



2008 SANFL ANNUAL REPORT



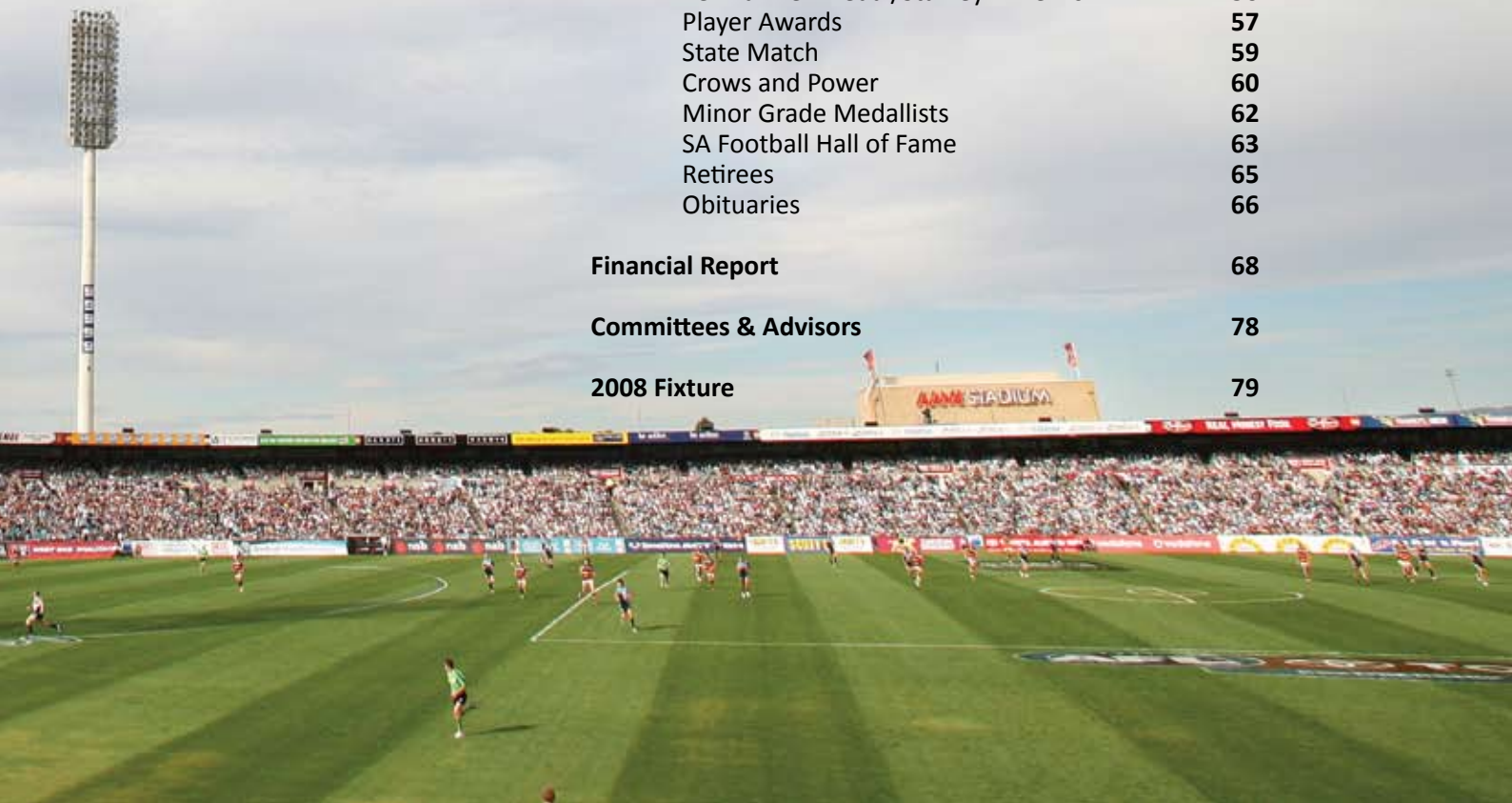
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*North Adelaide midfielder Andrew McIntyre
on a wet day at Prospect.
Photo courtesy of Luke Hemer
(Messenger Press).*



2008 KEY OUTCOMES

2008 KEY OUTCOMES

The SANFL's Strategic Plan 2007-2009 comprises six pillars gauging the success and continuing growth of the League and its operations.

STADIUM MANAGEMENT

The SANFL to be the owner and operator of a redeveloped international standard stadium at West Lakes designed to maximise utilisation, customer experience and business returns in a competitive market.

KEY OUTCOMES

- Announcement of \$100 million State Government contribution to the AAMI Stadium redevelopment.
- Opening of the Stadium's \$2.25 million, state-of-the-art Grounds Facility for maintenance staff.
- Release of timeline and preliminary plans for the Stadium redevelopment, with the first stage of works starting in early 2009.

SANFL COMPETITION MANAGEMENT

The SANFL to be the premier State League competition in Australia with nine strong and financially secure clubs playing a clear role in providing services to the football community and developing elite talent.

KEY OUTCOMES

- A 12 per cent increase in overall SANFL match attendance off the back of three years' continuous growth.
- Eight of the nine clubs were represented by at least one of their grades in the Finals, with five clubs competing in Grand Finals and three clubs winning premierships.
- South Australia claimed a 65-point victory over Victoria in May's State Game held at Adelaide Oval.
- Thirteen South Australians were selected in the 2008 AFL Draft in November, comprising just over 17 per cent of the overall number of draftees.

FINANCIAL VIABILITY

To maximise the financial returns so that monetary grants to clubs are maintained and AAMI Stadium facilities are further developed and maintained.

- The SANFL achieved budget for the 24th consecutive year.
- The 2008 financial result was bolstered by a bumper SANFL Grand Final attendance and the two André Rieu concerts in November.
- The League reported a net profit of \$1.49 million and a group profit of \$7.36 million in 2008.

GROWING THE GAME

For South Australia to be Australia's strongest football heartland, leading the nation in participation rates and quality experiences.

KEY OUTCOMES

- Substantial growth in target areas of indigenous, multicultural and female football participation.
- Establishment of a new U18/U16 competition to replace the traditional U17/U19 structure in 2009.
- Establishment of Centres of Excellence at each League club, underpinning the new U18 competition.
- Establishment of a Community Football Board to oversee all football club operations below League level across the state.

INDUSTRY LEADERSHIP

The SANFL to provide leadership and essential services to the Football industry in South Australia and optimise relationships with all key stakeholders.

- The SANFL was recognised by *in-business* magazine for the third consecutive year as one of SA's Top 100 companies, rated this year at number 49.
- Its '*be active*' League and '*be active*' Mini League aligned with the State Government's priority to tackle childhood obesity.
- The APY Lands program, with support from federal agencies and the State Government, recorded another successful year in delivering sports resources to indigenous communities.

AFL LICENSES

The owner of two financially sound AFL licences – both AFL Clubs to be successful, consistently profitable and debt free through operating a sound financial and governance framework.

- Adelaide Football Club played Finals football in 2008, bowing out in the Elimination Final against Collingwood at AAMI Stadium. The club recorded a \$1.6 million profit in 2008.
- Port Adelaide Football Club welcomed a new president and CEO in Brett Duncanson and Mark Haysman respectively. Port posted a \$1.4 million loss but has devised a financial strategy to reverse its fortunes in 2009.
- The SANFL worked with the two AFL clubs on collaborative projects regarding arena signage and game development.

AAMI STADIUM



PRESIDENT'S & EXECUTIVE COMMISSIONER'S REPORTS

UAM

PRESIDENT'S REPORT

The 2008 football year was a positive and progressive one for the South Australian National Football League.

Positive in the way the football supporters in South Australia embraced the League's clubs and competitions.

Progressive in that the SA Football Commission acted upon a number of recommendations for reform in football administration and development in the State.

Results from market research undertaken in 2008 indicate that a very high proportion of the community is aware of the SANFL brand and majority has supported or continues to support the SANFL competition. These research findings are reflected in supporter involvement.

The tradition, relevance and accessibility of local League football were highlighted in many of the 2008 outcomes. Local match attendance rose 12 per cent – an impressive increase when viewed in the context of three consecutive years of growth. The spectator numbers at the *'be active'* Finals series reached weekly highs with an overall increase of 34 per cent compared to that recorded in previous years.

A Grand Final crowd of 34,128 watched Central District claim its seventh flag in a decade at AAMI Stadium. Congratulations to the Central District Football Club on its outstanding effort to win the 2008 Premiership Cup. Glenelg Football Club's Grand Final berth – its first since 1986 – is acknowledged. The club was named 'most improved' in the 2008 West End Club of the Year award, which rates clubs by membership, game attendance and on-field performance. Congratulations to the Sturt Football Club for winning both the West End Club of the Year award and the Stanley H. Lewis Trophy. The club had an across-the-board presence in all major awards in 2008, including the Magarey Medal, Ken Farmer Medal and R.O. Shearman Medal.

The SANFL concluded the year in a sound financial position with an overall operating surplus of \$1.49m achieved from a revenue base of \$32.7m. In balance sheet terms, the SANFL retains a net asset position of \$121m with modest debt encumbrances.

The SANFL was able to again provide significant game development grants to all SANFL Clubs. Notwithstanding the ongoing investment that has been made to improve the facilities at South Australia's home of football – AAMI Stadium – it has been recognised and acknowledged that significant major redevelopment of the Stadium is required to meet the standard expected of national and International sporting stadia.

After many hours' work by architects, engineers and design teams, the SANFL, in consultation with key stakeholders, was able to unveil its plans for this major redevelopment of AAMI Stadium. The implementation of this project can only proceed when a funding commitment is finalised.

The Commission takes this opportunity to record its thanks to the State Government, the AFL and all stakeholders for their continued support of and investment in the League's football infrastructure.

In the area of junior football and talent development, the Commission, having regard to an extensive review of player development options and interstate experience, decided to abandon the traditional U17 and U19 competition format. In 2009 a new focussed U18 competition will be introduced in conjunction with an U16 competition tailored to the needs of younger footballers. These competitions will be aligned with the SANFL club structure and supported by specific talent development Centres of Excellence at each of the nine League clubs. This initiative should enable all aspiring footballers to reach their highest level of competence and performance.

The Commission has also concluded a specific review of the challenges facing the Affiliated Leagues in an endeavour to find the most effective governance structure for community football. The review committee recommended an independent management entity with links to the SANFL and across all established metropolitan and country football leagues. To this end, the Community Football Board has been established with supporting constitution, rules and regulations. It operates with independence and accountability for the administration and promotion of Australian football in South Australia at the community level.

On behalf of the South Australian Football Commission, I extend our sincere appreciation to His Excellency Rear Admiral Kevin Scarce AC CSC RANR for serving as the League's Patron this year. I would also like to take this opportunity to thank retiring Commissioner John Halbert MBE AM and welcome new Commissioner Peter Carey OAM, appointed at the 2008 AGM. As a whole, I would sincerely like to thank all of my colleagues on the Commission, the League Directors and the unwavering commitment of Leigh Whicker and his executive team who have worked well to ensure all actions are taken in the best interest of the game.

Finally, I wish to extend my gratitude to all football supporters who, by attending matches or securing memberships, collectively ensure the viability of our great game. I look forward to sharing a successful year with you in 2009.



Footballers and fans hop on board the SA Lotteries Footy Express.



The SANFL Executive Management Team (L to R)

Rob Nelson, General Manager - Partnerships & Strategy

John Lyons, General Manager - Commercial Operations & Major Projects

Leigh Whicker, SANFL Executive Commissioner

Glen Rosser, General Manager - State League Competition

David Hutton, General Manager - Game Development

EXECUTIVE COMMISSIONER'S REPORT

The season under review was a year of continued vision for South Australian football. This vision was illustrated by a number of significant decisions that have set the SANFL on a path of future growth and development.

Major revisions of junior football and community football structures, an inspired redevelopment of the state's home of football and the successful growth of our League competition have all been on the agenda in 2008.

I am particularly delighted to report on the healthy state of our game, bolstered by a youth-driven 20.6 per cent increase in game participation across the state.

Among other notable achievements in 2008 were:

- the launch of plans for the future \$190m redevelopment of AAMI Stadium;
- the establishment of a Community Football Board to promote and guide the future directions of the state's affiliated leagues;
- the sub-lease of Thebarton Oval to the South Australian Amateur Football League and West Torrens Council and the subsequent relocation of the League's Umpiring Department to this site;
- the success of the SA Lotteries Footy Express service on AAMI Stadium matchdays, which resulted in an additional 30,000 cars taken off the road in 2008;
- the achievement of meeting budget for the twenty-fourth consecutive year;
- SANFL match attendance increased by 12.2 percent compared to 2007 figures and the 'be active' Grand Final attracted its largest crowd (34,128 spectators) since 2002;
- the Commission's adoption of a new U18 and U16 competition that will assist in the development of young South Australian footballers to highest level of competition and;
- the results of a major marketing analysis that showed 97 per cent of South Australians related to the SANFL brand.

The SANFL's 2008 competition was outstanding, resulting in one of the most successful and closely-contested Finals Series seen this decade. I extend my congratulations to premiers, the Central District Football Club. The club's

impressive Grand Final record now equals that of the Port Adelaide Magpies, the only other League club ever to have enjoyed seven premierships in a single decade.

While football is very much a team sport, individual performances should not be overlooked. My congratulations go to the year's Magarey Medallist Luke Crane and AFL Brownlow Medallist Adam Cooney, a product of the SANFL competition.

I would also like to acknowledge all SA footballers awarded 2008 individual honours, particularly the five SA Football Hall of Fame inductees in Peter Woite, Geoff Kingston, Doug Thomas, Keith Thomas and Nigel Smart and Australian Football Hall of Fame inductee Geof Motley.

FINANCIAL PERFORMANCE

For the 24th consecutive year, the SANFL achieved a positive operating surplus above budget, which was a sound result given the number of major challenges encountered.

The SANFL profit for 2007/2008 was \$1.49m. Grants provided to SANFL clubs totalled \$4.6m. The current SANFL Group Net Assets are \$157.8m and the SANFL for the third consecutive year was rated by *in business* magazine as one of the Top 100 SA Companies at number 49.

AAMI STADIUM

The year in review marked the release of the SANFL's detailed plans for AAMI Stadium's \$190m redevelopment. The SANFL is committed to these plans, which will transform the Stadium into an international-standard sporting venue. The \$190m upgrade will ensure football supporters can enjoy superior sightlines equivalent to that at the Telstra Dome for years to come.

Initial works, now in progress and totalling \$8m, will improve access to the Stadium through road and bus terminal upgrades.

Despite ongoing public debate, there has been no evidence to suggest any other group or individual is prepared to fund the construction of a new stadium in Adelaide.

The SANFL, backed by the two South Australian AFL clubs, stands by its two-stadium policy.

Every capital city in Australia has at least two stadia to accommodate its major sporting events. One size does not fit all. While major funding at this stage remains deferred, the League sincerely appreciates the State Government's ongoing support of this project.

EXECUTIVE COMMISSIONER'S REPORT

KEY PARTNERSHIPS

The SANFL appreciates its many strong partnerships with all levels of government, the media, our corporate partners, the AFL, our two AFL clubs and the South Australian community.

GOVERNMENT

In December, the State Government announced a deferral of funds set aside for the AAMI Stadium redevelopment. In this uncertain economic climate, the League understands this is a sensible and considered move by the Government and we look forward to further collaboration as plans progress. To this end, I also wish to thank the Charles Sturt Council, particularly Mayor Harold Anderson and CEO Mark Withers, for its unwavering support of the AAMI Stadium rejuvenation plans. The State Government, in particular the Office of Recreation and Sport, continued its significant sponsorship of the *'be active'* League and *'be active'* Mini League in 2008. The SANFL is proud to align itself with the State Government's priority to tackle childhood obesity.

CORPORATE AND MEDIA RELATIONS

The SANFL highly values its relationships with all of its corporate partners, including major partners Lion Nathan Australia and AAMI.

Their significant financial support has contributed to the success and growth of football in South Australia.

Also, I acknowledge the wonderful contribution of the media who play an integral role in educating and informing the public about the SANFL.

The SANFL enjoyed an unprecedented concentration of coverage throughout the 2008 season. The growing public awareness and interest in our competition can be contributed to the extraordinary level of media coverage the League has been fortunate to receive.

THE AFL AND SA'S TWO AFL CLUBS

The SANFL continued to enjoy an excellent relationship with the Australian Football League in 2008.

A special thanks to the AFL chief executive Andrew Demetriou and his team for their professionalism and total support throughout the season.

The SANFL also worked directly with Adelaide and Port Adelaide Football Clubs on collaborative projects, including the AAMI Stadium redevelopment, equal branding at the Stadium and greater Stadium yields.

I take this opportunity to acknowledge the retirement of Adelaide Football Club's former president Bill Sanders, who resigned after 18 outstanding years of service, and Port Adelaide Football's inaugural chairman, Greg Boulton, who, with his drive and leadership, secured the second AFL license in SA. To this end, I also wish to note the efforts of all outgoing Club board members who have made enormous contributions to the national competition.

I offer my congratulations to Mark Haysman, who has stepped into the role of CEO of the Port Adelaide Football Club and my thanks to Steven Trigg (Adelaide Football Club CEO) whose continued support has been excellent. I also welcome Brett Duncanson and Rob Chapman as the new Port Adelaide and Adelaide presidents respectively.



FOOTBALL INDUSTRY LEADERSHIP

The APY Lands program, with support from federal agencies and the State Government, recorded another successful year in delivering sports resources to indigenous communities. This was the second year in a three-year youth program aimed at promoting sports participation in the Anangu Anangu Pitjantjatjara & Yankunytjatjara Lands. The SANFL also maintained a strong focus of player education programs at each SANFL club, covering the following topics – Drug & Alcohol, Respect & Responsibility and Racial Vilification & Cultural Awareness.

EXECUTIVE MOVEMENTS

There were several significant movements within the League in 2008.

Firstly, I extend my congratulations to General Manager – Marketing and Corporate Affairs, Paul Anderson, who resigned early in the year to take up the chief executive role at the Office of Recreation and Sport.

I also acknowledge the work of James Fantasia, the League's General Manager – Game Development, who moved interstate to accept the Football Manager's position at the AFL's Western Bulldogs Football Club.

In 2008, the League rebranded the Marketing and Corporate Affairs department to reflect an expansion in its online and media communications role and subsequently, welcomed Rob Nelson to lead the department as the General Manager – Partnerships and Strategy.

A new Community Football department was also established to better focus on the needs of the state's affiliated leagues.

General Manager – State League Competition, Glen Rosser, was appointed as this department's General Manager, an appointment effective 2009. In line with other successful businesses, the League appointed its inaugural Human Resources Manager. The League's experienced Executive Assistant Vasso Fessas stepped into this very important role and to date, has done an outstanding job.

ACKNOWLEDGEMENTS

Firstly, I wish to acknowledge the work of chairman Rod Payze and my colleagues on the Commission who have all invested considerable time and effort into football across South Australia. It has been satisfying this year to witness so much of the Commission's vision delivering positive outcomes.

It has been a demanding and productive year and I extend my thanks to the executive management team for their efforts:

John Lyons (General Manager – Commercial Operations and Major Projects)

Glen Rosser (General Manager – State League Competition)

David Hutton (General Manager – Game Development)

Rob Nelson (General Manager – Partnerships & Strategy)

On a personal note, I wish to thank my industrious personal assistant, **Tory Hall**.

Finally, South Australian football relies on the passion and commitment of its supporters above all else.

I thank each and every football fan for their support and patronage in 2008.



CORPORATE GOVERNANCE

The SA Football Commission manages and controls the affairs of the League, including its major financial investments and the appointment of committees. The Commission's actions are bound by the Associations Incorporation Act, the SANFL Constitution and the League's own regulations.

SA Football Commissioners are appointed for a three-year term by the ten League directors. In 2008, these directors were:

- Tom Zorich – Central District
- Gary Metcalf – Glenelg
- Bohdan Jaworskyj – North Adelaide
- Ian Stasinowsky – Norwood
- Robert Cope – Port Adelaide Magpies
- David Flanagan – South Adelaide
- Richard Allen – Sturt
- Paul Sperling – West Adelaide
- Les Stevens – Woodville-West Torrens
- Don McSweeney – Affiliated Leagues

BOARD COMPOSITION

The SA Football Commission in 2008 comprised seven non-executive Commissioners and the Executive Commissioner.

LEIGH WHICKER

SA Football Executive Commissioner



Appointed SANFL General Manager in 1984, Leigh was made Executive Commissioner with the formation of the Commission in 1990. He 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. Leigh played 43 League games with Sturt (1963-1966) and served as a League delegate (1968-1972).

He was awarded SANFL Life Membership in 1996 and AFL Life Membership in 2004.

ROD PAYZE

SANFL President and SA Football Commission Chairman



SANFL President and SA Football Commission Chairman since 2003, Rod was appointed to the Commission in August 1995.

He served the West Torrens Football Club as a member of the selection committee (1979), League Selection Committee Chairman (1971) and player

(1960-1966).

Rod retired as the Department of Transport, Urban Planning and the Arts CEO in 2000 after a long career in the public service.





JAMIE COPPINS
SANFL Vice President and SA Football Commission Deputy Chairman

Jamie was appointed to the Commission in 1995 and promoted to Commission Deputy Chairman in 2008. He served North Adelaide Football Club as CEO (1992-1995), Chairman (1985-1991) and other roles from 1974-1984, including Chairman of Selectors and Deputy Chairman of the Board. Jamie played 127 League games with North Adelaide from 1963 to 1971. Jamie retired from the home building industry after 34 years, 24 of which as the owner and director of building and property development companies.



BRIAN CUNNINGHAM
SA Football Commissioner

Appointed as the inaugural Chief Executive Officer of the Port Adelaide Football Club in the AFL in 1996, Brian was appointed to the Commission in February 2006. He brought with him a wealth of administration experience, as well as a football background, having played 256 League games for Port Adelaide between 1971 and 1983. He was inducted into the SA Football Hall of Fame in 2005. Brian currently serves as the Chief Executive of the Department of Trade and Economic Development.



PHILIP GALLAGHER
SA Football Commissioner

Philip was appointed to the SA Football Commission in 2000. A long-time Redlegs man, he has served the club in various roles including League Director (1995-1999), Club Chairman (1996-1999), Board Member (1990-1999), Match Committee member and Selector (1986-1995) and player (1973-1986). He represented the state eight times and is a four-time premiership player. Philip has been in private practice as an accountant since 1975.



PETER CAREY OAM
SA Football Commissioner

Peter was appointed to the Commission in March 2008. An Australian record-holder for the number of League games played (448 games for Glenelg), Peter is also a 19-time State representative and was awarded the OAM for services to Australian Rules in 1989. He currently serves as the State Manager for Coca-Cola Amatil in South Australia.



DAVID SHIPWAY
SA Football Commissioner

David was appointed to the Commission in 1997 and became the Affiliated Leagues Chairman the year after. A former West Adelaide Football Club president and chairman, he served on the SANFL's Future Direction of Football Committee (1992-1994), which oversaw the introduction of both the Adelaide and Port Adelaide Football Clubs in the '90s. David is the managing director of B L Shipway, a family company supplying hydraulic equipment to the state's agricultural, manufacturing, mining and defence industries.

2008 COMMISSION MEETING ATTENDANCE

Commissioner	Meetings held	Attendance
Leigh Whicker	15	15
Rod Payze	15	15
Jamie Coppins	15	15
Philip Gallagher	15	15
David Shipway	15	14
Brian Cunningham	15	10
Peter Carey	15	12



DION McCAFFRIE
SA Football Commissioner

Dion was appointed to the Commission in February 2004. Involved in football administration since the 1980s, he served 11 years as a SANFL League Director and 13 years as a member of the West Adelaide Football Club's Management Committee. Dion currently serves as a solicitor and partner of Andersons Solicitors, a role held for 30 years.



GAME DEVELOPMENT

*The Pukatja Magpies and Mimili
compete in the APY Lands Grand Final.
Photo courtesy of Sarah Reed
(The Advertiser).*





GAME DEVELOPMENT

The Game Development department continued to grow the game of Australian football in 2008 through the provision of high-quality programs to schools, clubs and communities across the state.

We achieved a strong 20.6 per cent growth in football participation across the board with programs spanning at least six weeks.

This increase was largely due to the conversion of one-off promotional programs to minimum six-week participation programs, as well as the introduction of a variety of new participation programs to schools.

New programs targeted three main areas identified through the Game Development Innovations Committee last year – the indigenous community (in particular the APY Lands program), girls' football (headed by the Girl Power schools program in partnership with the Port Adelaide Football Club) and the multicultural community (featuring the multicultural schools program in partnership with the Adelaide Football Club).

Auskick participation also received a substantial boost – heading back towards the level achieved in 2006 after a drop-off in 2007. Our SANFL 'be active' Mini League program thrived with the ongoing support from the Office for Recreation and Sport, while junior club football continued to grow steadily through our metropolitan Junior District Leagues, as well as our country Affiliated Leagues. The Game Development department also maintained its focus on improving the standard of coaching at junior level across the state. This year, we worked with all nine League Clubs to provide Level 1 Coaches courses to 516 participants and Level 2 Coaches courses to 52 participants across all metropolitan and country zones.

Our State Talent program yielded some encouraging results in 2008, with 13 players being drafted at the NAB AFL Draft on November 29 (up from four drafted in 2007). This starts to put us back to where we have been previously positioned in terms of providing young players to national draft pool. We look forward to growing this consistently in future years. In terms of developing young talent, the implementation of our new underage structure and Centres of Excellence programs at all nine League Clubs from season 2009 will be an exciting one. We also see this change as an opportunity for more talented underage players to progress to SANFL League football.



Auskick participants wait to hit the turf at Adelaide Oval before May's State Game.

DEVELOPING THE TALENT OF TOMORROW

The 2009 season will mark a new chapter for junior development in South Australian football with the current U17 and U19 format being replaced with a new elite U18 competition supplemented by a condensed U16 competition.

The SANFL embarked on a detailed and lengthy review in 2008 to determine the best underage structure to maximise player development in South Australia.

The SA Football Commission appointed a Review Committee comprising Dion McCaffrie (chairman), Glen Rosser, David Hutton, Rob Nelson, Daniel Thomas and Brenton Phillips.

After considerable consultation with all key stakeholders, the Commission endorsed the establishment of an U18 competition and a modified U16 competition to replace the traditional U17/U19 structure from the 2009 season onwards.

The SANFL and nine League clubs plan to invest significant resources into the establishment of Centres of Excellence to underpin the new underage structure.

These Centres, based at each club, will aim to accelerate player development through the provision of sports science resources, high-performance training, player and coach education, AIS/AFL curricula and standardised testing programs.

The new structure aims to:

- increase the number of players progressing from underage football to SANFL League level;
- increase the number of South Australians selected in the annual AFL draft, and;
- achieve success at the U18 National Championships.



South Australia's Angus Clarke battles with Western Australia's Nicholas Naitanui for the ball at the U18 National Championships in June.

GAME DEVELOPMENT

PARTICIPATION

NAB AFL AUSKICK

The NAB AFL Auskick program this year attracted 14,250 South Australian participants – a strong 7 per cent increase on last year’s numbers.

The program, aimed at primary school aged children, was rolled out through 346 centres across the state.

The third annual Auskick Parade of Champions took place at half-time of the SANFL ‘be active’ Grand Final on October 5. East Adelaide Primary School won an online competition to present the premiership medallions to the 2008 SANFL Premiers.

Meanwhile, eighteen lucky Auskickers won the chance to represent SA at the AFL Grand Final where they played at the MCG at half-time.

NAB AFL Auskick also provided an opportunity for more than 2200 children to experience playing football on AAMI Stadium through its Little League and Grid Games programs.

DOMINO’S PIZZA PRIMARY SCHOOL FOOTBALL

More than 480 teams were involved in primary school football competitions conducted on Friday afternoons and Saturday mornings throughout the 2008 season.

Glenelg Primary School won the Domino’s Pizza Premier’s Cup Grand Final, played at AAMI Stadium on August 30.

This year also marked the introduction of intra-school football programs in South Australian primary schools, with more than 12,000 children participating in the inaugural competitions. SANFL Game Development staff underpinned the junior development programs this year by holding primary school carnivals for more than 260 teams.

CROWS IN SCHOOLS

The Crows in Schools program ran through Terms 1, 2 and 3 this year. Adelaide mascot Claude the Crow, accompanied by Adelaide Football Club and SANFL Game Development

staff, visited 150 schools in all League club development zones over 25 weeks to conduct skills clinics and promote the Crow’s Nest Junior Memberships. Country visits were also conducted by the Crows in various locations, mostly linked with the club’s AFL Community Camp.

POWER COMMUNITY YOUTH PROGRAM

The Port Adelaide Football Club’s Community Youth Program targeted 80 schools in five development zones this year.

Aimed at upper primary students, the program exposed children to community messages in the first fortnight of the program, while the third week comprised football clinics with Power players and SANFL Game Development staff. The students were offered the opportunity to sign up as Planet Teal junior members for the Power through the program.

DOMINO’S PIZZA SCHOOL HOLIDAY COACHING CLINICS

All nine League clubs conducted clinics at their respective home grounds in the April and July school holidays in 2008, attracting more than 2000 children overall. Clinics were promoted throughout each club’s school network via SANFL Game Development Staff.

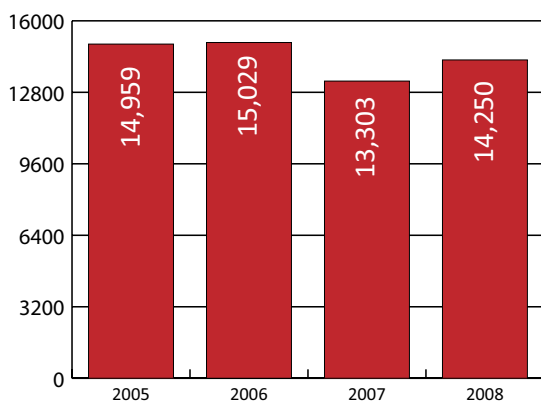
‘be active’ MINI LEAGUE

The Office for Recreation and Sport continued its excellent support of junior football through its sponsorship of ‘be active’ Mini League in 2008. About 3600 metropolitan and regional senior primary school children played Mini League during the half-time break of League matches throughout the year.

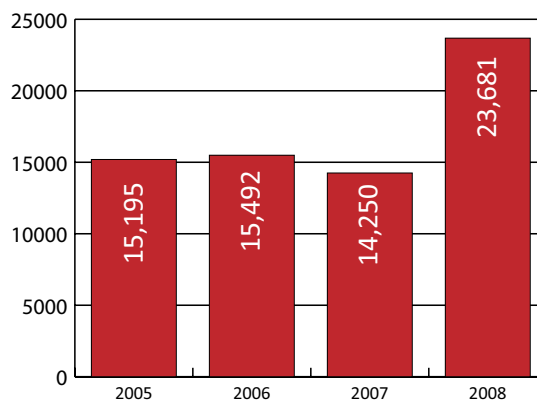
SAPSASA

Forty teams participated in the Annual SAPSASA Football Carnival this year, held at Barratt Reserve, West Beach. From the carnival, 23 upper primary school boys were selected to represent South Australia at the National Football Exchange held in Melbourne in July.

Auskick Participants



School Football Participants



YOUTH FOOTBALL PROGRAM

The SANFL Youth Program was aimed at secondary students and provided opportunities to play competitive football in either a modified format (Twilight Cup, nine-a-side or twelve-a-side) or through inter-school competitions (SASSSA Knockouts or the ISSA competition).

DOMINO'S PIZZA NINE-A-SIDE CARNIVALS

The nine-a-side carnivals – organised for Years 8, 9 and open age - continued to be popular with secondary students in 2008. Thirty carnivals were held throughout the state with 395 teams – comprising 2400 boys and 1900 girls - competing.

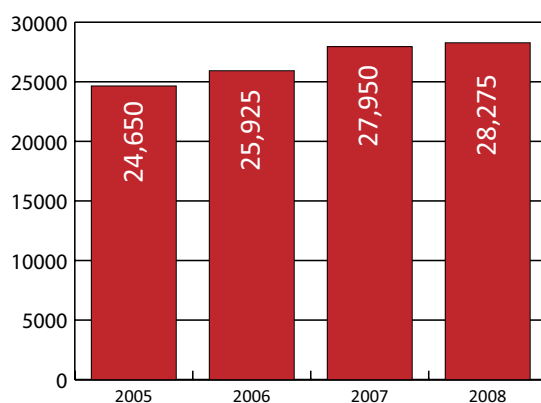
SANFL/SASSA KNOCKOUT COMPETITIONS

The SANFL and Secondary School Sport South Australia (SASSA) have collaborated for many years to offer secondary school students the opportunity to play in a state knockout competition. The popularity of this program continued in 2008, with teams competing in six different categories.

The year's winners were;

- August 5 Open Boys Pool A – Henley High School def. Brighton Secondary School
- August 5 Open Boys Pool B – Loxton High School def. Concordia College
- August 19 Open Schools Cup – Prince Alfred College def. Sacred Heart College
- August 20 Year 8/9 Girls – Brighton Secondary School def. Tyndale Christian School
- August 20 Year 8/9 Boys Country – Millicent High School def. Mid North Secondary Education Cooperative
- August 20 Year 8/9 Boys Metropolitan – Sacred Heart MS def. Blackfriars Priory School
- August 23 Open Girls – Nuriootpa High School def. Henley High School

Junior Club Players



JUNIOR DISTRICT LEAGUES

The Junior District Leagues comprise the Central District Junior Football League, Metro South Junior Football League, Metro West Junior Football League and the North East Metro Junior Football Association.

Each League experienced considerable growth this season, along with an increase in the numbers of accredited Level One coaches within its ranks.

AFL Auskick has been a strong feeder for the Junior District Leagues over the past seven years. This year, each League had the opportunity to participate in a showcase match as a curtain raiser to AFL matches through the season.

The Metro South Junior Football League and Metro West Junior Football League played two Under 16 representative curtain raiser matches as part of their program for the Junior District Leagues Cup. The Central District Junior Football League was represented by the Smithfield and Elizabeth U12 teams, while the Para Hills and Pooraka U12s competed for the North East Metro Junior Football Association.

FEMALE FOOTBALL

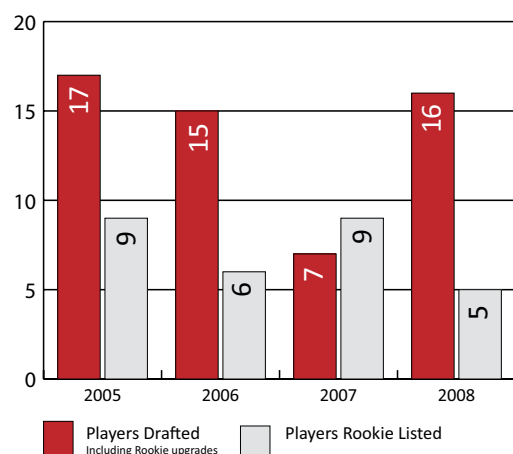
2008 was an excellent year for female football in SA, marked by an additional 1706 players participating in SANFL-led 'all-female' programs.

The Girl Power program, run in conjunction with Port Adelaide Football Club, was rolled out at 24 schools, while the introduction of a Youth Girls' competition in the Central District zone led to a further influx of players.

The SA Women's Football League enjoyed a 29 per cent increase in participation compared to 2007 despite the number of teams remaining static.

This year saw the development of a Female Advisory Board, which now meets regularly to discuss issues pertaining to female football. A review of female football was also conducted, with the view of finalising a three-year strategic plan in 2009.

Players Drafted



GAME DEVELOPMENT

MULTICULTURAL DEVELOPMENT PROGRAM

Following a successful 2007, the Multicultural Development Program reached 17 schools and more than 1700 students this year – an outstanding 103 per cent increase in participation compared to last year.

The six-week programs, coordinated with the Adelaide Football Club and aimed at teaching primary school students basic football skills, received widespread positive feedback from students and parents.

After each six-week course, the students were given the opportunity to showcase their skills in one of four Multicultural Development Carnivals held throughout the year. More than 500 students accepted the chance to play their first-ever game of football against other players who were new to the game.

The SANFL also joined forces with the Migrant Resource Centre of South Australia in 2008 to establish the state's inaugural All-African Auskick Centre. The Centre averaged about 55 young African boys and girls, aged between 3 and 13 years, to each 90-minute session. Six sessions were conducted over the October school holidays at the Kilburn Football Club and proved highly popular with local families.

INDIGENOUS AND APY LANDS PROGRAM

This year, the Pukatja Magpies (10.4.64) defeated 2007 premiers Mimili (8.6.54) in the thrilling APY Lands Grand Final played at Pukatja on August 23.

The day also included the League's women's softball Grand Final in which Pukatja defeated Mimili 19-17.

The Grand Final was a culmination of a 10-round competition played out in the Far North-West Sports League (FNWSL).

As a step towards the FNWSL's sustainability, the SANFL conducted Level O Football and Softball umpiring courses in which 47 men and 32 women became accredited umpires.

As part of the ongoing partnership with the Federal and State Governments, the SANFL will deliver Level 1 umpiring courses in 2009, along with accrediting sports trainers, coaches and team managers.

Meanwhile, more than 400 indigenous children took part in the school holiday coaching clinics, and the AFL Fostership Program oversaw Crows players visiting eight APY Lands schools this year.

AFL RECREATIONAL FOOTY

AFL Recreational Football in SA experienced continued growth in its third year of operation. The consolidation of metropolitan competitions meant an increase in the number of teams and a longer overall season. These changes to the program were well-received and AFL Recreational Football continued to offer a fantastic opportunity to stay involved in the game at all ages. Recreational Football was also utilised in schools across the state. Senior students were educated in the set-up and umpiring of the game and umpired younger age groups with great success.

TALENT PROGRAM

The SANFL Talent Program continued to identify and develop talent in 2008 via a recognised pathway allowing players to progress from primary school/junior club level all the way to the AFL.

SAPSASA / SANFL U12 STATE TEAM SPORTS CAMP

The 2008 State U12 Team held a training camp at Scotch College in early July to prepare for the Australian Rules Football Exchange held in Melbourne from July 20-26.

The final 23 students selected in the team experienced three days of intense football preparation and team bonding.

Fitness and team tactics, mental preparation techniques, diet and health tips were taught during the camp. Family members were able to interact and see elements of the camp first-hand.

QANTAS INDIGENOUS AFL KICKSTART CAMP

In mid-July, the fourth Qantas U15 Indigenous Kickstart Camp was held in Melbourne, involving 50 talented indigenous boys from across Australia.

Eight South Australians participated in the week-long camp that has now become an entry point for the Flying Boomerangs Tour (U15 Indigenous Australian Side) and other indigenous role model and leadership mentoring programs into which only 25 boys are selected.

Central District's Reggie Wanganeen and Port Adelaide Magpies' Luke Wilson were chosen to take part in the Flying Boomerangs Tour and will tour Cairns and Papua New Guinea in February next year to play against the Papua New Guinea, Fiji and South African representative sides.



Participants in the Girls' Football program vie for the ball before May's State Match.

STATE U15 CHAMPIONSHIPS

Squads of 25 players represented each League club from both their metropolitan and country promotional zones in the U15 Intra-State Championship. Minor round matches were played at League grounds early in the year.

Glenelg defeated Woodville-West Torrens in the Country Grand Final, held as a post-match to the SANFL League match between Norwood and Central District in July.

Central District won a hard-fought match against Norwood in the Metropolitan Grand Final, played as an AFL curtainraiser at AAMI Stadium in July.

SANFL U16 SCHOLARSHIP SQUADS

A 36-strong squad from each of the League club's country and metropolitan zones was invited to participate in the Scholarship Squad Program in December to February. The Scholarship Squads provided a stepping stone for players to learn what was required at the next level, from Under-16 and Under-18 National Championships to either SANFL League or AFL level.

NAB AFL U16 CHAMPIONSHIPS

South Australia sent 25 representatives to the U16 Championships, held on the Gold Coast in late July and early August. Hayden Jolly (Glenelg) scooped the major prizes, winning the Norm Grimm Medal for the best player over the three games, the Dr Henry Kneebone Achievement Award and the NAB AFL MVP Award for South Australia.

Nathan Ahmat-Watkins (West Adelaide) was awarded the SSSSA Best Team Man Award. Four South Australian players were selected for the AIS/AFL Academy after strong performances in the Championships – Hayden Jolly (Glenelg), Scott Lycett (Port Adelaide Magpies), Jake Von Bertouch (Woodville West Torrens) and Jamie Solly (Port Adelaide Magpies).

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

SA Best Player Award: Hayden Jolly (GFC)

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

SA Best Player Award: Jake Von Bertouch (WWTFC)

South Australia 11.3 (69) - Western Australia 12.6 (78)

SA Best Player Award: Darcy Armfield (GFC)

Captain: Dillon Harding (Norwood)

U17 AAMI Country Youth Championships

Each League club's regional zone was represented by a 25-man squad at the U17 Country Youth Championships, held in July. Teams were divided into two divisions, with Sturt winning Division 1 and Woodville-West Torrens taking out Division 2.

U18 ACADEMY

The Academy, which underpins the U18 State Team, was established by the SANFL and League Clubs in 2000. The Academy is comprehensive and demanding but instructs players in the requirements for success at SANFL and AFL level. Forty-nine young footballers from across the state graduated from the Academy in 2008.

NAB AFL U18 CHAMPIONSHIPS

The NAB U18 Championships were played over five states with the top two teams from Division 2 (Tasmania and NSW/ACT) progressing into the Division 1 draw, culminating in a final at Melbourne's Telstra Dome. South Australia performed well throughout the carnival, recording three wins from five matches and finishing third in the competition.

Three South Australians were chosen in this year's All-Australian Team - Hamish Hartlett (West Adelaide), Lewis Johnston (North Adelaide) and Rhys O'Keeffe (North Adelaide). O'Keeffe was also named the Player of the Championships and the winner of the John Halbert Medal for SA's best and fairest player. Alex Stopp (Norwood) was selected by the officials as SA's Best Team Man.

South Australia: 17.6 (108) Tasmania: 9.9 (63)

BEST: Rhys O'Keeffe (North Adelaide)

Western Australia: 15.12 (102) South Australia: 4.13 (37)

BEST: Lewis Johnston (North Adelaide)

Victoria Metro: 17.5 (107) South Australia: 8.6 (54)

BEST: Angus Clarke (Sturt)

South Australia: 14.14 (98) Victoria Country: 9.10 (64)

BEST: Matthew Broadbent (Woodville-West Torrens)

South Australia: 20.12 (132) NSW/ACT: 8.4 (52)

BEST: Rhys O'Keeffe (North Adelaide)

Captain: Scott Blessing (West Adelaide)

U20 STATE TEAM

In 2008, the State Youth Match played between the State U18s and the State U20s was held at Adelaide Oval and provided a great spectacle for all who attended. After being defeated for the first time in 2007, the U20 team was too strong for the U18s and finished victors by 79 points. The U20 Best Player Medal was awarded to Seb Guilhaus (Glenelg) while the U18 Best Player Medal was awarded to Jay Shannon (Port Adelaide Magpies).

SANFL U20 State Team: 20.13 (133)

SANFL U18 State Squad: 8.6 (54)

U18 Best Player: Jay Shannon (Port Adelaide Magpies)

U20 Best Player: Seb Guilhaus (Glenelg)

U20 Captain: Angus Lally (Glenelg)



Primary school students learn basic ball skills at one of the multicultural football clinics held throughout the 2008 season.

GAME DEVELOPMENT

2008 NAB AFL DRAFT

Thirteen South Australians were drafted in November's NAB AFL Draft, making up 17.3 per cent of the total number of draftees nationwide.

DRAFT	NAME	AFL CLUB	AIS	ACADEMY	SANFL CLUB
4	Hamish Hartlett	Port Adelaide	2006	2007/2008	WEST ADELAIDE
10	Phil Davis	Adelaide		2008	NORTH ADELAIDE
12	Lewis Johnston	Sydney	2007	2008	NORTH ADELAIDE
16	Ryan Schoenmakers	Hawthorn		2008	NORWOOD
25	Jack Redden	Brisbane		2008	GLENELG
38	Matthew Broadbent	Port Adelaide	2007	2007/2008	WOODVILLE-WEST TORRENS
47	Rhys Stanley	St Kilda		2008	WEST ADELAIDE
54	Jarrad Redden	Port Adelaide		2008	WOODVILLE-WEST TORRENS
65	Rhys O'Keeffe	Carlton			NORTH ADELAIDE
66	Glenn Dawson	Port Adelaide		2008	WOODVILLE-WEST TORRENS
67	Tyson Slattery	Essendon		2007/2008	WEST ADELAIDE
74	Paul Cahill	St Kilda		2008	STURT
77	Chris Hall	Fremantle		2008	WOODVILLE-WEST TORRENS
<i>Upgrade from Rookie List</i>					
	Nick Salter	Port Adelaide		2004	WOODVILLE-WEST TORRENS
	Jared Petrenko	Adelaide		2007	WOODVILLE-WEST TORRENS
	Michael Wundke	Kangaroos		2006	NORTH ADELAIDE
<i>Rookie Draft from SANFL Clubs</i>					
4	Wade Thompson	Port Adelaide			NORTH ADELAIDE
15	Adam Varcoe	Geelong		2008	CENTRAL DISTRICT
36	Christian Bock	Essendon			WOODVILLE-WEST TORRENS
40	Ben Speight	Kangaroos		2008	NORWOOD
49	Matthew Martin	Port Adelaide		2008	WEST ADELAIDE

COACHING

In 2008, the SANFL continued its commitment to coaching development and accreditation.

- Level 1: 516 coaches
(conducted by SANFL & League Clubs)
- Level 2: 52 coaches (conducted by SANFL)
- Level 3: 2 SA coaches (conducted by AFL)
- Reaccreditation (after four years): 110 coaches
- Total course attendees: 678 coaches

COACHES' ASSOCIATION

A total of 1787 coaches were registered by the SANFL Development Coordinators in all Affiliated Leagues clubs in both metropolitan and regional areas of SA, up from 1534 in 2007. The South East Coach Awards Dinner at Naracoorte was attended by 51 coaches from 4 Leagues (WBFL, MSEFL, KNTFL, MFL)

SANFL COACH AWARDS DINNER

Almost 500 people attended the 13th Annual Dinner held at AAMI Stadium on November 7. The Good Guys' Coach of the Year Award was this year presented to Glenelg coach Mark Mickan. The award was determined from votes by all League coaches after rounds 6, 12, 18 and 23.

Overall, 18 country and metropolitan awards were presented to coaches in each of the League club zones. Five additional awards were presented to coaches involved with NAB AFL Auskick, the SANFL Talent Program, Youth Squad and Youth Development Squad.

Wendy Russo was awarded Female Coach of the Year.

The following coaches were recognised for their outstanding service to coaching:

John Pearce (30+ years) Barry Pilmore (15 years)





STATE LEAGUE COMPETITION

*Norwood captain James Gallagher
celebrates a goal.
Photo courtesy of Luke Hemer
(Messenger Press).*

STATE LEAGUE COMPETITION

The State League Department delivered an outstanding competition in 2008, marked by a fierce contest for Finals positions and an attacking style of football played consistently throughout the season.

The tightly-contested season proved appealing to patrons, resulting in a 12 per cent increase in match attendance in 2008.

Central District once again proved its continued dominance of the League competition with its seventh premiership in nine seasons, defeating a worthy opponent in Glenelg in the 2008 League 'be active' Grand Final. Norwood and Port Adelaide Magpies returned to the Finals race, displacing 2007 Finalists North Adelaide and Woodville-West Torrens. Sturt was the other finalist, playing in its fourth League Final in five years.

Eight of the nine clubs were represented by at least one of their grades in the Finals, with five clubs competing in Grand Finals and three clubs winning premierships. Sturt provided the Magarey Medallist in Luke Crane, the Ken Farmer Medallist in Brant Chambers and won the coveted Stanley H. Lewis Trophy for the first time since 1983.

In addition, South Australia secured an outstanding win over Victoria in the State Match played at Adelaide Oval in late May under coach Darel Hart, cementing the SANFL's status as the most successful state football league in the nation.

COMMUNITY FOOTBALL BOARD

In mid-2007, the SA Football Commission launched a review into the SANFL Affiliated Leagues governance model to determine how best to support country and metropolitan football leagues across the state.

The Review Committee comprised John Ferguson (Chairman), Jim Hewitson, John McBain, Ron Stennett, Robin Symes, Tony Clarkson and Glen Rosser (Secretary).

The Committee's findings and recommendations were discussed with all football zones in 2008 before a final proposal was presented to the Commission in late 2008. The Commission endorsed the establishment of an independent Community Football Board to oversee all levels of South Australian football under the League competition. The Board, which came into effect immediately, comprised David Shipway (Chairman) and Kym Russell as the SANFL's two representatives, Gino Capogreco and Jeff Burchell as metropolitan football's representatives and Tim Jackson and Peter Lindner, representing the country football leagues.

The Board subsequently appointed Rob Kerin as an outside director and has the power to appoint an additional director in 2009.

In November, the General Manager – State League Competition, Glen Rosser, was appointed to the newly-created position of General Manager - Community Football. Under the new role, Rosser will manage all aspects of community football and collaborate with the new Board as Secretary to develop a strategic plan to generate increased funding and additional support for country and metropolitan football leagues.

AFL FACILITY DEVELOPMENT RESERVE GRANTS

In 2008, the SANFL was successful in securing grants from the AFL Facility Development Reserve as partnership funding for the following projects:

- Encounter Bay Football Club changerooms - \$50,000
- Lighting upgrade at Hickinbotham Oval - \$50,000
- Nine SANFL Club visitors' changerooms - \$100,000
- Lighting upgrade at East Gambier Football Club's home ground - \$20,000
- New goal posts for Thebarton Oval - \$17,000



Port's Harry Miller showcases his kicking style

West's Solomon Munn and Jeremy Rowe in action.



STATE LEAGUE COMPETITION

WEST END CLUB OF THE YEAR



Established in 2006, the West End Club of the Year award recognises the most outstanding SANFL club as determined by a number of benchmarking standards, including consolidated

club profits, memberships, match attendances and on-field success. In 2008, the Sturt Football Club was the winner, amassing a total of 72 points, with the Glenelg Football Club finishing close second with 71.5 points. In 2007, an award for the most improved club was presented for the first time and its inaugural winner was Sturt Football Club. In 2008 the award was won by the Glenelg Football Club who in 2007 tallied 65.5 points.

The awards will be formally presented at the SANFL Annual General Meeting in March 2009.

200 CLUB

The SANFL 200 Club enjoyed a successful year led by its President John Graham and committee members Tony Symonds, Peter Phillipou and Russell Ebert.

About 150 members attended the annual 2007 AGM / Life Members and 200 Club dinner held in March.

In 2008, the SANFL acknowledged two outstanding footballers who achieved 200 SANFL League games.

Joining the 200 Club this year was Simon Feast who represented Sturt Football Club with distinction over ten seasons. Feast retired at the end of the 2008 season, having amassed 205 League appearances.

Also inducted was seven-time premiership player Matthew Slade from Central District Football Club whose match tally stands at 203. Both players will be acknowledged at the 2008 AGM / Life Members and 200 Club Dinner to be held in early 2009.

SANFL RECOGNITION AWARDS

The SANFL annually recognises those who have rendered outstanding service to the League and its clubs. The following awards were presented at the 2008 Junior Grades Presentation Dinner, held at AAMI Stadium in October.

AFL Merit Award: Mostyn Rutter

SANFL Merit Awards: Malcolm Bower (South Adelaide)
Graham Smith (North Adelaide)

SANFL Service Award: Frank McHugh

SANFL Club Service Award: Trevor Pickering (West Adelaide)

UMPIRING

Almost 3000 men and women officiated Australian football matches in South Australia in 2008. The Umpiring Development Team continued its involvement with the AFL Green Shirt program, introducing more than 200 new umpires to the game this season.

Four umpires were part of the SANFL team that rolled out the APY Lands program in August.

NATIONAL UNDER 18 CHAMPIONSHIPS UMPIRES

James Ralston (field), Dillon Tee (boundary),
Thomas Sharpe (goal)

NATIONAL UNDER 16 CHAMPIONSHIPS UMPIRES

Curtis Deboy (field), Matthew Nicholls (boundary), Jarred Atkinson (goal)

2008 SANFL GRAND FINAL UMPIRES

Field: Tim Pfeiffer, Sam Hay, Corey Bowen

Boundary: Shane Thiele, Hayden Cook, Chris Bull, Dillon Tee

Goal: Matthew Cummins, Steven Murphy





Umpires walk onto Adelaide Oval to officiate the 2008 State game between South Australia vs Victoria.

2008 AFL Season

South Australia was well-represented in the 2008 AFL Grand Final with Darren Wilson officiating in his 11th consecutive Grand Final - a feat equalling the 44-year-old record set by Lindsay Lancaster. Steven Axon and Jonathan Creasy officiated in their second and third respective AFL Grand Final, while Mark Thomson debuted as an AFL Grand Final umpire.

The following umpires were contracted to the AFL in 2008:

Field: Michael Avon, Gary Fila, Stefan Grun
 Boundary: Tim Bryant, Amin Chehade, Jonathan Creasey, Ryan England, Mark Thomson, Darren Wilson
 Goal: Steven Axon, Peter Challen, Leo Corrieri, Ante Perkovic, Darren Trengove

2008 SANFL UMPIRING AWARDS

The following prestigious awards were presented at the 2008 Golden Whistle Awards Dinner, held at AAMI Stadium on October 16.

Golden Whistle Field: Sam Hay
Silver Whistle Boundary: Shane Thiele
Goal Umpire Award: Matthew Cummins

Most Improved Awards

Field: Toby Medlin
Boundary: Dillon Tee
Goal: George Diakomichalis

Mark T Posa Award for Most Outstanding Young Talent
 Curtis Deboy (Field)

Andrew Vickers Medallion for umpire coaching
 Theron Philp (Field)

City of Charles Sturt Award for Outstanding Service to Umpiring

David Elliott (SANFL Assistant Field Umpires' Coach)

AFFILIATED LEAGUES

The SANFL Affiliated Leagues combine to represent more than 30 junior and senior Football Leagues across the state. In 2008, 262 clubs spawned more than 1500 teams from U8s through to seniors, offering about 40,000 participants an opportunity to play the game in their local community.

SA COUNTRY FOOTBALL CHAMPIONSHIPS

The 2008 SA Brewing Country Championships were held in the Riverland towns of Berri and Barmera over the weekend of July 5-6. Six teams representing all areas of the state competed in a Round Robin format with the Murray Mallee Barrier Barossa (MMBB) Zone winning the event for the first time. Todd Miles, representing the Central Zone, was judged the Player of the Championships while Ryan Bennett, representing MMBB, was named the Best Under 21 Player.

LANDMARK AUSTRALIAN COUNTRY CHAMPIONSHIPS

The 2008 Landmark Australian Country Championships were held in Shepparton (Vic) from July 24-27. South Australia finished fourth in the competition. Three South Australian players – Renmark's Ryan Bennett, West Gambier's Adam Merrett and Kaniva Leeor's Jason Sutherland - earned All-Australian honours. The best player as selected by the South Australian coaching staff was Marcus Burdett, representing the Mt Compass Football Club.

STATE LEAGUE COMPETITION

AFFILIATED LEAGUE MERIT AWARDS

Each year, the SANFL presents recognition awards to outstanding servants of the game throughout the Affiliated Leagues. The 2008 recipients included:

John Falland – Barossa, Light & Gawler Football Association
 Geoff Wellington – Kowree Naracoorte Tatiara Football League
 Terry Walters – South East Umpires Association

SANFL MERIT AWARD

WR (Dick) Ley – Port Pirie Football League
 Bev Zeptner – Woomera & Districts Football League

AFL MERIT AWARD

Jim Hewitson – Whyalla Football League

AFFILIATED LEAGUES PREMIERSHIP RESULTS

LEAGUE	GRAND FINAL SCORES	MAIL MEDALLIST
ADELAIDE PLAINS FOOTBALL LEAGUE INC	HW Eagles 7.10 (52) def Mallala 6.9 (45)	Matthew Young
BAROSSA, LIGHT & GAWLER FOOTBALL ASSOCIATION INC	Tanunda 22.7 (139) def Barossa District 16.10 (106)	Brad Taylor
BROKEN HILL FOOTBALL LEAGUE LIMITED	North Broken Hill def Central Broken Hill	Ashley Bates
EASTERN EYRE FOOTBALL LEAGUE INC	Kimba Districts 9.13 (67) def Cowell 6.5 (41)	Kierran Fiegert
FAR WEST FOOTBALL LEAGUE	Western Districts 16.10 (100) def Blues 8.3 (51)	Waylon Johncock
GREAT FLINDERS FOOTBALL LEAGUE	Ramblers 10.5 (65) def Tumby Bay 8.9 (57)	Chris Prime
GREAT SOUTHERN FOOTBALL LEAGUE	Willunga 16.8 (104) def Strathalbyn 5.8 (38)	Randall Follett
HILLS FOOTBALL LEAGUE INC (Country)	Kersbrook 12.12 (84) def Torrens Valley 10.16 (76)	Bradley Pearce
HILLS FOOTBALL LEAGUE INC (Central)	Mt Lofty 11.13 (79) def Blackwood 4.6 (30)	Simon Nunan
KANGAROO ISLAND FOOTBALL LEAGUE INC	Parndana 10.14 (74) def Dudley United 9.7 (61)	Clayton Willson
KOWREE-NARACOORTE-TATIARA FOOTBALL LEAGUE	Keith 17.9 (111) def Naracoorte 8.12 (60)	Mark Snowball
MALLEE FOOTBALL LEAGUE	Lameroo 17.17 (119) def BDT 13.9 (87)	Josh Richardson
MID MURRAY FOOTBALL ASSOCIATION	Robertstown 14.8 (92) def BSR 9.8 (62)	Max Baddack
MID SOUTH EASTERN FOOTBALL LEAGUE	Hatherleigh 18.16 (124) def Glencoe (15.17 (107)	Tim Stringer
MID WEST FOOTBALL LEAGUE	Wirrulla 14.10 (94) def West Coast Hawks 11.10 (76)	Brayden Holmes
NORTHERN AREAS FOOTBALL ASSOCIATION INC	Crystal Brook 23.8 (146) def Southern Flinders 15.12 (102)	Matthew Woolford
NORTH EASTERN FOOTBALL LEAGUE	Min - Man 14.8 (92) def RSMU 9.4 (58)	Andrew Purchase
PORT LINCOLN FOOTBALL LEAGUE	Wayback 13.14 (92) def Mallee Park 9.8 (62)	Hayden Parker
RIVERLAND FOOTBALL LEAGUE	Waikerie 12.9 (81) def Renmark 11.11 (77)	Dean Storic
RIVERLAND INDEPENDANT FOOTBALL LEAGUE	Cobdogla 18.14 (122) def Lyrup 5.7 (37)	Brad Horsell
RIVER MURRAY FOOTBALL LEAGUE	Ramblers 15.15 (105) def Mypolonga 10.9 (69)	Liam O'Neil
SOUTH AUSTRALIAN AMATEUR FOOTBALL LEAGUE INC. (Div 1)	Goodwood Saints 13.9 (87) def Sailsbury North 9.4 (58)	David Bartel
SOUTH AUSTRALIAN AMATEUR FOOTBALL LEAGUE INC. (Div 2)	Modbury Football Club 12.16 (88) def Sacred Heart 4.15 (39)	Ben Gunning
SOUTH AUSTRALIAN AMATEUR FOOTBALL LEAGUE INC. (Div 3)	Flinders Park 24.15 (159) def Eastern Park 10.9 (69)	Craig Frinsdorf
SOUTH AUSTRALIAN AMATEUR FOOTBALL LEAGUE INC. (Div 4)	Portland Football Club 10.9 (69) def Mitcham 5.7 (37)	Dale Laslett
SOUTH AUSTRALIAN WOMEN'S FOOTBALL LEAGUE INC	Eagles 9.15 (69) def Greenacres 4.2 (26)	Michelle Reid
SOUTHERN FOOTBALL LEAGUE	Cove 17.11 (113) def Morphett Vale 6.7 (43)	Todd Johnstone
SPENCER GULF FOOTBALL LEAGUE	Port 10.10 (70) def Central Augusta 8.21 (69)	Mark Fuller
WESTERN BORDER FOOTBALL LEAGUE INC	Portland 13.15 (93) def Hamilton Imperials 10.12 (72)	Marcus England
WHYALLA FOOTBALL LEAGUE INC	North Whyalla 11.7 (73) def West Whyalla 9.9 (63)	Ray Mcintosh
WOOMERA & DISTRICTS FOOTBALL LEAGUE	Olympic Dam 11.3 (69) def Roxby Districts 9.7 (61)	Tyrone Price
YORKE PENINSULA FOOTBALL LEAGUE	Southern Flinders 14.8 (92) def Moonta 11.9 (75)	Ricky Mackereth



Woodville-West Torrens' Ben Schwarze snaps a goal.



Nearly 12,000 fans converge at Challenge Recruitment Oval for a Glenelg v Sturt match.



PARTNERSHIPS & STRATEGY



Club captains strike a pose at the 2008 Season Launch.



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PARTNERSHIPS & STRATEGY

Season 2009 saw the introduction of the Partnerships and Strategy Department. This new department (replacing the previous Marketing and Corporate Affairs department) is responsible for the SANFL's marketing of the game, media management, communications, corporate partnerships (including AAMI Stadium signage), SANFL broadcasting together with driving strategy across the SANFL business and leading specific strategic priorities as required.

Major priorities for the new unit included:

- Development and implementation of a new SANFL marketing campaign for League football;
- Establishment of strong partnerships with all stakeholders particularly the media;
- Consistent branding across the SANFL business;
- Growth of revenue through AAMI Stadium signage and SANFL sponsorship;
- Delivery of benefits to corporate partners;
- Production of major events including theme rounds, Season Launch, Hall of Fame and Magarey Medal;
- Significant enhancement of SANFL's online presence through website upgrades;
- Assistance to other areas of the business on key strategies including facilities development and underage structure review;
- Commencement of a review of AAMI Stadium corporate facilities; and
- Facilitation of the next iteration of the 2008-2010 strategic plan.

Overall, the year was a positive one for the new unit which comprised five new staff of a team of seven.

Key highlights included:

- The signing of a new three-year free-to-air broadcast agreement with the ABC with a commitment to air highlights of the new elite under 18 competition;
- Growth in SANFL attendances to 362,209 – a 12.2 per cent increase on the previous year and the third year of successive growth;
- Enhanced website and significant growth in site visits.
- Increased media coverage of the SANFL League competition including an equivalent of 250 pages of editorial in The Advertiser alone, and;
- The roll-out of 150 years celebrations of Australian Football;

MARKETING PROGRAMS

The strategy for the new marketing campaign was to connect the target audience by capturing the spectacle and emotion of League football and ultimately, increase attendances. It was the last in a series featuring SANFL legend Neil Kerley and saw the adoption of the 'Come and Get It' tagline.

Featured players included goal-kicking ace Brent Chambers, Glenelg's Magarey Medallist Brett Backwell, enigmatic North coach Andrew Jarman, 'Knuckles' Kerley and a closing frame of Bulldogs icon Chris Gowans. The campaign was rolled out across television, radio, press and online.



In 2008, the SANFL also undertook marketing research into its brand. Adelaide-based company Square Holes engaged 250 people in an independent project comprising a series of focus groups, a community phone survey and an online survey for club members, corporate partners and media.

The research showed a staggering 97 per cent of South Australians were aware of the SANFL, while more than three-quarters of respondents said they had supported or continued to support a League club.

The majority of respondents identified the SANFL brand with pride, fun and excitement. The SANFL was consistent across all groups as a community-minded, family-friendly, traditional, accessible and affordable brand.

These findings will offer an invaluable insight as we prepare the 2009 marketing campaign and future branding initiatives.

SEASON LAUNCH

Season 2008 kicked off at Distinctive Homes Dome. Team captains, coaches, mascots and prominent football journalists and commentators were put through their paces in a 'boot camp'-style obstacle course controlled by special guest and military instructor. Nine school groups representing each of the League clubs also participated in the day's activities. The launch resulted in significant media coverage announcing the arrival of Season 2008.



Australia's Got Talent finalist Grace Bawden sings the national anthem at the 2008 'be active' Grand Final.

THEMED ROUNDS

Themed rounds have proven successful in recent years and 2008 was no exception.

ANZAC DAY ROUND

Central District claimed a 19-point victory over its 2007 Grand Final opponents North Adelaide in the traditional Anzac Day match - 'The West End Battle' - at Adelaide Oval. Pre-match entertainment included an Australian Army Military Band performance, veterans' motorcade and an aerial display in which a parachutist landed on the oval, delivering the match ball. Attendance was lower than expected subsequently the SANFL will continue to explore innovative ways to ensure that Anzac Day remains a key fixture on the match program for years to come.

RIVALRY ROUND AND COMMUNITY FOOTBALL WEEKEND

This year's Rivalry Round was held in Round 7 (May 9-10), taking advantage of the AFL-free weekend in Adelaide. Former footy legends including Roger James, Peter Maynard and Sean Tasker hit the turf for the Legends Matches, hosted at Challenge Recruitment Oval (Glenelg), Cooper's Stadium (Norwood) and House Brothers Oval (Unley). Rivalry Round attracted 20,258 supporters over four matches – the highest Round 7 attendance since 1993. The Round coincided with the Community Football Weekend which celebrated the involvement of more than 630,000 South Australians in the game. Crows and Power stars were guests at football matches across the state.

'THE GOOD GUYS' DISTRICT FOOTY ROUND

The SANFL invited amateur footballers across the state to come to the League footy as part of 'The Good Guys' District Football Round. All district leagues across SA were sent complimentary tickets to attend Round 10 League football. 'The Good Guys' leveraged their sponsorship of the SANFL through a strong presence at the grounds.

CHARITY ROUND

In 2008, the SANFL joined forces with the Starlight Children's Charity to raise funds to support the establishment of a Starlight Room at the Women's & Children's Hospital, to help create a haven where children and their families can escape the stress of hospital life. Some of the League's key partners, including FIVEaa, Network 10, Lion Nathan Australia, AAMI, Wok in a Box and Boylen Media showed their support in sponsoring the cause. More than \$10,000 was raised towards funding the new addition to the hospital.



PARTNERSHIPS & STRATEGY

KICK AROUND AUSTRALIA

While not a specified 'themed round', the SANFL took part in Kick Around Australia Day celebrations, held on August 7 to commemorate the 150th anniversary of Australian Rules football. The League held a morning tea and actively encouraged South Australian schools and businesses to wear their footy colours and enjoy a kick on the day.

FINALS CAMPAIGN

On the back of a successful home and away series, the competition was on track for a bumper year heading into the Finals Series featuring the five most supported teams. The Finals Series was officially launched on September 9 at the SA Brewing Tower Bar. The series was heavily promoted with a strong presence through television, print, radio together with an outdoor element for the first time. Double header scheduling at Adelaide Oval was again an outstanding success. The season culminated at AAMI Stadium in front of 34,128 people.

ATTENDANCES

The SANFL enjoyed a spectacular year in terms of League match attendance, building on three years of continuous growth. Overall, the 2008 season attendance was 362,209 – a solid 12.2 per cent increase on the previous year's figures. A tough, uncompromising minor round competition attracted 275,842 (a 6.8 per cent increase from 2007), while the Finals looked set to soar when the top five clubs in terms of attendance filled the top five spots on the ladder. The Finals Series recorded a stellar 86,367 attendance figure (33.8 per cent up on 2007), easily eclipsing the figures recorded by other state leagues across Australia. The 2008 'be active' Grand Final at AAMI Stadium attracted 34,128 football supporters, making it the largest Grand Final attendance since 2002.

TOP FIVE CLUBS (ATTENDANCE)
Glenelg – 81,123 (4056 average per match)
Sturt – 76,977 (3849 average per match)
Port Adelaide Magpies – 71,769 (3588 average per match)
Norwood – 69,795 (3490 average per match)
Central District – 63,441 (3172 average per match)

TOP FIVE HIGHEST-ATTENDED MATCHES

Seventeen League matches in 2008 drew crowds of more than 4000 supporters, compared to 12 such matches in 2007.

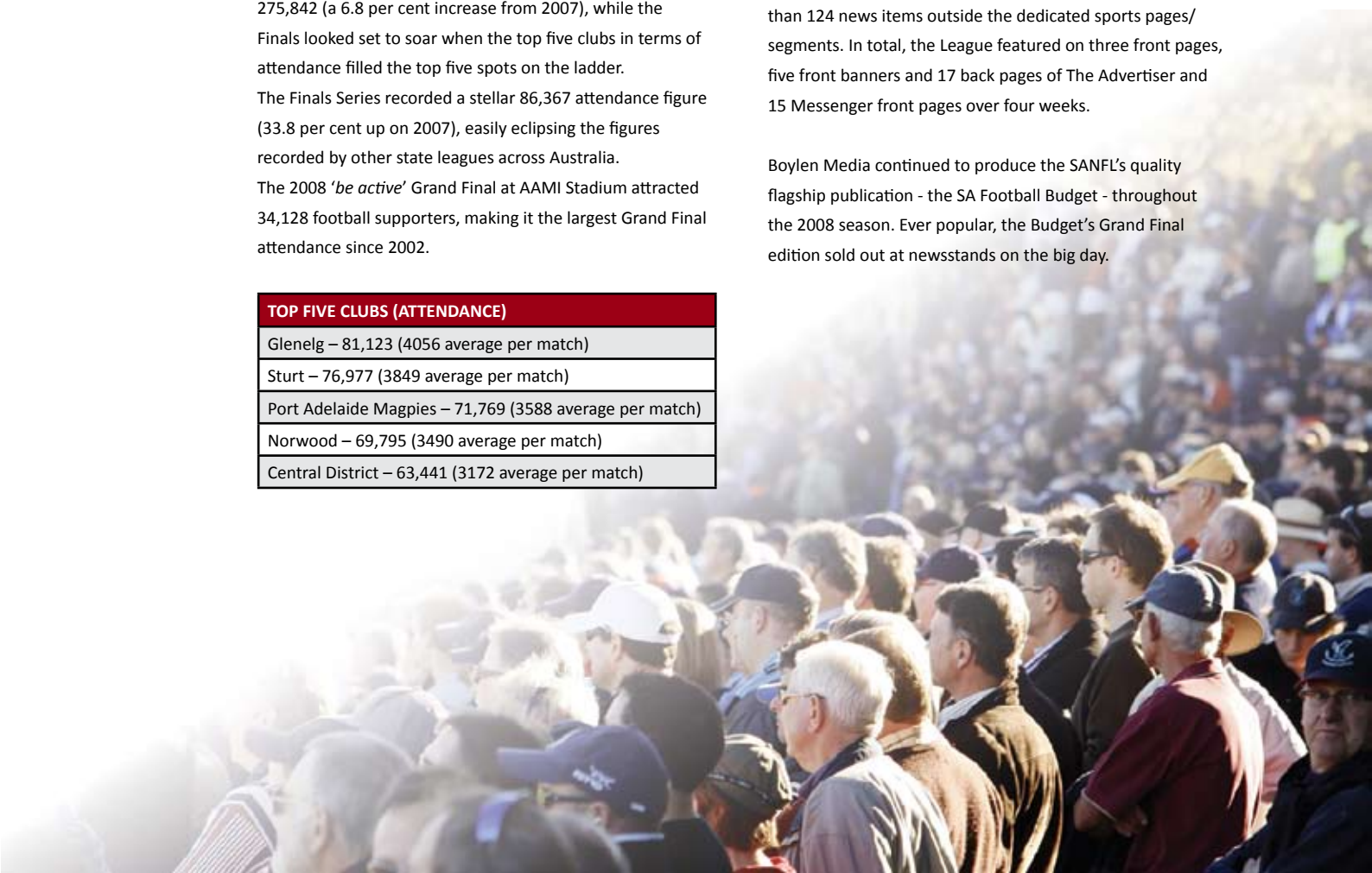
Date	Match	Oval	Crowd
Saturday June 28	Glenelg v Sturt	Challenge Recruitment	11,827
Monday June 9	Glenelg v Port	Challenge Recruitment	7,711
Friday May 9	Norwood v Port	Coopers Stadium	7,564
Friday March 28	Norwood v Sturt	Coopers Stadium	6,745
Friday March 28	Central v Port	Hamra Homes	5,794

SANFL IN THE MEDIA

The SANFL 'be active' League's popularity is demonstrated not only by attendances and broadcast audiences but also the amount of editorial coverage it commands. This can be demonstrated by more than 250 pages of dedicated editorial in the Advertiser/Sunday Mail alone throughout 2008. For this the League (and its fans) are most grateful to all media outlets that kept football fans up-to-date with match reports, player features and commentary on major issues facing the League.

In the Grand Final week alone, the SANFL attracted more than 124 news items outside the dedicated sports pages/segments. In total, the League featured on three front pages, five front banners and 17 back pages of The Advertiser and 15 Messenger front pages over four weeks.

Boylen Media continued to produce the SANFL's quality flagship publication - the SA Football Budget - throughout the 2008 season. Ever popular, the Budget's Grand Final edition sold out at newsstands on the big day.





PARTNERSHIPS & STRATEGY

WEBSITE

A 2007 upgrade of the official SANFL website reaped its rewards in 2008. Live scoring sponsored by Vodafone was refined to include game time updates, proving popular with site users.

The site attracted more than 1.68 million page views this year, averaging 33,000 unique visits monthly.

During the Finals Series, 59,000 unique users visited the site – a 77.6 per cent increase on last year's results.

The 2008 '*be active*' Grand Final day attracted a record number of 9415 unique users.

Previous to this, the highest number of hits achieved was 4790 – this was eclipsed on the weekend of the First and Second Semi Finals (6868 hits).

Throughout the Finals Series, 59,000 unique users visited the SANFL website, 77.6 per cent up on last year's results. There were 386,000 page views over the four Finals weeks.

BROADCAST

ABC's weekly broadcast of the SANFL match of the round attracted an overall viewing audience of more than 1.27 million during 2008. The '*be active*' Finals Series recorded a cumulative audience of 441,000 – each match convincingly won its timeslot. The League successfully negotiated a deal resulting in ABC committing to its coverage for another 3-years.

The SANFL's two major radio broadcast partners, RPH Adelaide and Life FM, once again provided significant support through their season-long coverage of League matches. FIVEaa and ABC 891 also covered all matches during the Finals Series.

The SANFL League matches occupied more than 500 hours of radio broadcast throughout the 2008 season – notwithstanding countless hours of talkback radio and news broadcast.

Channel 31's Football Show, along with Channel 10's Simply Footy, also provided valuable coverage and exposure of the competition.

WEST END SANFL MEDIA AWARDS

South Australian radio identities Ken 'KG' Cunningham and Dennis 'DB' Browne were honoured with Significant Contribution Awards at the 2008 West End SANFL Media Awards, held at AAMI Stadium on October 31.

The pair was among 14 winners of the Media Awards, which recognise excellence in SANFL coverage over the past 12 months.

Cunningham was acknowledged for his long-running stint with co-host Graham Cornes on FIVEaa, during which he was a vocal advocate of the League.

Browne was awarded for his 40 years of service to Adelaide radio and in particular, for his continued support of the SANFL.

Best Print News Story - Michelangelo Rucci (The Advertiser)

Best Print Feature Story - Ashley Porter (Independent Weekly) & Andrew Capel (The Advertiser)

Best TV Interview, Feature or News Report - Mark Soderstrom (Channel 7)

Best Radio Interview, Feature or News Report - Ken Cunningham & Graham Cornes (FIVEaa)

Best Commentary - Phil Herden, Phil Aspinall, Chris Kendall, John Nankivell (Life FM)

Best Online Interview, Feature or News Report - Jai Bednall (Messenger)

Best Action Photograph - Luke Hemer (Messenger)

Best Character Photograph - Sarah Reed (The Advertiser)



PARTNERSHIPS & STRATEGY

CORPORATE PARTNERS

The SANFL continues to prosper with the support of a host of corporate partners, without whom the competition and game development programs would not enjoy the success they are today. The SANFL is delighted to be associated with several prominent South Australian, national and international companies, including:



LION NATHAN AUSTRALIA

The SANFL and Lion Nathan Australia (via the SA Brewing Company and the West End brand) continued its 54-year partnership in 2008 through major events including West End Anzac Day Battle, West End State Team and the Magarey Medal, in addition to exclusive beer rights at AAMI Stadium.

As one of the League's major sponsors, Lion Nathan was instrumental in providing SANFL clubs and supporters with the unique opportunity to win the West End Big Supporter Competition.



AAMI

AAMI continued its seven-year association with the SANFL as naming rights sponsor to South Australia's home of football, AAMI Stadium. AAMI's support extended to the State League competition through the provision of funding for the SANFL Charity Round, which this year raised money for the Starlight Children's Foundation. AAMI also provided support to the SANFL Red Zone

promotion which enabled hundreds of lucky South Australians to enjoy a complimentary day at the SANFL 'be active' Grand Final.

PREMIER PARTNERS

- Government of South Australia
- Coca Cola Amatil
- Mazda
- Domino's Pizza
- Balfours Bakery
- Savings & Loans
- ABC TV
- SA Lotteries
- Galipo Foods
- Grand Final Sportswear
- Graphpak
- IDM Sports
- Jax Sport
- kwp!
- Life FM
- Messenger Community Newspapers
- Mitani Products
- Motor Accident Commission

CORPORATE PARTNERS

- Constellation Wines Australia (Hardy's)
- Holden
- Malaysia Airlines
- Signs Inc
- The Good Guys
- TAB
- MTS Accountants
- National Foods
- Palletco
- Parkinson Blunden
- PKF Chartered Accountants & Business Advisers
- Powerstate Credit Union
- Professionals Real Estate
- Pro Paint 'n' Panel

SIGNAGE PARTNERS & KEY SUPPLY PARTNERS

- Aurora Energy
- Boileau Business Solutions
- Boylen Media
- Burley Sekem
- Cadbury Schweppes
- C & M Brick Pty Ltd
- Corvel Marketing & Management
- Custom Sportswear
- ETSA Utilities
- First National Real Estate
- FIVEaa
- RPH Adelaide
- Sandy Nelson Teamwear
- Sarah Constructions
- Seeley International
- Streets Icecream
- Subterfuge Media
- Tip Top
- Top Cut Australia
- Wanless Wastecorp
- WOW – Infinity Waters
- Yakka









COMMERCIAL OPERATIONS



A full-size replica of the Schönbrunn Palace lights up AAMI Stadium over two nights for the André Rieu extravaganza.

COMMERCIAL OPERATIONS

The Commercial Operations division experienced a number of major challenges in 2008 and the final results in all departments were extremely pleasing, given this background.

Various members of the division played a major role in the planning phase for the redevelopment of AAMI Stadium but the primary focus was to maintain current positions within each department and where possible, grow the business. Encore Group continued to expand in all areas and the growth of the External Events business was particularly pleasing. The corporate sector has embraced the External Events offer and we expect to see this aspect of our business continue major growth in 2009.

The Stadium Department achieved major goals, in particular the successful introduction of the free Footy Express service and the roll-out of the Andre Rieu concerts in November. The challenge to maintain AAMI Stadium membership levels continues to be a major focus and a comprehensive review of membership will be undertaken during 2009.

For the twenty-fourth consecutive year, the League achieved a positive operating surplus - a fantastic result, given the background of major issues encountered, in particular Port Adelaide match day attendances which were significantly less than budgeted.

STADIUM DEPARTMENT

SA LOTTERIES FOOTY EXPRESS

The SA Lotteries Footy Express was introduced in 2008 and proved an immediate success with football supporters. A partnership between the SANFL, State Government, SA Lotteries and the two AFL clubs, the service provided patrons with free bus travel to and from AAMI Stadium, a cost absorbed in their match day ticket.

On average, 20.3 per cent of Crows supporters chose to use the service, while 15 per cent of Port supporters jumped on board for home matches.

This year, the Footy Express helped 130,098 patrons leave their cars off the roads, equating to a 6000-tonne reduction in greenhouse gas emissions.

The SA Lotteries Footy Express pulls up at AAMI Stadium to take football supporters home after the Round 1 Port v Geelong game.





Dutch violinist André Rieu delights the crowd at one of his stadium spectaculars held at AAMI Stadium in November.

DRINKING IN SEATS

2008 marked the first time supporters were allowed to drink alcohol in selected members' terrace seats at AAMI Stadium while watching the game.

Members welcomed the move, which allowed them to enjoy the game live from four bays at the Members' Reserve northern end rather than having to drink at bars and miss the action.

To ensure a safe environment for all, carry trays were provided for transporting drinks back to seats, while lids were fixed on all beverages to ensure no spillage.

In light of the enthusiastic feedback from patrons, the League has decided to expand the drinking area trial in 2009 by an additional four bays at the Southern Terrace level.



Supporters enjoying an alcoholic beverage in AAMI Stadium's members' area.

GROUNDS FACILITY

It was a family affair at the opening of AAMI Stadium's new Grounds Facility in August.

Inaugural curator Doug Butterfield, who maintained the ground from its inception in 1974 to 1994, was given the honour of officially opening the \$2.25m quarters.

Son Jamie was also on hand at the event, having taken the reins as the stadium's head groundsman since his father's retirement.

The state-of-the-art Grounds Facility, located at the stadium's southern end, boasts an environmentally sustainable design and will serve as an all-purpose base for the League's maintenance staff and equipment.

ANDRÉ RIEU

AAMI Stadium staff had the pleasure of hosting the spectacular André Rieu performance over two nights in November.

The stage – which included a full-size replica of the Schönbrunn Palace – was easily the largest and most elaborate ever set up at AAMI.

For a week before the first performance, the venue was a hive of activity with more than 100 stage builders and 250 staff preparing a stadium spectacular for 40,000 classical music fans.

On the nights, there were 250 performers, six horses, footmen, a golden coach, ice skating rinks, fountains and of course, one charming and enigmatic Dutch violinist.



AFL FINALS

An Elimination Final between Adelaide and Collingwood was played at AAMI Stadium on September 6. The Crows made a valiant effort for a spot in the Semi Finals in front of 37,685 fans but were ultimately defeated by 31 points.

COMMERCIAL OPERATIONS

SLOWDOWN IX

Heroes, hardnuts and even a few hangers-on took to the turf at AAMI Stadium on October 6 for the McGuinness McDermott Foundation's West End Slowdown IX – the largest charity football event in Australia.

Radio personality Ryan Fitzgerald and cricket star Darren "Boof" Lehmann led the Crows to a 17-point victory over the Power in the charity match, which raised \$150,000 for seriously ill children.

Poor kicking cost the Power the win, but its star recruit – in the form of Collingwood legend Bryan 'Strauchanie' Strauchan (the alter ego of comedian Peter Helliard) - put in a superstar performance in his Slowdown debut.

AAMI STADIUM MEMBERSHIP

Overall Stadium Membership numbers totalled 17,365 in 2008, with some growth again in our junior memberships. Concession memberships were introduced in 2008 and welcomed by 1343 patrons who took up this membership option.

Many AAMI Stadium members took advantage of the reciprocal rights at the MCG as part of their membership package.

A large number of members also flocked to local grounds during the year, taking advantage of their membership provision for four free SANFL matches and complimentary entry during the League Finals Series.

ENCORE GROUP



The 2008 season was a challenging one for event day catering with declining attendances disadvantaging the retail and corporate businesses.

On a positive note, additional revenue was generated from the Encore External Events division.

External catering revenue significantly offset the declining event day revenue and will continue to be a revenue stream that is aggressively pursued in the coming financial year.

RETAIL CATERING

The retail business fell just short of its budgeted revenue position by only \$24,751 or 0.5 per cent. This represented a strong performance given the decline in home and away budgeted attendances at AAMI Stadium in 2008.

Event day attendances in 2006/2007 were 1,024,898 versus actual attendances this financial year of only 851,154 - a decline of 173,744 or 16.9 per cent.

The venue hosted 29 events with an average spend of \$5.98 per person, with growth in average spend on the previous year of 16.1 per cent.

Drinking in seats was introduced with an immediate impact on revenue. Sales increased within designated wet bays in the northern stand by \$85,973 or 74.6 per cent and in the members' area by \$73,598 or 14.5 per cent, compared with the previous year's results.

The introduction of our retail brand *Two Four Six Eight* extended our range of fresh products including baguettes, hamburgers, yiros and Domino's Pizza.

The *Two Four Six Eight* brand has invigorated a shift in purchasing trends towards our freshly-prepared products, assisting with average spend increases.





A sample dish prepared by Encore Group for external events.

CORPORATE CATERING – EVENT DAY

Corporate event day catering revenue increased on 2007 by \$101,512.

Our invigorated corporate menus remained popular with clients who spent \$52.92 per person compared to \$50.83 in 2007, an increase of 4.1 per cent.

Corporate function revenue increased by \$109,039 or 7.3 per cent. The growth in popularity of Port Adelaide Football Club's Suite 1 continued with a rise in covers of 456 or 22.9 per cent. The Adelaide Football Club's Premiership Club also experienced a boost in covers of 233 or 29 per cent. These numbers indicated a shift in customer preference for the all-day dining facility with views of the arena. This is a trend that needs to be addressed in the coming years.

CORPORATE CATERING – NON EVENT DAY

An extensive marketing campaign was completed during the year to improve the market awareness of the newly-created Encore Group.

Function sales within the stadium exceeded an aggressive budget by \$25,500. This was the highest amount of revenue generated for the function business outside of event days. External functions realised significant growth during the year with an increase of \$233,954 or 240 per cent compared to 2007.

Our price positioning within the Adelaide market and quality of delivery enabled the Encore Group to grow a sustainable external catering business that has potential for further growth in the next financial year.

During the past financial year, Encore Group catered to more

than 50 external events in Adelaide, including the 2008 Oakbank Easter Carnival, 2008 Adelaide Fashion Festival, 2008 International Beach Volleyball, XXXX Gold Beach Cricket and the Proclamation Day Lunch for the City of Holdfast Bay. While we continued to drive sales through the venue in 2008, we will pursue external event catering as there appears to be a significant amount of opportunities for the Encore Group in this market.

CATERING DIRECTION - 2009

Within the stadium, we will complete our introduction of the retail brand *Two Four Six Eight*, which includes a range of Heart Foundation-endorsed products. Retail staff will wear *Two Four Six Eight* branded uniforms while arena branding will complement this final roll-out throughout the stadium. Additional drinking bays will be introduced within the stadium, allowing for additional revenue growth as customers embrace the concept.

Our external catering will once again realise significant growth with an additional 38 per cent revenue forecast. This market has proven highly lucrative for the Encore Group. New contracts are now being negotiated for extended periods to give us a regular fixed income in the immediate to long-term future.

On the horizon, the Encore Group will seek to tender for additional catering contracts that will deliver additional revenue streams. A decline in attendances within the stadium only enforces the need for us to grow and diversify our revenue streams to ensure that the SANFL receives a constantly growing net return from the Encore Group.



AWARDS & RESULTS



2008 beactiv

2008 be active.

GRAND FINAL



THE PREMIERS

Not even the resurgence of minor premier Glenelg as a Grand Final contender could stop Central District claiming its seventh premiership in a decade.

It was a Grand Final destined to make the history books, no matter what the outcome.



On one side, there was Glenelg - finishing top of the ladder at the end of the minor round and raring to break its 22-year premiership drought.

On the other side, there was Central District - this decade's Grand Final veterans and a club that was striving to equal Port Adelaide Magpies' 1950s record of seven premierships in a decade.

Central had won its every match since Round 22, while the Bays had landed their Grand Final berth after defeating Sturt in the Preliminary Final.

After a tight first half, the Doggies blitzed the third quarter with a seven-goal onslaught, going on to win the game by 42 points.

Central's Jason Mackenzie was awarded the Jack Oatey Medal after igniting his club's third-quarter charge to victory.

A 34,128-strong crowd attended the 'be active' Grand Final at AAMI Stadium - the best attendance since 2002.

JACK OATEY MEDAL

Central's Jason Mackenzie was awarded the Jack Oatey Medal for the Grand Final's best individual performance. Mackenzie ignited his club's third-quarter charge to victory, helping teammates score four majors in as many minutes and sealing the premiership with a goal off his own boot in the final quarter.

The 2008 Grand Final was Mackenzie's 117th League match for the Bulldogs, with many Doggies fans rating the outing - along with his performance against Port Adelaide Magpies mid-season - among his best for the club.

James Gowans was awarded runner-up of the Jack Oatey Medal.

RESULTS

CENTRAL	3.2	5.4	12.3	17.11	113
GLENELG	3.1	4.6	6.7	10.11	71

BEST

CENTRAL: Mackenzie, Thomas, O'Hara, Callinan, J. Gowans, Sibenaler.

GLENELG: Sherwood, Fisher, Allen, Rudolph, Bode.

GOALS

CENTRAL: Westhoff 3, Dutschke, Schell, O'Hara 2, O'Sullivan, C. Gowans, Callinan, J. Gowans, Slade, McCabe, Goodrem, Mackenzie.

GLENELG: Kirk 3, Bode, Duldig, Grima, Backwell, Panozzo, Murphy, Allen.





2008



MAGAREY MEDAL

Pre-count speculation began early for the 2008 Magarey Medal, with Sturt co-captain and 2002 Medallist Jade Sheedy widely tipped to win the award a second time.

But on the night, it was another Double Blues player who took home South Australian football's highest individual honour...

Talented rover Luke Crane won this year's Magarey Medal, polling 22 votes to become Sturt's 18th Magarey Medallist.

The on-baller narrowly beat South Adelaide's James Boyd (19 votes) and Glenelg's Ty Allen (18).

The medal's early favourite Sheedy tied for 16th place with eight votes.

Visibly shocked at the win, Crane climbed the podium at Adelaide Entertainment Centre to tell the audience his move to the SANFL was "the best decision [he had] made so far in [his life]."

The Tasmanian-raised footballer shifted to Sturt in 2007 from Queensland club Zillmere, where he had won three best and fairest awards.

He polled second in the Magarey Medal count last year with 14 votes, five behind North Adelaide's James Allan.

As the 2008 Medallist, Crane received a return trip for two to London courtesy of Malaysia Airlines.

FINAL COUNT		
Luke Crane	Sturt	22
James Boyd	South Adelaide	19
Ty Allen	Glenelg	18
Adam Fisher	Glenelg	16
Chad O'Sullivan	Central District	16
James Allan	North Adelaide	16
Jeremy Clayton*	Port Adelaide	15
Mark McKenzie	Eagles	13
Ryan Williams	Central District	13
Steven Summerton	Port Adelaide	12

* INELIGIBLE DUE TO SUSPENSION DURING 2008 SEASON



KEN FARMER MEDAL

For the second consecutive year, Sturt's Brant Chambers won the Ken Farmer Medal, booting 97 goals in the minor rounds.

Chambers' effort included a 10-goal haul against West Adelaide in Round 16.

He kicked his 100th goal of the season during the Qualifying Final against Central District at Adelaide Oval.

In 2007, Chambers became the first player to kick 100 goals in a season since Port Adelaide's Scott Hodges in 1994.

The Medal, first awarded in 1981, was named after North Adelaide full-forward Ken Farmer, who dominated the competition from 1929 to 1941. Farmer amassed 1419 goals in 13 seasons for the Roosters.

STANLEY H. LEWIS TROPHY

For the first time in 25 years, Sturt Football Club won the coveted Stanley H. Lewis Memorial Trophy.

The trophy recognises excellence across all four grades of football.

The 1983 Double Blues League side, like its 2008 counterpart, finished second on the ladder after the minor round.

It went on to make the Grand Final only to be beaten by West Adelaide by 34 points.

The final tally was:

Club	League	Res.	U19	U17	Total
Sturt	1500	900	420	380	3200
Glenelg	1600	775	230	230	3025
Port Adelaide	1000	425	420	300	2145
Central District	1400	500	150	30	2080
Eagles	900	500	160	160	2010
North Adelaide	900	700	180	220	2000
Norwood	950	400	100	100	1780
South Adelaide	550	50	90	220	910
West Adelaide	200	250	270	160	880

The trophy, first awarded in 1962, was named after Stanley Heathcote Lewis, who served as SANFL president from 1950 to 1961.

Points are allocated on a match-by-match basis – 100 points for a League win, 50 points for a Reserves win, 30 points for an U19 win and 20 points for an U17 win.



PLAYER AWARDS

'be active' STAR PLAYER OF THE YEAR R.O. SHEARMAN MEDAL

Sturt's Jade Sheedy and North Adelaide's James Allan were named joint winners of the 'be active' Star Player of the Year and R.O. Shearman Medal.

They finished the season tied on 37 votes, with 2008 Magarey Medallist Luke Crane trailing by one point. Sheedy polled strongly from Round Eight but scores were levelled by nominations for Allan in the two of the three Mystery Rounds.

It is the second time both have won the award. Judged by members of the SANFL's 200 Club on a 5-4-3-2-1 basis for every minor round match, the award came with \$3000 prizemoney.

The duo were formally presented the award at the Magarey Medal presentation on September 18.

The Medal is named after five-time premiership player Bob Shearman, who played 191 games for Sturt and West Torrens from 1961 to 1972.



2008 VOTES	
37	Jade Sheedy (Sturt) James Allan (North)
36	Luke Crane (Sturt)
33	Adam Fisher (Glenelg) Mark McKenzie (Eagles)

COCA-COLA STAR SEARCH AWARD

South Adelaide's James Boyd beat a remarkable field of young talent to take out the 2008 Coca-Cola Star Search award.



The 19-year-old rover played every League match in the season and impressed supporters and Star Search selectors alike with his tenacity and on-field skills.

Boyd rated the Anzac Day clash and his match-up against his football idol – Central's James Gowans – as highlights of his 2008 season.

Boyd was formally presented with his award at the Magarey Medal count in September.

2008 NOMINEES	
Round 1	Tom Holmes (Glenelg)
Round 2	James Turner (South)
Round 3	Xavier Watson (Port)
Round 4	Travis Lane (Eagles)
Round 5	Matthew Wright (North)
Round 6	James Boyd (South)
Round 7	Josh Donohue (Norwood)
Round 8	Sam Elliott (South)
Round 9	Brayden O'Hara (Central)
Round 10	Paul Puopolo (Norwood)
Round 11	Jared Petrenko (Eagles)
Round 12	Casey Carr (Port)
Round 13	Matthew Broadbent (Eagles)
Round 14	Aaron Fielke (West)
Round 15	Brodie Martin (Sturt)
Round 16	Hamish Hartlett (West)
Round 17	Chris Hall (Eagles)
Round 18	Tarak Redigolo (South)
Round 19	Greg Rowe (West)
Round 20	George Thring (Sturt)
Round 21	Ben Speight (Norwood)
Round 22	Matthew Martin (West)
Round 23	Brendan Littler (Norwood)



Daniel Schell takes a mark over Nick Wark during May's State Match

STATE MATCH

The SANFL added further weight to its reputation as the most successful State League in Australia by notching up a resounding victory in May's State Game against Victoria at Adelaide Oval .

The early part of the match was played at a frenetic pace with the VFL jumping out to an early lead.

The West End SA State Team lifted after inspiring words from senior coach Darel Hart at the first break. From that juncture, defeat never appeared a possibility as the team ran out convincing winners by 65 points at full-time.

Major contributors on the day were North Adelaide's Clint Alleway, Central District's Paul Thomas and Sturt's Luke Crane.

Alleway took out his first Fos Williams Medal for best onfield performance, which included a six-goal haul from centre half-forward.

The victory was South Australia's fourth in their last five meetings with Victoria.

South Australia	25.11.161
Victoria	14.12.96
Captain	Jade Sheedy
Coach	Darel Hart
Assistant Coaches	Daniel Healy Grant Coffee Robbie Neill
Fos Williams Medallist	Clint Alleway
Best Players	Alleway, Thomas, Crane, Allen, Clayton, Backwell, Parry
Goals	Alleway 6, Chambers 4, Backwell, Perrie, Treeby 3, Havelberg, Salter 2, Powell, Sharples.



CROWS AND POWER

For both South Australian AFL clubs, the 2008 season proved a serious challenge.

The Adelaide Crows slipped through with a Finals berth, facing Collingwood at AAMI Stadium in the Elimination.

However, their Finals dreams ended there, with the Magpies running out the winners by 31 points.

It marked the second year in a row the Crows had fallen out of the Finals race in the first week. Big men Rhett Biglands and Nathan Bassett hung up the boots in 2008, while Nathan Bock was named in the All-Australian side.

Meanwhile, Port Adelaide recovered poorly from its 2007 Grand Final disaster against Geelong, losing its first four matches.

However, back-to-back victories against Melbourne and North Melbourne proved sweeteners at the end of what was otherwise a lacklustre season. Marlon Motlop, Mitch Farmer and Matthew Westhoff were among those who made their debut in the black, white and teal in 2008. In the local derby stakes, the Crows notched up a 12-point victory in the year's first Showdown, squaring the ledger at 12 games each. The Power, however, recorded a 12-point win in the season's second Showdown in Round 16.

DATE	EVENT	RESULT	ATTENDANCE
Saturday, 16 February ,2008	2008 AFL NAB CUP PRE SEASON ROUND 1 Port Adelaide v Carlton	PTA 0.12.13 85 CAR 1.13.13 100	9,133
Sunday, 24 February, 2008	2008 AFL NAB CUP PRE SEASON ROUND 2 Adelaide v Fremantle	ADE 1.14.11 104 FRE 1.12.6 87	10,394
Saturday, 1 March, 2008	2008 AFL NAB CUP PRE SEASON SEMI FINAL Adelaide v Hawthorn	ADE 2.13.11 107 FRE 1.11.9 84	15,000
Saturday, 8 March, 2008	2008 AFL NAB CUP PRE SEASON GRAND FINAL Adelaide v St Kilda	ADE 0.9.10 64 STK 2.7.9 69	26,823
Thursday, 20 March, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 1 Port Adelaide v Geelong	PTA 14.12 96 GEE 15.15 105	28,206
Saturday, 29 March, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 2 Adelaide v West Coast	ADE 21.7 133 WCE 8.9 57	38,162
Sunday, 6 April, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 3 Adelaide v Port Adelaide	ADE 12.13 85 PTA 11.13 79	45,524
Saturday, 12 April, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 4 Port Adelaide v Brisbane	PTA 16.8 104 BRI 18.16 124	25,205
Saturday, 19 April, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 5 Adelaide v Fremantle	ADE 12.16 88 FRE 10.11 71	39,554
Saturday, 26 April, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 6 Port Adelaide v St Kilda	PTA 12.10 82 STK 9.7 61	20,517
Saturday, 3 May, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 7 Adelaide v North Melbourne	ADE 15.17 107 NTH 11.8 74	41,898
Sunday, 18 May, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 8 Adelaide v Melbourne	ADE 22.18 150 MEL 11.8 74	35,649
Saturday, 24 May, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 9 Port Adelaide v Sydney	PTA 14.10 94 SYD 16.9 105	25,013
Friday, 30 May, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 10 Adelaide v Essendon	ADE 9.20 74 ESS 10.9 69	41,897
Sunday, 8 June, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 11 Port Adelaide v Carlton	PTA 8.15 63 CAR 10.15 75	29,240
Saturday, 14 June, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 12 Adelaide v Hawthorn	ADE 10.12 72 HAW 11.10 76	44,559
Saturday, 21 June, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 13 Port Adelaide v Richmond	PTA 19.9 123 RIC 20.7 127	20,923
Friday, 4 July, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 14 Adelaide v Geelong	ADE 8.8 56 GEE 18.16 124	44,377
Saturday, 12 July, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 15 Port Adelaide v North Melbourne	PTA 10.14 74 NTH 10.16 76	19,851
Sunday, 20 July, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 16 Port Adelaide v Adelaide	PTA 13.14 92 ADE 11.14 80	31,662
Sunday, 27 July, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 17 Port Adelaide v Fremantle	PTA 15.11 101 FRE 20.9 129	19,072
Saturday, 2 August, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 18 Adelaide v Carlton	ADE 13.16 94 CAR 12.14 86	40,730
Sunday, 10 August, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 19 Adelaide v Richmond	ADE 16.12 108 RIC 6.9 45	37,562
Friday, 15 August, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 20 Port Adelaide v Collingwood	PTA 10.15 75 COL 16.10 106	23,694
Saturday, 23 August, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 21 Port Adelaide v Melbourne	PTA 18.21 126 MEL 7.9 51	18,875
Saturday, 30 August, 2008	2008 AFL PREMIERSHIP SEASON – ROUND 22 Adelaide v Western Bulldogs	ADE 10.16 76 WBD 9.13 67	37,543
Saturday, 6 September, 2008	2008 AFL FINALS SERIES ELIMINATION FINAL #1 Adelaide v Collingwood	ADE 14.10 94 COL 19.11 125	37,685



Port's Brendan Lade takes a mark over Crow's Nathan Van Berlo

MINOR GRADE MEDALLISTS

Midfielder Scott Lewis has won Glenelg's first Reserves Magarey Medal since 1974.

Lewis polled 20 votes, two ahead of Norwood's Ziggie Alwan, to take out the coveted award.

Woodville-West Torrens' Shane Harris won the Tomkins Medal (U19) while Port Adelaide Magpies' Bradley Robertson was named the 2008 McCallum Medallist (U17).

The medal count took place on September 9 at AAMI Stadium.

RESERVES MAGAREY MEDAL		
Scott Lewis	Glenelg	20
Ziggie Alwan	Norwood	18
Jack Horan	Glenelg	17
Ben Eckermann	Sturt	16
Marlon Motlop	North Adelaide	12
Ricky Ebert	North Adelaide	12

TOMKINS MEDAL		
Shane Harris	Eagles	16
Daniel Hill	Glenelg	15
Alex Kinal	Sturt	15
Kieran Flanigan	Sturt	14
Darren Shillabeer	Norwood	13

MCCALLUM MEDAL		
Bradley Robertson	Port Adelaide Magpies	20
Michael O'Malley	Sturt	18
Luke Bowd	South Adelaide	15
Byron Sumner	Eagles	14
Dean Steele	North Adelaide	12

MINOR GRADE GRAND FINAL RESULTS

U17 GRAND FINAL

STURT	4.2	8.2	16.4	19.5-119
PORT	4.3	8.5	10.7	16.9-105

BEST

STURT: Giles, Greenslade, Marshall, Trengrove, Harms, Gregory.

PORT: Kulikowski, Gray, Solly, Heath, Milera, Hoskin.

GOALS

STURT: Giles 7, Harms 4, O'Sullivan 3, Trengrove 2, Greenslade, Hughes, Scott.

PORT: Solly 5, Milera 4, MacAdam 2, Gray, Lycett, Rawlings, Stringer, Flynn.

U19 GRAND FINAL

GLENELG	4.0	8.3	11.9	17.15 (117)
STURT	4.7	6.12	11.8	13.21 (99)

BEST

GLENELG: Drew, Sverdlhoff, Redden, Ramsey, Hitchcock, Bosley.

STURT: Jones, Twopeny, Thompson, Wilson, Brimacombe, Eckermann.

GOALS

GLENELG: Trembath, Clayson 3, Clayfield, Hitchcock, 2, Snook, Redden, Hartigan, Drew, Sverdlhoff, Ramsay, Noonan.

STURT: Eckermann 4, Cahill 3, Twopeny, Weir 2, Hughes, Wilson.

RESERVES GRAND FINAL

STURT	3.4	4.13	9.16	13.18 (96)
EAGLES	2.1	4.4	6.5	10.6 (66)

BEST

STURT: Martin, Herring, Kay, Anderson, Kurtze, Bartlett.

EAGLES: Klun, Fiacchi, Lee, Allmond, Giuffreda, Williamson.

GOALS

STURT: Herring 6, Trengrove 3, Fitzgerald 2, Johncock, Martin.

EAGLES: Klun 3, McEntee 2, Staple, Couch, Fitzgerald, Goldsworthy, Lane.



SA FOOTBALL HALL OF FAME



It was a night of pride, elation and tears. But most of all, the 2008 West End South Australian Football Hall of Fame dinner on August 8 was an opportunity for the state's football fraternity to herald its five new members.

The new inductees joined the elite 160-strong Hall of Fame, which already included the likes of footballing greats Neil Kerley, Bob Hank and Fos Williams.

Keith Thomas

A hero of the 1984 Grand Final, Thomas played a central role in Norwood's journey from fifth-placed club to premiers and was awarded the Jack Oatey Medal for his efforts. He continues his involvement with Norwood as a club director.

Geoff Kingston

A goalkicking great from West Torrens, Kingston's induction not only took into account his playing career but also his 25-year stint as The Advertiser's chief football writer.

Doug Thomas

A true club man, Thomas served the West Adelaide Football Club in roles including premiership player, captain, coach and general manager from 1951 to 2006.

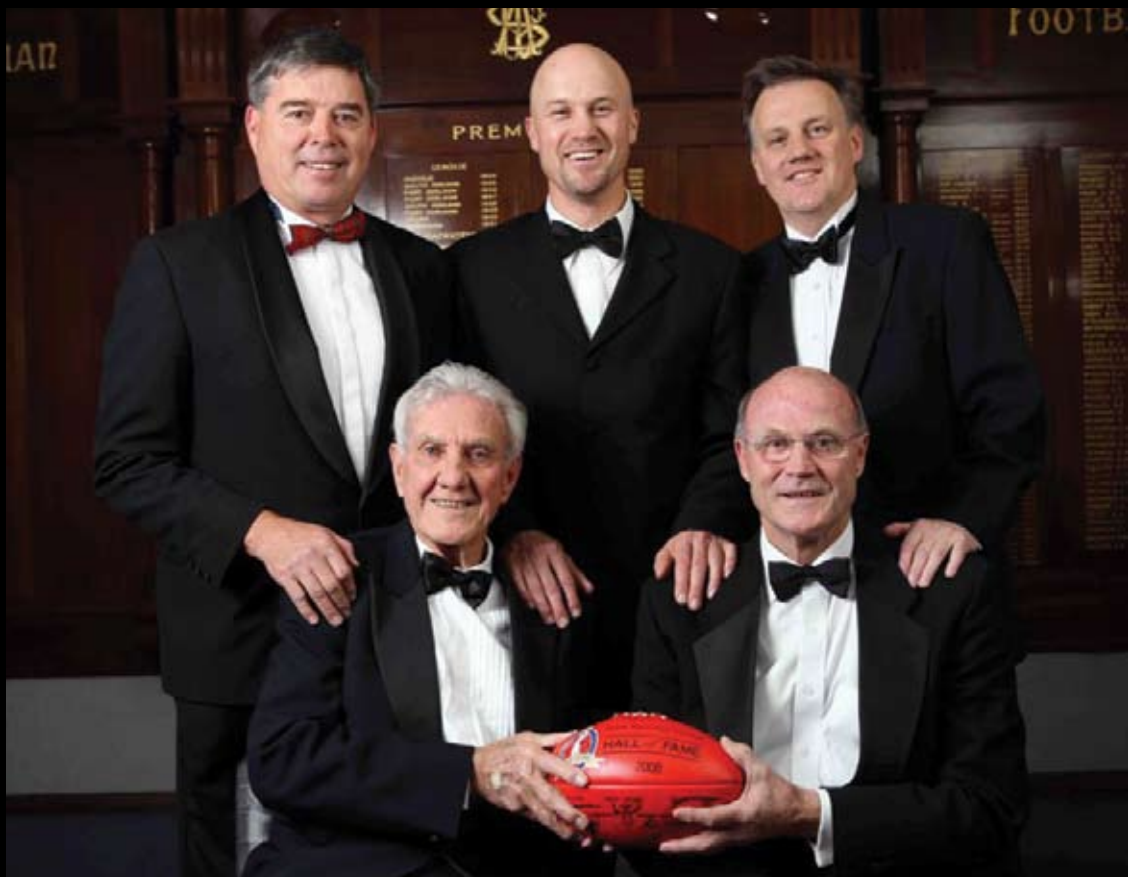
Peter Woite

Port Adelaide Magarey Medallist Woite signalled recognition for his stellar playing record in the '70s. Woite's football career included interstate selection for SA in 1970, a club best and fairest in 1975 and a 1977 premiership.

Nigel Smart

The first Adelaide Crow to reach 250 games, Smart's football career was recognised with his inductee. Smart's record includes eight State games, two AFL premierships and three-time All Australian selection.

Meanwhile, nine-time Port Adelaide Magpies premiership player Geoff Motley was inducted in the Australian Football Hall of Fame in May. Motley played in a phenomenal 12 Grand Finals over his 14-year career at Port Adelaide and was the only South Australian among the 2008 Hall of Fame inductees.



SA Football Hall of Fame inductees: (Standing L-R) Peter Woite, Nigel Smart, Keith Thomas, (Sitting L-R) Doug Thomas and Geoff Kingston.



*West's Daniel Caire tackles
Glenelg's Ty Allen*

RETIREEES



Mark Clayton
Port Adelaide
SANFL Games: 228



Luke Donaldson
West Adelaide
SANFL Games:101



Paul Sherwood
Glenelg
SANFL Games:190



Daniel Hargraves
Port Adelaide
SANFL Games:159
AFL Games: 41



Matt Krieg
North Adelaide
SANFL Games: 110



Simon Feast
Sturt
SANFL Games: 205
AFL Games: 14



Adam Klun
Eagles
SANFL Games: 107



Shannon Motlop
North Adelaide
SANFL Games: 58
AFL Games: 64



Jeremy Aufderheide
Central District
SANFL Games: 77



Clay Sampson
South Adelaide
SANFL Games: 142
AFL Games:24



Gavin Colville
Eagles
SANFL Games: 232



Luke Cowan
Central District
SANFL Games: 113



Darryl Wintle
North Adelaide
SANFL Games: 186
AFL Games: 3



Murray Hamblin
West Adelaide
SANFL Games: 93



Luke McCabe
Central District
SANFL Games: 58
AFL Games: 138



Tom Carr
Port Adelaide
SANFL Games: 158
AFL Games: 5



Ian Perrie
Sturt
SANFL Games: 97
AFL Games: 116



Nathan Steinberner
Central District
SANFL Games: 141
AFL Games: 20



Gerrard Bennett
South Adelaide
SANFL Games: 113
AFL Games: 32



Matthew Dawes
Norwood
SANFL Games: 156



Andrew Whiteman
Sturt
SANFL Games: 162



Chris Ladhams
North Adelaide
SANFL Games: 118
AFL Games: 54



Stuart Bown
Norwood
SANFL Games: 168
AFL Games: 4



Daniel Wicks
Sturt
SANFL Games: 124



Peter Walsh
West Adelaide
SANFL Games: 60
AFL Games: 139



Marc Dragicevic
West Adelaide
SANFL Games: 60
AFL Games: 48



Ben Hollands
West Adelaide
SANFL Games: 101
AFL Games: 8



Brett King
South Adelaide
SANFL Games: 55

Peter Woite was made a League Life Member in 2007. He has served as:

- SANFL Tribunal Commissioner (1993-)
- SANFL Drug & Disiplinary Committee (2003-)
- State League Selector/Team Manager (1996)
- 201 games for Port Adelaide and Glenelg (1969-1980)
- Magarey Medallist (1975)

OBITUARIES

Sam Davis

South Adelaide Football Club
U19s player.

Owen Martin

North Adelaide Football Club
Roosters Life Member.

Neil Hoile

North Adelaide Football Club
Roosters Life Member.

Fred Moritz

North Adelaide Football Club
Roosters Life Member.

David Dixon

North Adelaide Football Club
Roosters Life Member.

Allan Scott AO OAM

Port Adelaide Magpies Football Club
Port Adelaide Magpies' major sponsor.

Steven O'Brien

Port Adelaide Magpies Football Club
Past player

Kevin Growden

Port Adelaide Magpies Football Club
Magpies' Life Member.

Bronte Burchell

Port Adelaide Magpies Football Club
Magpies' Life Member

Ray Haskard

Port Adelaide Magpies Football Club
Magpies' Life Member.

Glen Sutton

Port Adelaide Magpies Football Club
Magpies' Life Member

Tom Bonnily

Glenelg Football Club
Glenelg and SANFL Life Member.

Bill Bentley

Sturt Football Club
Former premiership player.

Jack Molan

Port Adelaide Magpies Football Club
Magpies' Life Member.

Elliot 'Chappy' Charlesworth

Sturt Football Club
Double Blues' Life Member.

Gary Goudge

Norwood Football Club
Long-time club trainer.

Lee Blake

Norwood Football Club
Current Player.

Bob Quinn

Port Adelaide Football Club

Port Adelaide dual Magarey Medallist Bob Quinn died on September 12, aged 93.

One of Port's greatest ever players, Quinn began his playing career with Port in 1933. Initially regarded only as the son of Jack Quinn (who captained the Magpies in 1904 and 1905), Quinn quickly carved his own reputation at the club as a legendary rover and consummate club man. He narrowly missed winning the Magarey in 1937 and decided to eschew the fanfare the year after by listening to the count on radio in a Birkenhead butcher shop. He won that year and later confessed, "Everybody was telling me I was a 'cert' but I had a feeling I wouldn't get the Medal." Teammate Bob McLean described Quinn in 1970 as "the finest exponent of Australian football (he had) ever seen". Like many players of his time, Quinn's football career was interrupted by his war service.

In his later life, he spoke little of his war experiences but his injuries continued to plague him throughout the rest of his playing career.

Despite that, he went on to win a second Magarey Medal in 1945, a total of four club best-and-fairest awards and was state captain-coach in 1945-1947.

Don Lindner

North Adelaide Football Club

North Adelaide Football Club legend Don Lindner died on December 31, aged 72.

Renowned for his spectacular high marking, Lindner kicked 257 goals in 289 games for the Roosters between 1954 and 1970.

He represented the state 16 times and was an All-Australian in 1961.

In addition, he captained his club from 1963 to 1969, coached from 1963 to 1966 and was best-and-fairest three times.

Lindner was retrospectively awarded the 1967 Magarey Medal in 1998, which, at the time, he had lost on a countback.

North Adelaide champion Barrie Robran, who played with Lindner from 1967 to 1970, told *The Advertiser* that Lindner would be "missed with great affection by North Adelaide Football Club, the SA football public and all who knew him".

"Outside of football he was a very dedicated businessman. He was a great conversationalist and very popular."





FINANCIAL REPORT

FINANCIAL REPORT

For the year ending October 31, 2008, the SANFL recorded a net profit of \$1.49 million and a group profit of \$7.36 million.

The comparative figures when reviewing the 2007 accounts are considerably higher at \$14.68 million and \$17.5 million respectively, due to the receipt in 2007 of State Government grants totalling \$9 million and AFL facility grants of \$1.4 million.

The cash position of the League is strong, with cash at bank and on deposit amounting to \$15.5 million, and more than \$30 million, when considering the group's cash reserves.

Significant capital works are proposed in 2009, with the Adelaide Football Club well-advanced in the construction of the Crows Facility and the SANFL continuing to develop the stadium through extensive roadwork to improve entry and exit routes.

The League's net assets are \$121 million, which is down \$2.4 million from 2007, and the group's net assets are \$157.8 million, up \$3.4 million from 2007.

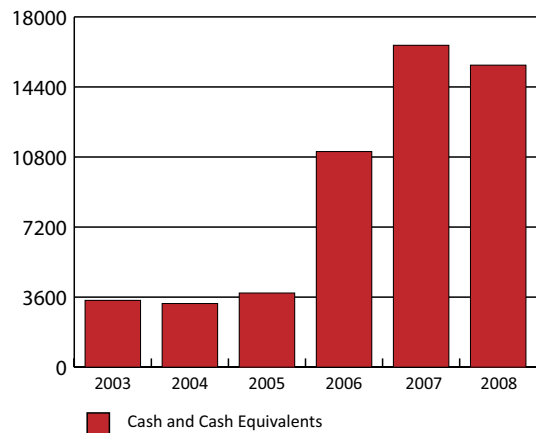
The League makes a number of grants each year to its member clubs. Club Football Development Grants paid to all clubs increased from \$427,000 per club in 2007 to \$435,000 per club in 2008. This equates to a 1.8 per cent increase, and an overall total of \$3.915 million over the nine clubs. In addition to these, other grants, including prize money, administration grants and sponsors monies paid via the League totalled a further \$992,857 overall.

The 2009 financial year promises to be one of the toughest in memory. The Global Financial Crisis and the resulting world recession will severely test sponsorship, corporate box and membership income.

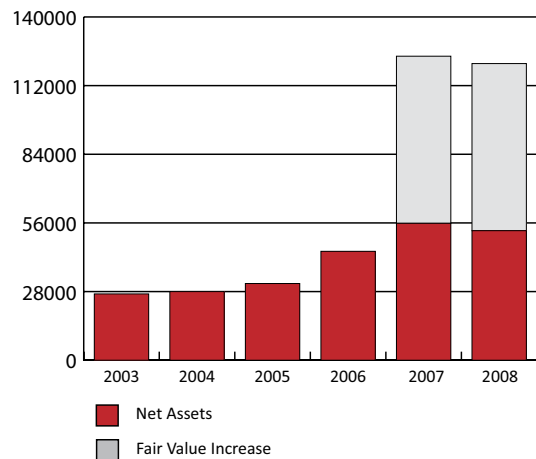
Prudent financial management is required in these difficult times, and the League is confident it has the strategies and processes in place to ensure it survives and prospers in these difficult times.

Three measurements of an entities financial well being have been graphed above, with comparisons over a six year term.

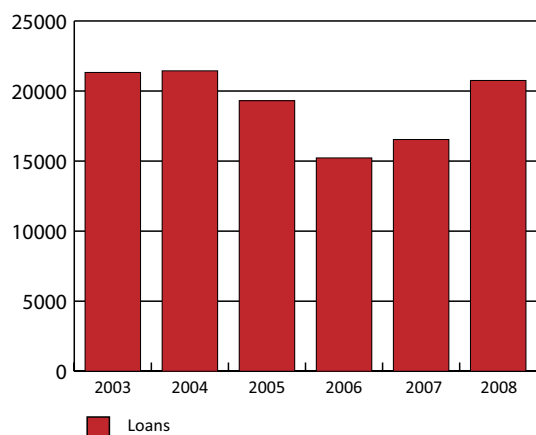
SANFL Cash Position



SANFL Net Assets



SANFL Loan Profile



FINANCIAL REPORT

REVENUE & GRANT SUMMARY FOR THE YEAR ENDED 31 OCTOBER 2008

The South Australian National Football League Incorporated	2008 \$	2007 \$
Sale of goods revenue	12,909,548	12,886,335
Rendering of services revenue	16,382,723	16,632,947
SA Government Grant	828,000	9,000,000
Government Grant – APY Lands	267,609	376,000
AFL change room renovation grant	366,666	1,400,000
AFL grandstand grant	100,000	100,000
Other revenue	<u>1,870,862</u>	<u>2,954,399</u>
Total revenue	<u>\$32,725,407</u>	<u>\$43,349,681</u>
Profit before Club Football Development Grant	<u>\$1,490,933</u>	<u>\$14,684,152</u>
Club Football Development Grants	<u>\$3,915,000</u>	<u>\$3,843,000</u>

The financial information on the following pages has been extracted from the Statutory Financial Reports of the South Australian National Football League and its controlled entities. The Statutory Financial reports were audited by KPMG Chartered Accountants who issued an unqualified Audit Report in relation to the accounts.

STATEMENTS OF FINANCIAL PERFORMANCE FOR THE YEAR ENDED 31 OCTOBER 2008

	Group		SANFL Inc	
	2008 \$	2007 \$	2008 \$	2007 \$
Revenue	92,387,958	94,823,726	32,725,407	43,349,681
Other income	-	350,000	-	-
Expenses from football operations and administration	(61,689,124)	(54,590,428)	(18,042,552)	(16,588,028)
Catering and licensed club expenses	(11,953,016)	(11,518,411)	(8,086,221)	(7,690,079)
Cost of sales	(10,787,263)	(11,467,399)	(3,827,326)	(3,909,514)
Results from operating activities	7,958,556	17,597,488	2,769,309	15,162,060
Financial income	1,973,961	1,171,917	1,083,337	548,743
Financial expenses	(2,571,469)	(1,267,882)	(2,361,713)	(1,026,651)
Net financing costs	(597,508)	(95,965)	(1,278,376)	(477,908)
Profit for the period	7,361,048	17,501,523	1,490,933	14,684,152
Attributable to:				
Members	5,835,940	17,179,018	1,490,933	14,684,152
Minority interest	1,525,108	322,505	-	-
Profit for the period	7,361,048	17,501,523	1,490,933	14,684,152

Basis of consolidation

The consolidated financial report of the group comprises the financial reports of the SANFL and its subsidiaries. Subsidiaries are entities controlled by the SANFL. Control exists when the SANFL has the power, directly or indirectly, to govern the financial and operating policies of an entity so as to obtain benefits from its activities. In assessing control, potential voting rights that presently are exercisable or convertible are taken into account. The financial statements of subsidiaries are included in the consolidated financial statements from the date that control commences until the date that control ceases.

Investments in subsidiaries are carried at their cost of acquisition in the SANFL's financial statements.

The financial reports of the subsidiaries are prepared for the same reporting period as the SANFL. Intra-group balances, and any unrealised income and expense arising from intra-group transactions, are eliminated in preparing the consolidated financial statements.

Minority interests in the equity and results of the entities that are controlled by the SANFL are shown as a separate item in the consolidated financial statements.

BALANCE SHEETS AS AT 31 OCTOBER 2008

	Note	Group		SANFL Inc	
		2008 \$	2007 \$	2008 \$	2007 \$
CURRENT ASSETS					
Cash and cash equivalents	2	32,548,844	23,904,067	15,520,960	16,541,616
Receivables	3	3,074,184	3,941,365	1,789,907	3,048,148
Other financial assets		1,500,000	1,350,000	-	-
Inventories	4	770,485	1,151,917	370,855	301,610
Other	5	739,087	647,149	394,917	202,060
Total Current Assets		38,632,600	30,994,497	18,076,639	20,093,434
NON-CURRENT ASSETS					
Property, plant and equipment	6	153,126,598	148,786,786	126,152,096	121,035,249
Intangible assets	7	6,081,557	6,081,557	6,081,557	6,081,557
Total Non-Current Assets		159,208,155	154,868,343	132,233,653	127,116,806
Total Assets		197,840,754	185,862,840	150,310,291	147,210,240
CURRENT LIABILITIES					
Payables	8	5,965,356	5,014,185	3,006,230	2,568,054
Interest-bearing liabilities	9	5,859,134	3,457,129	1,653,220	1,235,078
Provisions		2,341,418	2,119,961	1,013,931	891,423
Deferred income	10	4,491,912	3,508,867	3,237,859	3,316,591
Total Current Liabilities		18,657,819	14,100,142	8,911,239	8,011,146
NON-CURRENT LIABILITIES					
Interest-bearing liabilities	9	20,370,825	17,274,288	19,518,901	15,748,252
Provisions		972,108	94,457	891,295	37,919
Total Non-Current Liabilities		21,342,933	17,368,745	20,410,196	15,786,171
TOTAL LIABILITIES		40,000,752	31,468,887	29,321,435	23,797,317
NET ASSETS		157,840,002	154,393,953	120,988,856	123,412,923
EQUITY					
Retained earnings	11(a)	72,798,696	68,562,724	52,178,762	54,602,829
Reserves	11(b)	78,380,512	80,651,142	68,810,094	68,810,094
Equity attributable to members of the SANFL Inc		151,179,208	149,213,865	120,988,856	123,412,923
Minority interest in controlled entities		6,660,794	5,180,088	-	-
TOTAL EQUITY		157,840,002	154,393,953	120,988,856	123,412,923

FINANCIAL REPORT

STATEMENTS OF CASH FLOWS FOR THE YEAR ENDED 31 OCTOBER 2008

	Group		SANFL Inc	
	2008 \$	2007 \$	2008 \$	2007 \$
Cash flows from operating activities				
Cash receipts in the course of operations	80,186,703	84,154,914	32,709,307	31,535,400
Cash payments in the course of operations	(74,009,079)	(77,306,890)	(27,583,007)	(27,348,177)
Interest received	1,973,961	1,171,917	1,083,337	548,743
Borrowing costs paid	(2,571,469)	(1,267,882)	(2,361,713)	(1,026,651)
Net cash from operating activities	5,580,116	6,752,059	3,847,924	3,709,315
Cash flows from investing activities				
Proceeds on disposal of property, plant and equipment	44,727	12,480	32,727	-
Payments for property, plant and equipment	(11,894,104)	(9,306,129)	(7,155,594)	(6,905,310)
Proceeds from sale of investments	1,350,000	-	-	-
Net cash (used in) investing activities	(10,499,377)	(9,293,649)	(7,122,867)	(6,905,310)
Cash flows from financing activities				
SA Government grant	5,828,000	9,000,000	828,000	9,000,000
Commonwealth Government grant	5,000,000	-	-	-
AFL grant	366,666	1,400,000	366,666	1,400,000
SA Government grandstand grant	267,609	376,000	267,609	376,000
AFL grandstand grant	100,000	100,000	100,000	100,000
Club football development grants	(3,915,000)	(3,843,000)	(3,915,000)	(3,843,000)
Dividends paid to minority interest	-	(21,851)	-	-
Proceeds from borrowings	7,194,089	5,718,819	6,626,512	4,866,027
Repayment of borrowings	(2,676,329)	(4,038,122)	(2,019,500)	(3,241,659)
Net cash from/(used in) financing activities	12,165,035	8,691,846	2,254,287	8,657,368
Net increase/(decrease) in cash and cash equivalents	7,245,774	6,150,256	(1,020,656)	5,461,373
Cash and cash equivalents at 1 November	23,527,385	17,377,129	16,541,616	11,080,243
Cash and cash equivalents at 31 October	30,773,159	23,527,385	15,520,960	16,541,616

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2008

	Group		SANFL Inc	
	2008 \$	2007 \$	2008 \$	2007 \$
1 Profit for the period has been arrived at after charging /(crediting) the following items:				
Personnel expenses	42,349,838	40,023,133	12,857,749	10,411,218
Loss on disposal of non current assets	4,198,611	44,869	7,608	-
Auditor's remuneration				
Auditors of the SANFL (KPMG)				
Auditing services	48,500	45,500	48,500	45,500
Other services	28,000	18,000	28,000	18,000
	76,500	63,500	76,500	63,500
Other Auditors				
Auditing services – controlled entities	70,000	56,000	-	-
Other services	16,272	21,319	-	-
	86,272	77,319	-	-
Total auditors' remuneration	162,772	140,819	76,500	63,500
2 CASH AND CASH EQUIVALENTS				
Cash on hand	64,770	88,888	54,770	80,388
Cash at bank	9,914,071	1,556,681	896,187	1,002,730
Deposits at call	-	6,800,000	-	-
Short term deposits	22,570,003	15,458,498	14,570,003	15,458,498
	32,548,844	23,904,067	15,520,960	16,541,616
3 RECEIVABLES				
<u>Current</u>	2,331,756	3,250,860	1,293,970	2,222,667
Accounts receivable				
<u>Less:</u> Provision for impairment	(27,000)	(40,000)	-	-
	2,304,756	3,210,860	1,293,970	2,222,667
Due from controlled entities	-	-	495,937	825,481
Other receivables	769,428	730,505	-	-
	3,074,184	3,941,365	1,789,907	3,048,148
4 INVENTORIES				
Stock on hand – at cost	770,485	828,698	370,855	301,610
House and land package held for resale	-	323,219	-	-
	770,485	1,151,917	370,855	301,610

FINANCIAL REPORT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2008

	Group		SANFL Inc	
	2008 \$	2007 \$	2008 \$	2007 \$
5 OTHER CURRENT ASSETS				
Prepayments	496,683	463,691	392,117	200,558
Other Assets	242,404	183,457	2,800	1,501
	739,087	647,149	394,917	202,060
6 PROPERTY, PLANT AND EQUIPMENT				
Freehold land - at fair value	23,520,000	23,520,000	23,520,000	23,520,000
	23,520,000	23,520,000	23,520,000	23,520,000
Buildings - at fair value	116,771,389	115,689,943	93,989,223	89,266,472
<u>Less:</u> Accumulated depreciation	(2,161,086)	-	(1,223,720)	-
	114,610,303	115,689,943	92,765,503	89,266,472
Plant and equipment - at cost	22,010,476	21,350,205	15,655,515	14,864,764
<u>Less:</u> Accumulated depreciation	(13,420,812)	(12,888,099)	(8,339,825)	(7,608,649)
	8,589,664	8,462,106	7,315,690	7,256,115
Plant and equipment under lease - at capitalised cost	988,764	879,600	783,226	735,004
<u>Less:</u> Accumulated amortisation	(361,810)	(227,870)	(289,377)	(205,348)
	626,954	651,730	493,849	529,656
Capital works in progress	5,779,676	463,007	2,057,054	463,007
Total property, plant and equipment	153,126,598	148,786,786	126,152,096	121,035,249

Reconciliations

Reconciliations of the carrying amounts for each class of property, plant and equipment are set out below;

Carrying amount at beginning of year	23,520,000	5,490,768	23,520,000	5,490,768
Revaluation of land to fair value	-	18,029,232	-	18,029,232
Carrying amount at end of year	23,520,000	23,520,000	23,520,000	23,520,000
Buildings				
Carrying amount at beginning of year	115,689,943	49,556,815	89,266,472	35,623,121
Additions	5,248,358	4,063,855	4,722,751	3,570,470
Transfers	-	50,000	-	50,000
Disposals	(4,166,912)	-	-	-
Depreciation	(2,161,086)	(1,433,402)	(1,223,720)	(680,786)
Revaluation of buildings to fair value	-	63,452,675	-	50,703,667
Carrying amount at end of year	114,610,303	115,689,943	92,765,503	89,266,472

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2008

	Group		SANFL Inc	
	2008 \$	2007 \$	2008 \$	2007 \$
6 Reconciliations (continued)				
Plant and equipment				
Carrying amount at beginning of year	8,462,106	5,262,303	7,256,115	4,174,950
Additions	1,354,927	3,527,008	790,574	2,981,752
Transfers	-	767,108	-	753,668
Disposals	(36,091)	(100,372)	-	(6,677)
Depreciation	(1,191,278)	(993,905)	(730,999)	(647,578)
Carrying amount at end of year	8,589,664	8,462,106	7,315,690	7,256,115
Plant and equipment under lease				
Carrying amount at beginning of year	651,730	241,888	529,656	216,859
Additions	197,220	491,013	136,278	359,765
Transfers	-	(13,440)	-	-
Disposals	(40,335)	-	(40,335)	-
Depreciation	(181,661)	(67,731)	(131,750)	(46,968)
Carrying amount at end of year	626,954	651,730	493,849	529,656
Capital works in progress				
Carrying amount at beginning of year	463,007	1,266,675	463,007	1,266,675
Transfers	-	(803,668)	-	(803,668)
Additions	5,316,669	-	1,594,047	-
Carrying amount at end of year	5,779,676	463,007	2,057,054	463,007
7 INTANGIBLES				
AFL licence fees	6,081,557	6,081,557	6,081,557	6,081,557
The AFL licence fee impairment test is based on a discounted cash flow of the results of the two AFL clubs (AFC and PAFC). The future cash flows are discounted at a rate of 4.7% (2007: 7.0%).				
8 PAYABLES				
<u>Current</u>				
Trade payables	4,810,199	3,159,928	2,019,583	1,636,414
Other payables	1,155,156	1,704,569	672,645	652,935
Funds held in trust	-	149,688	-	149,688
Due to controlled entities	-	-	314,001	129,016
	5,965,356	5,014,185	3,006,230	2,568,054
9 INTEREST-BEARING LIABILITIES				
<u>Current</u>				
Bank overdraft	1,775,685	376,682	-	-
Bank loans	3,877,516	2,914,940	1,515,520	1,114,940
Hire purchase and finance lease liability	205,933	165,507	137,700	120,138
	5,859,134	3,457,129	1,653,220	1,235,078
<u>Non-Current</u>				
Bank loans	20,031,125	16,875,474	19,238,380	15,425,900
Hire purchase and finance lease liability	339,700	398,814	280,521	322,352
	20,370,825	17,274,288	19,518,901	15,748,252

FINANCIAL REPORT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2008

	Group		SANFL Inc	
	2008 \$	2007 \$	2008 \$	2007 \$
10 DEFERRED INCOME				
Income in advance	3,848,168	3,508,867	3,237,859	3,316,591
Grants received in advance	643,744	-	-	-
	4,491,912	3,508,867	3,237,859	3,316,591
11 EQUITY				
(a) Retained earnings				
Retained earnings excluding funds	72,207,386	67,539,414	51,587,452	53,579,519
Oval improvement fund	588,510	588,510	588,510	588,510
Trust funds	2,800	2,800	2,800	2,800
Future expenditures	-	432,000	-	432,000
	72,798,696	68,562,724	52,178,762	54,602,829
Movements in Retained earnings				
Retained earnings at the beginning of the financial year	68,562,724	55,183,006	54,602,829	43,761,677
Net recognised income and expense	5,835,940	17,179,018	1,490,933	14,684,152
Club football development grants	(3,915,000)	(3,843,000)	(3,915,000)	(3,843,000)
Transfers from asset revaluation reserve	2,315,034	43,700	-	-
Retained earnings at the end of the financial year	72,798,696	68,562,724	52,178,762	54,602,829
(b) Reserves				
Park Pavilion reserve	660,000	660,000	660,000	660,000
Establishment costs reserve	371,615	371,615	-	-
Asset Revaluation Reserve	76,098,897	78,369,527	68,150,094	68,150,094
Contribution PAMFC Inc	1,250,000	1,250,000	-	-
	78,380,512	80,651,142	68,810,094	68,810,094
12 CAPITAL COMMITMENTS				
Capital expenditure commitments contracted for at balance date but not provided for in the financial report:				
Payable not longer than one year	16,527,378	5,000,000	-	5,000,000
Later than one year but not more than 5 years	-	-	-	-
More than 5 years	-	-	-	-
	16,527,378	5,000,000	-	5,000,000

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2008

	Group		SANFL Inc	
	2008 \$	2007 \$	2008 \$	2007 \$
13 LEASE AND HIRE PURCHASE COMMITMENTS				
(a) <u>Operating Leases</u>				
Lease commitments payable:				
Not later than one year	66,769	75,144	26,100	35,544
Later than one year, but not later than five years	158,717	155,967	67,999	67,634
Later than five years	-	-	-	-
Minimum operating lease payments not otherwise provided for in the financial report	225,486	231,111	94,099	103,178
(b) <u>Hire Purchase Agreements and Finance Leases</u>				
Commitments payable:				
Not later than one year	247,935	205,311	170,405	151,109
Later than one year, but not later than five years	362,734	437,852	299,959	355,866
Later than five years	-	-	-	-
Minimum payments	610,669	643,163	470,364	506,975
<u>Less:</u> Future finance charges	(65,036)	(78,842)	(52,143)	(64,485)
Total liability	545,633	564,321	418,221	442,490
Total hire purchase and finance lease liabilities (including those payable to controlled entities) provided for in the financial statements:				
Current	205,933	165,507	137,700	120,138
Non current	339,700	398,814	280,521	322,352
	545,633	564,321	418,221	442,490

14 EVENTS SUBSEQUENT TO BALANCE DATE

There has not arisen in the interval between the end of the financial year and the date of this report any item, transaction or event of a material and unusual nature likely to affect significantly the operations of the group, the results of those operations, or the state of affairs of group, in future financial years.

COMMITTEES & ADVISORS

HALL OF FAME COMMITTEE

M. Basheer, AM (*Chairman*)
P. Carey, OAM
M. Ducker
R. Hank
J. Halbert, MBE AM
R. Hammond AM
D. Kerley, AM
B. Robran, MBE
M. Rucci
G. Rosser

LIFE MEMBERSHIP

SUB-COMMITTEE

M. Basheer, AM (*Chairman*)
J. Condon
J. Halbert, MBE AM
R. Payze
L. Whicker
G. Rosser

COMMISSION AUDIT

COMMITTEE

P. Gallagher (*Chairman*)
J. Coppins
S. Grant
R. Payze

SALARY CAP INVESTIGATION

SUB-COMMITTEE

D. Shammall (*Chairman*)
J. Condon
G. Parsons
G. Rosser

SALARY CAP

SUB-COMMITTEE

J. Coppins (*Chairman*)
J. Condon
G. Rosser
D. Shipway
D. Thomas

LEAGUE TRIBUNAL

P. Cuthbertson, QC
(*Chairman*)
G. Palasis
P. Rofe QC
D. Swain, OAM
P. Winter
P. Woite
D. Thomas

PERMIT TRIBUNAL

I. White (*Chairman*)
P. Cuthbertson, QC
D. Swain, OAM
D. Thomas

DRUG AND DISCIPLINARY

TRIBUNAL

P. Cuthbertson, QC
(*Chairman*)
Dr T. Farquharson
P. Woite
D. Thomas

MATCH AND PERMIT

COMMITTEE

G. Rosser (*Chairman*)
D. Chandler
J. Ferguson
K. Grant
J. Kantilaftas
M. Richardson
S. Totham
D. Thomas

AFFILIATED LEAGUES

COUNCIL

D. Shipway (*Chairman*)
W. Brown
J. Burchell
G. Capogreco
K. Curran
S. Duncan
N. Hambour
T. Jackson
C. Leahy
D. McSweeney
G. Rosser
S. Ryan
J. Dent

AFFILIATED LEAGUES

REVIEW COMMITTEE

J. Ferguson (*Chairman*)
Dr. A. Clarkson
J. Hewitson
J. McBain
R. Stennett
R. Symes
G. Rosser

COMMUNITY FACILITY

FUND COMMITTEE

B. Cunningham (*Chairman*)
G. Crafter AM
R. Green
Prof G. Hugo
D. Lambert
R. Nelson
K. Richardson
G. Rosser
D. Shipway
J. Dent

GAME DEVELOPMENT

COUNCIL

D. McCaffrie (*Chairman*)
D. Cooper
J. Dent
R. Hockley
D. Hutton
F. Leonard
D. Phillips
N. Sanders
C. Steinert
M. Tippet

GAME DEVELOPMENT

INNOVATIONS COMMITTEE

D. McCaffrie (*Chairman*)
M. Bickley
S. Forrest
D. Hutton
M. Richardson
M. Schetter
C. Wingard
J. Woodlands

SANFL UNDERAGE

ACADEMY

B. Phillips
(*Academy Head Coach*)
P. Bourdon
R. Coleman
M. Ellis
M. Greenslade
D. Hilterbrand
K. Lilley
B. Lovell
M. McKenzie
T. McKeough
R. Mules
T. Parham
R. Perry
C. Pine
B. Ryan
C. Smelt
Dr. R. Tucker
D. Waters
P. Wilcock
B. Winter

UMPIRES COACHES

S. Harris
(*State Umpiring Manager*)
M. Barnett
J. Buselli
K. Chambers
T. Checker
D. Elliott
A. Forster
R. Fox
M. Humphreys
G. Inge
A. Roberts
M. Rutter
D. Schramm
D. Sheppard
M. Wilde
G. Wyld

SASFA EXECUTIVE

C. Steinert (*Chairman*)
P. Chapman
D. Cooper
T. Day
J. George
K. Gruhl
D. Hilterbrand
P. Roberts
D. Bradley

OHS COMMITTEE

I. Walsh (*Chairman*)
J. Anderson
J. Butterfield
M. Creece
J. Eaton
V. Fessas
J. Flowers
B. Hopkins
K. Mardon
A. Simes
S. Stephens
S. Whitfield

HUMAN RESOURCES PANEL

V. Fessas (*HR Manager*)
S. Bartram
A. D'Aloia
S. Harris
F. Leonard
K. Mardon
J Liu

BANKERS

Westpac Banking
Corporation

SOLICITORS

Andersons Solicitors

AUDITORS

KPMG

2008 FIXTURE

ROUND 1

Friday, March 28 - 7.40pm
Norwood (4.12.36) def. Sturt (14.12.96)
Coopers Stadium – 6745
Saturday, March 29 - 2.00pm
North (17.14.116) def. Eagles (18.2.110)
Prospect Oval – 2353
Central (14.4.88) def. Port (10.8.68)
- 6:30pm
Hamra Homes Oval – 5794
Sunday, March 30 - 2.00pm
South (15.7.97) def. Glenelg (12.11.83)
Hickinbotham Oval – 2819
Bye – West

ROUND 2

Saturday, April 5 - 2.00pm
Port (14.18.102) def. by South (16.9.105)
Alberton Oval – 3036
West (9.11.65) def. by Norwood (13.20.98)
Broadspectrum Oval – 2531
Glenelg (19.16.130) def. Eagles (13.10.88)
Challenge Recruitment Oval – 3387
Sturt (17.15.117) def. Central (11.7.73)
House Brothers Oval – 4029
Bye – North

ROUND 3

Saturday, April 12 - 2.00pm
South (9.11.65) def. West (9.7.61)
Hickinbotham Oval – 2400
North (8.8.56) def. by Sturt (17.14.116)
Prospect Oval – 4030
Eagles (12.10.82) def. by Port (19.11.125)
Woodville Oval – 2539
Central (17.13.115) def. Norwood (6.8.44)
- 6:30pm
Hamra Homes Oval – 4369
Bye – Glenelg

ROUND 4

Friday, April 18 - 7.40pm
Norwood (14.17.101) def. by Eagles (21.10.136)
Coopers Stadium – 3518
Saturday, April 19 - 2.00pm
South (4.6.30) def. by Sturt (17.13.115)
Hickinbotham Oval – 3060
Sunday, April 20 - 2.00pm
Port (13.15.93) def. by North (14.11.95)
Alberton Oval – 4118
Glenelg (17.19.121) def. West (9.13.67)
Challenge Recruitment Oval – 3631
Bye – Central

ROUND 5

Friday, April 25 - 3.30pm
Central (12.12.84) def. North (9.11.65)
Adelaide Oval – 4393
Norwood (11.12.78) drew South (11.12.78) 7.40pm
Coopers Stadium – 2873
Saturday, April 26 - 2.00pm
West (9.13.67) def. by Eagles (17.7.109)
Broadspectrum Oval – 1662
Sturt (13.11.89) def. by Glenelg (15.14.104)
House Brothers Oval – 2846
Bye – Port

ROUND 6

Saturday, May 3 - 2.00pm
Port (17.12.114) def. West (13.12.90)
Alberton Oval – 2675
North (24.14.158) def. South (8.11.59)
Prospect Oval - 1994
Eagles (18.9.117) def. Sturt (12.10.82)
Thebarton Oval – 2788
Sunday, May 4 - 2.00pm
Glenelg (13.15.93) def. Central (13.12.90)
Challenge Recruitment Oval – 4958
Bye – Norwood

ROUND 7

Friday, May 9 - 7.40pm
Norwood (12.17.89) def. Port (10.7.67)
Coopers Stadium – 7564
Saturday, May 10 - 2.00pm
Glenelg (22.11.143) def. North (18.9.117)
Challenge Recruitment Oval - 5625
Sturt (22.7.139) def. West (5.10.40)
House Brothers Oval – 3490
Central (12.12.84) def. Eagles (10.7.67)
- 6:30pm
Hamra Homes Oval – 3579
Bye – South

ROUND 8

Saturday, May 17 - 2.00pm
West (7.5.47) def. by Central (12.8.80)
Broadspectrum Oval – 1219
South (5.8.38) def. by Glenelg (16.10.106)
Hickinbotham Oval – 1383
Sturt (12.9.81) def. Port (7.13.55)
House Brothers Oval – 2235
North (9.9.63) def. by Norwood (13.13.91)
Prospect Oval – 2112
Bye – Eagles

ROUND 9

Friday, May 23 - 7.40pm
Norwood (1.3.9) def. by Glenelg (13.15.93)
Coopers Stadium – 5768
Saturday, May 24 - 2.00pm
West (11.14.80) def. South (8.10.58)
Broadspectrum Oval – 1213
Eagles (15.9.99) def. by North (18.11.119)
Woodville Oval – 2416
Sunday, May 25 - 2.00pm
Port (11.7.73) def. by Central (22.11.143)
Alberton Oval – 3304
Bye – Sturt

ROUND 10

Saturday, June 7 - 2.00pm
Central (18.11.119) def. South (13.10.88)
Hamra Homes Oval – 2736
Eagles (11.9.75) def. by Norwood (19.12.126)
Woodville Oval – 2223
Monday, June 9 - 2.00pm
Glenelg (15.21.111) def. Port (14.9.93)
Challenge Recruitment Oval - 7711
Sturt (27.12.174) def. North (10.8.68)
House Brothers Oval - 4434
Bye – West

ROUND 11

Saturday, June 14 - 2.00pm
North (19.13.127) d. West (10.14.74)
Prospect Oval – 1898
Sunday, June 15 - 2.00pm
South (15.10.100) def. by Eagles (17.8.110)
Hickinbotham Oval - 2276
Sturt (15.17.107) def. Norwood (14.6.90)
House Brothers Oval - 4633
Bye – Glenelg, Port, Central

ROUND 12

Saturday, June 21 - 2.00pm
Central (12.10.82) def. by Glenelg (15.13.103)
Hamra Homes Oval – 3114
North (15.11.101) def. South (8.6.54)
Prospect Oval – 1560
Eagles (6.12.48) def. by Sturt (19.15.129)
Woodville Oval – 2296
West (8.9.57) def. by Port (13.15.93)
Broadspectrum Oval – 2196
Bye – Norwood

ROUND 13

Saturday, June 28 - 2.00pm
Port (11.10.76) def. North (10.12.72)
Alberton Oval – 2662
Glenelg (10.13.73) def. Sturt (9.11.65)
Challenge Recruitment Oval – 11,827
Norwood (17.10.112) def. West (10.14.74)
Coopers Stadium – 2478
Eagles (18.14.122) def. Central (5.8.38)
Woodville Oval – 1906
Bye – South

ROUND 14

Saturday, July 5 - 2.00pm
Port (11.12.78) def. Eagles (8.7.55)
Alberton Oval – 3057
Central (16.11.107) def. West (9.7.61)
Hamra Homes Oval – 2306
South (11.6.72) def. by Norwood (11.19.85)
Hickinbotham Oval - 1586
Sunday, July 6 - 2.00pm
North (7.12.54) def. by Glenelg (17.9.111)
Prospect Oval – 3241
Bye – Sturt

ROUND 15

Saturday, July 12 - 2.00pm
West (4.9.33) def. by Glenelg (13.13.91)
Broadspectrum Oval – 1816
Norwood (17.11.113) def. North (6.11.47)
Coopers Stadium - 2437
Central (8.11.59) def. Port (7.10.52)
Hamra Homes Oval - 3030
Sunday, July 13 - 2.00pm
Sturt (15.20.110) def. South (5.10.40)
Johnstone Park Oval, Murray Bridge – 2279
Bye – Eagles

ROUND 16

Saturday, July 19 - 2.00pm
West (8.13.61) def. by Sturt (19.7.121)
Broadspectrum Oval – 2049
Glenelg (14.12.96) def. by South (17.7.109)
Challenge Recruitment Oval - 2955
Norwood (12.12.84) def. by Central (13.8.86)
Coopers Stadium – 3035
North (11.16.82) def. Eagles (9.10.64)
Prospect Oval – 1853
Bye – Port

ROUND 17

Saturday, July 26 - 2.00pm
Glenelg (19.7.121) def. Norwood (11.10.76)
Challenge Recruitment Oval – 3842
South (9.8.62) def. by Port (15.14.104)
Hickinbotham Oval – 1798
Sturt (14.10.94) def. Central (12.9.81)
House Brothers Oval – 3286
Eagles (14.13.97) def. West (8.11.59)
Thebarton Oval – 1581
Bye – North

ROUND 18

Saturday, August 2 - 2.00pm
South (12.9.81) def. North (10.13.73)
Hickinbotham Oval – 1292
Central (15.9.99) def. Glenelg (8.6.54)
Hamra Homes Oval – 3001
Sunday, August 3 - 2.00pm
Port (16.13.109) def. Norwood (12.13.85)
Alberton Oval – 4158
Sturt (13.12.90) def. Eagles (11.8.74)
House Brothers Oval – 3504
Bye – West

ROUND 19

Saturday, August 9 - 2.00pm
West (4.7.31) def. by Port (6.10.46)
Broadspectrum Oval – 1260
Norwood (11.9.75) def. Sturt (4.7.31)
Coopers Stadium – 2217
North (14.11.95) def. Central (6.9.45)
Prospect Oval – 1983
Eagles (10.7.67) def. South (5.4.34)
Woodville Oval - 1107
Bye – Glenelg

ROUND 20

Saturday, August 16 - 2.00pm
South (3.8.26) def. by West (12.18.90)
Hickinbotham Oval - 1404
Sunday, August 17 - 2.00pm
Port (9.9.63) def. by Sturt (13.13.91)
Alberton Oval – 3973
Glenelg (16.12.108) def. North (12.7.79)
Challenge Recruitment Oval - 3679
Bye – Eagles, Norwood, Central

ROUND 21

Saturday, August 23 - 2.00pm
Norwood (9.22.76) def. West (9.10.64)
Coopers Stadium - 2079
South (9.9.63) def. by Central (14.13.97)
Hickinbotham Oval - 1288
Eagles (11.12.78) def. Glenelg (9.12.66)
Woodville Oval – 2043
Sunday, August 24 - 2.00pm
North (11.7.73) def. by Port (21.7.133)
Prospect Oval – 3409
Bye – Sturt

ROUND 22

Saturday, August 30 - 2.00pm
Eagles (17.11.113) def. Norwood (8.8.56)
Woodville Oval – 1659
Sunday, August 31 - 2.00pm
Port (5.9.39) def. by Glenelg (13.14.92)
Alberton Oval - 2603
West (9.8.62) def. by Central (17.10.112)
Broadspectrum Oval – 1458
Sturt (21.18.144) def. South (3.5.23)
House Brothers Oval – 2603
Bye – North

ROUND 23

Saturday, September 6 - 6:30pm
Central (14.5.89) def. Sturt (11.7.73)
Hamra Homes Oval – 4653
Sunday, September 7 - 2.00pm
Port (16.13.109) def. Eagles (8.12.60)
Alberton Oval - 3741
West (4.11.35) def. by North (15.11.101)
Broadspectrum Oval – 1297
Glenelg (11.14.80) def. Norwood (9.7.61)
Challenge Recruitment Oval – 3968
Bye – South

ELIMINATION & QUALIFYING FINALS

Sunday, September 14
Port (15.8.98) def. by Norwood (18.11.119)
Sturt (9.10.64) def. by Central (9.13.67)
Adelaide Oval – 15, 825

FIRST & SECOND SEMI FINALS

Sunday, September 21
Sturt (19.19.133) def. Norwood (9.8.62)
Glenelg (11.9.75) def. by Central (16.9.105)
Adelaide Oval – 22,568

PRELIMINARY FINAL

Sunday, September 28
Glenelg (17.17.119) def. Sturt (8.5.53)
Adelaide Oval – 13,846

GRAND FINAL

Sunday, October 5
Glenelg (10.11.71) def. by Central (17.11.113)
AAMI Stadium – 34,128

Total attendance = 362,209

