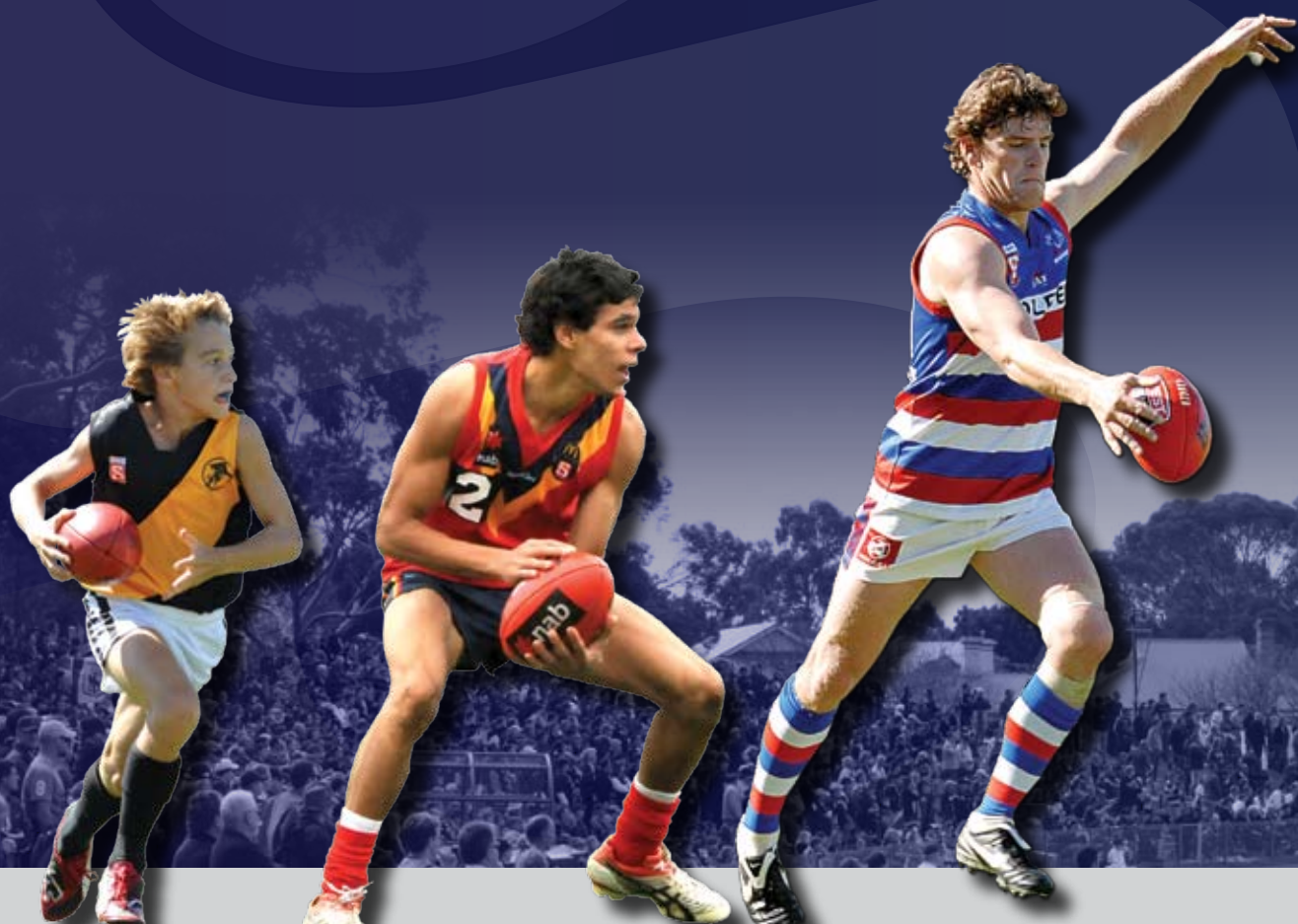


SANFL 2009



ANNUAL REPORT



West Adelaide's Simon Munn takes a mark in the Round 9 clash against Port.



CONTENTS

2009: A Year In Review	5
By SANFL President Rod Payze and SANFL Executive Commissioner Leigh Whicker	
Corporate Governance	9
State League & Partnerships	14
Overview	14
West End Club of the Year / 200 Club	16
Umpiring	17
The Premiers	18
Jack Oatey Medal	21
Magarey Medal	22
McCallum Tomkins Medal	24
Reserves Magarey Medal	25
Ken Farmer Medal	26
Stanley H. Lewis Trophy	27
R.O. Shearman Medal	28
Coca-Cola Star Search	29
Macca's Cup MVP	30
Reserves Grand Final/ Macca's Cup Grand Final	31
West End State Team	32
Marketing and Events	35
SANFL Match Attendance	36
Corporate Partners	37
SANFL in the Media	41
Game Development	45
Overview	45
Participation Programs	46
Indigenous Football	48
Inclusive Programs	51
Talent Program	52
2009 NAB AFL Draft	54
Coaching	55
Community Football	58
Overview	58
SA Country Championships	60
Affiliated Leagues Premiership Results	61
Commercial Operations	64
Overview	64
Stadium Department	65
Encore Group	66
Power and Crows	68
AAMI Stadium Attendance	69
Financial Report	72
Bereavements	80
League Life Members	82
SA Football Hall of Fame	83
200 Club	84
SANFL Committees	86
2009 Fixture	87

The SANFL thanks the following photographers for the use of their images in this report:

Deb Curtis, Luke Hemer, Jayson Vowles, Ben Hopkins, Morne De Klerk, Tom Miletic, Stephen Laffer, Ray Titus, Morne De Klerk.

Cover L-R: Chris Kither (Under 13 Development Squad), Derick Wanganeen (U18 State Team), Chris Gowans (CDFC)

2009: A YEAR IN REVIEW

By SANFL President Rod Payze and SANFL Executive Commissioner Leigh Whicker

2009 will be remembered as one of the most challenging years in the history of the South Australian National Football League.

The challenges were fuelled by the global financial crisis which had a major effect on the corporate sector while magnifying the underlying financial issues at the Port Adelaide Football Club.

Throughout this difficult period the League has accepted the responsibility of assessing alternative venues for AFL Football. In this regard, an objective evaluation of all options, to inform a decision for the long term future of the game, has been the League's primary focus.

AAMI Stadium has and continues to be a successful venue for AFL Football. The League, therefore, is totally committed to working closely with both South Australian based AFL Clubs in ensuring that the stadium is presented as an outstanding AFL venue for a number of years to come. This commitment has been further enhanced by the recent extension of the naming rights partnership with AAMI until the end of the 2013 season. This partnership has seen over \$5 million reinvested into the facilities at West Lakes as well as making a significant contribution to the development of our game.

Despite difficult economic conditions the SANFL Competition has continued to thrive and the combined financial performance of the nine SANFL Clubs is a testament to the diligence of each Board and their management teams. 2009 saw a combined profit amongst the Clubs of more than \$400,000, which was a \$1.8 million improvement on the 2008 results. While this is an outstanding turnaround, the League acknowledges that there are significant gaps between the financial positions of the Clubs.

The SANFL Competition saw seven Clubs in the finals race until late in the season, before we witnessed one of the tightest finals series in the history of the competition. Crowds throughout the minor rounds exceeded 263,000, while the Grand Final between Central District and Sturt attracted the biggest crowd in a decade when 35,647 fans packed into AAMI Stadium.

We extend our congratulations to the Central District Football Club for creating history by being the first club to win eight premierships in a decade, a feat that is simply amazing and may never be surpassed.

The League has remained focused on the development

of the game at every level. Participation levels grew 8 per cent in 2009 on the back of a 20 per cent increase in 2008. Our talent programs received a significant boost with the introduction of a Centre of Excellence at each SANFL Club which underpinned the inaugural Under 18 Macca's Cup Competition.

FINANCIAL PERFORMANCE

In business terms, the year presented significant challenges to the League. The difficult economic environment surrounding the Global Economic Crisis resulted in many companies reviewing their commitments to discretionary expenditure with sponsorships and hospitality in the sporting sector. This had a noticeable impact on the League's traditional revenue outcomes, particularly from AAMI Stadium. The total revenue for 2009 was \$31,282,141 compared to \$33,808,745 (excluding Government Grants) in 2008. However, it is important to note that the 2009 revenue result was significantly enhanced by the performance of the League's catering division, which trading as the Encore Group, achieved additional revenue from catering services external to AAMI Stadium of over \$600,000.

After assessing the early economic signs, the overall financial performance was significantly improved by proactively addressing all avenues of cost control. In total, normal business expenditure during the year was reduced by 7.7 per cent when compared to 2008. This result was only achieved with the cooperative support of management and staff working together to maintain and progress the business at minimum cost.

The SANFL can report that the trading result was a deficit of \$283,460.

Account was taken for a number of items that were "one off" in nature and do not fit within our normal trading operations, one in particular being the grant paid to PAFC during the year of \$3.5 million. In addition, there was the write-off of professional service costs incurred in planning for the redevelopment of AAMI Stadium, and capital works carried out on local government land surrounding the Stadium. This write-off amounted to \$7.15 million and was fully funded by State Government grants received in prior years.

Notwithstanding the financial challenges, the SANFL was recognised for the fourth consecutive year by *in business* magazine as one of the Top 100 SA Companies, this year at number 46 – a reflection of the League's solid financial base and respected industry position.



SANFL President Rod Payze and SANFL Executive Commissioner Leigh Whicker

STADIUM DEBATE

Over the past two years the 'stadium debate' has probably exercised the mind of every sporting fan in this state.

During this time, the main focus of the debate has centered on Adelaide Oval and AAMI Stadium. In April 2009, the AFL facilitated a meeting between the SACA and the SANFL at which both parties agreed to participate in further discussions on the possibility of AFL football being played at Adelaide Oval. In November, the AFL facilitated a two day intensive workshop with both the SACA and SANFL agreeing on a term sheet which records in principle the arrangements between the SANFL and SACA in relation to this proposition.

On December 2, 2009, the State Government announced that \$450 million would be provided towards the redevelopment of Adelaide Oval into a 50,000 seat multi

purpose stadium capable of being the home of football and cricket. This grant is conditional on the SACA and SANFL reaching a legally binding agreement for the Adelaide Oval site by 1 July, 2010.

Both entities are working diligently to review this opportunity to enable the SA Football Commission to make the appropriate decision come July 1, 2010.

A primary school student goes through her football paces at a Port Adelaide development zone training session.



2009: A YEAR IN REVIEW

By SANFL President Rod Payze and SANFL Executive Commissioner Leigh Whicker

HEALTH OF THE GAME

Through the support of the AFL and our major partners and the commitment of staff and volunteers at all levels of football, we can proudly say that the game of Australian Football continues to thrive in South Australia.

Participation levels exceeded 90,000 for the first time, after significant increases in Intra School programs and Junior Club teams.

Quality coaching is one of the key drivers for participant growth and talent development, and the need to gather knowledge through accreditation and provide a quality experience for the players has been widely accepted by coaches throughout the state.

Coaching has also been a key focus of the SANFL Clubs with the establishment of a Centre of Excellence at each club. Through the support of McDonald's and the League, more than \$300,000 was invested into these programs by the way of additional resources and equipment.

Congratulations to the Glenelg Football Club for winning the 2009 Under 18 Macca's Cup, the pinnacle of this Centre of Excellence program, as well as the Stanley H. Lewis Trophy, a measure of performance across all grades. Throughout 2009, the SANFL appointed John Halbert MBE who together with Jeff Dry and Mike Schetter conducted an independent review of junior football in South Australia. The League is most appreciative of the efforts of these volunteers and to everyone who participated in the review. The final recommendations will be considered by the SA Football Commission in line with available resources.

Fans are an integral part of our game and over one million supporters attended AFL and SANFL games in South Australia throughout 2009. Highlights included the 50,393 fans who crammed AAMI Stadium to see Adelaide defeat Essendon in the Elimination Final, together with the decade high crowd at the SANFL Grand Final.

Community Football continues to be the backbone of our great game. A dedicated department, under the guidance of a Community Football Board, was established in 2009 with the aim of providing greater support to the 270 regional and metropolitan Clubs across the State.

KEY PARTNERSHIPS

The SANFL is appreciative of its strong partnerships with all levels of government, its corporate partners, the media, the AFL and the football public in general.

Through these partnerships the SANFL has been able to continue to make the game of Australian Football accessible to all South Australians. Two examples of this have included the indigenous APY Lands program and the newly developed links with Multicultural SA.

The SANFL is totally committed to providing leadership in the area of healthy living and has maintained its strong links with the Office for Recreation and Sport through many programs including the 'be active' League and the 'be active' mini League in 2009.

Long-term partners are hard to find and the League would like to sincerely thank all corporate partners but in particular major sponsor Lion Nathan through its West End brand, naming rights sponsor AAMI, Coca-Cola, Balfours, SA Mazda Dealers, SA Lotteries, Savings and Loans Credit Union and McDonald's for their commitment to football in South Australia.

The media are an integral part of our game and their support in 2009 was once again first class. While all levels of football receive significant coverage, the SANFL competition received an estimated 30 per cent increase in media across all mediums. In a first for a State League, the SANFL Grand Final was judged front page news in the national daily, The Australian.

AUSTRALIAN FOOTBALL LEAGUE (AFL)

The SANFL continues to have an outstanding relationship with the AFL and 2009 has seen this continue, particularly with the discussions about stadia and in the critical area of game development. We would like to thank Andrew Demetriou for his leadership and support and specifically acknowledge the efforts of Andrew Catterall in regards to strategic issues and David Matthews in the area of game development. The AFL invested just under \$1 million into game development programs in 2009 and for that we are most appreciative.

2009: A YEAR IN REVIEW

By SANFL President Rod Payze and SANFL Executive Commissioner Leigh Whicker

PORT ADELAIDE FOOTBALL CLUB (PAFC)

Following the declared loss of \$1.4 million in 2008, the South Australian Football Commission became aware of the seriousness of the Club's financial position leading into the 2009 Season. As the holder of the Port Adelaide Football Club's head licence, the SANFL responded immediately to its responsibility in taking a proactive role to ensure the Club's long-term financial viability was not placed at risk.

The SANFL provided the Club with a grant of \$3.5 million which assisted the Club in achieving an operating surplus of \$1.5 million for the 2009 year.

The SANFL continues to work closely with the Port Adelaide Football Club (PAFC), and the Adelaide Football Club (AFC), to achieve sustainable business initiatives.

The South Australian Football Commission is confident that the PAFC Board, led by President Brett Duncanson and the Executive Group under the leadership of Mark Haysman, has developed a new business model that directs the Club's focus on a successful future.

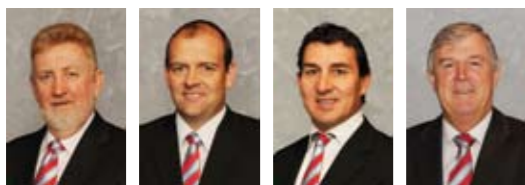
ADELAIDE FOOTBALL CLUB (AFC)

The Adelaide Football Club continues to be a leader in the AFL Competition. Following a very encouraging on-field result in finishing fifth at the end of the major round, the Club is well positioned going into the 2010 season. This is on the back of the opening of its world class training facility. This \$20 million investment provides the coaches, players and members with an asset that sets the benchmark for the other teams in the competition.

EXECUTIVE MOVEMENTS

In 2009, the League amalgamated its State League and Partnership & Strategy departments under the leadership of General Manager – Darren Chandler. Rob Nelson joined the PAFC after leaving the role of General Manager – Strategy and Partnerships, while Glen Rosser completed his first full year as the General Manager of the Community Football department.

SANFL EXECUTIVE MANAGEMENT TEAM



ACKNOWLEDGEMENTS

Firstly, we wish to acknowledge the efforts and endeavours of the SA Football Commissioners who have invested a significant amount of time to lead the organisation through a very difficult year. We extend our sincere thanks to the executive management team and all of the staff for their efforts this year: John Lyons (General Manager – Commercial Operations and Major Projects) Darren Chandler (General Manager – State League and Partnerships) David Hutton (General Manager – Game Development) Glen Rosser (General Manager – Community Football)

The support of the SANFL's dedicated patron, His Excellency Rear Admiral Kevin Scarce AC CSC RANR is most appreciated by the League. As a notable Central District supporter, 2009 has been another year to remember for the League's patron. Finally, thank you to the South Australian football fans for their patronage at matches in 2009. Your support has been much appreciated.

ROD PAYZE
SA Football Commission Chairman and
SANFL President

LEIGH WHICKER
SA Football Executive Commissioner and
SANFL General Manager

Left to Right

John Lyons - General Manager, Commercial Operations

Darren Chandler

- General Manager, State League & Partnerships

David Hutton - General Manager, Game Development

Glen Rosser - General Manager, Community Football

CORPORATE GOVERNANCE

LEAGUE DIRECTORS

The ten League Directors are responsible for appointing the SA Football Commission, which in turn, manages and controls the affairs of the League. In 2009, the League Directors were were **Tom Zorich** (Central District), **Gary Metcalf** (Glennelg), **Bohdan Jaworskyj** (North Adelaide), **Joe Tripodi** (Norwood), **John Firth** (Port Adelaide Magpies), **David Flanagan** (South Adelaide), **Richard Allen** (Sturt), **Paul Sperling** (West Adelaide), **Kurt Slaven** (Woodville-West Torrens) and **Rob Kerin** (Community Football).

SA FOOTBALL COMMISSION

The SA Football Commission in 2009 comprised seven non-executive Commissioners and the Executive Commissioner. The Commission's actions are bound by the Associations Incorporation Act, the SANFL Constitution and the League's own regulations.



ROD PAYZE
SANFL President and SA Football
Commission Chairman

- President and SA Football Commission Chairman since 2003.
- Commissioner since August 8, 1995.
- Appointed Deputy Chairman and SANFL Vice President in 2001.
- Past chairman of the SANFL Boundaries Commission.
- Served the West Torrens Football Club as a member of the selection committee (1979) and League Selection Committee Chairman (1971).
- Played 84 senior games for the West Torrens Football Club from 1960 to 1966.

Rod retired as the Department of Transport, Urban Planning and the Arts CEO in 2000 after a long career in the public service. Current directorships include a director of Flinders Port Holdings Pty Ltd and subsidiaries, director of RAA of SA Inc, Chairperson of the Westwood Project Committee. Chairperson of SA Boating Facilities Advisory Committee.

He is a Fellow of the Institute of Engineers (Australia) and the Chartered Institute of Transport & Logistics (Australia) and holds a Bachelor of Engineering from Adelaide University and a Master of Science from Northwestern University, USA



LEIGH WHICKER
SA Football Executive Commissioner
and SANFL General Manager

- General Manager since 1984 and full-time employee of the SANFL since 1981.
- Appointed Executive Commissioner with the formation of the South Australian Football Commission in 1990.
- Served as an integral member of the Football Park Steering Committee, which was responsible for the planning, development and completion of a new football stadium at West Lakes in the early 1970s.
- Established the catering operations at Football Park (now AAMI Stadium), which has since evolved into a business turning over more than \$11 million each year.
- Appointed the first full-time Sturt Football Club General Manager in 1966.
- Served as League Delegate (Director) to the SANFL from 1968 to 1972.
- Played 43 league games with Sturt from 1963 to 1966 before injury forced him to retire prematurely.
- Awarded SANFL Life Membership in 1996 and AFL Life Membership in 2004.
- Appointed chief executive of the Stadium Management Authority in 2009 to oversee the potential development of Adelaide Oval as a dual sports stadium.

CORPORATE GOVERNANCE



JAMIE COPPINS
SANFL Vice President and SA Football Commission Deputy Chairman

- Appointed onto the SA Football Commission in 1995 and promoted to Commission Deputy Chairman in 2008.
- Served as the North Adelaide Football Club CEO and SANFL Director (1992-1995)
- Served as North Adelaide Board Chairman (1985-1991) and held various positions within the club from 1974-1984, including Chairman of Selectors and Deputy Chairman of the Board.
- Life member of both the SANFL and North Adelaide Football Club.
- Played 127 league games with North Adelaide from 1963 to 1971 and gained selection in the All-Australian Amateurs in 1962.

Jamie retired from the home building industry after 34 years, 24 of which as the owner and director of building and property development companies. He was also involved as an owner/operator in the hotel industry for 16 years.



PHILIP GALLAGHER
SA Football Commissioner

- Member of the SA Football Commission since 2000.
- Served as the Chairman of the Audit Committee and a member of the Finance Committee since inception.
- Served as Norwood Football Club's League Director (1995-1999), Club Chairman (1996-1999), Board Member (1990-1999), Match Committee member and Selector (1986-1995).
- Awarded life membership of both the Norwood Football Club and the SANFL.
- Played 292 games and kicked 216 goals over 14 seasons (1973-1986).
- Captained Norwood from 1981-1982, played eight State matches and was a member of four Norwood Premiership teams.
- Inducted into the Norwood Football Club Hall of Fame in 2006.

Philip has been in private practice as an accountant since 1975. He has operated his own practice since 1985, after

completing a Degree in Accounting in 1981 and being admitted as a Chartered Accountant in 1984.

Philip's practice specialises in management advice, tax planning and compliance, as well as providing all business requirements for small businesses.



DAVID SHIPWAY
SA Football Commissioner

- Appointed a member of the SA Football Commission in 1997, a year after he became the Affiliated Leagues Council Chairman.
- Served as West Adelaide Football Club's Management Committee member (1985), Club Chairman (1988-1989) and Club President (1990-1994).
- Awarded West Adelaide Football Club Life Membership in 2000.
- Served on the SANFL's Future Direction of Football Committee (1992-1994), which oversaw the League's licence with the Adelaide Football Club in 1991 and the subsequent introduction of the Port Adelaide Football Club in the AFL in 1997.
- Inducted as an SANFL Life Member in 2008.
- Strong interest in country football development and was actively involved in the affiliation of the South Australian Amateur Football League with the SANFL.

David is the Managing Director of B L Shipway, a family company which supplies hydraulic equipment to the state's agricultural, manufacturing, mining and defence industries. Outside of football, David served as a member of the Premier's Small Business Advisory Council in the Brown-Olsen governments for four years.

He has also been involved for 14 years with the Carbine Club of SA, a sporting club that raises money for children's charities and has served as the club's President for two terms (2001-2002 and 2007-2008). He is an ambassador for CanDo4Kids, which provides services to blind and deaf children, and also has a long-standing involvement with Bedford Industries.



DION McCAFFRIE
SA Football Commissioner

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

Dion has been a Solicitor and the Partner of Andersons Solicitors for 30 years. He obtained a Bachelor of Laws from the University of Adelaide in 1975.



BRIAN CUNNINGHAM
SA Football Commissioner

- Appointed to the Commission in February 2006.
- Became involved in football administration in 1992 when he was appointed Chief Executive of the Port Adelaide Magpies Football Club.
- Appointed as the first Chief Executive Officer of the Port Adelaide Football Club in the AFL in 1996.
- Served as a key member of the team that developed the business case proposal and won the tender through the SANFL for South Australia's second AFL licence in December 1994 and oversaw the conversion of Port Adelaide from a suburban club to a national sporting entity with an annual \$25 million budget.
- A driving member of the team that developed the \$4.5 million Allan Scott Power Headquarters in 1998-99 through the PAFIC Foundation.
- Inducted into the SA Football Hall of Fame (2005) and awarded SANFL Life Membership and Port Adelaide Life Membership.
- Played 256 League games for Port Adelaide (1971-1983), served as Captain for four years (1979-1982) and played in four Premierships and six State Games.

Between his playing and football administration days, Brian worked in the media, senior management in the public and

private education systems and also as a secondary school teacher. He obtained a Bachelor of Science and a Diploma of Education from Adelaide University in 1972 and 1973 respectively and is a member of the Australian Institute of Company Directors.

Since 2005, he took up the role as the Chief Executive Officer of the Department of Further Education, Employment, Science and Technology (DFEEST) in the SA Government.

From 2008-2010, he was the Chief Executive of the Department of Trade and Economic Development.



PETER CAREY OAM
SA Football Commissioner

- Served as a SA Football Commissioner since March 2008.
- Associated with the Glenelg Football Club both as a board member (1997-2000) and a member of its Selection Committee (1996, 1998, 1999, 2000).
- Holds the Australian record for the number of games played at League level – he played 448 games and kicked 521 goals for Glenelg between 1971 and 1988.
- Captained Glenelg for six years and played in three club Premierships (1973, 1986, 1987).
- A three-time club best and fairest (1975, 1979, 1981), Glenelg's leading goalkicker (1973), an All-Australian (1979, 1980), a 19-time State Team player, Fos Williams Medallist (1981) and best on ground during the 1973 Grand Final.
- Awarded the OAM for services to Australian Rules football in 1989.
- Inducted into the Australian Football Hall of Fame in 2009.

Since 2007, Peter has worked as State Manager for Coca-Cola Amatil in South Australia.

MEETING ATTENDANCE 2009

COMMISSIONER	MEETINGS HELD*	ATTENDANCE
Rod Payze	18	17
Leigh Whicker	18	18
Jamie Coppins	18	18
Philip Gallagher	18	15
David Shipway	18	13
Brian Cunningham	18	14
Peter Carey	18	7
Dion McCaffrie	18	16

* Includes 7 special meetings



STATE LEAGUE & PARTNERSHIPS

The SANFL captains get 'on the couch' for the 2009 SANFL Season Launch.

STATE LEAGUE & PARTNERSHIPS

Central District Football Club created a new benchmark in 2009 by winning its eighth premiership in a decade. This achievement is truly remarkable and great credit should go to the Board of Directors led by President Tom Zorich, CEO Kris Grant, coach Roy Laird, the players and all the support staff who have made Central the most powerful club in the competition.

Despite the Bulldogs' continued Grand Final success, the 'be active' SANFL competition itself continued to be a drawcard for the South Australian football public. Coming off a stellar 2008 season in terms of local attendance, crowds were consistently high averaging 2860 per minor round game - a testament to the value of the SANFL product. All Finals returned to AAMI Stadium and in the first five major round matches, the result came down to the wire, with each game decided by fewer than two goals. The season was capped off with the biggest Grand Final crowd in a decade with 35,647 supporters witnessing the Bulldogs' record-sealing victory.

The Stanley H Lewis Trophy each year provides a strong indication of the depth of a football club and despite a disappointing Finals Series at League level, the Glenelg Football Club should be congratulated on its performance across all grades. Premiers at Reserves and U18 level and a second consecutive League minor premiership suggest the club will continue to be highly competitive for years to come. On behalf of the SANFL, I would congratulate the club on an outstanding season. The Sturt Football Club, under first-year coach Luke Norman, lost many senior players at the end of the 2008 season, but with an injection of youth, took another step forward and was a very worthy Grand Final team.

The season saw Woodville-West Torrens and North Adelaide bounce back into Finals contention, with Ron Fuller ending his nine-year reign as Eagles senior coach and Daniel Healy embarking on his Roosters coaching career with some very promising signs. West Adelaide made some significant improvement, Norwood and Port Adelaide dropped out of the Finals race and the Panthers set about rebuilding at Noarlunga.

While team performance is the ultimate measure of success, the best players in the competition had the opportunity to represent South Australia in Perth in May. Unfortunately, the team had its first loss at State level in a decade after going down by the narrowest of margins to Western Australia at Leaderville Oval. Darel Hart coached the side for the last time after three years at the helm and despite this year's result, he should be congratulated on his efforts and

commitment to State football. With a year off from State football in 2010, this will give the SANFL an opportunity to prepare diligently to ensure we knock off the Vics in 2011.

The 2009 Magarey Medal count was an absolute thriller and James Ezard of West Adelaide and Rhys Archard of North Adelaide were worthy joint recipients of this coveted award after outstanding seasons.

The SANFL competition's success is built on local community involvement and the message this year was to get off the couch and get along to see the 'Real Deal'. Partnerships with the Heart Foundation, Multicultural SA and all of the schools involved with the 'be active' Mini League and kick and catch programs ensured that community engagement remained high. Multicultural Round proved a season highlight, with multicultural performers later providing one of the best spectacles in years through their involvement with Grand Final pre-match entertainment.

On behalf of the SANFL, I would like to sincerely thank the nine SANFL clubs and the staff at the SANFL for their professionalism and commitment to making our competition as strong as it is.



DARREN CHANDLER
- General Manager, State League & Partnerships



Sturt's Michael Coad



Glenelg's Ty Allen in action at Gliderol Stadium.

STATE LEAGUE & PARTNERSHIPS



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 2009, the Central District Football Club was a deserving winner, amassing a total of 43 points, with the Sturt Football Club and Glenelg Football Club serving as runner-ups. The SANFL would like to congratulate the winners and thank Lion Nathan for its sponsorship.

The awards will be formally presented at the SANFL Annual General Meeting in March 2010.

200 CLUB

In 2009, the SANFL acknowledged five outstanding footballers who have achieved 200 senior games.

Corey Ah Chee (Port Adelaide Magpies)

206 senior matches, seven-time State representative

Justin Cicolella (Woodville-West Torrens)

207 senior matches

Chris Gowans (Central District)

199 senior matches, four-time State representative

James Gowans (Central District)

202 senior matches, five-time State representative

Jade Sheedy (Sturt)

203 senior matches, five-time State representative

All players will be acknowledged at the AGM / Life Members and 200 Club Dinner to be held in early 2010.

SANFL RECOGNITION AWARDS

The SANFL annually recognises those who have rendered outstanding service to the League and its clubs. The following awards will be presented at the 2010 Annual General Meeting and Presentation Dinner in March.

SANFL Merit Awards:

Nicholas Swingler (Sturt FC)

Peter Wiles (WWTFC)

SANFL Service Award:

Ken Potts (Umpire)

UMPIRING

The Umpiring Development Team continued to promote and recruit umpires statewide, with more than 3000 men and women officiating football matches in South Australia in 2009. The AFL 'Green Shirt' program introduced more than 200 new umpires to the game this season.

SANFL umpiring at League level was consistent and added to the spectacle of the outstanding competition in 2009.

The season saw tightly-contested matches highlighted with some close finishes in Finals matches.

Tim Pfeiffer and Richard Williams both reached significant milestones in 2009, each umpiring his 400th League match during the season.

SEASON HIGHLIGHTS

National Under 18 Championships Umpires

Curtis Deboy (Field) Ashley Brown (Boundary)

Thomas Sharpe (Goal)

National Under 16 Championships Umpire

Rowan Hundertmark (Field)

2009 SANFL Grand Final Umpires

Field:

Tim Pfeiffer (10th), Corey Bowen (2nd) and Tony Dey (3rd)

Boundary:

Amin Chehade (2nd), Chris Bull (3rd), Brett Fisk (1st) and Jason Moore (1st)

Goal:

Leo Corrieri (2nd) and Steven Paunovic (1st)

2009 AFL Season

South Australia was well-represented in the 2009 AFL Grand Final with Darren Wilson umpiring his twelfth consecutive Grand Final. Darren's achievement broke a 44-year record set by Lindsay Lancaster.

Mark Thompson joined Darren on the boundary officiating in his first AFL Grand Final.

The following umpires were contracted to the AFL in season 2009:

Field:

Michael Avon, Sam Hay, Corey Bowen (Rookie)

Boundary:

Tim Bryant, Jonathan Creasey, Shane Thiele, Mark Thompson, Darren Wilson

Goal:

Steven Axon, Peter Challen, Matthew Cummins, Daniel Hoskin, Darren Trengove

SANFL UMPIRING AWARDS

The following prestigious awards were presented at the 2009 Golden Whistle Awards Dinner, held at AAMI Stadium on October 16.

Golden Whistle: Tony Dey (1st)

Silver Whistle: Amin Chehade (1st)

Goal Umpire Award: Leo Corrieri (1st)

Most Improved Awards

Field: James Ralston

Boundary: Brett Fisk

Goal: Matthew Norton

Mark T Posa Award – for Most Outstanding Young Talent

Craig Fleer (Field)

Andrew Vickers Medallion - Coaches Award

Anthony Meade (Boundary)

City of Charles Sturt Award - for Outstanding Service

to Umpiring

Mark Barnett (Officiating Development Coach)



SANFL players take part in a charity sprint as part of the SA Football Bushfire Bash For Cash at AAMI Stadium.



THE PREMIERS

Central District claimed its eighth flag in a decade by defeating Sturt by 38 points in the 2009 Grand Final.

A record crowd for the decade of 35,647 filled AAMI Stadium to witness the Doggies' tenth consecutive Grand Final - a result some fans saw as retribution for the 2002 Grand Final when the Double Blues became one of only two clubs to ever topple Central in a season-closer.

While the Double Blues entered the match without injured star full-forward Brant Chambers, the Dogs suffered injury woes of their own in the first term when talented rover Chad O'Sullivan fractured his leg.

RESULTS

GRAND FINAL - October 4 - AAMI Stadium

Central	6.3	9.8	12.12	13.14-92
Sturt	3.3	3.6	6.7	7.12-54

Central District

Goal Kickers: E. SANSBURY 4, D. SCHELL 2, M. SLADE, J. GOWANS, C. GOWANS, S. DUTSCHKE, D. HAVELBERG, C. O'SULLIVAN, I. CALLINAN
Best Players: M. SLADE, P. THOMAS, T. GOODREM, E. SANSBURY, J. MACKENZIE, J. GOWANS

Sturt

Goal Kickers: B. CHAMBERS 2, M. COAD 2, C. EVANS, L. CRANE, M. PAYNE
Best Players: J. BOWEN, L. CRANE, J. SHEEDY, T. THURSTANS, M. COAD, M. JAENSCH

PRELIMINARY FINAL - September 27 - AAMI Stadium

Glenelg	2.3	4.7	6.10	7.13-55
Sturt	0.0	5.2	8.5	9.6-60

Glenelg

Goal Kickers: L. BLOCK, L. BUTTON, A. FISHER, L. MCGREGOR, R. KIRKBY, B. MURPHY, P. ADLINGTON
Best Players: J. SELLAR, P. ADLINGTON, A. FISHER, W. MILLS, T. ALLEN, D. KIRK

Sturt

Goal Kickers: M. JAENSCH 3, J. SHEEDY 2, M. COAD 2, J. JOHNCOCK, J. BODE
Best Players: J. TRENGOVE, J. BOWEN, J. SHEEDY, M. JAENSCH, J. MCLEAY, B. NELSON

FIRST SEMI FINAL - September 20 - AAMI Stadium

Glenelg	2.1	7.4	10.9	11.13-79
Central	2.3	5.7	7.7	12.9-81

Glenelg

Goal Kickers: R. KIRKBY 4, M. RUWOLDT 2, L. BLOCK, L. BUTTON, A. FISHER, C. HALL, B. MURPHY
Best Players: R. KIRKBY, T. ALLEN, A. FISHER, D. MEYER, B. MURPHY, W. MILLS

Central District

Goal Kickers: E. SANSBURY 4, J. GOWANS 2, L. SPURR 2, M. SLADE, D. SCHELL, B. O'HARA, R. WILLIAMS
Best Players: L. SPURR, E. SANSBURY, C. GOWANS, C. O'SULLIVAN, J. MACKENZIE, P. THOMAS

Sturt's Michael Coad and Central's Eddie Sansbury each slotted two majors in the opening quarter, as the Dogs slipped ahead by 18 points as they headed into the break.

The reigning premiers then proceeded to pile on three goals to nil in the second quarter before an inspired but ultimately unsuccessful re-challenge by the Double Blues in the third.

Charging into the last term with a 41-point buffer, the Dogs cruised to a comfortable victory, sealing a Grand Final record previously held by the Port Adelaide Magpies for their seven-flag efforts in the 1950s and 1990s.

SECOND SEMI FINAL - September 20 - AAMI Stadium

Eagles	1.0	2.4	5.10	11.12-78
Sturt	5.3	8.8	9.11	12.16-88

Sturt

Goal Kickers: M. COAD 3, M. JAENSCH 3, R. HERRING 2, J. JOHNCOCK, C. EVANS, L. CRANE, J. TRENGOVE
Best Players: N. WARK, J. SHEEDY, J. MCLEAY, L. CRANE, T. THURSTANS, J. TRENGOVE

Eagles

Goal Kickers: N. SALTER 2, L. TREEBY 2, A. GROCKE, J. CIOLELLA, K. MCGREGOR, D. SYMONS, M. BROADBENT, J. RIMINGTON, J. POLEK
Best Players: J. RIMINGTON, A. GROCKE, L. JARRAD, R. SHIRLEY, M. BROADBENT, J. CIOLELLA

QUALIFYING FINAL - September 13 - AAMI Stadium

Central	1.4	4.4	6.8	11.9-75
Sturt	2.3	5.5	6.8	10.9-69

Central District

Goal Kickers: D. HAVELBERG 3, E. SANSBURY 2, C. GOWANS 2, D. SCHELL, J. GOWANS, L. WESTHOFF, J. GILES
Best Players: C. GOWANS, J. GOWANS, J. MACKENZIE, P. THOMAS, L. SPURR, L. WESTHOFF

Sturt

Goal Kickers: C. SHARPLES 2, J. TRENGOVE 2, J. CUBILLO, B. VASSAL, J. JOHNCOCK, T. THURSTANS, J. SHEEDY, C. EVANS
Best Players: N. WARK, L. CRANE, B. VASSAL, J. SHEEDY, J. JOHNCOCK, M. PAYNE

ELIMINATION FINAL - September 13 - AAMI Stadium

Eagles	2.6	6.9	11.11	15.12-102
North	2.2	9.2	10.4	14.7-91

Eagles

Goal Kickers: N. SALTER 5, L. TREEBY 2, S. FAIRCLOUGH 2, J. POLEK 2, A. GROCKE, T. MILES, M. PASSADOR, M. GOLDSWORTHY
Best Players: K. MCGREGOR, L. JARRAD, J. PETRENKO, N. DANIEL, N. SALTER, B. DABROWSKI

North Adelaide

Goal Kickers: D. STEWART 4, T. DELVINS 3, L. RYSWYK 2, H. YOUNIE (V/Captain), T. PFEIFFER, R. ARCHARD, C. ALLEWAY, J. ALLAN
Best Players: D. STEWART, J. ALLAN, R. ARCHARD, L. RYSWYK, D. CUNNINGHAM, T. DELVINS



Central District co-captains Paul Thomas and Matthew Slade lift the premiership cup.

LEAGUE PREMIERS SINCE 1877

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

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

1983	West
1984	Norwood
1985	Glenelg
1986	Glenelg
1987	North
1988	Port
1989	Port
1990	Port
1991	North
1992	Port
1993	Eagles
1994	Port
1995	Port
1996	Port
1997	Norwood
1998	Port
1999	Port
2000	Central
2001	Central
2002	Sturt
2003	Central
2004	Central
2005	Eagles
2006	Central
2007	Central
2008	Central
2009	Central



JACK OATEY MEDAL

It's a playing record that would be the envy of many footballers. Two Grand Finals. Two premierships medallions. One Jack Oatey Medal.

But 22-year-old Trent Goodrem took it all in his stride as he capped off Central District's eighth Grand Final win of the decade with a special acknowledgement of his individual performance.

The Jack Oatey Medal has been awarded since 1981 to the player judged best-on-ground in the Grand Final. Goodrem amassed 20 possessions, impressing Medal judges with his eight tackles and dominance over Double Blues young gun Jack Trengove.

Goodrem described the accolade as a tribute to the premierships team's strength and told local media that he based his on-ground performance on that of his club captain Paul Thomas.

JACK OATEY MEDALLISTS		
1981	R Ebert	Port
1982	D Jenkins	Norwood
1983	I Borchard	West
1984	K Thomas	Norwood
1985	S Kernahan	Glenelg

1986	A Hall	Glenelg
1987	M Parsons	North
1988	B Abernethy	Port
1989	R Johnston	Port
1990	G Fiacchi	Port
1991	D Hart	North
1992	N Buckley	Port
1993	S Sziller	Eagles
1994	D Wakelin	Port
1995	A Darcy	Port
1996	D Brown	Port
1997	J Cunningham	Norwood
1998	B Chalmers	Port
1999	D Poole	Port
2000	J Gowans	Central
2001	R McGowan	Central
2002	M Powell	Sturt
2003	C Gowans	Central
2004	N Steinberner	Central
2005	L McCabe	Central
2006	Hayden Skipworth	Woodville-West Torrens
2007	C Gowans	Central
2008	Jason Mackenzie	Central
2009	Trent Goodrem	Central



Jack Oatey Medallist Trent Goodrem addresses the ecstatic Central District faithful on Grand Final day.

MAGAREY MEDAL

The identity of the 2009 Medallist was anyone's guess in the lead-up to this year's Magarey presentation, with all League clubs spruiking strong contenders for South Australian football's most illustrious individual award.

At the evening's close, the SANFL welcomed not one, but two new Magarey Medallists - West Adelaide's James Ezard and North Adelaide's Rhys Archard.

The Bloods midfielder and Roosters midfielder polled 18 votes apiece, marking the third time in a decade that the Magarey count had been a tie.

The 2007 Medallist and early favourite, James Allan, remained neck-and-neck with Ezard for much of the evening's count.

However, Archard gained ground in the final three rounds with three best-on-ground performances to match Ezard's vote tally at the end of the night.

More than 450 guests attended the presentation, held at AAMI Stadium for the first time since 2005.

Along with the presentation of the Ken Farmer Medal, Stanley H. Lewis Trophy and minor grade medals, the evening also featured a special 25th anniversary retrospective with '84 Medallist, John Platten.

As the 2009 Magarey Medallists, Ezard and Archard both received a return trip for two to London courtesy of Malaysia Airlines and Signs Inc.

2009 FINAL COUNT

18	James Ezard	West Adelaide
18	Rhys Archard	North Adelaide
17	James Allan	North Adelaide
16	Ty Allen	Glenelg
15	Chad O'Sullivan	Central District
14	Scott Dutschke	Central District
14	Mark McKenzie	Woodville-West Torrens
14	Luke Crane	Sturt
11	Matthew Wright	North Adelaide

MAGAREY MEDALLISTS

1898	A. Green	Norwood
1899	S.A. Malin	Port
1900	No award	
1901	P.T. Sandland	North
1902	T.D. MacKenzie	Torrens
1903	H.S. Waye	Sturt
1904	No award	
1905	T.D. MacKenzie	North
1906	T.D. MacKenzie	North
1907	J. Mack	Port
1908	J.M. Tierney	West
1909	H.R. Head	West
1910	S. Hosking	Port
1911	H.V. Cumberland	Sturt
1912	D. Low	Torrens
1913	T.J. Leahy	North
1914	W.J. Ashley	Port
1915	F.M. Barry	South
	C.J. Perry	Norwood
	S. Hosking	Port
1916	No award	
1917	No award	
1918	No award	
1919	D. Moriarty	South
1920	V. Richardson	Sturt

	D. Moriarty	South
1921	J. Karney	Torrens
	C.E.G. Adams	Port
	W. Scott	Norwood
	D. Moriarty	South
1922	R.G.L. Barnes	West
1923	H.A. Riley	Sturt
1924	W. Scott	Norwood
1925	A.G. Lill	Norwood
	P.A. Bampton	Port
1926	H.B. McGregor	West
1927	H.B. McGregor	West
1928	H.H. Handby	Glenelg
1929	R. Snell	West
1930	W. Scott	Norwood
1931	J.E.G. Sexton	West
1932	S.M. Pontifex	Torrens
1933	W.K. Dunn	Sturt
1934	G.B. Johnston	Glenelg
1935	J. Cockburn	South
1936	W.B. McCallum	Norwood
1937	H.J. Hawke	North
1938	R.B. Quinn	Port
1939	J.H. Pash	North
	R.J. McArthur	West
1940	P.M. Brock	Glenelg
1941	M.M.W. Boyall	Glenelg
1942	No award	
1943	No award	
1944	No award	
1945	R.B. Quinn	Port
1946	R.W. Hank	Torrens
1947	R.W. Hank	Torrens
1948	H.R. Phillips	North
1949	A.J. Crabb	Glenelg
	H.R. Phillips	North
1950	I.L. McKay	North

1951	J.E. Marriott	Norwood
1952	L.C. Fitzgerald	Sturt
1953	J.G. Deane	South
1954	L.C. Fitzgerald	Sturt
1955	L.H. Head	Torrens
1956	D.E. Boyd	Port
1957	R.M. Benton	West
	J.G. Deane	South
1958	L.H. Head	Torrens
1959	L.C. Fitzgerald	Sturt
1960	B. Barbary	North
1961	J.A. Halbert	Sturt
1962	K.J. Eustice	West
1963	L.H. Head	Torrens
1964	G.P. Motley	Port
1965	G.C. Window	Central
1966	R.G. Kneebone	Norwood
1967	T.D. Obst	Port
	D. Lindner	North
1968	B.C. Robran	North
1969	D.K. Phillis	Glenelg
1970	B.C. Robran	North
1971	R.F. Ebert	Port
1972	M.J. Blight	Woodville
1973	B.C. Robran	North
1974	R.F. Ebert	Port
1975	P.B. Woite	Port
1976	R.F. Ebert	Port
1977	T.F. Grimwood	West
1978	K.H. Hodgeman	Glenelg
1979	A.J. Duckworth	Central
1980	R.F. Ebert	Port
1981	M.C. Aish	Norwood
1982	A.B. McGuinness	Glenelg
1983	A.J. Antrobus	North
1984	J.P. Platten	Central
1985	G.C. Fielke	West

1986	G.W. Anderson	Port
1987	A.N. Jarman	North
1988	G.L. Whittlesea	Sturt
1989	G.A. McAdam	Central
1990	S.L. Hodges	Port
1991	M.B. Naley	South
1992	N.C. Buckley	Port
1993	B.P. Phillips	North
1994	G. McIntosh	Norwood
1995	G.M. Kilpatrick	West
	G. McIntosh	Norwood
1996	J.A. Francou	North
1997	B.J. Atkinson	Sturt
	A.N. Jarman	Norwood
1998	A.D. Osborn	South
1999	D.T. Squire	Sturt
2000	D.T. Squire	Sturt
2001	R.P. O'Connor	Port
	A.J. Brown	Port
2002	J.C. Sheedy	Sturt
	T.M. Weatherald	Sturt
2003	B.A. Ebert	Port
2004	P.S. Thomas	Central
2005	J.L. Clayton	Port
2006	B.W. Backwell	Glenelg
2007	J. Allan	North
2008	L. Crane	Sturt
2009	J. Ezard	West
	R. Archard	North



West's James Ezard and North's Rhys Archard (opposite) display their Magarey Medals.

McCALLUM TOMKINS MEDAL

With the introduction of a new Macca's Cup U18s competition in 2009, the traditional awards for the U17 and U19 competitions were combined to create the joint McCallum/Tomkins Medal.

Luke Bowd won the inaugural McCallum/Tomkins Medal off the back of a stellar season for Port Adelaide Magpies.

The Kangaroo Island player started his footy career at Dudley United before being recruited by South Adelaide and later shifting to the Magpies.

The McCallum/Tomkins Medal is voted by the umpires and is awarded to the fairest and most brilliant U18s player.

TOMKINS MEDAL (U19)

1936	Butler, J.	Norwood
1937	Telfer, A.	North
1938	Crawley, D.	Sturt
1939	Crawley, D.	Sturt
1940	Hogben, R.	North
1941	Crabb, A.	Glenelg
1942 – 1944 No Awards		
1945	Deane, J.	South
1946	McGregor, K.	West
1947	McGregor, K.	West
1948	Williams, G.	West
1949	Whitaker, R.	Port
1950	Weston, L.	North
1951	Rossetto, A.	West
1952	Hayes, N.	Port
1953	Copley, B.	Port
1954	Meredith, M.	Port
1955	Carr, B.	Port
1956	Bray, J.	West
1957	Potts, B.	North
1958	Green, G.	Sturt
1959	Simunsen, R.	Woodville
1960	Hunt, C.	Glenelg
1961	Farrell, G.	North
1962	Burton, J.	Norwood
1963	Burton, J.	Norwood
1964	Woodcock, B.	Norwood
1965	Bitmead, P.	West
1966	Vick, O.	Torrens
1967	Worthley, N.	Glenelg
1968	Hooper, R.	West

1969	Payne, J.	North
1970	Stoddart, K.	North
1971	Crouch, J.	Port
1972	Craig, N.	Norwood
1973	Wilson, W.	Central
1974	Hughes, W.	Central
1975	Carr, S.	Torrens
1976	Slattery, W.	South
1977	Grosser, L.	West
1978	Graham, B.	Central
1979	Klomp, K.	Sturt
1980	Fosdike, D.	Norwood
1981	Renfrey, D.	Norwood
1982	Goldsworthy, S.	Woodville
1983	Dewhurst, C.	South
1984	Argus, G.	Sturt
1985	Roe, J.	Port
1986	Griffiths, C.	Central
1987	James, J.	Sturt
1988	Vozzo, C.	West
1989	Hicks, P.	Central
1990	King, M.	Norwood
1991	Betterman, D.	Norwood
1992	Rowett, A.	Glenelg
1993	Flesfadar, D.	Glenelg
	Voice, C.	Port
1994	Bettess, L.	South
1995	King, D.	Norwood
1996	Povey, D.	Norwood
1997	O'Hara, A.	Eagles
1998	Krieg, M.	Central
1999	Chapman, G.	Eagles
2000	Wilcox, B.	Port
2001	Merrett, A.	Glenelg
2002	Chadwick, T.	West
2003	Saunders, L.	South
2004	Hunter, B.	South
2005	Dundovic, G.	West
2006	McDonald, S.	West
2007	Flanigan, K.	Sturt
2008	Harris, S.	Eagles

McCALLUM MEDAL (U17)

1939	Logan, K.	North
1940	Britton, C.	Torrens
1941	Dale, K.	Sturt
1942 – 1946 No Awards		
1947	Salvemini, K.	Port
1948	Cocks, R.	Torrens
1949	Wharfe, B.	Port
1950	Paech, M.	West
1951	Wright, J.	West
1952	Taylor, J.	Torrens
1953	Westley, M.	North
1954	Clarke, G.	Norwood

1955	Atkinson, D.	North
1956	Cahill, J.	South
1957	Marchiora, J.	Torrens
1958	Foster, W.	South
1959	Kelly, W.	Woodville
1960	Backman, L.	South
1961	Long, J.	Glenelg
1962	Bagshaw, P.	Sturt
1963	Perkins, J.	Woodville
1964	Robinson, J.	North
1965	Sachse, J.	North
1966	Burns, D.	North
1967	Coombe, M.	South
1968	Norsworthy, B.	Central
1969	Rigney, B.	North
1970	Gregg, M.	Norwood
1971	Craig, N.	Norwood
1972	Puhle, H.	Torrens
1973	Turbill, G.	Norwood
1974	Heinrich, P.	Sturt
1975	Kirkwood, C.	Port
1976	Wright, R.	Glenelg
1977	Zubrinich, K.	Woodville
1978	Wright, C.	Port
1979	Mackereth, B.	Sturt
1980	Thomas, G.	Norwood
1981	McIntosh, G.	Norwood
1982	Davies, C.	North
1983	Girdham, R.	Central
1984	Underwood, A.	Sturt
1985	Brown, D.	Port
1986	Peek, S.	Glenelg
1987	Bonutto, D.	Central
1988	Bache, T.	South
1989	Osborn, A.	South
1990	Bond, T.	Port
1991	Barry, B.	South
	Bond, S.	Port
1992	Casserley, J.	Central
1993	Cook, S.	Norwood
1994	Seal, N.	Port
1995	Noye, G.	Central
1996	DeBoo, H.	South
1997	Borlace, S.	Norwood
1998	Rolf, D.	Norwood
1999	Breslauer, S.	Norwood
2000	Harrison, W.	North
2001	Richardson, J.	Glenelg
2002	Cooney, A.	West
2003	Eckermann, B.	Sturt
2004	Bennett, R.	West
2005	Boyd, J.	South
2006	Bampton, J.	Norwood
2007	Cahill, P.	Sturt
2008	Robertson, B.	Port

RESERVES MAGAREY MEDAL

First awarded back in 1906, the Reserves Magarey has a long and illustrious lineage, with former medallists including the likes of Kym Hodgeman and Gary Window.

The 2009 Reserves Magarey was awarded to Daniel Batson of the Port Adelaide Magpies Football Club.

Signed to Port in 2007, Batson is known onfield as a strong-marking tall player who can turn his hand to both ruck and forward duties.

Batson was presented the award at the Magarey Medal presentation held at AAMI Stadium on September 15.



RESERVES MAGAREY

1906	R. LeMessurier (Central)
1907	P. Robin (Norwood)
1908	R. Kersley (Torrens)
1909	P. Russell (Port)
1910	S. Potter (Torrens)
1911	P. Rowan (Port)
1912	P. Crowley (Port)
1913	C. Ryan (Sturt)
1914	P. Crowley (Port)
1915	G. Linklater (Port)
1916	No award
1917	No award
1918	No award
1919	J. Clark (Sturt)
1920	B. Schumacher (Norwood)
1921	C. Hepburn (West)
1922	W. Sparks (Norwood)

1923	H. Jackson (Sturt)
1924	J. Sturgnell (Torrens)
1925	S. Monten (Torrens)
1926	H. O'Brien (South)
1927	M. Stuart (Sturt)
1928	H. O'Brien (South)
1929	W.M Griffiths (Norwood)
1930	A.A.G. Smith (Sturt)
1931	R. Whitaker (Port)
1932	T. Hamilton (West)
1933	G.O.R. Wait (Norwood)
1934	W.W.H. Stuart (South)
1935	A. Kinlough (Torrens)
1936	A.W.J. Jones (Torrens)
1937	R.M. Edwards (Glenelg)
1938	K.M. Sawatzke (West)
1939	S.T. Taylor (Norwood)
1940	E.M. Nichols (Torrens)
1941	L.K. Todd (South)
1942	No award
1943	No award
1944	No award
1945	No award
1946	G.C. Whitaker (Norwood)
1947	H. MacKenzie (Torrens)
1948	R. Hoffman (Port)
1949	D.K. Bartlett (Sturt)
1950	S. Barbary (North)
1951	H.G. Harris (South)
1952	J.W. Southern (Sturt)
1953	J. Blunden (North)
1954	B. Livesey (Torrens)
1955	F. Stewart (Norwood)
1956	R.W. Lee (West)
1957	R. Panizza (South)
1958	K.A. Wedding (Norwood)
1959	B. Henningsen (Norwood)
1960	C.S. Heading (North)
1961	R.F. Simunsen (Woodville)
1962	R.F. Simunsen (Woodville)
1963	G. Window (Central)
1964	I. Della-Polina (Norwood)
1965	J. Mills (South)
1966	B. Woodcock (Norwood)
1967	R. Perry (Woodville)
1968	K. Rowe (Glenelg)
1969	J. McInnes (Norwood)
1970	J. Baruzzi (Port)
	J. Menz (Norwood)
1971	J. McInnes (Norwood)
	J. McInnes (Norwood)
1972	J. McInnes (Norwood)
1973	R. Daw (Sturt)
1974	K. Hodgeman (Glenelg)

1975	P. Heinrich (Sturt)
1976	J. Katsaros (Sturt)
1977	G. Sando (South)
1978	P. Barnes (Torrens)
1979	C. Wright (Port)
1980	L. Grosser (West)
1981	B. Lindner (West)
1982	K. Dillon (Torrens)
1983	D. Drogemuller (Port)
1984	A. Owens (Torrens)
1985	H. Stephens (Woodville)
1986	S. McDonald (Woodville)
1987	J. Harvey (Port)
1988	A. Settre (Port)
1989	P. Lounder (Central)
1990	M. Gasparroni (West)
1991	B. Atkinson (Sturt)
1992	J. Sziller (Eagles)
1993	B. Roberson (Sturt)
1994	P. Page (South)
1995	D. Hicks (Central)
	N. McGoran (Central)
1996	J. King (North)
1997	M. Ryan (South)
1998	J. King (North)
1999	R. Lee (West)
2000	J. Casserley (Central)
2001	B. Daniel (Central)
2002	J. Coulter (Central)
2003	D. Newett (Eagles)
	H. Tamlin (Norwood)
	N. Prokopec (Central)
2004	J. Casserly (North)
2005	M. Demasi (South)
2006	R. Lewis (Norwood)
2007	J. Boyd (South)
	T. Delvins (Port)
2008	S. Lewis (Glenelg)
2009	D. Batson (Port)

KEN FARMER MEDAL

An injury in Round 23 ruled him out for his club's exciting Finals Series, but Brant Chambers' consistent goal-kicking efforts in the minor rounds did not go unrewarded.

For the third consecutive year, the Sturt full-forward won the Ken Farmer Medal as the SANFL's leading goalkicker.

He finished the 2009 minor season with 80 goals to his name - just 17 fewer than his 2008 tally.

The medal, first awarded in 1981, was named after North Adelaide great Ken Farmer, who amassed a record 1419 goals over 13 seasons.

KEN FARMER MEDALLISTS		
1981	T. Evans (Port)	83
1982	T. Evans (Port)	116
1983	E.R. Davies (Sturt)	130
1984	T. Evans (Port)	120
1985	M. Blight (Woodville)	126
1986	S. Nichols (Woodville)	88
1987	J. Roberts (North)	102
1988	S. Nichols (Woodville)	103
1989	R. Mandemaker (Central)	87
1990	S. Hodges (Port)	127
1991	S. Morphet (Eagles)	95
1992	M. Tylor (Port)	97
1993	M. Tylor (Port)	87
1994	S. Hodges (Port)	114
1995	D. Del-Re (South)	92
1996	S. Hodges (Port)	102
1997	J. West (Norwood)	73
1998	A. Richardson (West)	80
1999	A. Richardson (West)	66
2000	A. Richardson (West)	72
2001	A. Richardson (West)	81

2002	D. Hargraves (North)	68
2003	D. Bradshaw (West)	88
2004	D. Schell (Central)	63
2005	D. Schell (Central)	76
2006	M. Passador (Eagles)	74
2007	B. Chambers (Sturt)	106
2008	B. Chambers (Sturt)	97
2009	B. Chambers (Sturt)	80

* Minor round games only



Glenelg Football Club players celebrate after a victory.

STANLEY H. LEWIS TROPHY

Since 1962, the Stanley H. Lewis Trophy has been awarded to the club that has shown excellence across all grades of football during the minor round.

The trophy is named after Stanley Heathcote Lewis, who was the SANFL chairman from 1950 to 1961.

Glenelg Football Club won the 2009 Stanley H. Lewis Trophy after making the Finals across the board and finishing minor premiers in two of the three grades.

The club finished the season with a total of 3,275 points, with Sturt and Central District distant runner-ups. Glenelg last won the Stanley H. Lewis Trophy in 1990.

STANLEY H. LEWIS TROPHY	
1962	Port
1963	Port
1964	Port
1965	Norwood
1966	North
1967	North
1968	Sturt
1969	Glenelg
1970	Port
1971	North
1972	Norwood
1973	Glenelg
1974	Norwood
1975	Glenelg
1976	Glenelg
1977	Port

1978	Sturt
1979	Port
1980	Port
1981	Glenelg
1982	Norwood
1983	Sturt
1984	Norwood
1985	Norwood
1986	Norwood
1987	Norwood
1988	Port
1989	Port
1990	Glenelg
1991	South
1992	Port
1993	Eagles
1994	Port
1995	Norwood
1996	Norwood
1997	Norwood
1998	Norwood
1999	Port
2000	Eagles
2001	Central
2002	Central
2003	Central
2004	Central
2005	North
2006	North
2007	Central
2008	Sturt
2009	Glenelg



Sturt's Brant Chambers celebrates his eleventh goal of the match in a Round 7 clash against the Eagles.

R.O. SHEARMAN MEDAL

The SANFL 'be active' Star Player of the Year is traditionally awarded the R.O. Shearman Medal, an award named after five-time Sturt premiership player Robert Osborne Shearman.

The 2009 R.O. Shearman Medallist was North Adelaide Football Club's James Allan.

Allan previously won the medal in 2007 and shared the honour with Sturt's Jade Sheedy in 2008.

Allan received a gold medal and \$3000 prizemoney at the Magarey Medal presentation on September 15.

The SANFL 'be active' Star Player of the Year/R.O. Shearman Medallist is judged by the SANFL's 200 Club.

R.O. SHEARMAN MEDALLISTS		
2000	Gavin Colville	Eagles
2001	Ryan O'Connor	Port Magpies
2002	Jade Sheedy	Sturt
2003	Brett Backwell	Glenelg
	Marco Bello	Central District
2004	Salim Hassan	West Adelaide
2005	Jeremy Clayton	Port Magpies
2006	Justin Cicoella	Eagles
2007	James Allan	North Adelaide
2008	James Allan	North Adelaide
	Jade Sheedy	Sturt
2009	James Allan	North Adelaide



North's James Allan demonstrates his ball skills in a Round 7 match against the Bays.

COCA-COLA STAR SEARCH



The Coca-Cola Star Search Award was introduced in 2007 and recognises

talented youngsters making their mark at League level.

The 2009 winner was Jarrad Allmond from the Woodville-West Torrens Football Club.

The 18 year old wingman earned his nomination for his Round 1 League debut in which he tallied 17 kicks, four handballs, eight marks and a goal against Central District.

Allmond received a \$2000 cash prize courtesy of Coca-Cola. The 2009 review panel comprised Darren Chandler (General Manager - State League & Partnerships), David Hutton (General Manager - Game Development), Daniel Thomas (SANFL Football Services Manager) and Brenton Phillips (SANFL Talent Manager).

Former Coca-Cola Star Search Award winners include Steven Summerton (2007) and James Boyd (2008).

2009 COCA-COLA STAR SEARCH NOMINEES	
Rd 1	Jarrad Allmond (Eagles)
Rd 2	Jay Shannon (Port Magpies)
Rd 3	Brodie Martin Sturt
Rd 4	Cody Hicks (Eagles)
Rd 5	Thomas Dunne (Central District)
Rd 6	Cohen Thiele (North)
Rd 7	Zane Kirkwood (Port Magpies)
Rd 8	Ryan McInerney (Port Magpies)
Rd 9	Daniel Webb (West)
Rd 10	Alex Stopp (Norwood)
Rd 11	Richard O'Grady (Glenelg)
Rd 12	Jacob Crate (South Adelaide)
Rd 13	Sam Mardling (Port Magpies)
Rd 14	Stuart Hill (Eagles)
Rd 15	Jonathon Beech (West)
Rd 16	Jack Trengrove (Sturt)
Rd 17	Toby Schulz (Norwood)
Rd 18	Luke Harder (Port Magpies)
Rd 19	Jared Polec (Eagles)
Rd 20	Mark Evans (Norwood)
Rd 21	Matthew Goldsworthy (Eagles)
Rd 22	Nick Murphy (South Adelaide)
Rd 23	Jarrad Kellock (Glenelg)



MACCA'S CUP MVP

The inaugural season of the Macca's Cup U18s competition brought to the fore an array of young South Australian talent.



Of this crop of exciting new players, Alex Wilson from Sturt Football Club was awarded the inaugural 2009 Macca's Cup Most Valuable Player (MVP).

Wilson performed consistently for the Double Blues at U18 level throughout the season and represented the state in all five matches of the successful NAB AFL

U18 Championships.

He was presented the MVP medal and \$1000 cash courtesy of McDonalds at the 2009 Magarey Medal presentation.

The SANFL Talent panel, headed by Talent Manager Brenton Phillips, selected a Macca's Cup nominee every week of the minor round after receiving recommendations from club Development Managers. Eight of the nine clubs received a nomination in 2009, a credit to the strength of the competition.

2009 MACCA'S CUP MVP NOMINEES	
Rd 1	Brodie Smith (Eagles)
Rd 2	John Greenslade (Sturt)
Rd 3	Tim Milera (Port)
Rd 4	Daniel Scott-Collings (Glenelg)
Rd 5	Andrew Bradley (Glenelg)
Rd 6	Byron Sumner (Eagles)
Rd 7	Zac Perry (Port)
Rd 8	Josh Farmer (West)
Rd 9	Ned Heath (Port)
Rd 10	Sam Harvey (Eagles)
Rd 11	Josh Laube (Sturt)
Rd 12	Daniel Menzel (Central)
Rd 13	Dustin Head (West)
Rd 14	Nick Homburg (West)
Rd 15	Dean Dudley (Port)
Rd 16	Ryan Appleton (Central)
Rd 17	Scott Lycett (Port)
Rd 18	Tom Johnson (Panthers)
Rd 19	Michael Bennett (Glenelg)
Rd 20	Jarrold Schiller (Central)
Rd 21	Jerry Wilson (North)
Rd 22	Alex Wilson (Sturt)
Rd 23	Craig Pitt (Glenelg)



RESERVES GRAND FINAL

Glenelg Football Club was dubbed the 2009 Comeback Kings after becoming only the third team in Reserves history to come from the Elimination Final to a Grand Final victory.

The Bays' strong second-half effort toppled Woodville-West Torrens Football Club, which had arrived at the Grand Final after an emphatic Second-Semi Final win over Central District.



The Eagles came out firing in the first half, with David Westbrook and Stuart Hill dominating at goals. By the early third quarter, the Eagles were leading by 41 points.

When all seemed lost for Glenelg, captain Aaron Day took control up forward and led his team to a narrow lead just before time-on in the final term.

Woodville-West Torrens regained the lead minutes into the last change but late goals to Day and Tom Couch ultimately secured a thrilling 12-point triumph.

Reserves

Glenelg 2.3 4.8 9.10 14.14 (98)

Eagles 4.2 10.5 11.11 12.14 (86)

BEST - Glenelg: O'Grady, Day, Liebelt, McConnell, A. Grima, Snook. Eagles: Rowntree, Hill, Sumner, Westbrook, Redden, Hicks.

GOALS - Glenelg: Day, Snook 4, Basir, Couch, Duldig, A. Grima, Hinge, Hitchcock. Eagles: Westbrook, Hill 4, Wright, Rowntree, Staple, Batley

MACCA'S CUP U18 GRAND FINAL

It was a cruise to victory for Glenelg Football Club in its 64-point drubbing of the Port Adelaide Magpies in the inaugural Macca's Cup Grand Final.

Port played exceptionally well against Sturt to advance to the Grand Final but were unable to sustain its performance in the premiership decider.

As a team that had lost just two games in the minor rounds, Glenelg was firm favourite for the flag, leading the Pies at every change.

The game featured a number of players who would later that year be drafted to the AFL - namely, Hayden Jolly, Jesse Stringer and Christian Howard.

Under-18s:

Glenelg 5.3 8.6 13.11 16.11 (107)

Port 3.1 4.3 5.5 6.7 (43)

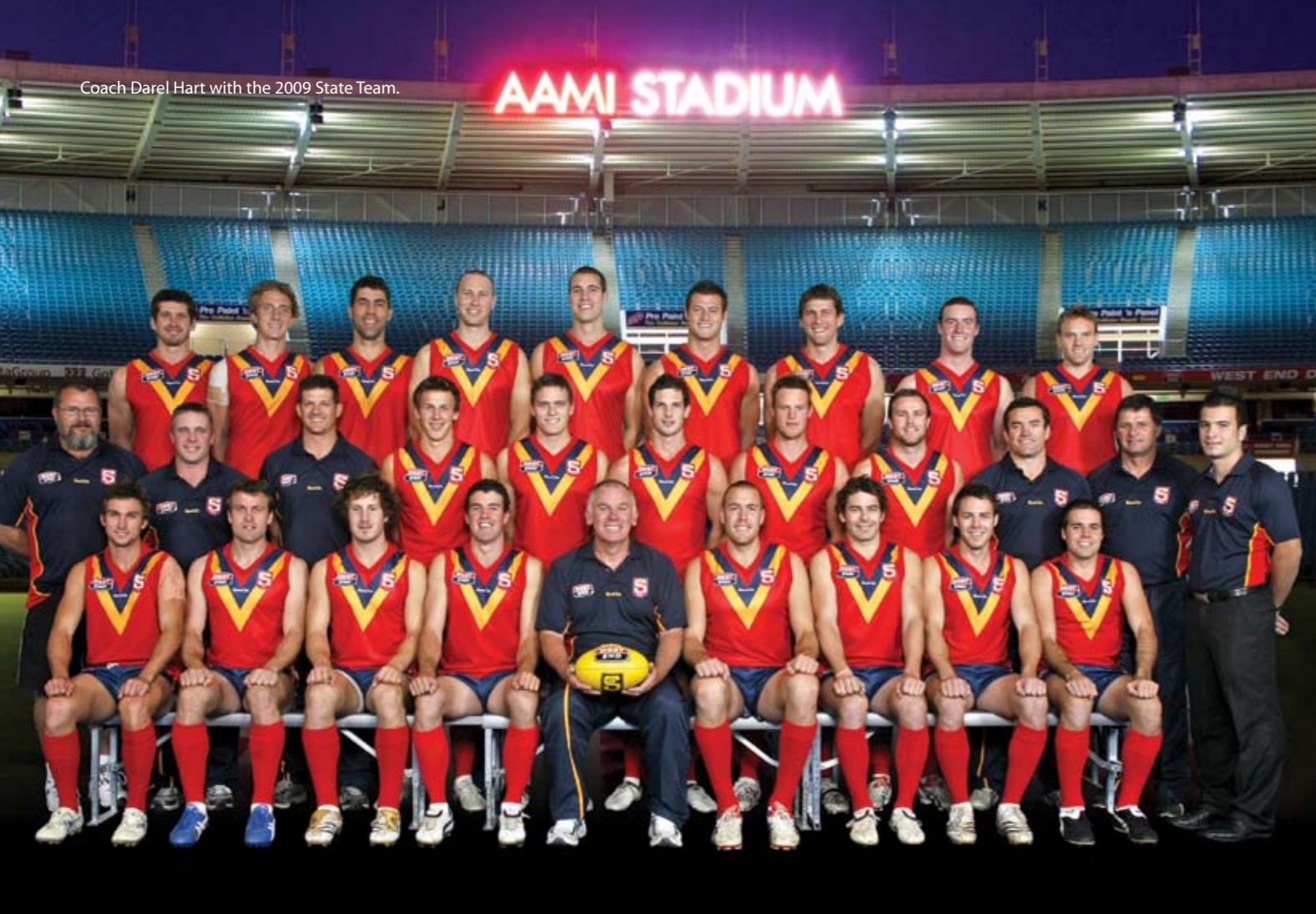


BEST - Glenelg: Tape, Pitt, Snook, Ramsey, Cane, Teakle, Jolly. Port: Lindsay, Robertson, Hoskin, Stoll, Wilson, Stringer, Rawlings, Crettenden, Hand.

GOALS - Glenelg: Armfield, Trembath 3, Jolly 2, Ramsey, Pitt, Bradley, Scott-Collings, Contin, Howard, Giddings, Teakle. Port: Solly, Howell, Hood, Milera, Hand, Wanganeen.



Coach Darel Hart with the 2009 State Team.



2009 WEST END STATE TEAM



South Australia suffered a crushing one-point loss in the State Game against Western Australia in 2009, despite leading at all changes.

A strong WA side booted five goals in the final quarter to nab the game by the slimmest of margins, breaking its 15-year hoodoo against the Croweaters.

Sturt forward Brant Chambers led South Australia's goal-kicking efforts, slotting five during the match.

Captain Jade Sheedy took out his first Fos Williams Medal for best onfield performance.

Since 1991, SA has competed in 17 interstate clashes, with the most recent being the 2009 State Game against Western Australia in Perth.

2009 STATE GAME

Medibank Stadium (Perth) - Saturday, May 23

Western Australia 3.0 7.4 7.7 12.10 (82)
South Australia 4.3 5.4 8.8 12.9 (81)

Best Players Sheedy, Ferguson, Meyer, Chambers, Panozzo, Williams

Captain Jade Sheedy

Coach Darel Hart

Fos Williams Medallist Jade Sheedy

Goals Chambers 5, Clayton 3, White 2, Evans, Zorzi, Dabrowski, Backwell

FOS WILLIAMS MEDALLISTS

1981	P Carey (Glenelg)	WA at Subiaco
1982	S Copping (Essendon / Glenelg)	VIC at Football Pk
1982	P Weston (Glenelg)	WA at Football Pk
1982	G Phillips (Port)	WA at Subiaco
1983	M Aish (Norwood)	VIC at Football Pk
1983	C Williams (West)	WA at Football Park
1984	S Kernahan (Glenelg)	VIC at Football Pk
1984	G McIntosh (Norwood)	WA at Football Pk
1985	P Motley (Sturt)	VIC at Football Pk
1985	C Bradley (Port)	WA at Football Pk
1986	C Bradley (Carlton / Port)	VIC at Football Pk
1986	A Jarman (North)	WA at Football Pk
1987	C McDermott (Glenelg)	VIC at Football Pk
1988	M Mickan (Brisbane/West)	NSW at Football Pk
1988	S Kernahan (Carlton/Glenelg)	VIC at Football Pk
1988	M Redden (North)	WA at Football Pk
1989	A Jarman (North)	VIC at MCG
1990	A Jarman (Norwood)	WA at Football Pk
1991	C Bradley (Carlton/Port)	VIC at Football Pk
1991	M Naley (South)	WA at Subiaco
1992	G McIntosh (Norwood)	WA at Football Pk
1992	D Hynes (West Coast/Port)	VIC at Football Pk
1993	T Lynn (Central)	WA at Subiaco
1993	G Anderson (Crows/Port)	WA at Football Pk
1993	C Bradley (Carlton/Port)	VIC at MCG
1994	A Jarman (Crows/Norwood)	VIC at Football Pk
1995	G McIntosh (Norwood)	TAS at North Hobart
1995	S Tregenza (Crows/Port)	VIC at MCG
1996	A Modra (Crows/West)	WA at Football Pk
1997	J Thiessen (Norwood)	ACT at ACTAFL Pk, Canberra
1997	B Lyle (Power/Port)	Victoria at Football Pk
1998	P McCormack (Norwood)	WA at Football Pk
1998	M O'Loughlin (Sydney/Central)	WA at Football Pk
1999	A Harvey (Norwood)	VIC at MCG
1999	A McKay (Carlton/Glenelg)	VIC at MCG
2000	S Carter (Port)	WA at Adelaide Oval
2001	B Hollands (West)	VIC at Adelaide Oval
2002	B Hollands (West)	VIC at Adelaide Oval
2003	B Backwell (Glenelg)	WA at Fremantle Oval
2005	S Borlace (Norwood)	VIC at TEAC Oval, Pt Melbourne
2006	D Schell (Central)	WA at Adelaide Oval
2008	C Allevay (North)	VIC at Adelaide Oval
2009	J Sheedy (Sturt)	WA at MediBank Stadium



The Burundian Drummers of SA delight crowds at the 2009 'be active' Grand Final.



MARKETING AND EVENTS

2009 SANFL CAMPAIGN

The 2009 marketing campaign was set to target young families who were looking for a source of weekend entertainment.

In the current financial climate, it was the League's intention to show its target market that the SANFL was still real value, real entertainment, real action and real football - an objective that led to the tag line 'The Real Deal'.



This message was enforced throughout the season through all marketing media - print, online, radio and through a new television commercial featuring a young boy playing a video game on the couch rather than enjoying the 'real deal' (League football).

SEASON LAUNCH

The 2009 Season Launch kicked off on March 17 at Gliderol Stadium @ Glenelg where students from Glenelg Primary School represented the nine SANFL clubs.

To launch the new 'Real Deal' marketing campaign, members of the media, club captains, coaches and Glenelg Primary School representatives took part in a 'Real Deal' relay.

The event attracted a high level of media coverage and served as a successful launching pad for the 2009 competition.



ANZAC DAY

A wild and stormy day at Adelaide Oval saw Central District defeat Glenelg in the West End Battle on Anzac Day.

In a League first, a curtainraiser match was played between the Australian Defence Force All Stars and the Australian Combined Emergency Services.

The Department of Veterans Affairs once again assisted with pre-match entertainment, much of which unfortunately was unable to proceed due to inclement weather.



Heart Foundation

LADIES ROUND

In Round 7 (May 9 and 10), the SANFL joined forces with the Heart Foundation for the inaugural Heart Foundation Ladies Round.

This round had dual aims - firstly, to celebrate the contribution of women in football and secondly, to raise awareness of the risk of heart disease among women.

Many aspects of the round revolved around the theme from guest speakers at club lunches to media coverage featuring

iconic women in South Australian football.

The round was extremely successful gaining unprecedented media coverage across all mediums and excellent exposure for the Heart Foundation.



RIVALRY ROUND

The Good Guys Rivalry Round was held in Round 12 (June 19-21) coinciding

with the AFL-free weekend in Adelaide.

Four key match-ups were scheduled which, combined, attracted 15,947 fans - the second highest round attendance for the 2009 minor season.

CHARITY ROUND

In addition to Ladies Round, the Heart Foundation was also selected as the major charity for Charity Round.

The League's goal was to continue to raise awareness and funds for the Foundation's worthy health and education programs. The SANFL would like to thank all its SANFL supporters who gave so generously and helped The Heart Foundation raise nearly \$10,000 towards their fantastic causes.

MULTICULTURAL ROUND

In a first for state football leagues in Australia, a Multicultural Round was held to great success in 2009. The round's activities, with the assistance of Multicultural SA, were rolled out at four SANFL grounds - Alberton, Prospect, Gliderol and City Mazda Stadium - in Round 18. Burundian drummers, Polish dancers and African choirs all took to the field as pre-match entertainment to the League game.

This initiative highlighted the great work the SANFL Game Development Department have been involved in, introducing and teaching new migrants Australian Rules football.



FINAL SERIES

For the first time in eight years, the entire SANFL 'be active' Finals Series returned to AAMI Stadium.

The Finals Series was officially launched at AAMI Stadium on September 8 and five fantastic clubs clashed in nail-biting matches over the ensuing four weeks.

The Grand Final pre-match entertainment was yet another highlight, where entertainers who had performed earlier that year in Multicultural Round were invited to sing and dance prior to the League match. The Australian Youth Choir performed the National Anthem.

SANFL MATCH ATTENDANCE

The noughties were capped off by the largest SANFL Grand Final attendance of the decade. A reported 35,647 football supporters converged at AAMI Stadium on October 4 to witness Central District topple Sturt in the fight for the flag.

The crowd comfortably eclipsed that of the 2002 Grand Final between Central and Sturt, which was witnessed by 35,187 fans.

The SANFL attendance, together with Port Adelaide and Adelaide's AAMI Stadium attendances, totalled in excess of 1 million.

SANFL minor round attendance - 263,125

SANFL Finals Series - 68,230

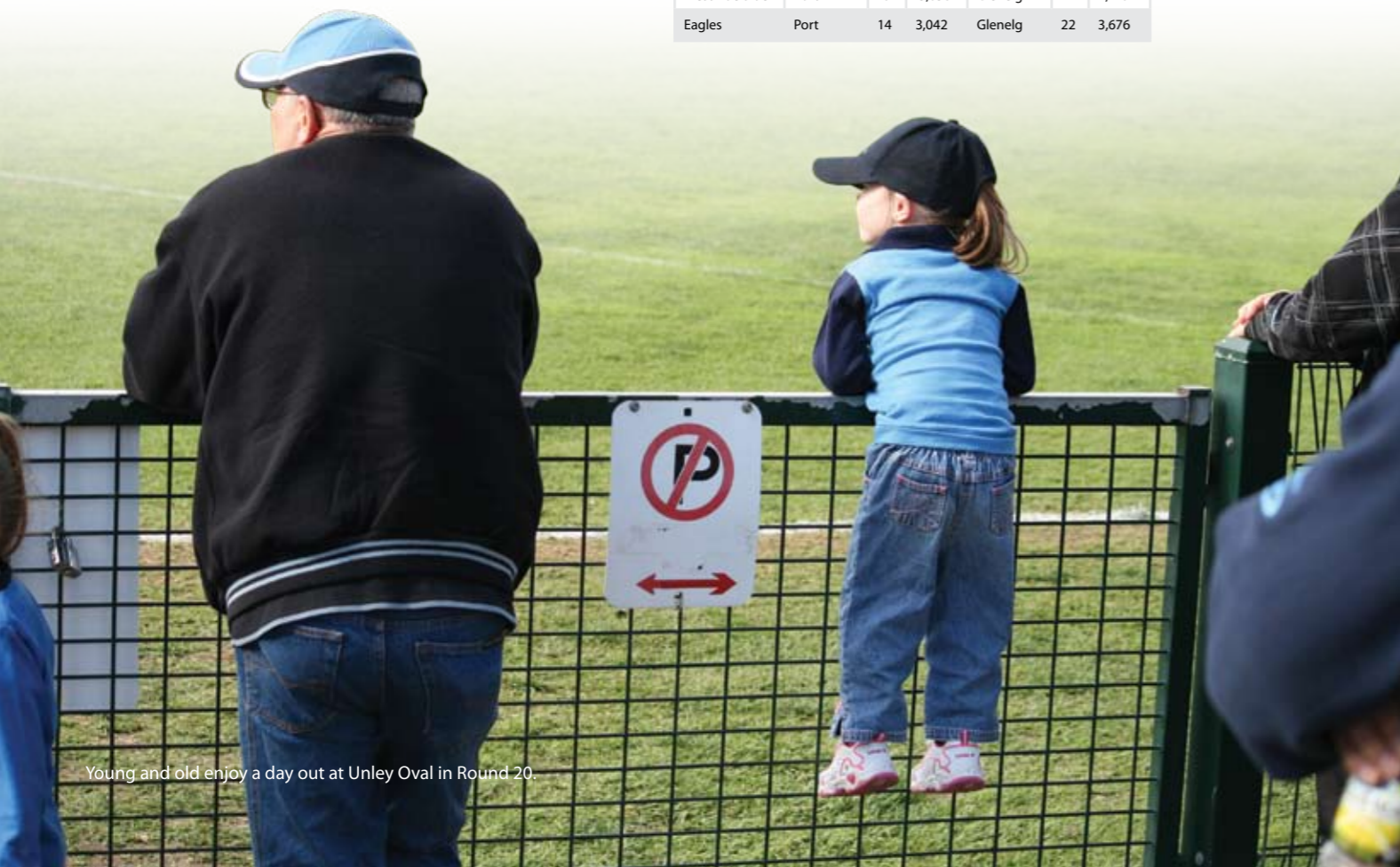
Total SANFL attendance in 2009 - 331,355

Total SA football attendance in 2009 - 1,092,360

CROWDS IN EXCESS OF 4000			
Round	Match	Crowd	Crowd
1	Norwood v Port	Coopers Stadium	6,572
1	Glenelg v Sturt	Gliderol Stadium	5,172
1	Central v Eagles	Hamra Homes Oval	4,489
2	Port v Glenelg	Alberton Oval	4,161
4	Norwood v North	Hamra Homes	5,404
4	Glenelg v West	Gliderol Stadium	4,219
8	Central v Port	Hamra Homes Oval	4,035
9	Norwood v Sturt	Coopers Stadium	4,987
10	Sturt v Central	House Brothers Oval	4,759
10	Glenelg v Port	Gliderol Stadium	6,278
12	Sturt v Glenelg	Adelaide Oval	6,359
17	Glenelg v Central	Gliderol Stadium	4,551
21	Sturt v Glenelg	House Brothers Oval	5,322
Total	13		66,308

HIGHEST ATTENDANCES						
	Home			Away		
	Opponent	Rd	Crowd	Opponent	Rd	Crowd
Central	Eagles	1	5,172	Sturt	10	4,759
Glenelg	Port	10	6,276	Sturt	12	6,359
North Adelaide	Central	2	3,410	Norwood	4	5,404
Norwood	Port	1	6,572	Port	12	3,688
Port Adelaide	Glenelg	2	4,161	Norwood	2	6,572
Panthers	Norwood	3	2,786	Central	4	2,507
Sturt	Glenelg	12	6,359	Glenelg	1	5,172
West Adelaide	Port	19	3,036	Glenelg	4	4,219
Eagles	Port	14	3,042	Glenelg	22	3,676

ATTENDANCE	OCCURRENCE
1000-1500	4
1501-2000	13
2001-2500	20
2501-3000	14
3001-3500	19
3501-4000	7
4000+	13
Total	90



Young and old enjoy a day out at Unley Oval in Round 20.

CORPORATE PARTNERS

The SANFL takes great pride in the strength of our association with our corporate partners. These relationships are essential to the long-term growth of Australian Rules football in this state. Without their support, the State League Competition and Game Development programs would not enjoy the success they do today.



LION NATHAN AUSTRALIA
The SANFL and Lion Nathan Australia (via the SA Brewing Company and the West End brand)

partnership has spanned some 55 years.

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

In 2009, Lion Nathan reached a significant milestone, celebrating 150 years of brewing West End Draught.



AAMI
The League has been extremely fortunate to partner with AAMI over the past eight years as naming

rights sponsor of the home of football in South Australia – AAMI Stadium. AAMI's sponsorship has been crucial in the development of football in South Australia at all levels, but most notably in continued improvements to the Stadium. Major beneficiaries of AAMI's support have included the one million South Australians who flock to AAMI Stadium every year and the children taking part in the junior development programs supported by AAMI.

An additional feature of AAMI's sporting and community relationship with the SANFL is the AAMI Skilled Drivers' Program located near Max Basheer Reserve. Established in 1982, this nationally-recognised community program is designed for young drivers under 25 and demonstrates AAMI's ongoing commitment to road safety. The program helps advance young drivers' knowledge, experience, driving attitude and awareness of risks on the road.



GOVERNMENT OF SOUTH AUSTRALIA
The Government of South Australia through its Office for Recreation and Sport (ORS) supports a wide range of junior development programs, including the 'be active' Mini League, which directly contributes to

increased participation levels and healthy active lifestyles for children. The ORS's 'be active' message encourages all South Australians to take every opportunity to 'be active' and a popular initiative of this partnership is the 'be active' Kick and Catch at all SANFL and selected AFL matches. As naming rights partner, the State League Competition is known as the 'be active' League.



COCA-COLA AMATIL
Coca-Cola Amatil (CCA) has been a long-standing partner of the SANFL

and the League clubs for more than 40 years and continues to support the game at all levels from grassroots to the elite. Its current support extends to naming rights sponsorship of the Coca-Cola Star Search Award which recognises the talented youngsters making their mark in League ranks.



MCDONALD'S
Commencing in 2009, McDonald's South Australia has partnered the League as the major sponsor of the SANFL junior development programs. This year's

inaugural U18 competition known as the Macca's Cup was won by the Glenelg Football Club. McDonald's support also extends to the Under 18, 16 and 12 State Teams and all other school footy competitions in the state.

For those just starting out in footy, Macca's, through the SANFL, helps the development of kids' skills through promotional clinics, holiday coaching clinics, intra-school programs, carnivals and secondary school football.



SA MAZDA DEALERS
In February 2009, the League was delighted to announce a partnership with the South Australian Mazda dealers. The partnership

reinforced a continued association with Mazda, which started in 2005. The SA Mazda dealers supply ten new vehicles, enabling the delivery of junior development programs to over 200,000 children in metropolitan and regional South Australia. The SA Mazda dealers involved in the SANFL partnership include Australian Motors (Goodwood Rd, Wayville and South Rd, Edwardstown), City Mazda (Port Rd, Hindmarsh), Paradise Motors (Lower North East Rd, Paradise) and Reynella Mazda (Main South Rd, Reynella)



Lion Nathan products at the ready for the 2009 SANFL Season Launch.

CORPORATE PARTNERS

savings & loans SAVINGS & LOANS CREDIT UNION

The SANFL's partnership with Savings & Loans Credit Union began in 2001. The Savings & Loans Family Friendly Areas are a key drawcard for attendances at SANFL games. The Family Friendly Areas are free of smoking, coarse language and alcohol consumption and at many games, children enjoy activities such as face painting, colouring-in competitions, clowns, balloons in club colours and more. Family Friendly Areas are clearly marked at all SANFL grounds, and are ideal for families with children who want to make the most of their time watching local footy.

SA Lotteries prizes to players profits to hospitals

SA LOTTERIES

Since 1987, SA Lotteries has contributed more than \$8 million to support and develop South Australia's recreational and sporting facilities and services. The SANFL has and continues to benefit from this support in a partnership that extends over 20 years. Over this time, SA Lotteries has partnered the

League in the Magarey Medal presentation dinner, through the League's website and in arena advertising around AAMI Stadium and on the superscreen. More recently, SA Lotteries has teamed up with the SANFL, the State Government and the Adelaide and Port Adelaide Football Clubs to provide the SA Lotteries Footy Express – a free bus service for footy fans to and from AAMI Stadium with the cost included in the matchday ticket. This year, SA Lotteries has partnered the League in the SA Lotteries Footy Tipping – the official SANFL & AFL competition.

BALFOURS

BALFOURS

Balfours has been a tremendous supporter of football in this state for many years. In 2009, its association spanned the SANFL, AAMI Stadium, seven of nine SANFL League clubs and the Crows and Power. The sponsorship provided to the League enables the provision of junior development promotional products branding the joint association between the SANFL and Balfours. At the AFL level, the two matches played at AAMI Stadium between the Crows and Power every season are known as the Balfours Showdown.

CORPORATE PARTNERS

- Constellation Wines Australia
- Holden
- Malaysia Airlines
- Motor Accident Commission
- Signs Inc
- SA TAB
- The Good Guys

- Sarah Constructions
- Sealink Travel Group
- Seeley International
- Seven Network
- Subterfuge Media
- Tip Top

SIGNAGE PARTNERS

- Adbri Masonry
- Centrebet
- Centre State Exports
- Clear Solar
- Domino's Pizza
- Galipo Food Co
- Gliderol Garage Doors Australia
- Heart Foundation
- Independent Distillers
- Messenger Newspapers
- Mitani Products
- Mutual Community
- Network Ten
- Palletco SA
- PKF Chartered Accountants & Business Advisers
- Professionals Real Estate

KEY SUPPLY PARTNERS

- AFL Sportsready
- Boileau Business Solutions
- Boylen Media
- Burley Sekem
- Cadbury
- Custom Sportswear
- ETSA Utilities
- Grand Final Sportswear
- Graphpak
- IDM Sports
- JAX Sport
- KooGa Australia
- National Foods
- Sam Parkinson Marketing
- Sandy Nelson Teamwear
- Skins
- Streets Icecream
- Top Cut Australia



SANFL IN THE MEDIA

2009 was a football season that played out in the sports pages, the news bulletins and across the radio airwaves to great impact.

An estimated 30 per cent increase in coverage compared to previous years saw the SANFL at the receiving end of unprecedented media support across all media. In a first for a state football league, the Grand Final was judged front page news in the national daily, *The Australian*.

MEDIA

The SANFL accredited 95 journalists and photographers to cover League matches in 2009. The League Communications department issued more than 200 news releases during the year.

Football-wise, peak media events included the Multicultural Round which attracted local, national and international coverage and the 2009 'be active' Finals Series. Business-wise, the SANFL consistently drew the attention of general media outlets throughout the year events surrounding AAMI Stadium and its AFL licences.

TELEVISION



The SANFL's strong partnership with ABC TV continued throughout the year, with the weekly telecast of the SANFL match of the round attracting an overall viewing

audience of 1.15 million people. The ABC TV achieved its best ever ratings for a Preliminary Final, pulling a peak viewing audience of 135,000 for the Glenelg v Sturt clash.

The SANFL again benefitted from publicity through Network Ten's Simply Footy program, hosted by Corey Wingard.



Channel 9 continued its support of the Magarey Medal, providing live crosses to the event at AAMI Stadium on September 15.

RADIO

RPH Adelaide and LifeFM were instrumental in aiding the SANFL to broadcast approximately 90 per cent of its 2009 minor season to football fans. ABC 891 and FIVEaa joined the aforementioned stations in broadcasting the 'be active' Finals Series at AAMI Stadium.

ABC 891 also committed to special coverage of regional football matches, running a successful radio promotion highlighting the contribution of community football volunteers.



PRESS

In the week leading up to the SANFL Grand Final, more than 50 pages of editorial across *The Advertiser*, *Sunday Mail* and *Messenger Press* were devoted to the match.



Throughout the year, *The Advertiser* devoted more than 300 pages of editorial to the competition, while *Messenger Press* continued its in-depth coverage both in early general news and sports, boasting 55 SANFL-related front pages. *The Independent Weekly* also delivered a consistent level of SANFL coverage through its specialist sports magazine, *Sportsbeat*.

WEBSITE

The SANFL website went from strength to strength in 2009, recording a record number of hits on Grand Final day with 13,637 unique users logging on on October 4. The website also marked its three millionth page view midway through the year. Online initiatives included the SA Lotteries Footy Tipping competition, news feeds, video match highlights and live scores. The SANFL also made a foray into the world of Twitter, to date servicing more than 160 SANFL Twitter fans.

SA FOOTBALL BUDGET

Under the direction of new editor James Murphy for much of the year, the *SA Football Budget* continued as a staple for SANFL football supporters in 2009. The Grand Final edition sold out at AAMI Stadium on October 4.

WEST END SANFL MEDIA AWARDS

The West End SANFL Media Awards were held at the Hackney Hotel in early October. More than 100 members of Adelaide media attended the evening. Two new categories were introduced in 2009 to recognise the increasing coverage of community football throughout the state. The winners were:

- Best Print News Story:** Michelangelo Rucci (*Advertiser*)
- Best Feature Story:** Graham Cornes (*Advertiser*)
- Best Commentary:** Peter Walsh (ABC 891)
- Best Radio Interview, Feature or News Story:** Peter Goers, Michael Sexton, Lincoln Tyner, Amy Verrall (ABC 891)
- Best Community Football Story:** Scott Walsh (*Sunday Mail*)
- Best Community Football Photo:** Jayson Vowles (SAAFL)
- Best TV Interview, Feature or News Story:** Nicki Barnet (Network 10)
- Best Character Photograph:** Ray Titus (*Advertiser*)
- Best Action Photograph:** Morne De Klerk (*Advertiser*)
- Best Online Coverage:** Reece Homfray, Jai Bednall, Phil Aspinall (*Messenger*)

State U18s coach Brenton Phillips addresses the team at the U18 National Championships.



GAME DEVELOPMENT



A young AFL Auskick participant perfects his handball skills.

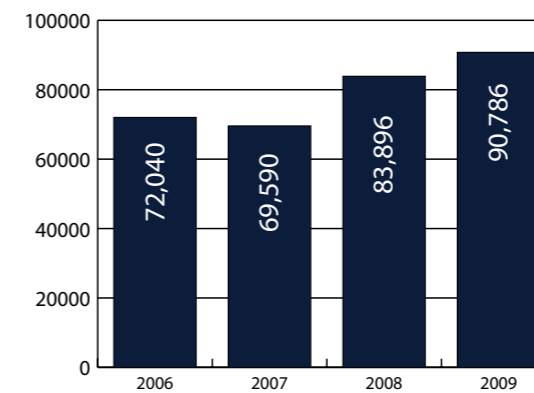
GAME DEVELOPMENT

The SANFL Game Development department continued in 2009 to deliver high-quality programs to schools, clubs and communities across SA in its efforts to grow the game of Australian football at all levels.

We received wonderful service and support from a wide range of dedicated staff and volunteers, enabling our great game to be presented in many forms to thousands of young South Australians.

In 2009, we again increased our strong participation rates with an 8 per cent growth to more than 90,000 participants across all areas on the back of a 20 per cent increase in 2008.

Overall Participation



The SANFL, along with its nine League Clubs and two AFL clubs, continued to have a significant presence in a wide range of Auskick and school football programs.

We continued our focus on delivering programs tailored to school needs over a minimum of six weeks, as well as working strongly on three relatively new football program areas – the indigenous community (largely through the APY Lands program), females and the multicultural community.

Our SANFL ‘be active’ Mini-League program continued to thrive with the ongoing support from the Office for Recreation and Sport and junior club football participation continued to grow – both through our metropolitan Junior District Leagues as well as our country Affiliated Leagues.

Our State Talent program yielded some excellent results in 2009, with the McDonald’s U18 State Team finishing runner-up to Western Australia in the NAB AFL National Championships – our best performance in 13 years.

The State U16 Team played off in a National Championships Division 1 Grand Final against Victoria Country on AFL Grand Final day. The weekend was a great learning experience for the players, however Victoria Country was

too strong for the team on the day. Twenty-five young South Australians were drafted or rookie-listed into the AFL this year.

The new Underage Structure introduced in 2009 (Macca’s Cup U18 and U16 competitions), along with quality Centres of Excellence programs at each of the SANFL clubs, increased its focus on player and coach development programs.

Significant resources were invested into these programs, with the aim of accelerating player development through the provision of quality coaching, high performance training, sports science resources, and standardised fitness testing across all clubs. We look forward to continually enhancing these programs in 2010.

In 2009, the Game Development department again worked closely with all nine SANFL Clubs in conducting quality Level 1 and Level 2 coaching courses, as well as a range of coaching seminars and workshops across SA. More than 532 Level 1 coaches and 64 Level 2 coaches attended courses this year.

Our department acknowledges the support it gets for our wide range of programs from both State and Federal Government, as well as our key corporate partners in McDonald’s and the SA Mazda dealers.

Finally, the SANFL conducted an independent review of junior football in SA throughout 2009, working with all of the key stakeholders in junior football to look at how we can improve the quality and delivery of junior football programs across the board.

We really appreciated the enthusiasm and input from all of the key stakeholders in junior football across our state who took the opportunity to participate in this review. The final report and recommendations were presented to the SA Football Commission in February 2010. We look forward to working through these recommendations with key stakeholders in 2010.

DAVID HUTTON
General Manager, Game Development

GAME DEVELOPMENT

PARTICIPATION PROGRAMS

NAB AFL AUSKICK

In 2009, 14,517 South Australian children were introduced to the game of Australian Rules football through the NAB AFL Auskick Program. Through the fantastic efforts of more than 500 volunteers across the state, there were 344 NAB AFL Auskick centres in operation all across metropolitan and regional South Australia.

The program provides a great opportunity for those just starting out in their football career to learn and develop their skills in a familiar environment.

Over 2200 NAB AFL Auskick participants also received the added benefit of an experience on AAMI Stadium through the Grid Games and Little League programs that occurred at half time of each AFL fixture.

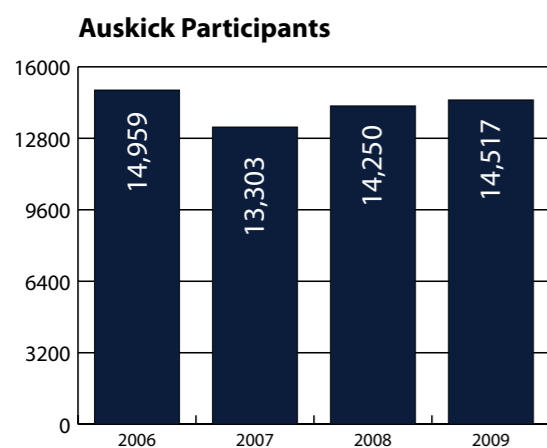
MACCA'S PRIMARY SCHOOL FOOTBALL

South Australian primary schools remained a fantastic venue for Australian Rules football programs.

Through both traditional inter-school competitions, and more recently developed intra-school models, more than 22,000 South Australian primary school students participated in the game in 2009. With the assistance of new partner McDonalds, SANFL field officers were able to provide an opportunity for children of all different skill levels to enjoy an Australian Rules football experience.

SANFL Game Development staff facilitated a huge variety of programs, making it possible for schools of all different sizes all across the state to deliver Australian Rules football. The Saturday morning SASFA competition culminated in Lightning Carnivals for all age groups, and the Macca's Premiers Cup competition for the Year 6/7 teams.

Played in a knockout format, the Macca's Premiers Cup was decided in a curtain raiser to the Adelaide vs West Coast match on August 22, with Magill Primary School defeating Ardornish Primary School.



CROWS IN SCHOOLS

Through the joint efforts of the SANFL and Adelaide Football Club, the Crows in Schools program reached more than 48,000 South Australian primary school children in 2009. The program delivered important road safety messages through school assemblies and also gave the children the chance to get active and improve their skills through a clinic with both SANFL Game Development staff and an Adelaide Crows player.

POWER COMMUNITY YOUTH PROGRAM

The Port Adelaide Football Club's Community Youth Program visited schools in four metropolitan development zones in 2009. SANFL Game Development staff and Power players delivered the messages of "eat well, be active and don't smoke" as well as discussing issues like "harmony, respect and teamwork" with upper primary students.

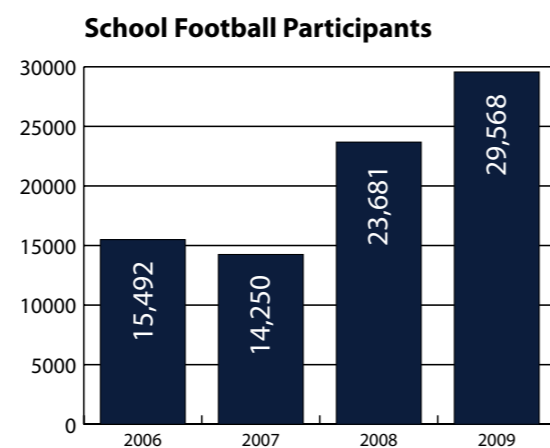
Throughout the first three school terms, these important messages were delivered to more than 18,000 children in 99 South Australian schools.

MACCA'S SCHOOL HOLIDAY COACHING CLINICS

Each of the nine SANFL clubs conducted School Holiday Coaching Clinics at its home ground in the April and July school holidays. Attracting more than 2000 children overall, these clinics again provided a great opportunity for kids to interact with some SANFL League footballers and develop their skills.

'be active' MINI LEAGUE

The Office for Recreation and Sport provided great support to the 'be active' Mini League program again in 2009. Continuing the tradition of children being involved at SANFL venues every week, the 'be active' Mini League program offered the opportunity for more than 3500 South Australian kids to experience playing on the big stage. Through the work of SANFL Game Development staff and countless volunteers, 'be active' Mini League gives these kids their first chance to represent their local League club.



SAPSASA

For the second year in a row, Barratt Reserve (West Beach) hosted the SAPSASA State Carnival with more than 40 Year 6/7 teams travelling to Adelaide from all over the state to represent their respective zones.

A tremendously successful event again in 2009, the carnival provides a chance for upper primary students to test their skills against some of the stronger footballers across the state.

SAPSASA also conducted statewide knockout competitions for Year 6/7 boys and girls teams, with the eventual winners being presented in the 'Parade of Champions' at half time of the 2009 SANFL 'be active' League Grand Final.

2009 winners were:

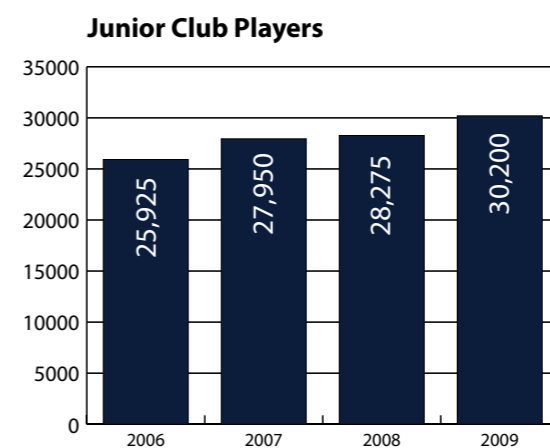
Norm Grimm Shield : Sheidow Park Primary School
 Mark Mitchell Shield: Sacred Heart Middle School
 SAPSASA Girls Shield: Willunga Primary School

YOUTH FOOTBALL PROGRAM

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

MACCA'S NINE-A-SIDE CARNIVALS

These one day carnivals provided a great option for secondary students to maintain an involvement with the game of Australian Rules and continued to be popular in 2009. With nine-a-side carnivals conducted for Years 8, 9 and open age groups for both boys and girls, 2009 saw more than 4500 South Australian secondary students take part in this modified version of the game.



SANFL/SECONDARY SCHOOL SPORT SA KNOCKOUT COMPETITIONS

The SANFL and Secondary School Sport South Australia (SSSSA) have collaborated for many years to offer secondary school students the opportunity to play in a state knockout competition.

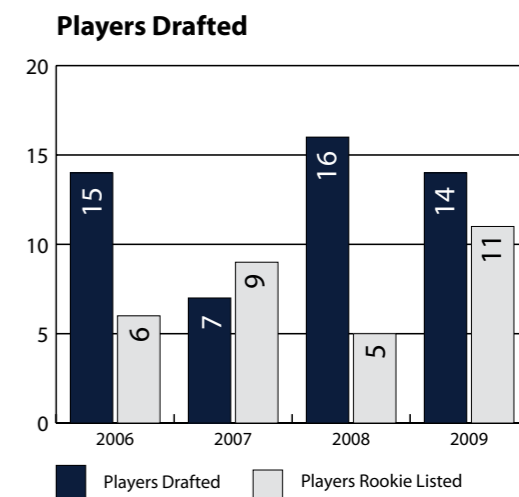
In 2009 the Open Boys program welcomed support from partner AFL Sportsready to deliver the SSSSA/AFL Sportsready Open Schools Cup. The Grand Final – held at Coopers Stadium in front of nearly 1800 spectators – was a fantastic display of secondary school football with Rostrevor College eventually defeating Sacred Heart College by 34 points.

The Open Girls Knockout competition again culminated in a Grand Final played as a curtain raiser to an AFL match – Port Adelaide vs Carlton (August 16). Nuriootpa High School made the Grand Final for the second consecutive year but were defeated by a stronger Blackwood High School team on the day by 15 points.

AFL RECREATIONAL FOOTBALL

The AFL Recreational football program has had another strong year in 2009 – with consolidation of results achieved in 2008 being a major priority. A large amount of work has been completed to establish and maintain three 'hubs' for AFL Recreational Football in SA.

Operating out of Flinders University, the South Parklands and also Gaza Football Club – AFL Recreational Football has found a strong following with participants coming back year after year to take part in the social version of the game. AFL Recreational Football has also continued to spread through both Primary and Secondary age groups – with both teachers and students finding it a fantastic fit for class room sessions and school based competitions.



GAME DEVELOPMENT

INDIGENOUS FOOTBALL

2009 APY LANDS PROGRAM

The 2010 Far North West Sports League (FNWSL) Grand Final was staged at Ernabella on September 12. The Amata Bombers won its first football premiership defeating the Mimili Blues; 10.5.65 to 7.8.50. Earlier in the day, Mimili won the softball premiership in a tight match against Amata, three runs to two.

In conjunction with the Adelaide Football Club, the SANFL delivered a sports trainers course across the APY Lands, attended by 54 participants. Plans are already in place to deliver more sports trainers courses as well as umpiring level 1 and coaching level 1 courses for both softball and football during season 2010.

Once again, the Crows trip to the APY Lands was very well-received. Players Andrew McLeod, Jonathon Griffin and Jarhan Jacky made the trip along with Crows junior development staff to visit schools and promote healthy lifestyles and violence-free communities.

More than 400 children participated in the 'holiday coaching' clinics. The 'after school' clinics have been well-attended on a regular basis by the majority of communities.

2009 QANTAS INDIGENOUS AFL KICKSTART CAMP

During August, eight South Australian indigenous footballers joined 42 other U15 indigenous players in Melbourne for the annual QANTAS Kickstart camp. The week-long camp focused on developing young leaders as well as improving football skills and knowledge. From the 50 participants, 25 were chosen to form the Flying Boomerangs, a team representing Australia in South Africa in 2010. Five of the eight South Australians were selected for the team.

The 2009 QANTAS Kickstart participants were:

- Braden Allen – North Adelaide
- Daryl Collinson – Glenelg
- Terrence Curley – APY Lands*
- Jake Harris – South Adelaide*
- Clayton Lewis – Port Adelaide Magpies*
- Brandon Rigney – Central District*
- Gary Warren – North Adelaide*
- Jahmarl Witche – APY Lands

* Selected in the 2010 Flying Boomerangs team.

RIO TINTO INDIGENOUS LANDS CHALLENGE CUP

This annual AFL Curtainraiser match was held in conjunction with the AFL's Indigenous Round celebrations. This year, it was played before Andrew McLeod's record breaking 313th AFL game on May 23. The APY Thunder and Maralinga Eagles took part in the Rio Tinto Indigenous Lands Challenge Cup for the fifth consecutive year. For the first time, the Maralinga Eagles defeated the APY Thunder side, 21.4.130 to 14.10.94. Both sides were aligned to the South Australian AFL clubs via the AFL's Fostership program.

SPIRIT OF THE DESERT CUP

The Spirit of the Desert Cup is a tri-state government initiative (SA, Vic, NT) that features a combined side from the Rio Tinto Indigenous Lands Challenge Cup and the Yuendumu Community team from regional Northern Territory. The two sides played the curtainraiser to the Collingwood v Port Adelaide match at the MCG on May 31. The Yuendumu team, which is aligned to Collingwood via the AFL's Fostership program, was highly fancied to win the match against the newly-formed Anangu All-Stars (APY Lands and Maralinga Eagles' combined team). A courageous third term of brilliant ball-handling helped set up an upset win for the All-Stars who were eventual winners 14.16.100 to 8.5.53.

ABORIGINAL POWER CUP

The 2009 Aboriginal Power Cup (APC) involved approximately 250 indigenous school students from around the state. A football-based curriculum program, the APC was highly popular among all students who gained accreditation as part of their South Australian Certificate of Education (SACE). The program concluded with a full day of football at Alberton Oval, followed by the Finals (male and female) being played as an AFL curtainraiser to the Port Adelaide v North Melbourne game on August 29 at AAMI Stadium.

The following schools were involved in the APC program in 2009:

- Para West Adult Campus
- Kurna Plains
- Windsor Gardens Vocational College
- Wiltja Program (Woodville High School)
- Christies Beach High School
- John Pirie High School
- Port Augusta High School
- Port Lincoln High School
- Ceduna Area School
- Coober Pedy Area School



Footy fans encourage their favourite players before a match in the APY Lands.



An African Peace Choir entertain footy supporters at the SANFL's inaugural Multicultural Round in August.

GAME DEVELOPMENT

INCLUSIVE PROGRAMS

MULTICULTURAL FOOTBALL

The Multicultural Development Program for New Arrivals reached 10 schools and 621 students. The SANFL, in partnership with Multicultural SA, also ran a football program for the Indian community. This nine-week introductory program attracted 35 members from the Indian community and culminated with a first-hand experience of senior level football at the 2009 SANFL Grand Final. To raise the cultural awareness of the general football community a multicultural round was introduced into the SANFL program with positive results.

FEMALE FOOTBALL

Female football in SA went through a consolidation period in 2009. The Female Football Advisory Board finalised a five-year strategic plan, "Vision 2014" and a Female Football Working Group was established to support the Board.

At League level, it saw the introduction of a pre-season nine-a-side competition with 135 participants, including 33 new players to club football.

The Women's League showcased its game with a home and away round played in Wallaroo. The South Australian Female Football Academy was also established during 2009 for Under 21 females. Fifty-five females applied to enter the Academy and after skills and fitness testing, 27 were selected. Of these final 27 participants, aged between 14 to 21 years, 18 are new converts to the game. The 2009 National Female Football Championships were conducted in Perth during June. South Australia went through the Championships undefeated to win Division Two and be promoted to Division One for the 2011 Championships. The Girl Power program, run in conjunction with Port Adelaide Football Club, was conducted in 16 schools, resulting in more than 800 youth being exposed to the program.

FOOTBALL FOR PARTICIPANTS WITH A DISABILITY

The SANFL joined forces with the South Australian Sport and Recreation Association for People with Integration Difficulties (SASRAPID) to develop programs for young boys with integration difficulties. The program was run over six weeks with the final session being run alongside the Grand Final of the SA Amateur League C7 competition for players with a disability. A group of boys participated in this successful program and a number have indicated that they will join C7 in 2010. Targeted programs will again be run in 2010 to encourage growth at C7 clubs.



North's Clint Alleway greets young fans at the SANFL's Multicultural round

GAME DEVELOPMENT

TALENT PROGRAM

The SANFL Talent Program continued to identify and develop talent in 2009 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 CAMP

The 2009 State U12 Team held a three-day camp at Scotch College in early July to prepare for the Australian Rules Football Exchange held in Maroochydore, Queensland from July 26 – August 1.

The final 23 students selected in the team experienced an excellent three days of intense football preparation and team bonding. Fitness and team tactics, mental preparation, diet and health issues were covered during the camp. Family members were able to interact and see elements of the camp first-hand.

The team performed very well in Queensland during the exchange and finished runner-up to Victoria. South Australia were undefeated going in to their final match as were Victoria, with South Australia falling short to a dominant Victorian team.

All players in the team contributed well and showed promise in a variety of positions throughout the carnival. It should be noted that South Australia's score against Victoria was the highest score kicked against them in recent history – a great achievement for our boys.

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 North Adelaide in the Country Grand Final, held as a curtain raiser to the SANFL Macca's Cup match between Port Adelaide Magpies and Glenelg in July. North Adelaide won the Metropolitan Grand Final against West Adelaide played as an AFL curtain raiser at AAMI Stadium in August.

SANFL U16 SCHOLARSHIP SQUADS

With the change in underage structure the Scholarship Squad was modified to consist of a Country Squad in January and April and a combined Country and Metro Squad in May. The Country Squad consisted of 36 players from each of the League club's country zones and 2 camps were conducted at Immanuel College and Rostrevor College. The combined Scholarship Squad provided approximately 50 players the opportunity to impress State Coaches after the SANFL U16 Competition and prior to the NAB AFL U16 National Championships. The program consisted of 1 month of training and trial matches leading up to the announcement of the U16 State Team.

NAB AFL U16 CHAMPIONSHIPS

South Australia sent 25 representatives to the U16 Championships, which were held in Western Sydney in early July. South Australia performed very well winning two out of three matches to progress to the Grand Final on AFL Grand Final day. Unfortunately the opponent Victoria Country was too strong and ran out convincing winners. Chad Wingard (Sturt) won the Norm Grimm Medal for the best player over the four games and the NAB AFL MVP Award for South Australia.

Jonathan Giannini (Norwood) was awarded the SSSSA Best Team Man Award and Joshua Growden won the Dr Henry Kneebone Award.

Two South Australian players were selected for the AIS/AFL Academy after strong performances in the Championships – Chad Wingard (Sturt) and Jack Hombsch (Sturt). Chad and Jack joined 3 other South Australia players, Sam Day (Sturt), Daniel Gorringer (Norwood) and Brodie Smith (WWTFC), in the 30-man squad for the AFL-AIS Program.

South Australia 11.12 (78) **Vic Country** 11.11 (77)

SA Best Player Award: Steve Rusca (CDFC)

South Australia 11.15 (81) **Vic Metro** 6.6 (42)

SA Best Player Award: Jack Hombsch (SFC)

Western Australia 13.8 (86) **South Australia** 5.6 (36)

SA Best Player Award: Matthew Appleton (WWTFC)

U16 Grand Final

Vic Country 11.16 (82) **South Australia** 4.8 (32)

SA Best Player Award: Brad McKenzie (SFC)

Captain: Alex Forster (Norwood)

U17 AAMI YOUTH CHAMPIONSHIPS

The Championships help SANFL Clubs identify players who may play consistent U18, Reserve or League football in the future. Each League club's regional promotional zone was represented by a squad in the U17 Youth Championships held in July. Teams were divided into two divisions, with Glenelg winning Division 1 and West Adelaide trouncing Division 2.

U18 ACADEMY

The Academy, which underpins the U18 state team, was established by the SANFL and League Clubs in 2000. The Academy helps identify and assist the development of the talented U18 underage footballer while instructing players in the requirements for success at AFL level. Fifty-two young footballers from across the state graduated from the Academy in 2009.

NAB AFL U18 CHAMPIONSHIPS

The NAB U18 Championships were played all over Australia with the teams divided into two divisions as per previous years.

However teams in division 1 were required to play two matches against division 2 sides so that every team could play five matches.

South Australia performed excellently throughout the carnival, recording four wins from five matches and finishing second in the competition. The only loss was against Division 1 Champions Western Australia.

Four South Australians were chosen in this year's All-Australian Team (pictured below L-R) – Luke Tapscott (North Adelaide), James Craig (North Adelaide), Matthew Panos (Norwood), and Jack Trengove (Sturt). Trengove was also named the Player of the Championships and the winner of the John Halbert Medal for SA's best and fairest player. James Craig was selected by the officials as SA's Best Team Man.



Game 1:

Western Australia: 19.12 (126) **South Australia:** 12.7 (79)

BEST: Matthew Panos (Norwood)

Game 2:

South Australia: 12.12 (84) **Queensland:** 8.5 (53)

BEST: Alex Carey (Glenelg)

Game 3

South Australia: 16.9 (105) **Victoria Country:** 7.12 (54)

BEST: James Craig (North Adelaide)

Game 4

South Australia: 18.11 (119) **NSW/ACT:** 5.9 (39)

BEST: Luke Tapscott (North Adelaide)

Game 5

South Australia: 10.13 (73) **Victoria Metropolitan:** 9.7 (61)

BEST: Hayden Jolly (Glenelg)

Captain: Jack Trengove (Sturt, pictured right)

U20 STATE TEAM

In 2009, the State Youth Match played between the State U18s and the State U20 was held at Prospect Oval and provided a great spectacle for all who attended. After a slow start to the match, the U20 team took over and finished victors by 25 points. The U20 Best Player Medal was awarded to Matthew Jaensch (Sturt) while the U18 Best Player Medal was awarded to Jack Trengove (Sturt).

SANFL U20 State Team: 15.14.104

SANFL U18 State Squad: 12.7.79

U18 Best Player: Jack Trengove (Sturt)

U20 Best Player: Matthew Jaensch (Sturt)

U20 Captain: James Boyd (South Adelaide)



GAME DEVELOPMENT

2009 NAB AFL DRAFT

Nine South Australians were drafted in November's NAB AFL Draft, making up 12.16 per cent of the total number of draftees nationwide. A further three South Australians were elevated from the Rookie List and Hayden Jolly (Glenelg) was preselected by the new Gold Coast AFL Team.

DRAFT	NAME	AFL CLUB	AIS	ACADEMY	SANFL CLUB
2	Jack Trengove	Melbourne		2009	STURT
15	Christian Howard	Western Bulldogs			GLENELG
17	Daniel Menzel	Geelong		2009	CENTRAL DISTRICT
18	Luke Tapscott	Melbourne		2008/2009	NORTH ADELAIDE
52	Justin Bollenhagen	Fremantle			SOUTH ADELAIDE
54	Byron Sumner	Sydney		2009	WOODVILLE WEST TORRENS
61	James Craig	Adelaide		2008/2009	NORTH ADELAIDE
71	Ben Nason	Richmond			CENTRAL DISTRICT
73	Jesse O'Brien	Brisbane		2009	NORTH ADELAIDE
<i>Gold Coast Pre Draft Selection</i>					
	Hayden Jolly	Gold Coast		2009	GLENELG
<i>Upgrade from Rookie List</i>					
	Sam Jacobs	Carlton		2006	WOODVILLE WEST TORRENS
	Wade Thompson	Port Adelaide			NORTH ADELAIDE
	Brodie Martin	Adelaide			STURT
	Daniel Stewart	Port Adelaide			NORTH ADELAIDE

COACHING

Following the encouragement by the Game Development department for clubs to further embrace the importance of coaching in player development at all levels, the efforts of football clubs to emphasise the importance of practice and theory as a basic need has been most encouraging. There has been strong input by clubs to develop coaching practices that provide the best possible association of the player with the game and club. The appointment and expertise of Samantha Blades as part-time Coaching Assistant has had a marked effect on the coaching organisation of the SANFL in the past two years.

The 2009 statistics are:

- Level 1: 532 coaches (conducted by SANFL, League clubs and specialist schools.)
- Level 2: 64 coaches (conducted by SANFL)
- Level 3: 2 SA coaches (conducted by AFL)
- Reaccreditation (after four years): 118 coaches
- Total course attendees and re-accreditations: 716 coaches

COACHES' ASSOCIATION

Coaches who are accredited are automatically members of the Australian Football Coaches Association (AFCA SA) and coaching information is becoming more accessible via the AFL and SANFL in the form of seminars and workshops. There are 1820 coaches who are presently accredited at Level 1, Level 2, or Level 3 in South Australia and from 1996 to 2009 inclusive, the SANFL has recorded the processing of at least 9073 coaches in coaching courses at Level 1, 2 and 3.

The SANFL, its League Club Coaching and Development staff, the AFL club coaches (AFLCA) and AFL Game Development Coaching ambassadors and staff are all working to improve the resources available to accredited coaches in Australian Football.

The SANFL and AFL are working to better record coach information through Footy Web and accessibility of resources through their websites.

SEMINARS/WORKSHOPS/AWARDS PRESENTATIONS

With the support of the SANFL League Club Development Managers, the AFL Coaching Ambassadors and AFL clubs, seminars were conducted in the Barossa Light and Gawler FA, the River Murray FL, Adelaide Plains FL and Hills FL.

The South East Coach Awards Dinner has been embraced more actively by the three South-Eastern Football Leagues and this year was again attended by more than 50 coaches with South-East Development Coordinator Ian Perryman and Community Football Director Scott Duncan organising a great night at Frances.

SANFL COACHES ASSOCIATION DINNER

The 14th Annual Coaches Association Dinner was held at AAMI Stadium on November 13. The SANFL League Coach of the Year Award, voted for by the nine League club senior coaches, was again won by Glenelg coach Mark Mickan. Forty Level 2 Coaching Course Certificates and 26 awards were made to country and metropolitan leagues, school, female and League club Centre of Excellence coaches. The following coaches were recognised for their outstanding service to coaching:
 Ron Fuller (12 years as a junior coach & nine years as senior coach at Woodville-West Torrens)
 David Earl (more than 25 years in the SAFC, SFL, and schools)



Up-and-coming female umpires officiate an AFL Auskick match at AAMI Stadium in July.



Over and under: a South Australian Amateur Football League player dives for the ball.



COMMUNITY FOOTBALL

COMMUNITY FOOTBALL

COMMUNITY FOOTBALL BOARD



In the first year of operation, the Community Football Board and Community Football Department established a very good platform to deliver increased benefits to all Community Football Clubs and Leagues in future years.

Much improved administrative support and communication was provided to the metropolitan hub of the SA Amateur Football League and the Regional/Country hub, in total comprising 26 Affiliated Leagues.

We are confident that a united community football organisation will be able to achieve a significant increase in promotion and benefits to assist the administration at this very important level of football.

All Leagues enjoyed a healthy finals series with several grand finals attracting record crowds including the SAAFL which scheduled their first grand final at Thebarton Oval.

We are well advanced on completing and rolling out our Strategic Plan which will form the basis of our forward direction and assistance to Clubs and Leagues.

I would like to acknowledge the contribution of the following to community football

- The inaugural Community Football Board comprising David Shipway (chairman), Tim Jackson, Jeff Burchell, Gino Capogreco, Peter Lindner, Rob Kerin and Kym Russell for their enthusiasm, commitment and support
- Regional Football Council
- SANFL for its financial contribution and support
- Affiliated Leagues and Clubs and
- Staff David Bradley and Gaynor Sumsion for all their efforts and support in 2009.

GLEN ROSSER
General Manager, Community Football

FACILITY GRANTS

During the year, the SANFL was successful in securing grants from the AFL Facility Development Reserve as partnership funding for the following projects.

- Kimba Football Club \$100,000 – new sporting complex (Total cost - \$1 million)
- Payneham Norwood Union Football Club \$10,000 – lighting upgrade (Total cost - \$135,000)
- Renmark Football Club \$75,000 – new changeroom/grandstand (Total cost \$1.5 million)
- Sedan Cambrai Football Club \$8000 – new changeroom (Total cost - \$95,000)
- Southern Flinders Football Club \$50,000 – new facility (Total cost - \$3 million)

AFL DEVELOPMENT GRANTS

AFL Development Grants totalling \$112,216 for players recruited to the AFL were made to Community Football Zones, Leagues and clubs this year with the following clubs all receiving payments:

Balaklava	Henley	Portland
Berri	Keith	Port Pirie Bulldogs
Blackwood	Kilburn	South Clare
Edwardstown	North Whyalla	Southern Eagles
Flinders Park	PHOS Camden	Tea Tree Gully

TELSTRA

The Community Football Board also partnered Telstra and Telstra Country Wide in several initiatives in 2009 including:

- Telstra Country Wide promotion - \$18,500 distributed to community football based on a percentage of club supporters' purchases from Telstra shops
- Telstra Assistance Fund – 25 Clubs and 3 Umpiring Panels each received a \$1000 equipment kit
- Telstra Country Wide placed advertisements in 13 Community Football and Affiliated League publications at a cost of \$10,000



TANKS FOR COMMUNITY FOOTBALL

The Community Football Board in July launched an initiative to provide forty 22,000 litre rainwater tanks over the next two years to Community Football ovals located in low or marginal rainfall areas.



We partnered the West End Community Fund, Team Poly, Davey Water Products and SA Water in providing these tanks at no cost to the clubs. **The first 10 clubs to receive these rainwater tanks in 2009 were:**

Booleroo Melrose	Paskeville
Wilmington	
Cleve	Peake
Goolwa Port Elliot	Riverton Saddleworth
	Marrabel United
Loxton North	United Yeelanna
Mallala	Whyalla (Bennett Oval)

NATIONAL RISK PROTECTION PROGRAM

The AFL and underwriters, JLT Sport, provide a National Risk Protection Insurance Program to all club players and umpires - a scheme that operated again in 2009.

Since its inception, this program has saved clubs significant costs. In addition, the cost of the state premium is subsidised by the nine SANFL clubs, which provides further savings to Community Football clubs.

MERIT AWARDS

At the annual Community Football Lunch held at AAMI Stadium in October 2009, the following volunteers were presented with awards to recognise their outstanding contribution to community football.

SANFL Merit Awards

Marlene Kleinig	North Eastern Football League
Alby Niemann	Whyalla Football League
Chris Sando	SA Amateur Football League
Harry Waterworth	Spencer Gulf Football League

AFL Merit Awards

Bill Brown	Northern Zone Regional Director/ Spencer Gulf Football League
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JLT Administrator of the Year

Marlene Kleinig	North Eastern Football League
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Kersbrook Football Club celebrates its Hills (Country Division) Grand Final victory.

COMMUNITY FOOTBALL

SA COUNTRY CHAMPIONSHIPS

The 2009 AHA/SA SA Country Championships were hosted at Port Pirie over the July 4-5 weekend. Six teams competed in a two-pool round robin event, with Southern Districts winning a close-fought final against Eastern – 13-9 (87) to 12-4 (76). The Murray South East team was a very close third, losing its semi final to Eastern by one point – 6-6 (42) to 6-5 (41).

Mitchell Portlock (Southern Districts) was Player of the Carnival, Dale Ellis as Leading Goal Scorer, Greg Bain as Best Under 21 Player, and David Poppelwell as Umpire of the Carnival.

Our sincere thanks to AHA/SA for the sponsorship provided to these Championships.

CITY V COUNTRY GAME

The Annual City v Country game was played on Sunday, April 12, at AAMI. The Country team defeated the U23 SA Amateur Football League team 17-13 (115) to 7-7 (49).

The match provided a good warm-up for the SAAFL for its state matches played later in the year and was recognition for the team selected from the 2008 SA Country Championships for the Country Team.

Ben Newberry won the Kitschke Medal as Best Player for Country and Joseph Hay won the Bill Botten Medal for the Under 23 SAAFL Best Player award.

AFFILIATED LEAGUES PREMIERSHIP RESULTS

LEAGUE	GRAND FINAL SCORES	MAIL MEDALLIST
AMATEUR LEAGUE - Division 1	Goodwood 11-13 (79) def Henley 8-12 (60)	Matthew Brunoli
AMATEUR LEAGUE - Division 2	Broadview 16-14 (110) def Payneham 8-14 (62)	Nick Kurzel
AMATEUR LEAGUE - Division 3	Walkerville 17-16 (118) def SPOC 14-4 (88)	Benjamin Kilsby
AMATEUR LEAGUE - Division 4	PAOC 14-15 (99) def CBCOC 13-11 (89)	John Boxer
ADELAIDE PLAINS	Mallala 16-7 (103) def Two Wells 9-10 (64)	Liam Whitwell
BAROSSA, LIGHT & GAWLER	Tanunda 13-12 (90) def Angaston 10-8 (68)	Shaun Baker
BROKEN HILL	South BH 11-9 (75) def North BH 5-11 (41)	Jordan Johns
EASTERN EYRE	Cowell 13-11 (89) def Kimba 11-7 (73)	Kane Schubert
FAR WEST	Blues 16-24 (120) def Koonibba 6-5 (41)	Myles Warmington
GREAT FLINDERS	Tumby Bay 13-19 (97) def Ramblers 4-7 (31)	Michael Curtis
GREAT SOUTHERN	Willunga 12-13 (85) def Strathalbyn 13-5 (83)	Ben Moore
HILLS - Central Division	Uraidla 13-11 (89) def Blackwood 9-5 (59)	Mark Bradley
HILLS - Country Division	Kersbrook 14-17 (101) def Torrens Valley 13-12 (90)	Jaimon Stringer Paul James Michael Daniele
KANGAROO ISLAND	Parndana 6-15 (51) def Dudley United 4-7 (31)	Clayton Willson
KOWREE/NARACOORTE/TATIARA	Naracoorte 17-15 (117) def Keith 11-8 (74)	Adam Pitt
MALLEE	Lameroo 14-8 (92) def BDT 8-7 (55)	Ben Grieger
MID MURRAY	Robertstown 15-6 (96) def Sedan Cambrai 7-11 (53)	Jarrold Mosey
MID SOUTH EASTERN	Mt Burr 12-16 (88) def Kalangadoo 11-16 (82)	Brian Casey
MID WEST	West Coast Hawks 22-17 (149) def Elliston 8-3 (51)	Hayden Parker
NORTH EASTERN	BBH 10-17 (77) def Blyth Snowtown 7-8 (50)	Ryan Darling
NORTHERN AREAS	Southern Flinders 16-15 (111) def Broughton Mundoora 7-8 (50)	Scott Mazzone
PORT LINCOLN	Mallee Park 20-9 (129) def Marble Range 13-3 (81)	Matt Keatley
RIVERLAND	Renmark 18-15 (123) def Loxton 5-10 (40)	Simon Callahan
RIVERLAND INDEPENDENT	Paringa 18-14 (122) def Wunkar 17-12 (114)	Jason Marr Daniel Evans
RIVER MURRAY	Imperials 22-15 (147) def Mannum 12-8 (80)	Tyson Wait
SOUTH AUSTRALIAN WOMEN'S FL	Greenacres 5-9 (39) def Eagles 4-2 (26)	Cassandra Hartley
SOUTHERN	Morphett Vale 10-3 (63) def Reynella 5-4 (34)	Sebastian Guilhaus
SPENCER GULF	Central Augusta 12-6 (78) def Ports 8-15 (63)	Tom Clarke
WESTERN BORDER	South Gambier 12-11 (83) def East Gambier 9-12 (66)	Marcus England
WHYALLA	Roopena 16-15 (111) def West Whyalla 9-13 (67)	Leigh Symons
WOOMERA & DISTRICTS	Olympic Dam 10-10 (70) def Roxby Districts 10-7 (67)	Daniel Rogers
YORKE PENINSULA	Southern Eagles 21-11 (137) def Moonta 7-8 (50)	Andrew Moritz



Sturt players run through the banner on 2009 'be active' SANFL Grand Final day at AAMI Stadium.



COMMERCIAL OPERATIONS



COMMERCIAL OPERATIONS

The 2009 financial year was full of challenges which were mainly attributed to the financial pressures experienced by both corporate and general football supporters.

On the back of these pressures, the League's staff in all departments worked tirelessly as a cohesive group to improve the financial results for the year.

Major cost cutting was implemented across the entire League's operations and as a result, the overall position dramatically improved.

The League's catering department, Encore Group, continued to provide outstanding service which was assisted by both the upgraded catering facilities and the further expansion of AAMI Stadium's alcohol-in-seats policy.

In addition, the Encore Group significantly increased its outside catering operations and this expansion will be of great benefit to the League over the next few years.

The Stadium Department's match day operations were enhanced by the introduction of new staff uniforms together with extensive customer training, and it was particularly pleasing to receive positive feedback from patrons. Another major initiative was the branding of entry gates and adjacent areas for Power and Crows home games. This initiative certainly gave patrons a feeling of entering their home ground as they arrived for their respective matches.

As we look forward, the challenges of 2009 will continue in 2010 and all departments will continue to assess and implement measures to ensure the ongoing financial viability of the League.



JOHN LYONS

General Manager, Commercial Operations



Singing star Delta Goodrem - sister of Jack Oatey Medallist Trent Goodrem - celebrates Central's eighth flag in a decade.



STADIUM DEPARTMENT

SA LOTTERIES FOOTY EXPRESS

The SA Lotteries Footy Express service again proved to be a popular mode of transport with footy fans in order to get to AAMI Stadium to catch all the live football action. Following a successful launch last season of the revamped service, which includes free bus travel from many major metropolitan areas, 21.5 per cent of Adelaide supporters elected to use the service (up 1.2 per cent on 2008) and 16.3 per cent of Port Adelaide supporters jumped on board (up 1.3 per cent on 2008).

The SANFL values the continued support of the State Government, Adelaide Metro and the Adelaide and Port Adelaide Football Clubs in coordinating the service, which continues to reduce the level of greenhouse gas emissions in Adelaide.

DRINKING IN SEATS POLICY

Following a successful introduction in 2008 of alcohol being consumed in selected seating areas of the stadium, the decision was made in 2009 to allow all patrons to sit in their seat and enjoy an alcoholic beverage while watching the live football action.

To maintain a safe and comfortable environment for all, carry trays were required when bringing drinks back to the seats and lids were compulsory to ensure fellow supporters would not be inconvenienced by spillage.

The League worked closely with the Liquor Licensing Commission, SA Police and Stadium security to ensure the standards for responsible alcohol service and patron safety were met. SA Police conducted a review of crowd behaviour for the 2009 season, and the review findings received were positive with little activity experienced with respect to alcohol-related issues. In fact, the first couple of weeks saw no incidents resulting from alcohol-related issues.

AFL FINALS

The Adelaide Football Club secured a first-week Final at AAMI Stadium after a three-game winning streak at the close of the minor rounds. The 2009 Elimination Final kicked off on a Friday night with 50,393 fans filling AAMI Stadium to see the Crows claim a 96-point triumph over Essendon.

AAMI STADIUM MEMBERSHIP

Although our Ultimate Member numbers were down on the previous season, there were positive signs with Essential Power Membership numbers remaining steady. We again experienced growth in our Essential Crows Membership numbers. Many AAMI Stadium members took advantage of the reciprocal rights available to them at the MCG - a positive member benefit introduced in recent seasons. It was also noted the large number of members visible at the League's suburban grounds throughout the year, supporting the State League Competition as part of benefits included in their membership package. Member support is critical and we thank all for their consistent patronage year after year.

COMMERCIAL OPERATIONS

TICKETMASTER

The SANFL welcomed Ticketmaster to AAMI Stadium in 2009 as its official ticketing agent.

As the world's leading live entertainment ticketing and marketing company, Ticketmaster has enjoyed a successful, long-term relationship with the AFL, AFL clubs and several AFL venues. Managing and administering the Stadium Management program, as well as coordinating the access control for all football events in 2009, was a significant task and Ticketmaster have completed a tremendous job in its first year.

BUSHFIRE BASH FOR CASH

The goal posts were removed, the centre circle was replaced with a pitch and the Crows and Power players wielded the willow, all in aid for a great cause. South Australia's football community staged a game of Twenty20 cricket at AAMI Stadium on Tuesday, February 17, to help raise almost \$160,000 for the survivors of the devastating 2009 Victorian bushfires. Money from ticket sales, catering revenue, club pledges and corporate sponsorship of the Bushfire Bash For Cash was all directed to the Red Cross Bushfire Appeal.



ENCORE GROUP

The 2009 financial year was a challenging one for our business. Corporate revenue was significantly compromised due to economic conditions while the retail business continued to gain momentum and further growth. Encore events had a good period with significant growth that was able to offset some of the revenue shortfalls within our Stadium business.

With the non-budgeted AFL Final and an SANFL Finals Series at AAMI Stadium, the Encore division was able to exceed budget by \$333,454 or 11.5 per cent.

The Encore Group was also successful in tendering for the Distinctive Homes Dome, home to the Adelaide 36ers and the Adelaide Link Lightning basketball clubs. During the 2009 season, an additional \$160,000 was generated from four home games. Additional revenue will be generated in the upcoming financial year and subsequent years to once again diversify our revenue streams for a sustained net growth.

RETAIL CATERING

The retail business has had an outstanding year exceeding revenue budget by \$1,171,390. This result can be attributed to the alterations to the drinking-in-seats policy at AAMI Stadium, a successful SANFL Finals Series and the home AFL final hosted by Adelaide Football Club. The AFL home and away season realised a decline in attendances compared to the previous year by 12,466. However, revenue exceeded

the 2008 season by \$599,749. The average spend in 2009 exceeded the previous year by \$0.99 per person - an increase of 16.5 per cent.

The SANFL Finals had a positive effect on the retail business by increasing revenue against budget by \$333,385. The SANFL Grand Final reached an unprecedented average spend of \$9.68, making for a successful conclusion to the football season.

The newly-created fresh products under the "Two Four Six Eight" brand continued to perform well as part of our overall sales mix. Additional coffee points were added throughout the year, also adding to customer satisfaction and accessibility of our products.

Overall, another solid year's trade for our retail division exceeding the budget position by \$536,235 with a year-end profit of \$2,686,735.

EVENT DAY CORPORATE FUNCTIONS

Event day functions were significantly affected with declining attendances throughout the season. Guest numbers have declined from 16,528 in 2008 to 13,703 in 2009, an overall decline in our corporate attendance of 2,825 for the season or an average of 128 covers per game. This represented a decline in attendances of 17 per cent. On a positive note, average spends showed positive growth, with the Magarey Room achieving an increase of \$7.09 per person and Suite 1, an average increase of \$10.23 per person.

NON EVENT DAY CORPORATE FUNCTIONS

Commercial business declined significantly during the financial year with a shortfall of \$343,115 or 29.8 per cent versus budget. Despite a significant marketing campaign and reduced function pricing during the height of the global financial crisis, we were unable to reverse this trend. Corporate function revenue for the financial year was only \$806,885, a decline on the previous year of \$308,615 or 27.6 per cent.

EXTERNAL EVENTS

The Encore Events division continues to gain momentum realising another solid year of growth. External catering had a year-end turnover of \$648,948, generating a net return of \$93,871 or 14.5 per cent. This represented an increase in revenue on the previous year of \$319,359.

The Adelaide Fringe Festival, Oakbank Easter Carnival and Magic Millions were the major events contributing to this result. External events remains an important focus within the business to build staff continuity and profitability for the Encore Group.





AAMI STADIUM ATTENDANCE

DATE	EVENT	RESULT	ATTENDANCE
Sunday, 29 March, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 1 Port Adelaide v Essendon	PTA 15.17 107 ESS 9.12 66	28,315
Friday, 3 April, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 2 Adelaide v St Kilda	ADE 10.9 69 STK 15.11 101	41,189
Sunday, 12 April, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 3 Port Adelaide v Melbourne	PTA 22.15 147 MEL 14.6 90	21,030
Saturday, 18 April, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 4 Adelaide v Geelong	ADE 13.8 86 GEE 21.8 134	40,418
Friday, April 24, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 5 Port Adelaide v St Kilda	PTA 5.6 36 STK 15.12 102	25,426
Saturday, May 2, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 6 Port Adelaide v Adelaide	PTA 15.15 105 ADE 12.7 79	41,558
Sunday, May 10, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 7 Adelaide v Western Bulldogs	ADE 12.14 86 WBD 17.16 118	31,742
Sunday, May 17, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 8 Port Adelaide v Richmond	PTA 14.18 102 RIC 15.9 99	22,034
Saturday, May 23, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 9 Adelaide v Carlton	ADE 15.14 104 CAR 8.12 60	41,107
Sunday, May 31, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 10 Adelaide v Hawthorn	PTA 16.10 106 HAW 12.7 79	40,035
Saturday, June 6, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 11 Port Adelaide v Fremantle	PTA 14.10 94 FRE 11.4 70	18,418
Sunday, June 14, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 12 Adelaide v North Melbourne	ADE 9.14 68 NTH 3.6 24	30,173
Saturday, June 27, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 13 Adelaide v Sydney	ADE 12.13 85 SYD 10.9 69	38,064
Saturday, July 4, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 14 Port Adelaide v Brisbane	PTA 19.14 128 BRI 11.14 80	20,293
Saturday, July 11, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 15 Adelaide v Fremantle	ADE 19.16 130 FRE 1.7 13	32,451
Sunday, July 19, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 16 Port Adelaide v West Coast Eagles	PTA 17.10 112 WCE 11.10 76	21,106
Sunday, July 26, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 17 Adelaide v Port Adelaide	ADE 19.18 132 PTA 9.8 62	46,859
Sunday, August 2, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 18 Port Adelaide v Hawthorn	PTA 18.13 121 HAW 14.19 103	25,154
Saturday, August 8, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 19 Adelaide v Collingwood	ADE 9.14 68 COL 13.11 89	45,128
Sunday, August 16, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 20 Port Adelaide v Carlton	PTA 9.13 67 CAR 18.13 121	27,221
Saturday, August 22, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 21 Adelaide v West Coast Eagles	ADE 18.14 122 WCE 7.6 48	39,640
Saturday, August 29, 2009	2009 AFL PREMIERSHIP SEASON – ROUND 22 Port Adelaide v North Melbourne	PTA 9.13 67 NTH 10.11 71	17,284
Friday, September 4, 2009	2009 AFL FINALS SERIES ELIMINATION FINAL #1 Adelaide v Essendon	ADE 26.10 166 ESS 10.10 70	50,393

CROWS AND POWER



The Crows burst onto the footy field in 2009, snaring a four-point Round 1 win against Collingwood and introducing fans to the likes of Myke Cook, Taylor Walker and Jared Petrenko.

Crows thrashed the Power by 70 points in the season's second local derby - the third highest margin in Showdown history.

The club secured its place in the top eight with a win against Hawthorn in Round 20 then went on to consolidate the position with victories against West Coast and Carlton to round out the minor season.

A home Elimination Final win against Essendon delivered the Crows a ticket to the Semi-Finals where they ultimately bowed out of premiership contention against Collingwood at the MCG.

Meanwhile, Port Adelaide began 2009 under inspirational new captain Dominic Cassisi and early on, outran the Crows in the season's first Showdown by 26 points.

Rising players including Hamish Hartlett, Matthew Broadbent, Alipate Carlile, Nathan Krakouer and Nick Salter were given opportunities to shine on-ground.

While Port's win-loss ratio throughout the season was at times inconsistent, one positive for the club was former captain Warren Tredrea's return to golden goal-kicking form, best highlighted by his seven-goal haul against Richmond in Round 8.

The Power improved on its 13th-place finish in 2008 to climb to tenth in 2009.





FINANCIAL REPORT

FINANCIAL REPORT

The trading result before club grants was a surplus of \$3,631,540. SANFL club grants totalling \$3,915,000 were paid during the year, leaving a trading deficit after club grants of \$283,460. This was an outstanding result considering the prevailing economic climate.

In addition to this result, there were a number of income and expenditure items which were unique in nature, and not related to the day-to-day operations of the SANFL. The most significant of these items included a \$3.5 million grant to the Port Adelaide Football Club, the writing-off of expenditure associated with capital works on council property surrounding AAMI Stadium, and consultancy costs associated with the then-planned redevelopment of AAMI Stadium. In all, expenditure totalling \$7.155 million was written off in 2009.

The reported final result was a deficit of \$6,784,669 before SANFL club grants. The group result was a deficit of \$3,476,871, following strong results from Adelaide and Port Adelaide Football Clubs.

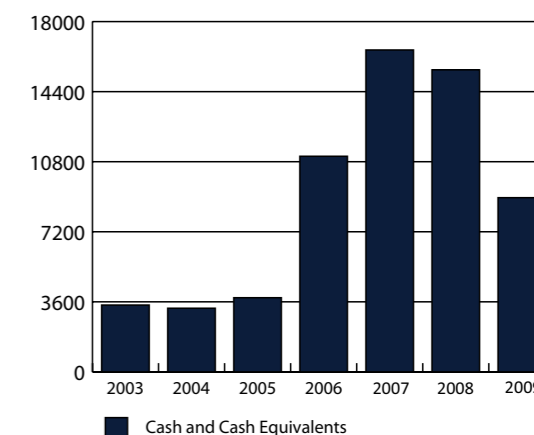
The SANFL's cash position remains strong with cash on hand and on deposit of \$8.9 million. The cash position fell with the expenditure of government grants specifically linked to capital development.

The balance sheet shows the Net Assets are \$113 million and reflects the financial stability of the SANFL. Net assets decreased in 2009 to fund the grant to the PAFC and to write off redevelopment capital expenditure. As a result, the loan profile increased by \$2.3 million.

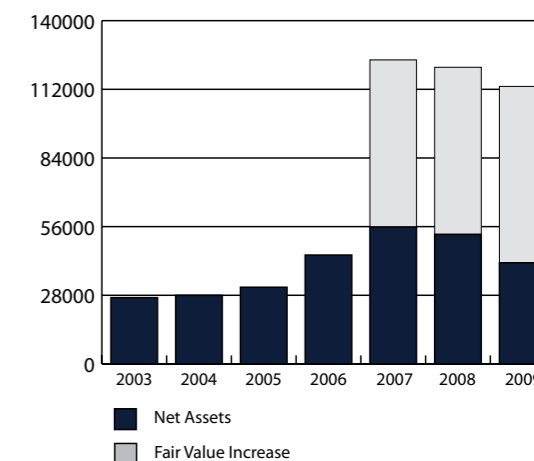
The SANFL maintained its commitment to game development and growing the game throughout 2009. These initiatives have also been budgeted for in 2010.

The 2010 season promises to be another challenge financially and the SANFL looks forward to successfully negotiating these difficult times with prudent management.

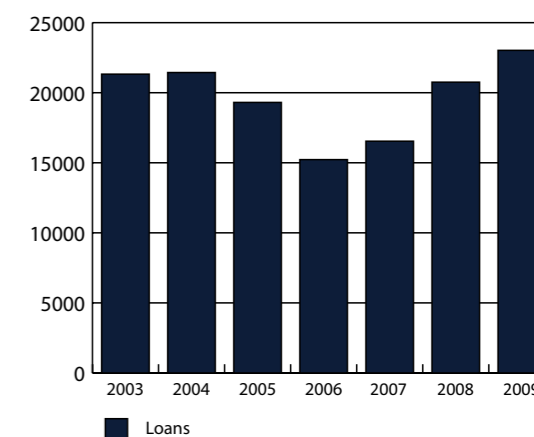
SANFL Cash Position (\$,000's)



SANFL Net Assets (\$,000's)



SANFL Loan Profile (\$,000's)



FINANCIAL REPORT

REVENUE & GRANT SUMMARY FOR THE YEAR ENDED 31 OCTOBER 2009

The South Australian National Football League Incorporated	2009 \$	2008 \$
Sale of goods revenue	13,044,906	12,909,548
Rendering of services revenue	16,179,545	16,382,723
SA Government Grant	2,627,000	828,000
Government Grant – APY Lands	637,485	267,609
AFL change room renovation grant	366,666	366,666
AFL grandstand grant	100,000	100,000
Other revenue	<u>574,862</u>	<u>1,870,862</u>
Total revenue	<u>\$33,530,464</u>	<u>\$32,725,408</u>
Trading Surplus / (Deficit) before Club Football Grants	3,631,540	3,939,781
Improvements to SANFL suburban grounds	(258,839)	(715,612)
Non Trading Income & Expenditure	<u>(10,157,400)</u>	<u>(1,960,111)</u>
Surplus / (Deficit) before Club Football Development Grant	<u>\$(6,784,699)</u>	<u>\$(1,264,058)</u>
Club Football Development Grants	<u>\$3,915,000</u>	<u>\$3,915,000</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 INCOME FOR THE YEAR ENDED 31 OCTOBER 2009

	Group		SANFL Inc	
	2009 \$	2008 \$	2009 \$	2008 \$
Revenue	84,761,986	92,829,290	33,530,464	32,725,408
Cost of sales	(9,953,679)	(10,787,263)	(3,136,400)	(3,827,326)
Catering and licensed club expenses	(11,805,843)	(11,953,016)	(7,670,125)	(8,086,221)
Expenses from football operations and administration	(64,852,656)	(62,206,204)	(27,561,576)	(18,269,427)
Results from operating activities	(1,850,192)	7,882,807	(4,837,637)	2,542,434
Financial income	826,930	1,973,961	378,677	1,083,337
Financial expenses	(2,453,609)	(2,571,469)	(2,325,709)	(2,361,713)
Net financing costs	(1,626,679)	(597,508)	(1,947,032)	(1,278,376)
Surplus / (deficit) for the period	(3,476,871)	7,285,299	(6,784,669)	1,264,058
Attributable to:				
Members	(4,203,610)	5,760,191	(6,784,669)	1,264,058
Minority interest	726,739	1,525,108	-	-
Profit for the period	(3,476,871)	7,285,299	(6,784,669)	1,264,058

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. The accounting policies of subsidiaries have been changed when necessary to align them with the policies adopted by the SANFL.

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.

BALANCE SHEETS AS AT 31 OCTOBER 2009

	Note	Group		SANFL Inc	
		2009 \$	2008 \$	2009 \$	2008 \$
CURRENT ASSETS					
Cash and cash equivalents	2	14,417,304	32,548,844	8,952,020	15,520,960
Trade and other receivables	3	2,206,097	3,074,184	2,363,774	1,789,907
Other financial assets		-	1,500,000	-	-
Inventories	4	578,963	770,485	398,325	370,854
Assets held for resale		556,692	-	-	-
Other assets		1,148,046	739,087	725,380	394,917
Total Current Assets		18,907,102	38,632,600	12,439,499	18,076,638
NON-CURRENT ASSETS					
Property, plant and equipment	6	165,282,905	153,050,850	126,927,761	129,058,917
Intangible assets	7	6,081,557	6,081,557	6,081,557	6,081,557
Total Non-Current Assets		171,364,462	159,132,407	133,009,318	135,140,474
TOTAL ASSETS		190,271,564	197,765,007	145,448,817	153,217,112
CURRENT LIABILITIES					
Trade and other payables	8	3,985,040	5,965,355	3,803,253	3,006,229
Interest-bearing liabilities	9	6,332,971	5,859,134	1,218,603	1,653,220
Employee benefits		2,425,348	2,341,418	1,001,332	1,013,931
Deferred income	10	3,399,323	4,491,912	3,309,034	3,237,859
Total Current Liabilities		16,142,682	18,657,819	9,332,222	8,911,239
NON-CURRENT LIABILITIES					
Interest-bearing liabilities	9	22,868,091	20,370,825	22,158,707	19,518,901
Provisions		888,407	972,108	761,880	891,295
Total Non-Current Liabilities		23,756,498	21,342,933	22,920,587	20,410,196
TOTAL LIABILITIES		39,899,180	40,000,752	32,252,809	29,321,435
NET ASSETS		150,372,384	157,764,255	113,196,008	123,895,677
EQUITY					
Retained earnings	11(a)	64,604,339	72,722,949	41,252,218	51,951,887
Reserves	11(b)	78,380,512	78,380,512	71,943,790	71,943,790
Equity attributable to members of the SANFL Inc		142,984,851	151,103,461	113,196,008	123,895,677
Minority interest in controlled entities		7,387,533	6,660,794	-	-
TOTAL EQUITY		150,372,384	157,764,255	113,196,008	123,895,677

FINANCIAL REPORT

STATEMENTS OF CASH FLOWS FOR THE YEAR ENDED 31 OCTOBER 2009

	Group		SANFL Inc	
	2009 \$	2008 \$	2009 \$	2008 \$
Cash flows from operating activities				
Cash receipts from customers	89,380,061	88,205,373	34,346,345	32,709,307
Cash paid to suppliers and employees	(89,134,815)	(82,027,749)	(30,107,862)	(27,583,007)
Cash generated from operations	245,246	6,177,624	4,238,483	5,126,300
Interest received	826,930	1,973,961	378,677	1,083,337
Borrowing costs paid	(2,453,609)	(2,571,469)	(2,325,709)	(2,361,713)
Net cash from operating activities	(1,381,433)	5,580,116	2,291,451	3,847,924
Cash flows from investing activities				
Proceeds on disposal of property, plant and equipment	-	44,727	-	32,727
Payments for property, plant and equipment	(23,165,544)	(11,894,104)	(7,447,242)	(7,155,594)
Proceeds from sale of investments	1,500,000	1,350,000	-	-
Net cash (used in) investing activities	(21,665,544)	(10,499,377)	(7,447,242)	(7,122,867)
Cash flows from financing activities				
SA Government grant	2,627,000	5,828,000	2,627,000	828,000
Commonwealth Government grant	250,000	5,000,000	-	-
AFL grant	2,179,338	366,666	366,666	366,666
APY grant	637,485	267,609	637,485	267,609
AFL grandstand grant	100,000	100,000	100,000	100,000
Grants to AFL clubs	-	-	(3,500,000)	-
Club football development grants	(3,915,000)	(3,915,000)	(3,915,000)	(3,915,000)
Proceeds from borrowings	5,898,367	7,194,089	3,328,000	6,626,512
Repayment of borrowings	(1,250,770)	(2,676,329)	(1,057,300)	(2,019,500)
Net cash from/(used in) financing activities	6,526,420	12,165,035	(1,413,149)	2,254,287
Net increase/(decrease) in cash and cash equivalents	(16,520,557)	7,245,774	(6,568,940)	(1,020,656)
Cash and cash equivalents at 1 November	30,773,159	23,527,385	15,520,960	16,541,616
Cash and cash equivalents at 31 October	14,252,602	30,773,159	8,952,020	15,520,960

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2009

	Group		SANFL Inc	
	2009 \$	2008 \$	2009 \$	2008 \$
1 Profit for the period has been arrived at after charging /(crediting) the following items:				
Personnel expenses	45,056,299	42,349,838	11,666,929	12,857,749
Rental expense on operating lease	332,595	86,092	26,100	27,674
Loss on disposal of non current assets	65,396	4,198,611	61,502	7,608
Write-off of capital work in progress	7,155,809	-	7,155,809	-
Auditor's remuneration				
KPMG Australia				
Auditing services	46,000	60,500	46,000	60,500
Other services	15,000	17,000	15,000	17,000
	61,000	77,500	61,000	77,500
Other Auditors				
Auditing services – controlled entities	75,000	70,000	-	-
Other services	54,613	16,272	-	-
	129,613	86,272	-	-
Total auditors' remuneration	190,613	163,772	61,000	77,500
2 CASH AND CASH EQUIVALENTS				
Cash on hand	89,327	64,770	79,327	54,770
Cash at bank	5,983,564	9,914,071	528,280	896,187
Short term deposits	8,344,413	22,570,003	8,344,413	14,570,003
	14,417,304	32,548,844	8,952,020	15,520,960
3 RECEIVABLES				
<u>Current</u>				
Accounts receivable	2,179,198	2,331,756	1,573,919	1,293,970
<u>Less:</u> Provision for impairment	(133,600)	(27,000)	-	-
	2,045,598	2,304,756	1,573,919	1,293,970
Due from controlled entities	-	-	789,855	495,937
Other receivables	160,499	769,428	-	-
	2,206,097	3,074,184	2,363,774	1,789,907

FINANCIAL REPORT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2009

	Group		SANFL Inc	
	2009 \$	2008 \$	2009 \$	2008 \$
4 INVENTORIES				
Stock on hand – at cost	578,963	770,485	398,325	370,854
5 OTHER CURRENT ASSETS				
Prepayments	867,550	496,683	722,580	392,117
Other Assets	280,496	242,404	2,800	2,800
	1,148,046	739,087	725,380	394,917
6 PROPERTY, PLANT AND EQUIPMENT				
Freehold land - at fair value	23,520,000	23,520,000	23,520,000	23,520,000
Buildings - at fair value	137,165,784	117,012,674	97,122,919	97,122,919
<u>Less: Accumulated depreciation</u>	(4,882,415)	(2,478,118)	(2,940,373)	(1,450,595)
	132,283,369	114,534,556	94,182,546	95,672,324
Plant and equipment - at cost	23,123,790	22,010,476	17,853,220	15,655,515
<u>Less: Accumulated depreciation</u>	(14,537,745)	(13,420,812)	(9,087,914)	(8,339,825)
	8,586,045	8,589,664	8,765,306	7,315,690
Plant and equipment under lease – at capitalised cost	1,107,550	988,764	856,645	783,226
<u>Less: Accumulated amortisation</u>	(537,003)	(361,810)	(396,736)	(289,377)
	570,547	626,954	459,909	493,849
Capital works in progress	322,944	5,779,676	-	2,057,054
Total property, plant and equipment	165,282,905	153,050,850	126,927,761	129,058,917

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	23,520,000	23,520,000	23,520,000
Revaluation of land to fair value	-	-	-	-
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	114,534,556	115,689,944	95,672,324	92,400,168
Additions	16,430,488	5,248,358	-	4,722,751
Transfers	3,722,622	-	-	-
Disposals	-	(3,925,628)	-	-
Depreciation	(2,404,297)	(2,478,118)	(1,489,778)	(1,450,595)
Revaluation of buildings to fair value	-	-	-	-
Carrying amount at end of year	132,283,369	114,534,556	94,182,546	95,672,324

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2009

	Group		SANFL Inc	
	2009 \$	2008 \$	2009 \$	2008 \$
6 Reconciliations (continued)				
Plant and equipment				
Carrying amount at beginning of year	8,589,664	8,462,106	7,315,690	7,255,938
Additions	462,208	696,362	1,542,705	790,751
Transfers	655,000	-	655,000	-
Disposals	(3,894)	(36,091)	-	-
Depreciation	(1,116,933)	(532,713)	(748,089)	(730,999)
Carrying amount at end of year	8,586,045	8,589,664	8,765,306	7,315,690
Plant and equipment under lease				
Carrying amount at beginning of year	626,954	651,730	493,849	529,656
Additions	196,149	149,499	150,782	136,278
Transfers	-	-	-	-
Disposals	(61,502)	(40,335)	(61,502)	(88,056)
Depreciation	(191,054)	(133,940)	(123,220)	(84,029)
Carrying amount at end of year	570,547	626,954	459,909	493,849
Capital works in progress				
Carrying amount at beginning of year	5,779,676	463,007	2,057,054	463,007
Transfers	(4,377,622)	-	(655,000)	-
Additions	6,076,699	5,316,669	5,753,755	1,594,047
Write-off	(7,155,809)	-	(7,155,809)	-
Carrying amount at end of year	322,944	5,779,676	-	2,057,054

7 INTANGIBLES

AFL licence fees	6,081,557	6,081,557	6,081,557	6,081,557
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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 6.1% (2008: 4.7%).

8 TRADE AND OTHER PAYABLES

Current

Trade payables	3,081,709	4,810,199	1,954,076	2,019,583
Other payables	903,331	1,155,156	-	672,645
Due to controlled entities	-	-	1,849,177	314,001
	3,985,040	5,965,355	3,803,253	3,006,229

9 INTEREST-BEARING LIABILITIES

Current

Bank overdraft	164,702	1,775,685	-	-
Bank loans	5,846,706	3,877,516	984,710	1,515,520
Hire purchase and finance lease liability	296,563	205,933	233,893	137,700
Other unsecured loans	25,000	-	-	-
	6,332,971	5,859,134	1,218,707	1,653,220

Non-Current

Bank loans	22,720,639	20,031,125	22,039,890	19,238,380
Hire purchase and finance lease liability	147,452	339,700	118,817	280,521
	22,868,091	20,370,825	22,158,707	19,518,901

FINANCIAL REPORT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2009

	Group		SANFL Inc	
	2009 \$	2008 \$	2009 \$	2008 \$
10 DEFERRED INCOME				
Deferred income	3,399,323	3,848,168	3,309,034	3,237,859
Grants received in advance	-	643,744	-	-
	3,399,323	4,491,912	3,309,034	3,237,859
11 EQUITY				
(a) Retained earnings				
Retained earnings excluding funds	64,601,539	72,131,649	41,249,418	51,360,577
Oval improvement fund	-	588,510	-	588,510
Trust funds	2,800	2,800	2,800	2,800
	64,604,339	72,722,959	41,252,218	51,951,887
Movements in Retained earnings				
Retained earnings at the beginning of the financial year	72,722,949	68,562,724	51,951,887	54,602,829
Net recognised income and expense	(4,203,610)	5,760,191	(6,784,669)	1,264,058
Club football development grants	(3,915,000)	(3,915,000)	(3,915,000)	(3,915,000)
Transfers from asset revaluation reserve	-	2,315,034	-	-
Retained earnings at the end of the financial year	64,604,339	72,722,949	41,252,218	51,951,887
(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	76,098,897	71,283,790	71,283,790
Contribution PAMFC Inc	1,250,000	1,250,000	-	-
	78,380,512	78,380,512	71,943,790	71,943,790
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	-	-
Later than one year but not more than 5 years	-	-	-	-
More than 5 years	-	-	-	-
	-	16,527,378	-	-

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2009

	Group		SANFL Inc	
	2009 \$	2008 \$	2009 \$	2008 \$
13 LEASE AND HIRE PURCHASE COMMITMENTS				
(a) <u>Operating Leases</u>				
Lease commitments payable:				
Not later than one year	431,181	66,769	26,100	26,100
Later than one year, but not later than five years	714,300	158,717	41,899	67,999
Later than five years	-	-	-	-
Minimum operating lease payments not otherwise provided for in the financial report	1,145,481	225,486	67,999	94,099
(b) <u>Hire Purchase Agreements and Finance Leases</u>				
Commitments payable:				
Not later than one year	320,471	247,935	252,709	170,405
Later than one year, but not later than five years	156,024	362,734	126,322	299,959
Later than five years	-	-	-	-
Minimum payments	476,495	610,669	379,031	470,364
Less: Future finance charges	(32,480)	(65,036)	(26,321)	(52,143)
Total liability	444,015	545,633	352,710	418,221
Total hire purchase and finance lease liabilities (including those payable to controlled entities) provided for in the financial statements:				
Current	296,563	205,933	233,893	137,700
Non current	147,452	339,700	118,817	280,521
	444,015	545,633	352,710	418,221
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.				

BEREAVEMENTS

Ryan Ablett

West Adelaide Football Club
Former player

Murray Adams

West Adelaide Football Club

Kale Allen

Sturt Football Club
Stepson of club president Richard Allen

Peter Blunden

North Adelaide Football Club
Former player

David Burchell BEM

North Adelaide Football Club
Former Club President.

J.D. (Barney) Cearns

North Adelaide Football Club
Roosters Life Member.

Ross Chandler

Sturt Football Club
Long-time supporter and sponsor

Jean Childs

Port Adelaide Magpies Football Club
Long-time member and volunteer

Ron Coleman

SANFL
Property Steward

John Connolly

West Adelaide Football Club
Long-time member and supporter

James Cronin

North Adelaide Football Club
Former player

Fred Davies

Glenelg Football Club
Former player

Stuart Glastonbury

West Torrens Football Club
Former player

John Hall

North Adelaide Football Club
Former player

Ronald Heath

Port Adelaide Magpies Football Club
Life Member, Life Governor & Board Member

Ronald Jantke

North Adelaide Football Club
Former player

Rex Johns

Port Adelaide Magpies Football Club
Four-time premierships player & Magpies Life Member

Colin Knight

West Adelaide Football Club
Former WAFC Colts player

Stephen Knights

Port Adelaide Magpies Football Club
Former player

Jozsef Kozlowski

Port Adelaide Magpies Football Club
Former player

Douglas Long

Glenelg Football Club
Former player

Colin MacKenzie

West Torrens Football Club
Former player

Hercules "Tom" Moustakas

West Adelaide Football Club
Colts and Junior Colts trainer

Darryl "Dash" Neimann

West Adelaide Football Club
Club sponsor

Gary Parker

South Adelaide and West Torrens
Football Clubs
Former player

Michael Parsons

North Adelaide Football Club
Dual premierships player.

Gordon Pfeiffer

Sturt Football Club
Former player

Helen Redden

North Adelaide Football Club
Wife of former player, Michael Redden

Barry Stringer

North Adelaide Football Club
Dual premierships player & Roosters Life Member.

Peter Tilbrook

Norwood Football Club
Former player

Raymond Von Einem

Norwood Football Club
Former player

Steven Walker

Sturt Football Club
Former player

Colin Walsh

North Adelaide Football Club
Former player

Robert "Bob" Weeks

West Adelaide Football Club
Long-time supporter

Roger Wereszczk

Port Adelaide Magpies Football Club
Father-in-law of current board member, Ben Reynolds

Vito Zerella

West Torrens Football Club
Former player

Lloyd Zucker

Port Adelaide Magpies Football Club
Six-time premierships player & Magpies Life Member



Port's Matt Dolling breaks Richard O'Grady's tackle

LEAGUE LIFE MEMBERS

Philip Gallagher was the sole recipient of League Life Membership at the 2010 Annual General Meeting.

Gallagher's service as an SA Football Commissioner since 2000, as well as his commitment on a range of SANFL committees, was recognised in his selection for this honour.

SANFL Life Membership is bestowed on members of the football fraternity who demonstrate exceptional service to the game.

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

1950	F.K. Gould †
1953	W.L. Gatley †
1953	E. Rix †
1957	J.W. Forrester, MBE †
1958	F.J. McCallum †
1959	A.R. McLean, OBE †
1959	L.J. Thompson †
1960	E.W. Wadham †
1960	J. Wadham †
1961	R.G. Bailey †
1962	H.E. Clamp †
1962	P.A. Read, MBE †
1963	C.M.A. Croft †
1963	L.W. Currie †
1964	E.R. Curnow †
1964	S.G.B. Wilson †
1964	C.G. Semmler †
1965	C.A. Darwent †
1966	M.A. Murdy †
1966	L.J. Martin †
1970	R.W.H. Kutcher, OAM †
1972	His Hon. Mr D.M. Brebner, AM
1972	M.R. Basheer, AM
1974	N.L. Grimm †
1974	J.H. Whelan †
1975	C.L. Pyatt †
1975	A.D. Hickinbotham AM
1975	T.W. Bonnily
1975	R.W. Lee †
1975	J.E. Masson †
1981	J. Oatey, AM †
1981	F.N. Williams, AM †
1982	H.L. Madigan, OAM †
1982	B.A. Wilson
1982	N. Russell, OAM
1983	F.B. Moran, QC †
1984	R.K. Smith †
1984	The Hon. Justice K.P. Duggan, AM
1984	M.E. Ducker
1984	D.V. Roach
1984	D.N. Kerley, AM
1984	D.J. Wark
1986	J.A. Halbert, MBE
1986	W.H. Miller, OAM
1986	P.W. Shugg
1987	F.G. Bear †
1987	R.C. Kinsman, JP
1988	Dr. B.G. Sando, OAM
1989	K.L. Aplin †
1990	J.D. Condon
1990	D.A. Swain, DCM
1991	R.R. Farnham
1991	W.M. Richardson
1993	M.J. Whitford

1994	D.E. Boyd
1994	J.R. Spillane
1995	D.B. Butterfield
1995	G.S. Cornes, OAM
1995	W.B. Sanders
1996	J.V. Cahill
1996	L.R. Whicker
1997	B.F. Beazley
1997	R.J. Magor
1997	D.W. Thomas
1997	R.R. Tuohy
1998	M.F. Tippett
1998	K.E. Grant
1999	J.R. Coppins
1999	N. Ferraro
1999	P.J. Page
2000	C.W. Francis
2001	G.H. Parsons
2001	J.C. Ferguson
2001	R.E. Campbell
2001	L.G. Stevens
2001	K.J. Russell
2002	K.R. Angel
2003	P.J. Alexander, APM
2004	R. Champness
2004	D.P. McSweeney
2004	C. Patterson
2005	D.A. McCaffrie
2006	R.J. Payze
2006	R.A. Hammond
2006	Max Williams †
2007	T. Jaques
2007	J. Robinson
2008	G. Boulton
2008	D. Shipway
2008	P. Woite
2010	P. Gallagher

† Denotes deceased



1877-1900

John Acraman
Anthony J (Bos) Daly
John D (Bunny) Daly
John C (Dinny) Reedman
A E (Topsy) Waldron

1901 - 1930

J (Alby) Bahr
Leslie C Dayman
Percy S N Furler
Frank H Golding
H H (Jim) Handby
Henry R Head
S (Shine) Hosking
W. Vic Johnson
Tom J Leahy
Percy Lewis
Alick G Lill
Tom D MacKenzie
H (Bruce) McGregor
Frank Marlow
Hugh Millard
Dan Moriarty
W (Harold) Oliver
Jack Owens
John Quinn
Victor Y Richardson
Len D Sallis
Walter Scott
J J (Jack) Tredrea
Syd C White
J J (John) Woods

1931-1960

John W Abley
Ken Aplin
Dave E Boyd
Colin J Churchett
Jack Cockburn
Allan J Crabb
F (Neil) Davies
J (Jim) G Deane
Brian K Faehse

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

Murray E Ducker
Russell F Ebert, OAM
Ken J Eustice
Tim N Evans
Des Foster
Michael W Graham
Norm L Grimm
John A Halbert, MBE
Max Hall, OAM
R A (Bob) Hammond
Kym H Hodgeman
Ray Huppertz
Lawrie Jervis Jnr
D (Neil) Kerley
Rick Kinnear
Peter J Kitschke
Ron G Kneebone
RW (Bob) Lee
Don Lindner
Peter F J Marker
Kevin McSparran
Peter Mead
Mark B Naley
Michael A Nunan
Philip (Sandy) Nelson
Jack Oatey, AM
Robert R Oatey
Greg I Phillips
D K (Fred) Phillis
Rodney Pope
Jeff G Potter
Michael J Redden
Colin H Richens
Don V Roach
Allan Roberts
Neville Roberts
Barrie C Robran, MBE
Rick F Schoff
Gordon Schwartz
Ralph S Sewer
R O (Bob) Shearman
Robert Simunsen
Alton Smith
Michael S Taylor
K A (Bill) Wedding
Paul L Weston
Gary Window
1990 Onwards
Bruce Abernethy
Laurie J Argent
Max Basheer, AM
Mark Bickley

Craig Bradley
Brian A Cunningham
Grantley C Fielke
Scott Hodges
Wayne Jackson
Andrew N Jarman
Darren Jarman
Stephen S Kernahan
Geoff Kingston
Bruce Lindsay
David Marshall
Chris S McDermott
A B (Tony) McGuinness
Andrew I McKay
Mark J Mickan
Wally Millar, OAM
John P Platten
Shaun Rehn
Andrew P Rogers
Nigel J Smart
Doug W Thomas
Keith A Thomas
Mark Williams
Peter B Woite

200 CLUB MEMBERS

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

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

Dexter Kennedy	West
Neil Kerley	West, South, Glenelg
Kym Kinnear	Port
Kim Klomp	Sturt, North
Robbert Klomp	Sturt
Ron Kneebone	Norwood
Peter Krieg	Central, North
Keith Kuhlmann	West, Glenelg
Clayton Lamb	West, Glenelg
Scott Lee	Central
Bruce Lennon	Sturt
Bruce Light	Port
Don Lindner	North
Bruce Lindsay	Torrens
Bob Loveday	West
Robert Lynch	West
John MacFarlane	Glenelg
Rick MacGowan	Central
Colin MacVicar	Woodville, Glenelg
Peter Marker	Glenelg
David Marshall	Glenelg
Peter Maynard	Glenelg, Eagles
Chris McDermott	Glenelg, North
Philip McGuinness	Glenelg, Port
Garry McIntosh	Norwood
Robbie McKinnon	West
Greg Mellor	West
Peter Meuret	Woodville, West
Jim Michalanney	Norwood
Trent Mills	South
Dean Mobbs	Central
Sonny Morey	Central
Scott Morphett	Torrens, Eagles
Geoff Morris	West
Geof Motley OAM	Port
Gary Mousley	South, Sturt
John Murphy	Sturt
Mark Naley	South
Chris Natt	Port
Sandy Nelson	Sturt
Greg Nicholson	West, Norwood
Paul Northeast	Port
Michael Nunan	Sturt, Norwood
Robert Oatey	Norwood, Sturt
Peter Obst	Port
Trevor Obst	Port
Stuart Palmer	South
Max Parker	Woodville, North
Paul Patterson	West
John Paynter	Glenelg, Sturt
Andrew Payze	Torrens, Eagles
Peter Phillipou	Torrens
Brenton Phillips	North
Greg Phillips	Port

200 CLUB MEMBERS

SANFL 200 CLUB MEMBERS	
Fred Phillis	Glenelg
Wayne Phillis	Glenelg, Norwood
Glen Pill	Torrens
Rodney Pope	West, Norwood
Jeff Potter	Port
Matthew Powell	South, Sturt
Mark Prior	Central
Bob Quinn	Port
Mick Redden	North
Alan Reval	Port
Colin Richens	Glenelg
John Richter	Sturt
Roger Rigney	Sturt
John Riley	North
Don Roach	West, Norwood
Neville Roberts	Torrens
Alf Roberts	Torrens
John Roberts	Woodville, Torrens, North
Barrie Robran MBE	North
Lee Robson	Torrens
Trevor Roe	Central
Andrew Rogers	Woodville, Eagles
Scott Salisbury	Glenelg
David Sanders	North
Justin Scanlon	Norwood
John Schneebichler	South, Glenelg
Rick Schoff	Sturt
Peter Schwarz	Woodville, Eagles
Stephen Schwerdt	Central
John Seebohm	Glenelg
Ralph Sewer	Woodville
Jade Sheedy	Sturt
Terry Short	Sturt
Trevor Sims	Sturt
Lyle Skinner	Central
Rohan Smith	Port
Darryl Smith	Sturt, Torrens
Darren Smith	Port
Colin Smith	West
Trevor Sorrell	Port
Frank Spiel	South, Sturt, Torrens
Damian Squire	Sturt
Frank Stemper	Woodville, Norwood
David Stoeckel	South
Wayne Stringer	North, Glenelg
Barry Stringer	North
Tony Symonds	Glenelg
Michael Taylor	Norwood
John Taylor	West, Glenelg
Keith Thomas	Norwood
Doug Thomas	West
Colin Thompson	West

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



Central's Chris Gowans enters the SANFL's 200 Club

