



2010 SANFL ANNUAL REPORT





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The SANFL thanks the following photographers for the use of their images in this publication: Deb Curtis, Luke Hemer, Stephen Laffer, Ben Hopkins, Roy Vandervegt, Laura Wright, Peter Argent and Tom Miletic.

2010: A YEAR IN REVIEW

By SANFL President, The Hon. John Olsen AO and SANFL General Manager, Leigh Whicker

Despite its many challenges, 2010 proved to be a landmark year in shaping the long-term direction of football in South Australia.

Two major issues pertaining to our game captured the attention of the South Australian community this year.

Perhaps the most significant point of discussion was the proposal to redevelop Adelaide Oval as a potential joint venue for AFL football and cricket. The SA Football Commission has dedicated significant time and resources to ensure that if this project goes ahead, then football as a whole will be in a far improved position.

Plans to coordinate an administrative merger of the Port Adelaide Football Club and Port Adelaide Magpies Football Club to secure a sustainable future for the club also drew widespread debate.

The overwhelming level of public interest in these issues has demonstrated that football not only plays an influential role in South Australia's past and present, but also in its future.

While these issues have dominated the headlines, there have been some significant achievements throughout the business in 2010:

- Football participation levels increased by 10 per cent to eclipse the 100,000 mark for the first time.
- In terms of talent development, the League recorded its most successful year since 1997, with 32 South Australian players drafted to the AFL – four of whom were drafted in the first round.
- The SA Community Football Board led the way in supporting country sport by raising more than \$1 million for community football clubs across the state.
- AAMI Stadium hosted the most closely-contested SANFL Grand Final in years, as Central District claimed its ninth premiership by just six points against Norwood. The 35,647-strong Grand Final crowd capped off a strong year for the State League Competition, which recorded a 5.1 per cent increase in home and away attendance.
- All nine SANFL clubs recorded a profit for the 2010 financial year.

The League has continued to face some significant financial challenges. As a not-for-profit organisation, the SANFL has had to manage an income downturn with responsible expense controls to ensure the game will continue to grow.

FINANCIAL PERFORMANCE

AAMI Stadium and the two AFL licences continue to be the League's greatest assets. However, a 7 per cent decline in attendances at AFL matches, combined with a challenging corporate market and the need to grant the Port Adelaide Football Club a further \$1.95 million, has resulted in a loss of \$1,253,346 for the 2010 financial year.

The result includes a number of abnormal items that have had to be considered and when subtracted, normalised profit is \$696,654 for 2010 compared to \$1,244,140 for 2009.

The Commission has been working with senior management to improve annual results. The merger of the Port Adelaide Football Club with the Port Adelaide Magpies Football Club was a significant step in its potential turnaround and we are already seeing encouraging signs leading into the 2011 season.

The League has embarked on a Fan Engagement strategy with pooled resources from the SANFL, AFL and both AFL clubs with the aim of growing attendances at AAMI Stadium in 2011.

The Encore Group has continued to source new external catering opportunities and the recent appointment to provide catering services to the Adelaide Town Hall is testament to the reputation of the Encore brand for corporate catering.

On a very positive note, the Commission would like to congratulate all SANFL clubs for the way they have managed their businesses over the last 12 months. For the first time in many years, all clubs have recorded a profit on the back of growth in membership, fundraising, sponsorship, attendances and licensed venues, combined with responsible cost controls.



SANFL General Manager, Leigh Whicker and SANFL President, The Hon. John Olsen AO.

HEALTH OF THE GAME

The game of Australian Football enjoyed continued strong growth in South Australia, thanks to the support of its major partners and thousands of staff and volunteers.

This year's football participation level of more than 100,000 represented a significant 10 per cent increase on the previous year and 44 per cent over the past three years. This is a magnificent accomplishment in keeping with the League's role to grow and promote the game at all levels.

The participation figures also incorporate the League's work to bring the game to all South Australians through inclusive programs targeted at Aboriginal, multicultural and disadvantaged communities. Among those who benefited from SANFL-run clinics in 2010 were newly-settled Korean students from the University of South Australia, members of Adelaide's homeless community, local children living with autism and newly-arrived migrant and refugee families.

In its best year ever for combined U18s and U16 results, South Australia finished runner-up in NAB U18s National Championships and won the U16s national title. This achievement was capped off by the state's best showing at the AFL Draft since 1997, as 32 South Australians were elevated, drafted or rookie-listed in the national competition. Four South Australians were drafted in the first round of the 2010 National Draft.

Congratulations to the Glenelg Football Club for winning the 2010 Stanley H. Lewis Trophy for the best performance across all grades. While Central claimed League honours, it's significant that seven of the nine League clubs competed in a Grand Final across all grades this year – a testament to the strength of the competition.

The SANFL instituted the SA Junior Football Council as a result of last year's successful review into junior football. This governing body now replaces the Game Development Council and has a board member sitting on the SA Community Football Board, which oversees country and metropolitan football across the state.

In coaching, AAMI Stadium hosted record numbers for the National Coaching Conference in January, leading the AFL to hail the conference as one of its most successful events yet. The conference underpinned the vast amount of work being done in this area to develop and train Level 1 and 2 coaches in South Australia.



2010: A YEAR IN REVIEW

By SANFL President, The Hon. John Olsen AO and SANFL General Manager, Leigh Whicker

STADIA

There is no doubt the ongoing public discussion over where AFL football should be played in South Australia has had a negative impact on our business at AAMI Stadium.

What we do know is that no matter what decision is made on Adelaide Oval, AAMI Stadium is the home of AFL football until at least 2014. We know we have a first-class stadium for AFL football and we are focussed on providing our members and all football supporters with the best possible experience.

The Commission has continued to work with the State Government and the South Australian Cricket Association (SACA) through the Adelaide Oval Stadium Management Authority to assess the viability of playing AFL football at Adelaide Oval.

In June, the Stadium Management Authority provided a detailed update on concept designs for an Adelaide Oval redevelopment. This preceded an August announcement of an extended project deadline to allow the SMA to continue its comprehensive assessment of the proposal.

The SANFL was able to present information about the proposed redevelopment to more than 200 AAMI Stadium members in September as part of a series of Member Information Sessions, as did the Adelaide and Port Adelaide Football Clubs and SACA.

While discussions are ongoing, the SANFL remains confident and will ensure that the final outcome will be in the best interests of football in this state.

KEY PARTNERSHIPS

The work of the SANFL is backed by a number of highly-valued corporate partners, the media, the AFL and the wider community.

The extension of the SANFL's agreement with two of its major sponsors, Lion Nathan Australia and AAMI, this year signalled a positive future for the League's many events and game development programs.

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

Other long-term partners that have made a significant contribution to the League's operations include Coca-Cola, Balfours, SA Mazda Dealers, SA Lotteries, Savings and Loans Credit Union and McDonalds.

Our corporate facility holders and signage partners have also played an integral role in supporting football, particularly at AAMI Stadium.

The SANFL competition again received unprecedented attention from the state's media, recording a 30 per cent increase in coverage. The League also made inroads in online media, supporting NewsLtd in its launch of the nation's first award-winning State League football website.

AFL

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

Through the AFL's support, the League has been able to implement a range of inclusive programs across the state, including the ever-expanding football and softball competitions in the remote Anangu Pitjantjatjara Yankunytjatjara Lands. The State Government recently credited the APY Lands programs for having a significant impact on school and job retention within the Aboriginal communities in that region.

The AFL has been instrumental in discussions relating to Adelaide Oval as a potential future venue for AFL football in South Australia. At the same time, its assistance in supporting our Fan Engagement work to ensure AAMI Stadium and AFL football are at the forefront of all supporters' minds in 2011 is recognised.

SANFL EXECUTIVE MANAGEMENT TEAM



Left to right:
Leigh Whicker: SA Football Executive Commissioner and SANFL General Manager
John Lyons: Chief Operating Officer
Darren Chandler: General Manager, Football and Corporate Operations

2010: A YEAR IN REVIEW

By SANFL President, The Hon. John Olsen AO and SANFL General Manager, Leigh Whicker

ADELAIDE FOOTBALL CLUB & PORT ADELAIDE FOOTBALL CLUB

2010 was the first time since 2000 that neither of the South Australian AFL clubs competed in Finals. Despite an early finish to the season, both clubs underwent significant change in other areas of their business.

The Adelaide Football Club officially opened its new Westpac Centre in February. The \$21 million facility at AAMI Stadium has already provided Crows business partners and members with a range of corporate and hospitality options.

The Crows farewelled a number of key players in 2010, notably captain Simon Goodwin, Andrew McLeod, Tyson Edwards and Brett Burton. This changing of the guard signals a new era for the club as it approaches its 20th anniversary next season.

Port Adelaide's financial challenges continued to be a major focus and the endorsement of a merger of its AFL and SANFL entities was a significant step forward. The merger allows the Port Adelaide Football Club to streamline its administrative costs while continuing to field teams in both the national and State League competitions. The club also launched its \$4.5 million Allan Scott Headquarters redevelopment in August, a vital long-term investment for the club.

In terms of football, senior coach Mark Williams resigned in June, with Matthew Primus taking over the role in the latter rounds of the season. Former premiers captain Warren Tredrea and senior player Josh Carr also retired from the game.

We look forward to seeing both clubs return in 2011 with renewed vigour for a tilt at the AFL premiership.

COMMISSION & EXECUTIVE MOVEMENTS

The SANFL wishes to acknowledge the service of its immediate past President and SA Football Commissioner Chairman, Rod Payze, who retired from the position in November 2010.

Peter Carey and Brian Cunningham also stepped down from the SA Football Commission in 2010. John Olsen and Richard Allen were duly appointed to the Commission, with John taking over the chairmanship upon retirement of Rod Payze.

In 2010, the League made further changes to its senior management structure. John Lyons and Darren Chandler were elevated to the roles of Chief Operating Officer and General Manager – Football & Corporate Operations respectively. Neal Matotek was appointed the League's Chief Financial Officer.

ACKNOWLEDGEMENTS

Our sincere thanks are extended to the SA Football Commission for their efforts in what has been a year of intensive decision-making.

We also acknowledge the work of the executive management team and all SANFL staff in 2011.

Once again, the SANFL's patron, His Excellency Rear Admiral Kevin Scarce AC CSC RANR, has enjoyed yet another successful year for his club, Central District. We thank him for his patronage of the League throughout 2010.

We congratulate the newest members of the SA Football Hall of Fame, who were inducted in September - Josh Francou, John (Snowy) Hamilton, Horrie Riley, Mostyn Rutter, Bill Sanders, Terry Von Bertouch, Ernest Wadham and Bruce Winter. Congratulations also to Gavin Wanganeen who was inducted into the Australian Football Hall of Fame in June.

Finally, we thank the South Australian football supporters for their patronage and encourage them to continue to demonstrate their support through match attendance and club membership.



LEIGH WHICKER
SA Football Executive Commissioner and
SANFL General Manager



THE HON. JOHN OLSEN AO
SA Football Commission Chairman and
SANFL President

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 2010, the League Directors were **Tom Zorich** (Central District), **Gary Metcalf** (Glenelg), **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 actions are bound by the Associations Incorporation Act, the SANFL Constitution and the League's own regulations.

THE HON. JOHN OLSEN AO SANFL President and SA Football Commission Chairman



2010 Committees

Adelaide Oval Stadium Management Authority (Board Member)
AAMI Stadium Development Pathway Steering Committee (Chairman)
Commission Audit Committee (Member)
SANFL Finance Committee (Member)
Commission Nominations Sub-Committee (Member)

- Appointed SANFL President and Commission Chairman on November 30, 2010.
- Appointed a member of the Commission in February 2010.
- Early involvement with Kadina Football Club, cemented during his tenure as Kadina Mayor in the 1970s.
- Awarded Life Membership of the West Adelaide Football Club in 2002.
- Served as West Adelaide's number one ticket holder for 17 years.
- Appointed an Officer of the Order of Australia in 1997.

John served as the 42nd Premier of South Australia from 1996 to 2001.

After leaving politics, he was appointed by the Howard Government as Australian Consul-General to Los Angeles and later became the Australian Consul-General in New York.

LEIGH WHICKER SA Football Executive Commissioner and SANFL General Manager



2010 Committees

Adelaide Oval Stadium Management Authority (CEO)
SANFL Finance Committee (Member)
Life Membership Sub-Committee (Member)
AAMI Stadium Development Pathway Steering Committee (Member)
Commission Nominations Sub-Committee (Member)

- 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 development of Adelaide Oval as a dual home of AFL football and first-class cricket.

CORPORATE GOVERNANCE

JAMIE COPPINS
SANFL Vice President and SA Football Commission Deputy Chairman



2010 Committees

Adelaide Oval Stadium Management Authority (Board Member)
 SA Football Commission Salary Cap Sub-Committee (Chairman)
 Commission Audit Committee (Member)
 SANFL Finance Committee (Member)
 SANFL Club CEOs Committee (Member)
 State League Ambassador

- Appointed to the SA Football Commission in 1995 and promoted to Commission Deputy Chairman in 2008.
- Chaired a sub-committee investigating the merits of an administrative merger between Port Adelaide Football Club and Port Adelaide Magpies Football Club (2010).
- Served as the North Adelaide Football Club CEO and SANFL Director (1992-1995)
- Served as North Adelaide Board Chairman (1985-1991) and held various positions within the club from 1974-1984, including Chairman of Selectors and Deputy Chairman of the Board.
- Life member of both the SANFL and North Adelaide Football Club.
- Played 127 league games with North Adelaide from 1963 to 1971 and gained selection in the All-Australian Amateurs in 1962.

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

PHILIP GALLAGHER
SA Football Commissioner



2010 Committees

Adelaide Oval Stadium Management Authority (Board Member)
 AOSMA Finance and Membership Working Group (Chairman)
 Commission Audit Committee (Chairman)
 SANFL Finance Committee (Chairman)

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

Philip has been in private practice as an accountant since 1975. He has operated his own practice since 1985, after completing a Degree in Accounting in 1981 and being admitted as a Chartered Accountant in 1984.

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



2010 Committees

Adelaide Oval Stadium Management Authority (Alternate Member)
 SA Football Commission Salary Cap Sub-Committee (Member)
 SA Community Football Board (Chairman)

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

David is the Managing Director of B L Shipway & Co., a long-established 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 a committee member of the Carbine Club of SA for 16 years, which is 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



2010 Committees

Adelaide Oval Stadium Management Authority (Alternate Member)
 Game Development Council (Chairman)
 Game Development Innovations Committee (Chairman)

- Appointed a member of the Commission in February 2004.
- Chaired sub-committees reviewing the SANFL's underage structure (2008), the League Tribunal (2007-2008) and South Adelaide Football Club's zone (2010).
- Chairs the Game Development Council and Game Development Innovations Committee
- 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.

RICHARD ALLEN
SA Football Commissioner



2010 Committees

Nil

- Appointed a member of the Commission in November 2010.
- Served as Sturt Football Club's Treasurer (1995-2010), later becoming a Club Board Member (1999-2010)
- Appointed Sturt President in 2006, a role he held for five years.
- Awarded life membership of the Scotch Old Collegians Football Club and the SA Amateur Football League.

Richard is a member of the National Institute of Accountants and a Fellow of the Tax Institute of Australia. He has served as the director of his own public accounting and tax agency firm, Allen & Co since 1995.

COMMISSION MEETING ATTENDANCE 2010

COMMISSIONER	MEETINGS ATTENDED IN 2010	MEETINGS ELIGIBLE TO ATTEND *
John Olsen	23	25
Leigh Whicker	27	27
Jamie Coppins	22	27
Richard Allen	24	27
Peter Carey	0	1
Brian Cunningham	10	11
Philip Gallagher	24	27
Dion McCaffrie	26	27
Rod Payze	25	25
David Shipway	25	27

* Meetings for which the individual sat on Commission.

Mr Payze retired from his position in December.
Mr Olsen was appointed to the Commission in February.
Mr Allen was appointed to the Commission in November.
Mr Carey stepped down from the Commission in February.
Mr Cunningham stepped down from the Commission in June.



FOOTBALL OPERATIONS

It was a tug-of-war for the Thomas Seymour Hill Cup at the 2010 SANFL 'be active' Season Launch.

FOOTBALL OPERATIONS

Central District Football Club continued to make history in 2010, winning its ninth premiership from eleven consecutive Grand Final appearances.

The club's record now stands as one of the finest in the SANFL's record books and congratulations are extended to President Tom Zorich, the Board of Directors, CEO Kris Grant, coach Roy Laird and his players for this remarkable achievement.

While Central claimed League honours, it is significant to note that seven of the nine League clubs participated in a Grand Final across all grades in 2010 – a remarkable result that reflects the strength of the competition.

Attendance was again a highlight of the SANFL season, with the 'be active' Grand Final attracting 34,355 football fans despite the game being held the day after a historic AFL Grand Final rematch. More than 276,000 supporters flocked to 2010 home and away matches, resulting in a 5.1 per cent increase in attendance compared to 2009.

Congratulations goes to the 2010 Stanley H. Lewis Trophy winner, the Glenelg Football Club. Glenelg finished minor League premier and was Macca's Cup premier. The club also competed in the Macca's Shield U16 Grand Final. The Norwood Football Club, under first-year coach Nathan Bassett, had a stellar season highlighted by significant growth within its young ranks and its extraordinary push for the League premiership that produced the closest result in years. Woodville-West Torrens Football Club, under first-year coach Michael Godden, was denied a Grand Final berth in the dying seconds of the Preliminary Final but its young list gained valuable experience for the coming years. Sturt Football Club also competed in the 2010 Finals Series, making it the club's fourth consecutive Finals appearance.

West Adelaide Football Club overcame a devastating fire early in the year to reap the rewards of its newly-installed lights, which spurred a resurgence in night football. The Bloods' average home crowd leapt from 1955 (in 2009) to 2975 (in 2010) largely off the back of their very successful night matches. The Panthers took their lead from West and applied to build lights at Noarlunga, which will bring the club a new raft of opportunities from 2011 onwards.

Port Adelaide Magpies Football Club, despite struggling with off-field issues earlier in the year, finished the 2010 season on a high with the Reserves premiership and the One Port Adelaide merger agreement coming into effect.

The agreement has permitted the Magpies to amalgamate its administration with its AFL counterpart to streamline

costs, while maintaining a Port Adelaide presence in both State League and national competitions.

North Adelaide Football Club produced the 2010 Magarey Medallist in star onballer James Allan. Allan became the eighteenth footballer in SANFL history to become a multiple Magarey Medallist, having previously been awarded the sought-after medallion in 2007.

Like the Magarey Medal presentation, the West End SA Football Hall of Fame dinner was a memorable event on the SANFL calendar. Eight worthy individuals - Josh Francou, John (Snowy) Hamilton, Horrie Riley, Mostyn Rutter, Bill Sanders, Terry Von Bertouch, Ernest Wadham and Bruce Winter – were inducted in 2010 for their contribution to South Australian football.

The SANFL competition is underpinned by a vast amount of work done at junior and community level. In 2010, football participation across the state passed 100,000 – a 10 per cent increase on 2009's figures. South Australia earned its best-ever combined result at the national U18 and U16 level, coming runner-up in the NAB National U18s Championships and winning the U16s Championships for the first time.

Meanwhile, the SA Community Football Board completed its first strategic plan for regional and amateur football in this state and raised more than \$1m that was directed back to South Australia's community leagues.

On behalf of the SANFL, I wish to sincerely thank the nine League clubs and the staff at the SANFL for their hard work and commitment to managing and growing our game at all levels.



DARREN CHANDLER

General Manager, Football and Corporate Operations



Sturt's Toby Thurstans moves the ball forward, with Eagle Adam Grocke in pursuit. (Stephen Laffer, Messenger News)

STATE LEAGUE COMPETITION

LAWS OF THE GAME

Changes for 2010

The SA Football Commission approved the following changes to the Laws of the Game for the 2010 'be active' SANFL Season. These changes were in line with the introduced laws at AFL level.

1. Deliberate Rushed Behind

A free kick shall be awarded against a player from the defending team who intentionally kicks, handballs or forces the football over the attacking team's goal line or behind line or onto one of the attacking team's goal posts.

2. Disposal by a Defending Player

Goal Line and Behind Line

The defending player may play on in any direction provided he or she first crosses the goal line or behind line prior to disposing of the ball.

If the defending player decides to play from beyond the goal line or behind line, he may kick or handball the football in any direction provided he does not move off the direct line between himself and the player standing the mark. If the defending player does not move from this line, the field umpire shall call "play on" and the goal umpire shall signal and record a behind.

3. Disposal – From Out Of Bounds

When permitted:

(a) A player who is awarded a free kick or a mark may bring the football into play from beyond the boundary line provided that the player moves in one direction while in the act of kicking, handballing or moving to cross the boundary line.

(b) If a player taking his kick from outside the boundary line: (i) fails to bring the football into play; (ii) attempts to play on outside the boundary line, or; (iii) does not bring the ball into play in accordance with 16.5.1 (a), then the ball shall be deemed to be out of bounds and the boundary umpire shall throw the ball back into play at the spot where the original mark or free kick took place.

4. Use of a Stretcher

A player for whom a stretcher was called shall not play for a period of 20 minutes (excluding intervals between quarters) from the time when the player left the arena.



Port's Steven Summerton leads a pack with all eyes on the ball. (Deb Curtis, SA Football Budget)



South's Mitch Sandery leads the pack at Hickinbotham Oval in a Round 22 match against West Adelaide.

SANFL TRIBUNAL

The 2010 season saw the lowest number of guilty verdicts at League level since 2006. The overall number of guilty charges across all four grades increased by only one compared to the previous season.

EDUCATIONAL PROGRAMS

Educational seminars were run across all nine clubs in 2010. Players from the U18s through to the senior playing squad were in attendance.

Again the seminars were run by Peter Woite, a former Detective Superintendent and a past Magarey Medallist and Port Adelaide premiership player.

In 2010, the seminars were expanded to not only cover alcohol and drugs as they have in the past, but also racial vilification and respect and responsibility.

The SANFL is looking to further expand the education programs to ensure all players are given the knowledge to make the right decisions on and off the field.

SANFL TRIBUNAL SUMMARY GUILTY VERDICTS

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

SANFL ATTENDANCE

3.6 per cent increase in total attendance
 5.1 per cent increase in home and away attendance
 16 matches with crowds in excess of 4000

Home & Away Match Averages

Club	2010 Att	2010 Ave	2009 Ave	2008 Ave	2007 Ave	2006 Ave
Central	60,364	3018	3016	3172	3497	3326
Glenelg	72,095	3605	3763	4056	2865	3016
North	58,649	2932	2812	2839	3028	3337
Norwood	78,773	3939	3157	3490	3043	3054
Panthers	43,013	2151	1986	2083	2003	2094
Port	64,769	3238	3377	3588	3410	3437
Sturt	66,307	3315	3341	3849	3414	2681
West	56,905	2845	2337	2032	2003	1983
Eagles	52,291	2615	2523	2474	2564	2617
Total	276,583	3073	2924	3065	2870	2838

Home Match Averages

Club	2010 Att	2010 Ave	2009 Ave	2008 Ave	2007 Ave	2006 Ave
Central	31,425	3143	3121	3698	3830	4155
Glenelg	41,911	4191	4042	5158	3091	3455
North	24,083	2408	2786	2443	2443	3193
Norwood	41,987	4199	3579	3871	3531	3412
Panthers	22,487	2249	2002	1931	1907	1768
Port	30,506	3051	2991	3423	3042	3325
Sturt	30,973	3097	3616	3334	3263	2457
West	29,752	2975	1955	1670	1924	1757
Eagles	23,459	2346	2239	2056	2472	2423
Total	276,583	3073	2924	3065	2870	2838

Finals Attendance

Final	2010	2009	2008	2007	2006
Elimination & Qualifying	11,449	10,192	15,825	11,476	11,902
1st & 2nd Semi Finals	13,162	14,207	22,568	14,764	9328
Preliminary Final	8342	8184	13,846	7794	8046
Grand Final	34,355	35,647	34,128	30,493	25,130
Total	67,308	68,230	86,367	64,527	54,406

2010 Crowds In Excess of 4000

(13 games total in 2009)

Round	Match	Crowd
1	West v North	6133
1	Glenelg v Norwood	4293
1	Central v Port	5031
3	Port v North	4556
4	West v Norwood	4535
4	Glenelg v Central	4532
5	Central v Sturt	4884
5	Norwood v Port	6665
6	Norwood v Sturt	5461
7	Norwood v Glenelg	4886
11	Norwood v Central	4421
12	Sturt v Norwood	5044
12	Glenelg v North	5260
13	Glenelg v North	5535
21	Norwood v Sturt	4055
22	Glenelg v Norwood	5819
Total	16	81,110

2010 Highest Attendances

Club	Home			Away		
	Opponent	Round	Crowd	Opponent	Round	Crowd
Central	Port	1	5031	Glenelg	4	4532
Glenelg	Norwood	22	5819	Norwood	7	4886
North	Norwood	8	3411	West	1	6133
Norwood	Port	5	6665	Glenelg	22	5819
Panthers	Eagles	5	3042	Norwood	2	3495
Port	North	3	4556	Norwood	5	6665
Sturt	North	12	5044	Glenelg	13	5535
West	Central	1	6133	Port	15	3481
Eagles	Central	2	3113	Norwood	16	3899

All comparisons against 2009 figures.

STATE LEAGUE COMPETITION

WEST END CLUB OF THE YEAR

The West End Club of the Year award was established in 2006 and recognises the most outstanding SANFL club in terms of consolidated profits, home match experiences, player discipline and on-field success.



Glenelg Football Club was a convincing winner of the 2010 West End Club of the Year, amassing 43.5 points. The club finished second for the award in both 2008 and 2009. Central District and Woodville-West Torrens Football Clubs finished joint runner-ups with 38.5 points apiece.

PLAYER / UMPIRE LIFE MEMBERSHIP

The Player Life Membership is awarded to those who have played League football for ten or more seasons and have participated in a minimum 200 League matches.

The Umpire Life Membership is awarded to umpires who have officiated in 200 or more League matches, whether as a Field, Boundary or Goal umpire, over at least ten seasons.

The Player and Umpire Life Members inducted in 2010 were:

Adam Switala – Central District Football Club

League debut – 1997
(12 years' SANFL service, with two years at Essendon)
League games – 209
League goals – 85
Premierships – 3 (2003, 2007 and 2009)

Ben Nelson – Sturt Football Club

League debut – 1993
(13 years' SANFL service, with five years at Carlton)
League games – 208
League goals – 88
Premiership – 2002
Club best and fairest – 2003

Brant Chambers – Sturt Football Club

League debut – 2001 (10 years' SANFL service)
League games – 204
League goals – 672
Premiership – 2002
State Games – 4 (10 Goals)
Sturt leading goalkicker – 9 times (2002 – 2010)

Tony Dey – SANFL Umpire

League debut – 1999 (12 Years Service)
League games – 201
Grand Finals – 3
Golden Whistle Award – 2009

SANFL MERIT AWARDS

SANFL Merit Award winners have rendered outstanding service to an affiliated league, SANFL club or the game of Australian football.

The Merit Award winners for 2010 were:

Owen Lever – Glenelg Football Club

1967 – 1978: Glenelg Football Club House Committee
1979 - present: Reserves Time Keeper
Assistant to the Property Department
Total Service: 43 Years

Chris Ward – Sturt Football Club

1981 – 2001: Reserves Timekeeper
2002 – present: League Timekeeper
Total Service: 30 Years

SANFL RECOGNITION OF SERVICE

This award is presented to people who have served the SANFL as a match official or State Team official for a minimum of 15 years.

Reg Burgess – Umpiring Department

1962 – 1971: Boundary umpire
1972 – 1974: Goal umpire
1976 – 1998: Joined Southern League Umpiring Panel
Fitness coach
Boundary and field umpire up to A1 level
Panel President (three-year term)
Selector
1998 – 2002: Sturt Umpiring Panel coach for primary, secondary and independent schools
Developed eight umpires to SANFL League, AFL and Reserves levels
2005: Umpired his 2000th match
2008 – Present: SANFL match steward
Total Service: 50 Years

Chris Finlayson – Umpiring Department

1991 – Present: Umpires' trainer (Reserves, League, AFL)
Total Service: 19 Years (more than 500 games)

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 2010. The AFL 'Green Shirt' program introduced more than 200 new umpires to the game this season - a 4 per cent increase on 2009.

SANFL umpiring at League level was consistent and added to the spectacle of the outstanding competition in 2010. The season saw tightly-contested matches highlighted with some close finishes in Finals matches and a hard-fought Grand Final between Central District and Norwood.

SEASON HIGHLIGHTS

National Under 18 Championships Umpires

Leigh Haussen (Field), Terence Carter (Boundary), Brodie Kenny-Bell (Goal)

National Under 16 Championships Umpires

Scott Hosking (Field), Nathan Browne (Boundary), Lachlan Gasmier (Goal)

2010 SANFL Grand Final Umpires

Field:
Richard Williams (11th), Gary Fila (3rd) and Leigh Haussen (1st)

Boundary:
Dillon Tee (2nd), Chris Bull (4th), Brett Fisk (2nd) and Jason Moore (2nd)

Goal:
Matthew Norton (1st) and Mathew Wilson (1st)

2010 AFL Season

Mark Thompson represented South Australia at the 2010 AFL Grand Final and replay, umpiring his second and third Grand Finals.

Field:

Michael Avon, Sam Hay, Corey Bowen

Boundary:

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

Goal:

Steven Axon, Peter Challen, Steven Paunovic, Daniel Hoskin, Darren Trengove

2010 SANFL UMPIRING AWARDS

The following prestigious awards were presented at the 2010 Golden Whistle Awards Dinner, held at AAMI Stadium on October 15.

Golden Whistle: Gary Fila (1st)

Silver Whistle: Chris Bull (1st)

Goal Umpire Award: Matthew Norton (1st)

Most Improved Awards

Field: Leigh Haussen

Boundary: Stephen Jelfs

Goal: Mathew Wilson

Mark T Posa Award – for Most Outstanding Young Talent
Ashley Browne (Boundary)

Andrew Vickers Medallion - Coaches Award
Andrew Crosby (Field)

City of Charles Sturt Award -for Outstanding Service to Umpiring
Terry Barry (State Boundary Coach)



SANFL umpires sing the National Anthem before the SANFL 'be active' Grand Final.

AROUND THE CLUBS

Central District Football Club



- Club won fourth consecutive premiership, and ninth from 11 seasons.
- League Team participated in SANFL record eleventh consecutive Grand Final.
- Chris and James Gowans equalled the SANFL playing record of nine premierships.
- Senior coach Roy Laird achieved seventh premiership from eight seasons at the helm.
- Hamra Homes Oval hosted AFL NAB Challenge match between Adelaide and Melbourne in March.
- Club celebrated its 10-year reunion of its inaugural premiership in 2000.
- Holden Ltd continued major sponsorship for the twenty-second consecutive year.

- Club coordinated a Make-a-Wish presentation for a young girl and her family to swim with the dolphins in the Gold Coast and visit Australia Zoo.
- Club purchased a companion dog for a former volunteer at club.
- Secured a \$1.75m Federal Government grant to assist the Prospect Function Room and Prospect Pavilions Fitness Development in conjunction with Prospect Council. Works are scheduled for completion during 2011.
- Club recorded a consolidated profit of \$233,871 and further reduced overall debt

Glenelg Football Club



- Progress on the oval lighting project including Federal Government funding commitment
- Increase in membership by 13 per cent
- Performance of our U18 team in winning back-to-back premierships
- Won the Stanley H. Lewis Trophy for the second year in succession
- Glenelg had six representatives in The Advertiser Team of the Year
- Todd Grima became the first Bays player to win the Ken Farmer Medal
- Won 2010 West End Club of the Year award
- Seb Tape and Patrick McCarthy drafted to Gold Coast & Carlton respectively
- Club returned a consolidated surplus
- 3.7 per cent increase in home match attendances
- Neville Caldwell and David Holst inducted into the GFC Hall of Fame
- Celebrated the 25th anniversary of the 1985 premiership.

Norwood Football Club



- Launched a redeveloped football structure and emphasised importance of coaching.
- Competed in the League Grand Final against Central District.
- Recorded the SANFL's highest home and away attendance figures, with 78,773 spectators making Norwood the 'most watched' club.
- Recorded the League's highest home crowds, with an average of 4199 supporters attending matches at Coopers Stadium.
- Major partners Fairmont Homes, Coopers and Paradise Motors renewed sponsorships.
- Further development of the 100TEN program.
- Recorded an end-of-year profit of \$44,602.

Port Adelaide Magpies Football Club



- A record 7414 members for Season 2010 – the most members since the introduction of Port Adelaide into the AFL.
- Won the Reserves Premiership.
- Played an integral role in the One Port Adelaide agreement, which resulted in an administrative merger of Port Adelaide's AFL and SANFL counterparts while maintaining independent on-field entities.
- Steven Summerton awarded the A.R McLean Medal.
- Four players given an opportunity at AFL level – Scott Lycett, Derick Wanganeen, Ben Haren and Tim Milera.
- Four representatives in the SA State U18s Championships – Sam Gray, Scott Lycett, Jamie Solly and Ben Harin.
- Fourteen first-game players debuted in the League side in 2010.
- Eighty-four per cent of the senior playing list hailed from our metropolitan and country zones.

North Adelaide Football Club



- Four-time Club Champion James Allan was awarded the Magarey Medal for the second time.
- Under 16s team won the 2010 Macca's Cup Talent Shield competition.
- Nine North representatives participated in the SANFL State U16 team, which won the U16 National Championships for the first time.
- Callum Hay and Lachlan Roach were AFL rookie-listed.
- Club hosted a group of Sudanese migrants during 'be active' Multicultural Round.

Sturt Football Club



- League, Reserves and Macca's Cup teams all reached their respective SANFL Finals Series
- A 16 per cent increase in total members of the club
- A 37 per cent increase in junior Blues Club memberships
- Opened a newly renovated gymnasium complex with funds raised through SFC Vice Presidents
- Construction and opening of new canteen facility under the Jack Oatey Stand
- Significant increases in matchday per-head catering turnover and profits
- Club raised more than \$80,000 for the Childhood Cancer Association through the Tour Down Under Ride and other activities
- Induction of Marjorie Brooke, Peter Motley and Malcolm McLean as Club Life Members
- George Swingler awarded Brenton Miels' Memorial Service Award for service to the club
- Richard Allen resigned as SFC President and was subsequently elected to the SANFL Commission. Jason Kilic appointed new SFC President.
- Club began negotiations with Unley City Council regarding its long-term tenure at its Oxford Tce headquarters

South Adelaide Football Club



- Introduction of Ron Fuller as full-time senior coach.
- Reported a profit of more than \$200,000, \$150,000 more than the previous year.
- A 12 per cent increase in profits from Jimmy Deane's, the licenced club.
- Home crowds up by 7.5 per cent on 2009, averaging 2150 spectators per game.
- Successful negotiation for the construction of lighting at Hickinbotham Oval in preparation for night matches in 2011.
- Launch of a club-assisted community initiative to educate local students on healthy lifestyle choices.
- Nick Liddle awarded the Knuckey Cup.

West Adelaide Football Club



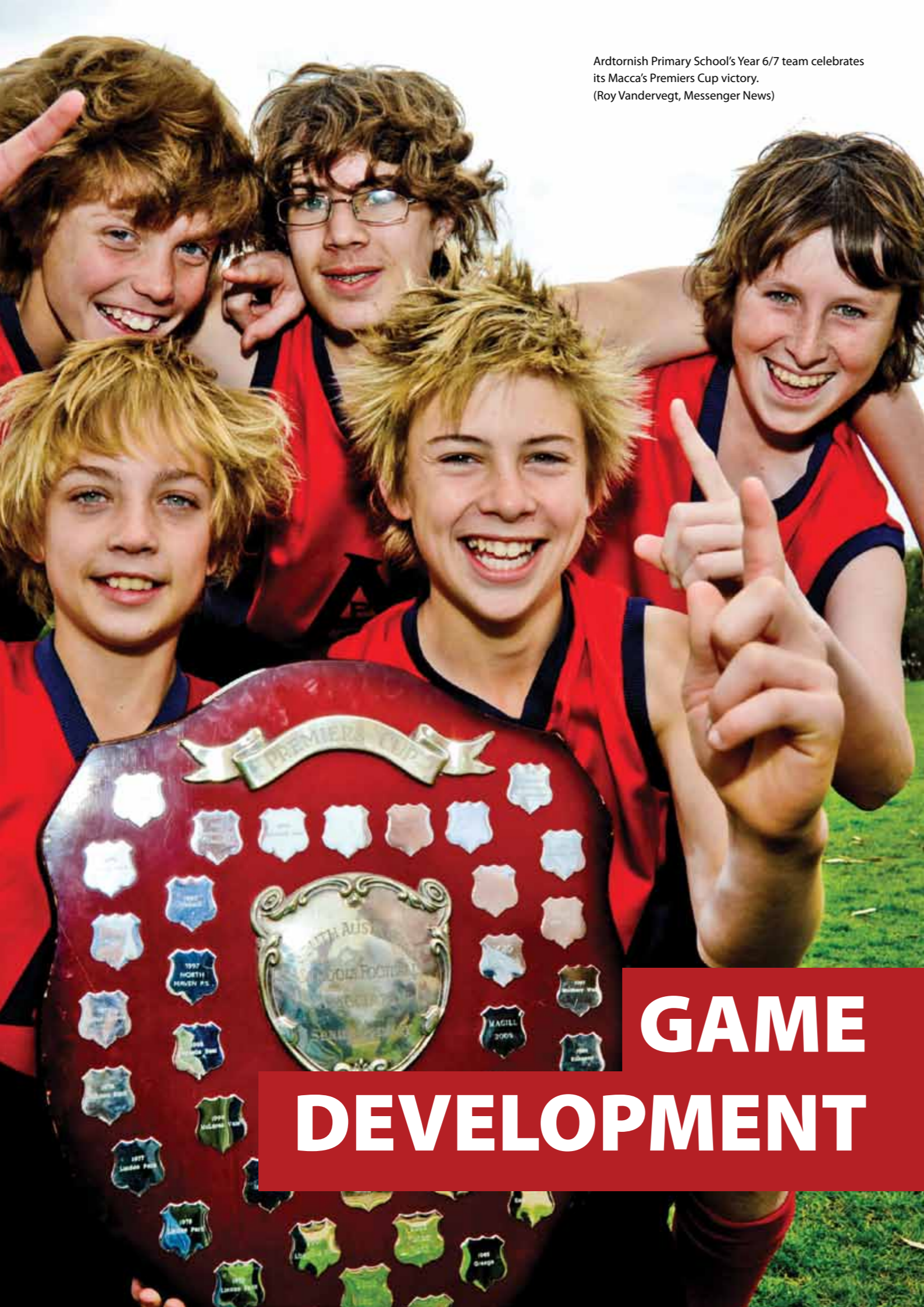
- Club united after grandstand fire on Australia Day.
- A 6133-strong crowd attends the first home game under lights at City Mazda Stadium (West 14.19-103 d North 4.7-31).

- Success of night games continued with more than 8000 supporters attending next two night games.
- Home match attendances up 52.2 per cent on previous year, with just under 30,000 people attending matches at City Mazda Stadium.
- Club membership up 49.5 per cent on previous year.
- Senior coach Andrew Collins re-signed for a further two years.
- Major sponsor Adelaide Galvanising re-signed for a further three years.
- Club enjoyed its best League result for a season since 2004.
- Club made the Finals Series in both the Reserves (fifth) and Macca's Cup (runners-up).
- Four Hall of Fame inductees –Raymond McArthur, Ronald Bailey, Vincent "Stud" Harradine and H. Bruce McGregor - were elevated to Legend Status.
- Daniel Caire was awarded Steve Hamra Medal.
- Club recorded a consolidated profit of \$7400 – the first time since 2006 the club has recorded an operating profit.

Woodville-West Torrens Football Club



- League, Reserves and Macca's Cup teams all reached their respective SANFL Finals Series
- A 4.8 per cent increase in home match attendances on the back of 9 per cent in 2009.
- An increase in 'paid' Eagles member numbers from 1337 to 1651.
- More than 3000 children directly linked with the Club through membership and partnership programs, up from 260 only two seasons ago.
- Launch of the Kids' Corner section of the Club's website (www.wwtfc.com.au) - to date, the largest dedicated junior supporters section of the SANFL Clubs.
- First-ever Eagles Community Day held with 12 community groups involved in various promotions on the day.
- Support of 'Reclink' Football League in SA, including matches hosted at Woodville Oval.
- Launch of the book 'Best of Both Worlds', detailing the history of the Club.
- Donation to Ronald McDonald House of more than \$6000 to help seriously ill children and their families.



Ardtornish Primary School's Year 6/7 team celebrates its Macca's Premiers Cup victory.
(Roy Vandervegt, Messenger News)

GAME DEVELOPMENT

GAME DEVELOPMENT

The SANFL Game Development department continues to work with schools, community clubs, SANFL clubs and Auskick centres across the state with the aim of growing the game of Australian football.

In 2010, participation rates have grown by 10 per cent on the back of 8 per cent and 20 per cent rises in the past two years. This means that we now have more than 100,000 people participating in football competitions or programs that run for at least six weeks throughout SA. The League would like to acknowledge the wonderful support and contribution of our dedicated staff, teachers, community coaches, officials, volunteers, parents and children who play vital roles in developing our great game.

The SANFL, along with the nine League clubs and two AFL clubs continue to have a significant presence across many communities and school based football programs. Our 'be active' Mini League program has continued to provide primary school children with a fantastic experience playing at half-time at SANFL grounds throughout the season. The Office for Recreation and Sport has supported this program for the past four years and we are grateful for their contribution.

In coaching, 2010 started on a high with the SANFL hosting the AFL National Coaching Conference at AAMI Stadium. Record numbers attended the conference over three days in late January with hundreds of coaches from all levels of football in SA learning and developing their knowledge and skills. In addition, our coaching department worked closely with the SANFL clubs to deliver Level 1 & 2 coaching courses to more than 500 participants, as well as a range of community coach education workshops across the state.

Our Club and State Talent programs produced positive results in 2010, with SA winning the NAB AFL National U16 Championships for the first time and coming runner-up in the NAB AFL National U18 Championships.

Glenelg Football Club won the Macca's Cup U18 competition, while the Macca's U16 Talent Shield competition was won by North Adelaide Football Club. Many young players have come through their SANFL club talent programs, gaining the opportunity to play senior football.

In 2010, 31 South Australians were drafted, elevated or rookie-listed with AFL clubs – a feat equalling the state's significant draftee numbers in 1998. We look forward to working with our clubs to further enhance and develop the Centre of Excellence programs in 2011, providing even more opportunities for talented young players to maximise their football abilities at SANFL and AFL level.

The SANFL Inclusive Programs staff have been working with a wide range of government and community organisations to deliver innovative and effective football programs to female, multicultural, disadvantaged and disabled young people across many areas.

The growth in these areas is particularly exciting and we look forward to using football as a vehicle for social inclusion and community development in our society.

Our indigenous football programs continue to grow, both on the APY Lands and across SA. We value our government and community partners who enable us to deliver programs that involve football and other healthy life skills to a range of Aboriginal communities and people. There are some exciting new developments and enhancements to our Aboriginal programs underway for 2011.

As reported last year, the SANFL conducted an independent review of junior football, culminating in a final report being delivered to the SA Football Commission earlier this year. The Game Development department is currently working with the key stakeholders in junior football to consider and implement many of the recommendations from the review.

One key change resulting from the report is a new governance structure that has only recently been implemented. The new governing body will consider strategic issues for junior football competitions across SA. The SA Junior Football Council now replaces the Game Development Council and comprises representatives from key junior football stakeholders, including Junior District Leagues, Amateur League, SA Community Football League, Schools and SANFL – with one board member to also sit on the SA Community Football Board.

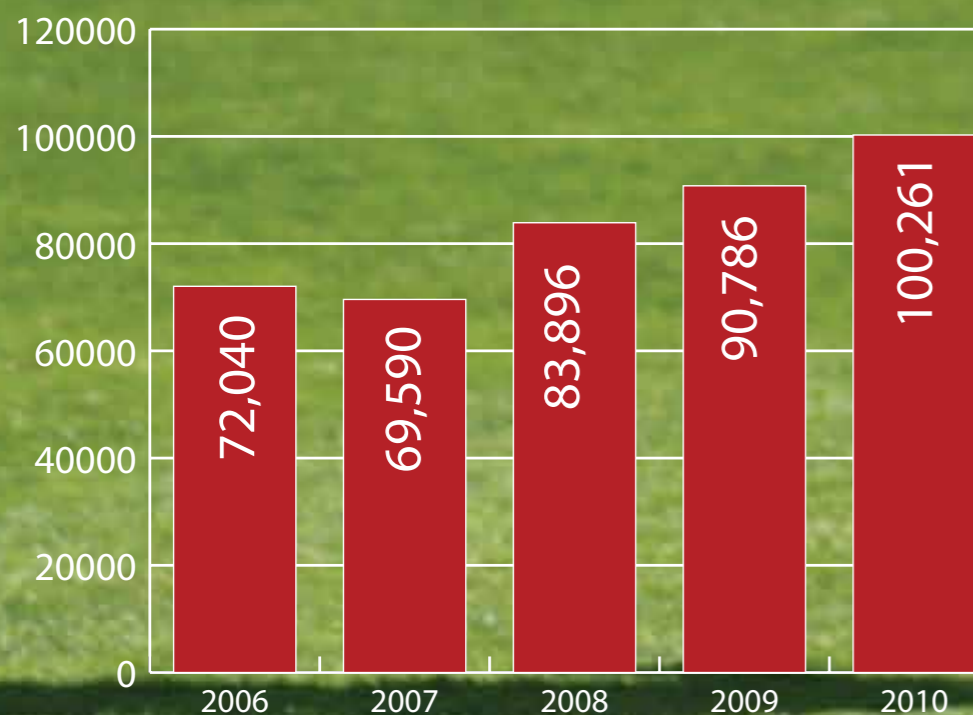
Finally, we acknowledge the significant support we receive to conduct our programs from both the State and Federal Government and the AFL. We thank our key corporate partners McDonald's and the SA Mazda dealers for their contribution and pay tribute to the many volunteers across our state who help to provide wonderful opportunities to a diverse range of young people to participate in all aspects of Australian football. We look forward to working with the SA football community again in 2011 to grow our great game.

DAVID HUTTON
State Manager – Game Development

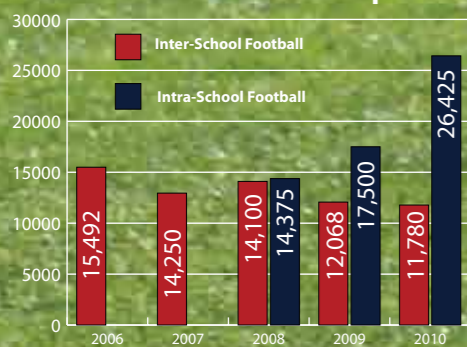
PARTICIPATION



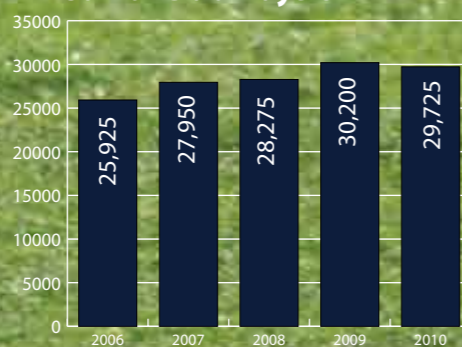
Overall Participation



School Football Participation



Junior Club Players



PARTICIPATION PROGRAMS

NAB AFL AUSKICK

More than 13,500 children participated in the NAB AFL Auskick program in 2010. They attended one of the 320 centres across the state, conducted by thousands of volunteer parents and helpers.

Key features of the 2010 program included:

- More than 1300 children participated in NAB AFL Auskick Grid Games during half time of AFL matches at AAMI Stadium
- More than 2000 participants attended Auskick events held by the Adelaide and Port Adelaide Football Clubs
- Pink backpacks and footballs were introduced for those who desired them
- Several participants were chosen to represent South Australia and present premiership medals at the AFL Grand Final
- Grid games were conducted at regional venues during NAB Challenge matches in 2010

MACCA'S PRIMARY SCHOOL FOOTBALL

2010 was another great year for Australian football in South Australian primary schools. More than 29,000 primary school aged children took part in football programs in their schools, with more than 21,000 of these learning about Australian Rules football inside the classroom.

SANFL field officers delivered these programs in conjunction with teachers to ensure children not only got an opportunity to have a kick and catch, but also learn about the history of the game, the rules and the different roles that exist in the footy world.

McDonald's was again a fantastic support to these primary school programs and was present at AAMI Stadium on Sunday, August 22 to award the 2010 Macca's Premiers Cup to the Year 6/7 team from Ardtornish Primary School. This Norwood-zoned school played off in the Macca's Premiers' Cup Grand Final for the second consecutive year, enjoying the opportunity to participate in an AFL curtain raiser match.

In 2008, SANFL Game Development introduced 'intra-school' participation models. Used all over Australia to combat rising difficulties in sourcing volunteers/parent assistance to coordinate inter-school football teams and competitions, intra-school programs are delivered during school hours to students of all ages.

They exist in many different formats; usually including both physical activity elements (games, trainings, clinic activities) and also sedentary elements (classroom-based activities linked to curriculum outcomes).

While not taking the place of traditional school vs school football, the SANFL has found intra-school programs align well with fan development objectives – providing a footy experience to large numbers of students, many of which would not choose to participate in a traditional form of the game.

'be active' MINI LEAGUE

The 2010 'be active' Mini League program saw more than 3500 participants take part in half time matches at SANFL fixtures. The sponsorship from the Office for Recreation and Sport allowed the 'be active' message to be promoted throughout the football season.

STATE U12s TEAM

The 2010 State U12 Team held a three-day camp at Scotch College in early July to prepare for the Australian Football Exchange held in Perth, Western Australia from July 24 – 31. 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 Perth during the exchange and finished runner-up to Victoria. South Australia was undefeated going into its final match as was Victoria, with South Australia falling short to a strong Victorian team. All players in the team contributed well and showed promise in a variety of positions throughout the carnival.

SAPSASA FOOTBALL

The SAPSASA state carnival was held in May, where 40 teams participated in the week-long carnival at Barrett Reserve, Adelaide Shores. The carnival was well-received by all participants and feedback from parents was extremely positive.

The SAPSASA knockout competition finals were held at City Mazda Stadium and resulted in some high-quality matches. Ardtornish Primary School was the winner of the Mark Mitchell Shield, while Birdwood Primary School won the Norm Grimm Shield and Marymount College was the winner of the SAPSASA Girls' Shield.

SPECIALIST FOOTY SCHOOLS

In 2010, SANFL Game Development further developed strong links to South Australian secondary schools by delivering specialist football programs.

Footy Focus Week, held in May, saw the Eyre Peninsula Sports Academy, Mt Gambier High School, Pt Augusta Secondary School, Henley High School and Wirreanda High School meet in Adelaide to participate in a carnival. Senior students also attended the inaugural SANFL Careers Seminar. The SANFL brought together leaders in the industry to speak to students about career opportunities in sport and particularly football.

SSSSA KNOCKOUTS

Secondary School Sport SA and the SANFL worked together to deliver state knockout competitions to secondary students culminating in the AFL Sportsready/SSSSA Open Schools Knockout Cup.

In a solid performance at Norwood Oval on August 17, Prince Alfred College defeated St Michael's College to take out the trophy.

In the Girls' Knockout Cup, the Grand Final was played between St Michael's College and Nuriootpa High School. St Michael's overcame Nuriootpa in the match, which was played as a curtainraiser to the Port Adelaide v West Coast clash at AAMI Stadium.

AFL RECREATIONAL FOOTY

Recreational football continued to grow and develop in South Australia. In 2010, there were more than 40 teams participating in seven community competitions. In addition, the game continued to evolve in the school environment, with the program implemented in the majority of SANFL zones. An AFL Recreational Football curtainraiser match was also played at AAMI Stadium in 2010, rewarding teams from the previous year as well as promoting the program to the public.

'THE NEXT STEP' SANFL FOOTY EXPERIENCE

The inaugural 'The Next Step' SANFL Footy Experience program, held at AAMI Stadium over two days in October, was well supported with 317 participants taking part in the event. Participants were aged five to 16 years and the program offered a range of fitness, skills and education sessions to assist young footballers in taking "the next step" in their football careers.

AFL SCHOOL AMBASSADORS

Four hundred AFL School Ambassadors were registered in 2010, reflecting a strong emphasis on servicing and maintaining quality ambassadors. The AFL School Ambassador Advisory Board was formed in August to assist and support Ambassadors with resources and information to support football participation in South Australian schools. Two meetings took place with the Advisory Board which was formed with SANFL Game Development staff and current AFL school ambassadors, and we look forward to growing the program in 2011 with support and initiatives from this group.



Children involved in the inaugural 'The Next Step' program enjoy their first day of the clinic.

INDIGENOUS FOOTBALL

2010 APY LANDS PROGRAM

The 2010 Far North West Sports League (FNWSL) Grand Final was played on Saturday, September 11 at Ernabella Sports Complex.

The Mimili Blues won its second football premiership, defeating the Fregon Bulldogs in a highly entertaining game (Mimili 8.8.56, Fregon 7.11.53). Earlier in the day, Pukatja won its third softball premiership in a skilful and close match against the Mimili Blues - 18 runs to 15 runs.

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

2010 QANTAS AFL KICKSTART CAMP

During August, seven South Australian Aboriginal footballers joined 43 other U15 Aboriginal players from around Australia in Sydney for the annual QANTAS AFL Kickstart Camp.

The week-long camp at the National Centre of Indigenous Excellence in Redfern focused on developing young leaders as well as improving their football skills and knowledge. From the 50 participants nationwide, five of the seven South Australians were invited to join the Flying Boomerangs (U15 Aboriginal Australian side) that represented Australia in Tonga in December. The side was coached by Andrew McLeod and played a series of matches against International U18 sides.

The 2010 QANTAS Kickstart participants were:

- Hassan Ahmat-Watkins – West Adelaide*
- Zac Bates – West Adelaide*
- Derek Collinson – Glenelg*
- Jonathan Buzzacott-Ed – North Adelaide
- Robert Young – Port Adelaide
- Josh Pitson – Norwood*
- Malcolm Karpany – Woodville-West Torrens

*Selected for the 2010 Flying Boomerangs team

RIO TINTO ABORIGINAL LANDS CHALLENGE CUP

This annual AFL curtainraiser match was held in conjunction with the AFL's Indigenous Round celebrations on Sunday, May 23, at AAMI Stadium.

The Anangu Pitjantjatjara Yankunytjatjara (APY) and Maralinga Tjarutja Lands (MT) took part in the Rio Tinto Aboriginal Lands Challenge Cup for the sixth consecutive year. This was the closest match yet, with MT winning by one point to retain the Cup.

Maralinga Tjarutja Lands	9.8.62
APY Lands	8.13.61

Both sides are aligned to the South Australian AFL Clubs via the AFL's Partnership program. Port Adelaide partners the MT Lands, while the Adelaide Football Club partners the APY Lands.

ABORIGINAL POWER CUP

The 2010 Aboriginal Power Cup involved approximately 320 Aboriginal school students from around the state. As a football-based curriculum program, the APC is highly popular among students who gain accreditation as part of their South Australian Certificate of Education (SACE) certificate.

The program concluded with a full day of football at Alberton Oval, followed by the finals played as an AFL curtainraiser to the Port Adelaide v Sydney game on Saturday, June 12, at AAMI Stadium.

The following schools were involved in the APC program in 2010:

- Whyalla High School
- Murray Bridge High School
- Warriappendi/Para Hills Schools
- Fremont/Elizabeth High School
- Christies Beach High School
- Salisbury High School
- Le Fevre High School
- Para West Adult Campus
- Kurna Plains School
- Windsor Gardens Vocational College
- Wiltja
- Christies Beach High School
- John Pirie High School
- Port Augusta High School
- Port Lincoln High School
- Ceduna Area School
- Coober Pedy Area School



An Amata player soars high to take a pack mark against Pukatja during the First Semi-Final at Ernabella Oval on August 28.

INCLUSIVE PROGRAMS

MULTICULTURAL FOOTBALL

In 2010, the multicultural development program for New Arrival Program (NAP) schools reached eight schools and 596 students. As part of this program, a multicultural schools' carnival day was held at City Mazda Stadium with approximately 140 children from four schools in attendance.

An introductory multicultural football program was set up at the Adelaide Secondary School of English as the foundation for a future Multicultural Youth Academy. As a result of this program and selection trials at AAMI Stadium, two multicultural teenagers represented SA in the World XVIII team, which competed at the National U16 National Championships in June. A further nine youths were selected to attend the AFL Multicultural Academy Camp which was held in Melbourne during the lead-up to the AFL Grand Final. Following on the success of inaugural 2009 event, the SANFL Multicultural Round was again a feature of the SANFL program.

FOOTBALL FOR PARTICIPANTS WITH A DISABILITY

SANFL staff assisted the Office of Recreation and Sport and School Sport SA in activities for people with disabilities including gala days and modified competitions. A respite school holiday footy program was held at AAMI Stadium for children with autism and Asperger's syndrome with the assistance of Uniting Care Wesley and Autism SA.

FOOTBALL FOR DISADVANTAGED PEOPLE

The SANFL forged a partnership with Reclink Australia and SA Police to introduce a mid-week competition for disadvantaged people.

It was launched at Woodville Oval as part of the Eagles Community Day and training was held on Tuesday afternoons in the Southern Parklands.

The Grand Final was held at Woodville Oval and was a celebration of a very successful initiative that will grow in future years



Darren Jarman passes on words of wisdom to members of the Female Football Academy.



Mini-League players kick the ball at halftime of the Sturt v West match during Multicultural Round.

FEMALE FOOTBALL

Female football in SA went through further growth during 2010. At League level, it saw the continuation of the pre-season nine-a-side competition with around 90 participants and the introduction of a new senior female team from Central District. The SA Women's Football League continued to showcase its game in country South Australia by taking a home and away round to Goolwa. Youth girls' football continues to grow in Adelaide's northern suburbs with four extra teams entered in the winter competition and an introductory nine-a-side competition that started in Spring 2010.

The South Australian Female Football Academy, established in late 2009, formed the foundation of the U18 State Youth Girls team that participated in the inaugural National Youth Girls Championships held in Melbourne during September. The team was very successful, winning three out of four matches and having six representatives selected for the Australian squad.

The successful Girl Power program continued to run in conjunction with the Port Adelaide Football Club, and was conducted in 21 schools, resulting in 1800 young girls being exposed to the program.

TALENT DEVELOPMENT

The SANFL Talent Program continued to identify and develop talent in 2010 through a recognised pathway allowing players to progress from primary school and junior club level all the way to senior SANFL and AFL football.

STATE U15 CHAMPIONSHIPS

Squads of 25 players represented each League club from both their metropolitan and country promotional zones in the U15 Intrastate Championship. Minor round matches were played at League grounds early in the year. North Adelaide defeated Woodville-West Torrens by 3 points in the Country Grand Final, held as a curtainraiser to the Adelaide v Geelong match at AAMI Stadium in July. West Adelaide won the Metropolitan Grand Final against North Adelaide, which was played as an AFL curtainraiser at AAMI Stadium in August.

SANFL U16 COUNTRY TALENTED PLAYER PROGRAM

The Country Talented Player program was introduced this year to help identify and nurture the state's best regional talent. Thirty-eight players from the nine SANFL country promotional zones and one player from the APY Lands were invited to participate in two talent camps held at Immanuel College and Rostrevor College.

NAB AFL U16 CHAMPIONSHIPS

South Australia sent 25 representatives to the U16 Championships, which were held in Western Sydney in early July.

After finishing second in 2009, South Australia went one step further to win the Championships for the first time since 1979 under the watchful eye of new coach Darel Hart, who played in the successful 1979 team.

Jack Viney (North) won the Norm Grimm Medal for the best player over the three games and the NAB AFL MVP Award for South Australia.

Nick Amato (North) was awarded the SSSSA Best Team Man Award and Joseph Sinor (Eagles) won the Dr Henry Kneebone Award.

Three South Australian players were selected for the AIS/AFL Academy after strong performances in the Championships – Jack Viney (North), Brodie Grundy (Sturt) and Sam Mayes (North). Also included in the AIS/AFL Academy was Joshua Growden (Eagles).

Games 1:

South Australia 16.14 (110)

Vic Metro 14.7 (91)

SA Best Player Award: Jack Viney (North)

Game 2:

South Australia 10.15 (75)

Western Australia 7.6 (46)

SA Best Player Award: Todd McKay (South)

Game 3:

South Australia 7.16 (58)

Vic Country 9.7 (61)

SA Best Player Award: Nick Amato (North)

Captain: Jack Viney (North)

U17 AAMI YOUTH CHAMPIONSHIPS

The Championships help SANFL clubs identify players with the capacity to play consistent U18, Reserve or League football in the future. Each League club's regional promotional zone was represented by a squad in the U17 Youth Championships held in July. Teams were divided into two divisions, with Woodville-West Torrens winning Division 1 and North Adelaide victorious in 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. Forty-seven young footballers from across the state graduated from the Academy in 2010.

NAB AFL U18 CHAMPIONSHIPS

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

However, in 2010, teams in Division 1 were required to play two matches against Division 2 sides so every team could play five matches.

South Australia performed very well throughout the carnival, recording four wins from five matches and finishing second in the competition. The only loss was against Division 1's Victoria Metro.

Five South Australians were selected in this year's All-Australian Team – Daniel Gorringer (Norwood), Sam Day (Sturt), Jared Polec (Eagles), Patrick McCarthy (Glenelg) and

Brodie Smith (Eagles). Smith was also named the Player of the Championships and the winner of the John Halbert Medal for SA's best and fairest player. Matthew Snook (Glenelg) was selected by the officials as SA's Best Team Man.

Game 1:

South Australia 19.12.126

Western Australia 8.13.61

BEST: Sebastian Tape (Glenelg)

Game 2:

South Australia 22.16.148

Northern Territory 7.10.52

BEST: Jarrod Schiller

Game 3:

South Australia 10.17.77

Victoria Metropolitan 15.10.100

BEST: Zac Fitzgerald

Game 4:

South Australia 18.6.114

Tasmania 6.3.39

BEST: Zac Fitzgerald

Game 5:

South Australia 8.7.55

Victoria Country 7.9.51

BEST: Brodie Smith

Captain: Sebastian Tape (Glenelg)



The siren goes and it's time to celebrate for the McDonald's State U18s. (Peter Argent, Inside Football)

TALENT DEVELOPMENT

2010 NAB AFL DRAFT

Twelve South Australians were drafted in November's NAB AFL Draft, making up 16 per cent of the total number of draftees nationwide. A further four South Australians were elevated from the Rookie List and Jack Hombsch (Sturt), Jarrod Harding (Eagles) and Joshua Growden (Eagles) were pre-selected by the new Greater Western Sydney team. Norwood, Sturt and Eagles had the most players drafted, with four apiece.

AFL DRAFT RESULTS

DRAFT	NAME	AFL CLUB	AIS	SANFL ACADEMY	SANFL CLUB
3	Sam Day	Gold Coast	2009	2010	Sturt
5	Jared Polec	Brisbane		2010	Woodville-West Torrens
10	Daniel Gorringe	Gold Coast	2009	2010	Norwood
13	Sebastian Tape	Gold Coast		2010	Glenelg
14	Brodie Smith	Adelaide	2009	2010	Woodville-West Torrens
29	Scott Lycett	West Coast	2008	2009/2010	Port Adelaide Magpies
34	Patrick McCarthy	Carlton		2010	Glenelg
37	George Horlin-Smith	Geelong			Sturt
47	Bradley Helbig	Richmond		2010	West Adelaide
64	Luke Davis	Essendon		2010	West Adelaide
66	Paul Puopolo	Hawthorn			Norwood
70	Nicholas Duigan	Carlton			Norwood
<i>Greater Western Sydney Pre Draft Selections</i>					
	Jack Hombsch	Greater Western Sydney	2009	2010	Sturt
	Joshua Growden	Greater Western Sydney	2009	2010	Woodville-West Torrens
	Jarrod Harding	Greater Western Sydney			Woodville-West Torrens
<i>Upgrade from Rookie List</i>					
68	Cameron Hitchcock	Port Adelaide			Glenelg
97	Matthew Jaensch	Adelaide		2007	Sturt
97	Ben Speight	North Melbourne		2008	Norwood
-	Michael Coad	Gold Coast			Sturt

ROOKIE DRAFT RESULTS

DRAFT	NAME	AFL CLUB	AIS	SANFL ACADEMY	SANFL CLUB
3	Jonathan Giles	Greater Western Sydney			Sturt
5	Jimmi Savage	Greater Western Sydney			Norwood
15	Tim Milera	Adelaide		2009/2010	Port Adelaide Magpies
16	Thomas Jonas	Port Adelaide			Norwood
20	Gavin Roberts	Fremantle		2009	Norwood
32	Jake Von Bertouch	Adelaide	2008	2009/2010	Woodville-West Torrens
33	Callum Hay	Port Adelaide		2010	North Adelaide
37	Nick Lower	Fremantle		2005	Norwood
38	Ben Haren	Sydney		2010	Port Adelaide Magpies
49	Lachlan Roach	Adelaide		2010	North Adelaide
52	Derick Wanganeen	Hawthorn		2009	Port Adelaide Magpies
64	Ian Callinan	Adelaide			Central District
65	Mitch Curnow	Port Adelaide		2010	Sturt

COACHING

The efforts of football clubs at all levels to embrace the importance of coaching practice and theory as a basic need has continued.

The SANFL League clubs and community clubs have supported a compulsory attendance at Levels 1 and 2 respectively.

The Coaching Department has endeavoured to progress coaching from a situation where coaches write and present what they believe to an observation and evaluation program.

The question of what the coach actually does is most significant. Hence, the development of policy and process is important but the growth of the coach through their actions is what we are now trying to assist.

Each club is responsible for its actions and the due consideration that is required by that club needs to be encouraged.

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

- Level 1: 499 coaches (conducted by SANFL, League clubs and specialist schools)
- Level 2: 38 coaches (conducted by SANFL)
- Level 3: Two SA coaches (conducted by AFL)
- Reaccreditation (after four years): 140 coaches
- Total course attendees and re-accreditations: 680 coaches

COACHES ASSOCIATION

The association of coaches with the game is through their accreditation and the SANFL continues to recognise this group of qualified people.

There are 2303 coaches who are presently accredited at Level 1, Level 2, or Level 3 in SA and from 1996 to 2010 inclusive, the SANFL has recorded the processing of at least 9800 coaches in coaching courses at Level 1, 2 and 3.

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

COMMUNITY ENGAGEMENT

With the development of mentoring programs, the SANFL League Club Development Managers have started to take a more active role in community football club coaching assistance. For example, the Central District Football Club has continued its relationship with the Barossa Light & Gawler Football Association, the Glenelg Football Club has

further developed its academies and associated education programs in the South East, the North Adelaide Football Club visited the northern areas, the Norwood Football Club has initiated a One Hundred Ten program with its clubs, the Port Adelaide Magpies Football Club has consolidated its academies and education sessions on the west coast, the Sturt Football Club has extended its education programs in the Hills and River Murray Leagues, the South Adelaide Football Club has re-instigated a liaison with the Southern Football League, the West Adelaide Football Club has appointed a specific person in the Riverland and the Woodville-West Torrens Football Club is beginning a workshop in conjunction with its Level 1 Coaching Courses.

AWARD PRESENTATIONS

The three South East Football Leagues in conjunction with the Community Football Board representative, Scott Duncan, have supported the Coach Awards Dinner in the South East through each club sending two representatives. Eighty people attended the 2010 Awards at the Penola Football Club.

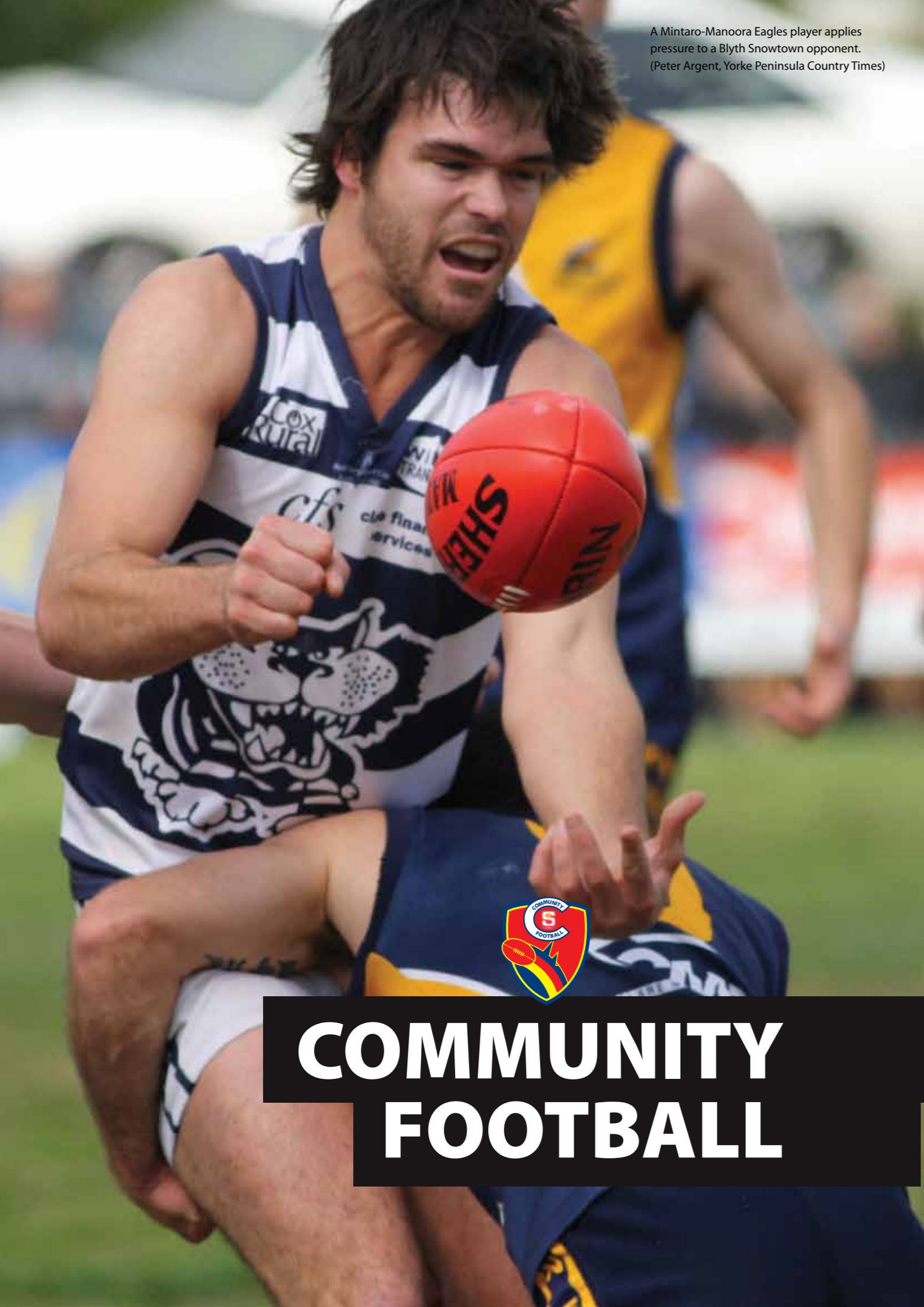
The 15th Annual Coaches Association Dinner was held at AAMI Stadium on Friday, November 12.

The SANFL League Coach of the Year Award, voted for by the nine League club senior coaches in the minor round, was won by Central District premiership coach Roy Laird. Twenty-five Level 2 coaching course certificates and 26 awards were made to coaches from country and metropolitan leagues, schools, female competitions and the club Centre of Excellence programs.

In particular, the following coaches were recognised: Outstanding service to coaching.

- Neville Thiele: 20 years service as a coach at the PAMFC and as a mentor.
- Garry Colmer: 20 years as a junior coach in the SFC schools and Youth Development programs and as a coach at the Kenilworth FC.
- Peter Scheuffele: 40+ years as a coach (15 in SA and 25+ in Victoria) at Barmera, Rostrevor Old Collegians, Glandore, Flinders Park and Walkerville Football Clubs.
- Outstanding Service to Coaching and Coach Education.
- David Tiller: 27 years as a school coach at Westminster School, Old Scotch, Broadview, Sturt, and North Adelaide Football Clubs. David is a Level 3 (AFL High Performance Coach) who has presented at Level 1 coaching courses for North Adelaide and South Adelaide Football Clubs for the past 10 years.

A Mintaro-Manoora Eagles player applies pressure to a Blyth Snowtown opponent.
(Peter Argent, Yorke Peninsula Country Times)



COMMUNITY FOOTBALL

COMMUNITY FOOTBALL

COMMUNITY FOOTBALL LEAGUE

After establishing a solid foundation in 2009 in its inaugural year, the SA Community Football Board and Community Football department were able to focus more closely this year on our mission statement to provide the best possible administrative support and deliver sponsorship and funding benefits to community leagues and clubs.



With this focus, we had an outstanding year, attracting several new corporate partners and delivering significant benefits to many of our stakeholders, including:

1. The reinvestment of more than \$1 million in new monies back into community football since the Board's inception in February 2009.
2. The announcement of the Australian Hotels Association SA/Clubs SA Community Facility Fund of a \$50,000 per year sponsorship, totalling a three-year commitment of \$150,000.
3. The delivery to clubs of a further 20 rainwater tanks donated by the West End Community Fund at a total value of approximately \$80,000 under the Tanks for Country Football initiative.
4. The announcement of an Ahrens partnership that delivered \$568,696 to community football through the company's generous donation of 84 field bins to country clubs/leagues.
5. The growth of Telstra sponsorship by \$56,000 over 2009, resulting from increased promotion.
6. The introduction of new corporate partners for SA community football, including:

- Motor Accident Commission
- Berri Barmera Council
- Berri Resort Hotel
- ETSA Utilities
- Telstra Cup (event sponsor of the City v Country match)

7. The appointment of six licensed apparel suppliers and one sports tape licensee for the first time in 2010.
8. Positive results from the State Country Team in equalling SA's best-ever finish as runners-up in the Australian Country Football Championship under the current format.
9. Progress of Approved Player Points System to a number of leagues.

The delivery of more than \$1 million in new monies sourced by the Community Football Board has reinforced the importance of a dedicated governance structure to

support this very important level of football. This result was delivered with reduced financial reliance than budgeted for from the SANFL in 2010.

The Community Football Strategic Plan has now been completed and ready to be adopted by all stakeholders commencing early 2011 to provide a clear direction for the SA Community Football League and its League and clubs.

Following a review of junior football by the SANFL over the past year, a new Junior Football Council has been appointed to govern all junior football. The Junior District Leagues have teamed with the SA Community Football League, resulting in 100 per cent affiliation of Community Leagues as from next year.

I would like to acknowledge and thank the contribution of the following for assisting in achieving these outstanding results.

- David Shipway as Chairman of the Community Football Board for his commitment, passion and inspiration
- The Community Football Board members – Rob Kerin, Gino Capogreco, Jeff Burchell, Scott Duncan, Peter Lindner, Kym Russell and David Benson.
- Regional Directors and the Affiliated Leagues Council
- Community Football leagues and clubs
- SANFL for its financial contribution and administrative support
- SACFL Staff – David Bradley, Gaynor Sumsion and Jessica Wainwright for their dedication and support.

In closing, we are confident that a Community Football League with all stakeholders working together will build on what we have achieved to date and will deliver a variety of benefits in the future.

GLEN ROSSER
Community Football Manager



The Henley Sharks talk tactics.
(Luke Hemer, Messenger News)

COMMUNITY FOOTBALL

FACILITY GRANTS

At the start of the year, a three-year funding agreement was announced for the SA Community Football League's Australian Hotels Association SA/Clubs SA Community Facility Fund at \$50,000 per year sponsored by AHA|SA and Clubs SA. Partnership funding grants were approved for the following clubs:



Club	League	Project	Recommended Grant
Country			
Brighton Old Scholars	Southern FL	Lighting upgrade	\$ 5000
East Gambier	WBFL	Lighting upgrade	\$ 5000
Eudunda Robertstown	North-East FL	Lighting upgrade	\$ 4000
Kalangadoo	MSEFL	Replace ladder to timekeepers' box	\$ 1000
Kimba	Eastern Eyre FL	New facilities	\$ 5000
Millicent	WBFL	Automatic watering system	\$ 5000
Nairne Bremer	Hills FL	New player conditioning facility	\$ 4000
Tantanoola	Mid South-East FL	Lighting upgrade	\$ 5000
			\$ 34,000
Metropolitan			
Brahma Lodge	SA Amateur FL	Lighting upgrade	\$ 4,000
Henley	SA Amateur FL	Lighting upgrade	\$ 5,000
Scotch Old Collegians	SA Amateur FL	Construct patron viewing area	\$ 2,000
Tea Tree Gully	SA Amateur FL	Redevelop clubrooms	\$ 5,000
			\$ 16,000
Total			\$ 50,000

We would like to acknowledge and thank AHA|SA and Clubs SA for funding these grants to improve facilities at community clubs.

TANKS FOR COUNTRY FOOTBALL

We continued the roll-out of this initiative in 2010 with a further 20 country clubs or leagues receiving a 22,000 litre rainwater tank at no cost to reduce their reliance on other sources of water for change rooms and social clubs. We acknowledge and thank partners West End Community Fund, Team Poly, Davey Water Products and SA Water for their support.



The clubs who benefited from the Tanks For Country Football project this year were:

Round 2

Blyth Snowtown FC	Lameroo FC
Callington United Eagles FC	Lyrup FC
Hamley Bridge FC	Marble Range FC
Kapunda FC	Moonta FC
Keith FC	Rudall FC

Round 3

Burra Booborowie Hallett FC	United FC
Langhorne Creek FC	Broken Hill FL
Pinnaroo FC	Wudinna United FC
Brown's Well FC	Meningie FC
Western United FC	Western United FC



Paul Bova kicks the match-winner for Gawler Central in the Barossa, Light & Gawler Football Association's First Semi-Final at Willaston Oval. (Peter Argent, The Bunyip)

COMMUNITY FOOTBALL

AFL DEVELOPMENT GRANTS

AFL Development Grants totaling \$111,250 for players recruited to the AFL were made to Community Football zones, leagues and clubs this year with the following clubs receiving payments for their role in developing AFL players.



Ardrossan	Edwardstown	Eudunda-Robertstown
Fitzroy	Golden Grove	Henley
Keith	Kybybolite	Meningie
Orroroo	PHOS Camden	Reynella
Salisbury	South Clare	Tea Tree Gully
Woodville South		

LICENSED SUPPLIERS

The Community Football Board has determined that all playing apparel (jumpers, shorts and socks) must incorporate the SACFL logo as from 2012. The Board is working with all community clubs and leagues to include the logo well in advance of this date when placing orders for their apparel requirements

This year, six licensed suppliers were appointed to use the SACFL logo. Custom Corporate, Graphpak, IDM, JAX, KooGA and Sportscentre

We also wish to acknowledge and thank the arrangement with Kel Bromley of IDM Sports who was appointed as Community Football's official sports tape supplier in 2010.

AHRENS FIELD BINS

The Ahrens Group made a most significant contribution to country football during the year and we worked closely with the company to assist and manage the roll-out of this very generous gesture which generated \$568,696 for the benefit of 84 South Australian clubs and leagues.



Ahrens

All clubs and leagues involved were provided with an Ahrens field bin to sell by silent auction and an average price of \$6770 was achieved with the highest price obtained by Far West Football League, based at Ceduna, of \$8550. Tumby Bay and Lock sold their field bins for \$8100, while Kimba and Bute received \$8000 each.

As a gesture of thanks, Ahrens has been appointed as a complimentary corporate sponsor of Community Football for the next two years as recognition of its fantastic financial contribution to country football.

The following clubs and leagues benefitted from the Ahrens Field Bin initiative:

Angaston	Hamley Bridge	North Clare
Ardrossan	Hummocks Watchman	Nuriootpa
Balaklava	Jamestown Peterborough	Orroroo
Blanchetown Swan Reach	Jervois	Padthaway
Blyth Snowtown	Kadina	Paskeville
Booloroo Centre	Kaniva Leeor	Peake
Border Districts	Kapunda	Penola
Border Downs Tintinara	Karoonda	Pinnaroo
Bordertown	Keith	Ports
Brinkworth- Spalding Redhill	KI League	RSMU
Broughton- Mundoorra	KI League	Rudall
Browns Well	Kimba	Sedan-Cambrai
Burra Booborowie	Kingston	South Clare
Bute	Kybybolite	South Gawler
Central Eyre	Lameroo	Southern Eagles
Central Yorke	Lock	Southern Flinders
Cleve	Loxton	Tailem Bend
CMS Crows	Loxton North	Loxton North
Cowell	Lucindale	Tumby Bay
Crystal Brook	Mannum	United Yeelanna
Cummins Kapinnie	Meningie	Waikerie
Ramblers	Millicent	Walleroo
East Murray	Mintato- Manoora	West Coast Hawks
Elliston	Moonta	Western Districts
Eudunda- Robertstown	Mundulla	Willaston
Eyre United	Murrayville	Wirrala
Far West League	Mypolonga	Wudinna
Freeling	Naracoorte	Wunkar

COMMUNITY FOOTBALL

KEY PARTNERSHIPS

Motor Accident Commission

The Motor Accident Commission (MAC) became a new partner in 2010, with its intention to raise awareness of serious road accidents complementing our work with country communities. The MAC served as the naming rights sponsor of the SA Country Championships held at Berri in July.



Lion Nathan Australia

A valued partner of community football, Lion Nathan was the major sponsor of the SA Country State Team that played in the Australian Country Football Championships in Canberra. Lion Nathan also provided wide-ranging support to the SA Amateur Football League and a number of other country leagues in 2010.



Telstra

Telstra and Telstra Country Wide partnered Community Football in several ongoing financial programs including:



- Telstra True Supporters Campaign - \$53,000 distributed to community football clubs based on an amount of club supporter purchases from Telstra shops. The three leading clubs were:
 - o Mt Lofty \$5425
 - o United FC \$5075
 - o Gawler Central \$4125
- Telstra Assistance Fund – 26 Clubs and two Umpiring Panels each received a \$1000 equipment kit.
- Telstra sponsored the annual City (SA Amateur Football League) v State Country Match played at AAMI Stadium on Easter Sunday.

We would also like to thank and acknowledge the following organisations for their valued sponsorship:

- ETSA Utilities
- Berri Hotel Motel
- Berri Barmera Council

JLT Insurance

LEAGUE MERIT AWARDS

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

SANFL Merit Award

- Kym Hebbberman
Kowree Naracoorte Tatiara Football League
- David Sedunary
Broken Hill Football League
- Geoff Lange
Northern Areas Football Association
- Peter Lindner
Woomera & Districts Football League
- Lance Leak
Spencer Gulf Football League

AFL Merit Award

- David Shipway
SANFL / Community Football League

JLT Administrator of the Year

- Phil Brand
Yorke Peninsula Football League



Judged 2010's Best Community Football Photograph, Torrens Valley player Ryan Byrne leaps high in front of Lions teammate Josh Hill at a Hills Country Division A match at Mt Torrens. (Laura Wright, Mt Barker Courier)



COMMUNITY FOOTBALL

AUSTRALIAN COUNTRY FOOTBALL CHAMPIONSHIPS

South Australia finished runners-up in the 2010 Australian Country Football Championships held in Canberra from July 22-25. This was the best ever performance of a South Australian country team in the competition's current format. SA was beaten by a very strong Victoria Major team (23.13.151 to 9.12.66) in the Grand Final.

Four SA players were selected in the ACFC Team of the Championships – Leigh Kruger (Loxton captain), Mitchell Portlock (Willunga), Shane Bradshaw (Reynella) and Ben Yeomans (Ironbank).

Kruger was awarded the best player trophy for SA and Ben Yeomans won the rising star trophy for the best under 21 player in the Championships.

SOUTH AUSTRALIAN ACFC TEAM

David Westbrook	Parndana
Brad Haskett	Willunga
Mitchell Portlock	Willunga
Damien Stevens	Waikerie
Josh Vick	Cove
Matt Woolford	Southern Flinders
Leigh Kruger (c)	Loxton
James Dixon	Naracoorte
John Pratt (vc)	Yankalilla
Josh Ramsey	Cove
Jared Greenbank	Morphett Vale
Reece Francis	Keith
Luke Duncan	Penola
Andrew Bachmann	Waikerie
Shane Bradshaw	Reynella
Ben Yeomans	Ironbank
Tyson Wait	Imperials
Jason Farrier	Reynella
Gerard McGrath	Lucindale
Luke Button	Ramblers
Steve Duldig	Millicent
Matthew Hodge	Victor Harbor
Luke Wells	Tanunda
Shaun Smith	Onkaparinga
Chris Shee	Onkaparinga

Coach: Barry Pilmore (Willunga)

Assistant Coaches Peter Collins (North Gambier) and Tony Fielke (Imperial Murray Bridge)

Results

Game One – Victoria Major 4.5.29 def SA 1.2.8

Game Two - SA 4.5.29 def WA 3.2.20

Game Three - SA 6.6.42 def Qld 3.3.21

Game Four - SA 5.4.34 def ACT 4.5.29

Game Five - SA 7.3.45 def Victoria Minor 3.2.20

Game Six - SA 4.2.26 def NSW 2.2.14

Grand Final - Victoria Major 23.13.151 def SA 9.12.66

SA COUNTRY CHAMPIONSHIPS

The 2010 MAC SA Country Championships were hosted at Berri over July 3-4.

Six teams competed in a two-pool round robin event, with Southern Districts winning a competitive Grand Final against Eastern – 9.14.68 to 6.9.45.

Josh Vick (Southern Districts) and Ben Yeomans (Central) were equal winners of Players of the Carnival award, while Josh Ramsey (Southern Districts) was leading goal scorer. Ben Yeomans was also named Best Under 21 player. Mark Wilksch was named Umpire of the Carnival.

As a component of MAC's naming rights sponsorship, safe driving seminars were presented by SA Police to all players and officials involved during the Championships at Berri on the Friday night.

CITY V COUNTRY GAME

The annual City v Country game was played on Easter Sunday (April 4) at AAMI Stadium. The City team defeated the Country team 11.7.73 to 6.6.42. The SAAFL decision to field on Open Age side against the CFL Country team was vindicated with a hard-fought 32-point victory. Following a close three quarters, the amateurs proved fitter and cleaner with their skills and ran away with the Telstra Cup in the final term, and evening the record between these sides at two apiece.

Stephen Duldig won the Kitschke Medal as Country's best player, while David Bartell won the Bill Botten Medal as City's best player. The teams were coached by Barry Pilmore (Country) and Trent Mills (City).

COMMUNITY FOOTBALL LEAGUE RESULTS

LEAGUE	GRAND FINAL SCORES	MAIL MEDALLIST
AMATEUR LEAGUE - Division 1	HENLEY 11-6 (72) def SHOC 7-5 (47)	Joseph Hay (Salisbury North) Scott Leal (Broadview) Jason Turner (Henley)
AMATEUR LEAGUE - Division 2	EASTERN PARK 9-11 (65) def PHS CAMDEN 6-11 (47)	Tim Davey (Modbury) Ryan Klemasz (Walkerville)
AMATEUR LEAGUE - Division 3	OLD IGNATIANS 12-10 (82) def PAOC 9-7 (61)	Jack Kelly (Prince Alfred OC)
AMATEUR LEAGUE - Division 4	POORAKA 16-22 (118) def GOLDEN GROVE 9-10 (64)	Todd Sheppard (Golden Grove)
AMATEUR LEAGUE - Division 5	HECTORVILLE 17-8 (110) def ELIZABETH 13-8 (86)	Rowan Miegel (Adelaide Lutheran)
AMATEUR LEAGUE - Division 6	WEST CROYDON 17-9 (111) def LOCKLEYS 8-9 (57)	Michael Corbett (Lockleys)
AMATEUR LEAGUE - Division 7	ADELAIDE UNI 14-12 (96) def CENTRAL UNITED 5-15 (45)	Chad Bourke (Glenunga)
ADELAIDE PLAINS	MALLALA 6-15 (51) def VIRGINA 7-8 (50)	Hayden Walker (Balaklava)
BAROSSA, LIGHT & GAWLER	MALLALA 6-15 (51) def VIRGINA 7-8 (50)	Craig Harvey (Angaston)
BROKEN HILL	CENTRAL 20-13 (133) V SOUTH 8-20 (68)	Jayden Kelly (North)
EASTERN EYRE	KIMBA 9-5 (59) def COWELL 9-3 (57)	Greg Parkes (Rudall)
FAR WEST	KOONIBBA 15-14 (104) def WESTERN UNITED 10-10 (70)	Sam Franklin (Blues)
GREAT FLINDERS	RAMBLERS 18-10 (118) def CUMMINS KAPINNIE 11-13 (79)	Clayton Millard (Cummins Kapinnie)
GREAT SOUTHERN	STRATHALBYN 13-8 (86) def WILLUNGA 12-11 (83)	John Pratt (Yankalilla)
HILLS - Central Division	URAILDA 9-14 (68) def MT BARKER 8-5 (53)	Simon McCormick (Blackwood)
HILLS - Country Division	TORRENS VALLEY 18-15 (123) def ECHUNGA 10-8 (68)	Nathan McDowell (Torrens Valley) Ben Gunning (Torrens Valley)
KANGAROO ISLAND	PARNDANA 11-9 (75) def KINGSCOTE 4-6 (30)	Nathan Trethewey (Parndana)
KOWREE/NARACOORTE/TATIARA	NARACOORTE 15-14 (104) def KYBY 11-7 (73)	Luke Duncan (Penola)
MALLEE	BDT 20-20 (140) def KAROONDA 7-4 (46)	Joshua Keller (Border Downs Tintinara)
MID SOUTH EASTERN	MT BURR 11-8 (74) def PORT MAC 9-13 (67)	Will MacDonald (Port McDonnell)
MID WEST	WEST COAST HAWKS 24-13 (157) def WIRRULLA 12-6 (78)	Scott Feltus (Western Districts)
NORTH EASTERN	BLYTH SNOWTOWN 17-11 (113) def MIN MAN 16-11 (107)	Brodie Murphy (South Clare)
NORTHERN AREAS	SOUTHERN FLINDERS 11-18 (84) def BMW 11-6 (72)	Matt Woolford (Southern Flinders)
PORT LINCOLN	MALLEE PARK 16-17 (113) def TASMAN 13-4 (82)	Paul White (Lincoln South)
RIVERLAND	BERRI 19-9 (123) def BARMERA MONASH 12-11 (83)	Damien Stevens (Waikerie)
RIVERLAND INDEPENDENT	LYRUP 13-9 (87) def EAST MURRAY 7-17 (59)	Dale Payne (Blanchetown Swan Reach)
RIVER MURRAY	RAMBLERS 13-10 (88) def MANNUM 9-16 (70)	Adam Eckerman (Mypolonga)
SOUTH AUSTRALIAN WOMEN'S FL	EAGLES 8-7 (55) def MORPHETVILLE PARK 2-1 (13)	Michele Reid (Greenacres)
SOUTHERN	REYNELLA 13-11 (89) def BRIGHTON 9-5 (59)	Josh Vick (Cove)
SPENCER GULF	CENTRAL AUGUSTA 11-4 (70) def SOUTH AUGUSTA 7-17 (59)	Ryan Struck (South Augusta) Tyrone Price (Solomontown)
WESTERN BORDER	WEST GAMBIER 11-6 (72) def MILLICENT 10-9 (69)	Justin McConnell (North Gambier)
WHYALLA	ROOPENA 20-11 (131) def WEEROONA BAY 4-6 (30)	Simon Nowak (West Whyalla)
WOOMERA & DISTRICTS	ROXBY DISTRICTS 13-7 (85) def OLYMPIC DAM 2-6 (18)	Jarrod Pyke (Roxby Districts)
YORKE PENINSULA	KADINA 12-11 (83) def BUTE 7-8 (50)	Sam Trengove (Bute)



AWARDS & RESULTS

The 2010 U18 All-Australians were presented with their guernseys at the Magarey Medal presentation night - (left to right) Sam Day (Sturt), Daniel Gorringe (Norwood), Patrick McCarthy (Glenelg), Jared Polec (Eagles) and Brodie Smith (Eagles).

WILD LEGS

TIGERS

EAGLES

THE PREMIERS

Central District claimed its ninth flag in eleven years by defeating Norwood by six points in the 2010 'be active' SANFL Grand Final.

The win marked the fourth consecutive premiership for the Bulldogs and its closest Grand Final victory ever. First-year coach Nathan Bassett led his club into battle for the first time against the Bulldogs in a League premiership decider.

The gritty Redlegs booted six unanswered goals in the second quarter to secure a 17-point buffer by half-time. The seasoned Dogs, however, fought back in an intensely-

fought third quarter, punctuated by a remarkable goal on the run from Ian Callinan, to regain the lead.

The 34,355-strong crowd was on tenterhooks in the final quarter as Callinan bagged his fourth and Norwood's Matthew Davis responded with his third for the day. A behind by Tim Weatherald narrowed the margin to six points and the Dogs hung on with minutes to spare to take the flag.

Veterans Chris and James Gowans became nine-time premiership players, equalling Magpies legend Geof Motley's long-standing record.



Central District 4.1 | 4.5 | 9.11 | 10.11 (71)
Norwood 1.1 | 7.4 | 7.6 | 9.11 (65)

Goals

Central: Callinan 4, Schell 3, C. Gowans 1, Jenner 1, Spurr 1
Norwood: Davis 4, Shenton 1, Terlich 1, Trotter 1, Phillips 1, Rowe 1

Best

Central: Callinan, Thomas, Spurr, Hayes, Goodrem, Mackenzie, Boyd
Norwood: Puopolo, McGuinness, Davis, Duigan, Gallagher, Trotter



Central District premiership coach Roy Laird.
(Roy Vandervegt, Messenger News)

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
2010	Central

JACK OATEY MEDAL

The 2010 Jack Oatey Medal was the icing on the cake for Central District star Ian Callinan's fourth consecutive Grand Final win.

The 27-year-old Tasmanian forward booted four majors, three of which were kicked in the second half to propel Central to a narrow victory.

The Medal capped off a stellar season for Callinan who was also awarded the club's Norm Russell Medal, Central's leading goalkicker award and tied with captain Paul Thomas as the club's leading Magarey Medal vote-getter.

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

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
2010	Ian Callinan	Central



Ian Callinan addresses the Central District faithful at the SANFL 'be active' Grand Final.

MAGAREY MEDAL

North Adelaide's James Allan became the eighteenth footballer in SANFL history to become a multiple Magarey Medallist when he was awarded his second Medal at a presentation ceremony at AAMI Stadium on September 14.

Allan edged out Norwood's Nick Lower by two votes to top the polling and in an emotional speech, thanked his family and 2010 Roosters coach Daniel Healy.

The 2007 Magarey Medallist was the year's top possession leader in the League, accumulating 569 possessions for the season.

He joined Ron Phillips, Andrew Jarman and Barrie Robran as multiple medallists from the North Adelaide Football Club.

2010 MAGAREY MEDALLIST VOTES		
Votes	Name	Club
22	J. Allan	North
20	N. Lower	Norwood
17	T. Allen	Glenelg
16	B. Zorzi	Norwood
14	J. Sheedy	Sturt
14	S. Lewis	Eagles
14	P. Thomas	Central
14	I. Callinan	Central
12	S. Phillips	Norwood
11	N. Duigan	Norwood
10	M. Dolling	Port
10	S. McGlone	Sturt
10	J. Clayton	Port



A kiss for good luck: James Allan with his 2010 Magarey Medal.

MEDALLISTS SINCE 1898

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. Wayne	Sturt
1904	No award	
1905	T.D. MacKenzie	North
1906	T.D. MacKenzie	North
1907	J. Mack	Port
1908	J.M. Tierney	West
1909	H.R. Head	West
1910	S. Hosking	Port
1911	H.V. Cumberland	Sturt
1912	D. Low	Torrens
1913	T.J. Leahy	North
1914	W.J. Ashley	Port
1915	F.M. Barry	South
	C.J. Perry	Norwood
	S. Hosking	Port
1916	No award	
1917	No award	
1918	No award	
1919	D. Moriarty	South
1920	V. Richardson	Sturt
	D. Moriarty	South
1921	J. Karney	Torrens
	C.E.G. Adams	Port
	W. Scott	Norwood
	D. Moriarty	South
1922	R.G.L. Barnes	West
1923	H.A. Riley	Sturt
1924	W. Scott	Norwood
1925	A.G. Lill	Norwood
	P.A. Bampton	Port
1926	H.B. McGregor	West
1927	H.B. McGregor	West
1928	H.H. Handby	Glenelg
1929	R. Snell	West
1930	W. Scott	Norwood
1931	J.E.G. Sexton	West
1932	S.M. Pontifex	Torrens
1933	W.K. Dunn	Sturt
1934	G.B. Johnston	Glenelg
1935	J. Cockburn	South
1936	W.B. McCallum	Norwood
1937	H.J. Hawke	North
1938	R.B. Quinn	Port
1939	J.H. Pash	North
	R.J. McArthur	West
1940	P.M. Brock	Glenelg
1941	M.M.W. Boyall	Glenelg

1942	No award	
1943	No award	
1944	No award	
1945	R.B. Quinn	Port
1946	R.W. Hank	Torrens
1947	R.W. Hank	Torrens
1948	H.R. Phillips	North
1949	A.J. Crabb	Glenelg
	H.R. Phillips	North
1950	I.L. McKay	North
1951	J.E. Marriott	Norwood
1952	L.C. Fitzgerald	Sturt
1953	J.G. Deane	South
1954	L.C. Fitzgerald	Sturt
1955	L.H. Head	Torrens
1956	D.E. Boyd	Port
1957	R.M. Benton	West
	J.G. Deane	South
1958	L.H. Head	Torrens
1959	L.C. Fitzgerald	Sturt
1960	B. Barbary	North
1961	J.A. Halbert	Sturt
1962	K.J. Eustice	West
1963	L.H. Head	Torrens
1964	G.P. Motley	Port
1965	G.C. Window	Central
1966	R.G. Kneebone	Norwood
1967	T.D. Obst	Port
	D. Lindner	North
1968	B.C. Robran	North
1969	D.K. Phillis	Glenelg
1970	B.C. Robran	North
1971	R.F. Ebert	Port
1972	M.J. Blight	Woodville
1973	B.C. Robran	North
1974	R.F. Ebert	Port
1975	P.B. Woite	Port
1976	R.F. Ebert	Port
1977	T.F. Grimwood	West
1978	K.H. Hodgeman	Glenelg
1979	A.J. Duckworth	Central
1980	R.F. Ebert	Port
1981	M.C. Aish	Norwood
1982	A.B. McGuinness	Glenelg
1983	A.J. Antrobus	North
1984	J.P. Platten	Central
1985	G.C. Fielke	West
1986	G.W. Anderson	Port
1987	A.N. Jarman	North
1988	G.L. Whittlesea	Sturt
1989	G.A. McAdam	Central
1990	S.L. Hodges	Port
1991	M.B. Naley	South
1992	N.C. Buckley	Port

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

KEN FARMER MEDAL

Todd Grima made Glenelg Football Club history in 2010 by becoming the first Bays player to be awarded the illustrious Ken Farmer Medal.

The medal, first awarded in 1981, was named after North Adelaide great Ken Farmer, who kicked 1419 goals over 13 seasons. It is traditionally awarded to the Hardy's Goalkicker of the Year.

Grima held off three-time Ken Farmer Medallist Brant Chambers to win the Medal, kicking 56 goals throughout the home and away season.

His best goal-kicking effort was in Round 21 against the Panthers at Gliderol Stadium where he booted seven majors.

KEN FARMER MEDALLISTS

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

2000	A. Richardson (West)	72
2001	A. Richardson (West)	81
2002	D. Hargraves (North)	68
2003	D. Bradshaw (West)	88
2004	D. Schell (Central)	63
2005	D. Schell (Central)	76
2006	M. Passador (Eagles)	74
2007	B. Chambers (Sturt)	106
2008	B. Chambers (Sturt)	97
2009	B. Chambers (Sturt)	80
2010	T. Grima (Glenelg)	56

* Minor round games only

The SANFL 'be active' Star Player of the Year is traditionally awarded the R.O. Shearman Medal.

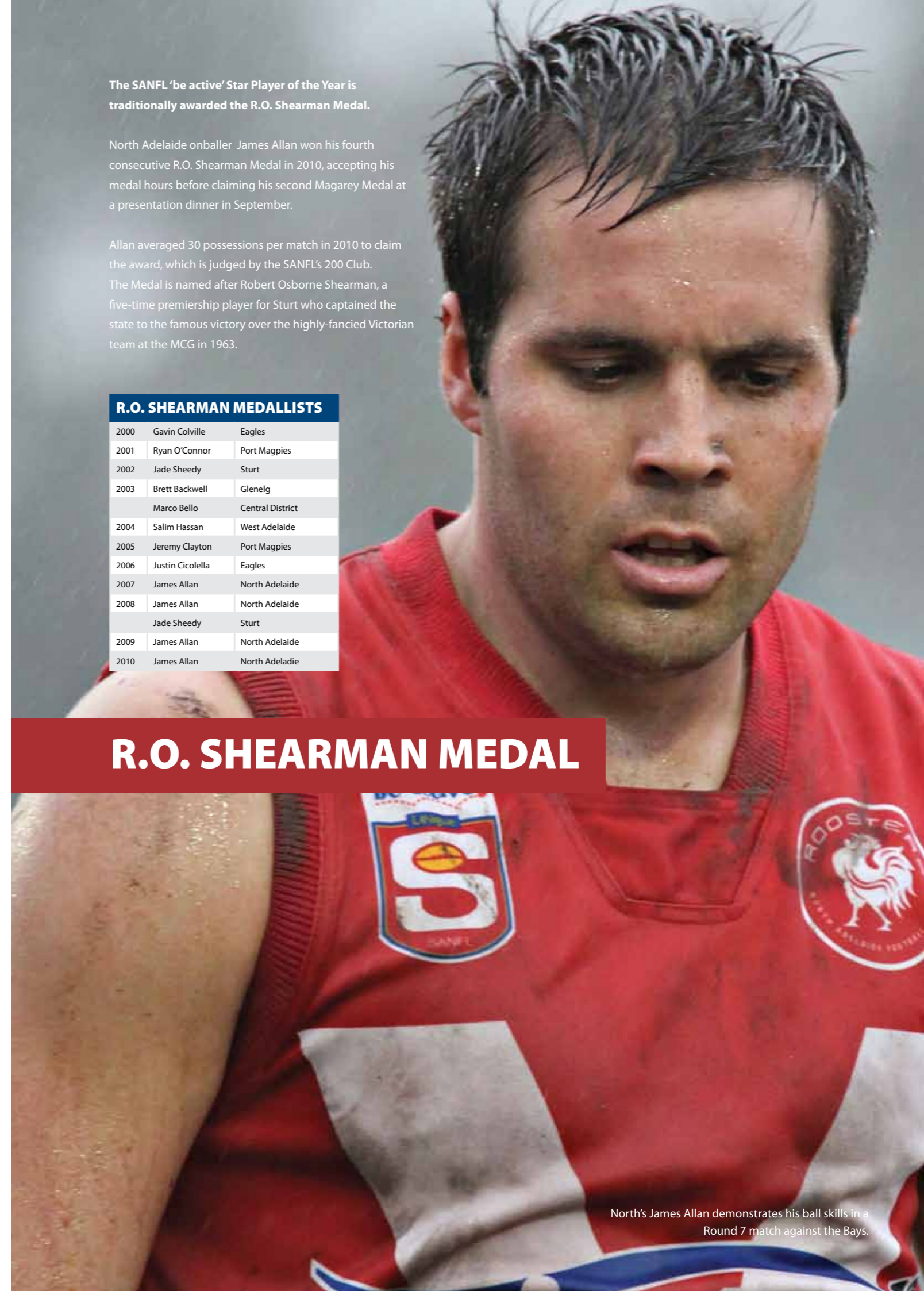
North Adelaide onballer James Allan won his fourth consecutive R.O. Shearman Medal in 2010, accepting his medal hours before claiming his second Magarey Medal at a presentation dinner in September.

Allan averaged 30 possessions per match in 2010 to claim the award, which is judged by the SANFL's 200 Club. The Medal is named after Robert Osborne Shearman, a five-time premiership player for Sturt who captained the state to the famous victory over the highly-fancied Victorian team at the MCG in 1963.

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 Cicolella	Eagles
2007	James Allan	North Adelaide
2008	James Allan	North Adelaide
	Jade Sheedy	Sturt
2009	James Allan	North Adelaide
2010	James Allan	North Adelaide

R.O. SHEARMAN MEDAL



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

POWERADE STAR SEARCH

South Adelaide midfielder Nick Murphy's breakout year earned him the 2010 Powerade Star Search Award.

The Powerade Star Search Award was introduced in 2007 and recognises young talent making their mark at League level.

Murphy played 19 matches for the Panthers in 2010, quickly becoming an integral part of the midfield and averaging more than 20 disposals per game.

He was nominated for the award in Round 12 after he was named among the Panthers' best players in the club's loss to Port Adelaide.

He was presented with a \$2000 prize by Coca-Cola State Business Manager, Luke Sampson, at the Magarey Medal presentation dinner in September.

2010 POWERADE STAR SEARCH	
Rd 1	Luke Habel (Central)
Rd 2	Alex Grima (Glenelg)
Rd 3	Scott Lycett (Port)
Rd 4	Angus Rowntree (Eagles)
Rd 5	Curtis Perrey (South)
Rd 6	Matthew Rose (Port)
Rd 7	Tom Jonas (Norwood)
Rd 8	Aiden Riley (Sturt)
Rd 9	Corey Reichert (Central)
Rd 10	Matthew Fuller (Norwood)
Rd 11	Korey Beard (Port)
Rd 12	Nick Murphy (South)
Rd 13	Andrew Bradley (Glenelg)
Rd 14	Alex Georgiou (Norwood)
Rd 15	Sam Richman (South)
Rd 16	Dylan Dempsey (North)
Rd 17	Jared Polec (Eagles)
Rd 18	Jarrod Schiller (Central)
Rd 19	Cameron Shenton (Norwood)
Rd 20	Luke Carey (Port)
Rd 21	Shannon Snook (Glenelg)
Rd 22	Bradley Helbig (West)
Rd 23	Mitchell Grigg (Norwood)



RESERVES GRAND FINAL

The Port Adelaide Magpies Football Club celebrated its first Reserves premiership in 13 years after toppling Sturt in the decider at AAMI Stadium on October 3.

The Magpies, coached by Darren Mead, led at every break and withstood a last-quarter challenge by the Double Blues to win by nine points.



Sam Tonkes was awarded the Bob Lee Medal for the best-on-ground. The win capped off a strong year for the Reserves team, which finished second on the ladder after the minor round.

Port Magpies 6.1 | 7.3 | 9.4 | 11.6 (72)
Sturt 2.4 | 3.7 | 5.11 | 8.15 (63)

GOALS

Port: Gray 3, Durdin 2, Terry Milera 2, Robertson, Sharpe, Tim Milera, Thomas
Sturt: Evans 3, Twopeny 3, Myles, Stephens

BEST

Port: Tonkes, Gray, Mercer, Hall, Hoskin
Sturt: Twopeny, Kurtze, Smith, Greenslade, Myles, Crocket

MACCA'S CUP U18 GRAND FINAL

Glenelg turned around its Second Semi-Final loss to West Adelaide to clinch an emphatic victory against the Bloods in the Macca's Cup U18s Grand Final.

West led by one point at the first break but the Bays booted three late goals in the second term to build a 16-point lead by half-time.

A blustery third quarter saw that margin expand to 27 points before the Bays' six goals to one effort in the last quarter sealed the win. Glenelg's Matthew Snook won the inaugural Alan Stewart Medal for best-on-ground.

Glenelg and West finished first and second respectively after the final minor round, each recording 15 wins and 15 losses in the home and away season.

Glenelg 2.3 | 5.8 | 9.9 | 15.11 (101)
West Adelaide 2.4 | 3.4 | 5.6 | 6.8 (44)



GOALS

Glenelg: Kennedy 3, Armfield 2, T. McIntyre 2, Hender 2, Gallery, McCarthy, B. McIntyre, Diment, Fox, Neale
West: Keough 3, Heintze, Clarke, Munn

BEST

Glenelg: Snook, Carger, Agnew, Diment, Kennedy, Armfield
West: Laird, Helbig, Gallard, Heintze, Davis, Ribbons

RESERVES MAGAREY MEDAL

Port Adelaide Magpies' Terry Milera was named Reserves Magarey Medallist for 2010.

Originally from the Kooniba Football Club in the Far West Football League, Milera made his League debut in 2009 and played most games at Reserves level in 2010, including the Finals Series.

His silky skills and six best of ground performances attracted 23 votes, a tally that easily eclipsed nearest rivals Greg Rowe (West Adelaide, 15 votes) and Damian Hynes (Central District, 14 votes) for the award.

The Reserves Magarey Medal was first awarded in 1906. Milera is the fifteenth Port Adelaide player to receive the award



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. Casserley (North)
2005	M. Demasi (South)
2006	R. Lewis (Norwood)
2007	J. Boyd (South)
	T. Delvins (Port)
2008	S. Lewis (Glenelg)
2009	D. Batson (Port)
2010	T. Milera (Port)



McCALLUM TOMKINS MEDAL

Christian Calabrese of Sturt Football Club was awarded the 2010 McCallum/Tomkins Medal.

Calabrese (pictured on opposite page) averaged 30 possessions over 19 matches for Sturt's U18s side. He polled six best-on-ground performances for a total of 26 votes – seven votes clear of the runner-up.

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

MCCALLUM/TOMKINS

2009	Bowd, L.	South
2010	Calabrese, C.	Sturt

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
966	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	Dewhirst, 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

MACCA'S CUP MVP

Joshua Growden from Woodville-West Torrens Football Club was named the Macca's Cup Most Valuable Player in 2010.



Growden played 16 matches in the Macca's Cup U18 competition, averaging 25 possessions per game and featuring in the Eagles' best players on 10 occasions.

He was also selected in the fourteenth intake of the AIS AFL Academy.

Growden was presented with his Macca's MVP trophy and \$1000 prize

by McDonald's state marketing manager Samantha Sturm at the Magarey Medal presentation dinner.

Eight of the nine clubs received a nomination this year, a credit to the strength of the Macca's Cup competition.

2010 MACCA'S CUP MVP NOMINEES

Rd 1	Brad Agnew (Glenelg)
Rd 2	Jamie Solly (Port)
Rd 3	Dylan Ribbons (West)
Rd 4	Darcy Armfield (Glenelg)
Rd 5	Karl Siebels (Sturt)
Rd 6	Jack Viney (North)
Rd 7	Jarrold Harding (Eagles)
Rd 8	Brad McKenzie (Sturt)
Rd 9	Paul Dreimann (Port)
Rd 10	Bradley Helbig (West)
Rd 11	Joshua Growden (Eagles)
Rd 12	Josh Farmer (West)
Rd 13	Jimmi Savage (Norwood)
Rd 14	Mitch Curnow (Sturt)
Rd 15	Cameron Sutcliffe (Eagles)
Rd 16	Aaron Anderson (West)
Rd 17	Jake Von Bertouch (Eagles)
Rd 18	Christian Calabrese (Sturt)
Rd 19	Liam Corrie (South)
Rd 20	Trent Heffernan (Port)
Rd 21	Angus Poole (Eagles)
Rd 22	Jonathon Giannini (Norwood)
Rd 23	Daniel Kulikowski (Port)

Joshua Growden with McDonald's marketing manager Samantha Sturm at the 2010 Magarey Medal presentation.



STANLEY H. LEWIS TROPHY

Glenelg Football Club won its second consecutive Stanley H. Lewis Trophy in 2010.

The club performed admirably across all grades in 2010, finishing runner-up League minor premier and Macca's Cup U18s premier.

Glenelg completed the season with 2700 points ahead of Sturt and Woodville-West Torrens Football Clubs.

The Stanley H. Lewis Trophy has been awarded since 1962 to the club that has shown excellence across all grades of football during the minor round. It is named after Stanley Heathcote Lewis, who was the SANFL chairman from 1950 to 1961.

STANLEY H. LEWIS TROPHY

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

1978	Sturt
1979	Port
1980	Port
1981	Glenelg
1982	Norwood
1983	Sturt
1984	Norwood
1985	Norwood
1986	Norwood
1987	Norwood
1988	Port
1989	Port
1990	Glenelg
1991	South
1992	Port
1993	Eagles
1994	Port
1995	Norwood
1996	Norwood
1997	Norwood
1998	Norwood
1999	Port
2000	Eagles
2001	Central
2002	Central
2003	Central
2004	Central
2005	North
2006	North
2007	Central
2008	Sturt
2009	Glenelg
2010	Glenelg



Glenelg celebrates its 2010 Macca's Cup U18 Grand Final win at AAMI Stadium.

SA FOOTBALL HALL OF FAME



Eight individuals were inducted into an illustrious record of football greats at the 2010 West End SA Football Hall of Fame presentation dinner held at AAMI Stadium on August 5.

Terry Von Bertouch Era : 1961 - 1990

Three-time premiership player for North Adelaide (1971, 1972) and Norwood (1978), Bertouch represented SA eleven times and was a member of the 1972 Champions of Australia side for the Roosters. He is an SANFL Player Life Member.

Ernest W.C. Wadham Era : 1931 - 1960

Four-time Norwood premiership player (1922, 1923, 1925, 1929), Wadham was a seven-time State player and a long-time administrator for Norwood Football Club, including 22 years of service as an SANFL League Director. Wadham is also a member of the Norwood Football Club Hall of Fame.

Horrie A. Riley Era : 1931 - 1960

A Sturt premiership player (1926), Riley played 20 games for South Australia and was awarded the 1923 Magarey Medal. He was a member of both Sturt's Team of the Century and Hall of Fame.

D. Bruce Winter Era : 1961 - 1990

A three-time premiership player for Sturt (1974) and Norwood (1982, 1984) and a premiership coach (Woodville-West Torrens, 1993), Winter represented the state twice and has been involved in coaching across all grades since 1988. He is a Sturt, Norwood and SANFL Player Life Member.

Josh Francou Era : 1991 - onwards

Three-time State player and three-time Australian representative, Francou was awarded the Magarey Medal in 1996 and was runner-up for the 2002 Brownlow Medal, while also winning All-Australian honours in that year.

John (Snowy) Hamilton Era : 1901 - 1930

A three-time premiership player for North Adelaide (1920, 1931) and Subiaco (1924), Hamilton played seven games for South Australia and nine games for Western Australia in the 1920s.

Mostyn Rutter Era : 1991 - Onwards

Six-time Goal Umpire Award winner, Rutter officiated in 759 matches since 1961. He has served in the SANFL Umpires' Association in a variety of roles since 1972 and is a Life Member of the Association. He was awarded the AFL Merit Award for outstanding service to football in 2008.

W. (Bill) Sanders Era : 1991 - Onwards

A Life Member of Woodville-West Torrens, Adelaide, SANFL and the AFL, Sanders has been involved in football administration since 1968. He played an instrumental role in the amalgamation of Woodville and West Torrens Football Clubs and later served as the inaugural Chief Executive Officer of the Adelaide Football Club.



1877-1900

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

1901 - 1930

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

1931-1960

- John W Abley
- Ken Aplin
- Dave E Boyd
- Colin J Churchett
- Jack Cockburn
- Allan J Crabb
- F (Neil) Davies

- J (Jim) G Deane
- Brian K Faehse
- Ken W G Farmer
- Len C Fitzgerald
- John Forrester, MBE
- Don H Gilbourne
- R W (Bob) Hank
- Neville C Hayes
- Lindsay H Head, MBE
- Ned Hender
- Thomas Seymour Hill, OBE
- George B Johnston
- A (Tony) Kenny
- Ray W H Kutcher
- John Lynch
- Ian L McKay
- John E Marriott
- A R (Bob) McLean, OBE
- P.T. (Bo) Morton, OAM
- Geof Motley, OAM
- Max A Murdy
- Doug W Olds
- Jeff Pash
- H (Ron) Phillips
- R B (Bob) Quinn
- Alan R. (Bull) Reval
- Colin G Smith
- Horrie A. Riley
- Bernie K Smith
- Cliff G Semmler, AM
- J (Laurie) Sweeney
- John T Taylor
- Clayton C Thompson
- Frank J Tully
- Ernest W.C. Wadham
- A E (Ted) Whelan
- Fos N Williams, AM

1961-1990

- Brenton C Adcock
- Merv S Agars
- Michael C Aish
- Paul L Bagshaw, MBE
- Barrie Barbary
- J (Fred) Bills
- Malcolm Blight, AM
- Jeff Bray
- Don M Brebner, AM
- Haydn Bunton Jnr
- John V Cahill
- Ian Day
- Peter G Carey OAM
- Graham S Cornes, OAM

- Neil P Craig
- Peter M Darley
- E R (Rick) Davies
- Robert J Day
- Murray E Ducker
- Russell F Ebert, OAM
- Ken J Eustice
- Tim N Evans
- Des Foster
- Michael W Graham
- Norm L Grimm
- John A Halbert, MBE
- Max Hall, OAM
- R A (Bob) Hammond
- Kym H Hodgeman
- Ray Huppertz
- Lawrie Jervis Jnr
- D (Neil) Kerley
- Rick Kinnear
- Peter J Kitschke
- Ron G Kneebone
- R W (Bob) Lee
- Don Lindner
- Peter F J Marker
- Kevin McSpornan
- Peter Mead
- Mark B Naley
- Michael A Nunan
- Phillip (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
- Terry Von Bertouch
- Paul L Weston
- Gary Window
- D. Bruce Winter

1991 Onwards

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

AAMI STADIUM

CORPORATE OPERATIONS





Port Adelaide Magpies' Matthew Rose poses with an official SANFL Burley match ball. (Roy Vandervegt, Messenger News)

CORPORATE OPERATIONS

The 2010 marketing campaign reflected the grassroots support vital to the health of the SANFL competition through its highly successful 'Your Tribe Is Calling' promotion.

The catchcry, 'Your tribe is calling... answer the call', was launched in a Messenger Newspapers wrap-around in March and repeated across radio, television, print and online throughout the season to a very favourable response.

The marketing efforts were underpinned by another strong year in media coverage, with the level of press exposure increasing by 30 per cent on the previous year.

2010 was the year of online media for the League, as it supported NewsLtd in its launch of the nation's first State League football website. LocalFootySA was recognised at the Pacific Area Newspaper Publishers' Association as the year's best specialist news site.

The official SANFL website also went from strength to strength in 2010, passing 1 million visits and 4.1 million page views for the first time.

ABC TV, our official broadcast partner, finished the year with an impressive 142,000-strong viewing audience for the 'be active' Grand Final – a 33 per cent increase on last year's Grand Final TV audience.

Our thanks go to ABC TV, our radio broadcast partners and all members of the media who continue to lend significant support to the SANFL.

The SANFL is fortunate to have the significant support of its corporate partners. In 2010, a number of our long-term partnerships were renewed, including that of our major partner and Stadium naming rights sponsor, AAMI.

This agreement signalled the continuation of a thriving nine-year association, which has seen more than \$5 million re-invested into stadium and the development of the game.

The League also extended its long-standing association with major partner Lion Nathan Australia. Lion Nathan's support not only benefits the SANFL competition, but also AAMI Stadium, many of the League's key events and community football in general across the state. The SANFL is pleased to be able to extend what has already proved to be a very strong 55-year partnership.

For the first time in 2010, the SANFL adopted an official football partner in Burley. The League's capacity to grow the game of football in South Australia is dependent on the commitment of all of our partners and to this end, the support of McDonald's, SA Mazda Dealers, Coca-Cola Amatil, SA Lotteries, Savings & Loans Credit Union, Balfours and the Government of South Australia through its 'be active' program is truly invaluable.

Our corporate facility holders and stadium signage partners have also played an integral role in supporting football at AAMI Stadium. We trust that we have been able to provide an avenue for business to grow and for their valuable clientele to be rewarded.

On behalf of the SANFL, I would like to thank all of our corporate partners for their commitment in 2010.

Darren Chandler
General Manager, Football & Corporate Operations

SANFL MARKETING

THE CHALLENGE

The challenge for the SANFL in 2010 was to create a campaign that generated interest and awareness of the SANFL competition and in turn, drive attendance.

THE TARGET MARKET

A key growth opportunity highlighted in the 2010 fixture was night matches, with 11 games scheduled and new lights installed at City Mazda Stadium. Through these matches, we aimed to grow an existing target market of 18-35 year olds while maintaining the traditional SANFL supporter base, whose typical preference ran to the Saturday and Sunday afternoon time slots.

THE TAG LINE

As a result, the tag line "Your Tribe is Calling" was re-created for the 2010 season. By drawing on the meaning of the word tribe – invoking a sense of pride, commitment and influence – we were able to pull together creative direction for the campaign.

THE CONCEPT

With tattoos and tribal body art growing increasingly popular among the identified market, we reworked the concept for football, using club logos with a tribal twist and painting them on current high-profile SANFL players. Renowned body artist Emma Hack painted the logos and photographer Roy Vandervegt from Messenger Press captured the images.

The nine players used for the photo shoot were also involved in the filming of the SANFL television commercial at Coopers Stadium. Oasis Post was contracted and the tribal theme was conveyed by creating the sense of rivalry and battle.

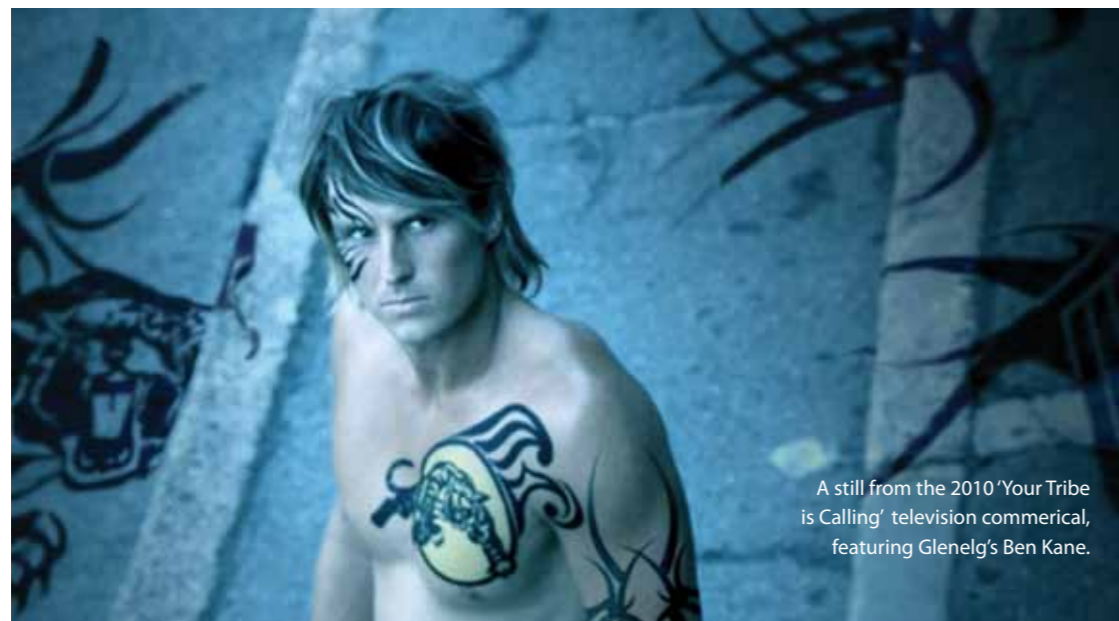
THE LAUNCH

The season was launched on March 17 with a full-page front cover wrap around on all Messenger newspapers (pictured opposite page). The cover featured all nine clubs and was the launching pad for the "Your Tribe is Calling" campaign.

The theme remained consistent throughout the year across all marketing media including print, radio, television and online. The Advertiser featured regular advertisements, and the SANFL and club websites were heavily themed with 'Your Tribe is Calling' branding. The TV commercial featured tribal beats which were later transferred across all radio advertising to create consistent reinforcement of the tribal message.

THE RESULT

The "Your Tribe is Calling" campaign was well received, with a minor round attendance increase of 5.1 per cent (the highest since 2002) and overall season attendance increase of 3.6 per cent. Night matches drew with an average crowd of 4698. The SANFL TV commercial also received 3581 YouTube views. The 'Your Tribe is Calling' campaign continues in 2011.



A still from the 2010 'Your Tribe is Calling' television commercial, featuring Glenelg's Ben Kane.

Messenger
community news

be active.



YOUR TRIBE IS CALLING



2010 SEASON STARTS FRIDAY, MARCH 26

WWW.SANFL.COM.AU

SANFL EVENTS

SEASON LAUNCH

The 2010 season was launched at Woodville Oval where the new 'Your Tribe is Calling' campaign was unveiled. To determine the toughest tribe, a tug-of-war tournament was held with members of the media, club captains, coaches and representatives from Woodville Primary School participating.

ANNUAL GENERAL MEETING

The 2010 AGM was held at AAMI Stadium on March 22, where five players were awarded Player Life Memberships and inducted into the 200 Club. These players were James Gowans (Central District), Chris Gowans (Central District), Justin Cicolella (Woodville-West Torrens), Jade Sheedy (Sturt) and Corey Ah Chee (Port Adelaide Magpies). SANFL Commissioner Philip Gallagher was also presented with League Life Membership.

WEST END ANZAC DAY BATTLE

The West End Anzac Day Battle was played between Central District and Sturt at Hamra Homes Oval. The Last Post was played, the Ode was read and revenge was sought by the Double Blues, who smashed their 2009 Grand Final opponents by 67 points at Hamra Homes.

HEART FOUNDATION LADIES ROUND

For the second year running, the SANFL partnered the Heart Foundation to highlight the amazing contribution women have made to football in South Australia. Round Seven featured a special-edition SA Football Budget, umpires in red socks and John Olsen as a Heart Foundation guest speaker at President's Lunch.

HEART FOUNDATION KIDS' ROUND

Kids' Round, held in Round 10, was a new themed round targeting children and the importance of a healthy diet and lifestyle. Jump rope demonstrations, kids' activities and ticket promotions encouraged families to attend the SANFL matches that weekend. The League raised more than \$10,000 for the Heart Foundation.

THE GOOD GUYS RIVALRY ROUND

The Good Guys Rivalry Round was another feature of the 2010 fixture, taking place in Round 13 coinciding with the AFL-free weekend. The Good Guys outlets across Adelaide distributed complimentary tickets for the four match-ups - Glenelg v Sturt, Central v North, Port v Norwood and West v Eagles. More than 14,000 fans attended the round.



These young football fans were the faces of the Heart Foundation Kids' Round, held on Saturday, May 29.

World War II veteran Ian Houston takes part in the motorcade for the 2010 Anzac Day match at Hamra Homes Oval.



WEST END SA FOOTBALL HALL OF FAME PRESENTATION DINNER

The prestigious West End SA Football Hall of Fame Presentation Dinner was held on Thursday, August 5 at AAMI Stadium. A highlight on the SANFL calendar, the biennial event saw eight individuals inducted to the Hall of Fame in front of 300 guests. The 2010 inductees were Mostyn Rutter, Josh Francou, Bruce Winter, Bill Sanders, Terry Von Bertouch, Horrie Riley, Ernest Wadham and John (Snowy) Hamilton.

'BE ACTIVE' MULTICULTURAL ROUND

After the success of 2009, this concept was carried through in 2010. With the assistance for Multicultural SA, two multicultural groups were scheduled to perform at each of the four grounds. An art competition was also held where participants had to illustrate 'what football means to you'. The winner was presented at the pre-match lunch at City Mazda Stadium.

'BE ACTIVE' SANFL FINALS SERIES

A fire twirler and tribal torches heralded the launch of the 2010 'be active' Finals Series at the Hanger on Tuesday, September 7. Finals coaches and captains were in attendance for the press conference and continued to meet the media every Tuesday of the Finals campaign. The 2010 Grand Final pre-match ceremony featured the Brighton Secondary School choir, Bagpipes SA and club dancing girls, performing 'One Day in October' and 'Up There Cazaly'.

WEST END SANFL MEDIA AWARDS

Ninety media representatives attended the 2010 West End SANFL Media Awards, held on Thursday, October 7, at the Majestic Rooftop Hotel. All media were congratulated for their outstanding coverage of the SANFL throughout the season. Andrew Capel was presented with an Outstanding Achievement Award for his significant contribution to sports journalism.



Adam Lobbestal from Razed In Flames entertained the crowd at the tribal-themed 2010 SANFL Finals Launch held at The Hanger.

COMMUNICATIONS & MEDIA

MEDIA

Print

The SANFL competition attracted a 30 per cent increase in press coverage in 2010, largely spurred by major issues such as the proposed Foxtel Cup and the Port Magpies' future. More than 600 State League articles were published in *The Advertiser* and *Sunday Mail* throughout the year. The 2010 SANFL Grand Final again attracted significant press exposure, with more than 55 pages in *The Advertiser* and *Sunday Mail* devoted to the match coupled with strong editorial coverage in the Messenger newspapers.

Television

ABC TV again broadcast a Saturday match of the day in 2010. Ratings peaked at 1,296,000 for the year, culminating in a 142,000-strong audience for the Grand Final – a 33 per cent increase on the 2009 Grand Final viewing audience. The minor round matches that attracted the largest peak audiences included Round 5's North Adelaide v Glenelg game (58,000) and Round 14's Central District v Glenelg stoush (52,000).

Radio

The SANFL was again supported by 5RPH and LifeFM, along with FIVEaa and ABC 891, which together provided more than 330 hours of match broadcast. In addition, there were more than 5800 monitored radio and commercial TV news items relating to the 2010 State League competition.

WEST END SANFL MEDIA AWARDS

The 2010 winners of the West End SANFL Media Awards were:

- Best Print News Story
Andrew Capel (The Advertiser)
- Best Print Feature Story
Michelangelo Rucci (The Advertiser)
- Best Television Interview, Feature or News Story
Nicki Barnet (Network Ten)
- Best Action Photograph
Ray Titus (The Advertiser)
- Best Character Photograph
Peter Argent (Inside Football)
- Best Radio Interview – *Peter Goers, Michael Sexton, Lincoln Tyner, Amy Verrall (ABC 891)*
- Best Commentary – *Darryl Smith, Dennis Browne, Kym Morgan (5RPH)*
- Best Online News Story
Jai Bednall (LocalFootySA)
- Best Community Football Story
Ben Goldfinch (Mt Barker Courier)
- Best Community Football Photograph
Laura Wright (Mt Barker Courier)
- Significant Contribution Award
Andrew Capel (The Advertiser)

ONLINE COMMUNICATIONS

SANFL website

The official SANFL website underwent an extraordinary year of growth in 2010, recording a 22 per cent increase in site visits and a 28 per cent rise in page views. The site passed 1 million visits and 4.1 million page views for the first time. Another record was broken on Grand Final day when the site received 25,000 visits and 90,000 page views.

The site went through considerable growth with the introduction of photo galleries, live chats and a new live scores system. The online SA Lotteries Foxy Tipping competition again proved popular, with more than 3000 participants logging and checking their tips online weekly.

LocalFootySA

The year saw the successful launch of NewsLtd's LocalFootySA, the first SANFL-specific mainstream news site outside of the official League site.

LocalFootySA pooled the resources of *The Advertiser*, *Sunday Mail* and *Messenger* to provide regularly updated news, video and results pertaining to the SANFL competition. The site's visits during the SANFL Finals Series were in excess of 156,000.

In conjunction with the SANFL, LocalFootySA conducted the inaugural online Magarey broadcast, which attracted close to 12,000 viewers. The site won a Pacific Area Newspaper Publishers' Association (PANPA) Award for Best Specialist News Site in August.

Social media

The SANFL entered the world of social media in 2010, successfully introducing its own Twitter page and assisting the nine League clubs to join the site.

There was a high generation of club/fan interaction throughout the SANFL Finals Series, punctuated by online giveaways, polls, live score updates and trending topics. By the close of 2010, the 'SANFLnews' Twitter page had more than 600 followers and all clubs but West Adelaide and Norwood had operational Twitter feeds.

PUBLICATIONS

SA Football Budget

Under the direction of editor James Murphy, the SA Football Budget continued as a staple for SANFL supports in 2010. For the first time, the Budget was published in a size marginally smaller than the previous A4 version. The Grand Final edition sold out at AAMI Stadium on October 3.

West End SANFL Season Guide

Co-authors Peter Argent and Phil Herden produced an SANFL Season Guide with the support of the SANFL in 2010. The guide featured 300 pages of statistics, records and articles.

CORPORATE PARTNERS

The SANFL is grateful for the significant support of its corporate partners in 2010. Strong corporate relationships are critical to the ongoing success of the many competitions and development programs run across the state. In 2010, a number of these long-term partnerships were renewed, which is testament to the strength of the relationships the SANFL enjoys with its corporate partners.



LION NATHAN AUSTRALIA

The SANFL and Lion Nathan Australia (via the SA Brewing Company and the West End brand) recently extended their long-standing partnership.

As the League's major partner for more than 55 years, Lion Nathan is involved in a wide range 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.



AAMI

The League has been fortunate to partner with AAMI over the past nine years as naming rights sponsor of South Australia's home of football – 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 many 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 adjacent to Max Basheer Reserve. Established in 1982, this nationally-recognised community program is designed for young drivers under 25 years 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

In 2010, Coca-Cola Amatil (CCA) extended its long-standing partnership with the SANFL and the League clubs. For more than 40 years, CCA has supported the game at all levels from grassroots to the elite. This extends to naming rights sponsorship of the Powerade Star Search Award, which recognises the talented youngsters making their mark in League ranks.



MCDONALD'S

McDonald's South Australia is the major sponsor of the SANFL junior development programs including the Junior District Leagues. This year's U18 Macca's Cup competition was again won by the Glenelg Football Club, while the U16 Macca's Talent Shield was won by the North Adelaide Football Club. McDonald's supports the U18, U16 and U12 State Teams, as well as all other school footy competitions in the state. McDonald's, through the SANFL, also aids in the development of kids' skills through promotional clinics, holiday coaching clinics, intra-school programs, carnivals and secondary school football.



SA MAZDA DEALERS

The SANFL acknowledges the South Australian Mazda dealers for their support in 2010. The SA Mazda dealers supplied ten new vehicles, enabling the delivery of junior development programs to more than 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).



SAVINGS & LOANS CREDIT UNION

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



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 more than 20 years. The SA Lotteries Footy Express continues to grow in popularity, with crowds flocking to AAMI Stadium on the bus service. SA Lotteries also partners the League in the SA Lotteries Footy Tipping – the official SANFL & AFL competition.



BALFOURS

Balfours has been a tremendous supporter of football in this state for many years. In 2010, its association spanned the SANFL, AAMI Stadium, seven of nine SANFL League clubs and the Crows and Power. Balfours has exclusive pastry rights at AAMI Stadium and is also a naming rights sponsor of the two Balfours Showdowns played each AFL season.

CORPORATE PARTNERS

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

SIGNAGE PARTNERS

- Adbri Masonry
- Centrebet
- Centrestate Exports
- Clear Solar
- 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

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

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



COMMERCIAL OPERATIONS

COMMERCIAL OPERATIONS

Significant factors affected the performance of the SANFL Commercial Operations division in 2010, including the financial and commercial pressures felt in the South Australian market.

Encore Group experienced strong growth, especially within its external catering division.

The business currently generates 50 per cent of the income for the SANFL and this is expected to grow further.

While many factors limited Encore's capacity to grow its internal and matchday operations in 2010, the securing of Adelaide Town Hall as a major external venue in December 2010 ensures a significant revenue stream for Encore for 2011 and beyond.

The contract will lend the business significant leverage in the Adelaide CBD market.

The Stadium department continued to provide first-class service to patrons at AAMI Stadium. The division was involved in two key projects in 2010 – the traffic management work around the Stadium, which now delivers superior access to the venue, and the outstanding turf management program.

The management of the AAMI Stadium playing surface, particularly after the winter months, demonstrated a keen team effort. Both projects showcased the wide-ranging abilities of our staff.

The Human Resources department underwent a year of significant development, highlighted by the coordination of many policies that will guide the company's direction in terms of staff management over coming years.



The key to any organisation is its staff and our capacity to develop and retain quality employees is paramount to our success.

Our financial position in 2010 was significantly impacted by a number of factors, both internal and external. In response to the challenges, all staff undertook responsible budget cost-cutting measures to reduce the overall trading loss to \$1,253,346. The executive management team is aiming for a positive cash flow position by 2014.

Outside of its regular operations, the Commercial Operations team played an integral role in the deliberations regarding football's potential move to a redeveloped Adelaide Oval and also the AAMI Stadium Precinct redevelopment negotiations, which will progress in the new year and will have a significant effect on the viability of the League and clubs.

John Lyons
Chief Operating Officer

STADIUM

STADIUM

2010 was one of our most challenging years at AAMI Stadium, with lower attendances, some poor weather and on-field performances not as consistent as we have come to expect from our two AFL teams. This resulted in a lack of AFL Finals staged at AAMI Stadium for the first time since 2000.

While it was disappointing not to be hosting an AFL Final, it enabled the League to focus on the 2010 SANFL 'be active' League Finals Series. This was again a huge success, with more than 67,300 footy fans attending the four weeks of the Finals. The Finals Series culminated with a fantastic Grand Final, with more than 34,000 in attendance to see yet another memorable Central District victory, defeating Norwood by six points.

PRE-SEASON NAB CHALLENGE

This year's NAB Challenge games were staged at Hamra Homes Oval and in Mount Gambier. It is no easy task to bring the local venues up to the standard required to host an AFL event, especially in country areas, and the volunteer support surrounding these events was exceptional. The locals of the West Gambier Football Club made a fantastic contribution to the success of the match between Collingwood and Port Adelaide and were a credit to their football club. It was pleasing to learn that in 2010, the West Gambier Football Club went on to win its first premiership since 1971.

THE HANGER

With the Adelaide Football Club now in its new Shed Facility (Westpac Centre), the League had the opportunity to rebrand the Crows Shed as a neutral venue, giving both AFL clubs the opportunity to use it on matchdays, and non-event days. Under its new name of 'The Hanger', the venue was embraced by the Port Adelaide Football Club embraced as an on-site facility for post-match celebrations, with player and coach appearances and interviews after each of its home games. As the season progressed, so did the popularity of the facility, with more than 1000 people attending Port Adelaide's last post-match function for the season.

THE TURF

Regular and prolonged patches of poor weather in mid-2010 saw the main ground in possibly its most challenging condition for many years. However, with some key strategies after the Port Adelaide v Richmond game, including a lighter work load (supported by the two AFL clubs) and a dedicated team of groundstaff, we saw a tremendous turn-around in just a few short weeks. By the time the SANFL 'be active' Grand Final came around, the ground was in perfect condition and you wouldn't have imagined the conditions we were faced with only a few months earlier.

TRAFFIC MANAGEMENT

The State Government again partnered with the Stadium to see another successful traffic management initiative for 2010, with the installation of traffic lights at the corner of Brebner Drv and Frederick Rd. The new lights complemented the pedestrian walkway constructed in 2009 and provided free flowing traffic and a much safer option for the many pedestrians who make their way back to their vehicles to and from matchdays.

The SA Lotteries Footy Express was again well supported by footy followers, with over 22 per cent of Crows fans and 16.8 per cent of the Port Adelaide fans utilising the service. In what continues to be a great partnership with the State Government, SA Lotteries, the SANFL and the two AFL clubs, the SA Lotteries Footy Express provides footy fans with a hassle-free way to travel to and from the footy.

MEMBERSHIP

Membership numbers were lower in 2010 than in 2009, and this resulted in available capacity in the Members Area on several occasions. The challenge ahead is to build our existing relationships with Members by finding ways to add value to their membership packages, and of course, to entice new Members to the Stadium to experience our great game.

I also wish to acknowledge the staff of the Stadium, Grounds, Maintenance and Cleaning teams who work together to ensure the high level of presentation of our venue each and every week.

We look forward to our new challenges in Season 2011.



AAMI STADIUM ATTENDANCE

DATE	EVENT	RESULT	ATTENDANCE
Sunday 28 March	2010 AFL PREMIERSHIP SEASON – ROUND 1 Port Adelaide v North Melbourne	Port Adelaide 13.18 (96) North Melbourne 12.10 (82)	21,205
Sunday 4 April	2010 AFL PREMIERSHIP SEASON – ROUND 2 Adelaide v Sydney Swans	Adelaide 11.9 (75) Sydney Swans 18.10 (118)	36,041
Saturday 10 April	2010 AFL PREMIERSHIP SEASON – ROUND 3 Port Adelaide v Brisbane Lions	Port Adelaide 11.15 (81) Brisbane Lions 16.12 (108)	23,306
Saturday 17 April	2010 AFL PREMIERSHIP SEASON – ROUND 4 Adelaide v Carlton	Adelaide 6.19 (55) Carlton 16.7 (103)	38,321
Saturday 24 April	2010 AFL PREMIERSHIP SEASON – ROUND 5 Port Adelaide v St Kilda	Port Adelaide 7.12 (54) St Kilda 6.8 (44)	23,355
Saturday 1 May	2010 AFL PREMIERSHIP SEASON – ROUND 6 Adelaide v Port Adelaide	Adelaide 10.14 (74) Port Adelaide 14.13 (97)	40,371
Sunday 9 May	2010 AFL PREMIERSHIP SEASON – ROUND 7 Adelaide v Richmond	Adelaide 15.14 (104) Richmond 7.12 (54)	31,196
Sunday 16 May	2010 AFL PREMIERSHIP SEASON – ROUND 8 Port Adelaide v Carlton	Port Adelaide 14.8 (92) Carlton 17.16 (118)	30,228
Sunday 23 May	2010 AFL PREMIERSHIP SEASON – ROUND 9 Adelaide v Brisbane Lions	Adelaide 13.15 (93) Brisbane Lions 11.15 (81)	31,517
Saturday 29 May	2010 AFL PREMIERSHIP SEASON – ROUND 10 Port Adelaide v Richmond	Port Adelaide 3.12 (30) Richmond 10.17 (77)	16,694
Saturday 5 June	2010 AFL PREMIERSHIP SEASON – ROUND 11 Adelaide v Fremantle	Adelaide 16.9 (105) Fremantle 12.10 (82)	35,605
Saturday 12 June	2010 AFL PREMIERSHIP SEASON – ROUND 12 Port Adelaide v Sydney Swans	Port Adelaide 8.7 (55) Sydney Swans 14.9 (93)	20,106
Sunday 27 June	2010 AFL PREMIERSHIP SEASON – ROUND 13 Adelaide v Melbourne	Adelaide 16.21 (117) Melbourne 11.7 (73)	34,422
Saturday 3 July	2010 AFL PREMIERSHIP SEASON – ROUND 14 Adelaide v Essendon	Adelaide 19.10 (124) Essendon 5.10 (40)	37,296
Friday 9 July	2010 AFL PREMIERSHIP SEASON – ROUND 15 Port Adelaide v Collingwood	Port Adelaide 12.7 (79) Collingwood 16.9 (105)	24,260
Friday 16 July	2010 AFL PREMIERSHIP SEASON – ROUND 16 Adelaide v Geelong Cats	Adelaide 11.8 (74) Geelong Cats 9.9 (63)	41,195
Sunday 25 July	2010 AFL PREMIERSHIP SEASON – ROUND 17 Port Adelaide v Adelaide	Port Adelaide 13.10 (88) Adelaide 9.15 (69)	36,788
Saturday 31 July	2010 AFL PREMIERSHIP SEASON – ROUND 18 Port Adelaide v Hawthorn	Port Adelaide 13.14 (92) Hawthorn 12.12 (84)	22,340
Sunday 8 August	2010 AFL PREMIERSHIP SEASON – ROUND 19 Adelaide v Western Bulldogs	Adelaide 7.11 (53) Western Bulldogs 8.13 (61)	29,321
Saturday 14 August	2010 AFL PREMIERSHIP SEASON – ROUND 20 Port Adelaide v West Coast Eagles	Port Adelaide 8.13 (61) West Coast Eagles 8.12 (60)	14,113
Sunday 22 August	2010 AFL PREMIERSHIP SEASON – ROUND 21 Port Adelaide v Melbourne	Port Adelaide 17.10 (112) Melbourne 11.17 (83)	21,086
Saturday 28 August	2010 AFL PREMIERSHIP SEASON – ROUND 22 Adelaide v St Kilda	Adelaide 9.11 (65) St Kilda 5.7 (37)	38,121

* Total Adelaide Crows attendance = 408,069 | Total Port Adelaide Power attendance = 253,481 | Total AFL AAMI Stadium attendance = 661,550



CROWS AND POWER



It was a challenging year for both South Australian AFL clubs as inconsistent on-field performances cost both clubs a chance at Finals football.

Adelaide recorded its worst start to a season under coach Neil Craig, losing its first six games. The club's first win was against a winless Richmond at AAMI Stadium in front of 31,000.

A resounding Round 14 win against Essendon restored some confidence, with Adelaide kicking seven of the opening eight goals in the 84-point win and Kurt Tippett and Patrick Dangerfield kicking six and four goals apiece for the game.

Two weeks later, Adelaide celebrated its first win over Geelong since 2006. The Crows finished the year in eleventh spot on the ladder with a 28-point win over St Kilda, the first time the club had beaten the Saints at AAMI Stadium since 2003.

Meanwhile, Port Adelaide started the year strongly with five wins from seven games, including a spectacular victory

against the previously undefeated Saints. However, the club would go on to lose a club record nine consecutive matches.

On July 9, Mark Williams stepped down as senior coach, coaching his final game against Collingwood. Matthew Primus was appointed caretaker coach and secured his first win in the year's second Showdown, where Port defeated the Crows by 19 points. Primus was appointed senior coach in September for a three-year term.

The Power finished tenth on the ladder after the home and away season. In December, the club celebrated the success of the 'One Port Adelaide' proposal to merge the administrations of the AFL and SANFL Port Adelaide entities.

Both clubs marked the retirements of several significant players in 2010 - captain Simon Goodwin, Andrew McLeod, Brett Burton and Tyson Edwards from the Crows and Warren Tredrea and Josh Carr from the Power.



CORPORATE HOSPITALITY

2010 OVERVIEW

The 2010 financial year was a challenging one for our business. Corporate revenue was significantly compromised due to continued economic conditions while the retail business fell significantly short of income projections due to declining crowds for our AFL fixtures. One pleasing aspect of our business throughout the year has been the continued growth of our external events business increasing revenue by \$492,000 on the previous year.

Overall, the Encore business fell short of budget by \$700,000 predominantly due to a significant shortfall in budgeted attendances.

RETAIL CATERING

The retail business has seen attendances drop well short of budget resulting in a revenue shortfall of \$396,534 against budget.

The AFL home and away season realised a decline in attendances versus the previous year by 65,995 and below budget by 67,507. Average spends remained strong with an increase of \$0.34 per person or an increase on the previous year of 5 per cent.

The SANFL 'be active' Finals Series once again had a positive impact on the retail business, exceeding budgeted revenue by \$122,585. The Finals generated income of \$617,385 with an average spend of \$9.17, making for a positive conclusion to the 2010 football season.

Overall, it was a disappointing year for our retail division, which has ended the financial year with a profit of \$2,224,112, a shortfall against budget of \$226,688.

CORPORATE FUNCTIONS

Commercial non-event day functions declined significantly during the financial year with a shortfall of \$352,590 or 39 per cent versus budget.

Despite a significant marketing campaign and reduced function pricing during the middle of the year in an attempt to promote new interest in the venue, we have been unable to reverse the decline in commercial functions within the venue.

The effects of the GFC are still evident in the corporate function market.

Event day functions were comparable with budget and numbers during 2009. Given the significant decline in our non-event day functions, net profit for the function department fell short of budget by \$234,400.

CORPORATE FACILITIES

AFL income has fallen short of budget by \$228,943. While attendances in the Superboxes were comparable with budget, the Open and Enclosed Facilities have fallen well short of budget by 3,142 guests or 11 per cent.

In addition to the Open Facilities decline in budget attendances, average spends have also failed to achieve budget falling short by \$2.82 per person or 5.4 per cent.

Net profit for the Facilities department has reached a profit of \$714,325, which is short of budget by \$205,075 or 22.3 per cent.

DISTINCTIVE HOMES DOME

Encore Group has now completed a full year as the contracted caterer for the Distinctive Homes Dome, home to the Adelaide 36ers and the Adelaide Link Lightning.

The income generated for the 12 month period was \$742,090, \$109,590 above budget or 17.3 per cent.

Net profit for the venue has contributed \$126,559.

EXTERNAL EVENTS

The Encore Events division continues to gain momentum, realising another solid year of growth. External catering had a year-end turnover of \$1,141,016 generating a net return of \$208,827 or 18.3 per cent. This represents an increase in revenue on the previous year of \$492,068 or 75 per cent.

The Adelaide Fringe Festival, Tour Down Under and the 2009/2010 baseball series at Coopers Stadium were all major contributors to this increase in income.

External events remain an important focus within our business to build staff continuity and profitability for the Encore business.

CATERING DIRECTION

We welcome the new addition of our most recent catering contract, the Adelaide Town Hall. It is expected that this business will increase our revenue by between \$1.5m - \$2m annually for the next five years.

In addition, we welcome the 2011 season and look forward to a reversal of fortune with event day corporate occupancies and attendances.

The greatest challenge remains to reverse the decline in non-event day income that has not recovered since the inception of the GFC. New sales and marketing strategies will be sourced to rejuvenate this business.



Encore Group staffer, Holli Gilbertson at an external function.

HUMAN RESOURCES & SAFETY

OCCUPATIONAL HEALTH & SAFETY

The League's OHS program is a structured approach to managing risks and driving improvement in a consistent and systematic manner. This requires commitment, focus, understanding and active involvement by every team member. The League's 2010 objectives to improve the safety culture and increase activity in OHS programs, including communication, knowledge and resources available to our people, were realised through a team effort.

2010 Highlights

- Implementation of 'Speak Up About Safety' initiative, encouraging team members to voice their workplace safety concerns and engage with Health and Safety Representatives
- Establishment of Safety Forums which will support our desire to improve communication, and OHS knowledge for manager and supervisors
- Overall increase in staff awareness and active involvement in OHS programs
- A significant increase in the reporting of incidents across all areas
- Appointment of additional Health & Safety Representatives
- Increased consultation with Health & Safety Representatives and management
- Improved communication and consultation through tool box meetings and Intranet resources
- Successful Rehabilitation and Return to Work plans were achieved
- Significant increase in training, including Supervisors & Managers Responsibilities, Hazards & Risk Assessments, Health & Safety Representative training, First Aid, Mental Health First Aid, Skilled Drivers, Workers Compensation and Rehabilitation and Return to Work
- OHS responsibility and accountability formalised in all position descriptions

The contribution of the Health & Safety Representatives cannot be overlooked, as they play a vital role in a proactive approach to our safety programs.

We also acknowledge the contribution of the OHS Committee, in particular, chairman Ian Walsh and members Judith Eaton, Jay Flowers and Mary Creece who have served on the committee since its inception in 1996.

The SANFL will continue to set objectives and targets to measure and drive continuous improvement in health and safety performance across the League and we expect further significant achievements in 2011.

PEOPLE & CULTURE

The SANFL's Human Resources department was established in 2008 to provide a strategic framework with a priority to develop and implement programs that focussed on recruiting talented people with a desire to make an impact on the business of sport. In 2010, we progressed to Stage 2 of the strategic plan to build on the capabilities of our people and to engage, develop and retain key talent. In managing our human resources, it is important to recognise the football industry in this state is a rapidly developing and changing environment. The changes and challenges of the 2010 season presented opportunities for the organisation, in particular the full-time administration team, to review our operations and capabilities to ensure we continue to deliver quality programs and services to all stakeholders.

2010 Highlights

- Inaugural 'Lead and Succeed' leadership program conducted by the Australian Institute of Management with 15 managers successfully completing the program
- Regular staff briefings by the Executive Commissioner, keeping staff informed on the progress of the proposed Adelaide Oval redevelopment into a joint football and cricket venue
- Development and launch of a new Staff Welcome Pack and an updated version of the Staff Handbook
- Review of policies and development of new policies, due for launch in 2011
- Appointment of the League's inaugural Aboriginal Employment & Participation Manager
- Collaborative approach with industry bodies including the inaugural AFL Industry Conference involving all AFL Club and State League Human Resource managers in March 2010
- Development of an online Learning Centre which will provide access to a library of training programs to all staff, due for launch in 2011
- Inaugural Communications Seminar for management
- Successful launch of the inaugural Staff Social Club
- Support and advisory service to SANFL Clubs, including recruitment services for executive positions, and an industry job placement on the SANFL website

The SANFL has built a solid reputation as the premier State League and in 2010 as we continued to concentrate on the future of the game, the focus also remained on the people who will take the game forward.



FINANCIAL REPORT

FINANCIAL REPORT

The trading result for 2010 before club grants was a loss of \$1,253,346. The year's challenges significantly impacted the SANFL's financial performance. The contributing factors to the loss were:

- A 7 per cent decline in AFL home game attendances
- A \$1.95m grant paid to Port Adelaide Football Club
- A decline in revenue from Corporate Facilities due to the lingering impacts of the Global Financial Crisis

There were many abnormal items impacting both the 2009 and 2010 results as included in the table below.

	2010	2009
Operating loss per annual report	(\$1,253,346)	(\$6,784,669)
Add back State Government Grant	-	(\$2,627,000)
Less write-off of capital works in progress	-	\$7,155,809
Less grants paid to PAFC	\$1,950,000	\$3,500,000
Normalised Profit	\$696,654	\$1,244,140

Excluded from the 2009 operating loss is the State Government Grant received to fund capital works and the write-off of the total amount incurred on capital works for the proposed redevelopment of AAMI Stadium. These costs were written-off when the State Government funding for

the redevelopment was withdrawn.

Excluded from the results of both years are grants paid to fund the operations of PAFC. The results of the merger between PAFC and Port Adelaide Magpies Football Club are already encouraging and will hopefully lead to the PAFC not relying on financial grants from the SANFL in the future.

The SANFL made a normalised surplus of \$696,654 in 2010, which is a decline of \$547,486 compared to the 2009 normalised result. The decrease was predominantly due to lower catering revenues as a result of reduced attendances.

The cash position of the SANFL shows a decline from \$8,952,020 to \$4,003,846. The decline was partly caused by the timing of payments from trade debtors which increased by \$2,295,472. Excluding this, the decline was approximately \$2.6m to fund operating activities and the payment of grants to State League Clubs. The \$1,950,000 grant to PAFC was funded from borrowings and thus did not impact the cash position of the SANFL.

Net assets declined by \$3,293,346. This was mainly due to the operating loss and the payment of club grants of \$4,140,000. The loan profile increased by \$1,696,304 mainly due to borrowings to fund the PAFC grant of \$1,950,000.

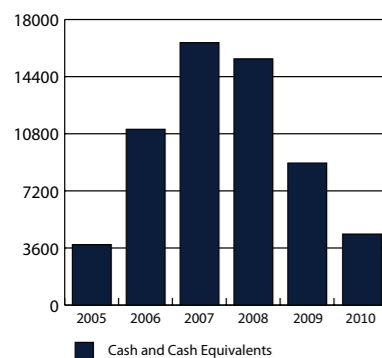
The SANFL has strategies to again grow its cash position through growing attendance and stadium membership. Each AFL club is also working to grow its corporate revenue base, membership and matchday support.

REVENUE SUMMARY FOR THE YEAR ENDED 31 OCTOBER 2010

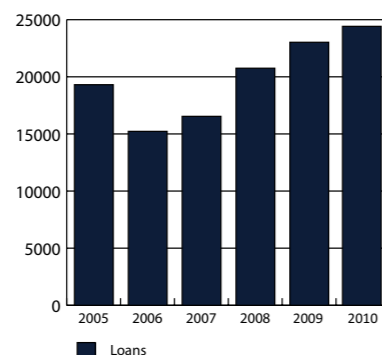
	\$ 2010	\$ 2009
The South Australian National Football League Incorporated		
Sale of goods revenue	12,996,004	13,044,906
Rendering of services revenue	16,913,513	18,111,137
SA Government Grant	-	2,627,000
Government Grant – APY Lands	562,709	637,485
AFL change room renovation grant	366,666	366,666
AFL grandstand grant	100,000	100,000
Other revenue	958,108	1,636,936
Total revenue	31,897,000	\$36,524,130

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

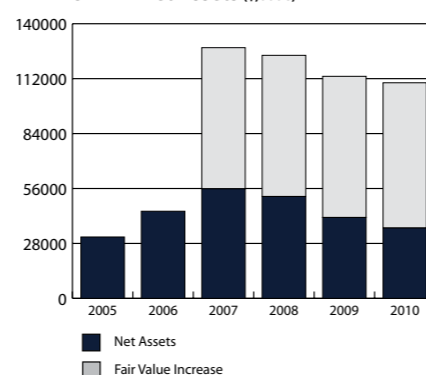
SANFL Cash Position (\$,000's)



SANFL Loan Profile (\$,000's)



SANFL Net Assets (\$,000's)



FINANCIAL REPORT

STATEMENTS OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 OCTOBER 2010

	Group		SANFL Inc	
	\$	\$	\$	\$
	2010	2009	2010	2009
Revenue	86,090,421	88,064,929	31,897,000	36,524,130
Cost of sales	(12,565,120)	(9,953,679)	(3,923,830)	(3,136,400)
Catering and licensed club expenses	(11,580,147)	(11,805,843)	(7,610,267)	(7,670,125)
Expenses associated with the Adelaide Oval project	(398,785)	-	(398,785)	-
Expenses from football operations and administration	(64,339,494)	(69,046,358)	(19,976,737)	(31,459,803)
Results from operating activities	(2,793,125)	(2,740,951)	(12,619)	(5,742,198)
Finance income	418,024	826,930	329,928	378,677
Finance expenses	(1,768,811)	(1,562,850)	(1,570,655)	(1,421,148)
Net finance expense	(1,350,787)	(735,920)	(1,240,727)	(1,042,471)
Profit/(loss) for the period	(4,143,912)	(3,476,871)	(1,253,346)	(6,784,669)
Attributable to:				
Members of the SANFL	(3,145,540)	(4,203,610)	(1,253,346)	(6,784,669)
Minority interest	(998,372)	726,739	-	-
Profit/(loss) for the period	(4,143,912)	(3,476,871)	(1,253,346)	(6,784,669)
Other comprehensive income				
Revaluation of property, plant & equipment	2,097,029	-	2,100,000	-
Total other comprehensive income for the period	2,097,029	-	2,100,000	-
Total comprehensive income / (loss) for the period	(2,046,883)	(3,476,871)	846,654	(6,784,669)
Attributable to:				
Members of the SANFL	(1,048,511)	(4,203,610)	846,654	(6,784,669)
Minority interest	(998,372)	726,739	-	-
Total comprehensive income / (loss) for the period	(2,046,883)	(3,476,871)	846,654	(6,784,669)

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.

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

STATEMENTS OF FINANCIAL POSITION AS AT 31 OCTOBER 2010

	Note	Group		SANFL Inc	
		\$	\$	\$	\$
		2010	2009	2010	2009
Current assets					
Cash and cash equivalents	2	5,105,349	14,417,304	4,003,846	8,952,020
Trade and other receivables	3	4,408,396	2,206,097	4,659,246	2,363,774
Inventories	4	792,824	578,963	405,690	398,325
Assets held for resale		-	556,692	-	-
Other assets	5	1,165,056	1,148,046	327,480	725,380
Total current assets		11,471,625	18,907,102	9,396,262	12,439,499
Non-current assets					
Trade and other receivables	3	-	-	425,801	-
Property, plant and equipment	6	168,481,418	165,282,905	127,156,236	126,927,761
Intangible assets	7	6,081,557	6,081,557	6,081,557	6,081,557
Total non-current assets		174,562,975	171,364,462	133,663,594	133,009,318
Total assets		186,034,600	190,271,564	143,059,856	145,448,817
Liabilities					
Current liabilities					
Trade and other payables	8	5,926,091	3,985,040	3,523,994	3,803,253
Interest-bearing liabilities	9	6,260,916	6,332,971	1,848,023	1,218,603
Employee benefits		2,184,242	2,425,348	964,369	1,001,332
Deferred income	10	2,932,676	3,399,323	2,809,404	3,309,034
Total current liabilities		17,303,925	16,142,682	9,145,790	9,332,222
Non-current liabilities					
Interest-bearing liabilities	9	23,844,937	22,868,091	23,225,591	22,158,707
Employee benefits		1,102,787	888,407	785,813	761,880
Total non-current liabilities		24,947,724	23,756,498	24,011,404	22,920,587
Total liabilities		42,251,649	39,899,180	33,157,194	32,252,809
Net assets		143,782,951	150,372,384	109,902,662	113,196,008
Equity					
Retained earnings	11(a)	57,317,314	64,604,339	35,858,872	41,252,218
Reserves		79,917,510	78,380,512	74,043,790	71,943,790
Equity attributable to members of the SANFL Inc		137,234,824	142,984,851	109,902,662	113,196,008
Minority interest		6,548,127	7,387,533	-	-
Total equity		143,782,951	150,372,384	109,902,662	113,196,008

FINANCIAL REPORT

STATEMENTS OF CASH FLOWS FOR THE YEAR ENDED 31 OCTOBER 2010

	Group		SANFL Inc	
	\$ 2010	\$ 2009	\$ 2010	\$ 2009
Cash flows from operating activities				
Cash receipts from customers	76,787,588	88,489,302	27,899,274	33,441,785
Cash paid to suppliers and employees	(77,926,269)	(89,134,815)	(27,276,538)	(30,107,862)
Cash generated from operations	(1,138,681)	(645,513)	622,736	3,333,923
Interest received	418,024	826,930	329,928	378,677
Borrowing costs paid	(1,768,811)	(1,562,850)	(1,570,655)	(1,421,149)
Net cash flows from / (used in) operating activities	(2,489,468)	(1,381,433)	(617,991)	2,291,451
Cash flows from investing activities				
Acquisition of non-controlling interest	(252,550)	-	-	-
Payment for investments	(142,302)	-	-	-
Proceeds from sale of property, plant and equipment	187,300	-	187,299	-
Acquisition of property, plant and equipment	(5,726,722)	(23,165,544)	(817,597)	(7,447,242)
Proceeds from sale of investments	780,785	1,500,000	-	-
Net cash flows used in investing activities	(5,153,489)	(21,665,544)	(630,298)	(7,447,242)
Cash flows from financing activities				
SA Government grant	-	2,627,000	-	2,627,000
Commonwealth Government grant	-	250,000	-	-
AFL grant	1,366,666	2,179,338	366,666	366,666
APY grant	562,709	637,485	562,709	637,485
AFL grandstand grant	100,000	100,000	100,000	100,000
Grants to AFL clubs	-	-	(1,950,000)	(3,500,000)
Loan to AFL clubs	-	-	(252,550)	-
Club football development grants	(4,140,000)	(3,915,000)	(4,140,000)	(3,915,000)
Proceeds from borrowings	2,598,000	5,898,367	2,598,000	3,328,000
Repayment of borrowings	(1,991,671)	(1,250,770)	(984,710)	(1,057,300)
Net cash flows from/(used in) financing activities	(1,504,296)	6,526,420	(3,699,885)	(1,413,149)
Net increase/(decrease) in cash and cash equivalents	(9,147,253)	(16,520,557)	(4,948,174)	(6,568,940)
Cash and cash equivalents at beginning of period	14,252,602	30,773,159	8,952,020	15,520,960
Cash and cash equivalents at end of period	5,105,349	14,252,602	4,003,846	8,952,020

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2010

	Group		SANFL Inc	
	\$ 2010	\$ 2009	\$ 2010	\$ 2009
1 PROFIT FOR THE PERIOD HAS BEEN ARRIVED AT AFTER CHARGING THE FOLLOWING ITEMS:				
Personnel expenses	46,389,750	41,776,813	11,854,694	10,682,643
Payments to defined contribution plans	3,410,602	3,279,486	934,368	984,286
Total personnel expenses	49,800,352	45,056,299	12,789,062	11,666,929
Rental expense on operating lease	448,121	332,595	26,100	26,100
Loss on disposal of non current assets	98,211	65,396	22,432	61,502
Write-off of capital work in progress	-	7,155,809	-	7,155,809
2 CASH AND CASH EQUIVALENTS				
Cash on hand	94,033	89,327	79,033	79,327
Cash at bank	1,394,747	5,983,564	308,244	528,280
Deposits - at call	116,569	92,413	116,569	92,413
Short term deposits	3,500,000	8,252,000	3,500,000	8,252,000
Cash and cash equivalents	5,105,349	14,417,304	4,003,846	8,952,020
Overdraft	-	(164,702)	-	-
Cash and cash equivalents in the statement of cash flows	5,105,349	14,252,602	4,003,846	8,952,020
3 TRADE AND OTHER RECEIVABLES				
<u>Current</u>				
Accounts receivable	4,701,794	2,179,198	2,820,999	1,573,919
Provision for impairment	(348,471)	(133,600)	(3,771)	-
	4,353,323	2,045,598	2,817,228	1,573,919
Due from controlled entities	-	-	1,842,018	789,855
Other receivables	55,073	160,499	-	-
	4,408,396	2,206,097	4,659,246	2,363,774
<u>Non-Current</u>				
Due from controlled entities	-	-	425,801	-
	-	-	425,801	-
4 INVENTORIES				
Stock on hand - at cost	792,824	578,963	405,690	398,325
	792,824	578,963	405,690	398,325
5 OTHER ASSETS				
Prepayments	422,351	867,550	324,676	722,580
Other Assets	742,705	280,496	2,804	2,800
	1,165,056	1,148,046	327,480	725,380

FINANCIAL REPORT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2010

	Group					
	\$ Freehold land at fair value	\$ Buildings at fair value	\$ Plant and equipment	\$ Plant and equipment under lease	\$ Capital works in progress	\$ Total
6 PROPERTY, PLANT AND EQUIPMENT						
Cost or deemed cost						
Balance at 31 October 2009	23,520,000	137,165,784	23,123,790	1,107,550	322,944	185,240,068
Revaluation	2,100,000	-	-	-	-	2,100,000
Additions	-	4,172,459	1,059,247	495,016	-	5,726,722
Disposals	-	(7,454)	(2,164,593)	(440,628)	-	(2,612,675)
Transfers	-	322,944	-	-	(322,944)	-
Balance at 31 October 2010	25,620,000	141,653,733	22,018,444	1,161,938	-	190,454,115
Depreciation and impairment losses						
Balance at 31 October 2009	-	4,882,415	14,537,745	537,003	-	19,957,163
Depreciation for the year	-	2,574,432	1,573,491	190,561	-	4,338,484
Disposals	-	(784)	(2,091,271)	(230,895)	-	(2,322,950)
Balance at 31 October 2010	-	7,456,063	14,019,965	496,669	-	21,972,697
Carrying amounts						
At 1 November 2009	23,520,000	132,283,369	8,586,045	570,547	322,944	165,282,905
At 31 October 2010	25,620,000	134,197,670	7,998,479	665,269	-	168,481,418
			SANFL			
Cost or deemed cost						
Balance at 31 October 2009	23,520,000	97,122,919	17,853,220	856,645	-	139,352,784
Revaluation	2,100,000	-	-	-	-	2,100,000
Additions	-	77,864	314,867	424,866	-	817,597
Disposals	-	-	-	(440,628)	-	(440,628)
Balance at 31 October 2010	25,620,000	97,200,783	18,168,087	840,883	-	141,829,753
Depreciation and impairment losses						
Balance at 31 October 2009	-	2,940,373	9,087,914	396,736	-	12,425,023
Depreciation for the year	-	1,324,813	1,017,068	137,508	-	2,479,389
Disposals	-	-	-	(230,895)	-	(230,895)
Balance at 31 October 2010	-	4,265,186	10,104,982	303,349	-	14,673,517
Carrying amounts						
At 1 November 2009	23,520,000	94,182,546	8,765,306	459,909	-	126,927,761
At 31 October 2010	25,620,000	92,935,597	8,063,105	537,534	-	127,156,236

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2010

	Group		SANFL Inc	
	\$ 2010	\$ 2009	\$ 2010	\$ 2009
7 INTANGIBLE ASSETS				
AFL licence fees	6,081,557	6,081,557	6,081,557	6,081,557
8 TRADE AND OTHER PAYABLES				
Trade payables	4,340,907	3,081,709	2,336,146	1,954,076
Other payables	1,585,184	903,331	-	-
Due to controlled entities	-	-	1,187,848	1,849,177
	5,926,091	3,985,040	3,523,994	3,803,253
9 INTEREST-BEARING LIABILITIES				
Current liabilities				
Bank overdraft	-	164,702	-	-
Bank loans	6,044,916	5,846,706	1,682,920	984,710
Hire purchase and finance lease liability	216,000	296,563	165,103	233,893
Other unsecured loans	-	25,000	-	-
	6,260,916	6,332,971	1,848,023	1,218,603
Non-Current liabilities				
Bank loans	23,523,723	22,720,639	22,954,970	22,039,890
Hire purchase and finance lease liability	321,214	147,452	270,621	118,817
	23,844,937	22,868,091	23,225,591	22,158,707
10 DEFERRED INCOME				
Deferred income	2,932,676	3,399,323	2,809,404	3,309,034
	2,932,676	3,399,323	2,809,404	3,309,034

FINANCIAL REPORT

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2010

	Group		SANFL Inc	
	\$	\$	\$	\$
	2010	2009	2010	2009
11 RETAINED EARNINGS				
(a) Retained earnings				
Retained earnings are allocated to the following funds				
Retained earnings excluding funds (i)	57,314,514	64,601,539	35,856,072	41,249,418
Trust funds	2,800	2,800	2,800	2,800
	57,317,314	64,604,339	35,858,872	41,252,218

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

(b) Minority interests in controlled entities

Balance as at 1 November 2009	7,387,533	6,660,794	-	-
Total comprehensive income / (loss)	(998,372)	726,739	-	-
Acquisition of non-controlling interest	158,966	-	-	-
Balance as at 31 October 2010	6,548,127	7,387,533	-	-

12 LEASE AND HIRE PURCHASE COMMITMENTS

(a) Operating Leases

Non-cancellable operating lease rental are payable as follows

Less than one year	683,529	689,181	24,448	26,100
Between one and five years	347,255	972,300	17,451	41,899
More than five years	-	-	-	-
	1,030,784	1,661,481	41,899	67,999

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2010

12 LEASE AND HIRE PURCHASE COMMITMENTS (CONTINUED)

(b) Hire purchase agreements and finance leases

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

	Future minimum lease payments	Future minimum lease payments
	\$	\$
	2010	2009
Less than one year	258,250	320,471
Between one and five years	358,439	156,024
More than five years	-	-
	616,689	476,495

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

	Future minimum lease payments	Future minimum lease payments
	\$	\$
	2010	2009
Less than one year	200,729	252,709
Between one and five years	303,506	126,322
More than five years	-	-
	504,235	379,031

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

	Group		SANFL Inc	
	\$	\$	\$	\$
	2010	2009	2010	2009
Current	216,000	296,563	165,103	233,893
Non current	321,214	147,452	270,621	118,817
	537,214	444,015	435,724	352,710

13 CAPITAL COMMITMENTS

Capital commitments of the Group as at 31 October 2010 were Nil (2009: \$2,473,608).

14 EVENTS SUBSEQUENT TO BALANCE DATE

Subsequent to the financial year ended 31st October 2010, the SANFL Football Commission on the 15th November voted to approve the proposal for the Port Adelaide Magpies Football Club to become a controlled entity of the Port Adelaide Football Club Limited. On the 16th November, the required approvals were obtained from the members of the Port Adelaide Magpies Football Club. This will be effective from the 1st of December 2010.

SANFL COMMITTEES 2010

PATRON

His Excellency Rear Admiral
Kevin Scarce AC CSC RANR

VICE PATRONS

Max Basheer AM
His Hon Don Brebner AM
(deceased 2010)
The Hon Justice Kevin
Duggan AM
Lt General Sir Donald
Dunstan AC KBE CB

AAMI STADIUM DEVELOPMENT PATHWAY STEERING COMMITTEE

J. Olsen (Chairman)
J. Ferguson
J. Lyons
N. Matotek
G. Metcalf
R. Payze
L. Whicker

SANFL FINANCE COMMITTEE

P. Gallagher (Chairman)
J. Coppins*
B. Cunningham*
S. Grant*
J. Lyons
N. Matotek*
J. Olsen
R. Payze
L. Whicker
* Part Year

HALL OF FAME SELECTION COMMITTEE

M. Basheer AM (Chairman)
L. Argent
P. Carey OAM
R. Hank
J. Halbert AM MBE
R. Hammond AM
D.N. Kerley AM
B. Robran MBE
M. Rucci
G. Rosser (Secretary)

SA COMMUNITY FOOTBALL BOARD

D. Shipway (Chairman)
D. Benson
J. Burchell
G. Capogreco
S. Duncan
R. Kerin
P. Lindner
K. Russell
G. Rosser (Secretary)

LIFE MEMBERSHIP SUB-COMMITTEE

M. Basheer, AM (Chairman)
D. Chandler
J. Condon
J. Halbert, MBE
R. Payze
L. Whicker

COMMISSION AUDIT COMMITTEE

P. Gallagher (Chairman)
J. Coppins
J. Olsen

SALARY CAP INVESTIGATION SUB-COMMITTEE

D. Shammall (Chairman)
J. Condon OAM
G. Parsons
P. Woite
D. Chandler (Secretary)

SA FOOTBALL COMMISSION SALARY CAP SUB-COMMITTEE

J. Coppins (Chairman)
D. Chandler
J. Condon OAM
D. Shipway
M. Duldig (Secretary)

LEAGUE TRIBUNAL COMMISSIONERS

P. Cuthbertson, QC
(Chairman)
G. Palasis
P. Rofe
D. Swain, OAM
I. White
P. Winter
P. Woite
M. Duldig (Secretary)
Justice M. David (Appeals
Commissioner)

PERMIT TRIBUNAL COMMISSIONERS

I. White (Chairman)
P. Cuthbertson, QC
D. Swain, OAM
M. Duldig (Secretary)

DRUG AND DISCIPLINARY TRIBUNAL

P. Cuthbertson, QC
(Chairman)
Dr T. Farquharson
P. Woite
M. Duldig (Secretary)

MATCH AND PERMIT COMMITTEE

D. Chandler (Chairman)
C. Davies
J. Ferguson
K. Grant
B. Kavenagh
D. Shepley
M. Duldig (Secretary)

GAME DEVELOPMENT COUNCIL

D. McCaffrie (Chairman)
M. Benson
D. Bradley
C. Cates
R. Hockley
D. Hutton
N. Sanders
C. Steinert
M. Tippett
P. Willis

GAME DEVELOPMENT INNOVATIONS COMMITTEE

D. McCaffrie (Chairman)
S. Forrest
D. Hutton
K. McGregor
M. Schetter
K. Wanganeen
C. Wingard
J. Woodlands-Thompson

SCHOOL FOOTBALL SA EXECUTIVE

C. Steinert (Chairman)
P. Cates
P. Chapman
J. George
K. Gruhl
P. Marston
P. Roberts
P. Willis
B. Hopkins (Secretary)

OHS COMMITTEE

I. Walsh (Chairman)
J. Anderson
M. Creece
J. Eaton
V. Fessas
J. Flowers
B. Hopkins
A. Simes

BANKERS

Westpac Banking
Corporation

LEAGUE SOLICITORS

Duncan Basheer Hannon

INSURANCE AGENCY

Jardine Lloyd Thompson

AUDITORS

KPMG

LEAGUE LIFE MEMBERS

John Firth and Darrell O'Brien were granted League Life Membership in 2010.

Firth was recognised for his 35-year involvement with the Port Adelaide Magpies Football Club. He was instrumental in ensuring the club's viability through the coordination of an administrative merger with the Port Adelaide Football Club in late 2010.

O'Brien's 25-year association with Central District Football Club as a Board Member and sponsor was acknowledged in his selection for this honour. His work with the club's licensed venue since 1994 was particularly noted.

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

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

1944	J.W. Daly †
1945	C.L. Martin †
1945	T.J. Leahy †
1946	W.J. Milhinch †
1948	J. Hume †
1948	C.L. Shea, MBE †
1949	M. Bloustein †
1949	F.T.P. Heidenrich †
1950	W.H. Jackson †
1950	F.K. Gould †
1953	W.L. Gately †
1953	E. Rix †
1957	J.W. Forrester, MBE †
1958	F.J. McCallum †
1959	A.R. McLean, OBE †
1959	L.J. Thompson †
1960	E.W. Wadhams †
1960	J. Wadhams †
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, OAM
2004	C. Patterson
2005	D.A. McCaffrie
2006	R.J. Payze
2006	R.A. Hammond
2006	Max Williams †
2007	T. Jaques
2007	J. Robinson
2008	G. Boulton
2008	D. Shipway
2008	P. Woite
2010	P. Gallagher
2011	J. Firth
2011	D. O'Brien

† Denotes deceased

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
Brant Chambers	Sturt
Nick Chigwidden	Glenelg
Gary Christie	South
Justin Cicolella	Eagles
Troy Clements	Norwood
Trevor Clisby	North
Craig Cock	South
Brian Colbey	Glenelg
Gavin Colville	Eagles
Tim Cook	Central
Stephen Copping	Glenelg
Graham Cornes	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 Morphet	Torrens, Eagles
Geoff Morris	West
Geof Motley OAM	Port
Gary Mousley	South, Sturt
John Murphy	Sturt
Mark Naley	South
Chris Natt	Port
Ben Nelson	Sturt
Sandy Nelson	Sturt
Greg Nicholson	West, Norwood
Paul Northeast	Port
Michael Nunan	Sturt, Norwood
Robert Oatey	Norwood, Sturt
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

SANFL 200 CLUB MEMBERS	
Brenton Phillips	North
Greg Phillips	Port
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 Schneebechler	South, Glenelg
Rick Schoff	Sturt
Peter Schwarz	Woodville, Eagles
Stephen Schwerdt	Central
John Seebohm	Glenelg
Ralph Sewer	Woodville
Jade Sheedy	Sturt
Terry Short	Sturt
Trevor Sims	Sturt
Lyle Skinner	Central
Rohan Smith	Port
Darryl Smith	Sturt, Torrens
Darren Smith	Port
Colin Smith	West
Trevor Sorrell	Port
Frank Spiel	South, Sturt, Torrens
Damian Squire	Sturt
Frank Stemper	Woodville, Norwood
David Stoeckel	South
Wayne Stringer	North, Glenelg
Barry Stringer	North
Adam Switala	Central
Tony Symonds	Glenelg
Michael Taylor	Norwood
John Taylor	West, Glenelg

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

BEREAVEMENTS

HIS HONOURABLE DONALD BREBNER, AM



One of the founding fathers of AAMI Stadium, former SANFL president Donald Brebner died on November 27, 2011.

Judge Brebner served as SANFL President for twelve years from 1966 to 1978. He took the position aged 39, the youngest man to serve as President in League history. A former Norwood and All-Australian Amateur League footballer, he joined the SANFL in 1962 and from 1962 to 1966, he was the Commissioner of Country and Junior Football and Senior Vice President of the League. His Presidency oversaw one of the most momentous periods in South Australian football history - the decision to move the game from Adelaide Oval and establish an independent football venue in Adelaide's western suburbs.

Judge Brebner was made an SANFL life member in 1972, was an inaugural Hall of Fame member in 2002 and was acknowledged in the naming of Brebner Drv at West Lakes.

Wendy Altus

Port Adelaide Magpies Football Club
Life Member

Billie Arthur

Norwood Football Club
Life Member

Dr. Ted Boer

North Adelaide Football Club
Life Member

Murray Bray

Norwood Football Club
Life Member

Ian Brewer

Norwood Football Club
Former Player

Jimmy Deane

South Adelaide Football Club
Former Player

Ronald Downer

Glenelg Football Club
Life Member

Phillip Ferris

North Adelaide Football Club
Former Player

Robert Flavel

West Adelaide Football Club
Life Governor

Colin Francis

South Adelaide Football Club
Club President

Alan Giles

Norwood Football Club
Former Player

Ross Glover

West Adelaide Football Club
Former Player

Peter Hargreaves

Sturt Football Club
Former Player

Robert Hearne

South Adelaide Football Club
Life Member

Bill Henderson

SANFL
Umpire

Alan Hickinbotham AM

South Adelaide Football Club
Patron

Ivan Holliday

Norwood Football Club
Former Player

Ron Howlett

South Adelaide Football Club
Life Member

Alby Lawson

Port Adelaide Magpies Football Club
Life Member

Dorrie Lush

North Adelaide Football Club
Life Member

David McEntee

Sturt Football Club
Life Member

Ian McKay

North Adelaide Football Club
Former Player

Kevin McSpornan

Woodville-West Torrens Football Club
Former Player

Horrie Nelson

Norwood Football Club
Former Player

Robert 'Bob' Rice

Glenelg Football Club
Life Member

Corey Siemers

West Adelaide Football Club
Player

Bernard Slattery

West Adelaide Football Club
Former Player

Harold 'Bill' Soulsby

Glenelg Football Club
Life Member

Ian Stasinowsky

Norwood Football Club
Former Player

Clayton 'Candles' Thompson

Sturt Football Club
Former Player

Greg Wild

Sturt Football Club
Former Player

Rex Wilson

Norwood Football Club
Former Club President

ROUND 1

Friday, March 26

West 14.19 (103) d. North 4.7 (31)
City Mazda Stadium (N) 4866
Saturday, March 27
South 10.8 (68) Drew Sturt 10.8 (68)
Hickinbotham Oval, 2626
Glenelg 17.11 (113) d. Norwood 5.7 (37)
Gliderol Stadium (T) 4293
Central 13.12 (90) d. Port 11.13 (79)
Hamma Homes Oval (N) 5031
ROUND TOTAL 18083
Eagles Bye

ROUND 2

Thursday, April 1

Panthers 12.11 (83) d. Norwood 11.12 (78)
Coopers Stadium (N) 3495
Saturday, April 3
Glenelg 16.10 (106) d. West 12.8 (80)
City Mazda Stadium 3513
North 13.9 (87) d. Sturt 11.13 (79)
Prospect Oval 3394
Eagles 17.13 (115) d. Port 14.8 (92)
Woodville Oval 3113
ROUND TOTAL 13515
Central Bye

ROUND 3

Saturday, April 10

Eagles 8.9 (57) d. Norwood 5.9 (39)
Woodville Oval 1902
Central 13.13 (91) d. West 10.4 (64)
Hamma Homes Oval 3011
Sturt 16.16 (112) d. Glenelg 11.7 (73)
House Brothers Oval 3493
Sunday, April 11
North 6.14 (50) d. Port 7.5 (47)
Alberton Oval 4556
ROUND TOTAL 12962
Panthers Bye

ROUND 4

Saturday, April 16

West 12.10 (82) d. Norwood 10.3 (63)
City Mazda Stadium (N) 4535
Saturday, April 17
Eagles 24.6 (150) d. Sturt 16.10 (106)
House Brothers Oval 2461
Sunday, April 18
Central 14.14 (98) d. Glenelg 13.10 (88)
Gliderol Stadium 4532
North 25.13 (163) d. Panthers 16.13 (109)
Hickinbotham Oval 2076
ROUND TOTAL 13604
Port Bye

ROUND 5

Saturday, April 24

Glenelg 12.9 (81) d. North 11.12 (78)
Prospect Oval 2884
Sunday, April 25
Sturt 19.9 (123) d. Central 8.8 (56)
Hamma Homes Oval 4884
Norwood 17.7 (109) d. Port 11.8 (74)
Coopers Stadium (N) 6665
Monday, April 26
Panthers 18.10 (118) d. Eagles 15.6 (96)
Hickinbotham Oval 3042
ROUND TOTAL 17475
West Bye

ROUND 6

Friday, April 30

Norwood 16.12 (108) d. Sturt 4.5 (29)
Coopers Stadium (N) 5461
Saturday, May 1
Port 13.15 (93) d. Panthers 11.5 (71)
Alberton Oval 1792
Sunday, May 2
Central 17.11 (113) d. North 5.8 (38)
Prospect Oval 3198
Eagles 14.12 (96) d. West 12.6 (78)
Woodville Oval 2542
ROUND TOTAL 12993
Glenelg Bye

ROUND 7

Friday, May 7

Norwood 16.13 (109) d. Glenelg 6.6 (42)
Coopers Stadium (N) 4866
Saturday, May 8
Central 22.10 (142) d. Port 12.12 (84)
Alberton Oval 2885
West 12.15 (87) d. Panthers 9.6 (60)
Hickinbotham Oval 1845
Eagles 18.6 (114) d. North 5.17 (47)
Woodville Oval 2024
ROUND TOTAL 11620
Sturt Bye

ROUND 8

Friday, May 14

West 13.10 (88) d. Port 11.9 (75)
City Mazda Stadium (N) 3583
Saturday, May 15
Glenelg 18.14 (122) d. Eagles 12.11 (83)
Gliderol Stadium 3467
Sturt 15.8 (98) d. Panthers 12.9 (81)
House Brothers Oval 2622
Norwood 12.11 (83) d. North 8.10 (58)
Prospect Oval 3411
ROUND TOTAL 13083
Central Bye

ROUND 9

Saturday, May 22

Central 19.6 (120) d. Eagles 14.8 (92)
Hamma Homes Oval 3578
Glenelg 18.13 (121) d. Panthers 11.8 (74)
Hickinbotham Oval 2380
Port 14.10 (94) d. Sturt 10.15 (75)
House Brothers Oval 3544
North 13.14 (92) d. West 9.9 (63)
Prospect Oval 2124
ROUND TOTAL 11626
Norwood Bye

ROUND 10

Saturday, May 29

Central 15.12 (102) d. Panthers 8.5 (53)
Hamma Homes Oval 1702
Sunday, May 30
Glenelg 13.8 (86) d. Port 11.11 (77)
Gliderol Stadium 3615
West 10.3 (63) d. Sturt 8.9 (57)
Mannum Oval 3063
Norwood 14.4 (88) d. Eagles 11.6 (72)
Woodville Oval 2749
ROUND TOTAL 11129
North Bye

ROUND 11

Saturday, June 5

North 15.10 (100) d. Panthers 13.9 (87)
Prospect Oval 1523
Sunday, June 6
Eagles 15.10 (100) d. Port 13.8 (86)
Alberton Oval 2840
Norwood 9.15 (69) d. Central 9.12 (66)
Coopers Stadium 4421
ROUND TOTAL 7304
Central, Sturt, West Bye

ROUND 12

Saturday, June 12

Central 10.6 (66) d. West 6.7 (43)
City Mazda Stadium 2279
Sunday, June 13
Port 13.10 (88) d. Panthers 11.7 (73)
Hickinbotham Oval 2547
Sturt 11.13 (79) d. Norwood 10.11 (71)
House Brothers Oval 5044
Monday, June 14
Glenelg 17.8 (110) d. North 8.15 (63)
Gliderol Stadium 5260
ROUND TOTAL 15130
Eagles Bye

ROUND 13

Friday, June 19

Norwood 8.9 (57) d. Port 6.9 (45)
Alberton Oval 3817
West 10.5 (65) d. Eagles 8.7 (55)
City Mazda Stadium 2102
Central 10.17 (77) d. North 5.3 (33)
Hamma Homes Oval 2179
Sunday, June 20
Glenelg 14.11 (95) d. Sturt 13.11 (89)
Gliderol Stadium 5535
ROUND TOTAL 14112
Panthers Bye

ROUND 14

Saturday, June 26

Norwood 8.6 (54) d. West 6.6 (42)
Coopers Stadium 3245
Central 17.7 (109) d. Glenelg 11.6 (72)
Hamma Homes Oval 2629
Sturt 24.11 (155) d. Panthers 5.8 (38)
House Brothers Oval 2292
Eagles 14.4 (88) d. North 8.13 (61)
Prospect Oval 2112
ROUND TOTAL 10278
Port Bye

ROUND 15

Saturday, July 3

Eagles 13.8 (86) d. Sturt 7.18 (60)
Woodville Oval 2953
Sunday 4 July
West 11.8 (74) d. Port 9.14 (68)
Alberton Oval 3481
Glenelg 12.12 (84) d. South 12.6 (78)
Hickinbotham Oval 2982
ROUND TOTAL 9416
Central, North, Norwood Bye

ROUND 16

Saturday, July 10

Sturt 12.13 (85) d. Central 9.7 (61)
House Brothers Oval 2222
North 13.10 (88) d. Port 9.7 (61)
Prospect Oval 1831
West 15.9 (99) d. Panthers 10.5 (65)
City Mazda Stadium (N) 1403
Sunday, July 11
Norwood 12.7 (79) d. Eagles 9.8 (62)
Coopers Stadium 3899
ROUND TOTAL 9355
Glenelg Bye

ROUND 17

Saturday, July 17

Glenelg 15.15 (105) d. Port 10.10 (70)
Alberton Oval 3420
Central 9.10 (64) d. Norwood 8.8 (56)
Hamma Homes Oval 3417
Sturt 12.14 (86) d. North 8.6 (54)
House Brothers Oval 2964
Eagles 17.14 (116) d. Panthers 9.9 (63)
Woodville Oval 2181
ROUND TOTAL 11982
West Bye

ROUND 18 (Split Round)

Saturday, July 24

Central 19.9 (123) d. West 9.5 (59)
City Mazda Stadium 2388
Glenelg 16.12 (108) d. North 9.9 (63)
Gliderol Stadium 3361
Saturday, July 31
Norwood 17.13 (115) d. Panthers 7.10 (52)
Hickinbotham Oval 1799
Sunday, August 1
Port 13.7 (85) d. Sturt 4.9 (33)
Alberton Oval 2596
ROUND TOTAL 10144
Eagles Bye

ROUND 19

Saturday, August 7

Eagles 15.12 (102) d. Port 12.7 (79)
Alberton Oval 2847
Norwood 16.14 (110) d. North 6.10 (46)
Coopers Stadium 3262
Glenelg 20.4 (124) d. West 7.11 (53)
Gliderol Stadium 3455
Central 17.14 (116) d. Panthers 13.5 (83)
Hickinbotham Oval 1421
ROUND TOTAL 10985

ROUND 20

Saturday, August 14

West 3.4 (22) d. Port 2.4 (16)
City Mazda Stadium (N) 2155
Sturt 8.3 (51) d. Norwood 5.10 (40)
Coopers Stadium (N) 4055
Saturday, August 21
Glenelg 22.14 (146) d. Panthers 10.10 (70)
Gliderol Stadium 2574
Eagles 11.9 (75) d. Central 7.9 (51)
Woodville Oval 1681
ROUND TOTAL 10929
North Bye

ROUND 21

Friday, August 20

West 3.4 (22) d. Port 2.4 (16)
City Mazda Stadium (N) 2155
Sturt 8.3 (51) d. Norwood 5.10 (40)
Coopers Stadium (N) 4055
Saturday, August 28
Glenelg 15.11 (101) d. Norwood 11.5 (71)
Gliderol Stadium 5819
Sturt 12.14 (86) d. Central 10.11 (71)
House Brothers Oval 3448
North 15.6 (96) d. Eagles 11.11 (77)
Prospect Oval 2304
ROUND TOTAL 13340
Port Bye

ROUND 22

Saturday, August 28

West 12.10 (82) d. Panthers 5.13 (43)
Hickinbotham Oval 1769
Sunday, August 29
Glenelg 15.11 (101) d. Norwood 11.5 (71)
Gliderol Stadium 5819
Sturt 12.14 (86) d. Central 10.11 (71)
House Brothers Oval 3448
North 15.6 (96) d. Eagles 11.11 (77)
Prospect Oval 2304
ROUND TOTAL 13340
Port Bye

ROUND 23

Saturday, September 4

North 6.11 (47) d. Port 4.9 (33)
Alberton Oval 2272
Central 7.8 (50) d. Glenelg 3.7 (25)
Hamma Homes Oval 2336
Sunday, September 5
Norwood 8.15 (63) d. West 2.9 (21)
Coopers Stadium 2618
Sturt 9.11 (65) d. Eagles 4.3 (27)
Woodville Oval 2169
ROUND TOTAL 9395
Panthers Bye

FINALS

Sunday 12 September

Elimination Final – 12:10pm
Eagles 17.14 (116) d. Sturt 6.10 (46)
Qualifying Final – 3:10pm
Norwood 12.11 (83) d. Glenelg 5.9 (39)
AAMI Stadium double header 11449

Sunday 19 September

First Semi Final – 12:10pm
Eagles 13.15 (93) d. Glenelg 7.13 (55)
Second Semi Final
Central 12.9 (81) d. Norwood 9.9 (63)
AAMI Stadium double header 13162

Sunday 26 September

Preliminary Final – 3:10pm
Norwood 8.8 (56) d. Eagles 7.9 (51)
AAMI Stadium 8342

Sunday 3 October

Grand Final – 3:10pm
Central 10.11 (71) d. Norwood 9.11 (65)
AAMI Stadium 34355

Key:

(N) Night match, Friday - 7:40pm, Saturday - 6:30pm
(T) Twilight match - 4:30pm

