Stadium 4655
North 16.8 (104) d. Eagles 13.12 (90)
Unleash Solar Oval 2347
South 16.6 (102) drew Glenelg 16.6 (102)
Hickinbotham Oval (n) 2526
Sunday, June 5
Port 14.5 (89) d. Sturt 6.15 (51)
AAMI Stadium 3154
ROUND TOTAL 12,682
West Bye

ROUND 11

Saturday, June 11

Central 14.8 (92) d. Port 10.7 (67)
Playford Alive Oval 3479
Sunday, June 12
Eagles 10.14 (74) d. Sturt 10.8 (68)
Commander Centre Oval 2866
West 14.16 (100) d. North 10.7 (67)
Prospect Oval 2794
Norwood 15.10 (100) d. Glenelg 13.8 (86)
Gliderol Stadium 6763
ROUND TOTAL 15,902
South Bye

ROUND 12

Saturday, June 18

Sturt 16.10 (106) d. West 7.6 (48)
Commander Centre Oval 2287
Norwood 22.12 (144) d. South 10.6 (66)
Coopers Stadium 3026
Central 22.11 (143) d. Glenelg 6.14 (50)
Playford Alive Oval 2550
ROUND TOTAL 7863
Eagles, North & Port Bye

ROUND 13

Friday, June 24

Norwood 21.7 (133) d. Sturt 11.3 (69)
Coopers Stadium (n) 5905
Saturday, June 25
Port 18.11 (119) d. West 7.11 (53)
City Mazda Stadium 3068
South 14.10 (94) d. Eagles 11.13 (79)
Hickinbotham Oval 1708
North 21.3 (129) d. Glenelg 15.10 (100)
Prospect Oval 3001
ROUND TOTAL 13,682
Central Bye

ROUND 14

Saturday, July 2

South 13.10 (88) d. Port 9.11 (65)
Alberton Oval 1857
Sunday, July 3
Glenelg 20.15 (135) d. West 14.6 (90)
Gliderol Stadium 3205
Sturt 11.11 (77) d. North 10.7 (67)
Prospect Oval 2629
Central 10.9 (69) d. Eagles 9.9 (63)
Unleash Solar Oval 2477
ROUND TOTAL 10,168
Norwood Bye

ROUND 15

Saturday, July 9

Norwood 16.14 (110) d. North 15.6 (96)
Coopers Stadium 3919
Port 15.20 (110) d. Sturt 5.8 (38)
Commander Centre Oval 2891
Sunday, July 10
Glenelg 11.9 (75) d. Eagles 10.13 (73)
Gliderol Stadium 2994
Central 16.6 (102) d. South 13.7 (85)
Hickinbotham Oval 2885
ROUND TOTAL 12,042
West Bye

ROUND 16

Saturday, July 16

South 18.10 (118) d. Sturt 13.11 (89)
Commander Centre Oval 2343
Central 17.5 (107) d. West 11.15 (81)
Playford Alive Oval 2537
Sunday, July 17
Eagles 12.8 (80) d. Norwood 7.10 (52)
Unleash Solar Oval 2770
ROUND TOTAL 7650
Glenelg, North & Port Bye

ROUND 17

Saturday, July 23

Glenelg 18.10 d. Port 16.8 (104)
Alberton Oval 3467
Eagles 18.14 (122) d. West 5.9 (39)
City Mazda Stadium 2072
North 19.18 (132) d. Central 15.9 (99)
Prospect Oval 2619
Sunday, July 24
Norwood 17.11 (113) d. South 9.11 (65)
Hickinbotham Oval 2951
ROUND TOTAL 11,109
Sturt Bye

ROUND 18 (SPLIT ROUND)

Saturday, July 30

North 15.10 (100) d. West 8.11 (59)
City Mazda Stadium 2081
Norwood 14.3 (87) d. Port 11.9 (75)
Coopers Stadium 4504
South 14.12 (96) d. Glenelg 7.13 (55)
Gliderol Stadium 3253
Saturday, August 6
Central 14.8 (92) d. Sturt 10.10 (70)
Playford Alive Oval 2607
ROUND TOTAL 12,445
Eagles Bye

ROUND 19

Friday, August 12

Norwood 10.7 (67) d. West 7.10 (52)
Coopers Stadium (n) 4454
Saturday, August 13
Glenelg 21.6 (132) d. Sturt 18.11 (119)
Gliderol Stadium 3931
Central 15.10 (100) d. Eagles 13.7 (85)
Unleash Solar Oval 2508
North 18.5 (113) d. Port 10.19 (79)
Alberton Oval 3590
ROUND TOTAL 14,483
South Bye

ROUND 20

Friday, August 19

Port 17.14 (116) d. Sturt 14.8 (92)
Adelaide Oval (n) 3213
Saturday, August 20
West 16.17 (113) d. South 11.5 (71)
Hickinbotham Oval 1696
Norwood 16.9 (105) d. North 12.6 (78)
Prospect Oval 3774
Eagles 19.11 (125) d. Glenelg 2.6 (18)
Unleash Solar Oval 2542
ROUND TOTAL 11,225
Central Bye

ROUND 21

Friday, August 26

Glenelg 13.8 (86) d. West 10.14 (74)
City Mazda Stadium (n) 2417
Eagles 8.14 (62) d. South 8.8 (56)
Hickinbotham Oval (n) 2415
Saturday, August 27
Central 16.11 (107) d. Port 10.6 (66)
Alberton Oval 3501
Sturt 16.15 (111) d. North 14.19 (103)
Commander Centre Oval 2885
ROUND TOTAL 11,218
Norwood Bye

ROUND 22

Saturday, Sept 3

Port 18.15 (123) d. Glenelg 12.13 (85)
Gliderol Stadium 4160
Central 16.14 (110) d. Norwood 9.7 (61)
Playford Alive Oval 4892
North 13.11 (89) d. South 12.8 (80)
Prospect Oval 2333
Eagles 19.12 (126) d. West 8.7 (55)
Unleash Solar Oval 2279
ROUND TOTAL 13,664
Sturt Bye

ROUND 23

Friday, September 9

West 14.8 (92) d. Sturt 8.13 (61)
City Mazda Stadium (n) 1678
Saturday, September 10
Eagles 12.8 (80) d. Port 8.9 (57)
Alberton Oval 3504
South 14.8 (92) d. Norwood 9.16 (70)
Coopers Stadium 2582
Central 12.17 (89) d. North 13.8 (86)
Playford Alive Oval 2705
ROUND TOTAL 10,469
Glenelg Bye

FINALS

Sunday, 18 September

Elimination Final - 12:10pm
South 14.17 (101) d. Glenelg 10.10 (70)
Qualifying final
Norwood 17.12 (114) d. Eagles 8.5 (53)
AAMI Stadium double header 9192
Sunday, 5 September
First Semi-final
Eagles 21.10 (136) d. South 10.6 (66)
Second Semi-final
Central 12.5 (77) d. Norwood 4.9 (33)
AAMI Stadium double header 11,443

Sunday, 2 October

Preliminary final
Eagles 9.13 (67) d. Norwood 3.5 (23)
AAMI Stadium 6518

Sunday, 9 Ocotber

Grand Final
Eagles 12.9 (81) d. Central 11.12 (78)
AAMI Stadium 25,234

