



# 2014 SANFL ANNUAL REPORT



# 2014: A YEAR IN REVIEW



*The historic opening of the redeveloped Adelaide Oval in March*

## **2014 will be remembered as a watershed year in the history of South Australian football – and the SANFL itself.**

The Adelaide Oval will, naturally, take the headlines when the history of the season is written.

And rightly so. The first year of football's return to the CBD was, by almost any measure, an outstanding success. While the games played on the new surface were of excellent quality, they were a mere sidebar to a wider story about huge crowds, a stunning stadium and a revitalised city – all factors which helped propel Adelaide to another level in the national consciousness, bringing a new sense of pride to the people of South Australia.

The achievements of both the Port Adelaide and Adelaide football clubs in creating a brilliant game-day experience deserve recognition. The fans of both clubs embraced their new home ground with passion, energy and excitement, helping create an unparalleled atmosphere. The Adelaide Oval Stadium Management Authority (AOSMA) is also deserving of praise for the way its teams operated, presented and maintained the ground for football throughout the season. No less than AFL CEO Gillon McLachlan described the Adelaide Oval as "the best stadium in Australia" and few would disagree.

Yet, 2014 was also notable for a number of other reasons. In March, prior to the inaugural Showdown at Adelaide Oval, the SANFL finalised the agreements for the transfer of the AFL licences to Adelaide and Port Adelaide, concluding what had been a long and complex negotiation.

Later in the year, the parties would be back at the negotiating table again for the planned review of the Adelaide Oval commercial model. This was a detailed process that would set the parameters for the next three seasons and was not concluded until early March.

The year would also see the Commission conclude a deal with developer Commercial & General for the redevelopment of the AAMI Stadium precinct in an agreement that will deliver at least \$71 million to underpin a future fund for football in this State.

The SANFL League competition expanded to include a tenth team from the Adelaide Football Club and enjoyed strong attendances, outstanding ratings and the largest Grand Final crowd since 1999.

Our representative teams did South Australia proud on the national stage, with our senior team defeating the VFL while both our Under 18 and Under 16 teams were crowned national champions. Representation at draft level remained strong, underlining the effectiveness of the SANFL's talent development programs at every level.

Importantly, the SANFL business mirrored these success stories with a financial result that was above expectations. South Australian football finished 2014 on a high, and it was a time when a lot of hard work and tough decisions began to show real dividends.

However, as ever, there is no time for rest. A new season begins immediately after the last one finishes, and 2015 will bring new challenges as we set out to capitalise on the foundations created and springboard our game to further success.



## FINANCIAL PERFORMANCE

The SANFL recorded an increase in cash reserves of \$1.34 million following the first full year of operations at Adelaide Oval.

The SANFL achieved a positive net cash flow from operating activities of \$1m compared to \$0.3m in 2013 and, at 31 October 2014, had cash on hand of \$1m and a further \$2m offsetting debt.

Some key points regarding the 2014 financial result include:

- A statutory net profit of \$77.33m and an increase in net assets of \$83.48m from \$27.89m to \$111.37m. This was mainly due to recognising the Adelaide Oval leased asset of \$73.46m representing the estimated net present value of future cash flows and the net present value of future AFL Licence transfer payments of \$9.98m; and
- An estimated net improvement in stadium-generated revenue from moving from AAMI Stadium to Adelaide Oval of approximately \$3.78m.

In May 2014, SANFL refinanced its debt facilities to Bendigo Bank who provided the SANFL with five year committed facilities. As part of its debt reduction strategy, the SANFL applied the \$10m received from the sale of the first parcel of land at AAMI Stadium in December 2014 to reducing debt. Debt is expected to be fully amortised within seven years.

The League is anticipating a moderate surplus in 2015 – the first year of the new Adelaide Oval financial model, which will return more revenues to the AFL clubs.



## AAMI STADIUM

In November 2014, the SA Football Commission formally signed a contract with developer Commercial & General for the sale and 20+ year redevelopment of the AAMI Stadium precinct.

As part of the agreement, the SANFL received an upfront payment of \$10 million which was transferred to the AFL to retire debt, money borrowed as part of the \$16.25m provided to Port Adelaide to keep the club viable ahead of the move to Adelaide Oval.

Commencing in 2016, the SANFL will start to receive payments totalling a further \$61 million by 2027 as part of a staged redevelopment of the precinct.

The existing oval will be retained for training by the Adelaide Football Club, which has a lease over the site until 2048.

It is anticipated the project will eventually include at least 1600 homes with an array of living options available including architecturally designed homes, townhomes and apartments. The project is set to deliver a cosmopolitan café and dining culture, boutique shopping strip, public open spaces and lifestyle offerings.

With the signing of this agreement, the SANFL has secured a legacy for our code and one that will benefit football across the State.





# 2014: A YEAR IN REVIEW



## AFL LICENCES

In March 2014, the SA Football Commission officially reached agreement with Adelaide and Port Adelaide to transfer the two AFL licences to the clubs in return for payments totalling more than \$18 million.

The agreement will see the two clubs pay the Commission annual Club Game Development grants totalling \$18,311 million, concluding in 2028. Adelaide will pay \$11,326 million while Port Adelaide will pay \$6,985 million in grants between 2013 and 2028.

As part of the agreements signed, the AFL confirmed that the SANFL will continue to manage Game Development in South Australia and committed to provide the SANFL with annual AFL Game Development Grants over the same period, a figure which would total approximately \$29 million with CPI.

The AFL also committed to continue to provide appropriate annual AFL Talent Development Fees to the SANFL, a figure which would total approximately \$16 million at existing levels (average of \$1.0 million per year).

## HEALTH OF THE GAME

As the custodian of football in South Australia, the SANFL oversaw an overall increase in participation across the State, with more than 114,000 involved in 2014.

Young South Australians continued to prove their strength, with our State teams winning both the 2014 AFL Under-18 and Under-16 National Championships. 2014 was the first time South Australia has won both titles in the same year with four Under 18 players achieving All-Australian selection. A total of 17 SANFL-based players were selected in the AFL National Draft and AFL Rookie Draft.

Our senior representative team defeated the VFL in Melbourne, the third victory in succession for Michael Godden who has now stepped down as coach. The SANFL would like to thank Michael for his passion and commitment to this important role.

The SANFL's support for equality in the game continued to be a focus, with Eleni Glouftsis continuing to reach personal and professional milestones. After becoming the first female field umpire in Australia to officiate at State League level in 2013, she continued on the path to elite level in 2014 by accepting an AFL scholarship. SANFL field umpire Curtis Deboy and boundary umpire Jason Moore, were also added to the senior AFL umpiring list at the end of the season.

## SANFL COMPETITION

The performance of the SANFL competition in 2014 was particularly meritorious given AFL games drew an average of 16,000 more fans per weekend when compared with the previous season.

Despite this, SANFL match attendance also remained strong with the highlight a crowd of 38,644 for Adelaide Oval's first SANFL grand final since 1973. This was the highest grand final attendance since 1999 and further underlined the strength of Adelaide Oval as a playing venue.

League exposure was also at a high in 2014, thanks in large part to the SANFL being broadcast on commercial television for the first time since 1992. Per match, the contract with Channel 7 nearly doubled weekly ratings from 16,604 in 2013 to 31,364 in 2014.

This included a highly successful grand final telecast, which averaged 130,000 viewers with a peak audience of 212,000 at the final siren.

## KEY PARTNERSHIPS

After a long association with Westpac, the SANFL announced a new financial partner following the signing of a five-year agreement with Bendigo Bank in June. The Commission was resolute in that it wanted a local banking partner that would give the League a five-year commitment. Bendigo Bank gave that undertaking, providing the SANFL with essential certainty for the future.

The Commission would like to take this opportunity to thank Bendigo Bank for the business understanding and service levels it has already demonstrated in the early part of our partnership.

The partnership with Independent Grocers of Australia (IGA) as the new naming rights sponsor of the SANFL IGA League marked a successful first year of a three-year agreement, while the Seven Network and McGuire Media took our competition to new audiences, almost doubling the average television ratings achieved in 2013. 2014 marked the start of a new phase in the SANFL's partnership with Lion.

Lion's involvement also extends to sponsorship of the SANFL competition and the SANFL clubs, including pourage rights at the clubs, continuing a relationship that now spans more than 60 years.

The League's partnership with AAMI as naming rights sponsor of AAMI Stadium continued throughout 2014. The SANFL would like to acknowledge AAMI's tremendous support, which has been an important factor in enabling us to develop football at all levels over the past decade. The Government of South Australia, through the Office of Recreation & Sport, continued to provide valued support to the League.

Other major partners making a significant contribution to the League's operations in 2014 included Coca-Cola Amatil, McDonald's, Ford Australia and the Motor Accident Commission.

## SOUTH AUSTRALIAN FOOTBALL HALL OF FAME

The South Australian Football Hall of Fame welcomed ten new inductees in July.

They included Coleman Medallist and dual All-Australian Tony Modra, 2004 Port Adelaide premiership player Chad Cornes, dual All-Australian and John Cahill Medallist Matthew Primus and dual Adelaide Crows premiership player Tyson Edwards.

Former South Adelaide wingman and 1943 Richmond premiership player Lawrence Cahill, four-time Norwood premiership player Philip Gallagher, nine-time Central District premiership twins James and Chris Gowans, North Adelaide premiership player and Adelaide premiership assistant coach Darel Hart and celebrated umpire Tim Pfeiffer were also recognised for their achievements with induction.

## COMMISSION AND EXECUTIVE MOVEMENTS

In October 2014, the SANFL welcomed Jake Parkinson as its CEO, succeeding Leigh Whicker who retired from the SANFL after 30 years with the League.

Jake brought with him considerable commercial and leadership experience, having held a variety of senior roles with Lion.

While our highly regarded Chief Operating Officer John Lyons did not apply directly for the position, the Commission noted its pleasure that John would continue in his exemplary manner as our COO in support of Jake. At a Special Meeting of League Directors held on 11 March, John Olsen, Dion McCaffrie and Tom Zorich were each elected for a further three-year term.

In November, the Commission announced that highly-regarded business identity Peter Hurley had been appointed to the Board of the Adelaide Oval Stadium Management Authority, taking the place of Leigh Whicker. Peter joined Chairman John Olsen, Philip Gallagher and Dion McCaffrie as the SANFL-appointed representatives on the eight-member board, which also includes four SACA-appointed representatives.



His Excellency Rear Admiral Kevin Scarce AC CSC RANR concluded his long association as patron of the SANFL, a role he held since 2007 and relinquished at the conclusion of his appointment as Governor of South Australia in August 2014. It has been our privilege to have Kevin as the League's patron as a champion for our game, our culture and our football community.

The SANFL is delighted to welcome His Excellency the Honourable Hieu Van Le AO as the League's patron.

As we look to 2015, the SANFL will continue to drive game development of football in South Australia, delivering the critical programs and services that underpin our great game throughout the community and provide the pathway to elite football.

Everyone - from development and coaching staff through to the executive team and Commissioners – should be proud of what we've achieved and where we are headed.

## ACKNOWLEDGEMENTS

In December, the SANFL farewelled one of its longest serving and most loyal employees with the retirement of Leigh Whicker AM.

Leigh joined the SANFL in 1981 and served as General Manager (CEO) since 1984 and Executive Commissioner since 1990 and will forever be remembered as a key component of the SANFL's success over the past 30 years.

In partnership with Max Basheer AM, he was crucial in the formative years of AAMI Stadium (then Football Park) and the introduction of the State's two AFL teams. More recently, he was fundamental in protecting the interests of the SANFL in the move to Adelaide Oval and served as the inaugural CEO of the Adelaide Oval Stadium Management Authority.

Leigh's legacy to football stands as a proud testament to his passion, his commitment and his energy. He can indeed say that he left the game better than he found it, and the South Australian football community is fortunate to have had the services of arguably the best administrator in the game.

The Commission wishes Leigh the very best in his retirement.

**The Hon. John Olsen AO**

SA Football Commission Chairman and SANFL President

**Leigh Whicker AM**

SA Football Executive Commissioner and SANFL General Manager



**THE HON.  
JOHN  
OLSEN AO**

**SA Football Commission  
Chairman and SANFL  
President**

### 2014 Committees

SANFL Finance Committee  
SANFL Audit Committee  
SANFL AAMI Stadium Development Committee (Chairman)  
SANFL Land Development Evaluation Committee  
SANFL Remuneration Committee (Chairman)  
Adelaide Oval SMA Board (Chairman)

- 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 2007.
- 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.



**LEIGH  
WHICKER  
AM**

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

### 2014 Committees

SANFL Finance Committee  
SANFL Audit Committee  
SANFL AAMI Stadium Development Committee  
SANFL Land Development Evaluation Committee  
SANFL Remuneration Committee  
SANFL Strategic Planning Committee  
SA Football League Constitution Review Committee  
Adelaide Oval SMA Board (Company Secretary and Executive Director)

- 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 \$11 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.
- Awarded Member of the Order of Australia AM in 2013.



DAVID  
SHIPWAY

**SA Football  
Commissioner  
Deputy Chairman**

#### 2014 Committees

SA Community Football Board (Chairman)  
SANFL Football Committee  
SANFL Remuneration Committee  
SANFL Life Members Committee

- Appointed as a member of the SA Football Commission in 1997
- Appointed SA Football Commission Deputy Chairman in May 2012.
- Appointed Chairman of the inaugural Community Football Board in 2009.
- 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.
- 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.
- Awarded SANFL Life Membership in 2008.
- Awarded an AFL Merit Award in 2010 for outstanding service to Community Football.



PHILIP  
GALLAGHER

**SA Football  
Commissioner**

#### 2014 Committees

SANFL Finance & Audit Committee (Chairman)  
SANFL Salary Review Committee  
SANFL Land Development Evaluation Committee  
Adelaide Oval SMA Board  
Adelaide Oval SMA Finance Audit & Risk Committee (Chairman)

- Member of the SA Football Commission since 2000.
- Chairman of the SANFL & Adelaide Oval SMA Finance Audit & Risk Committees from 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.
- Inducted into the SANFL Hall of Fame in 2014.
- Philip has been in private practice as an accountant since 1975.



DION  
McCAFFRIE

**SA Football  
Commissioner**

#### 2014 Committees

SANFL Football Committee (Chairman)  
SANFL Boundaries Commission (Chairman)  
SANFL Laws of Game Committee (Chairman)  
SANFL History Committee (Chairman)  
SANFL Licence Review Committee (Chairman)  
Adelaide Oval SMA Board

- Appointed a member of the SA Football Commission in February 2004.
- Chaired sub-committees reviewing the SANFL's underage structure (2008), the League Tribunal (2007, 2008 & 2012) and the SANFL Constitution (2012).
- Chairman of the SA Football Committee (from 2012).
- Chairman SANFL Boundaries Commission (from 2013).
- Chairman SANFL Laws of the Game (from 2013).
- Chairman of the SANFL History Committee (from 2014).
- Chairman of the SANFL Licence Review Committee (from 2014).
- Chairman of the SA Junior Council (2006 - 2012).
- Awarded SANFL Life Membership in 2005.
- SANFL League Director from 1993 – 2004.
- Chairman/President of West Adelaide Football Club from 1993 – 2004.
- Senior Partner of Andersons Solicitors.



TOM  
ZORICH

**SA Football  
Commissioner**

#### 2014 Committees

SANFL Football Committee  
SANFL AAMI Stadium Development Committee

- Appointed a member of the SA Football Commission in 2010.
- Central District Football Club Vice Chairman 1994 – 2010.
- Managing Director Zorich Group SA.
- Director Sportspower Pty Ltd 1996 – 2001.
- Director Associated Retailers Ltd Australia.
- Elected member for the Town of Gawler 2006-2010.

## 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 2014, the League Directors were **David Cavenett** (Central District), **Nick Chigwidden** (Glenelg), **Bohdan Jaworskyj** (North Adelaide), **Paul DiLulio** (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).





**RICHARD ALLEN**

**SA Football  
Commissioner**

**2014 Committees**

- SANFL Finance & Audit Committees
- SANFL Remuneration Committee
- SANFL Football Committee
- SANFL Boundaries Commission
- Appointed a member of the SA Football 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 1995, 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.
  - Member of the Institute of Public Accountants and a Fellow of the Tax Institute of Australia.
  - Served as the director of public accounting and tax agency firm, Allen & Co, since 1995.



**ANDREW KILLEY**

**SA Football  
Commissioner**

**2014 Committees**

- SANFL Brand Marketing Committee (Chairman)
- Appointed a member of the SA Football Commission in May 2011.
  - Founding partner of South Australian advertising company kwp!
  - Founder of BrandA Marketing and Communications
  - Chairman of The Kain Foundation. Member of Commercial Lawyers and the Carbine Club.
  - Previously involved with Adelaide Festival of Arts, The Heart Foundation, Thoroughbred Racing SA and Norwood Football Club.



**PHILIP DUVAL**

**SA Football  
Commissioner**

**2014 Committees**

- SANFL AAMI Stadium Development Committee
- Adelaide Oval SMA Board (Alternate Director)
- Appointed a member of the SA Football Commission in July 2011.
  - Managing Director of property advisory firm Realtycorp Property Solutions.
  - More than 35 years of experience in property consulting, along with tertiary qualifications in Valuation and Town Planning.
  - Served as Deputy Chairman of the NT Government's Land Development Corporation, 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.



**SIMON RODGER**

**SA Football  
Commissioner**

**2014 Committees**

- SANFL Junior Football Council (Chairman)
- SANFL Brand Marketing Committee
- Adelaide Oval SMA Board (Alternate Director)
- Appointed a member of the SA Football Commission in March 2013.
  - Played more than 350 games of SAAFL Football with Adelaide Lutheran Football Club, former President and current Vice Chairman Adelaide Lutheran Sports Club.
  - Life member of SA Amateur Football League.
  - CEO and Partner of Johnston Grocke, Chairman Lutheran Community Care and business consultant specialising in strategic planning and risk management.
  - Bachelor of Economics from the University of Adelaide and member of the Institute of Chartered Accountants.

SANFL EXECUTIVE MANAGEMENT



**Leigh Whicker AM**  
SA Football Executive Commissioner and  
SANFL General Manager



**Neal Matotek**  
Chief Financial Officer



**John Lyons**  
Chief Operating Officer



**Chris Davies**  
General Manager, Football

2014 COMMISSION MEETING ATTENDANCE

COMMISSIONER	TOTAL OF ELIGIBLE MEETINGS	TOTAL OF MEETINGS ATTENDED
John Olsen	17	17
Leigh Whicker	17	15
Richard Allen	17	15
Philip Duval	17	17
Philip Gallagher	17	17
Andrew Killey	17	15
Dion McCaffrie	17	17
Simon Rodger	17	16
David Shipway	17	17
Tom Zorich	17	15





# FOOTBALL OPERATIONS





# FOOTBALL OPERATIONS

## Season 2014 was one of significant change as the SANFL ushered in a successful new era for South Australian football.

From the introduction of the league's 10th team – the Adelaide Football Club – to the competition returning to commercial television on Channel 7, the SANFL continued to enhance its long-standing reputation.

As SANFL crowds increased by an average of 200 people amid AFL football attracting an average of 16,000 extra fans to Adelaide Oval in 2014, so too did the exposure of the league in the first of a three-year deal with its new broadcast partner.

An average of more than 31,000 people tuned into Channel 7's Match of the Round in 2014, nearly double the ratings achieved each week last year. This culminated in an average of 130,000 watching the SANFL Grand Final with a peak audience in excess of 212,000 at the final siren.

These numbers are particularly encouraging considering 38,644 people attended the SANFL's Grand Final at Adelaide Oval. The largest Grand Final crowd since 1999 witnessed an outstanding display of football, with Norwood edging out Port Adelaide by just four points.

Congratulations to the Norwood Football Club for winning its third league premiership in succession, the first time the Redlegs have achieved this feat since 1887-89. With new coach Ben Warren at the helm, Norwood performed strongly in September by winning the Qualifying and Second Semi-Final en route to the title decider.

Sturt's Zane Kirkwood was a fitting winner of the 2014 Magarey Medal, becoming the 14th player from the Double Blues to win SA football's most prestigious individual award. This capped off a fine season for Kirkwood, who also won the 2014 Fos Williams Medal after being adjudged best afield in the West End State team's 22-point win against the VFL at North Port Oval in May.

The victory against the VFL was the third in succession for the SANFL under the tutelage of Michael Godden, who has since stepped down as coach.

The league expresses its thanks to Michael, for not only developing a winning culture with the West End State team but displaying great passion for South Australian football. The league would also like to thank Woodville-West Torrens for allowing Michael to continue his personal development through this program.

North Adelaide won its sixth Stanley H. Lewis Trophy as the best performed SANFL club across all grades while congratulations must also be forwarded to Woodville-West Torrens (Reserves), West Adelaide (Under-18) and Glenelg (Under-16) for winning the minor grade premierships.

With South Australia winning the AFL National Under-18 and Under-16 titles in 2014, the clubs' Centres of Excellence, and High Performance Manager Brenton Phillips are deserving of high praise for their work in preparing players for the carnival.

It was the first time South Australia won both championships in the same year, with four Under-18s – Jake Johansen, Billy Stretch, Harrison Wigg and Caleb Daniel – achieving All-Australian selection. A total of 17 SANFL-based players were selected in the 2014 AFL National and Rookie Drafts, highlighting the important role the SANFL plays in offering aspiring youth a pathway to elite level.

This was also illustrated in the SANFL's umpiring department, with league field umpire Eleni Glouftsis relocating to Melbourne after accepting an AFL scholarship while fellow field umpire Curtis Deboy was deservedly elevated to the senior AFL umpiring list.

An overall increase in participation across the state was encouraging for South Australian football, with more than 114,000 Croweaters now involved in our great game. It was also pleasing to record participation rises in the key areas of club participants, school participants and Auskick participants.

The league continued to be a pacesetter in the Diversity Programs space, with 14 talented indigenous trainees graduating from the 2014 Aboriginal Pathways to Excellence Program.

They will now progress to further employment and training after spending the past 12 months working at, and in conjunction with, the SANFL.

After a year of outstanding achievement amid a challenging environment, I would like to thank the SANFL's football operations team for its high standard of work. Coupled with the tireless efforts of every player, coach, umpire, volunteer, administrator and supporter across the state, they have ensured season 2014 was a great success.



# STATE LEAGUE

## Season 2014 was one of the most significant in the history of the SANFL's League Competition.

For the first time since Woodville and Central District were admitted in 1964, the League expanded to 10 teams with the SA Football Commission endorsing the entry of the Adelaide Football Club and the ability for all Port Adelaide AFL Listed Players to play for the Port Adelaide Magpies.

As a result of these changes, the fixture for the 2014 IGA League Season was restructured, with the Grand Final brought forward a fortnight to be played one week before the AFL's title decider.

The length of the minor round was shortened to 18 games with each team playing its opposition twice, once at home and once away.

Adelaide played all of its matches at away venues, hosting one match at Clare Oval against the Port Adelaide Magpies.

This resulted in the eight non-AFL aligned SANFL Clubs playing 10 home matches and eight away matches.

In formulating the 2014 fixture, the following considerations were taken into account:

- Maximising attendances.
- Maximising TV broadcast ratings (providing all clubs with one home game).
- Providing a fair and equitable draw.
- Clubs playing each other once before playing a team twice.
- Playing each opposition club once at home and once away (Adelaide twice at home).
- Where possible, avoiding the scheduling of SANFL matches at the same time as Adelaide and Port Adelaide's AFL fixtures.
- Avoiding a direct clash of SANFL matches with any AFL fixtures at Adelaide Oval.

In preparing the SANFL fixture, the league's annual marquee matches – such as Anzac Day, Good Friday and the Queen's Birthday - are given first priority.

Taking this into account, clubs are then asked to submit two requests for the season, with all endeavors focused on achieving each club's number one request.

Requests ranged from playing a home game on a long weekend to ensuring a club plays against specific opposition on a certain weekend in a certain timeslot.

Once all marquee matches are finalised, a computer program inputs the remaining matches to complete the fixture. Clubs are then asked to provide feedback on the first draft, with a number of changes made before its release in December 2013.

## SANFL 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 2014 were:

### SANFL Merit Awards

David Rowe – Sturt FC

Russell Pearce – Woodville-West Torrens FC

### SANFL Service Award

David Lang – Woodville-West Torrens FC

### SANFL Recognition of Service Award

Chris Smelt – Underage State Program

Brett Lovell - Underage State Program

### League Life Members

Glen Rosser

Ian White



# SANFL ATTENDANCE

## Finals Attendance

Final	2014	2013	2012	2011	2010
Elimination & Qualifying	12,147	5,866	7,126	9,192	11,449
1st & 2nd Semi Finals	13,431	9,248	10,284	11,443	13,162
Preliminary Final	8,079	5,221	5,328	6,518	8,342
Grand Final	38,644	36,685	29,661	25,234	34,355
<b>Total</b>	<b>72,301</b>	<b>57,020</b>	<b>52,309</b>	<b>52,387</b>	<b>67,308</b>

## 2014 Highest Attendances

				Away		
Club	Opponent	Round	Crowd	Opponent	Round	Crowd
Adelaide	Port	5	5,312	Glenelg	4	9,299
Central	Adelaide	3	3,337	Sturt	15	3,102
Glenelg	Adelaide	4	9,299	South	3	3,984
North	Adelaide	1	4,250	Norwood	4	10,014
Norwood	North	4	10,014	Port	17	4,199
South	Adelaide	14	6,196	Norwood	1	6,324
Port	Glenelg	3	3,984	Adelaide	9	3,138
Sturt	Eagles	4	3,898	Norwood	3	4,856
West	Norwood	9	3,101	Sturt	7	3,478
Eagles	Port	3	4,247	Sturt	4	3,898

## Home & Away Match Averages

Club	2014 Att	2014 Ave	2013 Ave	2012 Ave	2011 Ave	2010 Ave
Adelaide	61,777	3,432	-	-	-	-
Central	39,613	2,210	2,318	2,790	3,224	3,018
Glenelg	53,846	2,991	2,734	3,376	3,728	3,605
North	52,162	2,898	2,723	2,538	2,801	2,932
Norwood	63,279	3,516	3,511	3,913	4,663	3,939
Panthers	38,867	2,159	1,911	2,284	2,401	2,151
Port	58,158	3,231	2,989	3,068	3,547	3,238
Sturt	55,224	3,068	2,476	2,806	3,352	3,315
West	38,225	2,124	2,512	2,518	2,742	2,845
Eagles	46,275	2,571	2,406	2,632	2,663	2,615
<b>Total</b>	<b>507,426</b>	<b>2,819</b>	<b>2,620</b>	<b>2,880</b>	<b>3,236</b>	<b>3,073</b>

## 2014 Crowds In Excess of 4000

(10 games total in 2014)

Round	Match	Crowd
1	Norwood v Port	6,324
1	Glenelg v Sturt	4,344
1	North v Adelaide	4,015
3	Norwood v Sturt	4,856
3	Eagles v Port	4,247
4	Norwood v North	10,014
4	Glenelg v Adelaide	9,299
5	Adelaide v Port Adelaide	5,312
14	Port Adelaide v Adelaide	6,196
17	Port Adelaide v Norwood	4,199
<b>Total</b>		

## Home Match Averages

Club	2014 Att	2014 Ave	2013 Ave	2012 Ave	2011 Ave	2010 Ave
Adelaide	5,312	-	-	-	-	-
Central	20,898	2,090	2,122	2,609	3,302	3,143
Glenelg	33,411	3,341	2,800	4,009	4,050	4,191
North	25,460	2,546	2,648	2,412	2,817	2,408
Norwood	41,062	4,106	4,032	4,514	4,752	4,199
Panthers	20,502	2,050	1,826	2,040	2,283	2,249
Port	29,303	3,256	2,942	2,752	3,304	3,051
Sturt	31,666	3,167	2,541	2,655	3,204	3,097
West	20,264	2,026	2,332	2,228	2,837	2,975
Eagles	25,835	2,584	2,374	2,706	2,573	2,346
<b>Total</b>	<b>253,713</b>	<b>2,796</b>	<b>2,624</b>	<b>2,880</b>	<b>3,236</b>	<b>3,073</b>







# THE PREMIERS



## SANFL IGA LEAGUE GRAND FINAL

Norwood clung on to win its third premiership in succession, edging out Port Adelaide by four points in a classic SANFL IGA League Grand Final at Adelaide Oval on Sunday September 21.

Displaying great poise and experience during a tense final term, the Redlegs claimed their 30th flag with an outstanding team performance.

In front of the largest crowd at an SANFL Grand Final in 15 years, Ben Warren's charges created history by becoming the first Norwood outfit to win three flags in succession since 1887-89.

Norwood captain Kieran McGuinness, playing his last game for the club, showed tremendous poise in defence while also receiving great support from unheralded Andrew Kirwan, who collected his third premiership medal in his 50th league match.

In attack, Simon Phillips was very lively to kick three goals while also applying great defensive pressure as Liam Davis and Michael Newton controlled the air.

Port skipper Steven Summerton put up a strong performance for his beloved Magpies, gaining important touches late in the game to finish with 25 disposals and eight marks. The Magpies, seeking their first premiership since 1999, were extremely brave after coming from a 22-point deficit at the first break but in the end, the Redlegs' experience proved decisive.

<b>Norwood</b>	<b>5.1 7.7 11.8 12.10 (82)</b>
<b>Port</b>	<b>1.3 6.7 10.10 11.12 (78)</b>

**BEST – Norwood:** Panos, McGuinness, Baulderstone, Smart, Phillips, Webber, Allan, Kirwan.

**Port:** Summerton, Mitchell, Newton, Krakouer, Clurey, Stevenson, Gray.

**GOALS – Norwood:** Phillips, Davis 3, Newton 2, Panos, Bartlett, Baulderstone, Donohue.

**Port:** Krakouer 3, A. Young, Shaw 2, Summerton, Hitchcock, Mitchell, Amon.

**UMPIRES** – C. Deboy, T. Medlin, A. Crosby.

**JACK OATEY MEDAL** – Matthew Panos (Norwood)

**CROWD** – 38,644 at Adelaide Oval.

## JACK OATEY MEDAL

Norwood midfielder Matthew Panos, who was a tower of strength in the centre square, was a fitting winner of the 2014 Jack Oatey Medal.

Panos, playing in his first Grand Final, exploded when it mattered most to tally 28 disposals and a match-high 12 clearances as he got his team moving at the stoppages. The former Western Bulldog – who missed the 2013 title-decider with a hamstring injury – joined fellow Redlegs Dean Terlich and Brett Zorzi in winning the past three Jack Oatey Medals.

## RESERVES GRAND FINAL



**Woodville-West Torrens won back-to-back Reserves premierships after outclassing Sturt by 16 points in the 2014 Grand Final at Adelaide Oval.**

Leading at every change, the Eagles held on in the last term despite finishing the match with just 19 fit men having lost Tasman Fitzgerald and Jack Muirhead to injury.

A devastating third term set up the win for the Eagles, kicking 4.5 while the Double Blues were held scoreless.

Former Crows rookie Sam Martyn earned the Bob Lee Medal as best-on-ground, finishing with 27 disposals, 11 marks and five inside 50s as he used his aerobic capacity to the Eagles' advantage.

<b>Eagles</b>	<b>4.5   6.10   10.15   10.17 (77)</b>
<b>Sturt</b>	<b>1.1   5.4   5.4   9.7 (61)</b>

**BEST** – Eagles: Martyn, Poole, Rowntree, Woods, Appleton, Rowland, Muirhead. Sturt: Hurley, Matsen, Penfold, Lienert.

**GOALS** – Eagles: Culley 3, Whittlesea, Summerton 2, Rowntree, M. Raymond, Press. Sturt: Vitkunas 2, Hurley, Lienert, Matsen, Penfold, Carey, Rose, Taggart.

**UMPIRES** – E. Glouftsis, D. Sobieraj, M. Sboro.

**BOB LEE MEDALLIST** – Sam Martyn (Eagles)

## MACCA'S CUP GRAND FINAL



**West Adelaide completed a stunning rise to win the 2014 Macca's Cup Grand Final by 35 points against Woodville-West Torrens on Friday September 19.**

Despite just edging into fifth place on percentage at the end of the minor round, the Bloods defied the odds to win four successive finals en route to claiming the Under-18 crown at Gliderol Stadium.

Seemingly out of the contest while trailing by 19 points at the first change, West responded to kick 11.6 to the Eagles' 1.12 across the next three quarters.

Led by Alan Stewart Medallist Sam Durdin in the ruck, the Bloods' efficiency with the football proved too much for last year's premier to overcome.

<b>West</b>	<b>2.6   6.7   10.9   13.12 (90)</b>
<b>Eagles</b>	<b>6.1   6.5   6.9   7.13 (55)</b>

**BEST** – West: S. Durdin, Snelling, Ahmat-Watkins, Brind, Munn, Agostino.

Eagles: Minney, Gaffney, Hayes, Blumson, Jolly, Enright.

**GOALS** – West: Ahmat-Watkins 5, Watchman 4, Brind, Haysman, Harris, Turner.

Eagles: Elfenbein 2, Enright, Minney, Comitogianni, Wilson, Hall.

**ALAN STEWART MEDALLIST** – Sam Durdin (West Adelaide).

## MACCA'S TALENT SHIELD GRAND FINAL



**Glenelg won the 2014 Macca's Talent Shield after overcoming Sturt by 25 points in the Under-16 Grand Final at AAMI Stadium.**

The Bays, who finished the minor round in third place, were led by a superb individual performance from key forward Corey May.

May kicked six of the Tigers' 11 goals to be joined by Jake Williams and Jonty Scharenberg on his team's best players list.

The Double Blues, who ran out of legs in the second half, were well served by Steven Slimming, Lachie Haysman and Luke Edmonds.

<b>Glenelg</b>	<b>3.3   6.6   9.6   11.11 (77)</b>
<b>Sturt</b>	<b>3.1   5.3   6.9   7.10 (52)</b>

**BEST** – Glenelg: May, Williams, Scharenberg, Dukalskis, Yeatman, Hosking.

Sturt: Slimming, Haysman, Edmonds, Coombe, Musolino, Kluske.

**GOALS** – Glenelg: May 6, McCreery 3, Lockwood 2.

Sturt: Powell, Musolino, Moore 2, Thiele.



# SANFL MAGAREY MEDAL



## MAGAREY MEDAL

Sturt midfielder Zane Kirkwood bolted out of the blocks to win the 2014 Magarey Medal.

Kirkwood, in his first season with the Double Blues, polled 29 votes to finish in front of South Adelaide's Joel Cross (20 votes), Norwood ruckman Sam Baulderstone and Port Adelaide captain Steven Summerton, who each polled 15 votes.

The 23-year-old was the 14th Sturt player to win the Magarey Medal, joining Unley greats such as Len Fitzgerald, John Halbert and Damian Squire in winning the prestigious individual award.

The former Magpie's sizzling start to the season resulted in him attracting 21 votes by the end of Round 11 before reaching his final tally by Round 15.



Winner of this year's Fos Williams Medal as best afield for the SANFL State Team, Kirkwood was rated as best-on-ground on seven occasions while also landing three second preferences.

2014 MAGAREY MEDAL VOTES		
Votes	Name	Club
29	Zane Kirkwood	Sturt
20	Joel Cross	South
15	Sam Baulderstone	Norwood
15	Steven Summerton	Port
14	Mitch Grigg	Adelaide
13	Matthew Panos	Norwood
12	Matt Crouch	Adelaide
11	Jay Shannon	North
10	Chris Schmidt	West
10	Cohen Thiele	North

## RESERVES MAGAREY MEDAL

North Adelaide rover Luke Teasdale won the 2014 Reserves Magarey Medal, polling 21 votes to cap a fine season in the centre square. Teasdale, who attracted six best-on-ground preferences, finished two votes in front of Norwood midfielder Kane Murphy. Eagles utility Travis Lane was placed third with 13 votes.



## POWERADE STAR SEARCH

Travis Schiller won the 2014 Powerade Star Search Award, making him the fourth Central District player in succession to be judged the league's rising star. The 20-year-old – recruited from the Nuriootpa Tigers – joined his brother Jarrod (2011), Paul Marschall (2012) and Josh Glenn (2013) in bringing the Powerade Star Search trophy to Elizabeth.



## KEN FARMER MEDAL

Woodville-West Torrens forward Michael Wundke joined an illustrious group when he won his third Ken Farmer Medal in season 2014.

Wundke, who kicked a total of 60 goals during the minor round, pipped South Adelaide's Brett Eddy by two goals to win the SANFL's leading goalkicker award.

"I've probably got lucky on a couple of occasions," said Wundke, who won Ken Farmer Medals with South Adelaide in 2011 and 2013.

"It will certainly be something I look back on in a few years and be very proud of."

Wundke now sits alongside Port Adelaide greats Tim Evans and Scott Hodges, as well as Sturt star Brant Chambers, who all won three Ken Farmer Medals.



## McCALLUM TOMKINS MEDAL

North Adelaide captain Jonathon Hayes claimed the 2014 McCallum Tomkins Medal as the best-and-fairest Under-18 player. The 18-year-old collected a total of 19 votes, attracting best-on-ground status in four matches to finish five votes ahead of West Adelaide's Blake Harris.



## MACCA'S CUP MVP

Central District midfielder Brendan Dew claimed the 2014 Macca's Cup MVP Award. In just his first season at Under-18 level, Dew kicked 21 goals from his 13 games in the midfield while also spending time at half-forward.



## STANLEY H. LEWIS TROPHY

North Adelaide won the Stanley H. Lewis Trophy, edging out Woodville-West Torrens as the SANFL's best performing club in 2014.

The Roosters finished with a total of 2375 points, just ahead of the second-placed Eagles on 2350 with Norwood placed third on 2250.

It was the sixth time the Roosters won the award, with their most recent successes coming in 2005 and 2006.

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

## R.O SHEARMAN MEDAL

Port Adelaide captain Steven Summerton thrived in his first season as captain, claiming the R.O Shearman Medal in 2014.

Summerton held off serious challenges from Magpies team-mate Ben Newton and Magarey Medallist Zane Kirkwood to win the award, which has been voted on a 5-4-3-2-1 basis by the SANFL coaches since its inception in 2000.

The medal is named after five-time Sturt premiership player and SA Football Hall of Fame member Bob Shearman.



# **SA FOOTBALL HALL OF FAME**



**The South Australian Football Hall of Fame enshrines those who have made a most significant contribution to the game of Australian Football.**

The SA Football Hall of Fame was established in 2002 when 114 outstanding individuals became inaugural inductees.

In 2014, ten individuals were inducted into this illustrious collection of football greats at the SA Football Hall of Fame presentation dinner held at Adelaide Oval on July 29.

Inductees are selected by the South Australian Football Hall of Fame Selection Committee, which currently comprises Max Basheer AM (Chairman), Laurie Argent, John Halbert AM MBE, Bob Hammond AM, Neil Kerley AM, Chris McDermott, Michelangelo Rucci and Bill Sanders.



## 2014 INDUCTEES

### **Lawrence W.D. Cahill** **Era – 1931-1960**

A South Adelaide premiership player, Cahill was a dashing wingman who displayed great skill with the Panthers from 1933 to 1947. A member of Richmond's 1943 VFL premiership side, Cahill played 11 matches for South Australia between 1936 and 1939. A two-time best-and-fairest winner with South, Cahill also won the Bay Sheffield foot race in 1936.

### **Philip Gallagher** **Era – 1961-1990**

A four-time premiership player with the Norwood Football Club, Gallagher featured in 292 matches while kicking 216 goals for the Redlegs between 1973 and 1986. Having also represented South Australia on eight occasions, Gallagher was an inaugural inductee to the Norwood Football Hall of Fame in 2006. The 1982 premiership captain was awarded SANFL Life Membership in 2010 and has served on the SA Football Commission since 2000.

### **Chad Cornes** **Era – 1991-**

The cornerstone of Port Adelaide's defence in its inaugural AFL premiership in 2004, Cornes played 239 AFL matches for the Power between 1999 and 2011. A dual All-Australian, the passionate backman finished his AFL playing career by playing 16 matches with Greater Western Sydney, where he is currently an assistant coach.

### **Tyson Edwards** **Era 1991-**

A dual premiership player with Adelaide in 1997 and 1998, Edwards was one of the club's most consistent players across 321 matches between 1995 and 2010. Runner up in the Malcolm Blight Medal as Crows best-and-fairest on three occasions, Edwards began his career as a small defender before developing into a fine midfielder. Awarded Life Membership at Adelaide in 2004, Edwards is currently a development coach at cross-town rival Port Adelaide.

### **Chris Gowans** **Era 1991-**

A nine-time premiership player with Central District, Chris Gowans registered 246 games and 332 goals for the Bulldogs between 2000 and 2012. A four-time SANFL State team representative, the consistent on-baller won two Jack Oatey Medals in 2003 and 2007 as well as the 2007 Bob Quinn Medal as best afield on Anzac Day.

### **James Gowans** **Era 1991-**

A nine-time premiership player with Central District, James Gowans tallied 245 games and 270 goals for the Bulldogs between 2000 and 2012. Winner of Central's 2003 best-and-fairest award, James Gowans also won the 2000 Jack Oatey Medal and 2002 Bob Quinn Medal. The rugged midfielder represented the SANFL State team on five occasions.

### **Darel Hart** **Era 1991-**

A dual North Adelaide premiership player, Hart played a total of 236 SANFL matches for the Roosters and Central District between 1980 and 1994. A two-time best-and-fairest winner at North, Hart claimed the Jack Oatey Medal after being judged best afield in the 1991 SANFL Grand Final. After hanging up the boots, Hart turned his attention to coaching where he guided North's league team 1993-95 and 2002-03 and was Malcolm Blight's assistant during Adelaide's 1997-98 AFL premierships.

### **Anthony Modra** **Era 1991-**

A cult hero throughout his career at the Adelaide Football Club, Modra thrilled the Crows' faithful while kicking 440 goals from 118 matches between 1993 and 1998. The high-flying forward was a five-time leading goalkicker for the Crows, which included a 129-goal haul in 1993 and the Coleman Medal in 1997. Known for taking spectacular marks, Modra was a three-time winner of AFL Mark of the Year.

### **Tim Pfeiffer** **Era 1991-**

A five-time winner of the prestigious Golden Whistle Award, field umpire Tim Pfeiffer officiated in 416 SANFL league games between 1991 and 2009. Also reaching the highest level to register 44 AFL matches between 1994 and 1997, Pfeiffer featured in 10 SANFL Grand Finals between 1994 and 2009 and officiated in five state matches between 1995 and 2002.

### **Matthew Primus** **Era 1991-**

A lion-hearted ruckman across 157 AFL matches with Port Adelaide and Fitzroy between 1996 and 2005, Primus began his career with SANFL club Norwood in 1994. Winning the Redlegs' best-and-fairest in 1995, Primus captained the Power between 2001 and 2005. A dual All-Australian in 2001-02, Primus won Port's best-and-fairest award in 2002.





West End State Coach - Michael Godden (L) with Captain Paul Thomas

**The West End State team displayed its true South Australian spirit to overcome the VFL by 22 points at North Port Oval on May 31.**

Trailing the Vics by 11 points six minutes into the final quarter, the SANFL side stood tall when it mattered most to kick six of the next seven majors.

As a result, West End State coach Michael Godden praised the determination of his charges who ensured they would win their third match in succession against the arch-enemy. "The importance of the game comes down to what you see in guys' eyes at three-quarter time," said Godden, who gained his third win in a row as SANFL coach.

"You have got 23 guys including Luke (Habel) as the emergency, who came together for a game which was going to go down to the wire. They huddled up really tight and they wanted this win really badly. "It just shows you that state footy for these guys, apart from winning a premiership, is their pinnacle."

Woodville-West Torrens pair James Boyd (30 disposals) and vice-captain Luke Jarrad (22 disposals) had an influence while their Eagles team-mate Wundke was the leading goalkicker for SA with six.

Adelaide's SANFL captain Ian Callinan (20 disposals and three goals) always looked dangerous in attack while Sturt's Kory Beard and North's Todd Miles did an admirable job of controlling the back six, along with Norwood vice-captain Jace Bode. For the VFL, Williamstown's Adam Marcon (29 disposals) won the Frank Johnson Medal as their best afield while former Norwood star Nick Lower came back to haunt his native state to collect 32 touches and eight clearances.

## FOS WILLIAMS MEDALLIST

Sturt midfielder Zane Kirkwood was outstanding through the midfield, gaining 30 disposals on his way to earning the Fos Williams Medal as the SANFL's best player on the ground.

"It's a great story for Zane," Godden said.

"To come out and do what he did at state league level means he's not only a good SANFL player, he has now gone above that."

**SANFL 3.2 7.5 12.7 18.10 (118)**  
**VFL 2.3 6.7 10.12 14.12 (96)**

**BEST – SANFL:** Kirkwood, Schiller, Boyd, Summerton, Beech, Bode, Wundke.

**VFL:** Marcon, Lower, Cain, Lockwood, Fleming, Meese.

**GOALS – SANFL:** Wundke 6, Callinan 3, Eddy, Summerton, Beech, McIntyre 2, Ryswyk.

**VFL:** Cain, Valenti, Rowe, Scipione, Clouston 2, Lower, Fleming, Cockie, Sherlock.

**UMPIRES** – Curtis Deboy (SANFL), Jack Edwards (VFL), Nick Brown (VFL).

**FOS WILLIAMS MEDAL** - Zane Kirkwood (Sturt)

**FRANK JOHNSON MEDAL** - Adam Marcon (Williamstown)

**At North Port Oval, Port Melbourne**

There were many highlights from an SANFL umpiring perspective in season 2014, headlined by the league recording its best recruitment rate.

In 2014, an 11.4 per cent recruitment rate was a significant increase on the 5.5 per cent reported in season 2013. Aside from this outstanding result, three umpires – Eleni Glouftsis (Field), Curtis Deboy (Field) and Jason Moore (Boundary) – were elevated to AFL ranks after fine performances in the SANFL.

Glouftsis, who received national attention when she became the first female field umpire at state league level last year, has relocated to Melbourne after accepting an AFL scholarship. This came on the back of a promising season officiating at league level before umpiring her second Reserves Grand Final in succession.

Deboy, who claimed his second Golden Whistle Award in succession in 2014, deservedly was recognised with a place on the AFL's senior umpiring list for 2015.

Special tribute must be made to SANFL field umpire Michael Avon, who announced his retirement after making his league debut in 1995.

Avon, who also officiated in 179 AFL matches, appeared in four SANFL Grand Finals (1996, 1998, 2012 and 2013) across his 224-game SANFL career.

Experienced AFL boundary umpire Mark Thomson, who began his career in the SANFL, officiated in his fifth AFL Grand Final when Hawthorn defeated Sydney at the MCG.

## SEASON HIGHLIGHTS

### National Under 18 Championships Umpires

Field - Chris Cook, Eleni Glouftsis, Scott Hosking, Patrick Lally, Sam Lowe

Boundary - Sam Royans, Ben Sieben, Corey Watkins

Goal - Rhys Negerman, Steven Rypp

### National Under 16 Championships Umpires

Field – Nathan Hall, Sam Morgan

Boundary – Brayden Dixon, Martin Elsgood

Goal – Tom Fahey



### 2014 SANFL IGA League Grand Final Umpires

Field: Andrew Crosby, Curtis Deboy, Toby Medlin

(Emerg - Rowan Hundertmark).

Boundary: Tim Bryant, Matt Fallon, Jason Moore, Sam Royans

Goal: Peter Challen and Steven Paunovic (Matt Cummins)

## 2014 AFL UMPIRES

Field: Craig Fleer, Sam Hay (Rookies - Curtis Deboy, Leigh Haussen)

Boundary: Chris Bull, Jonathon Creasey, Mat Konetschka, Dillon Tee, Mark Thomson, Darren Wilson

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

## UMPIRING AWARDS

The following prestigious awards were presented at the 2014 Golden Whistle Awards held at AAMI Stadium in October.

**Golden Whistle (Best Field Umpire)** – Curtis Deboy  
**Silver Whistle (Best Boundary Umpire)**

– Jason Moore

**Goal Umpires Award** – Steven Paunovic

### Most Improved Awards

Field Umpire – Scott Hosking

Boundary Umpire – Ben Sieben

Goal Umpire – Steven Rypp

### Mark Posa Award

– **Most Outstanding Young Talent**

Rhys Negerman (Goal Umpire)

### Andrew Vickers Medallion

– **Coaches Award**

Michael Avon (Field Umpire)

### City of Charles Sturt Award

– **Outstanding Service to Umpiring**

Tony Checker (SANFL Umpiring Fitness Coach )



# TALENT DEVELOPMENT

## TALENT PROGRAM

The SANFL's Talent Program enjoyed an extremely successful year in 2014 as it continued to identify and develop talent through a recognised pathway allowing players to progress from primary school and junior club level through to senior SANFL and AFL football.

In 2014, the Talent Program's success was highlighted by South Australia winning the Under-18 AFL National Championship and Under-16 AFL National Championship for the first time in the same year.

## NAB AFL UNDER-18 CHAMPIONSHIPS

After winning its first Under-18 title since 1995 last year, South Australia backed up its success by claiming its second Under-18 crown in succession during May, June and July.

Coached by SANFL High Performance Manager Brenton Phillips, SA lost just one of its six matches as it displayed a great team-orientated brand of football throughout the tournament.

Despite losing to Victoria Metro in Game 4 at AAMI Stadium, the Croweaters turned the tables in the final match of the series by holding off their arch-rivals by just nine points at Simonds Stadium.

Four South Australians – captain Jake Johansen (Port Adelaide), vice-captain Billy Stretch (Glenelg), Caleb Daniel (South) and Harrison Wigg (North Adelaide) – were selected in the 2014 All-Australian Under-18 team.

Wigg, who was outstanding with his kicking skills across half-back, was handed the John Halbert Award as SA's Most Valuable Player.

Glenelg midfielder Alex Neal-Bullen won SA's "Player's Player" Award while fellow Tiger Billy Stretch claimed the Ron Coleman Best Team Man Award.

"It was really good for this playing group," SANFL High Performance Manager Brenton Phillips said.

"Each (playing group) is different but this playing group really ground it out. It probably didn't have the out-and-out stars but their ability to work through the contests, work to a game plan and adhere to instructions was outstanding.

"There's a very bright future in this group."

### GAME 1 - AAMI STADIUM

SOUTH AUSTRALIA 5.2 | 9.2 | 13.4 | 14.8 (92)  
WESTERN AUSTRALIA 1.4 | 4.5 | 6.9 | 8.13 (61)

#### GOALS

South Australia: Burton 5, Johansen, Gregson, Wigg, Gore, Rose, Wilkie, Read, Miller, Neal-Bullen  
Western Australia: Bevan 2, Anderson, Garlett, Hille, Pickett, Walsh, Frampton

#### BEST

South Australia: Gore, Johansen, Hamilton, Wigg, Burton, Durdin, Gregson  
Western Australia: Blakely, Keitel, Bevan, Garlett, Smith

### GAME 2 – AAMI STADIUM

SOUTH AUSTRALIA 1.4 | 4.7 | 6.15 | 9.21 (75)  
VICTORIA COUNTRY 5.2 | 6.4 6.4 | 8.5 (53)

#### GOALS

South Australia: Francis 2, Johansen, Hamilton, Gore, Gregson, Burton, Press, Durdin  
Victorian Country: Lamb, Dunkley, Lonie, Webb, Butler, Schache, Goddard, Skinner

#### BEST

South Australia: Ramsey, Johansen, Stretch, Hamilton, Spurling, Wigg, Hayes  
Victoria Country: Evans, Mathieson, Miles, Tucker, Parish, Butler

### GAME 3 – MEDIBANK STADIUM, PERTH

SOUTH AUSTRALIA 2.1 | 3.4 | 6.7 | 10.11 (71)  
WESTERN AUSTRALIA 2.2 | 5.4 | 7.9 | 9.12 (66)

#### GOALS

South Australia: Press 3, Johansen 2, Burton 2, Neal-Bullen 2, Hone  
Western Australia: Pickett 3, Keitel 3, Stewart, Cripps, Bevan

#### BEST

South Australia: Stretch, Hamilton, Durdin, Press, Wigg, Neal-Bullen, Johansen  
Western Australia: Giblett, Watson, Stewart, Keitel, Bevan, Winton, Pickett

## 2014 NAB AFL DRAFT

A total of nine South Australians were drafted in November's NAB AFL Draft. A further eight SANFL based players were selected in the 2014 Rookie Draft.

DRAFT	NAME	AFL CLUB	AIS	ACADEMY	SANFL CLUB
16	Sam Durdin	North Melbourne	2013/2014	2013/2014	West Adelaide
35	Harrison Wigg	Adelaide		2014	North Adelaide
37	James Rose	Sydney		2014	Sturt
39	Declan Hamilton	Western Bulldogs		2014	Port Adelaide Magpies
40	Alex Neal-Bullen	Melbourne		2013/2014	Glenelg
42	Billy Stretch	Melbourne	2013/2014	2013/2014	Glenelg
46	Caleb Daniel	Western Bulldogs		2013/2014	South Adelaide
46	Cory Gregson	Geelong		2013/2014	Glenelg
55	Dean Gore	Geelong		2013/2014	Sturt

## 2014 ROOKIE DRAFT

DRAFT	NAME	AFL CLUB	AIS	ACADEMY	SANFL CLUB
7	Josh Glenn	Gold Coast			Central District
14	Tom Read	Geelong		2014	Sturt
16	Nathan Krakouer	Port Adelaide			Port Adelaide Magpies
27	Keenan Ramsey	Adelaide		2014	Port Adelaide Magpies
41	Tom Fields	Carlton			South Adelaide
42	Keegan Brooksby	Gold Coast			South Adelaide
44	Anthony Wilson	Adelaide			Norwood
51	Johann Wagner	Port Adelaide			Central District

### GAME 4 - AAMI STADIUM

SOUTH AUSTRALIA 1.2 4.8 5.10 10.12 (72)  
VICTORIA METRO 3.4 7.4 10.6 13.8 (86)

#### GOALS

South Australia: Hone 3, Hamilton, Neal-Bullen, Press, Read, Spurling, Tahana, Wigg  
Vic Metro: Langdon 4, Payne 3, Wright 3, Brayshaw, Langford, Miller

#### BEST

South Australia: Wigg, Neal-Bullen, Hone, Johansen, Stretch, Gregson  
Vic Metro: Wright, Petracca, Brayshaw, De Goey, Langdon, Viojo, Vickers-Willis, Ellis

### GAME 5 – SIMONDS STADIUM, GEELONG

SOUTH AUSTRALIA 5.4 6.5 9.9 12.11 (83)  
VICTORIA COUNTRY 0.2 0.5 1.6 2.8 (20)

#### GOALS

South Australia: Daniel 3, Rose, Hone 2, Stretch, McLean, Gore, Read, Partington  
Vic Country: McCartin 2

#### BEST

South Australia: Daniel, Stretch, Wigg, Wilkie, Neal-Bullen, Hayes  
Vic Country: Miles, Mathieson, Marchbank, Drummond, Maishman, Capiron





# TALENT DEVELOPMENT



# COACHING

## NAB AFL Under-18 National Championship Results (Continued)

### GAME 6 – SIMONDS STADIUM, GEELONG

SOUTH AUSTRALIA	4.1 5.6 8.8 11.13 (79)
VICTORIA METRO	1.3 5.6 7.9 10.10 (70)

#### GOALS

South Australia: Hone 4, Daniel 3, Carey 2, Read, Rose  
Vic Metro: Laverde 3, Miller 2, Ahern, Moore, Payne,  
Castagna, De Goey

#### BEST

South Australia: Daniel, Hone, Neal-Bullen, Stretch,  
Rose, Carey  
Vic Metro: Laverde, De Goey, Petracca, Ahern, Miller,  
Brayshaw

## UNDER 18 ACADEMY

The Academy, which underpins the South Australian Under-18 team, was established by the SANFL and League clubs in 2000. This Academy helps identify and assist the development of talented Under-18 footballers while instructing players about the requirements for success at AFL level. A total of 55 footballers from across the state graduated from the Academy in 2014.

## NAB AFL UNDER 16 CHAMPIONSHIPS

South Australia won its third AFL Under-16 National Championship in five years, remaining undefeated on the Gold Coast in July. Coached by Darel Hart, the Croweaters recorded narrow victories against Victoria Metro and Victoria Country before edging out Western Australia in the final match of the tournament. SA Under-16 captain Jack Graham (North Adelaide) was adjudged the winner of the Norm Grimm Award as the Best Player for the carnival. Norwood's Darcy Pisani won the Dr Henry Kneebone Award for displaying respect and leadership while Sturt's Steven Slimming claimed the Ron Coleman Award as Best Team Man. Graham, Slimming and Glenelg's Jonty Scharenberg were accepted into the 2015 AFL Academy's Level 1 intake.

### GAME 1 – METRICON STADIUM

**South Australia 7.23 (65) d Victoria Country 8.9 (57)**

#### Goal Kickers SA:

Jake McCreery 2, Ben Jarman, Kym LeBois, Jake Comitogianni, Conor Noonan and Mitchell Carter

#### Best Players SA:

Jack Graham, Jake McCreery, Jonty Scharenberg, Lachlan Pascoe, Harrison Hawkins, Sam Walker, Steven Slimming

### GAME 2 – METRICON STADIUM

**South Australia 9.13 (67) d Victoria Metro 10.6 (66)**

#### Goal Kickers SA:

Mitchell Carter 4, Kym LeBois 2, Jake McCreery, Jack Graham, Jack Kluske

#### Best Players SA:

Lachlan Pascoe, Jack Graham, Jonty Scharenberg, Steven Slimming, Jack Kluske, Harrison Hawkins

### GAME 3 - SOUTHPORT

**South Australia 9.5 (59) d Western Australia 6.9 (45)**

#### Goal Kickers SA:

Mitchell Carter 3, Corey May, Ben Jarman 2, Kym LeBois, Jake Comitogianni

#### Best Players SA:

Jack Kluske, Lachlan Pascoe, Jonty Scharenberg, Dakota Nixon, Harrison Hawkins, Steven Slimming, Jack Graham

## STATE UNDER-15 CHAMPIONSHIPS

Squads of 25 players represented each League club's metropolitan and country promotional zones in the Under-15 Intrastate Championships. Minor round matches were played at League grounds earlier in the year.

In the July school holidays, Glenelg defeated North Adelaide by three points to win the Metropolitan Grand Final while West Adelaide defeated Glenelg by 13 points to claim honours in the Country Grand Final. Both matches were played at AAMI Stadium.

## SANFL UNDER-16 COUNTRY TALENTED PLAYER PROGRAM

The Country Talented Player program was introduced in 2011 to help identify and nurture the state's best regional talent. In 2014, 36 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.

## UNDER 17 AAMI YOUTH CHAMPIONSHIPS

The Under-17 Youth Championships help SANFL clubs identify players with the capacity to play consistently at Under-18, Reserves or League level in the future. Each League club's regional promotional zone was represented by a squad for the Championships which were held in July. Teams were divided into two divisions, with Woodville-West Torrens winning Division One and North Adelaide victorious in Division Two.



2014 Level 2 Coaching participants

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

#### In 2014:

- Level 1: 616 coaches (conducted by SANFL, League clubs and specialist schools)
- Level 2: 64 coaches (conducted by SANFL)
- High Performance (Level 3): 5 SA coaches (conducted by AFL)
- Reaccreditation (after four years): 203 coaches
- Total course attendees and re-accreditations: 879 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 discussions with educated mentors. Tailored courses are run in the APY Lands and other remote Aboriginal communities for coaches to gain qualification to coach in their regions.

The SANFL has assisted Henley and Heathfield High Schools through their Specialist Sports Programs to accredit Level 1 junior coaches.

## COACHES ASSOCIATION

There are 2424 coaches who are presently accredited as Level 1, Level 2, or High Performance in SA and from 1996 to 2014 inclusive, the SANFL has recorded the processing of at least 14,000 coaches in coaching courses at Level 1, 2 and High Performance.

The resources available for coaches have improved through the establishment of the AFL Game Development website, the AFL Community Club website, the SANFL website and a host of other private websites. There are also a number of DVDs and books that are endorsed by the AFL and SANFL.

## 2014 AWARDS

The 19th annual Coaches Association Dinner was held at AAMI Stadium on November 7. Norwood coach Ben Warren was announced as the SANFL League Coach of the Year.

A total of 60 Level 2 Coaching Course Certificates and 44 awards were presented to coaches representing country and metropolitan leagues, schools, female football and Centres of Excellence.

David Oatey, John Griffen and Corey Wingard were awarded Service Awards for their outstanding service to coaching.



Norwood Coach Ben Warren and SANFL High Performance Manager Brenton Phillips

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 representatives. Seventy people attended the 2014 Awards at the Naracoorte Football Club.



## NAB AFL AUSKICK

A 5.5% increase in elective participation was recorded in 2014, due in part to a wide spread promotional push through extra resourcing. On the back of this, extra support was provided to Auskick coordinators through advanced coaching courses.

South Australia's Auskick Ambassador – Rory Sloane - visited more than 3,000 Auskick participants across the state while National Auskick Ambassador – Shane Crawford - visited Port Lincoln and Whyalla, conducting super clinics in both regions which attracted more than 350 participants.

## IGA MINI LEAGUE

In 2014, more than 3,600 school-aged children enjoyed the opportunity to experience playing football during half-time of SANFL league matches. Each participant received a football, cooler bag, stickers, drink bottles, pencil case and ruler from IGA, the major partner of the Mini-League program.

## AFL SCHOOL AMBASSADORS

AFL School Ambassadors were again a strong focus for the SANFL's 2014 strategy to grow our game in SA schools. There was a 10% growth in AFL School Ambassadors across the state, taking the number of passionate football loving teachers to more than 600 for the first time in SA.

The SANFL provided significant support to the AFL School Ambassadors with newly-developed resources and education opportunities. Almost 200 teachers and school coaches attended SANFL professional development opportunities this year, including two new forums – a School Coach Education session and a Level 1 Coaching Accreditation Course, designed specifically for primary school coaches.

More than 20 schools received subsidies this year to help grow the support and promotion of Australian Football through goal posts, goal post padding and team guernseys.

## SAPSASA CARNIVAL

The 2014 SAPSASA State Carnival included 41 teams from across South Australia, with the Airport zoned team crowned the Division 1 champions.

In the Primary School Knockout competitions, Sacred Heart

Middle School won the Mark Mitchell Shield, Williamstown Primary School claimed the Norm Grimm Shield, while Marymount College received the SAPSASA Girls Shield.

The South Australian Under-12 SAPSASA Boys team put in a solid performance at the School Sport Australia Championships in Sydney, finishing third.

## SECONDARY SCHOOL FOOTBALL

Prince Alfred College (PAC) and Sacred Heart College (SHC) battled it out to be the top secondary school football team in 2014.

The honours were shared with PAC taking out the SAAS Open Football Competition, going through the season undefeated, while SHC fought back to win the Statewide Knockout Grand Final.

## MACCA'S NEXT STEP FOOTY EXPERIENCE

The SANFL welcomed McDonald's as its new naming partner for the Next Step Footy Experience, which was held at Adelaide Oval for the first time.

In 2014, more than 350 children between the ages of five and 15 experienced the new facilities at the redeveloped stadium, highlighted by the opportunity to play games on the main oval. A new feature to the program for children aged between nine and 15 saw participants engage in a Macca's Next Step football carnival held at Thebarton Oval.

## AFL 9S

AFL 9s competitions across metropolitan Adelaide continued to strengthen while five new spring competitions were also launched featuring an All Men's competition, an Over 35s competition and a Lunch Time City Corporate competition held in the parklands.

Adult participation numbers increased from 570 players in 2013 to 760 players in 2014 an encouraging 33 per cent increase on SA's spring competitions. In 2014, AFL 9s junior competitions were introduced for the first time around Adelaide in Modbury, Athelstone and Urrbrae. A total of 174 players registered in the first year, with another 1,000 children experiencing an AFL 9s program in schools.

## DIVERSITY

Throughout 2014, the Diversity department continued to achieve significant strategic growth. Critical to this was the careful monitoring of our community objectives and management of key relationships which resulted in significant improvement in all areas. With the majority of our programs linked to Commonwealth and State objectives, the SANFL made a wide impact promoting the benefits of football as the ultimate mechanism for well-being, education, talent, and leadership opportunities.

## INDIGENOUS PROGRAMS

### Traineeships

The SANFL conducted a highly-successful Indigenous Traineeship Program with the employment and transitioning of 15 young Indigenous men and women into further education and employment. With a focus on leadership and resilience, our graduates progressed into working within the public service, education, health and natural resources, and tertiary studies.



## APY LANDS PROGRAMS

In 2014, the Far North West Senior Sports League continued to develop into one of the most successful and highly-regarded remote sporting competitions in Australia. Both the Football and Softball competitions comprised of nine teams with at least one team having a bye each week.

The Senior Sports League continued to be the most successful form of engaging Anangu in employment and schooling. Initial meetings have been held with the Far North West Sports League Combined Community Committee to discuss the viability of self-governance. The SANFL will assist with training, and will encourage Anangu to assume more responsibility for the administration of their Sports League.

Pukatja finished in fifth position on the football premiership table before storming home to be narrowly defeated in the Grand Final by Murputja by only two points. Both teams were exceptional as the temperature on Grand Final day soared to 37C.

The Softball Grand Final was a local Ernabella derby between Wintjangu and Pukatja. The teams painted their helmets and spent hours decorating their shelters before the commencement of the game. Much to the surprise of all spectators and players, the game was a draw and went to an extra innings decider. Wintjangu, the best team all year, eventually won by two runs.



Nelson Peters claimed his second Don McSweeney Medal as the best-and-fairest player of the Far North West Sports League while Kieran Roberts was runner-up. In the Softball competition, Martina Roberts was a clear winner of both the best-and-fairest award and leading run scorer trophy. Sabrina Campbell secured the runner-up best-and-fairest award.





## SANFL AND REMOTE SCHOOL ATTENDANCE

The SANFL manages programs across the APY Lands and the Far West Coast to help increase school attendance, using football and other sports as the chief mechanism. This new initiative is part of the Commonwealth’s Indigenous Advancement Strategy and Remote School Attendance Strategy. The SANFL has been instrumental in encouraging students to go to school by offering sport as the most lucrative and highly-prized incentive.

In the Far West, the SANFL has assisted teachers to deliver aspects of the Health and Physical Education program, providing community-based services with partnering health and recreation services. In the APY Lands, the SANFL worked within schools and with partners such as Skill Hire to monitor school attendance which ultimately confirms eligibility to play in the Far North West Sports League under a “No School, No Play” policy.

The SANFL and the Department for Education and Child Development have developed strong foundations in remote regions to further enhance the strategic target of increased school attendance along with a focus on health, wellbeing and alcohol/drug education. Partnerships have been established with a number of organisations to work with the SANFL in delivering programs to children with the key responsibilities of school attendance, health and wellbeing at the forefront. Sessions have been delivered by the Port Adelaide Football Club, Adelaide Football Club, Surf Life Saving, Surf Rescue, Gymnastics SA, Softball SA, Indigenous Hip Hop Projects, Basketball SA, District Health Services, Netball SA, Handball SA, Aboriginal Drug and Alcohol Council and the Office for Recreation and Sport.

The relationship between the SANFL, the schools and children is a strong one built on a philosophy of inclusion and input between the stakeholders to improve and refine the present programs. This ensured a measurable outcome was achieved with improvement sought for 2015.



SANFL Far West Programs Co-ordinator Ron Redford

## EAGLES CUP

For the first time in 2014, the SANFL partnered with the Woodville-West Torrens Football Club to host the Eagles Cup in Ernabella. The Eagles Cup brings together the best 18-25 year-old footballers in the APY Lands to play in a full length game. The best 22 players are selected from the game and form the APY Thunder team to play in the Aboriginal Lands Cup. Darren Hams (WWTFC Development Manager) and Don McSweeny OAM (SANFL Ambassador for Aboriginal Engagement) were the selectors for the Cup. The display of football was superb.

## ABORIGINAL LANDS CUP

The Aboriginal Lands Cup between APY Lands and Maralinga Tjarutja Lands, sponsored by Rio Tinto and Skill Hire, was the curtain raiser for the Port Adelaide v Essendon AFL clash played at Adelaide Oval in July. The education and career development during the week leading up to the Cup was critical to the event, resulting in the players visiting the Edinburgh RAAF base and Metropolitan Fire Service. Highlights included participation on the simulated rifle range, sitting in an F/A 18 Hornet and navigating the Hydraulic Fire Truck lift. In the match itself, APY Thunder proved too strong over the final two quarters to earn a 21-point victory. APY Thunder’s Anwar Young was voted best-on-ground as he was awarded the inaugural Gordon Naley Medal. Andrew Cox was named best for Maralinga. The event marked the 10th consecutive year of sponsorship from Rio Tinto. Rio Tinto’s support, and that of government and other non-government agencies, ensures the Aboriginal Lands Cup continues to be an important development tool for aspiring Indigenous footballers. The committee would like to thank all of the sponsors as we look forward to another successful event in 2015.

### Aboriginal Lands Cup Scoreboard

APY Lands	2-3	3-4	6-8	9-8 (62)
Maralinga	2-2	5-3	5-4	6-5 (41)

Best Players – APY – Anwar Young, Kupa Whiskey-Henry, Kieran Roberts, Warren George, Nelson Peters, Barry Colby  
Goal Kickers - APY - Hector Raymond 3, Kupa Henry, Barry Colby 2, Nelson Peters, Warren George.

Best Players - Maralinga – Andrew Cox, Michael Newchurch, Travis Dodd, Trevor Peel, Steven Benbolt  
Goal kickers – Maralinga – Vaughan Day 2, Kingsley Bilney, Steven Benbolt, Darryl Dudley, Travis Dodd

## APY LANDS COACHING COURSE

SANFL High Performance Manager Brenton Phillips and Robert Oatey delivered the first AFL Level One Coaching course in the APY Lands in April. The course attracted more than 20 players and coaches, with 10 receiving official accreditation in October. This was a significant milestone for the entire APY Lands community as it will be a program that will continue to develop into the future.

## U15 INDIGENOUS AFL KICKSTART & MULTICULTURAL AFL ALL NATIONS CHAMPIONSHIPS

The SANFL commenced trials for the Kickstart and All Nations team in February, with trial games against Woodville-West Torrens U16s, Flinders Park U16s and Woodville South U16s in the lead up to the championships. A squad of 22 players was selected for the Kickstart team and 12 players were selected to represent the All Nations team.

Both teams travelled to Coffs Harbour in NSW in the April school holidays to compete against the best U15 Indigenous and Multicultural boys from around Australia. The SA team attended seminars addressing issues such as the dangers of social media, drugs and alcohol in sport, high performance training and nutrition, taking instruction from AFL Legends Kevin Sheedy, Adam Goodes and Michael O’Loughlin.



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

On-field results were exceptional in 2014. SA’s Kickstart team became the first to defeat Western Australia since the inception of the championships in 2011. The boys also defeated Victoria, Northern Territory, Queensland and New South Wales to progress through to the preliminary final where they were defeated by Northern Territory by just two points. Former Crows and Central District fan favourite Eddie Hocking coached the team for the fourth consecutive year and for the first time, seven players were selected in the Flying Boomerangs Australian U15 Indigenous Squad:

- Nathan Kruger
- Xavier Cubillo
- Adam Nichaloff
- Tyrell Hocking
- Cameron Wild
- Mihali Lochowiak
- Elijah Satala

The All Nations team continued to improve throughout the championships. Although the All Nations side did not win a game, they were a determined group made up of players who had never played football before. The SANFL has continued to work with these boys throughout 2014. Robert Irra was selected in the AFL World Team to compete in the U16 National Championships after an outstanding carnival for South Australia. Tom Ellenbroek coached the team for the first year and forged a brilliant relationship with the team due to his employment as a teacher at the Adelaide Secondary School of English.

## U18 AFL FEMALE CHAMPIONSHIPS - MORETON BAY

The SANFL entered a team in the National U18 Female Kickstart championships for the second consecutive year. The team was extremely competitive throughout the carnival, matching it with Victoria and Western Australia and defeating Tasmania and New South Wales. Eddie Hocking was appointed coach of the team for the first time with Bronwyn Davey as his assistant. Four girls were selected in the Woomeras All-Australian team:

- Kyesha Christensen
- Angela Giles
- Zania Rice
- Carron Daveson

The girls were exposed to the same workshops as the Kickstart boys, learning a lot from the education seminars.

## BACHAR HOULI ACADEMY CAMP

The Bachar Houli Academy aims to identify up-and-coming young Multicultural football players from an Islamic background by fast-tracking their football development to an elite pathway. Based Baqeri from Woodville-West Torrens was selected as the 2014 South Australian Bachar Houli Scholarship recipient based on his performance in squad training sessions.

The experience at The Bachar Houli Academy included training sessions, seminars, specialised coaching, and draft camp testing held at the home of the Richmond Football Club, Punt Road in Melbourne.



Woodville-West Torrens player - Based Baqeri

## AFL COMMUNITY AMBASSADORS

The AFL Community Ambassadors program aims to engage Multicultural communities in South Australia by selecting volunteers to represent their communities and assist the SANFL to promote the game. In 2014, Jimmy Wilson, Aqueel Baqeri, Mal Thiel, Aseri Raikiwasa and Nichols Miller were appointed to these roles. All of our Ambassadors performed their roles diligently as great role models for the sport.



Jimmy Wilson and Aqueel Baqeri

## MULTICULTURAL UMPIRING ACADEMY

The MUA's aim is to introduce participants from newly-arrived South Australian populations to the basic rules and concepts of Australian Football, while acting as a field umpire. In its first year, interest was high with SANFL Diversity and Umpiring department staff working together to deliver high quality training to students. It has provided the SANFL with an invaluable platform with which to grow yet another product that provides inclusive activities to a variety of different people.

## NEW ARRIVALS PROGRAMS

New Arrival Programs introduce the game of football into schools which specialise in educating newly-arrived Australian children. Schools in the north and south were targeted with the support of Port Adelaide player and AFL Multicultural Community Ambassador, Alipate Carlile. The SANFL presented to more than 2,760 students, culminating in students travelling to Alberton Oval for a day filled with activities, cultural dance, food, and football matches. The MyFooty Program was offered at the Adelaide Secondary School of English, and ran for 10 consecutive weeks as a pre-requisite for All Nations selection.

## FEMALE FOOTBALL DEVELOPMENT

Female football progressed significantly in 2014 with the development of a plan linked directly to the AFL National Female Strategy. Programs to increase participation numbers, while creating the development of quality pathway processes for young girls through to State selection and the Female AFL draft progressed significantly. Female Football in South Australia recorded a steady year in terms of growth and participation. The largest success came from metropolitan Adelaide, with a new League taking shape in the Metro South region. A six team nine-a-side competition took place at the Kenilworth Football Club for U13 Girls from May until July. The South Australian Women's Football League (SAWFL) is now assisted under the guidance of the South Australian Amateur Football League (SAAFL), resulting in the introduction of a new U16 Girls competition consisting of seven teams. The SAWFL also became a two-division League in the Open Women's Competition, with the split allowing for a more even and sustainable future.

Congratulations to the following Premiers in 2014:

- Division 1 - Morphettville Park WFC
- Division 2 - Salisbury FC
- U18 Girls - Morphettville Park WFC
- U16 Girls - Salisbury FC

## SA WOMEN'S ALL STARS

The SANFL 'All Stars' program was initiated in preparation for the 2014 National Women's AFL Draft. The trial process took place over two weeks, with six well-known sporting personalities - including championship-winning Adelaide Lightning coach Jan Stirling, Woodville-West Torrens premiership mentor Michael Godden and former Richmond and Crows star Richard Tambling - on the selection panel. The best 44 Female Footballers in SA were selected to play against each other in the inaugural All Stars game played at Playford Alive Oval as a curtain-raiser to the Central District v Adelaide SANFL match. The game was filmed, with footage sent to both Melbourne Football Club and Western Bulldogs Football Club AFL selectors. In the 2014 Women's AFL Draft, Courtney Cramey was drafted by the Melbourne Football Club at pick No.24. Highly respected mentor Narelle Smith was selected by Melbourne Football Club as an assistant coach.

## NATIONAL CARNIVAL

Three State Teams represented South Australia at a National Carnival in 2014. The U18 Youth Girls travelled to Canberra in May where they competed in Pool B. The team finished third and had two players selected in the All-Australian Team. Congratulations to Sarah Allan and Shae Gundlach for their selections, following on from their selection in the U16 All-Australian Team the previous year.

## UNDER 16s

South Australia's U16 School Girls travelled to Sydney to compete in the National School Girls Championships. The team finished fifth overall, with three players selected in the All Australian Team; Brianna Walling, Jess Allan and Kyesha Christensen.



## AUSTRALIAN TEAM

For the second and final year, the AFL selected 12 of the most talented 16 year-olds in the nation to represent Australia in New Zealand. The Australian team spent the week in Auckland, training with the New Zealand Kahus as well as competing against them twice. Three South Australians were involved in the tour, with SANFL Female Football Coordinator, Emma Gibson, selected to travel as the trainer for the team. SA State Representatives Sarah Allan and Shae Gundlach finished off a successful year of elite football for SA by representing Australia. Shae Gundlach was also selected as best-on-ground for game two as voted by the New Zealand team.





# COMMUNITY FOOTBALL



## FROM THE COMMUNITY FOOTBALL LEAGUE CHAIRMAN

It has been a year of successes as noted in the report and these successes have come about due to the hard work and dedication of my fellow Community Football Board Members, our staff, the CFL Affiliated Leagues and Clubs, the Umpires, players and the many volunteers.

2014 was a year of change, we first saw the introduction of the Metropolitan Football Advisory Council (MFAC) and the Regional Football Advisory Council (RFAC), enabling both Metropolitan Football along with Regional Football to have representation on the SACFL Board, providing a greater voice to consider the strategic direction of Football in SA. The CFL farewelled Glen Rosser and welcomed Leeanne Grantham as Community Football Manager and later in the year Sarah Neal joined our small team. The SANFL farewelled long time CEO Leigh Whicker AM and welcomed Jake Parkinson as their new CEO, together with Adam Kelly as the newly appointed General Manager – Football.

The SACFL Board finalised and implemented the new Governance Structure, reviewed and implemented the APPS, and will continue to review the same going forward. We welcomed new Board members: Michael Wright and Robbi Cooter-Tims as independents, Trevor Holst and Shaun Ryan from the MFAC and Scott Duncan and Graeme Wandel from the RFAC. Once the full Board was appointed it held a board planning session to look at its future direction with ongoing strategic discussions to occur throughout 2015.

The SACFL is a not for profit organisation with revenue derived through sponsorship and other means, with these funds sent directly back into Community Football. In 2014 we were very conscious of the fact that the mining industry was going through some tough times and what that would mean for Corporate Sponsors BHP Billiton, therefore recognising the need to be wise in the use of our funds. BHP Billiton has been a wonderful supporter of Community Football however they will likely cease their involvement with us for 1-2 years. The carry forward funds will support the SACFL throughout 2015 with the need to secure new partnerships and grants during this time.



The Board, via a subcommittee which includes representation from Country Leagues and the Amateur League, are addressing the very important issue of amounts being paid to players which is threatening the future of many clubs. This is a big challenge requiring the support of all going forward with a new policy being formed during 2015, ready for implementation in 2016. The Board will also be examining setting up a foundation style fund to assist players, umpires, officials and their families when affected by tragedies.

Community Football is the life blood of our great game, with both social and political significance, the importance of encouraging participation in sport remains a key objective for all governments. The Board will continue to focus on providing resources and support to our affiliated leagues and clubs so they are healthy and vibrant and recognised as the premier sporting organisations in their communities.

I would like to acknowledge and thank everyone involved in Community Football throughout SA and thank you for your dedication. To our sponsors, we thank you sincerely and look forward to working with you all in 2015.

### David Shipway

CHAIRMAN - SA Community Football League

## FROM THE SA COMMUNITY FOOTBALL LEAGUE MANAGER

In 2014 we farewelled Glen Rosser a long serving member of not only the SA Community Football League but to football in SA. Glen is enjoying retirement and overseeing the building of a new home on the coast. Stepping into the position I can say I felt welcomed.

The League operated its financials well ensuring significant funds were used in support of its Affiliated Leagues and Clubs. Some funds have been carried forward for use in the early part of the 2015 financial year with grant opportunities circulated to Leagues in November/December 2014.

### Key achievements for 2014 were:

- Governance restructure to provide a greater voice to Community Football stakeholders, regional and metropolitan
- A review of the APPS after significant input by all stakeholders
- Positive results for all SACFL Partners including MAC who are now keen to increase awareness of its key road safety message through Community Football
- The redevelopment of the Port Augusta facility providing a fantastic home for football in the town and for our 2015 SA Country Football Championships
- The implementation of a subcommittee, with representatives from all key community football stakeholders, to address the issue of "player payments"
- Significant support to Affiliated Leagues and Clubs via the SACFL partnerships
- Agreement by all Leagues to increase the Quadriplegic and Paraplegic Insurance cover to \$1M
- Inclusion of new, experienced and highly skilled Board Directors to the CFL Board
- Broadened discussions with the SAWFL
- Port Lincoln Football Leagues successful bid to host an AFL NAB Cup game in 2015
- The hugely successful SA Country Football Championships in Kadina
- A win by the SA Country State team over our friends from the West
- The finalisation of the SACFL & SACA Facilities Audit supported by the Office of Recreation & Sport and prepared by Mr Jeff Dry of Oneighty Sports & Leisure Solutions

### I would like to acknowledge and thank the following;

- The Chairman David Shipway and the Board of the Community Football League
- The MFAC and RFAC Members
- The League Presidents and Secretaries
- All Community Football Leagues and Clubs, including their volunteers, umpires, coaches and players
- The SANFL for its support of the SACFL
- The Office of Rec & Sport
- The SACFL Partners who see the benefits of supporting not only Football but communities across the state
- And, the SACFL office staff, Kym Ireland and Sarah Neal, our Regional team; David Bradley, Todd Thorne, Craig Oliphant, Andrew Taheny, Ian Perryman, along with SANFL Development Officers Danijel Herbut, Paul Streatfield and Warren Ploenges

Challenges equal opportunity and there is no doubt that if we continue to communicate and work together on the challenges football will reap the rewards. We are here to provide support to our Affiliated Leagues and Clubs so they are healthy and vibrant to ensure they are recognised as the premier sporting organisations in their communities.

### In 2015 we will continue to focus on our vision in areas such as:

- Retention and training of Volunteers
- Best practise documents to assist in the operation of a Football Club and League
- Education in the area of Administration, Coaching and Umpiring
- Ongoing support for Football Trainers
- Addressing the payments made to senior players
- Greater focus on Women's Football
- The retention of players in our sport
- Junior development in conjunction with SANFL
- Marketing and Sponsorship
- Education

I look forward to working with you throughout 2015 and wish to thank you for your dedication to Community Football in SA.

### Leeanne Grantham

MANAGER - SA Community Football League



# COMMUNITY FOOTBALL

## KEY PARTNERSHIPS

### Motor Accident Commission

We acknowledge and thank the Motor Accident Commission (MAC) as the major partner of the SA Community Football League. Our partnership's objective is to reduce the number of incidents of serious injuries and deaths on country roads, aimed particularly at 18-30 year old males.



#### Key initiatives included:

- MAC SAPOL Safe Driving Seminars: seminars delivered to over 2,300 players and officials.
- Safe Driving Ambassadors: to actively promote the safe driving message in country Clubs across SA.
- In 2014 MAC sponsored the State Program including the MAC City V Country Challenge, the SA Country Championships and the State Country V WA State Country Games.

## SACFL FACILITY GRANTS

The following facilities grants were approved during 2014 from the fund sponsored by Australian Hotels Association SA and Clubs SA.

Football Club	Project	Total Cost	Grant
Balaklava	New Sprinkler System and Lighting	\$249,000	\$5,000
Blyth/Snowtown	Patron facilities & change rooms	\$50,000	\$2,500
Bordertown	Umpire Facilities	\$52,000	\$4,000
BBH	New Scoreboard	\$6,000	\$1,000
Crystal Brook	Player facilities upgrade	\$210,000	\$5,000
Gawler Central	Lighting upgrade	\$120,000	\$5,000
Goolwa/Port Elliot	Patron Facilities	\$6,000	\$1,000
Lameroo	Player Facilities upgrade	\$5,000	\$1,000
McLaren	Player Facilities	\$20,500	\$3,000
Paskeville	Increase water storage/irrigation	\$67,250	\$2,500
Plympton	Coaches/timekeeper box, scoreboard	\$21,500	\$4,000
Ports	Patron viewing	\$30,500	\$5,000
Strathalbyn	Redevelop Facilities	\$1,750,000	\$5,000
Wallaroo	Patron Facilities	\$14,000	\$2,500
Westminster OC	Player Facilities	\$14,200	\$3,500

## NAB INTRODUCER PROGRAM

Through the partnership with NAB, Clubs are paid 0.4% commission on loan referrals by leagues and clubs in 2014. The following clubs benefitted from this program.



Border Districts	Lameroo	Peake	BSR (NEFL)
Meningie	Ramblers (RMFL)	Burra Booborowie Hallett	Moonta
Roxby Districts	Central Yorke	Mypolonga	SMOSH West Lakes
Encounter Bay	Nairne Bremer	South Clare	Imperials (RMFL)
North Clare	Tailem Bend	Jervois	Onkaparinga Valley
Unley Jets	Kapunda	Paskeville	Uraidla
Kybybolite			

## BHP BILLITON EDUCATION GRANTS

The following Leagues and Clubs benefited from the BHP Education Grants which provided funding for education programs for volunteers including: Coaches, Sports Trainers and Umpires.



The following leagues and clubs were beneficiaries:

Adelaide Plains Football League	Kangaroo Island Football League	Proprietary Risdon Football Club
Athelstone Football Club	Kaniva Leeor United Football Club	Renmark Rovers Football Club
Athelstone Juniors Football Club	Kimba Districts Football Club	Reynella Football Club
Brahama Lodge Football Club	KNT Football League	Riverland Junior Football League
Barossa District Football Club	Kongorong Sportsmen's Club	RSMU Football Club
Barossa, Light & Gawler Football Association	Kowree Naracoorte Tatiara Umpires	SA Amateur Football League
Bridgewater Raiders Football Club	Kybybolite Football Club	SA Women's Football League
Burra Booborowie Hallett Football Club	Lobethal Football Club	SMOSH West Lakes Football Club
Cowell Football Club	Lock Football Club	Solomontown Football Club
Cummins Kapinnie Football Club	Loxton Football Club	South Gawler Football Club
Cummins Rambler Football Netball Club	Macclesfield Football Club	South Whyalla Juniors Football Club
Eastern Eyre Football League	Mallala Football Club	South Whyalla Football Club
Flagstaff Hill Football Club	Mid South Eastern Football League	Southern Districts Zone
Gaza Football Club	Mintaro Manoora Sporting Club	Southern Football League
Gepps Cross Junior Football Club	Modbury (Juniors) Football Club	Southern Flinders Football Club
Golden Grove Football Club	Morphettville Park Women's Football Club	Spencer Gulf Football League
Goodwood Saints Football Club	Mt Lofty District Football Club	Tasman Football Club
Great Flinders Football League	Mundulla Football Club	Torrens Valley Football Club
Greenacres Women's Football Club	Myponga Sellicks Football Club	United Football Club
Gumeracha Football Club	Naracoorte Football Club	Walkerville Juniors Football Club
Happy Valley Football Club	NEMJFA	Wayback Football Club
Hatherleigh Football Club	North Clare Football Club	West Gambier Football Club
Houghton Districts Football Club	North Gambier Football Club	Western Border Football League
Imperial Football Club	OSB/Lonsdale Football Club	Whyalla Football League
Ironbank Cherry Gardens Football Club	Padthaway Football Club	Willaston Juniors Football Club
Jervois Football Club	PHOS Camden Junior Football Club	Wunkar Football Club
Kalangadoo Football Club	Port Lincoln Football League	Yorke Peninsula Football League
Kangarilla Football Club	Port Lincoln Football League Umpires	

## AHRENS DEFIBRILLATOR GRANTS



The following League and Clubs received \$1000 grant from Ahrens for the purchase of a defibrillator during 2014

AFL Broken Hill	Kongorong Sportsmen's Club	South Gawler Football Club
Angaston Football Club	Lameroo Football Club	Thevenard Sports & Community Centre
Brighton Bombers Football Club	Lobethal Football Club	United Yeelanna Football Club
Cove Football Club	Naracoorte Football Club	Western Districts Football Club
Eastern Ranges Football Club	Nuriootpa Rover Football Club	Whyalla Football League
Kimba Districts Football & Netball Club	Penola Football Club	Wudinna United Football Club
Kingscote Football Club	Renmark Rovers Football Club	





# COMMUNITY FOOTBALL

## THOMAS FOODS INTERNATIONAL

All senior League medal winners including the SA Women's' Football League and SAAFL Divisions 1 & 2 received \$250 each from Thomas Foods International as part of their sponsorship of SA Community Football League. All winners are listed on page 43 of this report.



## SPONSORS

We would also like to acknowledge and thank our additional key sponsors for their valued support. Cool or Cosy | Hunt & Hunt Lawyers | Lion Nathan Australia | Pila Group



## AFL DEVELOPMENT GRANTS-TRANSFER FEES

AFL Development Grants totalling \$92,875 for players recruited to the AFL were made to Community Football Clubs, Leagues and Zone in 2014, with the following clubs receiving payments for their role in developing AFL players



Football Club		
Birdwood	Kenilworth	Port (SGFL)
Lobethal	PHOS Camden	Moonta
Blyth Snowtown	Athelstone	Tea Tree Gully
South Clare	Golden Grove	Broughton Mundoora
Booleroo Centre Melrose Wilmington	Payneham NU	Salisbury

## AFL FACILITIES DEVELOPMENT GRANT

The following grant from the AFL was approved during 2014.



Football Club	Project	Grant
Balaklava Football Club	Facilities Upgrade	\$20,000

## LICENSED SUPPLIERS

We would like to acknowledge the following Licensed Suppliers for Community Football:

### Playing Apparel Suppliers

Access Clothing , Grand Final Sportswear, JS Sports, Sandy Nelson Teamwear, Sports Bureau Australia, Sports Centre Viv Sports

### Wholesale Apparel

Dynamic Sports

### Sports Tape

IDM Sports, Medi Pro, Victor Sports

### Footballs

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

### Goal Posts

Pila Group

## SA COMMUNITY FOOTBALL AWARDS

At the annual SA Community Football League Awards Lunch held in October 2014 at West Adelaide Football Club, the following volunteers were presented with awards recognising their outstanding contribution to football in SA.

### SANFL Merit Award

Trevor Harmer	Spencer Gulf Football League
Robert Bache	Southern Football League
Terry Connolly	River Murray Football League
Jo Dean	Mid South Eastern Football League

### AFL Merit Award

Peter Kitschke	Northern Areas Football League
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### JLT Administrator of the Year

Brenda Tully	Great Flinders Football League
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## SA COUNTRY VS WA COUNTRY

The South Australian Country team hosted the State Country team from Western Australia at Alberton Oval on the 26 July. Results

**SA COUNTRY: 5.2 8.2 13.2 18.5 (113)**

**WA COUNTRY: 0.3 2.8 4.12 7.15 (57)**

**BEST—SA COUNTRY:** Sam Pfeiffer, Adam Jolly, Myles Warmington, Simon Berkefeld, Liam O'Neil, Joel Palmer

**GOAL KICKERS—SA COUNTRY:** Adam Jolly 7, Simon Berkefeld 2, James Lawton 2, Ben McIntyre 2, Myles Warmington, Brodie Murphy, Marcus Burdett, Jackson O'Brien.

**BARRY STRINGER MEDAL:** Sam Pfeiffer

**COACH:** Steve Lubcke, Assistant Coach: Matthew Dent

### SOUTH AUSTRALIAN TEAM:

Marcus Burdett	Willunga	GSFL
Jackson O'Brien	Angaston	BLGFA
Simon Berkefeld (VC)	South Gambier	WBFL
Nick Schmidt (VC)	Tanunda	BLGFA
Joel Palmer	Southern Flinders	NAFA
Liam O'Neill	Ramblers	RMFL
Nigel Osborn	CMS Crows	YPFL
Casey Carr	United Yeelanna	GFFL
Thomas Derham	Langhorne Creek	GSFL
Joel Kay	United Yeelanna	GFFL
Ben McIntyre	Penola	KNTFL
Reece Francis ( C )	Tasman	PLFL
Adam Jolly	CMS Crows	YPFL
Myles Warmington	Meningie	RMFL
Tyler Baldock	Jamestown	NAFA
Brodie Murphy	South Clare	NEFL
Aisea Raikiwasa	Imperials	RMFL
James Lawton	Angaston	BLGFA
Sam Pfeiffer	Ramblers	RMFL
Zac Fitzgerald	BSR	NEFL
Duncan Cragg -Sapsford	Nuriootpa	BLGFA





# COMMUNITY FOOTBALL



## SA COUNTRY CHAMPIONSHIPS

The 2014 MAC Country Championships were held in Kadina on the July 5 and 6. Six teams competed in a two pool round robin event. Murray South East won their first championship beating Eastern 18.7 (115) to 13.7 (85).

### 2014 AWARD WINNERS

#### PLAYER OF THE CHAMPIONSHIPS

(Don McSweeny Medal) - Liam O'Neil & Ben McIntyre (Murray South East)

#### COACH OF THE CHAMPIONSHIPS

(Bill Murdoch Medal) - Luke Duncan (Murray South East)

#### UNDER-21 PLAYER OF THE CHAMPIONSHIPS

Jack Kenny (Eyre Peninsula)

#### LEADING GOAL KICKER - James Lawton (Eastern)

#### UMPIRE OF THE CHAMPIONSHIPS

Stephanie Morrison (Southern Districts)

### TEAM OF THE CHAMPIONSHIPS

**F:** Matthew Tonkin (SD), James Lawton (E), Thomas Derham (SD)

**HF:** Myles Warmington (MSE), Zac Fitzgerald (C), Ben McIntyre (MSE)

**C:** Casey Carr (EP), Marcus Burdett (SD), Patrick Barrett (E)

**HB:** Nick Schmidt (E), Tyler Baldock (N), Aisea Raikiwasa (MSE)

**B:** Henry Whiting (N), Sam Pfeiffer (MSE), Joel Palmer (N)

**R:** Duncan Cragg-Sapsford (E), Reece Francis (EP), Jackson O'Brien (E)

**INT:** Michael Liebelt (C), Brodie Murphy (C), Simon Berkefeld (MSE), Dylan Mansell (C), Liam O'Neil (MSE),



## MAC CITY V COUNTRY CHALLENGE

In 2014, the 8th annual City v Country MAC Cup was held at Adelaide Oval for the first time. The City team was represented by players from the SA Amateur League and the Country Team was the 2013 Team of the Championships, selected from the six zone teams competing in the 2013 SA Country Championships held in Port Pirie, comprising representatives from the 24 Country Leagues in South Australia. The City team won the game, levelling the overall win-loss tally to 4-4.

### RESULTS

CITY 12.10 (82) def COUNTRY 7.9 (51).

**GOALS CITY:** George Hurley-Wellington 3, Scott Burnett, Nick Wark, Charlie Rae 2, John Boxer, Trent Heffernen, Sam Tonkes.

**COUNTRY:** Jackson O'Brien 2, Simon Berkefeld, Matthew Hodge, Tyson Wait, Rowan Prior, Brodie Murphy.

### BEST PLAYERS CITY:

Dale Armstrong (Bill Botten Medal), Hayden Martinello, Josh Rosenthal, Brock Castree, George Hurley-Wellington, Josh Hand.

**COUNTRY:** Jackson O'Brien (Peter Kitschke Medal), Simon Berkefeld, Nick Schmidt, Joel Montgomerie, Ray Jaensch, Rowan Prior.

**Country Coach** – Andrew Michael

**City Coach** - Bob Cross

## COMMUNITY FOOTBALL LEAGUE RESULTS

LEAGUE	GRAND FINAL SCORES	MEDALLIST
Adelaide Plains	Hamley Bridge 16.13.109 v Mallala 17.5.107	Toby Stribling (Hamely Bridge)
Barossa Light & Gawler	Gawler Central 20.12.132 v South Gawler 14.14.98	Daniel Stanley (Gawler Centrals)
Broken Hill	South 13.14.92 v North 7.7.49	Jordon Johns (South)
Eastern Eyre	Eastern Ranges 10.12.72 v Kimba Districts 13.7.85	Jesse Kemp (Kimba Districts)
Far North	Roxby Districts 17.7.109 v Hornridge 8.11.59	Matthew Lynch (Coober Pedy) & Tim Walsh (Olympic Dam)
Far West	Koonibba 18.16.124 v Thevenard 12.8.80	Lawrence Benbolt (Koonibba)
Great Flinders	United Yeelanna 19.4.118 v Cummins Ramblers 11.5.71	Xavier Watson (United Yeelanna)
Great Southern	Encounter Bay 6.6.42 v Strahalbyn 7.8.50	Rigby Barnes (Encounter Bay)
Hills Central	Uraidla District 10.13.73 v Echunga 14.9.93	Troy Edwards (Blackwood)
Hills Country	Mount Lofty 16.13.109 v Nairne Bremer 10.9.69	Sam Miles (Mount Lofty)
Kangaroo Island	Dudley United 9.9.63 v Parndana 5.4.34	Clayton Willson (Dudley United)
Kowree Naracoorte Tatiara	Padthaway 22.11.143 v Penola 13.10.88	Ben McIntyre (Penola)
Mallee	Border Downs Tintinara 17.9.111 v Peake 12.7.79	Hayden Thorpe (Lameroo)
Mid South Eastern	Kalangadoo 22.12.144 v Tantanoola 13.13.91	Clint Gallio (Mount Burr)
Mid West	West Coast Hawks 16.9.105 v Central Eyre 12.10.82	Jared Sampson (CEFC) & Dale Montgomerie (WCHFC)
North Eastern	RSMU 12.9.81 v Southern Saints 7.6.48	James Vandeleur (RSMU)
Northern Areas	Jamestown Peterborough 13.12.90 v Crystal Brook 13.7.85	Darren Hughes (Orroroo)
Port Lincoln	Mallee Park 13.5.83 v Tasman 18.14.122	Kynan Betts (Mallee Park)
River Murray	Meningie 15.17.107 v Ramblers 7.7.49	Brian Fenton (Meningie)
Riverland	Barmera Monash 10.10.70 v Waikerie 15.14.104	Tim Bevan (Waikerie)
Riverland Independent	Moorook Kingston 12.11.83 v Blanchetown Swan Reach 8.9.57	Terry Packer (Moorook Kingston)
SAAFL Div 1	Rostrevor OC 7.7.49 v Goodwood Saints 14.10.94	Craig Holm (Rostrevor OC)
SAAFL Div 2	Payneham NU 15.11.101 v Sacred Heart OC 13.6.84	Angus Twopeny (Scotch OC) & Fraser Marshall (Walkerville)
SAAFL Div 3	Modbury 12.9.81 v Unley Mercedes Jets 8.18.66	Luke Walsh (Seaton Ramblers)
SAAFL Div 4	Golden Grove 15.17.107 v Salisbury West 9.4.58	Mark Rowe (Salisbury West)
SAAFL Div 5	Westminster OS 15.9.99 v North Haven 7.6.48	Ben Bamford (Greenacres)
SAAFL Div 6	Blackfriars OS 23.10.148 v Rosewater 9.15.69	Steven Cooper (West Croydon)
SAAFL Div 7	Smithfield 24.14.158 v Adelaide University 9.13.67	Ian Bellman (Smithfield) & Dave Keetch (Houghton Districts)
SAAFL Div 8	Prince Alfred OC 8.7.55 v Golden Grove 6.8.44	Jake Tonkin (Golden Grove)
SAWFL Div 1	Morphettville Park 4.10.34 v West Adelaide 3.3.21	Michele Reid (Greenacres)
SAWFL Div 2	Morphettville Park 2.1.13 v Salisbury 13.18.96	Danielle Stewart (Modbury)
Southern	Noarlunga 10.7.67 v Reynella 9.9.63	Michael Shearer (Flagstaff Hill)
Spencer Gulf	West Augusta 7.11.53 v Solomontown 8.10.58	Richard Giles (Proprietary Risdon)
Western Border	North Gambier 17.13.115 v West Gambier 12.14.86	Dylan Ayton (CSFC) & Richard O'Grady (NGFC)
Whyalla	North Whyalla 18.16.124 v West Whyalla 3.4.22	Sam Flanagan (North Whyalla)
Yorke Peninsula	CMS Crows 10.12.72 v Paskeville 15.9.99	Dylan Mansell (Moonta)



# COMMERCIAL OPERATIONS







# COMMERCIAL OPERATIONS



# ENCORE GROUP

The 2014 year was full of challenges, with the focus being on the SANFL's first seven months of our licence at Adelaide Oval and the closedown of the AAMI Stadium operations.

The Commercial Team worked closely with the Stadium Management Authority and our Partner SACA to maximise revenue streams from our Adelaide Oval assets.

Given the outstanding AFL attendances which were in excess of our forecast, all our income lines were achieved and in some cases exceeded. It was a pleasure to work in unison with the SMA team for the first time in 2014 and we look forward to continuing our successful relationship in the future.

The closedown of AAMI Stadium has continued to be a major task and we continue to review revenue stream options at the venue.

Part of this included a major review of the Encore Group Operations which was completed mid-year. Due to various complex issues, it was decided to close down the catering operations which will be effective on March 31, 2015.

The SANFL has conducted catering operations since 1974 and the closedown of this division, whilst inevitable, is a closure of a significant asset which in most years has delivered the organisation at least 50% of its revenue. The dedication of the current staff is exemplified by the fact that they are all continuing to the last day of operations.

Our Corporate Operations Team have continued to deliver revenue streams above budget and secured ongoing and new partnerships with major sponsors. A challenge for the team was to secure sponsorship for the Channel 7 broadcast of the SANFL competition and the revenue streams were delivered by the division.

The SANFL declared a statutory profit of \$77.33m, however this included a number of one-off transactions that are detailed in the financial report that relate to moving AFL Football from AAMI Stadium to Adelaide Oval and the transfer of the AFL licences to the AFL and AFL Clubs. These transactions are one-off and have no cash impact.

SANFL achieved an increase in cash on hand of approximately \$1.34m.

Our employees have continued to be a focus with the

transition to Adelaide Oval and the success of the move and the retention of staff have been major positives in our overall operation.

I wish to acknowledge the retirement of long serving Executive Commissioner Leigh Whicker AM and the close working relationship I enjoyed with him for more than 30 years. Leigh was an outstanding servant of the game over that long journey and whilst we had many challenges, we also enjoyed major achievements over this long period. The most recent being the successful move of football from AAMI Stadium to Adelaide Oval.

In 2015, the Commercial Operations Team will continue to strive to deliver revenue streams which ultimately provide the source to deliver football competition and programs in this state.

## John Lyons

Chief Operating Officer



Monster Truck Max -D in action at AAMI Stadium Photo: Roger Thompson

**It proved to be a challenging year for the Encore Group and its staff as the SANFL's catering arm continued to undergo significant change.**

With a revised business structure in place for 2014, ongoing contracts and major events booked, the challenge was to ensure its viability post AFL at AAMI Stadium.

In December we started well, with our small team delivering a popular Bon Jovi concert, which attracted an attendance close to 50,000 people and a successful Adelaide 36ers season at the Adelaide Arena.

As the year progressed, a comprehensive review was conducted on all areas of the Encore business, with the initial decision for the Group to end its contractual arrangements with the Adelaide Town Hall as venue caterer.

As Encore Group's tenure at the Adelaide Town Hall came to a close, the function business at AAMI Stadium continued to face a competitive market, struggling to attract

new business and maintaining a positive return. As a result, the decision was made by the SA Football Commission to close the Encore Group on March 31, 2015.

In October, the Encore Group delivered the first Monster Jam event in South Australia, with a crowd of more than 30,000 people treated to an exciting display of heavy vehicles tearing up the track at West Lakes.

As the business comes to a close, the Encore team will deliver two final events to farewell AAMI Stadium with UK boy band One Direction performing in February and Round 4 of the NAB Challenge, featuring cross-town rivals Port Adelaide and Adelaide, taking place in March.

Finally, I would like to take this opportunity to thank all the staff of the Encore Group and the SANFL during this final year of operation.

## Justin Liu

Encore Group Manager





Channel 7 SANFL IGA League commentators: Mark Soderstrom, John Casey and Tim Ginever

The SANFL continued to be generously supported by the corporate sector in 2014. Many existing partnerships were renewed, and new partners included the Motor Accident Commission, RAA and BankSA, who came on board in support of broadcast matches on commercial television.

Lion (West End) continued its long term sponsorship of the SANFL as our "Major Partner", a relationship that spans some 60+ years. Coca-Cola Amatil also committed to continuing its partnership with the SANFL, another relationship that has been continuous across a similar period.

We were delighted the Ford Motor Company and McDonald's Australia continued to support the SANFL through their grassroots sponsorships, which include supporting our game development unit, elite pathways and teams. McDonald's provided \$80,000 worth of equipment to each of the three Metro Junior District League teams in 2014 – benefitting more than 450 teams across Adelaide's metropolitan area.

A sponsor for many years, IGA increased its commitment to the SANFL by becoming the naming rights partner of the senior competition in 2014. 'The SANFL IGA League' as it is now known had a breakout year, which included the

re-formatting of the competition to 18 rounds, introduction of the two AFL-aligned sides and the introduction of televised games on commercial TV.

Overall, the SANFL and its commercial partners enjoyed a positive year. Home-and-away match attendances increased by 7 per cent, and 26 per cent for the finals series. More than one million people watched the SANFL IGA League on Channel Seven, Seven Mate or Seven Two – which is more than double the previous year's viewership.

Channel Seven must also be thanked for their commitment to bringing SANFL matches back to commercial television. Whilst the overall viewership was an outstanding result for the competition, the additional advertising and promotion of nearly \$1m provided by Channel Seven ensured the SANFL and SANFL clubs received significant exposure.

The SANFL is very grateful for the support it receives from the corporate sector, and looks forward to working with these companies in 2015 and beyond - delivering better outcomes for all supporters of Australian Rules Football within South Australia.

**Jason Clark**  
Corporate Operations Manager

**The 2014 season marked another successful year between the SANFL and corporate South Australia. Amid a challenging economic climate, the League welcomed new partners MAC, BankSA and RAA, while maintaining the loyal support of long-term partners. These relationships are essential to the continued growth of Australian Football at every level - from juniors to the elite.**

The SANFL is proud to be associated with a prestigious group of corporate partners and thanks them for their support in 2014.

## MAJOR PARTNER

### LION AUSTRALIA



Lion's partnership with the SANFL has spanned 60 years (via the SA Brewing Company and the West End brand). As the League's major partner, Lion is involved across the breadth of SANFL events and activities, both as a sponsor and a supplier to the clubs. Lion's support of football is state-wide, extending to the Community Football League, throughout metropolitan and regional areas.

## NAMING RIGHTS PARTNER



**IGA**  
IGA extended its partnership with the SANFL in 2014, becoming the naming rights partner of the SANFL League competition. Along with the SANFL IGA League, IGA continued their support of the IGA Family Friendly Areas and Mini League.

The community-minded support of IGA ensures 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 bouncy castles. 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.



### AAMI

The League has been extremely fortunate to partner with AAMI for the past twelve years as naming rights sponsor of AAMI Stadium, the home of football in South Australia for 40 seasons.

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.

The SANFL is proud to continue the partnership moving forward, with AAMI retaining naming rights of AAMI Stadium until the end of 2015.

## PREMIER PARTNERS:

### COCA-COLA AMATIL



The SANFL's long relationship with Coca-Cola enjoyed another exciting year in 2014, 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 talented youngsters making their mark in League ranks.



### FORD AUSTRALIA

Each year, Ford Australia supplies vehicles that enable the delivery of junior development programs to more than 200,000 children across metropolitan and regional South Australia. The Ford Territory vehicles supplied cover great distances, transporting SANFL staff across the state, ensuring future growth of the sport in South Australia.



## MCDONALD'S

Season 2014 marked the sixth year of McDonald's association with the SANFL's Community Engagement 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 success at National level of both the McDonald's U16 and U18 State teams, the talent pathway remains strong for development of future AFL stars.

McDonald's support of junior football in SA continued in 2014, with the provision of match day kits for Metro Junior District Leagues teams. Kits included goal posts, footballs, coach's boards and football bags. These were provided to more than 450 teams within the Junior District Leagues across metropolitan Adelaide.

McDonald's, through the SANFL, also aided in skills development for children through promotional clinics, holiday coaching clinics, intra-school programs, carnivals and a 'Money Can't Buy' SANFL Grand Final experience.



## MOTOR ACCIDENT COMMISSION

The Motor Accident Commission came on board with the SANFL in 2014, as the organisation's naming rights broadcast sponsor. With the SANFL moving to the Seven Network in 2014, MAC secured the major sponsor rights to the weekly broadcast 'MAC Game of the Week'. Under MAC's partnership with the League, the SANFL clubs each nominated one player to become MAC Ambassadors, who featured in MAC's highly successful 'Game Changer' campaign.

## BROADCAST PARTNERS

### BANKSA

BankSA joined the League as Broadcast partner in 2014, providing viewers with the 'BankSA Trivia' spot within broadcast.

### IGA

IGA extended their naming rights support of the SANFL by signing up as a Broadcast partner, sponsoring the 'IGA Goal and Mark of the Week/Year'.

### RAA

RAA provided support to the SANFL Broadcast, by supporting the 'RAA Player of the Day', an in broadcast spot with viewers voting for their favourite player of the day via the official SANFL App.

## CORPORATE PARTNERS

- Burley
- Holden
- SATAB
- The Good Guys

## KEY SUPPLY PARTNERS

- Grand Final Sportswear
- ISC Sports
- JAX Sports
- BLK
- Burley Sekem
- Puma
- Sam Parkinson Marketing
- Sandy Nelson Teamwear
- Sports Centre
- Viv Sports

## Television

For the first time since 1992, the SANFL's MAC Game of the Week returned to commercial television with Channel Seven doing an outstanding job of providing a professional, informative and vibrant standard of coverage throughout season 2014.

Ratings increased significantly, with an average of approximately double the amount of viewers tuning in on a weekly basis compared to last season.

The Channel Seven coverage attracted an average in excess of 31,000 viewers per week, with 14 matches reaching an average of more than 30,000 viewers.

As many as 12 matches were broadcast on the Network's main station – Channel Seven, including the Grand Final which attracted an average of approximately 130,000 viewers including a peak in excess of 212,000 at the final siren.

The 2014 Grand Final was second only to the 2002 title decider between Sturt and Central which averaged 168,799 viewers in an era before the introduction of 10 digital channels.

Interactivity during the Channel Seven telecasts brought a fresh new look to the coverage, with viewers able to participate in trivia questions while also voting on the Player of the Match and the Mark and Goal of the Week, via the official SANFL app.

The SANFL thanks Channel Seven, McGuire Media and its telecast sponsors – Motor Accident Commission, IGA, RAA and BankSA - for a successful season in the first of a three-year agreement.

## Print

The SANFL received strong editorial support from The Advertiser/Sunday Mail and The Messenger throughout season 2014.

In the pre-season, The Advertiser not only printed an SANFL season guide lift-out but also published club posters for supporters to collect.

All three papers provided consistent coverage of matches throughout the year, particularly the finals series and for the Magarey Medal.

In November, The Advertiser and Sunday Mail covered the AFL National and Rookie Drafts from a South Australian perspective, profiling an SANFL player each day for three weeks.

## Radio

Community radio stations RPH Adelaide and LifeFM again led the broadcasting of the SANFL competition throughout the minor round, with the support of FIVEaa and ABC 891 during the finals series.

For the first time, Triple M joined all four stations in broadcasting the SANFL Grand Final.

More than 500 hours of match broadcast was aired by these five stations across the year. RPH Adelaide continued its popular League Teams show on Thursday nights while FIVEaa also featured the SANFL with a regular interview on Thursday evenings and a dedicated one-hour SANFL show each Sunday night. ABC Grandstand continued its broadcast of a regular SANFL show in 2014.

## ONLINE

### SANFL Website

The SANFL continued to build its online presence in 2014, chiefly through the popularity of the organisation's website. Overall Sessions (Visits) increased by 27 per cent from 2.1 million to 2.3 million in comparison to 2014. Unique users increased by 33 per cent, from 364,000 to 486,000 while total pageviews have increased by 18 per cent from 5.8 million to 7 million.

Through the assistance of Adelaide AV's Scott Fisher, the SANFL significantly increased traffic on its YouTube Channel through a variety of regular video clips throughout the season.

A total of more than 136,000 hits were recorded in 2014, almost double that of season 2013. While the amount of minutes watched on SANFL video content increased from 238,000 in 2013 to 461,000 in 2014.

The SANFL YouTube channel continued to grow which can be attributed to the production of frequent and engaging videos. The channel achieved 160,134 views with over 533,558 minutes watched in 2014.



#### Social Media

The SANFL increased social media engagement across platforms including Facebook, Twitter, Instagram and YouTube. At the close of year, the SANFL Facebook community size increased by 166 per cent and the number of Twitter followers increased by 25 per cent.

The implementation of a 'real time' social media newsroom at the SANFL IGA League Grand Final assisted with coordinating, sourcing and driving content through SANFL grand final clubs and partner's social media platforms. The newsroom was a first for the SANFL, with results achieving engagement rates higher than the industry average.

#### Official SANFL App

The Official SANFL App was developed and launched in March 2014 and achieved 32,000 downloads and over 1.2 million sessions across Apple and Android platforms. The App provides an interactive platform for fans to follow and engage with the SANFL. Key features of the App include the latest SANFL news and videos, live scores and player statistics, player profiles, interactive polling and club information.

#### Publications

Under the direction of editor Patrick Keam and production editor Cindy Ridgwell, the SA Football Budget continued as a must-have read for SANFL supporters in 2014.

Not only did it provide the team lists for each match, it published regular features and news stories as well as two weekly posters for fans.

The SANFL thanks the publisher of the SA Football Budget, Boylen, for its continued long-term support of the league.

#### SANFL MEDIA AWARDS

The SANFL would like to thank all of the media outlets for their submissions in the 2014 SANFL Media Awards.

Announced at a function on Thursday October 9, the winners of the 2014 SANFL Media Awards were as follows:

- Best Print News Story (open to individuals only) – Michelangelo Rucci (The Advertiser)
- Best Print Feature Story (open to individuals only) – Peter Cornwall (Adelaide FC website)

- Best Photographic Coverage (open to individuals only) – Deb Curtis (SA Football Budget)
- Best Radio Interview (open to individuals and organisations) – Lincoln Tyner/Deb Tribe (ABC Radio)
- Best Television News Coverage (open to individuals and organisations) – Channel 7
- Best Television/Radio Commentary or Broadcast (open to individuals and organisations) – Channel 7/McGuire Media
- Best Community Football Coverage (open to individuals and organisations) – Rod Morris (The Border Watch)
- Best Community Football Photographic Coverage (open to individuals only) – Emma Lee Pedler (ABC West Coast)

## MARKETING

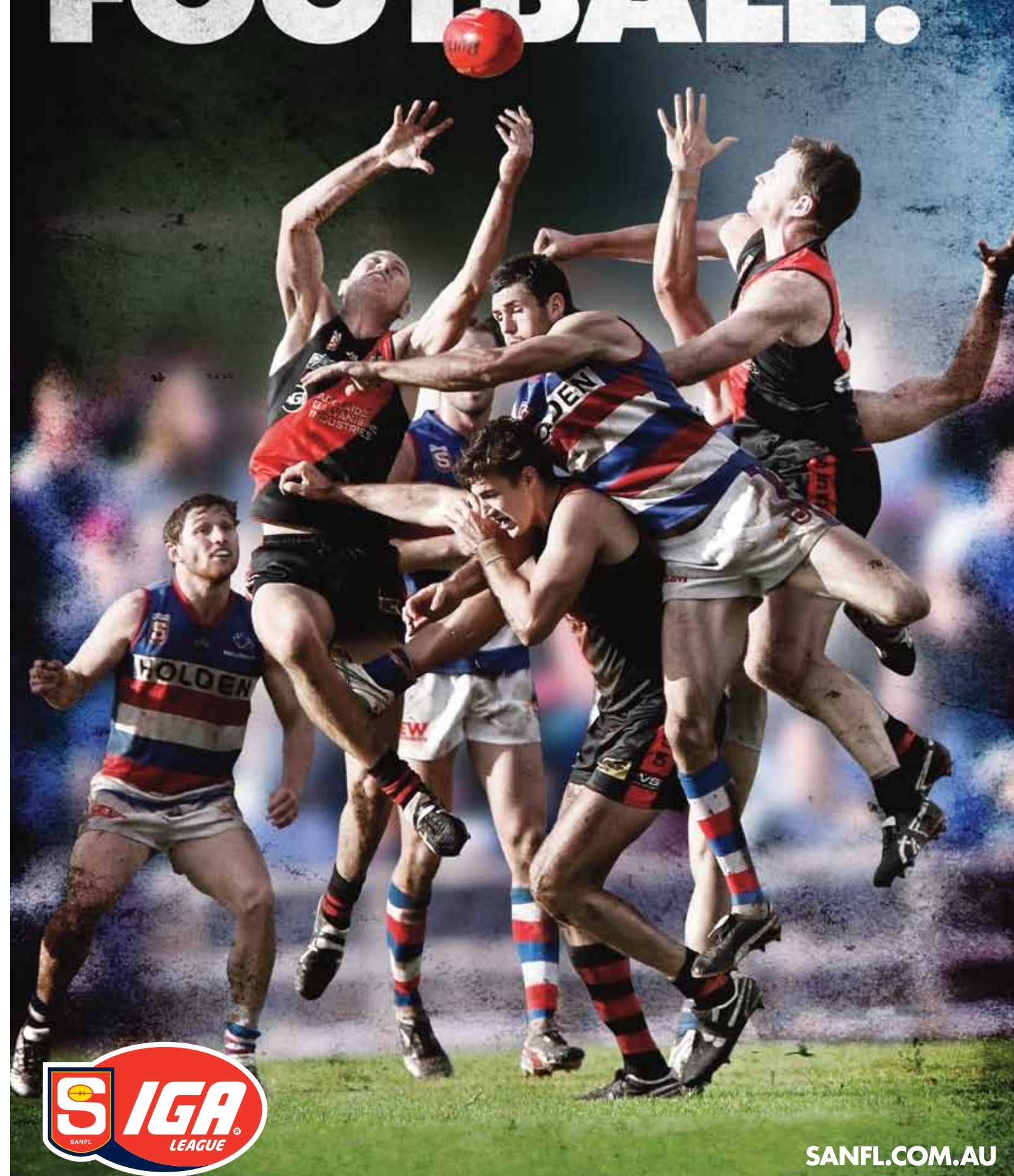
#### This is Football

Marketing introduced a number of new marketing initiatives in 2014, including the successful launch of the new competition branding, 'This is Football'. The new branding is strong, bold and appeals to the SANFL's target markets. The introduction of 'This is Football' increased the strength of marketing activities in 2014 and consistency was achieved across SANFL marketing platforms.

The SANFL IGA League season was launched through various channels including television, radio, outdoor, mobile, and digital. Promotion of key events and rounds ensured traction was maintained throughout the season.

At the completion of the 2014 minor round, 253,713 supporters had attended an SANFL match (up by 7 per cent). An integrated marketing campaign, This is Finals Football, was implemented to promote the 2014 SANFL IGA League Finals Series. Adelaide Oval hosted 72,301 fans over four weeks of finals, including 38,664 at the SANFL IGA League Grand Final - the largest crowd since 1999 and more than the 2014 WAFL and VFL Grand Finals combined.

# THIS IS FOOTBALL.





## ANNUAL GENERAL MEETING

The 2014 AGM was held on Monday, March 17, with a number of SANFL Life Memberships awarded. Ben Mules from the Glenelg Football Club, Luke Powell from the Woodville West Torrens Football Club, and Ben Warren from the Norwood Football Club were presented with Player Life Memberships, while Michael Avon was awarded Life Membership for services to Umpiring.

Fred Drolsbach from Glenelg Football Club, and the late Dennis Burchett from North Adelaide Football Club were awarded SANFL Merit Awards.

Paul Cuthbertson QC and Rex Sellers were awarded League Life Membership for their outstanding services to football in South Australia.

## SEASON LAUNCH

The 2014 SANFL IGA League Season was launched on Monday 31 March, with an event at the Lindsay Head Terrace at Adelaide Oval. With the move of the SANFL IGA League broadcast to Channel Seven in 2014, along with a new naming rights partner for the competition, the Season Launch was well attended by the SANFL Clubs, and media alike, with more than 150 people attending the presentation. All ten SANFL club coaches were present for the media conference, with the Captains taking part in a photo shoot on Adelaide Oval.

## ANZAC DAY

The ANZAC Day tradition of the Grand Final rematch continued in 2014, with Norwood hosting North Adelaide at Adelaide Oval. Once again the match was a fierce battle, with North Adelaide defeating the reigning premier Norwood by 21 points, with North Adelaide's Jay Shannon awarded the Bob Quinn Medal as best-on-ground in front of 10,014 fans.

The Department of Veteran Affairs again provided support for the event, with a motorcade of veterans held prior to the match. The day also saw a performance by the Australian Army Military Band, and a parachutist as part of the pre-match entertainment.

## SANFL IGA LEAGUE THEMED ROUNDS

A new concept in 2014, 'The Good Guys Charity Round' enabled SANFL Clubs to highlight their charity partners and raise money for a variety of causes. The SANFL provided all ten clubs with a TV to be used to raise money for their chosen Charity partner. In all, approximately \$50,000 was raised by the SANFL Clubs.

The SANFL IGA League celebrated Indigenous Round for the fourth time in 2014, to acknowledge and celebrate the influence past and present Indigenous players have on our game. The Eagles v Adelaide match at Maughan Thiem Hyundai Oval was the broadcast match for the round, and saw the Eagles' U16 side take on a combined Kickstart/All Nations side, which included the best Indigenous and Multicultural Under 15 talent in SA. The round also highlighted the work done by the SANFL's Indigenous Programs, featuring a half-time interview in broadcast with two of the SANFL's Indigenous Trainees.

The SANFL held its sixth annual Multicultural Round in 2014, highlighting the SANFL's ongoing presence and support in the various multicultural communities in Adelaide, including programs for youth, and recently arrived migrants. The feature match of the round was the broadcast match between South Adelaide and Adelaide, with orange match balls used - orange being the international colour of harmony.



## WEST END SA FOOTBALL HALL OF FAME

The biannual SA Football Hall of Fame was held at Adelaide Oval in July, with a further 10 greats recognised for their outstanding contribution to football in South Australia. A highly entertaining evening, the dinner was attended by more than 400 people, and was held in the William Magarey Room at Adelaide Oval. The SANFL thanks major partners West End and Channel Seven for their support of this event.

## MAGAREY MEDAL

The 2014 Magarey Medal Presentation Dinner was held in the William Magarey Room at Adelaide Oval, attended by approximately 600 people.

Sturt's Zane Kirkwood took home the League's highest individual honour, nine votes ahead of 2012 joint winner, South Adelaide's Joel Cross. Port Adelaide captain Steven Summerton was awarded the RO Shearman Medal, the award voted for by the coaches of all 10 clubs.

The Eagles' Michael Wundke was presented with the Ken Farmer Medal topping the goal kicking tally for 2014 for the third time - his second successive Ken Farmer Medal. The 2014 Reserves Magarey Medal was won by North Adelaide's Luke Teasdale, who was awarded the medal after polling 21 votes at the end of the minor round, with Travis Schiller from Central District taking out the Powerade Star Search Award. North Adelaide midfielder Jonathon Hayes claimed the 2014 McCallum Tomkins Medal as the best-and-fairest Under-18 player, tallying 19 votes, while Brendan Dew from Central District was awarded the Macca's Cup MVP.

## SANFL IGA LEAGUE FINALS SERIES AND GRAND FINAL

The SANFL IGA League Finals Series returned to Adelaide Oval for the first time in six years, with South Adelaide becoming the feel good story as it reached the Preliminary Final for the first time since 1991.

The SANFL IGA League Grand Final saw traditional rivals Norwood and Port Adelaide battle it out in front of 38,664 SANFL fans - the biggest Grand Final crowd since 1999 - proving the passion for SANFL football is alive and well. Prior to the match, the crowd was entertained by iconic Australian rock band The Screaming Jets, who performed their classic hits on a stage set up on the Northern Hill. During their set, the MAC Rescue Helicopter landed in the middle of the Oval, with retiring SANFL Executive Commissioner Leigh Whicker AM, and IGA Metcash's General Manager for SA, Richard Hinson, delivering the Thomas Seymour Hill Premiership Cup.

At half-time of the League match, there was a Parade of Champions, with the State junior representative sides doing a lap of honour around Adelaide Oval. Participating teams included the State Under 12 SAPSASA side, the girls State U18 side, as well as the McDonald's State U18 side, and the McDonald's State U16 side, who were both victorious at their AFL National Championships earlier in the year.

The last quarter was a thrilling tussle, with Norwood winning the game by four points. The Thomas Seymour Hill Premiership Cup was presented to Redlegs coach Ben Warren and captain Kieran McGuinness by retiring SANFL Executive Commissioner Leigh Whicker AM.





# HUMAN RESOURCES

The year 2014 will be remembered as one of significant change as the SANFL continued to downsize its staff numbers, in response to the new business model.

Since peaking at in excess of 1,000 staff members in the early 1990s, the SANFL has now reduced to just 67 permanent employees predominantly based at Adelaide Oval and 400 casuals, including those with the Encore Group, umpires and suburban oval gate staff.

### Operations

In January, the SANFL completed its move to Adelaide Oval with staff now housed in a modern, open-plan office in the Riverbank Stand. The relocation committee did an outstanding job of managing the challenging transition, from West Lakes to Adelaide Oval. The move was relatively bump-free and was supported by working co-operatively with the Stadium Management Authority in determining our requirements for services, car parking, storage, security, safety and orientation.

A small number of SANFL staff are still primarily based at AAMI Stadium, including employees of the Encore Group, Checkside Tavern, Umpires and the Grounds and Maintenance team.

Several other departments – Talent, Participation and Human Resources – divide their time between Adelaide Oval and AAMI Stadium.

With the change in business model, the streamlined staff structure, is focussed on servicing the community at grass roots and elite level in the areas of coaching, talent and participation.

More than 60 per cent of the SANFL's permanent team is dedicated to providing services and programs enabling South Australians to lead an active lifestyle.

### Leadership Change

The conclusion of the 2014 season marked a changing of the guard at management level following the retirement of highly-respected SANFL Executive Commissioner Leigh Whicker AM.

For more than three decades, Leigh was quick to develop a reputation as an outstanding, passionate and selfless leader who achieved significant success for football in South Australia.

Leigh leaves the game in a very healthy state and everyone at the SANFL will be forever indebted for his service while also wishing him the best in retirement.

In October, the highly-credentialed Jake Parkinson was announced as Leigh's successor. As the SANFL's Chief Executive, Jake brings with him a wealth of knowledge from the marketing and commercial sector in his previous role as Regional Manager of Lion Nathan.

It was at this time we also farewelled General Manager – Football Chris Davies, who after two years of fine service, accepted an opportunity to work at the Port Adelaide Football Club.

Chris was replaced by Adam Kelly as the SANFL's new General Manager – Football. Adam brings with him a strong football background after enjoying success in his previous role as the Chief Executive of WAFL club East Fremantle.

### Workplace Health and Safety

Following the transition to Adelaide Oval, the SANFL focussed on safety measures at our new worksite as well as meeting the security and induction requirements. All staff participated in the SMA's emergency evacuation response through training whilst also providing valuable feedback for continuous improvement.

The Human Resources department also worked closely with the Grounds and Maintenance team at AAMI Stadium in progressing toward self-sufficiency in the area of Workplace Health and Safety risk assessments and work procedures.

Two new WHS Committees were formed, with the Administration and Football Operations Committee based at Adelaide Oval and the Encore and Stadium Operations Committee at AAMI Stadium. I would like to commend the members of the former WHS committee and thank them for contributing to a safe working environment.

### Measures and Successes

The SANFL continued to take pride in its outstanding retention rate, which was at an extremely high 96 per cent in 2014.

This percentage illustrates SANFL staff are clearly engaged and passionate about their role in the organisation.

They are also well aware of the importance of maintaining a healthy level of well-being, which is achieved by the Human Resources department encouraging staff involvement with mental well-being programs and activities such as Yoga, AFLgs and the Corporate Cup.

### Vasso Fessas

Human Resources Manager



# STAFF LIST

## EXECUTIVE

**Executive Commissioner**  
Leigh Whicker AM

**Chief Executive Officer**  
Jake Parkinson\*

**Executive Assistant**  
Brooke Acquaviva

## COMMERCIAL OPERATIONS

**Chief Operating Officer**  
John Lyons

**Personal Assistant**  
Jan Day

## FINANCE

**Chief Financial Officer**  
Neal Matotek

**Finance Manager**  
Adam May

**Finance & Payroll Officer**  
Maria Carubia

**Finance & Lottery Manager**  
Danyelle Robson\*

**Corporate Receptionist & Personal Assistant to CFO**  
Gaynor Sumsion

## CORPORATE OPERATIONS

**Corporate Operations Manager**  
Jason Clark

**Marketing Coordinator**  
Kristy Forster

**Partnerships & Events Coordinator**  
Liz Potter

## HUMAN RESOURCES

**Manager Human Resources, Health & Safety**  
Vasso Fessas

**Human Resources Coordinator**  
Belinda Haines

## ENCORE GROUP

**Encore Group & Stadium Manager**  
Justin Liu

**Operations Manager**  
Peter Apostolopoulos\*

**Executive Chef**  
Huw Williams\*

**Head Chef Adelaide Town Hall & AAMI Stadium**  
Michael O'Connell\*

**Sous Chef**  
Adrian Peresano\*

**Chef de Partie**  
Nicholas Jobson\*

**Kitchen Supervisor**  
Mary Creece

**Retail Manager**  
Dee O'Loughlin\*

**Event Operations Manager**  
Andrew Simes

**Event Operations Supervisor**  
Lady Handayani\*

**Function Manager Adelaide Town Hall**  
Rachel Grant\*

**Function Supervisor**  
John Hillsberg

**Event Sales Executives**  
Bianca Simeoni\*  
Caitlin Wells\*

**Checkside Tavern General Manager**  
Daniel Kowal

**Assistant Managers**  
Christian Bradley  
Misty-Lee Wiley

**Senior Chef - Tavern**  
Mandy Frensch

**Administration Officer**  
Shendelle Beecken

**Administration Officer**  
Shani Andringa\*

## STADIUM

**Head Groundsman**  
Des Fry

**Groundsperson**  
Adam Harrison

**Groundsperson Trainee**  
Dylan Fry\*

**Maintenance & Stadium Operations Supervisor**  
John Civitillo

## FOOTBALL

**General Manager Football**  
Chris Davies\*

**Personal Assistant**  
Jessica Wainwright

**Football Services Manager**  
Matt Duldig

## COMMUNICATIONS

**IT & Website Manager**  
James O'Neill

**Media & Publications Coordinator**  
Zac Milbank

## UMPIRING

**State Umpiring Manager**  
Shane Harris

**Umpiring Services Manager**  
Barry Oates

**Umpiring Talent Manager**  
Garry Wyld

**Umpiring Recruitment Officer**  
Chris Peters\*  
Curtis Deboy\*

## TALENT & COACHING

**High Performance Manager Talent & Coaching**  
Brenton Phillips

**Talent & Coaching Programs Coordinator**  
Joel Kay

**Coaching Coordinator**  
Sam Blades

## DIVERSITY PROGRAMS

**Diversity Programs Manager**  
Melanie Dancer

**Diversity Programs Coordinator**  
Richard Tambling\*

**Female Development Coordinator**  
Emma Gibson

**Far West Programs Coordinator**  
Ron Redford

**Diversity Programs Officer**  
Emmanuel Irra

**APY Lands Program Coordinator**  
Shawn Ford

**APY Lands Development Coordinator**  
Alec Henry

**APY Lands Program Trainee**  
Keedan Rigney\*

**Diversity Programs Trainees**

Dillon Batchelor\*  
Cody Bray\*  
Kayannah Kartinyeri\*  
Jharian Owen\*  
Keeley Penrith\*  
Joshua Pitson\*  
Sam Power\*  
Peter Shilton\*  
Genaya Smith\*  
Kaidee Smith\*  
Reanna Sumner\*  
Taylor Sparrow\*  
Robert Young\*  
Tahnee Weetra\*

## COMMUNITY FOOTBALL

**Community Football Manager**

Glen Rosser\*

Leeanne Grantham\*

**Personal Assistant**

Jan Day\*

Sarah Neal\*

**Community Football Operations Manager**

Kym Ireland

**Community Football Consultant**

Glen Rosser \*

**Regional Football Coordinators**

David Bradley (Eastern)  
Craig Oliphant (Northern)  
Ian Perryman (South East)  
Andrew Taheny (Western)  
Todd Thorne (Central)

\* Denotes part year



# SUMMARY FINANCIAL REPORT

The trading result for SANFL Inc. for 2014 was a statutory net profit of \$77,331,455. This included a number of one-off items as set out in the table below. These one-off transactions were related to AFL Football moving from AAMI Stadium to Adelaide Oval and the transfer of the AFL Licences from SANFL to the AFL and the AFL Clubs.

	2014
<b>Statutory profit per annual report</b>	<b>\$77,331,455</b>
<i>Impacted by</i>	
Adelaide Oval leased asset value	(\$73,461,000)
Net Present Value of future AFL licence transfer payments	(\$9,983,416)
Write-off of AFL Licence value in SANFL books	\$6,081,000
<b>Cash on Hand – including loan offset balance</b>	<b>\$3,006,266</b>
<b>Growth in Cash on Hand</b>	<b>\$1,342,829</b>

On practical completion of Adelaide Oval, SANFL was able to recognise a leased asset in its balance sheet of net \$73.46m that represented the estimated net present value of future cash flows that will be received by SANFL from the oval.

SANFL also recognised as asset of \$9.98m that represents the net present value of future cash flows that will be received by SANFL for the transfer of the PAFC and AFC licences back to the AFL and the AFL Clubs. This was partially offset by SANFL writing-off the value of these licences from its balance sheet.

All of the above transactions formed part of the SANFL reported net profit.

The SANFL achieved a positive net cash flow from operating activities of \$1m compared to \$0.3m in 2013 and had cash on hand of \$1m and a further \$2m offsetting debt. This represents an increase in cash of approximately \$1.34m compared to 2013.

The positive cash flow was mainly due to higher revenue generated from moving AFL Football from AAMI Stadium to Adelaide Oval. The financial uplift from moving to Adelaide Oval has been measured at approximately \$3.78m.

In addition to this uplift of \$3.78m, SANFL benefited from hosting an unbudgeted AFL Final at Adelaide Oval and the Bon Jovi Concert at AAMI Stadium.

On the 27 March 2014 a deed of surrender of licence and sub-licence was signed to cancel the Adelaide Football Club (AFC) and Port Adelaide Football Club (PAFC) AFL Licences held by the SANFL. The AFL in turn issued sub-licences to the AFC and PAFC respectively.

The deed of surrender of licence and sub-licence released SANFL from its obligations under these agreements, including obligations to maintain solvency of each club, effective from 1 November 2013.

From 1 November 2013 SANFL therefore ceased to have control of the Clubs as it no longer had the power to govern the financial and operating policies so as to obtain financial benefits from these Clubs activities. The financial statements of these Clubs are not consolidated with the financial statements of the SANFL from the date of loss of control. As a result, net assets amounting to \$25.7m at 31 October 2013 were derecognised.

In May 2014 SANFL refinanced its debt facilities to Bendigo Bank who provided SANFL five year committed facilities. SANFL as part of its debt reduction strategy applied the \$10m received from the sale of the first parcel of land at AAMI Stadium in December 2014 to reducing debt. Debt is expected to be fully amortised within seven years.

After significantly reducing operating costs over a number of years, SANFL continues to focus on reducing its operating expenditure within non-football administrative areas of the business.

**Neal Matotek**  
Chief Financial Officer

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION AS AT 31 OCTOBER 2014

	Group		SANFL Inc	
	\$	\$	\$	\$
	2014	2013	2014	2013
<b>Assets</b>				
Cash and cash equivalents	1,006,266	2,674,519	1,006,266	1,663,437
Trade and other receivables	4,652,991	4,020,178	4,652,991	3,062,830
Inventories	190,281	969,862	190,281	383,156
Other assets	204,188	1,782,620	204,188	464,133
<b>Total current assets</b>	<b>6,053,726</b>	<b>9,447,179</b>	<b>6,053,726</b>	<b>5,573,556</b>
Trade and other receivables	9,611,111	-	9,611,111	301,267
Property, plant and equipment	135,288,622	98,024,740	135,288,622	59,530,352
Intangible assets	-	6,081,557	-	6,081,557
Equity accounted investee	1,970,053	339,506	1,970,053	339,506
<b>Total non-current assets</b>	<b>146,869,786</b>	<b>104,445,803</b>	<b>146,869,786</b>	<b>66,252,682</b>
<b>Total assets</b>	<b>152,923,512</b>	<b>113,892,982</b>	<b>152,923,512</b>	<b>71,826,238</b>
<b>Liabilities</b>				
Trade and other payables	4,337,882	8,781,128	4,337,882	3,793,802
Interest-bearing liabilities	7,534,604	33,980,155	7,534,604	30,138,460
Employee benefits	1,257,910	3,694,539	1,257,910	1,721,923
Deferred income	1,747,556	6,132,647	1,747,556	2,456,890
<b>Total current liabilities</b>	<b>14,877,952</b>	<b>52,588,469</b>	<b>14,877,952</b>	<b>38,111,075</b>
Interest-bearing liabilities	26,545,474	7,462,444	26,545,474	5,708,771
Employee benefits	126,077	298,795	126,077	113,838
<b>Total non-current liabilities</b>	<b>26,671,551</b>	<b>7,761,239</b>	<b>26,671,551</b>	<b>5,822,609</b>
<b>Total liabilities</b>	<b>41,549,503</b>	<b>60,349,708</b>	<b>41,549,503</b>	<b>43,933,684</b>
<b>Net assets</b>	<b>111,374,009</b>	<b>53,543,274</b>	<b>111,374,009</b>	<b>27,892,554</b>
<b>Equity</b>				
Retained surplus	76,854,262	17,826,720	76,854,262	4,242,807
Reserves	34,519,747	35,716,554	34,519,747	23,649,747
<b>Total equity</b>	<b>111,374,009</b>	<b>53,543,274</b>	<b>111,374,009</b>	<b>27,892,554</b>





# SUMMARY FINANCIAL REPORT

## CONSOLIDATED STATEMENT OF PROFIT & LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED AT 31 OCTOBER 2014

	Group		SANFL Inc	
	\$	\$	\$	\$
	2014	2013	2014	2013
Revenue	47,425,344	34,886,045	47,425,344	34,886,045
Recognition of Adelaide Oval Finance Lease	73,461,000	-	73,461,000	-
Cost of sales	(1,523,600)	(4,515,690)	(1,523,600)	(4,515,690)
Catering & licenced club expenses	(5,523,299)	(9,225,490)	(5,523,299)	(9,225,490)
Share of profit in equity accounted investee	1,630,547	339,506	1,630,547	339,506
Impairment of property, plant & equipment	(4,516,433)	(8,545,113)	(4,516,433)	(8,545,113)
Expenses from football operations and administration	(25,019,269)	(23,183,531)	(25,019,269)	(23,183,531)
Impairment of AFL Licenses	(6,081,557)	-	(6,081,557)	-
<b>Results from operating activities</b>	<b>79,852,733</b>	<b>(10,244,273)</b>	<b>79,852,733</b>	<b>(10,244,273)</b>
Finance income	120,457	38,476	120,457	38,476
Finance expense	(2,641,735)	(2,213,419)	(2,641,735)	(2,213,419)
<b>Net finance expense</b>	<b>(2,521,278)</b>	<b>(2,174,943)</b>	<b>(2,521,278)</b>	<b>(2,174,943)</b>
<b>Profit / (Loss) from continuing operations</b>	<b>77,331,455</b>	<b>(12,419,216)</b>	<b>77,331,455</b>	<b>(12,419,216)</b>
<b>Result from discontinued operations</b>	<b>(25,650,720)</b>	<b>(4,036,829)</b>	<b>-</b>	<b>-</b>
<b>Profit / (loss)</b>	<b>51,680,735</b>	<b>(16,456,045)</b>	<b>77,331,455</b>	<b>(12,419,216)</b>
<b>Other comprehensive income / (loss)</b>				
<b>Items that will not be reclassified to profit or loss:</b>				
Revaluation of property, plant & equipment	10,870,000	2,708,864	10,870,000	2,708,864
<b>Total items that will not be reclassified to profit or loss</b>	<b>10,870,000</b>	<b>2,708,864</b>	<b>10,870,000</b>	<b>2,708,864</b>
<b>Total comprehensive income / (loss) for the period</b>	<b>62,550,735</b>	<b>(13,747,181)</b>	<b>88,201,455</b>	<b>(9,710,352)</b>



Norwood's Sam Baulderstone and Port Adelaide's Mason Shaw in a ruck contest during the 2014 SANFL League Grand Final





South Adelaide forward Brett Eddy



# 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. Gatley †
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	F.B. 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 AM
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
2014	P. Cuthbertson QC
2014	R. Sellers
2015	I. White
2015	G. Rosser

† Denotes deceased





# 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 Borgan	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, Glenelg
Justin Cicolella	Eagles
Troy Clements	Norwood
Trevor Clisby	North
Craig Cock	South
Brian Colbey	Glenelg
Gavin Colville	Eagles
Tim Cook	Central
Stephen Copping	Glenelg
Graham Cornes OAM	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	Glenelg
Darryl Hewitt	West, Woodville, South
Glynn Hewitt	West, Woodville, South
Daryl Hicks OAM	Sturt
Trevor Hill	North
Kym Hodgeman	Glenelg
Trevor Hughes	North, West
Brett James	Norwood
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
Mark McKenzie	Eagles
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
Ben Mules	Glenelg
Mark Naley	South
Chris Natt	Port
Ben Nelson	Sturt
Sandy Nelson	Sturt
Greg Nicholson	West, Norwood
Paul Northeast	Port
Michael Nunan	Sturt, Norwood

SANFL 200 CLUB MEMBERS	
Robert Oatey	Norwood, Sturt
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
Luke Powell	Eagles
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, Norwood
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 Schneebichler	South, Glenelg
Rick Schoff	Sturt
Peter Schwarz	Woodville, Eagles
Stephen Schwerdt	Central
John Seebohm	Glenelg
Ralph Sewer	Woodville, Glenelg
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	North, 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
Doug Thomas	West

Keith Thomas	Norwood
Paul Thomas	Central
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
Ben Warren	South, 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



# SA FOOTBALL HALL OF FAME



# LEAGUE PREMIERS SINCE 1877



## 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 Apin †  
Dave E Boyd  
Lawrence W.D. Cahill †  
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. (Bull) 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  
Philip Gallagher  
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

## 1991 Onwards

Bruce Abernethy  
Laurie J Argent  
Max Basheer, AM  
Mark Bickley  
Craig Bradley  
Chad Cornes  
Brian A Cunningham  
Ken G Cunningham, AM  
The Hon. Kevin Duggan AM QC  
Tyson Edwards  
Grantley C Fielke  
Simon Goodwin  
Chris Gowans  
James Gowans  
Ben Hart  
Darel Hart  
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 McLeod  
Don McSweeny OAM  
Mark J Mickan  
Wally Miller, OAM  
A. (Tony) Modra  
Tim Pfeiffer  
John P Platten  
Matthew R. Primus  
Shaun Rehn  
Mark Ricciuto  
Andrew P Rogers  
Mostyn Rutter  
W. (Bill) Sanders  
Nigel J Smart  
Doug W Thomas  
Keith A Thomas  
Warren Tredrea  
Gavin Wanganeen  
Mark Williams  
Richard 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	Central District
2006	Woodville-West Torrens
2007	Central District
2008	Central District
2009	Central District
2010	Central District
2011	Woodville-West Torrens
2012	Norwood
2013	Norwood
2014	Norwood





# 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.R. Allan	North
2008	L.D. Crane	Sturt
2009	J.T. Ezard	West
	R.C. Archard	North
2010	J.R. Allan	North
2011	J.R. Allan	North
2012	B.T. Symes	Central
	J.A. Cross	South
2013	M.P.C. Thomas	Norwood
2014	Z. Kirkwood	Sturt

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. Morphett	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
2012	J. Hardy	Central	59
2013	M. Wundke	South	52
2014	M. Wundke	Eagles	60

\* 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
2012	J. Allan	North
2013	M. Thomas	Norwood
2014	S. Summerton	Port

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. MacGowan	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
2012	D. Terlich	Norwood
2013	B. Zorzi	Norwood
2014	M. Panos	Norwood



# 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
2012	A. Poole	Eagles
2013	N. Homburg	West
	T. Schiller	Central
2014	L. Teasdale	North

## McCALLUM/TOMKINS MEDAL (U18)

2009	L. Bowd	South
2010	C. Calabrese	Sturt
2011	S. Burnett	Port
2012	R. Dijkstra	West
2013	P. Ventura	Eagles
2014	J. Hayes	North

## 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. Bettess	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





# SANFL RECORDS



# BEREAVEMENTS

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
2012	Norwood
2013	Eagles
2014	North

POWERADE STAR SEARCH		
2007	S. Summerton	Port
2008	J. Boyd	South
2009	J. Allmond	Eagles
2010	N. Murphy	South
2011	J. Schiller	Central
2012	P. Marschall	Central
2013	J. Glenn	Central
2014	T. Schiller	Central

MACCA'S CUP MVP		
2009	A.Wilson	Sturt
2010	J.Growden	Eagles
2011	S. Burnett	Port
2012	R. Dijkstra	West
2013	L. Jacka	North
2014	B. Dew	Central

**Max Hall**  
SA Football Hall of Fame Member  
Former President SA Umpires Association

**Dean Bailey**  
AFC/PAFC/Glenelg Football Club  
Assistant Coach and Past Player

**Alton Smith**  
SA Football Hall of Fame Member  
Life Member SANFL Umpires' Association

**Ian McDougall**  
Central District Football Club  
Life Member

**Brian Kemp**  
Central District Football Club  
Past Player

**Kevin Webber**  
Central District Football Club  
Past Player

**Steven Connelly**  
Central District Football Club  
Past Player

**Vincent Carey**  
Glenelg Football Club  
Life Member/Official

**Ian Hardy**  
Glenelg Football Club  
Life Member

**William 'Jack' Whittaker**  
Glenelg Football Club  
Player/Life Member

**Mrs Avril Brandon**  
Glenelg Football Club  
Life Member

**Ron Hewett**  
North Adelaide Football Club  
Player Life Member

**Hubert MacKenzie**  
North Adelaide Football Club  
Player Life Member

**Tom MacKenzie**  
North Adelaide Football Club  
Player Life Member

**Alan Cheek**  
North Adelaide Football Club  
Past Player

**Brian Constable**  
North Adelaide Football Club  
Past Player

**Les Cunningham**  
North Adelaide Football Club  
Past Player

**Brian Lynch**  
North Adelaide Football Club  
Past Player

**Denis Murch**  
North Adelaide Football Club  
Past Player

**Howard Norton**  
North Adelaide Football Club  
Past Player

**Colin Tanner**  
North Adelaide Football Club  
Past Player

**Allan Telfer**  
North Adelaide Football Club  
Past Player

**Veronica Hatchard**  
Norwood Football Club  
Life Member

**Ken Pascoe**  
South Adelaide Football Club  
Past Player

**Bob Nunn**  
South Adelaide Football Club  
Life Member

**Scott Field**  
Sturt Football Club  
Past Player

**Herbert Leslie John Heylen**  
Sturt Football Club  
Past Player

**Roger Dunn**  
Sturt Football Club  
Past Player

**Julie Tulla**  
Sturt Football Club  
Life Member

**Melville Williams**  
Port Adelaide Football Club  
Past Player

**Ronald Aird**  
Port Adelaide Football Club  
Former Vice-President

**John Sincock**  
Port Adelaide Football Club  
Club Historian

**Frederick Braid**  
West Adelaide Football Club  
Past Player

**Jean Luke**  
West Adelaide Football Club  
Life Member

**Allan Mitchell**  
West Adelaide Football Club  
Past Player

**Geoffrey Sara**  
West Adelaide Football Club  
Past Player/Life Member

**Albert Yeo**  
West Adelaide Football Club  
Past Player

**Rex Dix**  
Woodville-West Torrens Football Club  
Life Member & Life Patron

**John Hughes**  
Woodville-West Torrens Football Club  
Life Member

**Ray Trembath**  
Woodville-West Torrens Football Club  
Life Patron

**Jim Hewitson**  
Woodville-West Torrens Football Club  
Former General Manager

**Bruce Thomas**  
Woodville-West Torrens Football Club  
Life Member & Life Patron

**Jamie Vandenberg**  
Woodville-West Torrens Football Club  
Junior Timekeeper



# SANFL COMMITTEES 2014



# 2014 SANFL IGA LEAGUE FIXTURE

## Patron

His Excellency Rear Admiral  
Kevin Scarce AC CSC  
RANR \*  
His Excellency Hieu Van  
Le AO \*

## Vice Patrons

Max Basheer AM  
The Hon Kevin Duggan  
AM QC  
John Halbert AM MBE

## AOSMA BOARD

The Hon John Olsen AO  
(Deputy Chair)  
Philip Gallagher  
Dion McCaffrie  
Leigh Whicker AM \*  
Philip Duval  
(Alternate Director)  
Simon Rodger  
(Alternate Director)

## SANFL Life Membership Committee

Max Basheer AM  
(Chairman)  
Rod Payze  
John Halbert AM MBE  
John Condon OAM  
Chris Davies (Secretary) \*

## SANFL Football Committee

Dion McCaffrie (Chairman)  
Richard Allen  
David Shipway  
Tom Zorich  
Simon Rodger  
Chris Davies (Ex Officio) \*  
Adam Kelly (Ex Officio) \*  
Ben Hopkins (Ex Officio)  
Matthew Duldig (Secretary)

## SANFL Finance Committee

Philip Gallagher (Chairman)  
The Hon John Olsen AO  
Richard Allen  
Leigh Whicker AM \*  
Jake Parkinson \*  
John Lyons (Ex Officio)  
Neal Matotek (Ex Officio)

## SANFL Audit Committee

Philip Gallagher (Chairman)  
The Hon John Olsen AO  
Richard Allen  
Leigh Whicker AM \*  
Jake Parkinson \*  
John Lyons (Ex Officio)  
Neal Matotek (Ex Officio)

## SANFL Remuneration Committee

The Hon John Olsen AO  
David Shipway  
Richard Allen  
Leigh Whicker AM \*  
Jake Parkinson \*

## SANFL Brand

### Marketing Committee

Andrew Killey (Chairman)  
Simon Rodger  
Chris Davies \*  
Jason Clark  
Evan Arnold \*  
Greg Edwards  
Leeanne Grantham  
Kristy Forster (Secretary)

## SANFL AAMI Stadium Development Committee

The Hon John Olsen AO  
(Chairman)  
Rod Payze  
Philip Duval  
Tom Zorich  
Bohdan Jaworskyj  
Leigh Whicker AM \*  
John Lyons  
Neal Matotek (Ex Officio)

## SANFL Constitution Review Committee

Dion McCaffrie (Chairman)  
Philip Gallagher  
Richard Allen  
Leigh Whicker AM \*  
Chris Davies \*  
Peter Alexander APM

## SANFL Salary Cap Investigation Sub-Committee

Don Shammall (Chairman)  
Geoff Parsons  
John Condon OAM  
Chris Davies (Ex Officio) \*

## Match & Permit Committee

Chris Davies (Chairman) \*  
James Gallagher  
Greg Edwards  
Kris Grant  
Geoff Baynes  
John Kantilaftas  
Matthew Duldig (Secretary)

## Drug & Disciplinary Tribunal

His Honour Judge Paul  
Cuthbertson QC  
Dr Robert Douglas  
Matthew Duldig (Secretary)

## League Tribunal Commissioners

His Honour Judge Paul  
Cuthbertson QC (Chairman)  
David Swain OAM  
Garry Palasis  
Ian White  
Peter Winter  
Justice Michael David  
(Appeals Commissioner)  
Glen Rosser  
Matthew Duldig (Secretary)

## Permit Tribunal Commissioners

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

## SA Community Football Board

David Shipway (Chairman)  
Rob Kerin  
Peter Linder  
Jeff Burchell  
Robbi Tims  
The Hon. Michael Wright  
Scott Duncan  
Graeme Wandel  
Trevor Holst  
Shaun Ryan  
Leeanne Grantham  
(Ex-Officio)  
Kym Ireland (Secretary)

## SA Football Hall of Fame Committee

Max Basheer AM  
(Chairman)  
Laurie Argent  
John Halbert AM MBE  
Bob Hammond AM  
Neil Kerley AM  
Chris McDermott  
Michelangelo Rucci  
Bill Sanders  
Chris Davis (Ex-Officio) \*  
Matthew Duldig (Secretary)

## SA Junior Football Council

Simon Rodger (Chairman)  
David Evans  
Trevor Holst  
Sean Malone  
Grant Wyman  
Grant Lovelock  
Ben Hopkins (Ex-Officio)  
Dave Reynolds (Secretary)

## School Football SA Executive

Colin Steinert (Chairman)  
Jill George  
Colin Cocks  
Pam Marston  
David Phillips  
Barry Oates  
Dave Reynolds (Secretary)

## Encore & Stadium

### Operations Committee

Daniel Kowal (Chair)  
Andrew Simes (Deputy  
Chair)  
Christian Bradley  
Des Fry  
Ian Walsh  
John Civitillo  
John Hilsberg \*  
Justin Liu  
Mary Creece  
Rachel Grant \*  
Vasso Fessas (Ex Officio)  
Belinda Haines (Minutes  
Secretary)

## Administration & Football Operations Committee

Melanie Dancer (Chair)  
Jessica Wainwright (Deputy  
Chair)  
Barry Oates  
Brooke Acquaviva  
Gaynor Sumsion  
Jason Clark  
Joel Kay  
Kym Ireland  
Paul Streatfield  
Vasso Fessas  
Belinda Haines (Minutes  
Secretary)

## Bankers

Westpac Banking  
Corporation (ceased June)  
Bendigo Bank (engaged  
June)

## League Solicitors

Duncan Basheer Hannon

## Insurance Agency

Jardine Lloyd Thompson

## Auditors

KPMG

\* Denotes part year

## ROUND 1

### Thursday April 3

Norwood 11.10 (76) d Port 8.9 (57)  
*Coopers Stadium (n) 6,324*

### Friday April 4

Sturt 12.12 (84) d Glenelg 6.5 (41)  
*Gliderol Stadium (n) 4,544*

### Saturday April 5

Eagles 12.11 (83) d Central 8.4 (52)  
*Maughan Thiem Hyundai Oval 2,327*  
South 14.16 (100) d West 8.2 (51)  
*Hickinbotham Oval (n) 1,790*

### Sunday April 6

North 20.13 (133) d Adelaide 12.14 (86)  
*Prospect Oval 4,250*  
ROUND TOTAL – 19,235

## ROUND 2

### Friday April 11

Eagles 10.12 (72) d West 9.8 (62)  
*City Mazda Stadium (n) 1,945*

### Saturday April 12

Central 13.8 (86) d Norwood 6.8 (44)  
*Playford Alive Oval 1,959*

Sturt 13.19 (97) d Adelaide 9.6 (60)  
*Envestra Park 3,505*

South 18.8 (116) d North 12.10 (82)  
*Prospect Oval 2,145*

### Sunday April 13

Port 29.15 (189) d Glenelg 5.7 (37)  
*Alberton Oval 2,738*  
ROUND TOTAL – 12,292

## ROUND 3

### Thursday April 17

North 9.16 (70) d West 7.13 (55)  
*City Mazda Stadium (n) 2,251*

Sturt 10.14 (74) d Norwood 7.14 (56)  
*Coopers Stadium (n) 4,856*

### Friday April 18

South 17.14 (116) d Glenelg 10.11 (71)  
*Hickinbotham Oval 3,984*

Adelaide 16.17 (113) d Central 9.7 (61)  
*Playford Alive Oval 3,337*

### Monday April 21

Port 15.19 (109) d Eagles 8.3 (51)  
*Maughan Thiem Hyundai Oval 4,247*  
ROUND TOTAL – 18,675

## ROUND 4

### Friday April 25

North 14.7 (91) d Norwood 9.16 (70)  
*Adelaide Oval 10,014*

Glenelg 17.21 (123) d Adelaide 13.8 (86)  
*Gliderol Stadium (n) 9,299*

**Saturday April 26**  
Port 21.8 (134) d West 11.10 (76)  
*Alberton Oval 2,585*

South 12.12 (84) d Central 11.10 (76)  
*Playford Alive Oval 1,990*

**Sunday April 27**  
Eagles 17.11 (113) d Sturt 15.17 (107)  
*Envestra Park 3,898*

ROUND TOTAL – 27,786

## ROUND 5

### Friday May 2

Norwood 10.10 (70) d Glenelg 8.5 (53)  
*Gliderol Stadium (n) 1,848*

### Saturday May 3

Sturt 16.13 (109) d North 7.6 (48)  
*Prospect Oval 2,142*

West 15.8 (98) d Central 4.10 (34)  
*City Mazda Stadium 1,781*

### Sunday May 4

Port 20.12 (132) d Adelaide 13.9 (87)  
*Clare Oval, 5,312*

Eagles 13.7 (85) d South 11.9 (75)  
*Hickinbotham Oval 1,970*

ROUND TOTAL – 13,053

## ROUND 6

### Saturday May 10

Central 14.8 (92) d North 13.7 (85)  
*Playford Alive Oval 1,774*

West 12.7 (79) d Adelaide 6.6 (42)  
*City Mazda Stadium (n) 1,750*

South 13.13 (91) d Norwood 7.9 (51)  
*Hickinbotham Oval (n) 1,934*

### Sunday May 11

Port 19.12 (126) d Sturt 11.10 (76)  
*Alberton Oval 2,672*

Eagles 17.12 (114) d Glenelg 9.10 (64)  
*Maughan Thiem Hyundai Oval 1,747*

ROUND TOTAL – 9,877

## ROUND 7

### Friday May 16

Norwood 16.9 (105) d Adelaide 11.8 (74)  
*Coopers Stadium (n) 3,882*

### Saturday May 17

Port 18.14 (122) d South 10.2 (62)  
*Alberton Oval 3,121*

Glenelg 13.8 (86) d Central 12.8 (80)  
*Gliderol Stadium 2,449*

Eagles 24.19 (163) d North 12.14 (86)  
*Maughan Thiem Hyundai Oval 2,366*

### Sunday May 18

Sturt 20.12 (132) d West 8.5 (53)  
*Envestra Park 3,478*

ROUND TOTAL – 15,296

## ROUND 8

### Friday May 23

Eagles 11.9 (75) d Norwood 10.12 (72)  
*Coopers Stadium (n) 3,519*

### Saturday May 24

West 21.23 (149) d Glenelg 8.3 (51)  
*City Mazda Stadium 2,312*

Sturt 14.7 (91) d Central 4.15 (39)  
*Playford Alive Oval 2,121*

Port 12.17 (89) d North 9.9 (63)  
*Prospect Oval 2,324*

### Sunday May 25

Adelaide 17.8 (110) d South 13.11 (89)  
*Hickinbotham Oval 2,090*

ROUND TOTAL – 12,366

## ROUND 9

### Friday June 6

Norwood 7.13 (55) d West 5.4 (34)  
*City Mazda Stadium (n) 3,101*

### Saturday June 7

Adelaide 16.15 (111) d Eagles 9.9 (63)  
*Maughan Thiem Hyundai Oval 3,036*

Sturt 14.8 (92) d South 12.12 (84)  
*Envestra Park 3,138*

### Sunday June 8

Port 14.7 (91) d Central 12.6 (78)  
*Alberton Oval 3,059*

### Monday June 9

North 17.16 (118) d Glenelg 9.7 (61)  
*Gliderol Stadium 3,868*

ROUND TOTAL – 16,202

## ROUND 10

### Saturday June 14

Central 10.11 (71) d Adelaide 9.11 (65)  
*Playford Alive Oval 1,703*

### Sunday June 15

Port 18.16 (124) d Eagles 15.11 (101)  
*Alberton Oval 2,393*

Norwood 11.9 (75) d Sturt 8.6 (54)  
*Envestra Park 3,829*

South 14.12 (96) d Glenelg 7.9 (51)  
*Gliderol Stadium 1,869*

North 21.10 (136) d West 7.7 (49)  
*Prospect Oval 1,911*

ROUND TOTAL – 11,705

## ROUND 11

### Saturday June 21

Norwood 25.16 (166) d Glenelg 7.6 (48)  
*Coopers Stadium 2,504*

Central 13.6 (84) d South 11.8 (74)  
*Hickinbotham Oval 1,489*

### Sunday June 22

West 15.8 (98) d Port 12.9 (81)  
*City Mazda Stadium 1,660*

Sturt 15.12 (102) d Eagles 9.8 (62)  
*Maughan Thiem Hyundai Oval 2,447*

Adelaide 15.4 (94) d North 13.12 (90)  
*Prospect Oval 2,589*

ROUND TOTAL – 10,689

## ROUND 12

### Friday June 27

Norwood 8.11 (59) d Central 4.7 (31)  
*Coopers Stadium (n) 1,943*

### Saturday June 28

Port 12.11 (83) d Sturt 8.15 (63)  
*Envestra Park 2,561*

### Friday July 4

West 5.11 (41) d Adelaide 4.11 (35)  
*City Mazda Stadium (n) 1,302*

### Saturday July 5

South 20.9 (129) d North 8.3 (51)  
*Hickinbotham Oval 1,346*

### Sunday July 6

Eagles 15.11 (101) d Glenelg 8.10 (58)  
*Gliderol Stadium 2,484*

ROUND TOTAL – 9,636

## ROUND 13

### Saturday July 12

North 13.16 (94) d Port 14.8 (92)  
*Alberton Oval 2,340*

Sturt 11.12 (78) d Glenelg 10.4 (64)  
*Envestra Park 2,916*

Adelaide 14.12 (96) d South 7.9 (51)  
*Hickinbotham Oval 1,853*

Eagles 11.13 (79) d Norwood 8.11 (59)  
*Maughan Thiem Hyundai Oval 2,288*

Central 13.11 (89) d West 8.8 (56)  
*Playford Alive Oval 1,705*

ROUND TOTAL – 11,102

## ROUND 14

### Friday July 18

Norwood 10.7 (67) d South 7.12 (54)  
*Coopers Stadium (n) 2,491*

### Saturday July 19

West 9.9 (63) d Sturt 8.11 (59)  
*City Mazda Stadium 2,422*

Central 10.8 (68) d Eagles 7.5 (47)  
*Playford Alive Oval 2,130*

### Saturday July 26

Port 15.16 (106) d Adelaide 7.12 (54)  
*Alberton Oval 6,196*

North 12.8 (80) d Glenelg 5.8 (38)  
*Prospect Oval 2,374*

ROUND TOTAL – 15,613

## ROUND 15

### Saturday August 2

South 10.11 (71) d Port 8.6 (54)  
*Hickinbotham Oval 1,692*

Glenelg 13.9 (87) d West 12.7 (79)  
*Gliderol Stadium (n) 2,007*

### Sunday August 3

Norwood 15.13 (103) d North 7.8 (50)  
*Prospect Oval 3,059*

Central 7.8 (50) d Sturt 6.9 (45)  
*Envestra Park 3,102*

Adelaide 17.16 (118) d Eagles 7.8 (50)  
*Maughan Thiem Hyundai Oval 3,822*

ROUND TOTAL – 13,682

## ROUND 16

### Saturday August 9

Norwood 23.9 (147) d West 8.10 (58)  
*Coopers Stadium 2,801*

Sturt 17.8 (110) d North 13.13 (91)  
*Envestra Park 2,743*

Adelaide 15.12 (102) d Glenelg 13.8 (86)  
*Gliderol Stadium 2,627*

South 9.11 (65) d Eagles 8.11 (59)  
*Maughan Thiem Hyundai Oval 1,871*

Central 16.8 (104) d Port 15.11 (101)  
*Playford Alive Oval 2,319*

ROUND TOTAL – 12,361

## ROUND 17

### Saturday August 16

Sturt 13.9 (87) d Adelaide 12.9 (81)  
*Envestra Park 2,496*

Central 17.7 (109) d Glenelg 7.8 (50)  
*Playford Alive Oval 1,860*

North 15.9 (99) d Eagles 7.9 (51)  
*Prospect Oval 2,101*