

**2018  
ANNUAL  
REPORT**



**2018  
PREMIERS**







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AUSTRALIAN FOOTBALL LEAGUE  
122ND ANNUAL REPORT 2018

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◀ The crowd roars at the opening bounce of the pulsating 2018 Grand Final that saw the Eagles down the Magpies by five points in a thriller.

◀ **Cover:** The jubilant West Coast Eagles and Western Bulldogs celebrate their 2018 premiership triumphs.



# 100,022

The attendance at the 2018 Toyota AFL Grand Final

## 3,386,253

Television audience for the Toyota AFL Grand Final.

## 6,894,770

Record home and away attendance.

## 700,395

Record finals attendance.



▷ Ecstatic Norm Smith medallist Luke Shuey shows the spoils of victory after the West Coast Eagles' thrilling five-point win over Collingwood in the 2018 Grand Final.



# 1,008,494

Record total club membership of 1,008,494, compared with 907,561 in 2017

## 34,822

Average home and away match attendance of 34,822, compared with 34,003 in 2017.

## 1.649M

Record overall participation of 1.649m, compared with 1.548m in 2017.

▷ The national appeal of the AFL has never been greater with club membership topping one million for the first time.





# 530,166

Record female participation of 530,166, compared with 463,364 in 2017

## 183,290

Total AFLW crowds of 183,290.

## 41,975

Domestic record for a women's sporting match of 41,975 for Fremantle v Collingwood at Optus Stadium.

## 105,876,349

Total AFL viewership of 105,876,349 across FTA and STV.

## 2,878,603

Total AFLW viewership of 2,878,603 across FTA and STV.



▷ It was all red, white and blue as Ellie Blackburn lapped up the Western Bulldogs' superb win in the AFLW Grand Final at Ikon Park.





## MAJOR AFL AWARDS



### **BROWNLOW MEDAL**

**TOM MITCHELL**  
HAWTHORN



### **NORM SMITH MEDAL**

**LUKE SHUEY**  
WEST COAST EAGLES



### **COLEMAN MEDAL**

**JACK RIEWOLDT**  
RICHMOND



### **NAB AFL RISING STAR**

**J Aidyn STEPHENSON**  
COLLINGWOOD



### **AUSTRALIAN FOOTBALL HALL OF FAME LEGEND OF THE GAME**

**KEVIN SHEEDY**

◁ Midfield maestro  
Tom Mitchell became  
just the sixth Hawk  
to claim football's  
highest individual  
award, the Brownlow  
Medal, in 2018.





MAJOR NAB AFLW AWARDS



**NAB AFLW  
BEST & FAIREST**  
EMMA KEARNEY  
WESTERN BULLDOGS



**NAB AFLW  
GRAND FINAL  
BEST ON GROUND**  
MONIQUE CONTI  
WESTERN BULLDOGS



**NAB AFLW LEADING  
GOALKICKER**  
BROOKE LOCHLAND  
WESTERN BULLDOGS



**NAB AFL  
RISING STAR**  
CHLOE MOLLOY  
COLLINGWOOD

◁ Western Bulldogs premiership star Emma Kearney capped off a brilliant season by claiming the NAB AFLW best and fairest award.



# CHAIRMAN'S REPORT

Richard Goyder  
Chairman



It is with great satisfaction the AFL Commission can report on a landmark year for our game in 2018.

For the first time in the AFL competition's history, our 18 clubs collectively broke through one million members, while also setting new marks in both home and away attendance and finals attendance for the AFL competition.

While the AFLW competition is just two seasons old and is steadily establishing itself, there can be no doubt that an elite competition for women is the primary driving force for another record set in 2018, that of our largest participation numbers in history – overall participation increasing 6.5 per cent from 2017 to 1.649 million participants for this year's report.

Total female participation in our game now stands at 530,000, a jump again of 14 per cent in the past 12 months.

On behalf of the AFL Commission, congratulations are due both at the elite level, to all our clubs that provide inspiration and aspiration for our passionate fans, and at the community level, to the thousands of volunteers, players, coaches, administrators, umpires and fans who love our game deeply.

One in every 24 Australians is now a member of an AFL club, a sign that the national reach of Australian Football has never been greater. Thirteen of the 18 AFL clubs broke their all-time records – Adelaide Crows, Carlton, Essendon, Fremantle, Geelong Cats, GWS Giants, Hawthorn, Melbourne, Port Adelaide, St Kilda, Sydney Swans, West Coast Eagles and 2017 premier Richmond.

The Tigers also became the first club to reach 100,000 members in a season.

The strength of our national competition is founded on a strong community base. Each state and territory increased overall participation, but challenges remain for us, particularly in Tasmania, which are covered elsewhere in my report.

► Crows forward Ruth Wallace leaves her Giants opponents in her wake in round four last season. The success of the AFLW competition played a key role in Australian Football recording its largest participation numbers in history.





## AFLW – competition expansion

The second season of AFLW saw consolidation of the remarkable steps taken in 2017. A record crowd of more than 41,000 saw Fremantle host Collingwood at Optus Stadium – the first game of Australian Football played at Perth's magnificent new stadium – while total viewership across free-to-air and subscription television for the season exceeded 2.8 million.

The Western Bulldogs claimed the second premiership, with the Brisbane Lions again reaching the Grand Final as they did in year one, when just pipped by the Adelaide Crows.

The Bulldogs' Emma Kearney was crowned the competition's best and fairest player and, in 2019, she is captain of North Melbourne. The Kangaroos are one of two expansion teams and together with the Geelong Cats take the competition to 10 clubs.

Soon enough, the competition will grow to 14 clubs and our game is excited to provide more opportunities for women to play in the AFLW.

The impact of the AFLW on overall participation cannot be understated, with an additional 548 teams registered in 2018 and female participation jumping from 463,000 in 2017 to 530,000 in 2018, a rise of 14 per cent.

▶ Star forward Josh Kennedy celebrates a goal during West Coast's dramatic premiership win over Collingwood. The Grand Final drew a capacity crowd of 100,022 and a television audience of more than 3.38 million.

▽ Ellie Blackburn, suspended skipper Katie Brennan and coach Paul Groves lift the 2018 AFLW premiership cup after the Bulldogs' gritty Grand Final win over the Brisbane Lions.

## Congratulations to the West Coast Eagles

The 2018 Toyota AFL premiership season was capped off by a brilliant Grand Final between the West Coast Eagles and Collingwood, sealed only in the closing minutes when Dom Sheed rose above the pressure to convert a set shot from a difficult tight angle.

The five-point victory to the Eagles – 11.13 (79) to 11.8 (74) – was watched by a capacity crowd of 100,022 and a television audience of more than 3.38 million.

Congratulations to coach Adam Simpson and the players, chairman Russell Gibbs and the board and CEO Trevor Nisbett and the entire staff for securing the club's fourth premiership in its three-decade history.

Congratulations also to Collingwood for a fine year, when many pundits had predicted they would not even contest finals. Despite many hurdles through the season, coach Nathan Buckley and his players, president Eddie McGuire and his board and CEO Mark Anderson and the staff delivered on a fantastic year for one of our foundation clubs.





## Competitive balance – special assistance decision by the AFL Commission

Since the institution of the AFL Commission more than two decades ago, a primary role has been to ensure competitive balance across the clubs.

To that end, successive chairs and Commissioners have focused strongly on decisions around competition equality across our salary cap rules, the National Draft, the sharing of competition revenue and, when applicable, intervention with special assistance to those clubs that require it.

The AFL's competitive balance policy to produce a 'balanced' competition has been driven by the view that every supporter and member of our 18 clubs should believe their club has a genuine chance of winning in each week of the season.

The past three Grand Finals have been contested by six different clubs while 13 different clubs have claimed a flag since 1990. In contrast, in the 20 years before 1990, only five clubs won premierships.

In 2018, the Commission ruled that both the Gold Coast Suns and Carlton Football Clubs would be provided with competition assistance, after making an application to the League.

It was the Commission's view that assistance to each club, the addition of 2018 player draftees, coupled with the current younger talent within both club lists, would be able to lift the clubs up the ladder through the next three years.

## Broadcast and corporate partners

The strong support of our broadcast and corporate partners allows the AFL to continue to invest at community level and develop all parts of the game.

Toyota hosted the launch of our 2018 Finals Series and, as our premier partner, its support extends across the Toyota AFL Premiership Season, the Toyota AFL Finals Series, the Toyota AFL Grand Final Parade and the Toyota AFL Grand Final.

Virgin Airlines and Accor Hotels, who respectively fly our teams and accommodate our clubs around the country, both extended their agreements with the game in 2018 and are valued greatly for their support. I also want to acknowledge the support from so many leading companies, including Carlton and United Breweries, Coca-Cola and NAB.

Members and supporters of our clubs are brilliantly served by our broadcast partners – the Seven Network, Foxtel and Fox Sports, digital partner Telstra and our many radio broadcasters, while AFL Media has annually enhanced its position as Australia's most popular sports digital media network.



△ With spectacular action such as this soaring mark by young Bomber Aaron Francis against Port Adelaide, the AFL continues to be strongly supported by its broadcast and corporate partners.



## Optus Stadium – a stunning success in Western Australia

The opening of the new Optus Stadium in Perth as the home for the West Coast Eagles and Fremantle Dockers has changed the face of football in Western Australia, and the face of sport itself in the state.

Just like the redevelopment of Adelaide Oval earlier this decade had a marked effect on life in South Australia, Optus Stadium has delivered a destination venue for football fans and general sports lovers alike.

Its design – which holds in and amplifies the noise of the crowd – made for an amazing atmosphere across the season and particularly in the final game of 2018 when the Eagles won their way into the Toyota AFL Grand Final with a preliminary final victory over Melbourne in front of 59,608 fans – a record for a sporting event in WA.

The numbers for both clubs were compelling, following on from a stunning welcome to the ground by the AFLW:

- ▶ 704,942 fans attended the two finals and 11 premiership season home games for the West Coast Eagles, at an average of more than 54,200 fans a game – a home attendance figure bettered only by Richmond across all AFL clubs.
- ▶ 492,741 fans attended the 11 premiership season home games for the Fremantle Dockers, and one match at the stadium hosted by the Gold Coast Suns.
- ▶ A record crowd of 41,975 for the first AFLW match at the stadium between Fremantle and Collingwood in February – the first Australian Football match played at the ground.

△ A record AFLW crowd of 41,975 watched the Dockers take on Collingwood in the first Australian Football match at Perth's new Optus Stadium.



## Tasmanian football

The AFL committed to new funding and new talent pathways to rebuild Tasmanian football. It is significant that there were fewer participants at junior level than senior level in recent years, representing a huge concern for the game's future.

After detailed examination led by an expert steering committee, it was apparent there needed action on talent development, participation and junior football.

A restructure of Tasmanian football aims to ensure sustainable community participation and opportunity for Tasmanians participating in the game to have the best possible chance to be drafted into the AFL and AFLW. Alongside the arrival of the North Melbourne Tasmanian Kangaroos in the AFLW in 2019, it was pleasing that two Tasmanian players were taken in the top 10 at the 2018 NAB AFL Draft. Much though remains to be done with the Commission having committed:

- ▶ An additional \$1.4 million investment into Tasmanian football in 2019, with incremental funding to be committed in 2020 and beyond.
- ▶ Three new football administration hubs in the South, North and North West of the state, including regional advisory committees who will work with local community stakeholders dealing with local issues.
- ▶ Creation and appointment of a Regional Talent Manager based and focused on the North West Coast – delivering a regional talent manager in all of the three key areas of the state.
- ▶ Introduction of a Tasmanian boys under-18 team in the TAC Cup in 2019, with a full-time coach and regional coaching groups.
- ▶ Provisional licence for a Tasmanian team for the VFL for 2021.
- ▶ Extension of talent pathway programs to include under-12s through to under-18s.
- ▶ Increased investment in female talent, including a new full-time resource dedicated to the female talent pathways and the establishment of a TAC Cup Girls program in 2020.

## Victorian Government – Sports Funding Package/ Grand Final Agreement

The Victorian Government revealed a comprehensive sporting package in 2018, which provided football the opportunity to create a new sporting and entertainment precinct at Docklands, as well as making a major commitment to the future of the women's game in Victoria.

At Marvel Stadium, planning work has started on an upgrade to deliver a world-class digitally connected stadium, a new town square, outdoor amphitheatre and new entertainment areas in and around the venue.

Separately, significant funds to develop high-quality facilities and venues for women's football will ensure the women's game continues to grow and flourish.

There was also a commitment by the AFL that the Grand Final will be played at the MCG for a further 20 years beyond the previous agreement, through until 2057.

It was our decision the Grand Final at the MCG is an important part of our game's heritage and attracts audiences larger than any sport in the world for a championship event. The MCG is the only stadium in Australia with 100,000 capacity, and as an industry, it is important to provide the largest possible access to our showpiece game, while it is also our players' view that the MCG stage is the pinnacle of the game.

## Australian Football Hall of Fame – change to Legend status

Kevin Sheedy was named the 28th Legend of the Game in 2018, with Wayne Johnston, Bernie Naylor, David Neitz, Matthew Scarlett, Terry Wallace and Mel Whinnen named as inductees.

The Commission approved a change whereby in the future one Legend may be elevated every two years, instead of the previous requirement that 10 per cent of members could be Legends.

The number of inductees who can be included each year can rise from six to a maximum of eight to reflect the contribution of women across our game's history.

## Major player milestones

The AFL competition is privileged to be the home of many great champions. In 2018, Shaun Burgoyne became just the 16th player in history, and the second indigenous player behind Adam Goodes, to play 350 senior games across AFL/VFL history. A four-time premierships player with Port Adelaide and Hawthorn, Burgoyne will again play for the Hawks in 2019 and will push towards Goodes' magnificent record.

Carlton's Kade Simpson and another four-time premierships Hawk in Jordan Lewis, now with Melbourne, both reached the 300-game mark, while Lance Franklin took his career goal tally for Hawthorn and the Sydney Swans past 900, one of just nine to have done so in AFL/VFL history.

▶ Port Adelaide and Hawthorn premierships star Shaun Burgoyne became just the second indigenous player behind Adam Goodes to reach the 350-game milestone.

**THE GRAND FINAL AT THE MCG IS AN IMPORTANT PART OF OUR GAME'S HERITAGE AND ATTRACTS AUDIENCES LARGER THAN ANY SPORT IN THE WORLD FOR A CHAMPIONSHIP EVENT**





## Financial result

The key AFL financial highlights were as follows:

- ▶ Revenue increased by \$17.4 million, or three per cent, due to the broadcast rights deal and a successful 2018 finals series;
- ▶ Operating expenditure increased by \$10.3 million, or five per cent, due to revenue-related increases, additional marketing investment in the northern markets and an increase in AFLW and female participation expenditure;
- ▶ Distributions increased by \$6.8 million, or two per cent.

After all revenue, operating expenditure and distributions, the AFL's profit for 2018 was \$50.4 million, an increase of \$1.6 million compared with 2017 and ahead of the 2018 budget.

## John Kennedy Lifetime Achievement Award

Former player, coach and administrator and co-founder of Fight MND Neale Daniher was awarded the John Kennedy Lifetime Achievement Award before the first elimination final between Melbourne and the Geelong Cats at the MCG.

The award, named in honour of former AFL Commission Chairman and Australian Football Hall of Member John Kennedy snr, recognises those who have made an extraordinary and positive contribution to Australian Football across multiple parts of the game, be that as an administrator, media representative, player, coach or field umpire.

Daniher is only the fourth recipient behind the late Lou Richards, Dr Allen Aylett and Bob Hammond, recognising his immense contribution to the game across multiple different roles.

After playing at Essendon (82 games in a career restricted by injury), coaching at Melbourne (223 games, including the 2000 Grand Final) and also working at Fremantle and West Coast in differing roles, his diagnosis with Motor Neurone Disease in 2014 prompted him to found FightMND, with the purpose of finding effective treatments and ultimately a cure for MND.

Under his extraordinary leadership, FightMND has raised more than \$35 million for research into curing MND by funding clinical trials, research projects and drug screening.

The AFL Commission and our wider game are proud to have such a wonderful person as part of our industry, and it was our honour to present Daniher with the John Kennedy Lifetime Achievement Award.

▶ Neale Daniher's contribution to the game and FightMND was recognised with the John Kennedy Lifetime Achievement Award, presented by AFL Commission Chairman Richard Goyder.



△ The 2018 AFL Commission (from left) – Kim Williams, Gillon McLachlan (Chief Executive Officer), Paul Bassat, Gabrielle Trainor, Richard Goyder (Chairman), Simone Wilkie, Jason Ball, Andrew Newbold and Robin Bishop.

## The clubs

The AFL Commission greatly appreciates the support it receives from the 18 AFL clubs on the direction for our game.

Our Commission and our clubs do not necessarily agree at all times on the issues we confront in our game, and nor do we get everything right all the time.

However, the governance structure of our Commission and clubs enables us to debate respectfully and move forward for the overall development and growth of our national game.

The success and popularity of the AFL competition is driven by the work done across the country and I would like to thank each board member, staff member, player, coach and volunteer from across our clubs for their contribution.

I would like to congratulate Peter Summers for his efforts, upon his retirement as St Kilda president after five years.

I also wish to personally thank my fellow Commissioners – Jason Ball, Paul Bassat, Robin Bishop, Andrew Newbold, Gab Trainor, Simone Wilkie and Kim Williams – for the energy and generous time they give in service.

The AFL is well served by a strong executive, led by our Chief Executive Gillon McLachlan, and we have much to anticipate in the future.

Above all, again, I wish to thank our members and fans around the country whose passion drives our game.

Richard Goyder, AO  
Chairman

**THE SUCCESS AND POPULARITY OF THE AFL COMPETITION IS DRIVEN BY THE WORK DONE ACROSS THE COUNTRY**



# CEO'S REPORT

Gillon McLachlan  
Chief Executive Officer



The strong position of Australian Football has the game well placed on a solid footing to continue to be a leader in the Australian community.

After a year in which the game's all-time attendance records were broken for the Toyota AFL Premiership Season and the Toyota AFL Finals Series and new marks were set in both club membership and national community participation levels, Australian Football and the AFL must continue to aim to expand our fan base, provide opportunities for all people of all ages to be part of our game, and reflect the communities we seek to represent.

The AFL executive has been provided clear direction by our Commission that our elite AFL clubs, and all community and regional clubs across the country, require our work to be focused in six key areas:

- ▶ 18 strong AFL clubs;
- ▶ A spectacular game, at all levels of the game;
- ▶ Secure the revenues of our game and continue to invest in our game;
- ▶ Secure community football;
- ▶ Grow our fan base;
- ▶ Attract and retain the most talented people to work in the football industry.

▶ The addition of Optus Stadium to the AFL landscape helped the Toyota AFL Premiership Season attendances reach a record 6,894,770.







## Record AFL attendances

In 2018, attendances for the Toyota AFL Premiership Season reached a record 6,894,770, driven largely by the introduction of Optus Stadium in Perth to the AFL landscape. Attendances for the Toyota AFL Finals Series for the nine matches totalled 700,395, smashing the previous mark established in 2010 when two Grand Finals were played that season.

## AFL attendance home and away season highlights

Nine clubs increased their home game averages in 2018, compared with the 2017 season – the Brisbane Lions, Collingwood, Fremantle, Hawthorn, Melbourne, Port Adelaide, Richmond, the Sydney Swans and the West Coast Eagles. Richmond's League-leading tally of 61,175 was the highest in its history, while West Coast (53,250) and Fremantle (41,764) both immediately recorded record seasons upon their move to the new Optus Stadium.

◀ American Pie  
Mason Cox hauls in a towering mark in the Anzac Day blockbuster at the MCG between Collingwood and Essendon that drew the home and away season's biggest crowd of 91,440.

## AFL finals attendance highlights

The week one attendance for the Toyota AFL Finals Series of 283,150 was the highest in AFL/VFL history. Richmond v Hawthorn (91,446) and Melbourne v Geelong Cats (91,767) were both the highest attendances for their respective meetings, while the West Coast v Collingwood game (59,585) was the highest attendance for a game in WA, albeit subsequently eclipsed two weeks later.

The 2018 Toyota AFL Grand Final attendance of 100,022 was the highest since the current capacity was set after the redevelopment of the northern side of the ground.

## Club membership and community participation

As detailed separately in the Chairman's report, one in 24 Australians is a member of an AFL club, after total club memberships surpassed one million for the first time in the game's history in 2018. At all levels of the game, overall participation rose 6.5 per cent from 1.547 million in 2017 to 1.649 million in 2018, driven largely by the continued rapid growth in women's and girls' football.

The introduction of the elite AFLW competition in 2017 has undoubtedly provided the inspiration for many females to take up the game, with participation for women and girls jumping from 463,000 in 2017 to 530,000, while Auskick participation at girls' level rose by 14 per cent.

## AFLW – key highlights

The second season of AFLW built on the foundations established in 2017. In 2019, the competition will grow to 10 teams with the addition of the Geelong Cats and the North Melbourne Tasmanian Kangaroos. As part of the expansion of the elite competition for women, the teams will be divided into two conferences of five, with the top two in each conference to qualify for knockout preliminary finals.

In 2018:

- ▶ Total crowds of 183,290
- ▶ Five matches with an attendance exceeding 8000
- ▶ Total FTA/STV viewership combined of 2.878 million

**TOTAL CLUB MEMBERSHIPS SURPASSED ONE MILLION FOR THE FIRST TIME IN THE GAME'S HISTORY**

### TOP 5 GAMES IN 2018

RD 5  
MCG  v  **91,440**

RD 1  
MCG  v  **90,151**

RD 19  
MCG  v  **88,180**

RD 12  
MCG  v  **83,518**

RD 11  
MCG  v  **81,046**





## A spectacular game

Under the direction of General Manager Steve Hocking, the AFL's Football Operations Department had a clear focus in 2018 to ensure the game retains its traditional highlights and attracts first-choice female and male talent. New competition and game analysis structures were introduced for both the AFL and AFLW, consisting of key industry stakeholders. The two Competition Committees were fully resourced with data and analysis for decision-making, with a strong focus on communication with clubs, the AFLPA, the AFLCA and the AFLUA.

The package of game adjustment changes for the 2019 season were the result of nearly 12 months of analysis and consultation with current and past players, coaches, umpires, clubs and fans and are designed to protect and enhance the unique characteristics of the game.

Ten years of data and insight were examined to identify trends that are shaping the way the game is played. At its core, the decisions made have been designed to protect and respect the traditions of Australian Football while progressing our game. The desire of our commission is we want to see more of what makes our game great – free-flowing passages of play, one-on-one contests and players having space to play on instinct.

The report of the Football Operations Department covers in detail changes around the pre-season JLT Community Series, major changes to the Match Review and Tribunal system, as well as recommendations for game adjustments for the 2019 Toyota AFL Premiership Season that were approved by the AFL Commission in October 2018.

△ The brilliance of forward Steven Motlop had Power fans on their feet and typified the spectacular style of play on display throughout 2018.

The AFLW will add two new clubs in 2019 – the North Melbourne Tasmanian Kangaroos and the Geelong Cats – while moving to a slightly expanded season of seven home and away matches and two weeks of finals. For the AFL competition, player movement rule changes were introduced to increase list flexibility and competitive balance, while initial changes were implemented to the AFL's umpiring department to enhance operations and accountability.

## 18 strong AFL clubs

The consolidated profitability of the 18 elite clubs improved year-on-year in 2018 by approximately \$10 million, with club debt reducing by approximately \$5 million, while 16 of our clubs were forecast to deliver cash operating profits.

Enhanced stadium deals will now be in place going forward for a number of clubs while upgrades for club facilities at St Kilda, the Geelong Cats, the Gold Coast Suns, Carlton, the Sydney Swans and the Brisbane Lions will further support those teams.

**THE PACKAGE OF GAME ADJUSTMENT CHANGES ... ARE DESIGNED TO PROTECT AND ENHANCE THE UNIQUE CHARACTERISTICS OF THE GAME**

## Grow our fan base

As detailed earlier, the key competition metrics of membership, attendance and participation all reached record levels in 2018.

The expanded AFLW competition – 10 teams in 2019 and soon to be 14 clubs – now has a rights deal in place for 2019-22, with all games to be broadcast live across Channel 7 and Fox Sports. The competition's CBA has also been agreed for one year, with a supporting agreement of player payments for an additional three years.

The AFLW elite competition has been a driver for participation for women and girls at community level, with overall female participation growing at 13 per cent in 2018, inclusive of Auskick, schools and AFL 9s.

The AFL Live Pass has continued to show strong growth, while the greater use of AFL, club and player assets across social channels has built audience numbers. In the key AFL growth markets of New South Wales and Queensland, participation numbers have reached 279,000 and 254,000 respectively, while the national implementation of a revised Auskick program for children was adopted by 900 centres in 2018 with a further 600 centres to follow in 2019.

▷ Superstar Lance Franklin's heroics helped the Sydney Swans become one of nine clubs to boost their average home and away attendances in 2018.

▽ First-gamer Will Walker is welcomed to the big time by teammate Mason Wood after North Melbourne's big win over the West Coast Eagles at Blundstone Arena.





## Secure community football

The strong growth in female participation at community level has been supported by an additional \$5 million in funding for female facilities at community level. On a wider level, increased support was provided to leagues and clubs around improved coaching and umpiring resources, while the successful launch of *coach.afl* programs was launched. It is now planned that resources for volunteers will be expanded with a proposed *admin.afl* platform to mirror the *coach.afl* work in place.

As detailed elsewhere, the recommendations of the Tasmania Football Steering Committee were endorsed by the AFL Commission in 2018, with a key outcome from that group being the provisional licence for a Tasmanian team in the VFL from 2021. Extended talent pathways will be developed for under-12s through to under-18s with increased investment in female talent pathways.

## Secure the revenues of our game and continue to invest in our game

A key agreement with the Victorian Government in 2018 will enable a \$225 million upgrade of Marvel Stadium and the surrounding precinct. As part of this arrangement, which will see the AFL Grand Final remain at the MCG for 20 years beyond the previous agreement, an additional \$60 million of funding was secured for infrastructure upgrades across AFL/AFLW, VFL and VFLW venues.

In 2018, the AFL secured a broadcast rights agreement for the AFLW competition, along with a CBA with the AFLW players.

▽ Marvel Stadium and the surrounding precinct will undergo a \$225 million upgrade under an agreement reached between the AFL and the Victorian Government.

## Attract and retain the most talented people to work in the football industry

Across the industry, the clubs and the AFL have increased their investment in talent, career and leadership development. Key parts of the game's Social Policy and Inclusion work has been centred around the game's Gender Action Plan, an Enhancing Indigenous Strategy and a continued focus on the Gender Diversity Policy.

## Senior AFL club staff

In 2018, two of the competition's outstanding chief executives announced their retirements in Melbourne's Peter Jackson and the Sydney Swans' Andrew Ireland. Their roles will be filled respectively by Gary Pert (previously CEO at Collingwood) and former Geelong premiership captain Tom Harley, who was promoted from head of football at the Swans.

**I KNOW HOW OUR GAME IS AN INTRINSIC PART OF SO MANY PEOPLE'S LIVES – HOW IMPORTANT IT IS TO PEOPLE, TO COMMUNITIES, TO TOWNS AND CITIES**



Jackson and Ireland have each had distinguished careers in football and their wisdom and skills will be missed.

Jackson was previously CEO at Essendon, including the 2000 premiership, and was the architect behind the rebuild of the Demons, on-field and off-field.

Ireland, a former VFL player with Collingwood, has the distinction of seeing premierships won during his tenure at both the Brisbane Lions and the Sydney Swans. His contribution to football in our northern states is unmatched since the development of the national competition.

The AFL has been fortunate to have had the services of both men across the past two decades and I also wish to acknowledge the work of each of our club boards, and their management teams, for their work in building our game.

To repeat what I said when I was honoured to be appointed to this role, I know how our game is an intrinsic part of so many people's lives – how important it is to people, to communities, to towns and cities.

While the 2018 year was a very strong one for our game, we must not rest on our laurels and I am always reminded that ultimately I serve four masters – the fans, the community, the clubs and the players.

They have sometimes competing interests but it is my commitment that I will never prioritise one at the expense of another.

△ The 2018 AFL Executive (from left) – Steve Hocking, Ray Gunston, Liz Lukin, Darren Birch, Kylie Rogers, Travis Auld, Gillon McLachlan, Andrew Dillon, Sarah Fair, Tanya Hosch, Walter Lee and Patrick Keane.

We have an amazing game, played by the most extraordinary athletes, with the most tribal of clubs and the most passionate of fans. We have our challenges but we are in an amazingly strong position and I am incredibly excited about our future.

In conclusion, I wish to thank my chairman Richard Goyder for his wisdom and guidance, and the support of my fellow commissioners – Jason Ball, Paul Bassat, Robin Bishop, Andrew Newbold, Gab Trainor, Simone Wilkie and Kim Williams.

I also wish to acknowledge the efforts of my executive team and the staff at AFL House, along with all football staff working at state league level and at community level across Australia.

Gillon McLachlan  
Chief Executive Officer



## Vale Tony Peek

Tony Peek, assistant to myself and a three-decade employee of the AFL/VFL, passed away on Monday October 1, two days after the epic Grand Final between West Coast and Collingwood.

He had been battling cancer before electing to conclude treatment in May and died peacefully, surrounded by his family.

Awarded AFL Life Membership midway through 2018, 'Peeky' provided the internal compass for the AFL, working under four Chief Executives in Ross Oakley, Wayne Jackson, Andrew Demetriou and myself.

From his initial work as the senior communications advisor to Oakley when he began at the then-VFL in 1989, he was a strong guiding force for the leadership of the game with his values and determination to ensure the right thing was done around the AFL's role as a social leader within the community.

His funeral was attended by more than 600 mourners, recognising his massive contribution behind the scenes, most particularly as the central driving force in both the development of the AFL's Racial and Religious Vilification Policy, when the game needed to address racism on the field, and when he was again the person who led the work around the AFL's Respect and Responsibility Policy, when the game needed to acknowledge and change the poor behaviour that women had been subjected to through parts of the game's history.

▷ A strong guiding force for the leadership of the game, Tony Peek worked under four Chief Executives in his 30-year career at the AFL.

▽ Peek (third from left) with some of his closest mates from football and the media (from left) – Stephen Gough, Geoff Walsh, Mike Sheahan, Jeff Browne, Scott Clayton, Andrew Ireland and Bill Cannon.

Away from football, Tony's loss was also deeply felt in the baseball community, where he had committed a lifetime to the game to build its profile across Australia.

A life member of Waverley Baseball Club since 1981, he served more than two decades in leadership roles at the club, including 10 years as president when the club was part of the national Australian Baseball League. With a strong focus on junior development, in his time as club president, the Reds won six premierships.

Before joining the AFL, Tony worked as a journalist from 1974-79 with the *Sun News-Pictorial* newspaper in Melbourne as its tennis writer. He then worked for a sports marketing company before he joined Tennis Australia in 1981.

In his time at Tennis Australia, he played a key role in major events including the 1983 and 1986 Davis Cup victories, and worked on the establishment of the Australian Open at Melbourne Park, with duties for developing the media requirements for the new home of tennis.

At the AFL, he progressed from being Media Manager upon his appointment, General Manager Communications and then he was appointed as Assistant to the CEO in 2003.

The AFL sends its love to his family – wife Anne, children Matt and Amy and beloved grandchildren Billie and Dexter.





# FOOTBALL OPERATIONS

**Steve Hocking**  
General Manager  
Football Operations



The AFL Football Operations conducted a year-long game analysis project, which resulted in nine rule changes and interpretations approved by the AFL Commission to be implemented for the 2019 Toyota AFL Premiership Season.

The package of changes was the result of nearly 12 months of analysis and consultation with current and past players, coaches, umpires, clubs and fans, with the rules designed to protect and enhance the unique characteristics of the game.

The AFL's Game Analysis team, via the new Competition Committee, considered 10 years of data and insights, and identified trends that are shaping the way the game is played.

As a result, the AFL Commission accepted rule and interpretation changes in the following areas: positions at centre bounces, kick-ins, marks/free kicks, runners and water carriers, umpire contact, 50m penalties, kicking for goal post-siren, marking contests and prior opportunity at ruck contests.

The department was also given the responsibility of implementing the second season of the NAB AFL Women's Competition which saw the Western Bulldogs win the second AFLW premiership, overcoming the Brisbane Lions at Ikon Park.

▷ The Brisbane Lions reached the AFLW Grand Final for the second year running thanks to the efforts of stars such as exciting forward Kate McCarthy, who was all smiles after this goal.







◀ Geelong midfielder Tim Kelly displayed plenty of X factor as the AFL trialled AFLX, a new format of the sport, in the 2018 pre-season.

▽ Marvel Stadium was one of three venues where fans were able to enjoy the fast-paced AFLX action.

## AFLX

AFLX tournaments were played in Adelaide, Melbourne and Sydney across a three-day period in February 2018, as the game trialled a new format of the sport.

The matches were played on a rectangular field (approximately 70m wide x 110m long) and each team featured 10 players; seven on the field and three on the interchange bench. There were no restrictions on player rotations.

### AFLX matches included:

- ▶ A free kick against for last touch out of bounds.
- ▶ Kick-ins from behind the goal line after all scores.
- ▶ No marks paid for kicks backwards (except in the forward 40m area).
- ▶ Quarters starting with a 'ball up' in the centre and at least two players from each team starting inside the 40m arc.
- ▶ A free shot from the forward 40m arc – directly in front – for deliberate rushed behinds.
- ▶ A 10-point 'Zoooper Goal' when goals were kicked on the full from outside the 40m arc.

The competition will undergo further changes in 2019 as the format is developed, with the belief it can offer an option where space to play, or numbers to play, can be an issue in areas where the game is developing.

The winners for each respective 2018 AFLX tournament were:

- ▶ **Adelaide Crows** (Adelaide)
- ▶ **Melbourne** (Melbourne)
- ▶ **Brisbane Lions** (Sydney)

## Competition Committee

The AFL Football Operations department established a Competition Committee to guide discussion around decision-making for the AFL Commission and AFL Executive on key aspects of the future direction of the AFL competition.

The committee's primary purpose is to ensure the many different streams of work across the entire AFL business were working in concert to ensure the overall progress of the game, on-field and commercially, covering areas such as laws of the game, player movement, competition structure, feeder and second-tier leagues and innovation.

Under the structure, key projects were presented to the Competition Committee which then provided its endorsement to the AFL Commission. The AFL Commission retained final decision-making authority.

### The Competition Committee comprised the following members:

**Club presidents** – Colin Carter (Geelong), Eddie McGuire (Collingwood), Peggy O'Neal (Richmond).

**Club CEOs** – Andrew Fagan (Adelaide), Andrew Ireland (Sydney), Justin Reeves (Hawthorn).

**Club coaches** – Chris Fagan (Brisbane Lions), Brad Scott (North Melbourne).

**Club football managers** – Chris Davies (Port Adelaide), Craig Vozzo (West Coast Eagles).

**Current players** – Patrick Dangerfield (Geelong Cats, AFLPA president), Steven May (Gold Coast Suns co-captain).

**AFL representatives** – Steve Hocking (General Manager Football Operations, chair), Jason Ball (AFL Commissioner), Nicole Livingstone (AFLW Head of Football), Kylie Rogers (General Manager AFL Commercial Operations).

**AFLPA** – Brett Murphy (General Manager Player Relations).





## Law changes

The AFL Commission approved a number of changes and interpretations around the Laws of the Game to be implemented in the 2019 Toyota AFL Premiership Season:

### Traditional playing positions at centre bounce

- Implementation of a traditional set-up at centre bounces – clubs must have six players inside both 50m arcs, with one player required to be inside the goalsquare. Four midfield players are positioned inside the centre square with the wingmen required to be placed somewhere along the wing line of the square.

### Kick-ins

- For kick-ins from a behind, a player will no longer need to kick to himself to play on out of the goalsquare. The player on the mark will be positioned 10m from the top of the goalsquare (previously five metres).

### Marks/free kicks

- For all defenders who take a mark or gain a free kick within nine metres of their own goal, the player on the mark for the attacking team will be brought in line with the top of the goalsquare.

### Runners and water carriers

- Team runners may only enter the playing surface once a goal has been kicked and must exit the playing surface before play restarts. Water carriers are not permitted to enter the playing surface during live play.

### Umpire contact

- Field umpires to pay free kicks for clear careless contact with an umpire.
- Field umpires to vary their approach line to centre bounces where it is apparent players are favouring a certain side of the centre circle, and clearly signal their exit path.

### 50m penalty

- Stricter on the infringing player, allowing the player with the ball to advance the mark by 50m without the infringing player delaying the game.
- In addition, the player with the ball will be able to play on during the advancement of the 50m penalty.

### Kicking for goal post-siren – centre of goal line

- A player who has been awarded a mark or free kick once play has ended will be able to kick across their body using a snap or checkside kick. The player shall dispose of the ball directly in line with the man on the mark and the goal.

### Marking contest

- Hands-in-the-back rule interpretation to be repealed, allowing a player to place his hands on the back of his opponent to protect his position in a marking contest but not to push the player in the back.



△ A number of changes to rules and interpretations will be implemented in 2019, including in ruck contests where the likes of West Coast's Nic Naitanui and Adelaide's Sam Jacobs will have more freedom to take possession of the ball.

### Ruck contests – prior opportunity

- A ruck player who takes possession of the ball while contesting a bounce or throw-up by a field umpire or a boundary throw-in by a boundary umpire, will not be regarded as having had prior opportunity. Where there is uncertainty over who is the designated ruck, the ruck for each team will continue to nominate to the field umpire.

## Match Review/Tribunal statistics

The AFL Commission approved a range of recommendations for the 2019 Toyota AFL Premiership Season and 2019 NAB AFL Women's Premiership Season following an in-depth review of each system, which included canvassing the views of all stakeholders and industry groups and the endorsement of the AFL and AFLW Competition Committees.

Separately, the Commission also approved changes to the Laws of the Game for state league and community application relating to Laws 5.5 (Counting of Players) and 7.2 (Procedure for Interchange).

As such, it was determined the following key changes will come into force for the 2019 Toyota AFL Premiership Season:

### Striking

- Stricter interpretation of prohibited-contact (striking) free kicks.
- Creation of a specific offence for strikes with negligible impact instead of utilising general misconduct.

### Rough conduct (high bumps)

- Implementation of strict liability for forceful head clashes where a player elects to bump an opponent.
- No substantive change to the regulations regarding the contesting the ball exception to rough conduct, but increased conservatism to be employed in its application.

### Umpire contact

- In relation to careless umpire contact, AFL umpires to vary their approach line to centre bounces where it is apparent players are favouring a certain side of the centre circle, and clearly signal their exit path. Where contact occurs and the infringing player is easily identifiable, the umpire to pay a free kick.
- The MRO to be stricter on fining players for incidental careless umpire contact when they have set up behind the umpire or run a path that intersects the umpire's exit line. Players being tagged who attempt to utilise the umpire as a block will also be fined when contact occurs.
- Addition of a Tribunal Guideline for Intentional Umpire Contact, whereby charges will result for actions that are aggressive, forceful, disrespectful or demonstrative.
- Creation of a new offence of "Unreasonable or unnecessary contact with an umpire" to fine contact which isn't covered by the new Intentional Umpire Contact guidelines, but is not able to be deemed careless.

### Use of studs

- Enforce a stricter adjudication of use of studs in marking contests and general play, starting with free kicks but extending to fines and suspensions when there is an associated impact.

### Other administrative and procedural issues

- Modify the penalty for Intentional Conduct High-Impact High-Contact incidents from a direct referral to the Tribunal to an MRO fixed penalty of three matches.
- Modify the process specified in Regulation 17 in relation to sanctioning clubs for melees to be in line with the standard weekly judicial timelines.

- Change the classification of Stomping and Eye Gouging from Classifiable Offences to Direct Tribunal Offences.
- Amend the AFL Regulations to ensure the Tribunal Jury must follow the Table of Offences for graded direct referrals unless there are exceptional and compelling circumstances.

### AFL Women's Match Review/Tribunal

- The AFL Women's Low-Level Classifiable Offences sanction table be modified to comprise reprimands and financial sanctions only.
- The early plea discount is removed for suspensions, and AFLW clubs risk a \$5000 bond (with 50 per cent included in the football department soft cap) by challenging charges at the AFLW Tribunal.  
The endorsed changes to the AFL Match Review/Tribunal system listed here will also be implemented for the 2019 AFLW competition.

### Laws of the Game – 19th player scenario (for state league and community application)

Following the 19th player incidents that occurred in the 2018 SANFL and NEAFL competitions, a number of changes to the Laws of the Game applying at state league and community level were endorsed:

- The penalty following a count be modified from a loss of points for the entire match to a loss of points in the relevant quarter to the time of the count.
- The team runner also be able to call a count in addition to the captain and vice-captain.
- The Controlling Body be provided with wide powers to further determine the matter by way of a fine, reversal of match result or other sanction as it deems appropriate (including overturning the loss of points scored).
- A post-match review be added to the Laws where a club or other person can request the Controlling Body assess evidence of a potential 19th player breach, with powers to further determine the matter if sustained.
- The penalty for interchange infringements be modified to a free kick and 50m penalty to be aligned with the AFL and AFLW competitions.
- These changes to Laws 5.5 and 7.2 will come into effect in the 2019 Laws of Australian Football.

## MRP RECENT HISTORY

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>Charges</b>	147	159	178	236	157	183	196	201	160	272
<b>Tribunal hearings</b>	35	25	15	25	15	15	11	5	5	27
<b>Cases not sustained</b>	15	5	3	8	2	5	1	1	1	6
<b>Appeals</b>	3	0	1	1	0	2	0	0	1	2
<b>Accepted penalties</b>	112	134	163	211	142	168	185	196	157	245
<b>% Accepting penalty</b>	76%	85%	92%	89%	90%	92%	97%	99%	98%	94%
<b>Suspensions</b>	43	51	47	59	59	55	36	30	38	35
<b>Matches lost</b>	68	86	72	112	104	75	57	45	66	65
<b>Fixed financial sanctions</b>	101,700	77,300	92,600	159,850	93,550	96,350	95,000	112,500	75,500	209,000
<b>Low-level fixed financial sanctions</b>	-	-	-	-	-	-	77,500	75,000	89,000	161,000
<b>Reprimands</b>	29	42	47	41	33	41	-	-	-	-



## Umpiring

The AFL's umpiring department saw a significant rise in participation numbers through 2018, with a 4.1 per cent increase in national umpiring numbers and female participation growing by a significant 8.5 per cent.

Early in 2018, Grant Williams was appointed as Head of Umpiring, having previously served as the AFL's Head of Game Development.

AFLX was introduced to a group of 16 umpires who trained specifically for the tournament that was held in Melbourne, Adelaide and Sydney in February.

Following trials in recent seasons, the 12 games played during rounds 13-14 were each officiated by four field umpires. In these two rounds, the average number of free kicks increased to 51 a game, the highest tallies of the season.

The umpiring department view of the trial was:

- ▶ Enabled officials to adapt umpiring coverage (umpire numbers, field positions and areas to cover) to suit.
- ▶ Enabled the collection of data and observations as to how the game should be umpired in the future.
- ▶ Developed insights as to whether a four-umpire model may enhance the longevity of umpires.
- ▶ Potentially allow the best decision-making umpires the opportunity to officiate in multiple games should the model reduce the physical demands on umpires.

The umpiring department worked closely with the AFL's match broadcasters in 2018 to involve umpires in match broadcasts. Field umpires Simon Meredith and Ray Chamberlain conducted post-game interviews while Chris Donlon, Heath Ryan, Brendan Hosking, Brett Rosebury, Jacob Mollison, Leigh Fisher, Troy Pannell, Justin Schmitt and Chamberlain all conducted on-ground interviews either before starting a match or during the second half. Field umpires also experimented with on-field cameras with Andre Gianfagna and Simon Meredith both wearing Go Pro cameras that were used by the broadcaster.

Selections for finals occurred at the end of the home and away season, with Nathan Williamson and David Harris appointed to their first finals games.

Off the field, the AFL's first female field umpire Eleni Glouftsis was named the 2019 South Australia Young Australian of the Year for her services to Australian Football.

### Grand Final Umpires

**Field Umpires:** Brett Rosebury, Matt Stevic, Shaun Ryan  
**Emergency:** Ray Chamberlain

**Boundary Umpires:** Nathan Doig, Christopher Gordon, Mark Thomson, Michael Marantelli  
**Emergency:** Brett Dagleish

**Goal Umpires:** Steven Piperno, Stephen Williams  
**Emergency:** Matthew Dervan

### 2018 Milestones

**350 games**  
Matt Stevic (Field)

**300 games**  
Dean Margetts (Field)  
Shaun Ryan (Field)

**250 games**  
Chris Appleton (Goal)  
Mitchell Le Fevre (Boundary)

**200 games**  
Michael Saunders (Boundary)  
Adam Wojcik (Goal)  
Jacob Mollison (Field)  
Rob Findlay (Field)

**150 games**  
Matthew Tomkins (Boundary)  
Chris Bull (Boundary)  
Tristan Symes (Goal)  
Matthew Jenkinson (Boundary)

**100 games**  
Daniel Hoskin (Goal)  
Leigh Fisher (Field)  
Nick Foot (Field)  
David Harris (Field)  
Damien Cusack (Boundary)  
Adam Bastick (Boundary)  
Jason Moore (Boundary)  
Josh Mather (Boundary)

### Retirees

**Troy Pannell (Field)**  
217 matches, five finals  
**Justin Schmitt (Field)**  
362 matches, 15 finals, emergency umpire for the 2016 Grand Final  
**Aaron Deckys (Boundary)**  
327 Games  
**Chris Roberts (Boundary)**  
223 Games

### 2018 All-Australian Umpire

Matt Stevic

## Competition Assistance (Gold Coast Suns and Carlton)

The AFL Commission provided competition assistance for the Gold Coast Suns Football Club and the Carlton Football Club after each club made an application to the League under Rule 19.2 (Special Assistance).

AFL Chief Executive Officer Gillon McLachlan said the Commission had considered applications from both clubs and had determined each required differing levels of assistance, after a detailed assessment of the core issues facing the two clubs, their separate strategic considerations, their opportunities for improvement and an examination of how their respective issues should be addressed.

### The Commission's decisions were:

#### Gold Coast Suns

- ▶ The club would be provided an additional two Category A rookie positions for the 2019 Toyota AFL Premiership Season.
- ▶ The club would have the right to pre-list three players who had previously nominated or been eligible for the Draft or were previously listed with an AFL club prior to the 2018 NAB AFL Draft (this right could be on-traded).

#### Carlton

- ▶ The club would have the right to pre-list two players who had previously nominated or been eligible for the Draft or were previously listed with an AFL club prior to the 2018 NAB AFL Draft (this right could be on-traded).

▽ The Gold Coast Suns were one of two clubs – along with Carlton – to receive competition assistance from the AFL.

## Pre-Season Supplemental Selection Period (SSP) and Mid-Season Draft

The AFL Commission approved two key additions to the list management timeline for the 2019 Toyota AFL Premiership Season.

AFL General Counsel Andrew Dillon said in the interest of creating further opportunities for AFL clubs to improve their lists, clubs will now be able to make additions as required throughout pre-season and also participate in a mid-season draft.

"These changes seek to increase list flexibility for the industry while also providing a further competitive balance tool in the middle of the season," Dillon said.

### Pre-Season list changes

#### (December 1, 2018-March 15, 2019)

- ▶ Clubs that have a rookie list spot available can now utilise it by signing a player during this period.
- ▶ If a club suffers an injury or retirement, a list spot can be created by placing the player on an inactive list and replacing him with a rookie player.

### Mid-Season Rookie Draft

- ▶ Should AFL clubs have a list spot available or one is created through a player being placed on the inactive list, they will be able to add a player to their rookie list and select players based on reverse ladder order at a mid-season date to be specified.
- ▶ Clubs have first rights to re-contract their drafted player or he becomes a delisted free agent.

▽ (From left) Brett Rosebury, Matt Stevic and Shaun Ryan were selected as the Grand Final field umpires in 2018.







## AFL Injury Survey

The 2017 AFL Injury Survey showed the overall injury incidence, prevalence and recurrence rates had remained stable when compared with recent years. There was a slight increase in the number of games missed due to injury per club during a season from 139.8 games in 2016 to 141.3 games in 2017. The injury incidence (number of new injuries per club per season) for 2017 was 35.1 injuries per club compared with the 2016 number of 37.

Hamstring strains remain the most common injury, with an incidence of 4.9 new injuries per club, and are the most common cause of matches missed (16.6 matches missed per club). The rate of hamstring strains continues to be relatively stable, although the prevalence and recurrence rates (14 per cent) are low compared with recent years. After a spike in calf injuries in 2013 (3.7 new injuries per club), the

△ Port Adelaide's Sam Gray gets up close with fans at Adelaide's Alberton Oval as the JLT Community Series again took matches to regional and suburban venues.

incidence rate has since returned to historical low levels, with an incidence of 2.1 new injuries per club.

The incidence and prevalence of leg and foot stress fractures have returned to historical low levels, following a single year of lower incidence and prevalence rates in 2016. The reasons for this remain unclear.

Concussion rates remain relatively stable with approximately seven injuries per team per year (all diagnosed concussions, not just those that cause missed matches). The incidence and prevalence of concussions causing matches to be missed appears to have levelled off in 2017, although concussions continue to be managed conservatively.

## HAMSTRING STRAINS REMAIN THE MOST COMMON INJURY

The survey results have a direct impact on the AFL's investment in injury research for the wider benefit of both the AFL competition and the game at all levels, including grassroots football.

## AFL Illicit Drugs Policy

The AFL conducted competition-wide hair testing for illicit drugs in the players' holiday period.

This competition-wide testing is done with the agreement of the AFL Players Association and forms part of the Illicit Drugs Policy to inform the code regarding drug use. The AFL Illicit Drugs Policy includes intervention at all positive tests and stronger penalties, including suspensions on a second positive test.

The use of illicit drugs affects all sections of society, including AFL players, but testing results continue to indicate levels of use below the general public. The AFL remains committed to an illicit drugs policy that seeks to change behaviour and penalise players whose behaviour doesn't change.

## Regional JLT venues

The 2018 JLT Community Series saw clubs scheduled to play two matches each as part of the pre-season. Australia-wide insurance broker JLT (Jardine Lloyd Thompson) again partnered with the AFL for the pre-season competition, with a primary focus on regional and suburban venues as all 18 teams played two matches across a three-week stretch leading into the 2018 Toyota AFL Premiership Season.

In 2018, games were played in Canberra, Launceston, Kingston Twin Ovals in Hobart, Blacktown in Western Sydney, Burpengary, Southport and Townsville (Qld), Alberton and Strathalbyn (SA), Ballarat, Casey Fields, Colac, Ikon Park, Moe and Wangaratta (Vic) and Joondalup and Leederville Oval (WA).

## Australian Football Hall of Fame

The 2018 Australian Football Hall of Fame was held in Melbourne with Kevin Sheedy elevated to Legend status. Sheedy made his mark on the game as a triple premiership player with Richmond, before guiding Essendon to four flags from the coach's box. As well as a champion coach and player, he was a visionary, helping forge integral elements of the modern game such as the Anzac Day blockbuster and taking a pioneering role as Greater Western Sydney's inaugural coach.

Six players were also inducted into the Hall of Fame in the gala ceremony at Crown Palladium. They were outstanding Geelong defender Matthew Scarlett, Carlton great Wayne Johnston, Hawthorn, Richmond and Footscray centreman Terry Wallace, Melbourne key forward David Neitz and iconic West Australians Mel Whinnen and Bernie Naylor.

## Celebration of Football/ Bye Week

As part of the Celebration of Football between the end of the home and away season and the start of the finals, the department took over the match-day operation of the annual E.J. Whitten Legends Game.

The E.J. Whitten Foundation works to raise the issue of men's health and the AFL was strongly supported by each of the AFL's broadcast partners – the Seven Network, Foxtel/Fox Footy and Telstra. Net proceeds from the game were distributed to the E.J. Whitten Foundation and the AFL's charity partners, while the broadcast partners also made a direct financial contribution to the E.J. Whitten Foundation.

The AFL programmed a range of events through the period before the finals matches, seeking also to raise the profile of all state league competitions across that weekend, along with metropolitan, regional and community football.

▽ The E.J. Whitten Legends Game was a feature of the Celebration of Football held between the end of the home and away season and the start of the finals.





# AFL WOMEN'S

Nicole Livingstone OAM  
Head of Women's Football



The second season of the NAB AFLW focused on the continued development of strong foundations for an elite national competition.

In 2018, 240 elite female athletes provided inspiration and aspiration for our broader community, as well as leading a significant increase in overall game participation.

In 2019, two new teams joined the competition – the Geelong Cats and the North Melbourne Tasmanian Kangaroos – with a further four clubs to join in 2020 – the Gold Coast Suns, Richmond, St Kilda and the West Coast Eagles.

It is the AFL's responsibility to continue to find and nurture talent and build participation opportunities and pathways for elite players, as new audiences come to the game.

▶ **Stephanie Chocci** is embraced by teammates **Amelia Barden** (left) and **Brittany Bonnici** after kicking a captain's goal in the Magpies' thumping win over Melbourne in round four at TIO Traeger Park in Alice Springs.





△ The AFLW season again kicked off under lights at Ikon Park with Carlton at home to Collingwood.

## NAB AFLW Competition

The Western Bulldogs 4.3 (27) defeated the Brisbane Lions 3.3 (21) to win the second NAB AFLW Competition premiership. The match was played in wet conditions at Ikon Park in Melbourne.

The Western Bulldogs' Monique Conti was awarded the Best on Ground Medal.

The AFLW was again a seven-week home and away season in 2018, with the top two teams

playing in the Grand Final, with the highest-ranked team hosting the match.

The 29 matches were played at 14 venues across Australia and all were broadcast live on the Seven Network and Fox Footy.

The round two game between Fremantle and Collingwood was the first football match to be played at Perth's Optus Stadium. The attendance of 41,975 created an Australian record for a female domestic sporting event.



## Competition Best and Fairest

The Western Bulldogs' Emma Kearney won the 2018 AFLW Best and Fairest.

In a stellar season, Kearney, 28, led the competition in disposals (averaging 19 a game), gained the most metres, had the most clearances and was equal-first in inside 50s.

The premiership midfielder won with 14 votes. Collingwood's Chloe Molloy, the GWS Giants' Courtney Gum and Fremantle's Dana Hooker were equal-second on nine votes.

Kearney, who also played WBBL cricket for the Melbourne Stars during the season, was named in the All-Australian team.



## NAB AFLW Rising Star

Collingwood's Chloe Molloy was a unanimous winner of the 2018 NAB AFLW Rising Star with 50 votes, ahead of the Western Bulldogs' Monique Conti (39 votes) and the Adelaide Crows' Sarah Allan (15).

The 19-year-old was recruited from Diamond Creek/Calder Cannons and played every game of the season.

Molloy received the NAB AFL Women's Rising Star Medal, a \$20,000 personal investment folio and a dedicated personal banker, courtesy of the National Australia Bank.



## 2018 Virgin AFLW All-Australian Team

**Backs:** Chloe Molloy (Collingwood), Kate Lutkins (Brisbane Lions)

**Half-backs:** Hannah Scott (Western Bulldogs), Chelsea Randall (Adelaide, captain), Ebony Antonio (Fremantle)

**Centres:** Dana Hooker (Fremantle), Emma Kearney (Western Bulldogs), Alicia Eva (GWS Giants)

**Half-forwards:** Elise O'Dea (Melbourne), Sabrina Frederick-Traub (Brisbane Lions), Brooke Lochland (Western Bulldogs)

**Forwards:** Jessica Wuetschner (Brisbane Lions), Christina Bernardi (Collingwood)

**Followers:** Erin McKinnon (GWS Giants), Courtney Gum (GWS Giants), Daisy Pearce (Melbourne, vice-captain)

**Interchange:** Emily Bates (Brisbane Lions), Tayla Harris (Carlton), Karen Paxman (Melbourne), Ellie Blackburn (Western Bulldogs), Meg Downie (Melbourne)

**Coach:** Paul Groves (Western Bulldogs)

## Mark and Goal of the Year

Tayla Harris (Carlton) won the 2018 AFLW Woolworths Mark of the Year Award and Aliesha Newman (Melbourne) won the 2018 AFLW Coates Hire Goal of the Year Award.

< (From left) All-Australians Jess Wuetschner, Dana Hooker and Christina Bernardi.





△ Crows superstar Erin Phillips fends off young Magpie Chloe Molloy in the round seven clash at Olympic Park. Rule changes will make for even more exciting football in 2019.

## AFLW Competition Committee

The inaugural AFL Women's Competition Committee was formed in July 2018. Chaired by AFL Commissioner Simone Wilkie, the committee included representatives from 10 AFL clubs, along with AFL General Manager Football Operations Steve Hocking and AFL Head of Women's Football Nicole Livingstone.

The committee was established to support the on-going development of the NAB AFL Women's Competition and to assist the AFL Commission with the future direction of women's football, covering areas such as the laws of the game, tribunal, the draft, list rules and player movement, fixturing, talent programs and expansion.

### AFL Women's Competition Committee members:

**Simone Wilkie** (AFL, Commissioner)  
**Nicole Livingstone** (AFL, Head of Women's Football)  
**Steve Hocking** (AFL, GM Football Operations)  
**Brett Murphy** (AFLPA, GM Player Relations)  
**Phil Harper** (Adelaide Crows GM, Football Administration)  
**Lauren Arnell** (Brisbane Lions, AFLW player)  
**Cain Liddle** (Carlton, CEO)  
**Kara Donnellan** (Fremantle, AFLW player)  
**Mark Evans** (Gold Coast Suns, CEO)  
**Alan McConnell** (GWS Giants, AFLW senior coach)  
**Todd Paterson** (Melbourne, AFLW List Manager)  
**Laura Kane** (North Melbourne, Football Operations Manager)  
**Peta Searle** (St Kilda, VFLW senior coach)  
**Debbie Lee** (Western Bulldogs, Women's Football GM)

A key recommendation by the committee was to move the 2019 season to a conference format. Teams were divided into two conferences of five and will play each team in their conference and three crossover games.

## Laws of the Game

The AFL Commission approved the following rule changes for the 2019 NAB AFLW Competition:

### Runners and water carriers

The AFLW will still allow runners and water carriers to enter the playing surface during live play due to warmer weather conditions during the summer months and the extra instruction the players require during the match.

### Last disposal between the arcs

Adjusted from 2018, the last-touch rule now applies between the 50m arcs. When the football crosses the boundary within the 50m arcs, it will be thrown in.

### Throw-ins to be brought in 10m

All boundary throw-ins will take place 10m from the boundary. During trials when the ball was thrown in deeper into the corridor, more space was created around the ruck contest and there were fewer second stoppages.

The AFLW and AFL competitions are governed by the Laws of the Game and are played under the AFL Rules. When there is an adjustment to the AFL Rules, these rules apply to the AFLW. The AFLW Competition will adopt all the 2019 AFL rule changes, except for the water carrier/runner rule.

**A KEY RECOMMENDATION BY THE COMMITTEE WAS TO MOVE THE 2019 SEASON TO A CONFERENCE FORMAT**

## Collective Bargaining Agreement

A new Collective Bargaining Agreement was in place for the 2019 AFLW season, while the AFL and the AFL Players Association (AFLPA) reached agreement on key financial matters through to the end of the 2022 season.

In 2019, total player payments across the 10 clubs totalled \$4.748 million, an increase of 38 per cent per club on 2018, as a result of a better structuring of player payment levels within the competition together with the minimum AFLW player payment rising by 27.6 per cent to meet with the minimum male footballer payment (on a pro rata basis).

The four finals teams will share prizemoney for the first time and players will also have the opportunity to earn additional income to promote the game through a new AFL Ambassador Fund.

Investment has also been made into player development to help support players through education and training grants, wellbeing workshops and access to the AFLPA's specialised psychology network.

Highlights of the key terms agreed for the 2019 AFLW Collective Bargaining Agreement:

- ▶ Player payments totalled \$4.748 million in 2019, with players paid according to a four-tiered system:
  - ▶ Tier 1 – \$24,600
  - ▶ Tier 2 – \$19,000
  - ▶ Tier 3 – \$16,200
  - ▶ Tier 4 – \$13,400
- ▶ The introduction of prizemoney for the top four teams, with players to share in a pool of \$127,500.
- ▶ The development of an AFL Ambassador Fund totalling \$100,000 a year for four years.
- ▶ Additional Service Agreements (ASAs) with a guaranteed minimum spend of \$20,000 per club with no cap for 2019.
- ▶ \$335,000 has been committed to support AFLW players with education and training grants and wellbeing support, which includes funding being directed into a research project that will examine the specific needs of AFLW players to guide future direction and priorities.
- ▶ Funding and access for AFLW players to the AFL Players' Injury and Hardship Fund.
- ▶ Hawkeye technology was introduced to assist injury diagnosis at all AFL venues and football injury expenses covered for 18 months post contract.
- ▶ Relocation allowance for players who live further than 100km from their AFLW team.
- ▶ Funding provided to the AFLPA to support AFLW players.

**THE FOUR FINALS TEAMS WILL SHARE PRIZEMONEY FOR THE FIRST TIME**

▽ AFL Head of Football Nicole Livingstone announces the new four-year broadcast deal, which will see Seven and Foxtel televise all AFLW matches live around the country.

## Broadcasting

A new four-year broadcast deal was announced in December.

Under the arrangement, Seven and Foxtel have committed to broadcasting all AFLW matches live around the country.

In 2019, the Seven Network will broadcast on free-to-air television two games per round live in every state and territory plus all non-Victorian club matches into their respective local markets, while Foxtel will broadcast every AFLW game live.

From 2020, the Seven Network will broadcast three games per round, with Foxtel continuing to air every game live.

Both networks will broadcast all finals matches live nationally throughout the four-year partnership.

All games will also be available live on the digital platforms of Seven and Foxtel and via *womens.afl* and the AFLW Live App.





## NAB AFLW Academy

The second intake of 44 players received NAB AFL Women's Academy scholarships and came together for accelerated Australian Football and personal development camps.

The intake included two squads: 15 Level 1 players aged 16, and 29 Level 2 players, which included the best 17-year-olds across the country who were eligible for the 2018 NAB AFL Women's Draft.

The Academy was overseen by AFL Women's Female Talent Operations Manager Aasta O'Connor and mentors Renee Forth and Ahmed Saad. Adelaide Crows premiership player Erin Phillips also joined the program as a high performance coach.

## NAB AFLW Under-18 Championships

The 2018 NAB AFLW Under-18 Championships were played from July 9-13 on the Gold Coast.

Matches were played at Metricon Stadium, Broadbeach and Bond University. All nine matches were streamed live on [AFL.com.au](http://AFL.com.au), the AFLW App and the AFL Live App.

Six teams competed – Western Australia, Central Allies, Vic Metro, Vic Country, Eastern Allies and Queensland. Central Allies included players from the Northern Territory and South Australia, while the Eastern Allies represented Tasmania and NSW/ACT.

Nina Morrison and Madison Prespakis were joint winners of the championship MVP award.

### Team Most Valuable Players

**Western Australia:** Sabreena Duffy

**Central Allies:** Janet Baird

**Vic Metro:** Madison Prespakis

**Vic Country:** Nina Morrison

**Eastern Allies:** Alyce Parker

**Queensland:** Nat Grider

The 2018 NAB AFLW Under-18 All-Australian team was announced after an exhibition match played as a curtain-raiser to the E.J. Whitten Legends match in September.

**B:** Serene Watson (Qld), Lucinda Cripps (Vic C), Natalie Grider (Qld)

**HB:** Jordyn Allen (Vic C), McKenzie Dowrick (WA), Sabreena Duffy (WA)

**C:** Georgia Patrikios (Vic M), Madison Prespakis (Vic M), Nina Morrison (Vic C)

**HF:** Sophie Van De Heuvel (Vic C), Gabbi Newton (Vic M), Belle Dawes (Qld)

**F:** Daisy Bateman (Vic M), Lucy McEvoy (Vic C), Montana McKinnon (SA)

**Foll:** Lauren Bella (Qld), Alyce Parker (NSW/ACT, capt), Tyla Hanks (Vic C)

**I/C:** Jacqueline Yorston (Qld), Lily Postlethwaite (Qld), Olivia Purcell (Vic C), Eleanor Brown (Vic M)



## AFL Women's National Coaching Academy

The inaugural AFL Women's National Coaching Academy welcomed six coaches to the program in October.

Designed to increase the number of female coaches engaged in elite programs in both men's and women's football, the Academy will run over a nine-month period offering elite mentoring and development opportunities.

A main component of the Academy is the Level 3 coaching accreditation, with former Fremantle women's coach Michelle Cowan as the Academy mentor.

### The six inaugural coaches are:

<b>Nikki Harwood</b>	West Coast Academy coach
<b>Jane Lange</b>	Melbourne AFLW assistant coach
<b>Narelle Smith</b>	Adelaide Crows AFLW assistant coach
<b>Krissie Steen</b>	GWS Giants AFLW assistant coach
<b>Heidi Thompson</b>	Brisbane Lions Academy coach
<b>Natalie Wood</b>	Geelong Cats AFLW assistant coach

△ Mentor Michelle Cowan (middle) with members of the inaugural AFL Women's National Coaching Academy – (from left) Nikki Harwood (West Coast), Narelle Smith (Adelaide Crows), Heidi Thompson (Brisbane Lions), Krissie Steen (GWS), Natalie Wood (Geelong Cats) and Jane Lange (Melbourne).

▷ Vic Country's Nina Morrison was joint-winner of the MVP award at the NAB AFLW Under-18 Championships, with Vic Metro's Madison Prespakis.





## NAB AFLW Draft

The 2018 NAB AFLW Draft was held at Marvel Stadium on October 23. The event was streamed live on the AFLW App and [AFL.com.au](http://AFL.com.au).

The Geelong Falcons' Nina Morrison was the No. 1 draft selection taken by the Geelong Cats.

No.	Player	Club	Selected by
1	<b>Nina Morrison</b>	Geelong Falcons	Geelong Cats
2	<b>Sophie Van De Heuvel</b>	GWV Rebels	Geelong Cats
3	<b>Madison Prespakis</b>	Calder Cannons	Carlton
4	<b>Jasmin Stewart</b>	Claremont	Fremantle
5	<b>Jordyn Allen</b>	Dandenong Stingrays	Collingwood
6	<b>Tyla Hanks</b>	Gippsland Power	Melbourne
7	<b>Rebecca Webster</b>	Murray Bushrangers	Geelong Cats
8	<b>Nikki Gore</b>	South Adelaide	Adelaide Crows
9	<b>Paige Parker</b>	Coorparoo	Brisbane Lions
10	<b>Eleanor Brown</b>	Sandringham Dragons	Western Bulldogs
11	<b>Katie Lynch</b>	Oakleigh Chargers	Collingwood
12	<b>Alyce Parker</b>	Thurgoona Bulldogs	GWS Giants

## 2020 teams

The four teams that will join the AFLW Competition in 2020 – St Kilda, Richmond, Gold Coast Suns and West Coast Eagles – were formally presented with licences in December.

Teams were set financial, talent development and organisational requirements in September 2017.

In preparation for their entry into the competition:

- ▶ The four new teams have all established open-age academies.
- ▶ The clubs will assist with the development of players in their respective academies with the aim of those players forming part of each club's inaugural playing list.
- ▶ All four clubs will pre-list up to seven players from their academy in 2019.
- ▶ Each club will pre-list up to three players born in 2001 from their designated region in January/February 2019.
- ▶ The remainder of their list build will occur following the completion of the 2019 NAB AFLW Competition.

▽ No. 1 selection Nina Morrison (holding the ball) is joined by fellow first round picks at the NAB AFLW Draft – (back row from left) Madison Prespakis, Nikki Gore, Paige Parker, Katie Lynch, Rebecca Webster, Eleanor Brown, Tyla Hanks; (front row from left) Jordyn Allen, Jasmin Stewart, Sophie Van De Heuvel and Alyce Parker.

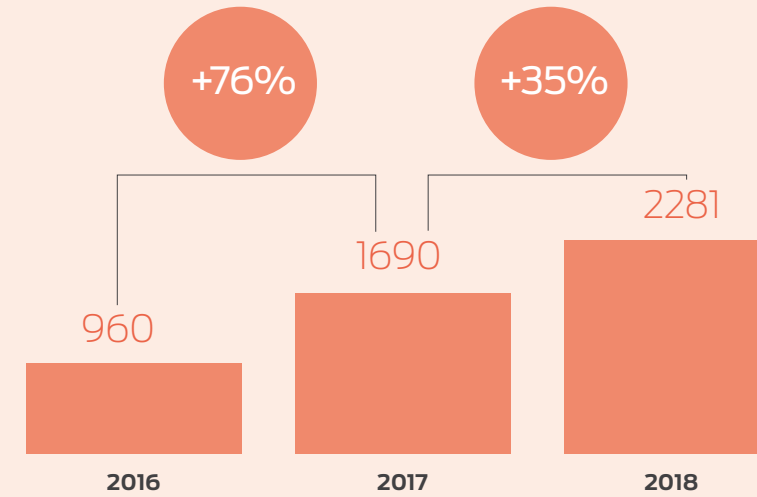


## Female participation

### FEMALE COMMUNITY CLUB PARTICIPATION

State	2017	2018	17 v 18
NSW/ACT	6461	9104	40.90%
NT	1847	2060	11.53%
Qld	5118	5859	14.48%
SA	3185	6118	92.09%
Tas	1735	2520	45.22%
Vic	18,675	24,825	32.93%
WA	7629	7979	4.59%
<b>Australia</b>	<b>44,650</b>	<b>58,465</b>	<b>30.94%</b>
<b>% of National Total</b>	<b>12%</b>	<b>15%</b>	

### TOTAL FEMALE CLUB TEAMS



### FEMALE NAB AFL AUSKICK PARTICIPATION

State	2017	2018	17 v 18
NSW/ACT	24,900	30,635	23.03%
NT	2166	2019	-6.79%
Qld	8526	8947	4.94%
SA	1732	2035	17.49%
Tas	1450	1772	22.21%
Vic	6295	6731	6.93%
WA	11,490	14,041	22.15%
<b>Australia</b>	<b>56,559</b>	<b>66,180</b>	<b>17.01%</b>
<b>% of national total</b>	<b>28.3%</b>	<b>32.2%</b>	<b>NA</b>



△ Kate Shierlaw (left) and Tayla Harris were in Blues heaven after a goal in the round one clash with the Magpies at Ikon Park.



# BROADCASTING

## Travis Auld

Chief Financial Officer  
and General Manager of  
Clubs and Broadcasting



## NAB AFL Women's Competition

The second season of the NAB AFL Women's Competition was again strongly supported by the AFL's television broadcast partners, with the Seven Network broadcasting the Saturday night match every round, as well as the opening match and Grand Final, while Fox Footy on Foxtel broadcast every match during the home and away season live across Australia.

In a crowded sporting landscape, the second year of the competition achieved some significant ratings highlights including:

- ▶ National average audience of 366,810 across free-to-air television and subscription television for the opening match between Carlton and Collingwood on a Friday night.
- ▶ Cumulative gross national audience during the home and away season of 2,877,698, consisting of approximately 1.7 million viewers on free-to-air and 1.16 million viewers on subscription television.
- ▶ All matches in the 2018 NAB AFL Women's Competition were also streamed live on the AFLW Live App, as well as broadcast by various AFL radio broadcasters around Australia.

▶ Shaun Grigg celebrates a goal during another Richmond victory, with the popular Tigers featuring in three of the 10 most-watched matches of the 2018 Toyota AFL Home and Away Season.





### Toyota AFL Premiership Season

The 2018 Toyota AFL Premiership Season again delivered strong results on television, with the Seven Network's free-to-air coverage and Fox Footy on the Foxtel subscription television platform drawing large audiences every week.



The season presented some challenges, with overall television industry ratings (free-to-air and subscription television) experiencing a year-on-year decline, while the early part of the season was disrupted by the national television coverage of the Commonwealth Games on the Seven Network.

The first half of the season also presented a number of difficulties and restraints from a fixturing and scheduling perspective, including the timing of Anzac Day and the delayed opening of the footbridge at the new Optus Stadium, each of which impacted Friday night scheduling in particular.

As a result of these challenges, and an increase in the consumption of AFL via digital platforms, the average gross national audience across free-to-air and subscription television per home and away round was 3.882 million, compared with 4.449 million in 2017 (a decrease of 12.7 per cent).

The cumulative gross national audience during the home and away season exceeded 89 million (89,348,093), which was down on the 102.3 million (102,337,684) in 2017. The 89 million viewers comprised 52.71 million viewers on free-to-air and 36.63 million viewers on subscription television.

▽ With their improved form in the second half of the year, the Bombers' clash against the Swans in round 19 was the fourth most-watched game of the season.

The 10 most-watched matches of the 2018 Toyota AFL Home and Away Season (national average audiences across free-to-air and subscription television) were:

1. **Round 5** – Collingwood v Essendon – 1.259 million (Anzac Day)
2. **Round 1** – Richmond v Carlton – 1.178 million
3. **Round 20** – Richmond v Geelong Cats – 1.167 million
4. **Round 19** – Essendon v Sydney Swans – 1.127 million
5. **Round 13** – Sydney Swans v West Coast Eagles – 1.111 million
6. **Round 1** – Essendon v Adelaide Crows – 1.088 million
7. **Round 8** – Hawthorn v Sydney Swans – 1.084 million
8. **Round 15** – Richmond v Sydney Swans – 1.079 million
9. **Round 5** – Sydney Swans v Adelaide Crows – 1.073 million
10. **Round 12** – Melbourne v Collingwood – 1.071 million (Queen's Birthday)

Friday night matches during the 2018 Toyota AFL Premiership Season attracted a national average audience of 958,432 across free-to-air and subscription television, down on the 2017 average of 1,143,699. The seven Thursday night matches attracted a national average audience of 987,127 across free-to-air and subscription television which exceeded the average audience for Friday night matches.



### Toyota AFL Finals Series

The gross cumulative audience for the 2018 Toyota AFL Finals Series was 16,528,256. This marks a decrease of 2.2 per cent on the total national viewership for the 2017 Toyota AFL Finals Series (16,904,687).



The 2018 Toyota AFL Grand Final national average audience (metropolitan and regional) of 3.39 million (3,386,253) on the Seven Network was five per cent down on the 3.56 million who tuned into the 2017 Grand Final between the Adelaide Crows and Richmond.

The combined five mainland capital city metropolitan audience of 2,609,707 viewers for the 2018 Toyota AFL Grand Final made it the most-watched program on metropolitan free-to-air television in 2018 as well as the highest rating one-off sports event for the year.

△ Adelaide Crows midfielder Hugh Greenwood rides home a goal in the Grand Final rematch with Richmond in round two at Adelaide Oval.

### Seven Network

Along with broadcasting major marquee matches including Good Friday, Anzac Day Eve, Anzac Day and the Queen's Birthday games, the Seven Network partnered with the AFL to broadcast the Melbourne v Adelaide Crows match from Alice Springs in round 10. The match attracted a national average audience of 582,358 on free-to-air television and subscription television in Australia. Before the AFL match, the Seven Network also broadcast a curtain-raiser between the Central Australia Redtails and Top End Storm. The full afternoon event and broadcast served as a launch of the Sir Doug Nicholls Round the following week.

In the second year of the current television broadcast agreement, the Seven Network also exclusively broadcast the Brownlow Medal live and attracted a national average audience (metropolitan and regional) of 1,141,414.



### Fox Footy on Foxtel

Fans from all around the country were again able to enjoy every game of the 2018 NAB AFL Women's Competition, 2018 JLT Community Series and 2018 Toyota AFL Premiership Season live in high definition on Fox Footy on Foxtel every week. This included the second AFL Premiership Season match held in China, the round nine Gold Coast Suns v Port Adelaide match in Shanghai, which was broadcast live back into Australia as well as into China and around the globe.

In addition to proven weekly magazine programs such as *On The Couch*, *AFL 360*, *Open Mike*, *Bounce* and *AFL Tonight*, Fox Footy on Foxtel also broadcast new shows in 2018 including *On The Mark*, *The Beep Test*, *The Weekend Lowdown* and *Bob*, providing broad coverage of Australian Football.

From an events perspective, Fox Footy on Foxtel again produced first-class broadcasts of key AFL events, including the Toyota AFL Premiership Season Launch, Australian Football Hall of Fame Induction Dinner, NAB AFL Rising Star Award, Virgin Australia AFL All-Australian Awards, Toyota AFL Grand Final Parade and NAB AFL Draft.

The live event broadcast of the 2018 Virgin Australia AFL All-Australian Awards at the Palais Theatre in St Kilda, Melbourne, was highlighted by great player access and interaction which helped achieve a national average audience of 118,000, up 24 per cent on 2017. Foxtel also broadcast the 2018 AFLW Awards in March for the first time.

The network continued its support of the NAB AFL Rising Stars Program by broadcasting five live matches during the NAB AFL Under-18 Championships, with the Vic Country v Vic Metro match in June attracting a national average audience of 32,901 which made it the highest audience for an under-18s match on Fox Footy on Foxtel.

Fox Footy on Foxtel also achieved some major ratings highlights on the subscription television platform during 2018, including a national average audience of 551,661 for the preliminary final between Richmond and Collingwood, which made it the second-highest rating AFL match of all time on its platform, behind only the 555,014 for the preliminary final between Richmond and GWS Giants in 2017. Fox Footy on Foxtel's broadcast of the match was also awarded the AACTA Award for Best Sports Presentation at the 2018 AACTA Awards Industry Luncheon.

▷ Radio broadcasters ensured fans right across Australia were kept informed and entertained, including via interviews with the stars of the game such as Geelong's Patrick Dangerfield.

### International Broadcast

International AFL fans were brought closer to the game than ever before, with coverage of NAB AFL Women's matches, Toyota AFL Premiership Season matches, Toyota AFL Finals Series matches, the Toyota AFL Grand Final and various AFL events around the world.

AFL matches and highlights were broadcast throughout the year into 158 countries and territories worldwide by rights holders Australia Plus, ESPN (sub-licensed to Econet, BT Sport, TSN and Viasat), Fox Sports/Fox Soccer Plus, Global Eagle Entertainment, Orbit Showtime Network, Sky Sports New Zealand and TVNZ. This guaranteed coverage into Africa, Asia-Pacific, Canada, Middle East, North America, Russia, Great Britain, Europe, China and New Zealand.

For the second year in a row, one Toyota AFL Premiership Season match was broadcast each week live into China on Guangzhou Television, along with certain Finals Series matches including the 2018 Toyota AFL Grand Final. In addition, the AFL secured agreements with Shanghai Media Group and Shandong Sports to broadcast the round nine match between Gold Coast Suns and Port Adelaide in Shanghai into China.

It also marked the second year of a five-year global digital offering between the AFL and Fox Sports allowing international audiences to consume AFL content via WatchAFL. With subscribers located in 191 countries, every match of every round was broadcast live internationally across this platform and, for the first time, viewers could access Fox Sports' award-winning shows such as *AFL 360* and *On The Couch* seven days a week, ensuring fans outside Australia had the greatest possible access to the game across all media platforms.

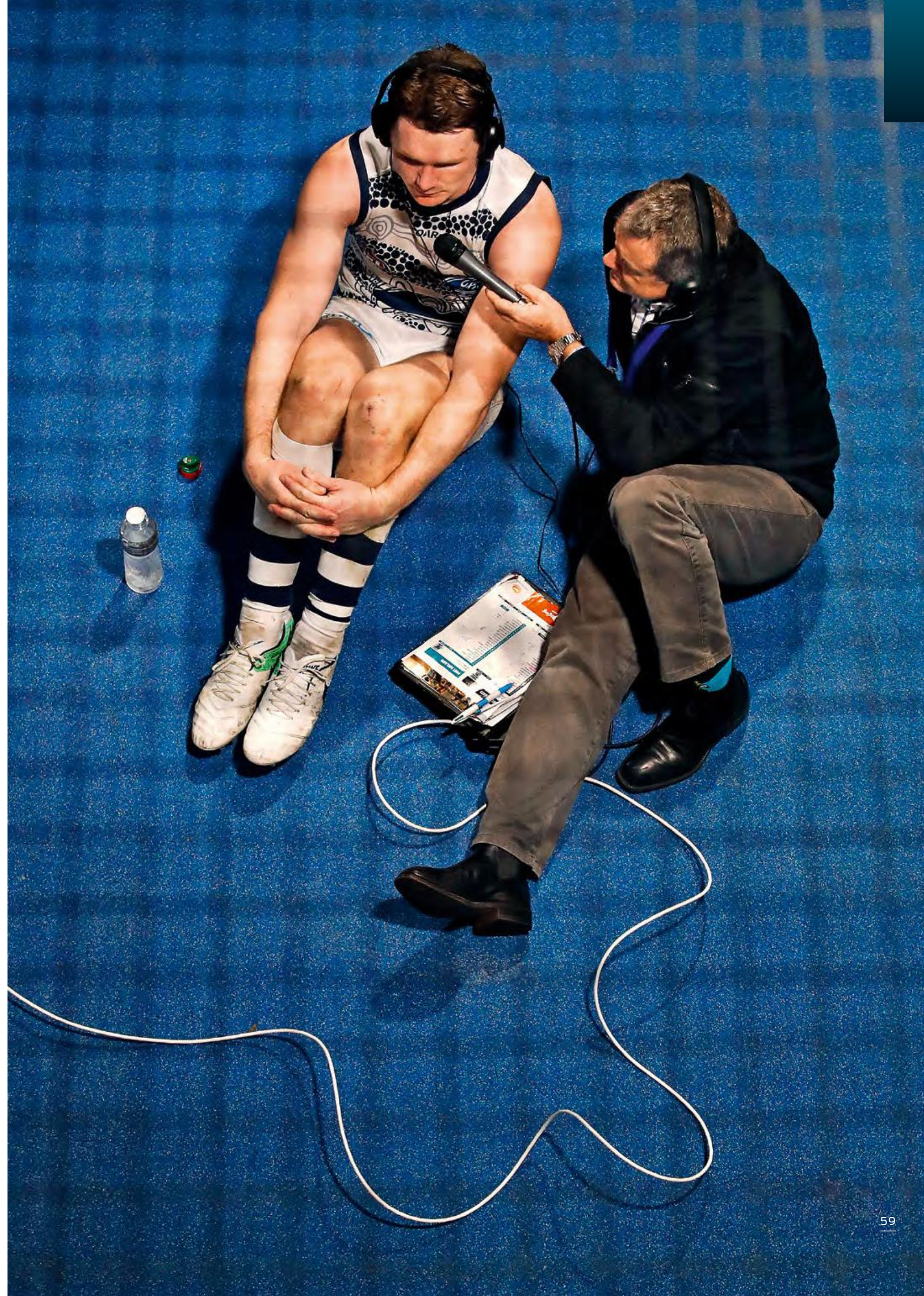
### Radio

Radio broadcasters again played a significant role in taking the game to all corners of metropolitan and regional Australia in 2018.

The AFL's national metropolitan radio partners include Triple M, 3AW 693, ABC Radio, 1116 SEN, FIVEaa, 6PR 882 and Macquarie Sports Radio. Regional areas received AFL broadcasts via Crocmedia's AFL Nation, ABC Radio, K-Rock (Geelong), Gold FM (Gold Coast), Southern Cross Austereo and the National Indigenous Radio Service (NIRS).

In Victoria, all nine matches per round during the 2018 Toyota AFL Premiership Season were broadcast on radio, while every match featuring an AFL club from Western Australia, South Australia, Queensland and New South Wales was broadcast into their respective home states. All Toyota AFL Finals Series matches, including the Toyota AFL Grand Final, were broadcast nationally.

**INTERNATIONAL AFL  
FANS WERE BROUGHT  
CLOSER TO THE GAME  
THAN EVER BEFORE**





# GAME DEVELOPMENT, LEGAL & INTEGRITY

**Andrew Dillon**  
General Counsel, General Manager  
Game Development



The introduction of live trading at the 2018 NAB AFL Draft, changes to the compilation of playing lists through the new Pre-Season Supplementary Selection Period (SSP) and a historic four-year broadcast deal for AFLW were just three of the many significant projects overseen by the Legal & Integrity Department in 2018.

The Legal & Integrity team manage all aspects of the AFL's integrity and provide legal services and commercial advice to all departments across the AFL and AFL state bodies. Working with AFL clubs, the AFL Players Association and the AFL Umpires Association is also a key function of the department.

▶ The relaunched Auskick 2.0 saw participation numbers increase by 2.8 per cent to more than 205,000 boys and girls in 2018.





△ No. 1 selection Sam Walsh is joined by fellow first round picks at the 2018 NAB AFL Draft.

### 2018 NAB AFL DRAFT SELECTIONS (FIRST ROUND)

No.	Player	Club	Selected by
1	<b>Sam Walsh</b>	Geelong Falcons	Carlton
2	<b>Jack Lukosius</b>	Woodville-West Torrens	Gold Coast Suns
3	<b>Izak Rankine</b>	West Adelaide	Gold Coast Suns
4	<b>Max King</b>	Sandringham Dragons	St Kilda
5	<b>Connor Rozee</b>	North Adelaide	Port Adelaide
6	<b>Ben King</b>	Sandringham Dragons	Gold Coast Suns
7	<b>Bailey Smith</b>	Sandringham Dragons	Western Bulldogs
8	<b>Tarryn Thomas</b>	North Launceston	North Melbourne
9	<b>Chayce Jones</b>	Launceston	Adelaide Crows
10	<b>Nick Blakey</b>	UNSW-ES Bulldogs	Sydney Swans
11	<b>Jye Caldwell</b>	Bendigo Pioneers	GWS Giants
12	<b>Zak Butters</b>	Western Jets	Port Adelaide
13	<b>Isaac Quaynor</b>	Oakleigh Chargers	Collingwood
14	<b>Jackson Hately</b>	Central District	GWS Giants
15	<b>Jordan Clark</b>	Claremont	Geelong Cats
16	<b>Ned McHenry</b>	Geelong Falcons	Adelaide Crows
17	<b>Sam Sturt</b>	Dandenong Stingrays	Fremantle
18	<b>Xavier Duursma</b>	Gippsland Power	Port Adelaide
19	<b>Liam Stocker</b>	Sandringham Dragons	Carlton
20	<b>Riley Collier-Dawkins</b>	Oakleigh Chargers	Richmond
21	<b>Ely Smith</b>	Murray Bushrangers	Brisbane Lions
22	<b>Xavier O'Halloran</b>	Western Jets	GWS Giants
23	<b>Jez McLennan</b>	Central District	Gold Coast Suns

### 2018 NAB AFL DRAFTS: WHERE PLAYERS CAME FROM

	National	Rookie	Total	%
Victoria	48	18	66	55.9
Western Australia	7	6	13	11.0
South Australia	15	6	21	17.8
NSW/ACT	2	1	3	2.5
Northern Territory	-	1	1	0.9
Queensland	3	7	10	8.5
Tasmania	3	1	4	3.4
International	-	-	-	-
<b>Total</b>	<b>78</b>	<b>40</b>	<b>100</b>	

### 2018 NAB AFL Draft

The 2018 NAB AFL Draft returned to Victoria for the first time since 2009, taking place at Marvel Stadium over two days. Live trading of draft picks was introduced for the first time, allowing clubs to trade picks up to one year in advance during the draft.

Live trading was just one aspect of several new initiatives introduced in 2018 to help provide clubs with more flexibility when making player selections and managing their lists. The Sydney Swans and West Coast Eagles were involved in the first live trade of picks.

### Pre-season Supplementary Selection Period

To create further opportunities for clubs to improve their playing lists, the SSP was introduced to allow clubs to make additions as required throughout the pre-season period.

Clubs were able to sign players via the rookie list between December 1 and March 15 to replace retired or seriously injured players. Players must have previously nominated for the NAB AFL Draft or previously been on the list of an AFL club to be eligible for the new rookie-list places.

### Mid-Season Rookie Draft

The AFL will introduce a mid-season draft in 2019, allowing clubs which have a list spot available through either a long-term injury or retired player to select a player who is not currently on an AFL list.

The draft order will be based on reverse ladder order at a mid-season date to be specified. To be eligible, players must nominate for the Mid-Season Rookie Draft.

### Father-son bidding and father-daughter selections

There were six father-son selections in the 2018 NAB AFL Draft – Rhylee West (Western Bulldogs, son of Scott), Will Kelly (Collingwood, son of Craig), Bailey Scott (North Melbourne, son of Robert), Joel Crocker (North Melbourne, son of Darren), Ben Silvagni (Carlton, son of Stephen) and Oscar Brownless (Geelong, son of Billy).

Nick Blakey, whose father John played 359 games for Fitzroy and the Kangaroos, was not deemed a father-son selection as he nominated the Sydney Swans as an Academy player.

Abbie McKay made history as the first AFL father-daughter selection when she was drafted by Carlton in the 2018 NAB AFLW draft. McKay was eligible to be selected by Carlton as her father Andrew McKay played 244 games for the club. Under AFL rules, a player can be nominated by an AFLW club based on the father-daughter rule if their father has played at least one AFL game for that club.

Father/Son and Academy players selected by matching during the National Draft are shown in the table below.

A further six players were selected directly by their Father/Son or Academy club:

- ▶ Joel Crocker (North Melbourne Father/Son) selection 69
- ▶ Ben Silvagni (Carlton Father/Son) selection 70
- ▶ Caleb Graham (Gold Coast Northern Academy) selection 71
- ▶ Oscar Brownless (Geelong Father/Son) selection 74
- ▶ Toby Bedford (Melbourne Next Generation Academy) selection 75
- ▶ Atu Bosenavulagi (Collingwood Next Generation Academy) selection 77

And a further two players were bid on and not matched during the National Draft:

- ▶ Irving Mosquito (Hawthorn Next Generation Academy) went to Essendon at selection 38
- ▶ Mathew Walker (GWS Giants Next Generation Academy) went to Hawthorn at selection 63

A total of 14 selection trades were completed during the National Draft.

### FATHER-SON AND ACADEMY PLAYER BIDDING

Name	Player Category	Bid Team	Match Team	Bid	Points Value to Match	Selections Matched	Selections Received
<b>Tarryn Thomas</b>	Next Generation Academy	Adelaide Crows	North Melbourne	8	1240	42, 47, 48, 49	68, 97, 99
<b>Nick Blakey</b>	Northern Academy	GWS Giants	Sydney Swans	10	1116	34, 39, 40	49, 98
<b>Isaac Quaynor</b>	Next Generation Academy	GWS Giants	Collingwood	13	970	40, 42, 53	66, 96
<b>Rhylee West</b>	Father/Son	Melbourne	Western Bulldogs	26	532	30	65
<b>Will Kelly</b>	Father/Son	Adelaide Crows	Collingwood	29	456	53, 54, 64	65, 100
<b>Kieren Briggs</b>	Northern Academy	West Coast Eagles	GWS Giants	34	345	48	nil*
<b>Jarrold Cameron</b>	Next Generation Academy	Brisbane Lions	West Coast Eagles	39	249	54, 67	70
<b>Connor McFadyen</b>	Northern Academy	Richmond	Brisbane Lions	42	198	53	71
<b>Bailey Scott</b>	Father/Son	Geelong	North Melbourne	49	90	61	70

\*GWS used 43 deficit points to match the bid on Kieren Briggs.





◀ Former Gold Coast co-captain Tom Lynch exercised his restricted free agency rights to join Richmond.

▽ Adelaide star and restricted free agent Rory Sloane rejected offers from rival clubs to remain with the Crows.

## Free Agency

Under the rules that were agreed between the AFL and the AFL Players Association in February 2010, the following players were eligible for free agency in 2018:

### Restricted

**Rory Sloane** (Adelaide Crows), **Cameron Guthrie** (Geelong Cats), **Tom Lynch** (Gold Coast Suns), **Tom McDonald** (Melbourne), **Shaun Atley** (North Melbourne), **Bachar Houli** (Richmond), **Andrew Gaff** (West Coast), **Scott Lycett** (West Coast), **Jeremy McGovern** (West Coast), **Jordan Roughead** (Western Bulldogs), **Mitch Wallis** (Western Bulldogs).

### Unrestricted

**Richard Douglas** (Adelaide Crows), **David Mackay** (Adelaide Crows), **Andy Otten** (Adelaide Crows), **Rohan Bewick** (Brisbane Lions), **Ryan Lester** (Brisbane Lions), **Marc Murphy** (Carlton), **Kade Simpson** (Carlton), **Jarryd Blair** (Collingwood), **Alex Fasolo** (Collingwood), **Tyson Goldsack** (Collingwood), **Ben Reid** (Collingwood), **Tom Bellchambers** (Essendon), **Hayden Ballantyne** (Fremantle), **Michael Johnson** (Fremantle), **David Mundy** (Fremantle), **Aaron Sandilands** (Fremantle), **George Horlin-Smith** (Geelong Cats), **Daniel Menzel** (Geelong Cats), **Jarrod Harbrow** (Gold Coast Suns), **Michael Rischitelli** (Gold Coast Suns), **Shaun Burgoyne** (Hawthorn), **Taylor Duryea** (Hawthorn), **Paul Puopolo** (Hawthorn), **Ryan Schoenmakers** (Hawthorn), **Brendan Whitecross** (Hawthorn), **Neville Jetta** (Melbourne), **Scott Thompson** (North Melbourne), **Sam Wright** (North Melbourne), **Justin Westhoff** (Port Adelaide), **Reece Conca** (Richmond), **Shaun Grigg** (Richmond), **Sam Gilbert** (St Kilda), **Heath Grundy** (Sydney Swans), **Jarrad McVeigh** (Sydney Swans), **Nick Smith** (Sydney Swans), **Mark LeCras** (West Coast), **Eric Mackenzie** (West Coast), **Luke Dahlhaus** (Western Bulldogs), **Tom Liberatore** (Western Bulldogs), **Dale Morris** (Western Bulldogs).

### Free agents exercising their rights

Two players elected to exercise their rights as Restricted Free Agents and change clubs for the 2019 season:

- ▶ **Tom Lynch** (to Richmond)
- ▶ **Scott Lycett** (to Port Adelaide)

A further three players elected to exercise their rights as Unrestricted Free Agents and change clubs for the 2019 season:

- ▶ **Alex Fasolo** (to Carlton)
- ▶ **Reeca Conca** (to Fremantle)
- ▶ **Luke Dahlhaus** (to Geelong)

A further five delisted players took advantage of the Free Agency rules allowing them to move to the club of their choice:

- ▶ **Jarryd Lyons** (Gold Coast Suns to Brisbane Lions)
- ▶ **Daniel Menzel** (Geelong Cats to Sydney Swans)
- ▶ **Darren Minchington** (St Kilda to Hawthorn)
- ▶ **Jordan Murdoch** (Geelong Cats to Gold Coast Suns)
- ▶ **Tom Sheridan** (Fremantle Dockers to GWS Giants)



## FREE AGENCY MOVEMENT

	2018/2019	2017/2018	2016/2017	2015/2016	2014/2015
Restricted	2	3	2	2	1
Unrestricted	3	0	2	2	4
Delisted	5	5	5	4	7
<b>TOTAL</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>12</b>

## Exchange Period

### Players and selections

A total of 39 players and 100 draft selections (of which 28 were future selections and 36 were on-traded) were traded during the AFL Exchange Period (of exchange of players and selections, October 8, 2018, to October 17, 2018).

The following players were traded:

- ▶ **Shane McAdam** (Carlton Competition Assistance) and **Tyson Stengle** (Richmond) to the Adelaide Crows
- ▶ **Marcus Adams** (Western Bulldogs), **Lincoln McCarthy** (Geelong Cats) and **Lachie Neale** (Fremantle) to the Brisbane Lions
- ▶ **Mitch McGovern** (Adelaide), **Will Setterfield** (GWS Giants) and **Nic Newman** (Sydney Swans) to Carlton
- ▶ **Dayne Beams** (Brisbane Lions) and **Jordan Roughead** (Western Bulldogs) to Collingwood
- ▶ **Dylan Shiel** (GWS Giants) to Essendon
- ▶ **Travis Colyer** (Essendon), **Jesse Hogan** (Melbourne) and **Rory Lobb** (GWS Giants) to Fremantle
- ▶ **Nathan Kreuger** (Carlton Competition Assistance) and **Gary Rohan** (Sydney Swans) to the Geelong Cats
- ▶ **Corey Ellis** (Richmond), **Anthony Miles** (Richmond), **George Horlin-Smith** (Geelong Cats) and **Jack Hombsch** (Port Adelaide) to the Gold Coast Suns
- ▶ **Jack Scrimshaw** (Gold Coast Suns), **Tom Scully** (GWS Giants) and **Chad Wingard** (Port Adelaide) to Hawthorn
- ▶ **Steven May** (Gold Coast Suns), **Kade Kolodjashnij** (Gold Coast Suns) and **Braydon Preuss** (North Melbourne) to Melbourne
- ▶ **Aaron Hall** (Gold Coast Suns), **Jasper Pittard** (Port Adelaide), **Jared Polec** (Port Adelaide) and **Dom Tyson** (Melbourne) to North Melbourne
- ▶ **Ryan Burton** (Hawthorn) and **Sam Mayes** (Brisbane Lions) to Port Adelaide
- ▶ **Dan Hannebery** (Sydney Swans) and **Dean Kent** (Melbourne) to St Kilda
- ▶ **Ryan Clarke** (North Melbourne) and **Jackson Thurlow** (Geelong Cats) to the Sydney Swans
- ▶ **Tom Hickey** (St Kilda) to West Coast
- ▶ **Taylor Duryea** (Hawthorn) and **Sam Lloyd** (Richmond) to the Western Bulldogs

### Selections Only Period

One trade was transacted during the new trade selection period, October 17, 2018, to November 16, 2018, consisting of three draft selections (of which none were future selections and one was on-traded).

### NAB AFL Draft

Fourteen selection trades were transacted during the NAB AFL Draft, consisting of 39 draft selections (of which 17 were future selections and 21 were on-traded).

### AFL Competition Assistance

At the AFL Commission meeting on September 24, 2018, it was decided the Gold Coast Suns and Carlton would be provided with the following Competition Assistance.

#### Gold Coast Suns:

- ▶ The club would be provided an additional two Category A rookie positions for the 2019 Toyota AFL Premiership Season.
- ▶ Starting October 1, 2018, the right to pre-list three players who have previously nominated or been eligible for the Draft or were previously listed with an AFL club prior to the 2018 NAB AFL Draft.

#### Carlton:

- ▶ Starting October 1, 2018, the right to pre-list two players who have previously nominated or been eligible for the Draft or were previously listed with an AFL club prior to the 2018 NAB AFL Draft.
- The rights for both Gold Coast Suns and Carlton could be on-traded during the 2018 Exchange Period starting October 8, 2018, and ending October 17, 2018.

The following players were selected by the Gold Coast Suns:

- ▶ **Chris Burgess**
- ▶ **Josh Corbett**
- ▶ **Sam Collins**

The following players were selected by Carlton:

- ▶ **Nathan Kreuger** (on-traded to Geelong)
- ▶ **Shane McAdam** (on-traded to Adelaide)

### Rookies

In addition to 78 first-time drafted players being selected at the NAB AFL Draft, 17 rookies were promoted by clubs to the Primary List. At the Rookie Draft, 40 players were selected (of which 18 were first-time drafted), while 51 rookies were retained on the Rookie List by clubs, one rookie was traded, two retired and 35 were not retained by clubs.

## PLAYER MOVEMENT SUMMARY

	2017/18	2017/18	2016/17	2015/16	2014/15	2013/14	
<b>Delisted/Retired</b>	107	103	99	75	85	99	
<b>Exchanged/ Traded</b>	Trades	54	31	43	42	27	
	Players	39	25	34	40	28	
	Selections	142	87	113	103	40	38
	On-Trades	58	14	30	32	12	7
Future Selections	45	34	19	14	N/A	N/A	
<b>Promoted Rookies</b>	17	11	20	14	22	23	
<b>National Draft</b>	78/96	78/96	77/96	70/89	76/87	62/74	
First Drafted	78	75	76	68	76	62	
<b>Pre-Season Draft</b>	0/11	1/11	0/10	0/12	1/12	1/12	
<b>Rookie Draft</b>	40/52	36/42	50/55	64/72	64/76	54/69	
First Drafted	18	23	34	43	45	39	
<b>Retained Rookies</b>	51	54	42	42	36	37	



## Investigations

The AFL continues to conduct regular integrity checks with all wagering partners on all players, coaches and administrators across the AFL competition as part of its regulations in this area.

In 2018, Collingwood player Brayden Sier was sanctioned \$5000 and required to undergo further education after an investigation revealed he had placed several bets totalling less than \$50 combined on AFL matches and events during the 2017 season.

## ASADA Investigation

At publication, the Australian Sports Anti-Doping Authority was investigating Collingwood player Sam Murray.

ASADA is leading the process and the timing of the investigation will be determined by ASADA.

## NAB AFL Rising Star Award

Collingwood's Jaidyn Stephenson won the 2018 NAB AFL Rising Star Award. The 19-year-old won with 52 votes, ahead of the Adelaide Crows' Tom Doedee (42) and the Brisbane Lions' Alex Witherden (32).

Stephenson was presented with the Ron Evans Medal, a \$20,000 NAB Private Wealth investment portfolio and access to a dedicated personal banker, courtesy of the National Australia Bank.

## NAB AFL Academy

In 2018, Luke Power remained the head coach of the NAB AFL Academy. Brent Harvey and Brad Johnson stayed on as assistant coaches, with Glen Jakovich and Nick Dal Santo joining the coaching team.

Both the Level 1 and Level 2 programs came together for accelerated AFL football and personal development camps held in Australia.

In January 2018, the Level 2 program travelled to America to train at the IMG Academy in Florida and visited UCLA's facilities. In April, the squad played a game against North Melbourne's VFL side at the MCG, winning by 43 points.

The Level 1 program travelled to Wellington in April to take on the New Zealand Hawks on Anzac Day.

Sam Walsh was awarded the Ben Mitchell Medal in Level 2, while Hayden Young was awarded the Cameron Ling Medal in Level 1.

► Collingwood speedster Jaidyn Stephenson capped a brilliant debut season by becoming the Magpies' first NAB AFL Rising Star winner.

## NAB AFL RISING STAR

Rd.	Player	AFL Club	Votes
1	<b>Riley Bonner</b>	Port Adelaide	
2	<b>Tom Doedee</b>	Adelaide Crows	42
3	<b>Sam Murray</b>	Collingwood	
4	<b>Jaidyn Stephenson</b>	Collingwood	52
5	<b>Ben Long</b>	St Kilda	
6	<b>Jake Waterman</b>	West Coast Eagles	
7	<b>Jack Henry</b>	Geelong	10
8	<b>Ben Ronke</b>	Sydney Swans	2
9	<b>Alex Witherden</b>	Brisbane Lions	32
10	<b>Ed Richards</b>	Western Bulldogs	1
11	<b>Oliver Florent</b>	Sydney Swans	10
12	<b>Brennan Cox</b>	Fremantle	
13	<b>Hunter Clark</b>	St Kilda	
14	<b>Paddy Dow</b>	Carlton	
15	<b>Cam Rayner</b>	Brisbane Lions	4
16	<b>Adam Cerra</b>	Fremantle	
17	<b>Sam Taylor</b>	GWS Giants	
18	<b>Jack Higgins</b>	Richmond	11
19	<b>Tom Cole</b>	West Coast Eagles	
20	<b>Harry Morrison</b>	Hawthorn	
21	<b>James Worpel</b>	Hawthorn	
22	<b>Aaron Francis</b>	Essendon	1
23	<b>Aaron Naughton</b>	Western Bulldogs	



## Under-18 Championships – Men's

The 23rd year of the NAB AFL Under-18 Championships continued to be the showcase event of the AFL talent pathway, contested between the states' elite under-18 players.

In his first year as coach of the South Australian side, Tony Bamford led his team to victory in Division 1, while Tasmania took out the NAB AFL Club Academy Series.

Vic Country captain Sam Walsh was awarded the Larke Medal as the Division 1 best player, while Tarryn Thomas was awarded the H.C. Harrison Medal for the best player in Division 2.

### Team MVPs

<b>Vic Metro</b>	Bailey Smith
<b>South Australia</b>	Luke Valente
<b>Western Australia</b>	Jordan Clark
<b>Allies</b>	Kieren Briggs
<b>Vic Country</b>	Sam Walsh

△ South Australia produced six All-Australians after claiming the Division 1 title at the 2018 NAB AFL Under-18 Championships.

### NAB AFL Under-18 All-Australian Team

**Defenders:** Jordan Clark (WA), Buku Khamis (Vic Metro), Jacob Koschitzke (Allies), Jez McLennan (SA), Isaac Quaynor (Vic Metro), Kyle Reid (Vic Country)  
**Midfield:** Kieren Briggs (Allies), Luke English (WA), Chayce Jones (Allies), Bailey Smith (Vic Metro), Luke Valente (SA), Sam Walsh (Vic Country)  
**Forwards:** Jackson Hatley (SA), Ben King (Vic Metro), Jack Lukosius (SA), Izak Rankine (SA), Bailey Scott (Allies), Rhylee West (Vic Metro)  
**Interchange:** Will Gould (SA), Connor McFadyen (Allies), Mitchell O'Neill (Allies), Jeremy Sharp (WA), Sydney Stack (WA)

## NAB AFL Under-16 Championships

The NAB AFL Under-16 Championships were held in Melbourne, Adelaide, Sydney and Queensland.

The championships remained in two divisions with South Australia winning Division 1 and Tasmania Division 2.

Corey Durdin was awarded the Kevin Sheehan Medal for the best player in Division 1 and Errol Gulden the Alan McLean Medal for the best player in Division 2.





## 2018 National Male Diversity Championships

The 2018 Male Diversity Championships were held in Blacktown, NSW, for the second year. The Male Diversity Championships bring together 300 participants from Indigenous (Kickstart) and multicultural (All Nations) backgrounds from all over Australia to compete in a week-long tournament in April.

Beyond the games, the cultural and social benefits of the championships provide players a unique opportunity to develop off the field as well.

In the eighth year, the Kickstart Championships premier title was awarded to Western Australia (eight years in a row). The All Nations Cup, in its sixth year, saw Victoria take the title for the second successive year.

The Flying Boomerangs and World Team programs are selected from the championships.

## 2018 AFL National Inclusion Carnival

Held in Launceston, the 2018 National Inclusion Carnival brought together footballers with an intellectual disability to take part in a round robin format, with players representing every state and territory.

For the first time, 2018 saw the Grand Final take place as a curtain-raiser to the round 14 Hawthorn v Gold Coast Suns match at UTAS Stadium.

Over the course of the week, players took part in education sessions and also helped deliver football clinics to local special school students.

### 2018 AFL National Inclusion Carnival All-Australian Squad

**Backs:** Kelvin Walters (Vic Country), Adam Orchard (NSW/ACT)

**Half-backs:** Zachary George-Dent (SA), Josh Correra (Qld)

**Half-forwards:** David Alford (Vic Metro), David Hallows (WA)

**Forwards:** Brandon Sanders (Vic Metro), Mitch Robl (Vic Country)

**Ruck/followers:** Keenan George-Dent (SA), Kelvin O'Connor (Vic Metro), Jarrod Redcliffe (Vic Country), Luke Goodman (SA)

**Interchange:** Brad Lawrence (Qld), Dylan Pace (Tas), Peter Aputimi (NT), Byron Mayo (NT)

**Coach:** Rob Klemm (Vic Metro)



△ Hoping to emulate AFL coaches such as Essendon's John Worsfold, more than 23,000 coaches from across Australia participated in the CoachAFL platform introduced in 2018.

## CoachAFL

It was a year of significant change in coaching, featuring the introduction of a new coaching platform, CoachAFL. Launched in March, the CoachAFL website and Learning Management System (LMS) provides coaches with online accreditation and centralised resources supporting their coaching development.

In addition, the existing four-year accreditation process was replaced with an annual accreditation model to better cater to the coaching community and to foster continuing coach development and education. In 2018, more than 23,000 coaches from across Australia and internationally engaged with the platform in an exciting first year.

## AFL coaching courses

In 2018, the requirement to complete a face-to-face workshop to gain Foundation Level accreditation was removed and replaced with three online courses – Foundation Junior, Youth and Senior. This provided first-time coaches with relevant and accessible information about the age group they coach and lowered the barrier to entry, encouraging more coaches than ever to gain their accreditation.

The Level 2 and Level 3 High Performance Coaching Courses have also been re-modelled and will continue to undergo significant change in 2019 to cater for a blended learning experience, highlighting face-to-face and online learning.

The Level 3 High Performance course grew, supporting 30 participants in 2018, including six female coaches as part of an AFLW Female Coaching Academy, and two Indigenous coaches.

◁ Vic Metro claimed victory in the 2018 AFL National Inclusion Carnival held in Launceston, which culminated in the Grand Final before the round 14 AFL clash between Hawthorn and the Gold Coast Suns.



## AFL Coaching Female Football Forum

The AFL hosted the third annual Coaching Female Football Forum (formerly Female Coaching Forum) on November 25 at the Glasshouse, Olympic Park. More than 140 coaches attended the forum with more than 100 clubs represented from 37 leagues nationwide. The forum was hosted by AFL Head of Women's Football Nicole Livingstone and featured presenters Michelle Cowan, Damian Farrow, Peta Searle, Kay Crossley and Brooke Patterson.

## AFL Coaches Association

The AFL continues to work with the AFL Coaches Association to support the next generation of senior coaches through the Level 4 Senior Coach Program. The program is designed to provide a clear pathway for the development of the AFL senior coach, beyond the current Level 3 accreditation and aims to:

- ▶ Enhance the coach's knowledge, skills and experiences to best prepare them for the responsibilities of the senior coach;
- ▶ Provide a benchmark qualification for the industry;
- ▶ Provide a pool of applicants who have achieved the industry qualification;
- ▶ Refine a coaching pathway for aspiring senior coaches;
- ▶ Contribute to developing world-class programs for AFL footballers in a world-class performance environment.

The coaches graduating from this program in 2018 were Justin Longmuir, Brett Montgomery and Jade Rawlings.

▽ Melbourne assistant and new Casey Demons coach Jade Rawlings was one of three graduates from the AFL Coaches Association's Level 4 Senior Coach Program in 2018.

## Total Player Payments 2018

The Total Player Payment limit per club increased 1.20 per cent in 2018, from \$224 million in 2017 to \$226.7 million, while gross player payments increased at a higher rate, up by 3.92 per cent from \$231.4 million in 2017 to \$240.4 million.

The Additional Services Limit per club for the provision of marketing services by players increased by three per cent from \$1,061,347 to \$1,093,187 and the amount spent on these services by clubs increased by 1.29 per cent, from \$19.86 million in 2017 to \$20.12 million.

In addition to these amounts, players earned \$1.34 million from employment and marketing arrangements with associates of clubs.

Taking into account the \$240.4 million in gross player payments, \$20.12 million in additional services agreements and \$1.34 million from employment and marketing arrangements with associates of the clubs, the total earned by players in 2018 was \$261.88 million, an increase of 3.49 per cent on the 2017 total of \$253.06 million.

The average payment by clubs for a listed player in 2018 was \$362,471, an increase of 2.84 per cent over 2017.

Two clubs were sanctioned during 2018 for breaching the AFL Player List rules:

- ▶ Collingwood was sanctioned \$40,000 for breaching the List Lodgement rules through an administrative error (\$20,000 of the sanction was suspended until the end of the 2018 season, October 31).
- ▶ North Melbourne was sanctioned \$30,000 for breaching the List Lodgement rules through an administrative error (\$10,000 of the sanction was suspended until the end of the 2018 season, October 31).

The fact that both clubs advised the AFL of all the required information, implemented improved administrative procedures and fully cooperated was taken into account regarding the penalty.

## 2009-2018 SUMMARY OF AFL PLAYER EARNINGS

Earnings	2009 Played	2010 Played	2011 Played	2011 Listed	2012 Played	2012 Listed	2013 Played	2013 Listed	2014 Played	2014 Listed	2015 Played	2015 Listed	2016 Played	2016 Listed	2017 Played	2017 Listed	2018 Played	2018 Listed
\$0-\$60,000	9	9	9	31	1	21	0	9	0	2	0	1	0	0	0	1	0	1
\$60,001-\$100,000	80	67	75	114	71	120	48	109	33	90	17	65	21	70	9	38	3	24
\$100,001-\$200,000	156	153	180	186	187	199	203	213	177	198	163	188	162	185	112	152	108	159
\$200,001-\$300,000	151	158	162	166	166	170	148	156	136	147	143	153	121	131	130	140	129	136
\$300,001-\$400,000	85	91	92	94	103	104	114	115	125	128	124	131	137	148	137	148	137	145
\$400,001-\$500,000	37	45	53	53	58	60	64	64	75	76	84	85	87	89	87	89	86	88
\$500,001-\$600,000	16	9	17	20	25	25	22	22	31	32	44	44	35	40	52	53	44	49
\$600,001-\$700,000	6	8	10	10	11	12	19	19	26	26	18	21	22	23	34	34	46	46
\$700,001-\$800,000	3	2	3	3	4	4	10	10	10	10	21	21	15	18	23	23	21	24
\$800,001-\$900,000	2	2	4	4	1	1	7	7	6	6	3	3	5	5	9	9	15	15
\$900,001-\$1,000,000	2	4	1	1	1	1	-	-	2	2	2	2	3	3	10	11	10	10
\$1,000,001-\$1,100,000	-	-	1	1	4	4	-	-	2	2	2	2	2	2	4	4	2	2
\$1,100,001-\$1,200,000	-	-	-	-	-	-	2	2	-	-	-	-	2	2	3	3	1	1
\$1,200,001+	-	-	1	1	4	4	3	3	-	-	2	2	2	2	2	2	3	3
<b>TOTAL</b>	<b>547</b>	<b>548</b>	<b>608</b>	<b>684</b>	<b>636</b>	<b>725</b>	<b>640</b>	<b>729</b>	<b>623</b>	<b>719</b>	<b>623</b>	<b>718</b>	<b>614</b>	<b>718</b>	<b>612</b>	<b>707</b>	<b>605</b>	<b>703</b>

NB: Details listed under heading "Played" relates only to Primary Listed players who participated in at least one senior match during the season. Details listed under heading "Listed" includes all Primary Listed players. Earnings are Total Player Earnings including ASAs.

## 2009-2018 AFL TOTAL PLAYER EARNINGS

	2009 \$	2010 \$	2011 \$	2012 \$	2013 \$	2014 \$	2015 \$	2016 \$	2017 \$	2018 \$	Movement % 2017-2018
GROSS PLAYER PAYMENTS (GPP)	134,146,837	136,698,418	153,699,344	173,717,042	181,560,623	188,944,174	200,199,169	204,305,032	231,354,739	240,417,657	3.92%
<b>Deductions:</b>											
Finals/Relocation & Living & other Allowances	1,891,522	2,130,159	2,060,463	2,044,477	2,274,355	2,060,850	2,069,108	2,285,343	3,016,111	3,189,413	5.75%
Cost of Living and Expansion Allowances	753,988	779,100	804,825	1,722,326	1,791,219	3,047,944	2,357,048	1,691,090	0	0	
Veterans' allowance	4,814,190	4,614,162	5,361,045	6,239,064	7,886,536	6,560,023	6,959,232	6,611,661	348,027	0	-100.00%
Other deductions	2,561,369	2,296,275	3,921,152	4,663,352	4,303,195	4,032,375	4,790,648	4,334,399	1,883,819	3,492,466	85.39%
Underspend from Previous Years	-	-	-	-	-	-	1,841,576	764,531	919,286	1,540,436	67.57%
<b>Total deductions</b>	<b>10,021,069</b>	<b>9,819,696</b>	<b>12,147,485</b>	<b>14,669,219</b>	<b>16,255,304</b>	<b>15,701,193</b>	<b>18,017,612</b>	<b>15,687,024</b>	<b>6,167,244</b>	<b>8,222,315</b>	<b>33.32%</b>
<b>PLAYER PAYMENTS LESS DEDUCTIONS</b>	<b>124,125,768</b>	<b>126,878,722</b>	<b>141,686,376</b>	<b>159,047,825</b>	<b>165,305,319</b>	<b>173,242,981</b>	<b>182,181,452</b>	<b>188,618,008</b>	<b>225,187,495</b>	<b>232,195,342</b>	<b>3.11%</b>
<b>Injury Allowance</b>	<b>6,403,200</b>	<b>5,572,800</b>	<b>3,107,594</b>	<b>2,551,693</b>	<b>2,060,007</b>	<b>1,597,906</b>	<b>2,609,871</b>	<b>3,452,129</b>	<b>3,002,107</b>	<b>5,902,635</b>	<b>96.62%</b>
<b>GROSS PLAYER PAYMENTS LESS INJURY ALLOWANCE</b>	<b>117,722,568</b>	<b>121,305,922</b>	<b>138,578,782</b>	<b>156,496,132</b>	<b>163,245,312</b>	<b>171,645,075</b>	<b>179,571,581</b>	<b>185,165,879</b>	<b>222,185,388</b>	<b>226,292,708</b>	<b>1.85%</b>
<b>TPP LIMIT</b>	<b>123,100,000</b>	<b>127,200,000</b>	<b>139,612,500</b>	<b>158,172,750</b>	<b>164,499,660</b>	<b>173,382,660</b>	<b>181,284,120</b>	<b>186,641,640</b>	<b>224,010,504</b>	<b>226,698,624</b>	<b>1.20%</b>
Gross Player Payments less Injury Allowance	117,722,568	121,305,922	138,578,782	156,496,132	163,245,312	171,645,075	179,571,581	185,165,879	222,185,388	226,292,708	1.85%
Margin/(Excess)	5,377,432	5,894,078	1,033,718	1,676,618	1,254,348	1,737,585	1,712,539	1,475,761	1,825,116	405,916	-77.76%
Additional Services Agreements (ASAs)	7,692,843	8,128,960	9,191,723	10,398,625	13,874,676	16,237,924	18,638,497	19,257,040	19,864,805		
Average Gross Player Earnings (including ASAs)**	Listed \$221,482	Listed \$226,165	Listed \$237,388	Listed \$251,559	Listed \$265,179	Listed \$283,029	Listed \$302,104	Listed \$309,208	Listed \$352,470	Listed \$362,471	
	Played \$241,436	Played \$249,239	Played \$253,795	Played \$272,074	Played \$288,212	Played \$306,841	Played \$324,643	Played \$329,210	Played \$379,697	Played \$390,202	

Underspend from Previous Years was introduced for Season 2015\*\* Average Gross Player Earnings (AGPE). The AGPE is a result of the payments (GPP plus ASAs) made to Primary Listed and Pre-Season Nominated Rookies only (grouped as "Primary Listed"). Played figure is the AGPE for those Primary Listed players who played games divided by number of Primary Listed players who played. Listed figure is the AGPE divided by the number of Primary Listed players.





Total Participation

1,649,178

+6.54%

Growth



909k

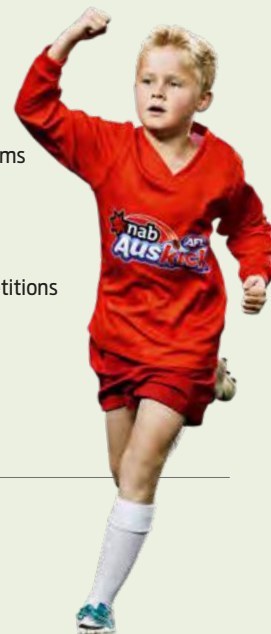
Participated in programs

740k

Participated in competitions

+6

Growth



NAB AFL Auskick

205,755

Participants

+2.81%

Growth



Club Football

386,924

Participants

+4.20%

Growth

140,414

Junior Club (5-12)

+3.59%

Growth

122,811

Youth Club (13-18)

+5.34%

Growth

115,407

Senior Club

+5.01%

Growth

8,292

Veteren Club

-10.58%

Growth

Social Football

24,032

Participants In AFL 9s competitions

Club Programs (events)

17,591

Female Club Participation

58k

Female club participants



School Football

686,116

School Programs

+7.79%

Growth in participants

Inter-School Comps

328,760

Participants In Inter-School Competitions

+9.38%

Growth in participants

188,546

Primary Inter-School

+11.84%

Growth

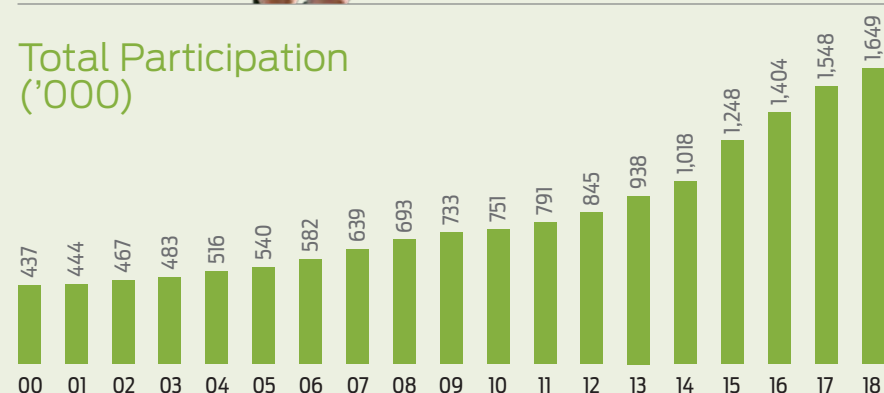
140,214

Secondary Inter-School

+6.24%

Growth

Total Participation ('000)



NAB AFL Auskick

The national AFL Auskick program, supported by NAB as major partner, was relaunched as Auskick 2.0 in 2018. The benchmark for introductory sporting programs in Australia, there was strong growth again in 2018, up 2.8 per cent to 205,755 girls and boys as participants.

Across the 2018 premiership season, 22 children were named as the Auskicker of the Week, culminating in the naming of South Australian seven-year-old Isla Roscrow as the NAB AFL Auskicker of the Year in Grand Final week. Now in its 10th year, all past winners attended the award dinner on Thursday of Grand Final week to reunite with their mentor Joel Selwood and Western Bulldogs captain Katie Brennan. The three-day experience for the 22 nominees included walking in the Grand Final Parade, playing on-field at half-time during the Grand Final and presenting the medals to the 2018 AFL Premiers.

▷ NAB AFL Auskicker of the Year Isla Roscrow gave the Toyota AFL Grand Final Parade experience the thumbs up.



NAB AFL AUSKICKER OF THE YEAR NOMINEES

Rd.	Nominee Name	NAB AFL Auskick Centre	Favourite Team	Favourite Player
1	<b>Max Rossetto</b>	Hectorville FC Auskick Centre	Adelaide Crows	Taylor Walker
2	<b>Roy Maguire</b>	Bulleen Bullants Auskick Centre	Carlton	Charlie Curnow
3	<b>Cory Lockwood</b>	Broadbeach JAFCA Auskick Centre	Gold Coast Suns	Gary Ablett
4	<b>Henry Marshall</b>	Carindale JAFCA Auskick Centre	Sydney Swans	Lance Franklin
5	<b>Jordyn Aris</b>	Hammond Park Auskick Centre	West Coast Eagles	Elliot Yeo
6	<b>Ben Cameron</b>	Penshurst Auskick Centre	Richmond	Dustin Martin
7	<b>Jakai Tobias</b>	Wodonga Auskick Centre	St Kilda	Jack Billings
8	<b>Johnathan Stavrinidis</b>	Dingley Auskick Centre	Hawthorn	Jack Gunston
9	<b>Trigg Dunn</b>	Roleystone JFC Auskick Centre	West Coast Eagles	Dustin Martin
10	<b>Aayaan Aswal</b>	South Morang Auskick Centre	Hawthorn	Cyril Rioli
11	<b>Isla Roscrow</b>	St Johns Grammar School Auskick Centre	Western Bulldogs	Tom Liberatore
12	<b>Emily Gentle</b>	Seaton Ramblers FC (T1) Auskick Centre	Adelaide Crows	Eddie Betts, Taylor Walker
13	<b>Oliver Duffy</b>	Eastlakes MCU (Ages 5-8) Auskick Centre	Sydney Swans	Lance Franklin
14	<b>Baylee Robertson</b>	Wodonga Auskick Centre	Essendon	Dyson Heppell
15	<b>Jai Nicholson</b>	Corowa Auskick Centre	Sydney Swans	Lance Franklin
16	<b>Logan McGargill</b>	Saturday Auskick Centre	Adelaide Crows	Taylor Walker
17	<b>Georgia Coombes</b>	Nar Nar Goon Auskick Centre	Carlton	Sam Docherty
18	<b>Alice Garland</b>	Queenscliff Point Lonsdale Auskick Centre	Essendon	Anthony McDonald-Tipungwuti
19	<b>Drew Hall</b>	Corrigin Auskick Centre	Geelong	Joel Selwood
20	<b>Meenakshi Kulkarni</b>	Point Cook Central Auskick Centre	Geelong	Patrick Dangerfield
21	<b>Toretto Denton</b>	East Adelaide PS Auskick Centre	Port Adelaide	Eddie Betts
22	<b>Ella Mozjerin</b>	St Albans (Melbourne) Auskick Centre	Essendon	Dyson Heppell





## Community Engagement

### Flying Boomerangs and World Team

The AFL Flying Boomerangs program is a week-long personal development and leadership program for Aboriginal and Torres Strait Islander young men aged 14-16, supported by Rio Tinto. The World Team is made up of the best up-and-coming AFL multicultural players from across the nation who also participate in the week-long program.

The Flying Boomerangs were coached by **Harry Miller (SA)** with **Brad Copeland (Vic)** and **Rulla Kelly-Mansell (Tas)** named as assistants.

The World Team were coached by **Daniel Herbut (SA)** with **Jimmy Aganas (Tas)**, **Craig Wilson (WA)**, and **Sana Singh (Vic)** named as assistants.

### 2018 Rio Tinto Flying Boomerangs

**Kai Watts (NSW)**, **Hunter McAuliffe (NSW)**, **Gundjarra Mununggurr (NT)**, **Preyben Tipiloura (NT)**, **Antonio James (NT)**, **Jamie Baxter (NT)**, **Taj Buitenhaus (NT)**, **Cody Harrison (Qld)**, **Preston Cockatoo-Collins (Qld)**, **Zac Bishop (SA)**, **Blayne O'Loughlin (SA)**, **Jase Burgoyne (SA)**, **Liam Flanigan (Tas)**, **Jonty McIvor (Tas)**, **Mackenzie Cowley (Vic)**, **Jordan Haynes (Vic)**, **Dallas McAdam (WA)**, **Kendyll Blurton (WA)**, **Richard Farmer (WA)**, **Lawson Humphries (WA)**, **Cole Agnew (WA)**, **Richard Bartlett (WA)**, **Jerrimiah Thorne (WA)**, **Jermaine Pickett (WA)**, **Toby Henry (WA)**.

△ Bol Wol shows his strength for the World Team in the AFL Under-16 Championships clash with the Flying Boomerangs at Yeronga.

▽ The Flying Boomerangs and the World Team gather after their match.



### 2018 World Team

**Harry Wichman (NSW)**, **Oliver Kozak (NSW)**, **Tomas Sase (NSW)**, **Ariki Lowe (NT)**, **Andy Wakefield (NT)**, **Austin Harris (Qld)**, **Zyton Santillo (SA)**, **Ben Burbridge (SA)**, **Weston Rata (SA)**, **Tony Aganas (Tas)**, **Kai Supartu (Vic)**, **Emiliano Alexio (Vic)**, **Alecsander McComb (Vic)**, **Youseph Dip (Vic)**, **Malik Elfakahani (Vic)**, **Moala Polata (Vic)**, **Zachary Cilecken (Vic)**, **Bol Wol (Vic)**, **Bol Dengdit (Vic)**, **Douth Jock (Vic)**, **Moostafa Noori (WA)**, **Seth Connor (WA)**, **Menno Inverarity (WA)**, **Ethan Regan (WA)**, **Riley Colbourne (WA)**

### Woomeras/Medleys

Supported by Rio Tinto for the past six years, the AFL Woomeras team is the national under-16 female Aboriginal and Torres Strait Islander development program while the Medleys, in their second year, is the national under-16 female Multicultural development program.

In 2018, 50 Aboriginal and Torres Strait Islander and Multicultural players participated in the six-day camp, focusing on personal and cultural development and high performance training.

Both programs toured and trained at AFL clubs before coming together to compete in two exhibition matches.

### 2018 Medleys Coaching Panel

**Head coach** – Sabrin Nyawela (Vic)  
**Assistant coach** – Lael Kassem (NSW)  
**Assistant coach** – Nuria Ushoroff (WA)  
**Assistant coach** – Ashara Willis (WA)

### 2018 Medleys Team

**Sarah Heptinstall (NSW/ACT)**  
**Emily Pease (NSW/ACT)**  
**Shannon Wright (NSW/ACT)**  
**Taylah Pati (NT)**  
**Alice Savill (Qld)**  
**Nyengela Mwajuma (Qld)**  
**Lucy Walters (Qld)**  
**Ainsley Rintala-Apps (Qld)**  
**Anjelani Kibombo (Qld)**  
**Hannah Ewings (SA)**  
**Bethany Bell (SA)**  
**Rayna Rivalland (SA)**  
**Netty Garlo (Tas)**  
**Chandra Abrahams (Vic)**  
**Amren Abraham (Vic)**  
**Amanda Ling (Vic)**  
**Mary Daw (Vic)**  
**Mena Layfield (Vic)**  
**Nyakoat Dojiok (Vic)**  
**Lauren O'Connor (WA)**  
**Emma Innes (WA)**  
**Abigail Thayer (WA)**  
**Tiana Graham (WA)**  
**Ula Time-Cribb (WA)**  
**Abby Dowrick (WA)**

### 2018 Woomeras Coaching Panel

**Head coach** – Bronwyn Davey (SA)  
**Assistant coach** – Natalie Plane (Vic)  
**Assistant coach** – Samantha Bice (Vic)

### 2018 Woomeras Team:

**Kanayla Clayton (NSW)**  
**Maleah Waters-Holten (NSW)**  
**Mattarley Kelly-Scholes (NSW)**  
**Molly Althouse (NT)**  
**Talia Corrie (NT)**  
**Martha De Santis (NT)**  
**Shakira Henry (NT)**  
**Samara Puruntatameri (NT)**  
**Chalahn Morris-Young (Qld)**  
**Charlize Anderson (Qld)**

▽ The Medleys and Rio Tinto Woomeras contested two exhibition matches as part of a six-day camp in 2018.

**Tiarnah Isua (Qld)**  
**Zeckeisha Oakley (Qld)**  
**Tesharna Maher (SA)**  
**Madeline-Rose Agius (SA)**  
**Perri King (Tas)**  
**Charlie Lovell (Tas)**  
**Dakota Tipuamantumirri (Vic)**  
**Georgie Prespakis (Vic)**  
**Justine Ronberg (Vic)**  
**Stephanie Williams (Vic & NT)**  
**Shakira Pickett (WA)**  
**Monique Humphries (WA)**  
**Tei-Hahn Ryder-Woodley (WA)**  
**Chakaeya Strange (WA)**  
**Tara Garlett (WA)**

### Bachar Houli Program

The Bachar Houli Academy is a high-performance football talent program for emerging junior players. The program focuses on strengthening players' leadership abilities, building their brotherhood and providing a unique football development opportunity for young Muslim men as well as giving the participants the opportunity to learn about their identity and religion.





## Around the Regions

### Queensland

- ▶ Total participation rose 5.7 per cent to 254,699, including a 24.9 per cent increase in the Roy's Footy and Superstars junior match programs, a three per cent increase in Auskick and 8.15 per cent increase in senior football.
- ▶ The AFLQ Schools competition grew to 578 teams, including the addition of a Male Inclusion Division.
- ▶ AFL was included as an official AIC aggregate premiership competition for 2019 (Years 5-12).
- ▶ 'Everyone Matters' Year 4 Inclusion School Curriculum Program named as a finalist in the Queensland Government Multicultural Awards.
- ▶ AFL Capricornia and AFL Mackay signed off on a governance model change that will see AFL Queensland directly manage competitions and the existing entities wound up.
- ▶ Queensland NEAFL umpire Alex Whetton was promoted as an AFL senior field umpire, the first Queensland field umpire elevated since 2013.
- ▶ Eight Queensland-based umpires were included on the AFL list and two rookies.
- ▶ Andrew Adair became the first Queensland field umpire to officiate an AFLW Grand Final.

◁ Brisbane Lions defender Josh Walker hauls in a big grab against Port Adelaide in round three.

▽ Wilston Grange's Jordan Membrey is tackled in the QWAFL Grand Final against Coorparoo at Leysdon Park in Brisbane.

- ▶ Development of a new salary and points cap system for the premier Queensland men's competition, the QAFL.
- ▶ Introduction of a new women's senior competition in the Bundaberg/Wide Bay region.
- ▶ Addition of a second Division 2 women's competition in South East Queensland – North and South.
- ▶ Nine players were selected in the Allies final squad and participated in the NAB AFL Under-18 Championships.
- ▶ Ten females were selected in the National Academy squads.
- ▶ For the first time, Queensland's under-18 female state team defeated Vic Metro at the NAB AFLW Under-18 Championships.
- ▶ Three Queenslanders were selected in the NAB AFL Draft and 10 Queenslanders in the NAB AFLW Draft.
- ▶ A total of 29 teams participated in the biggest state talent event for under 14-17 females and under-14 males at Maroochydore in September.
- ▶ PNG player Hewago Paul Oea played state under-17s for Queensland, going on to receive an international scholarship with the Gold Coast Suns and selection in the NAB AFL Academy.
- ▶ Ten Queenslanders were selected in the new Allies Hub Academy Program for 2019.





### NSW/ACT

- ▶ 278,389 participants across 14 leagues and 260 clubs in New South Wales and the ACT in 2018.
- ▶ New South Wales and the ACT experienced 10 per cent growth in community club football, including 73 per cent growth in female club participants and an 8.3 per cent increase in umpires across the state and territory.
- ▶ 14,916 participants took part in the 2018 Paul Kelly Cup competition with the state final being held at the Sydney Cricket Ground in August. Lindsay Park Public School from the Illawarra won the girls' competition, while Sydney's Knox Grammar went back-to-back in the boys. This is the largest schools competition nationally.
- ▶ AFL NSW/ACT successfully implemented governance reform across a number of community leagues, including AFL Sydney, AFL South Coast, AFL Central West and AFL North Coast (all of which are now directly managed by AFL NSW/ACT) and AFL Hunter Central Coast, AFL North West NSW, Hume FNL and Northern Riverina FNL (which all now operate under a consistent best practice league governance model).
- ▶ New grounds opened at Phillip Oval in Canberra and Pasterfield Sports Complex on the Central Coast, alongside the redevelopment of Gore Hill Oval in North Sydney.
- ▶ The AFL National Diversity Championships were successfully hosted at Blacktown International Sportspark in Sydney.
- ▶ Both New South Wales AFL clubs smashed their membership records, with the GWS Giants reaching 25,243 and the Sydney Swans 60,934.
- ▶ In the 2018 NAB AFL Draft, Nick Blakey (UNSW-ES Bulldogs and Sydney Swans Academy) was drafted to the Sydney Swans with selection 10 and Kieren Briggs (Pennant Hills Demons and Giants Academy) was selected by the Giants with selection 34. Albury's Jacob Koschitzke and Mathew Walker were drafted to Hawthorn with selections 52 and 63 respectively. Briggs and Koschitzke were both named in the under-18 All-Australian team.
- ▶ Thurgoona's Alyce Parker was named captain of the under-18 female All-Australian side, as well as being the GWS Giants' top selection in the NAB AFLW Draft.



◀ Sydney Swans Academy graduate Nick Blakey was selected by the Swans at No. 10 in the 2018 NAB AFL Draft.

### Victoria

- ▶ Total participation in Victoria grew by 2.8 per cent to 474,633. Included in this was a five per cent increase in school competition participation.
- ▶ Female participation in community club football grew by 32 per cent, with 250 new female community club teams created in 2018.
- ▶ AFL Victoria was proud to launch its inaugural Reconciliation Action Plan (RAP) for 2018-20 which documents its commitment to Aboriginal and Torres Strait Islander peoples and their communities and AFL Victoria's role in developing inclusiveness of the game for all Victorians.
- ▶ AFL Victoria launched two new disability competitions, with 48 Victorians participating in the Robert Rose Foundation Victorian Wheelchair Football League and 33 participants taking part in the AFL Blind Program.
- ▶ Season 2018 saw a record amount of total funding towards improving the sport's community facilities in Victoria, with \$150 million committed towards approximately 200 projects.
- ▶ Consolidation of the Community Club Sustainability Program including appointing a team of accredited Integrity Officers to review and educate clubs and enforce the program.
- ▶ AFL Victoria's male talent competitions produced 48 NAB AFL Draft selections (not including rookies) – 42 from the TAC Cup and six from the VFL – which was 62 per cent of all players selected. In total across all drafts and selections (draft, rookie, NGA, pre-selections), 62 players were drafted to AFL lists from Victorian competitions.

- ▶ AFL Victoria's female talent competitions (TAC Cup Girls and Swisse Wellness VFL Women's) helped produce 59 per cent (40) of the 68 overall draft selections.
- ▶ The TAC Cup and TAC Cup Girls competitions produced the No. 1 draft selection in both the AFL and AFL Women's Drafts. Sam Walsh (Geelong Falcons) was the eighth No. 1 draft selection in a row from the TAC Cup, while Nina Morrison (Geelong Falcons) made it back-to-back top selections from TAC Cup Girls.

### Tasmania

- ▶ In early 2018, Trisha Squires began as AFL Tasmania CEO, the first female state CEO.
- ▶ Launceston hosted the National Inclusion Carnival, bringing teams from across the country to compete in a carnival, culminating in a final hosted as a curtain-raiser to Hawthorn v Gold Coast Suns at UTAS Stadium.
- ▶ It was announced the Tasmania Devils would be formed, with this to be the Tasmanian talent pathway from under-12 to under-18, with the Devils set to enter the boys TAC Cup competition from 2019 and the girls TAC Cup from 2020. The Devils were also granted a provisional licence to join the VFL from 2021.
- ▶ Adrian Fletcher was appointed Tasmania Devils head coach in early November.
- ▶ Leigh Elder was appointed full-time Female Talent Manager, the first time the state has had a dedicated resource in female talent.

△ The Dandenong Stingrays celebrate their win in the 2018 TAC Cup Grand Final against the Oakleigh Chargers at Ikon Park.

- ▶ In late 2018, Craig Notman started as AFL Tasmania Football Manager, with Darren Trevena (Talent Manager – North) and Jamie Hayward (Talent Manager – North-West) also joining the organisation. The talent team now has one full-time resource in each region, with Mathew Armstrong based in the south.
- ▶ The North Melbourne Tasmania Kangaroos confirmed the signing of eight Tasmanians for their inaugural AFL Women's season, with three – Nicole Bresnehan, Chloe Haines and Libby Haines – being selected in the NAB AFL Women's Draft.
- ▶ A statewide coaching mentor network was launched through the Tasmanian Football Foundation which reached more than 50 clubs, 300 teams and 800 players across Tasmania. The aim of the network is to educate, support and develop junior coaches statewide.
- ▶ It was announced North Melbourne will host two AFL Women's games in 2019, with matches to be held at North Hobart Oval and the University of Tasmania Stadium. North Melbourne announced that its senior men's side will play four games in Hobart from 2019, taking the tally of AFL games for premiership points in the state to eight, with Hawthorn hosting four games at University of Tasmania Stadium.
- ▶ Tasmania's under-18 boys completed a clean sweep of the Division 2 NAB AFL Under-18 Championships, winning every game en route to the championship. Star utility Tarryn Thomas also claimed the Harrison Medal as the standout performer of the championships. Thomas (North Melbourne) and Chayce Jones (Adelaide) were both drafted in the first round with selections eight and nine respectively. Fraser Turner (Richmond) was drafted with selection 58.
- ▶ AFL Tasmania announced the expansion of the Wrest Point Tasmanian State League Women's competition, with Lauderdale and North Launceston set to join Clarence, Glenorchy, Launceston and the Kingborough Tigers in the 2019 season.







### South Australia

- ▶ The 2018 SANFL Grand Final between Norwood and North Adelaide drew a 20-year record crowd at Adelaide Oval of 40,355. North Adelaide claimed its first premiership in 27 years and was the first team since South Adelaide in 1964 to climb from bottom of the ladder to top in consecutive seasons.
- ▶ Norwood midfielder Mitch Grigg was back-to-back winner of SA's highest individual football honour, the Magarey Medal.
- ▶ Three SA football greats were inducted by the SANFL into the SA Football Hall of Fame – the late Harry Kernahan, former Central District wingman Peter Vivian and Port Adelaide premiership forward Darren Smith.
- ▶ SANFL expanded its Statewide Super Women's League to six teams, with record prizemoney of \$20,000 for the grand finalists. In its inaugural year in the Women's League, South Adelaide, coached by Krissie Steen, was premier.
- ▶ South Australia won both the under-18 and under-16 NAB AFL Championship titles, with six under-18s named in the All-Australian team. SA under-18 coach Tony Bamford also was named as the All-Australian coach, while Julian Farkas was named All-Australian under-16 coach.
- ▶ SA had its strongest draft haul since 2012, with 15 players selected in the 2018 NAB AFL Draft, including three in the top five. In addition, a further 10 male players found their way on to AFL club lists through the Rookie Draft and priority mature-age and supplemental selection period. In the AFLW Draft, 10 SA players were selected, including South Adelaide's Nikki Gore to Adelaide at selection No. 8.

△ South Australia enjoyed its strongest NAB AFL Draft haul since 2012, with 15 players, including (from left) Connor Rozee, Jackson Hatley, Jack Lukosius and Izak Rankine finding their way on to AFL lists.

- ▶ Female participation continued to grow in SA at an unprecedented rate, with 6118 female club participants in 2018 – a 92.1 per cent growth on the previous year. In regional areas an additional eight female competitions were established by the SANFL, bringing the total number to 16.
- ▶ NAB AFL Auskick participation numbers hit more than 10,000 individual participants for the first time, representing five per cent growth on 2017. Growth in the female sector of Auskick remains strong, up 16 per cent on 2017. This equates to 20 per cent of 2018 Auskick participants being girls.
- ▶ The SANFL recruited 220 new umpires, with a record 550 umpires registered with its junior panels in 2018.
- ▶ The SANFL juniors competition in the metropolitan area continued to grow with 12,862 registrations, 671 teams and 4800 games played, making it the largest junior football competition in Australia.
- ▶ The SANFL and modular builder Ausco opened the first high-specification modular facility in November at Blyth-Snowtown Football and Netball Club in SA's mid-north, with funding from the State Government, Wakefield Council and the AFL.

### Western Australia

- ▶ Participation in WA grew by 3.7 per cent to 342,433, highlighted by a five per cent increase in AFL Auskick.
- ▶ Perth's new Optus Stadium hosted its first AFL, AFLW and WAFL games.
- ▶ Subiaco became the first team in WAFL history to win premierships in all three grades, with the League team remaining undefeated.
- ▶ The KIA WAFL state team defeated the SANFL by 26 points in Adelaide.
- ▶ Ten WA players were selected in the 2018 NAB AFLW Draft and 12 in the NAB AFL Draft.
- ▶ WA's Kickstart team won the AFL National Diversity Championships for the eighth consecutive year.

### Northern Territory

- ▶ Total participation grew by nine per cent to 48,815 Territorians playing or participating in Australian Football, with female football continuing to lead the way.
- ▶ The two premier football leagues in the NT, the NTFL (Darwin) and CAFL (Alice Springs), both added new divisions/teams to the mix.
- ▶ Two NT female players were drafted to AFLW clubs – Danielle Ponter (Adelaide Crows) and Jordann Hickey (Melbourne).
- ▶ A rebranding of the State Academy saw all teams align under the NT Thunder banner for under-18 and under-16 national programs, as well as Diversity Championships for both genders.
- ▶ The 2018 Toyota AFL Premiership Season round 10 game between Melbourne and the Adelaide Crows was played in front of a sellout crowd at TIO Traeger Park in Alice Springs and included unique cultural ceremonies.
- ▶ The curtain-raiser to the AFL Alice Springs game showcased the best NT Indigenous talent from the Top End and Central Australia.



△ An aerial view of Perth's new Optus Stadium during the first AFL game at the venue in 2018, as the West Coast Eagles hosted the Sydney Swans.

▽ NT Thunder's Tayla Thorn bursts through a tackle in the VFLW semi-final clash with Geelong at North Port Oval.

- ▶ The NT Thunder women's team featured talented players from Darwin, Alice Springs, remote NT and Adelaide and was the first interstate team to participate in the VFL Women's competition, making the finals in its inaugural season.
- ▶ NT Thunder celebrated its 10th season, with 59 per cent of the men's team being Indigenous and all hailing from local NT competitions.
- ▶ Some 242 students from remote regions came to the Michael Long Learning and Leadership Centre for a one-week education program based on the AFL values. This is backed by lead in and out school-based curriculum in their communities.
- ▶ In addition, a new senior Indigenous education program focusing on employment pathways was successfully piloted for the MLLLC.
- ▶ AFLNT remote projects had nine staff engaged in eight regions across the Northern Territory, Central Australia, Galiwin'ku, Gove, Groote Eylandt, Lajamanu, Maningrida, Tiwi Islands and Wadye. The women's football programs expanded in Groote Eylandt, Maningrida and across Central Australia. AFLNT also introduced a Youth Development Officer role to Wadye through funding provided by the Department of Prime Minister and Cabinet.
- ▶ The NTG committed more than \$2 million to upgrading facilities at TIO Stadium in Darwin. In addition, a new facility will be built on Oval Two and AFLNT successfully lobbied local councils to get approval to light up two inner-Darwin city ovals and one in Alice Springs.
- ▶ Both the NTFL in Darwin and the whole NT Thunder NEAFL season were broadcast in a regular weekly timeslot on free-to-air television across Australia.







## International

- ▶ Participation grew by eight per cent with more than 185,000 participants, including more than 81,000 females (44 per cent of the overall total).
- ▶ Significant participation growth came from Canada (63 per cent increase) as a result of more than 15,000 children participating in an AFL Calgary School Program, which saw the establishment of 13 Auskick centres, and Asia (57 per cent increase) due to growth in competitions and programs across South East Asia, India and China.
- ▶ AFL Fiji grew from 17,000 to 23,000 participants (34 per cent increase) on the back of establishing the game in Nadi and Lautoka. Fiji was also crowned champion of the under-15 AFL Oceania Cup.
- ▶ AFL South Africa continued to run FootyWILD programs in townships across South Africa and attracted nearly 35,000 participants (21 per cent increase).
- ▶ The AFL continued to partner with the Department of Foreign Affairs and Trade's (DFAT) Pacific Sports Partnership (PSP) program to increase participation, build capacity, promote health and gender equity outcomes and contribute to Australian public diplomacy objectives in Papua New Guinea, Fiji, Nauru and Vanuatu.
- ▶ More than 400 coaches received accreditations (175 Level 1) across the South Pacific which helped contribute to the capacity building across the region.
- ▶ The South Pacific under-16 boys finished third at the Queensland Under-16 State Championships and the Papua New Guinea under-17 girls competed in the Queensland Youth Girls Championships.
- ▶ Paradise Foods signed as major partner of the 'Paradise Foods Niukick' program to help expand the reach of AFL PNG's national AFL development program.
- ▶ The 21st USAFL National Championships were held in Racine, Wisconsin, in October with 34 men's teams and 11 women's teams.
- ▶ The AFL Asia National Championships were held in Kuala Lumpur, Malaysia, in October with 510 players (50 per cent local) from 17 men's and four women's teams representing 13 countries.
- ▶ AFL Europe ran a range of events throughout 2018, including:
  - ▶ The Fitzpatrick Cup (for universities) in Cork, Ireland;
  - ▶ Champions League (nine-a-side tournament for league premiers from 22 countries) in Amsterdam, Netherlands;
  - ▶ The 10th annual Anzac Cup between Australia and France in Villers-Bretonneux, which also marked 100 years since the battle of Villers-Bretonneux;
  - ▶ The annual AFL Grand Final lunch with special guests including Essendon's Conor McKenna and AFLW pioneer and GWS Giants star Cora Staunton, both of whom hail from Ireland;

◀ Ireland's Cora Staunton has become a star with the GWS Giants in the AFLW competition.

▽ Papua New Guinea Academy graduate Jason Logi represented Queensland in the NAB AFL Under-16 Championships.

- ▶ Euro Cup (nine-a-side international tournament with 15 men's and nine women's teams representing 15 countries) held in Cork, Ireland.
- ▶ AFL Europe announced that His Royal Highness, The Prince of Wales, extended his patronage of AFL Europe. His Royal Highness developed a fondness for the sport during his time at Geelong Grammar in 1966 and became Patron of AFL Europe in 2013.
- ▶ The Central Giants were crowned premiers after dominating the third season of the AFLNZ Senior Premiership.
- ▶ Papua New Guinean Hewago Paul Oea signed an international scholarship with the Gold Coast Suns and AFL PNG Academy participants Jason Logi, Rex Peregua and Joe Yamog were selected in the Queensland under-16 team.
- ▶ Crosscoders ran a talent camp for 18 aspiring AFLW candidates from six countries, which saw three Irish women drafted to AFLW clubs – Ailish Considine (Adelaide Crows), Yvonne Bonner (GWS Giants) and Aisling McCarthy (Western Bulldogs).





# COMMERCIAL OPERATIONS

Kylie Rogers  
General Manager Commercial



It was a particularly strong year commercially, benefiting all 18 clubs and the wider industry as a whole. The AFL enjoyed record club memberships, with more than one million members signing up, record attendances of more than 6.94 million across the premiership season and strong growth in AFL memberships.

The AFL welcomed Marvel as our new naming rights partner for the Docklands Stadium, and successfully renewed some major long-term partnerships, including Virgin Airlines, Accor Hotels and HostPlus.

Merchandise and licensing achieved its second year of consecutive growth off the back of a strong Richmond premiership campaign in 2017 and a strong West Coast Eagles campaign in 2018.

▷ Sealed with a kiss ... West Coast star Lewis Jetta enjoys a special moment with daughter Daisy after the Eagles' 2018 premiership.



▷ Roos skipper Jack Ziebell had teammate Shaun Atley hopping with delight after his match-winning goal in the thriller against the Western Bulldogs in round 14.



## Corporate partners

In 2018, the AFL continued to enjoy strong links with several commercial partners representing various domestic and international companies.

The AFL would like to acknowledge the generous support of the following corporate partners in 2018:

**AFL**

**PREMIER PARTNER**

**TOYOTA**

**MAJOR PARTNERS**

CB, Coca-Cola, nab, GATORADE

**OFFICIAL PARTNERS**

woolworths, BET EASY, McDonald's, virginia australia, CHEMIST WAREHOUSE DISCOUNT CHEMIST, HOSTPLUS, JLT, Google Home, Mars, Simplyenergy, SAMSUNG QLED TV, Swisse, MELBOURNE, Thrifty, MILO, WOLF BLASS, JIM BEAM, AAMI, CITY OF MELBOURNE, ACCOR HOTELS, UNDER ARMOUR, MUSCLE MILK, pump, MLC, LIFELIFE INSURANCE, SUNNINGS warehouse, DrinkWise, RioTinto, rebel, coateshire, SHERRIN, VARTA

The inaugural NAB AFLW season started in 2017 with eight corporate partners coming on board to support the competition. In 2018, this expanded again to 15 partners supporting the competition and, without the generous support of the following corporate partners, the league would not have hit the heights it did.

**AFL** **W** 2018

**PREMIER PARTNER**

**nab**

**MAJOR PARTNER**

CHEMIST WAREHOUSE DISCOUNT CHEMIST, COTTON:ON

**OFFICIAL PARTNERS**

GATORADE, McDonald's, woolworths, HOSTPLUS, UNDER ARMOUR, Open Colleges, MUSSON, Special K, SHERRIN, rebel, AAMI, WOLF BLASS, NEW BALANCE

**THE AFL CONTINUED TO ENJOY STRONG LINKS WITH SEVERAL COMMERCIAL PARTNERS**



▷ Hawk favourite Cyril Rioli graced the MCG for one last time in the motorcade of retiring greats on Grand Final day.



**Toyota Motor Corporation Australia**

The 2018 season marked Toyota Australia's 15th year as the Premier Partner of the AFL and kicked off with the AFL Season Launch and a locker room activation to highlight Toyota's support of grassroots football. An important element to the Season Launch was an exclusive lunch held for Toyota Fleet guests which was also attended by all 18 AFL club captains.

Toyota's passion for football continues through its support for grassroots clubs via the Toyota Good for Footy program, celebrating the great moments through the Oh What A Feeling highlights series and delivering the excitement of September to fans of all ages through the Grand Final Live Site and Grand Final Parade.

Toyota's leverage of its AFL partnership spans a wide array of activations and initiatives, including:

- ▶ The Toyota Good for Footy Raffle was back in 2018 for its fourth consecutive year and the Good For Footy Round took place in round 15. A total of 249 goals were kicked across the nine games resulting in \$62,250 raised for grassroots clubs – 28 per cent more than in 2017.
- ▶ Engaging fans via AFL social channels with Oh What A Feeling moments. Toyota's videos delivered almost 35 million total impressions, reached more than 25 million fans and had more than five million video views.
- ▶ The Toyota AFL Grand Final Parade was an enormous success, attracting a crowd of more than 150,000 who cheered on Collingwood and the West Coast Eagles as they made their way to the Live Site at Yarra Park. The Parade was broadcast live on Fox Footy and attracted a national average audience of 86,232, an increase of 56 per cent on 2017.

△ Toyota's Sean Hanley and AFL CEO Gillon McLachlan at the Toyota AFL Finals Series launch.

▽ Magpie coach Nathan Buckley shares a selfie with son Jett in the Toyota AFL Grand Final Parade.

▶ The Toyota Live Site gave 282,000 fans the chance to take in fun footy activities, meet their AFL heroes and engage with the Dunkinator and the Toyota Truck.

▶ Some 100,022 fans attended the 2018 Toyota AFL Grand Final and saw Cyril Rioli and other stars feature in the retiring legends lap of honour alongside Brownlow medallist Tom Mitchell.





### Carlton United Breweries

Carlton Draught continued to use Grand Final week as a key platform for activities in 2018. The Carlton Draught Grand Final Front Bar and Carlton Draught Barrel Time were major highlights and helped engage fans.

The Carlton Draught Grand Final Front Bar saw almost 2500 guests entertained in a unique hospitality environment on the doorstep of the MCG, where fans were given the 'next best seats in the house' to enjoy the Grand Final experience without being inside the ground. Fans were entertained pre-match by legend Daryl Braithwaite, as well as some of football's biggest names. CUB also gave three lucky winners the chance to watch the Grand Final live by giving away tickets in the Front Bar on Grand Final morning.

Carlton Draught Barrel Time returned in 2018 and saw winners from various regional trials take part in a 'barrel' kicking competition at quarter-time during matches throughout the 2018 Toyota AFL Premiership Season. This culminated in two lucky finalists kicking against each other at quarter-time on Grand Final day to win a cash prize for themselves and their local football club and a trip to the US to meet and train with the Dallas Cowboys punting team.

CUB also featured several other brands across Grand Final week, including craft beer Fat Yak (at mobile bars set up within the Taste of Football Festival), Stella Artois (as host of the Brownlow Medal After Party) and Mercury Cider.

### Coca-Cola

Coca-Cola exercised its extension option and extended the partnership with the AFL to October 2019. The extended agreement continues to include additional brands within the Coca-Cola Amatil portfolio - active lifestyle water Pump and global spirits brand Jim Beam.

Coca-Cola worked closely with the AFL to utilise and maximise available assets throughout the 2018 season. This included digital media opportunities, ticketing and hospitality, promotions and money-can't-buy experiences, with a focus on the AFL Finals Series.

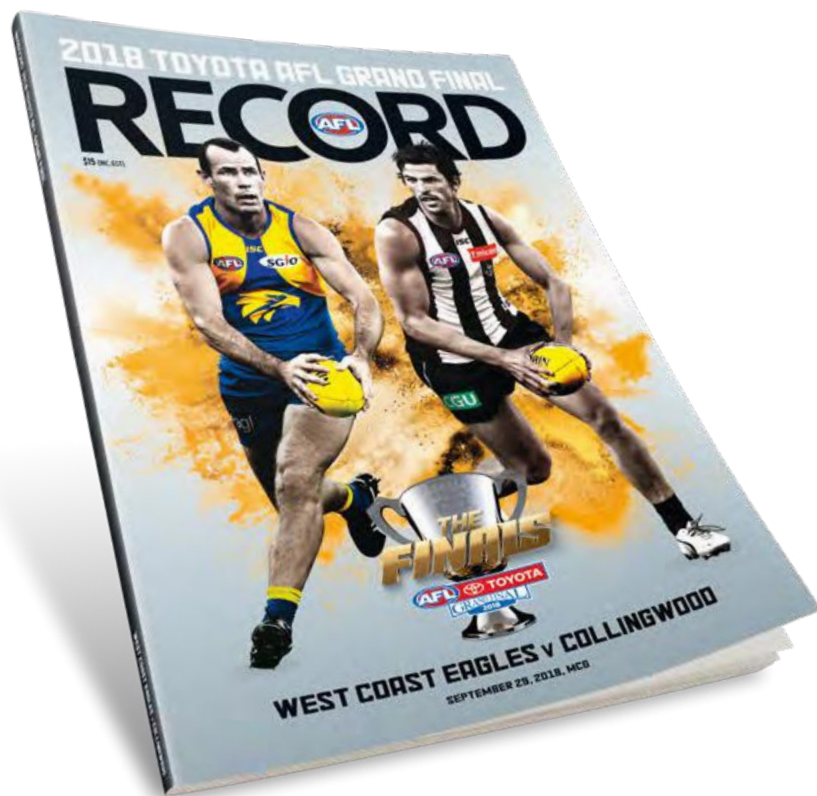
Coca-Cola continued its support within the Northern Territory for Torres Strait Islander communities with its annual \$50,000 contribution to the Michael Long Learning and Leadership Centre.

Coca-Cola again fitted out the Atrium inside the MCG to run its own AFL Grand Final function which included key staff and trade customers. A select group of lucky customers were also provided with the opportunity to walk on to the MCG to watch the teams warm up.



Two lucky finalists had the chance to punt for glory in the Carlton Draught Barrel Time kicking competition at quarter-time of the Grand Final.





△ The iconic *AFL Record* was included in the sale of the AFL Publications business to Crocmedia, Australia's largest independent sports media syndicator.

▷ Exciting youngster Jaidyn Stephenson was Collingwood's first NAB AFL Rising Star winner, polling 52 of a possible 55 votes.

#### **AFL Record Sale**

The AFL entered an agreement with Crocmedia, Australia's largest independent sports media syndicator, to acquire the AFL Publications business responsible for the iconic *AFL Record* publication from season 2019 onwards.

Crocmedia will produce all weekly match-day magazine content, including the *AFL match-day Record*, AFLW publications, the *AFL Season Guide*, JLT Community Series, International Rules Series, along with the AFL Finals and Toyota AFL Grand Final edition.

#### **National Australia Bank**

NAB AFL Auskick continues to be the benchmark for introductory sporting programs in Australia and saw strong growth again in 2018, up 2.8 per cent to 205,755 participants. The NAB AFL Auskicker of the Year competition celebrated its 10th anniversary in 2018, which saw all past winners attend the annual Auskicker of the Year award dinner and reunite with their mentor Joel Selwood. The winner of the 2018 Auskicker of the Year award was also presented at the dinner, which kicked off a three-day experience for the 22 nominees that included walking in the Grand Final Parade, playing on-field at half-time during the Grand Final and presenting the medals to the 2018 AFL premiers.

The 2018 NAB AFL Rising Star was awarded to Collingwood's Jaidyn Stephenson, who polled 52 out of a possible maximum 55 votes, delivering the Magpies their first Rising Star winner. Stephenson received the Ron Evans Medal, a \$20,000 personal investment folio and a dedicated personal banker, courtesy of NAB. The NAB AFL Rising star proved to be a successful event with broadcast ratings up by 118 per cent year-on-year.

The NAB AFL Academy continued to flourish in 2018 with the Level 2 squad participating in multiple camps around the globe, including the Tiwi Islands and the US. The Level 1 squad had a Melbourne-based camp where it trained alongside AFL clubs and played the NZ Hawks in Wellington to coincide with the Anzac Day match.

A total of 42 players moved during the NAB AFL Trade Period. There was no shortage of interest from the fans as *AFL.com.au* provided extensive coverage across all platforms, with a daily live blog, NAB AFL Trade Radio and daily social updates providing the greatest engagement.

Immediately after the Grand Final, the NAB AFL and AFLW Draft Combine took place at Marvel Stadium from October 2-5, measuring the athletic attributes of each hopeful across speed, agility and endurance, along with refined drills to assess their football abilities.

On November 22, Geelong Falcons midfielder Sam Walsh was selected with Carlton's overall No. 1 pick in the 2018 NAB AFL Draft. Three of the top five selections were South Australians, with the two-day live trading event testing the nerves of recruiters.

NAB proudly celebrated its Premier Partnership of the AFLW Competition with the launch of its History in the Making campaign. The campaign was brought to life through the use of archival AFL match footage from the 1960s, '70s and '80s, incorporating current AFLW stars. The campaign was launched across TV, print, digital and social channels and celebrated NAB's commitment to football across the country.

The NAB AFL Women's Rising Star Program continued to acknowledge and highlight the game's best young female players with 14 nominees announced throughout the 2018 season. Collingwood defender Chloe Molloy was crowned the 2018 NAB AFL Women's Rising Star winner and received a \$20,000 personal investment folio and a dedicated personal banker, courtesy of NAB.

NAB, in conjunction with TLA, executed a number of activations at the 2018 NAB AFL Women's Grand Final, including a series of exclusive giveaways to NAB customers which included free *AFLW Records*, NAB thundersticks and mini NAB Sherrins for customers who showed their bank card at one of the NAB hubs located outside Ikon Park. Customers were also selected at random to be upgraded to watch the match from the NAB Deck, where they received VIP treatment and complimentary food and drinks. At half-time, fans were asked to wave their NAB thundersticks, with four lucky winners taking home \$500 cash and then going on the ground at three-quarter time to kick for the chance to double their prize. Two lucky winners each took home \$1000.







△ Teenager Godfrey Okerenyang (far left), from Coolamon Hoppers Football Club in NSW, upstaged AFL stars to win the Gatorade AFL Grand Final Sprint.

**Gatorade**

As the next step in the Gatorade AFL Grand Final Sprint, Gatorade combed the country to find the fastest amateur footballer (of a registered AFL community club and aged 14-18) to compete against the AFL's fastest on Toyota AFL Grand Final day.

The fastest community footballers were determined following a three-stage competition pathway including five Gatorade 100 state heats, five state finals run pre-game and a national final on Grand Final day. Ten lucky Gatorade 100 national finalists were flown from across Australia to compete on Grand Final day and line up against eight elite AFL players.

The Gatorade AFL Grand Final Sprint received substantial coverage in 2018 with the heats and finals broadcast to more than 3.38 million people on the Seven Network. Gatorade 100 national finalist, 16-year-old Godfrey Okerenyang from the Coolamon Hoppers Football Club, won the race. Gatorade and the AFL were proud to provide this once-in-a-lifetime opportunity to the fastest youngsters from junior football clubs around Australia to compete on the national stage.

The Gatorade Match Day Moments program ran throughout the year and encouraged and rewarded clubs for correct utilisation of Gatorade equipment and products in match-day and training environments. In addition to the strong branding via the use of

equipment on the field of play, Gatorade also secured signage rights for interchange benches at several AFL venues around the country.

Gatorade maintained its ambassador relationships with Gary Ablett, Scott Pendlebury and Patrick Dangerfield in 2018 and, for the first time, engaged Sydney Swans star and All-Australian captain Lance Franklin. All ambassadors were featured across the 2018 campaign in various touchpoints including product labels, point-of-sale and most notably in Gatorade's television commercial where Pendlebury featured alongside soccer superstar Lionel Messi in the Gatorade Efficacy 3.0 television commercial, which ran across the season.

Dangerfield and Pendlebury starred in the 'Train Like a Pro' content series produced by AFL Media, which was amplified across AFL social and digital channels. The series focused on uncovering the specific training exercises and techniques that enhance each player's greatest asset and ensures they are able to use them to full effect on game-day, including fitness, nutrition and hydration. Interviews with high performance trainers from the players' own clubs provided a unique perspective, focusing on those that 'add speed to their game' and what makes them the best in the League.

The Gatorade Dunk saw West Coast defender Jeremy McGovern 'dunking' his premierships coach Adam Simpson.

**Virgin Australia**

The partnership between the AFL and Virgin Australia – the AFL's official airline since 2010 – continued to grow in 2018. Virgin Australia has successfully leveraged this integrated partnership through several events and activations.

The 2018 Virgin Australia Grand Final Pre-Game Show saw one of the world's biggest bands, The Black Eyed Peas, perform alongside Australian rock music legend Jimmy Barnes. More than 100,000 fans in the stands and millions at home enjoyed the pre- and post-match entertainment.

The Virgin Australia Grand Final Party was back again in 2018. Some 600 guests came together at Melbourne's Bond Bar, just days before the Toyota AFL Grand Final. The theme of the night was 'Destination Sensation', centred around the Virgin Australia 'Fly Your Colours' cocktail bar.

It was also Virgin Australia's fifth year as the naming rights partner of the All-Australian Awards. The Virgin Australia AFL All-Australian Awards were attended by 250 guests and provided a great platform for brand integration with a dedicated hub on [AFL.com.au](http://AFL.com.au) where fans voted in the 'Pick Your Best 22' competition.

Sydney Swans star Lance Franklin capped his eighth selection in the side by being named captain while the Geelong Cats' Patrick Dangerfield, included in the All-Australian side for the sixth time, was selected vice-captain.

To finish a wonderful season, Virgin Australia and the AFL announced a new five-year agreement, extending their partnership until the end of 2023. The new agreement also spans the NAB AFLW competition, providing both the men's and women's elite players access to Virgin Australia services and benefits, including baggage allowances, lounge access and an AFL team travel solution and supporting teams' unique requirements.

AFL Travel, the fan travel portal operated by Virgin Australia in conjunction with the AFL, helps fans to follow their teams throughout the season. AFL teams need their fans to support them on the road and the AFL and Virgin Australia have teamed up for a one-stop shop throughout the season. By bundling flights, accommodation and match tickets – along with tours and other activities to experience the destination before and after the match – fans can make a holiday out of following their team.

With five key tourism partners, Thrifty Rental Car and other accommodation partners all providing content experiences to fans, there was great growth in the program for the 2018 season. While bookings and fan numbers increased by 14 per cent, there was a 17 per cent increase in sales and a 16 per cent increase in nights booked, demonstrating fans are enjoying the AFL Travel offering, the football experience and the destination when they arrive.

AFL Travel is the exclusive place to purchase match packages from the fixture launch right up until general public tickets go on sale.

▽ Virgin Australia CEO and Managing Director John Borghetti and AFL CEO Gillon McLachlan are joined by Carlton's Georgia Gee and Charlie Curnow and Geelong's Tom Hawkins at the unveiling of the Virgin Australia AFL Finals Mural at Melbourne Airport.





▽ Recognised as a powerhouse in the entertainment industry, Marvel aligns with the AFL vision of creating incredible experiences for its fans.

### Marvel Stadium

Melbourne Stadiums Limited (MSL) and The Walt Disney Company Australia announced an exciting new partnership that saw the Docklands Stadium named Marvel Stadium as of September 1, 2018.

The eight-year agreement includes complete rebranding and renaming of the stadium, a premium Marvel retail store, as well as a host of other activations that will bring much-loved Marvel stories and characters to life.

Marvel is a powerhouse in the entertainment industry and one of the most recognised brand names in the world, firmly aligning with the AFL's vision to create incredible experiences for fans.

Senior Vice-President and Managing Director of The Walt Disney Company in Australia and New Zealand Kylie Watson-Wheeler said the partnership was a new and relevant way for the Marvel brand to interact with broad audiences.

### BetEasy

BetEasy is the AFL's Official Wagering Partner, with a strong market share after the merger of CrownBet and William Hill Australia in mid-2018. BetEasy, Telstra and the AFL have worked closely to provide fans with integrated live odds across key sections of the AFL website and Live App. These integrations were active across Match Centre, Ladder, Fixture and Teams Announcement pages of the AFL's digital platforms. BetEasy also provided fans who wished to bet on matches with integrated live odds on the Brownlow Hub, Predictor and Tractor online tools, as well as integration into the AFL Tipping platform.

BetEasy's popular *Pick a Winner* show returned to *AFL.com.au*, with Campbell Brown and Wayne Carey providing fans with expert tips, and a healthy dose of comedy, for upcoming matches.

BetEasy continued its physical presence at the 2018 Toyota Live Site, with the 'Tower of Torp' again soaring over Yarra Park. The bar was raised higher this year, with fans kicking from a 12m tower (previously 10m) into a giant replica Premiership Cup to win a free football and a chance to win two tickets to the 2018 Toyota AFL Grand Final.

### Woolworths

Woolworths continued its ongoing support of the AFL Playground in 2018, with playgrounds operating during the home and away season at the MCG, Marvel Stadium, Spotless Stadium and Metricon Stadium. During the season, the playground entertained more than 75,000 supporters with Woolworths providing complimentary fresh fruit to more than 19,000 young fans who visited the AFL Playground across the four sites. Woolworths continued its commitment to inspire a healthier generation into the finals, by giving kids the opportunity to take the 'Mark of the Year'. A Woolworths shipping container also hosted a HyperVid experience where each person's 'orange smile' was captured on video to create a shareable GIF and competition entry. Two entrants and their families won a once-in-a-lifetime on-field experience before the 2018 Toyota AFL Grand Final.

The Woolworths Mark of the Year for AFLW was awarded to Tayla Harris, with Isaac Heeney taking out the AFL Mark of the Year.

### Consumer products

The Consumer Products program achieved its second consecutive year of growth in 2018. The release of the West Coast Eagles' premiership merchandise range to commemorate the club's fantastic achievement marked a successful end to the season for the program.

The Consumer Products program was in a strong position from the start of the fiscal year due to the carryover of the phenomenal Richmond premiership program in late 2017 and the momentum continued throughout the season.

Growth was seen across key categories of Supporter and On-Field apparel and accessories, while memorabilia and collectables made a resurgence with the Richmond and West Coast Eagles premiership memorabilia programs driving the bulk of the growth.

The On-Field category had an exceptional year. Of note were the sales achieved by Puma and ISC due to their respective partnerships with Richmond and the West Coast Eagles. Speed to market is critical to capitalise on a premiership and both partners' ability to turn around production quickly was a key to their success over the past 12 months.

PlayCorp Group of Companies is the AFL's largest individual licensee and drove a substantial proportion of the Supporter Apparel growth for the year. Sales came from the core range of club-branded tees, caps and hoodies as well as range extensions for the Nerd Socks and Fibre of Football woollen programs.

The accessories category had a fantastic year with New Era leading the way, culminating in the West Coast Eagles premiership team wearing the New Era premiers caps as they celebrated the victory.

The AFL Stores group continues to evolve and expand, achieving strong year-on-year sales growth due to increased marketing activity and capitalising on the recent Richmond and West Coast premierships. The Southland store moved to a new location with a significantly increased retail footprint. Total sales across the group saw an increase of 29 per cent on 2017 results.

### Club membership and AFL membership

As reported by the AFL Commission Chairman earlier in this report, 2018 was a landmark year as our 18 clubs collectively attracted one million members for the first time. One in every 24 Australians is now a member of an AFL club, a sign that the national reach of Australian Football has never been greater. Thirteen of the 18 AFL clubs broke their all-time records, which included the Adelaide Crows, Carlton, Essendon, Fremantle, the Geelong Cats, the GWS Giants, Hawthorn, Melbourne, Port Adelaide, St Kilda, Sydney Swans, West Coast Eagles and 2017 premier Richmond.

Separate to club membership, AFL membership also achieved strong results in 2018, with a total of 56,792 members. This represents an increase of 2.2 per cent on 2017. AFL membership is made up of 30,605 Gold members, 22,507 Silver members, 3118 Absentee members and 562 Bronze members.

With 48,961 members nominating a club of support, AFL membership accounts for 4.85 per cent of total club member access.

### Ticketing

In 2018, the AFL continued its focus on affordability, with the base general admission ticket price remaining frozen at the same price since 2015.

#### 2018 Toyota AFL Premiership Season – base General Admission ticket prices

**Adult** \$25

**Concession** \$13

**Junior** (under 15) \$3

**Family** \$50

It was the third season in which there was a national \$35 entry level ticket for weeks one and two of the 2018 Toyota AFL Finals Series. The entry level reserved seat category for preliminary finals matches was also held at \$65 across all venues.

The price of tickets for the 2018 Toyota AFL Grand Final increased by three per cent, but the entry level reserved seat price of \$180 and premium price of \$410 remained frozen at 2013 levels.

▷ With fans of all ages, one in 24 Australians is now a member of an AFL club.

### AFL CLUB MEMBERSHIP

Club (* record)	2017	2018	VAR #	VAR %
Adelaide Crows*	56,865	64,739	7874	13.85
Brisbane Lions	21,362	24,867	3505	16.41
Carlton*	50,326	56,005	5679	11.28
Collingwood	75,879	75,507	-372	-0.49
Essendon*	67,768	79,319	11,551	17.04
Fremantle*	51,254	55,639	4385	8.56
Geelong Cats*	54,854	63,818	8964	16.34
Gold Coast Suns	11,665	12,108	443	3.80
GWS Giants*	20,944	25,243	4299	20.53
Hawthorn*	75,663	80,302	4639	6.13
Melbourne*	42,233	44,275	2049	4.84
North Melbourne	40,343	40,789	446	1.11
Port Adelaide*	52,129	54,386	2257	4.33
Richmond*	72,669	100,726	28,057	38.61
St Kilda*	42,052	46,301	4249	10.10
Sydney Swans*	58,838	60,934	2096	3.56
West Coast Eagles*	65,064	80,290	15,226	23.40
Western Bulldogs	47,653	43,246	-4407	-9.25
<b>Totals</b>	<b>907,561</b>	<b>1,008,494</b>	<b>100,933</b>	<b>11.12</b>







## Attendances

A total of 6,894,770 people attended 198 games during the 2018 Toyota AFL Premiership Season, the all-time high for any home and away season and a 2.4 per cent increase on 2017.

A number of teams posted record season attendances, with Fremantle (791,249), Richmond (1,194,893) and the West Coast Eagles (925,057) all recording their most home and away attendees in a season.

The on-field success of Collingwood, Melbourne and Richmond contributed to attendances in Victoria reaching the eighth highest average. This was highlighted by five matches attracting crowds in excess of 80,000, the most since 2013. The biggest crowd of the year was 91,440 for the traditional Anzac Day game between Collingwood and Essendon, followed by 90,151 for the season-opener between Richmond and Carlton, the record attendance for a round one match.

Richmond's on-field form was reflected through its home match attendances, which totalled 672,921 for the season, the Tigers' highest and the third highest for any team in history. It was a nine per cent increase from 2017 while Richmond's opening round attendance of 90,151 was its third highest.

The average attendance each round during the 2018 Toyota AFL Premiership Season was 299,773 (34,822 a game).

The attendance for the 2018 Toyota AFL Finals Series was the highest ever at 700,395, a 7.5 per cent increase on the previous high set in 2010 when there was an additional game for the Grand Final replay.

△ Fremantle was one of several teams to post record season attendances in 2018, attracting 791,249 fans to matches.

Across all AFL matches, the JLT Community Series pre-season matches, the Toyota AFL Premiership Season and the Toyota AFL Finals Series, crowds had a cumulative total of 7,684,579, an all-time high.

West Coast recorded the biggest increase in home game attendances, averaging 53,250 fans at the new Optus Stadium, compared with 36,751 the previous season at Subiaco Oval. This represented a year-on-year increase of 44.9 per cent.

Fremantle recorded the second-highest growth rate in 2018, with an increase of 29 per cent in home game attendances compared with 2017.

The top five clubs in terms of average attendances per home game during the 2018 Toyota AFL Premiership Season were:

- ▶ **Richmond** 61,175
- ▶ **West Coast Eagles** 53,250
- ▶ **Collingwood** 49,898
- ▶ **Essendon** 47,356
- ▶ **Adelaide Crows** 45,417

## ATTENDANCE SUMMARY

	2018	2017	Variance	%
JLT Community Series	89,414	165,086	-75,672	-45.8
Premiership Season	6,894,770	6,732,601	162,169	2.4
Finals Series	700,395	553,818	146,577	26.5
<b>Total</b>	<b>7,684,579</b>	<b>7,451,505</b>	<b>233,074</b>	<b>3.1</b>

## AFLW HOME GAME ATTENDANCE BY CLUB

Venue	2018	Average	2017	Average	% Variance
Adelaide Crows	24,149	6037	35,464	8866	-31.9
Brisbane Lions	9400	3133	13,200	4400	28.8
Carlton	32,352	10,784	20,518	6839	57.7
Collingwood	8600	2867	36,617	9154	-68.7
Fremantle	50,186	12,547	18,962	4741	164.6
GWS Giants	13,760	3440	12,115	4038	-14.8
Melbourne	12,680	3170	12,965	4322	-26.7
Western Bulldogs	25,080	8360	29,502	7376	13.3
<b>Totals</b>	<b>176,207</b>	<b>6293</b>	<b>179,343</b>	<b>6405</b>	<b>-1.7</b>

## ATTENDANCE BY VENUE

Venue	2018 Games	Attendance	Average	2017 Games	Attendance	Average	% Ave. variance
Adelaide Arena at Jiangwan Stadium	1	10,689	10,689	1	10,118	10,118	5.6
Adelaide Oval	22	920,087	41,822	22	932,645	42,393	-1.3
Blundstone Arena	3	33,498	11,166	3	32,761	10,920	2.2
Cazalys Stadium	1	3722	3722	1	9364	9364	-60.3
Domain Stadium	-	-	-	22	760,378	34,563	-
Gabba	12	208,522	17,377	11	181,007	16,455	5.6
GMHBA Stadium	9	256,670	28,519	7	207,306	29,615	-3.7
Mars Stadium	2	13,283	6642	1	10,087	10,087	-34.2
Marvel Stadium	45	1,291,627	28,703	46	1,514,914	32,933	-12.8
MCG	45	2,412,781	53,617	46	2,351,354	51,116	4.9
Metricon Stadium	7	95,154	15,593	10	140,174	14,017	-3.0
Optus Stadium	23	1,078,490	46,891	-	-	-	-
SCG	11	373,208	33,928	11	367,376	33,398	1.6
Spotless Stadium	8	95,990	11,999	11	107,645	13,456	-10.8
TIO Stadium	1	8689	8689	1	12,104	12,104	-28.2
TIO Traeger Park	1	6989	6989	1	5072	5072	37.8
UNSW Canberra Oval	3	35,059	11,686	3	37,507	12,502	-6.5
UTAS Stadium	4	50,312	12,578	4	52,789	15,197	-4.7
<b>Totals</b>	<b>198</b>	<b>6,894,770</b>	<b>34,822</b>	<b>198</b>	<b>6,732,601</b>	<b>34,003</b>	<b>2.4</b>

## HOME GAME ATTENDANCE BY CLUB

Venue	2018	Average	2017	Average	% Variance
Adelaide Crows	499,589	45,417	513,151	46,650	-2.6
Brisbane Lions	202,462	18,406	181,007	16,455	11.9
Carlton	349,501	31,773	421,916	38,356	-17.2
Collingwood	548,881	49,898	514,963	46,815	6.6
Essendon	520,918	47,356	558,936	50,812	-6.8
Fremantle	459,403	41,764	356,122	32,375	29.0
Geelong Cats	376,282	34,207	384,758	34,978	-2.2
Gold Coast Suns	148,963	13,542	150,292	13,633	-0.9
GWS Giants	131,049	11,914	145,152	13,196	-9.7
Hawthorn	366,726	33,339	365,822	33,257	0.2
Melbourne	447,641	40,695	392,638	35,694	14.0
North Melbourne	231,401	21,036	249,460	22,678	-7.2
Port Adelaide	420,498	38,227	419,494	38,136	0.2
Richmond	672,921	61,175	615,542	55,958	9.3
St Kilda	280,485	25,499	345,510	31,410	-18.8
Sydney Swans	373,208	33,928	367,376	33,398	1.6
West Coast Eagles	585,749	53,250	404,256	36,751	44.9
Western Bulldogs	279,093	25,372	346,206	31,473	-19.2
<b>Totals</b>	<b>6,894,770</b>	<b>34,822</b>	<b>6,732,601</b>	<b>34,003</b>	<b>2.4</b>



# GROWTH DIGITAL & AUDIENCE

**Darren Birch**  
General Manager Growth Digital  
and Audience



In 2018, the department's focus was heavily directed towards continued growth of new audiences for the game across women and girls, children, multicultural fans and further gains in New South Wales and Queensland.

It was crucial for the AFL to work strongly to align our marketing and social/digital channels with our content production, our overall game and community brand and the match-day experience for all fans.

From the implementation of a new Auskick 2.0 program at the introductory level for children, through to the use of improved technology and data insights to drive match-day attendance and audience growth, work was directed towards exceeding forecasts for memberships and crowds.

The record results in both areas were testament to the work of so many different departments across the whole of the AFL and our club network.

New competition products – AFLW, ALFX and esports – provide further opportunities into the future while our working structures will be continually reviewed to ensure we collaborate, make good decisions and allocate our resources correctly to deliver on the game's strategic priorities.

▷ Richmond's Jack Higgins became a cult hero with Tiger fans after efforts like this scissor kick in round 19 against Collingwood which won him the Coates Hire Goal of the Year award.







## Photography

The 2018 photography team had a successful year, playing a pivotal role in Federation Square's new LED Digital Display which was launched during the Toyota AFL Finals Series. The digital display showcased some of the best imagery from the AFL and AFLW seasons, behind-the-scenes galleries and highlights of our historical project.

Head of photography and chief photographer Michael Willson was named the 2018 Best Sports Photographer at the Australian Football Media Awards, with AFL photographer Adam Trafford winning Best Action Photograph on the same night.

## AFL Media

Off the back of a successful 2017 campaign, AFL Media's comprehensive coverage of the men's and women's competitions saw *AFL.com.au* maintain its position as the country's No. 1 online sporting destination.

The AFL Official App saw key developments in 2018, including improved viewability across game metrics, a home mid-page navigation bar and improved video build which helped the app maintain its spot as Australia's No. 1 sports destination and publisher. *AFL.com.au* stands apart from all competitors as Australia's strongest second screen offering, achieved with the great support of our partner Telstra.

◀ Carlton young gun Charlie Curnow is a star on the rise, in more ways than one.

▽ AFL Media photographer Adam Trafford won Best Action Photograph for this unusual shot in the round 19 match between Essendon and the Sydney Swans at Marvel Stadium.

Streaming of live matches through the app grew by 13 per cent to more than 450 million minutes compared with 2017.

This extraordinary result was built on the foundations of more than 1.6 million AFL Live Pass subscribers.

The highly successful Live AFL Ladder predictor was also introduced, increasing fan engagement and becoming a feature of the website.

This outstanding result has continued to build on the strong foundations of 2017, where emphasis was placed on technological excellence and a commitment to bringing fans key authentic content.

Record crowds, an epic Grand Final and for the first time one million AFL members all helped fuel record-breaking digital traffic and increased fan engagement.

With Telstra customers benefiting from live, fast and data-free streaming, a simplified registration system and data-free news and video consumption, the app surged ahead of all competition, breaking previous records.

This was an important contributor to the AFL digital network maintaining and building its status as Australia's No. 1 sports site between February and October as measured by the Nielsen Unique Audience metric.





# THERE'S NOTHING BETTER THAN MELBOURNE IN SEPTEMBER



DON'T BELIEVE IN NEVER



## Marketing – AFLW

The AFL continued to focus on its fans by encouraging them never to give up on their dreams.

The 'Dare to Create' campaign kicked off for the second NAB AFL Women's season with a clear focus on inspiring young girls and boys to pick up a football and have a go.

The season launch brand film released a few days out from the first game spoke to the fact that every woman and girl is made for this game, no matter what doubts they may have faced beforehand.

It painted a picture of complexities, rather than contradictions. AFLW players are feminine and at the same time ferocious. They redefine what a woman can do, while also redefining the game.

The film received positive sentiment and was a strong driver for the season-opener at Ikon Park.

△ The AFL's 2018 marketing campaign was based around the tagline: 'Don't believe in never'.

## Marketing – AFL Season

The target of the AFL Premiership Season Launch campaign was to develop interest and connection to our game with fans who do not follow it closely.

The brand proposition was centred on "Believe in a world where anything is possible", appealing to the sense of hope, excitement and belonging that the game can bring to people, from Auskick through to the elite game at AFLW and AFL level.

The campaign, which won sports campaign of the year, was focused on the use of human interest stories with the tagline "Don't believe in never".

Three key stories were told:

- ▶ Richmond Football Club featuring Damien Hardwick, Trent Cotchin and Dustin Martin (if the Tigers could win the 2017 premiership after finishing 13th in 2016, any team could).
- ▶ Aliir Aliir's journey from a Kenyan refugee camp to the AFL and how the Sydney Swans have embraced him.

- ▶ Dema, a Muslim girl from Western Sydney who has overcome religious and cultural barriers to play the game for the highly diverse Bankstown Bullsharks.

The campaign also featured impactful outdoor imagery "heroing" those within the AFL community who have overcome adversity to achieve great things, along with a retail focus with club and player content aimed at traditional fans, including TVCs in each market, 18 club-hype reels and outdoor versions.

▽ A re-worked Auskick program was part of a broader plan in 2018 to attract more children to the game.

## Publications

In 2018, AFL Media produced a variety of publications that supported AFL audiences, internal departments and industry. Official *AFL Record* products included the AFL and AFLW round-by-round *Records*, distributed to every venue around Australia, as well as finals editions for both competitions.

A special-edition *Footy Record for Kids* was produced to coincide with the Victorian school holidays.

Regular annual publications included the 2018 *AFL Record Season Guide* and the *AFL Fixture Guide*, as well as the *Premiers Magazine*, which showcased the West Coast Eagles' triumph.

AFL departments and industry were supported by the production of numerous publications, including under-age competition *Records*, various player draft booklets, major event programs for events such as the Brownlow Medal, as well as programs for charitable initiatives such as the Million Dollar Lunch.

## AFL Record sale

The AFL entered an agreement with Crocmedia, Australia's largest independent sports media syndicator, to acquire the AFL Publications business responsible for the iconic *AFL Record* publication from season 2019 onwards.

Crocmedia will produce all weekly match-day magazine content, including the AFL match-day *Record*, AFLW publications, the *AFL Record Season Guide*, JLT Community Series and International Rules Series, along with the AFL Finals and Toyota AFL Grand Final edition.

## Kids Action Plan

The AFL's plan for attracting children to the game provides a clear action-focused agenda for the entire organisation to grow reach and relevance into this key market through the next 12-18 months. The work seeks to leverage the significant progress already made across Auskick in the past 12 months and to promote collaboration across the industry, clarity for key partners and measurable KPIs for the industry.

The rollout of the re-worked Auskick program has been a focal point for developing the focus on children, while the next steps will centre around a consistent offering for schools, new digital products and a broader scope utilising AFL club initiatives, such as marketing and membership.





## AFL Trade Period and AFLW Draft/digital growth

The Trade Period from October 8-17 again delivered strong growth year-on-year for the AFL's digital and social media assets. The topline figures were:

- ▶ Trade hub page views were up 15 per cent
- ▶ Article views were up 50 per cent
- ▶ Video views were up 76 per cent

## Collaboration With GoPro

The AFL partnered with GoPro around its global release of new cameras on September 27 in time for the 2018 Toyota AFL Grand Final. The aim was to capture unique content with GoPro's new high-quality, high-stability 360-degree cameras, working towards a potential commercial arrangement and possible long-term partnership opportunity. The AFL had use of 13 cameras, digital investment, access to GoPro's production crew on Grand Final day, training and posting across GoPro's channels, resulting in the ability to reach an audience of 34 million people.

Cameras were placed in 'new' locations – such as on interchange stewards and football staff – to produce new compelling video files.

▶ West Coast defender Jeremy McGovern was one of many Eagles to stand up in the big moments on Grand Final day.

▽ Damian Barrett was one of many experts leading the AFL's coverage of the Trade Period.

## NAB AFL Draft – growth in digital audience

The NAB AFL Draft in late November showed a further strong move by fans/supporters towards digital coverage of key AFL events.

The 'Watch LIVE' function drew 142,359 plays for 1.2 million minutes of viewing, up 125 per cent on the 2017 figure of 63,409 plays for 656,000 minutes of viewing time. The number of unique users increased 102 per cent to 50,668, up from the 2017 figure of 25,039.

In the lead-up to the Draft, *AFL.com.au* had two central information areas – Draft Hub and Draft Tracker – and these saw increased traffic of 70 per cent (from 119,000 users in 2017 to 202,000 users in 2018) and 66 per cent (from 112,000 users in 2017 to 186,000 users in 2018) respectively.

## THE TRADE PERIOD AGAIN DELIVERED STRONG GROWTH





# STRATEGY

Walter Lee  
General Manager Strategy



The Strategy department's primary function is to manage and oversee the implementation of the AFL Commission's major long-term strategies to progress and grow the game.

The team provides strategic analysis and research support to the AFL Commission and AFL Executive to assist decision making across a diverse range of areas such as market expansion, product innovation, corporate transactions, commercial negotiations and social policy.

In addition, the department works closely with AFL clubs, venues, ticketing agencies and various technology partners to implement new technologies to enhance the fan experience.

In 2018, the department was specifically tasked with working with clubs to understand how new technologies and databases could be used to better serve existing fans and engage new fans.

▷ Improving fan experience is an important goal for the AFL, no matter age demographic or gender.





## Telstra, AFLPA and AFL Promotional Services Agreement

In 2018, the AFL worked to secure a promotional services agreement between Telstra, the AFL and the AFLPA for AFL players to cross-promote the game and the Telstra/AFL digital network.

This landmark agreement is the first of its kind globally and leverages an entire playing group to support a commercial partner through the use of social and digital media.

Working with the AFL, AFLPA and Telstra, AFL players create engaging social media content for fans and provide exclusive moments for customers of Telstra to connect with their heroes.

- ▶ Every AFL player will create digital content that will be shared with footy fans through their social media channels.
- ▶ 50 star players from all AFL clubs across Australia are selected to be Telstra Ambassadors, appearing at Telstra local stores, community and fan events.

This forms part of the AFL/Telstra Digital Rights Agreement and the AFL Players Association Collective Bargaining Agreement, which both run to 2022.

Every AFL player will benefit through an increased contribution into their retirement scheme and this extends a successful partnership between Telstra and the AFL since 2002 that has seen the Telstra AFL network grow into Australia's No. 1 digital sports property.

▽ Fans love the interaction of players such as St Kilda star Jack Steven.

## New AFL Player Appearance Program

The AFL Player Appearance Program is a marketing and community engagement program that utilises all AFL players to promote, develop and grow the game nationally.

The AFL Strategy team worked collaboratively with the AFLPA to conduct a review of the current program. The review gathered extensive input from AFL players, clubs, the AFLPA and Game Development staff and identified the need to modernise the program and enhance the experience for all stakeholders by improving planning, collaboration and systems.

The following changes have been introduced for the 2019 Player Appearance Program:

- ▶ Existing model of 21 four-hour physical appearances for each player converted to a more flexible points-based system that allows both physical and digital promotional activities.
- ▶ Players encouraged to deliver promotional messages via digital or social channels – e.g. podcasts, video conferences to schools in remote communities and membership promotions.
- ▶ New collaborative planning and scheduling processes between the AFL, clubs and Game Development staff to enhance the experience for all stakeholders.
- ▶ Development of a new digital app to help the AFL, clubs and players track and monitor the status of appearances.

The AFL and AFLPA will continue to review and make improvements to the program each year.

## AFL club meetings and conferences

AFL club presidents and CEOs regularly meet with the AFL Commission and Executive across each year to raise and discuss major strategic issues facing the game. The Strategy team is responsible for preparing the research and analysis to support discussions.

Five formal AFL and club meetings were held this year:

- ▶ AFL club presidents/CEOs meeting (March 14)
- ▶ AFL club CEOs conference (May 3)
- ▶ AFL club CEOs offsite (August 8-9)
- ▶ AFL club presidents/CEOs meeting (September 24)
- ▶ AFL club CEOs conference (November 24)

Topics discussed included AFL strategic priorities, industry finances, women's football, AFLW/AFLX competition plans, football department soft cap, player wellbeing and safety, social policy and major transactions/deals.

## Consumer research

The AFL utilises extensive consumer research to guide major decisions by providing insights into fan preferences, attitudes and behaviours.

Examples of research conducted this year include match-day fan satisfaction surveys, focus group issue testing and brand health surveys.

## Data and analytics

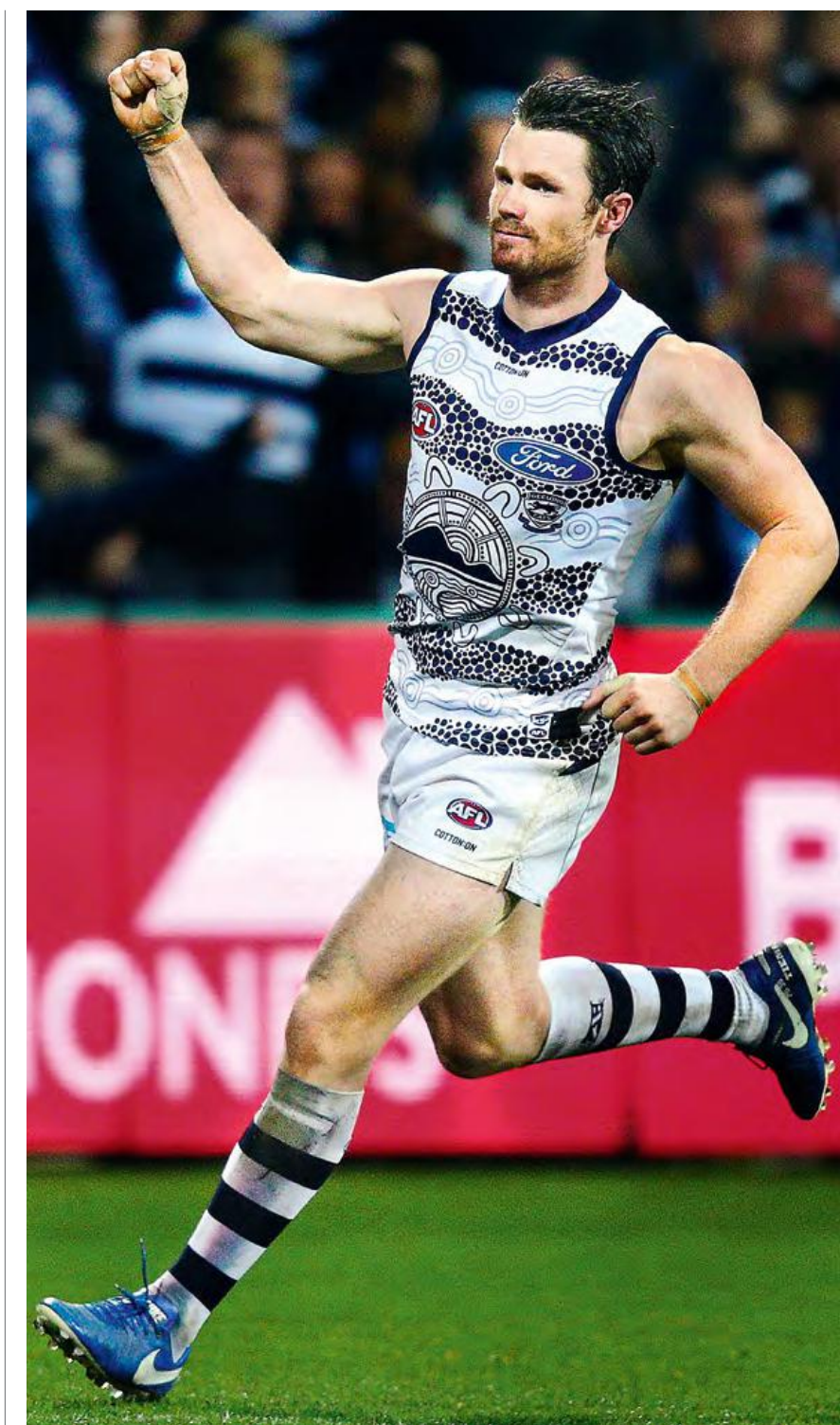
The AFL has worked closely with clubs to understand how new technologies and databases could be used to better serve prospective and existing fans.

The AFL and clubs identified the need for greater:

- ▶ Access to insights on fan preferences to improve their experience.
- ▶ Use of targeted and personalised marketing to acquire, convert and retain fans.
- ▶ Use of data to identify opportunities to grow fan engagement and revenues.

In 2018, the AFL facilitated the planning and development of an industry solution with clubs. The outcome was a pilot project launched with eight clubs to trial a new fan data shared service. Pilot clubs were given access to new self-service reporting and analytics tools for their membership, ticketing, retail and digital datasets. Selected clubs also explored the use of new digital marketing tools to better communicate with fans on their databases.

The use of technology and data to improve the fan experience will continue to grow as the AFL and clubs seek to stay relevant to prospective and existing fans.



△ With drawcards such as Geelong's Patrick Dangerfield, the game continues to have broad appeal to fans all over the country.

**THE USE OF TECHNOLOGY AND DATA TO IMPROVE THE FAN EXPERIENCE WILL CONTINUE TO GROW**







## AFL Accelerator

In 2018, the AFL trialled an Accelerator concept and workspace to improve collaboration and foster greater digital and product innovation.

Achievements include:

- ▶ Improvements to collaboration and increased speed of technology delivery – across AFL/Telstra product and technology teams for AFL App and website and Yinzcam/AFL/Telstra teams for AFLW App.
- ▶ Rapid, iterative development of new products and services – through use of agile ways of working and prototyping work methods across Auskick, AFLX, Data and Analytics.
- ▶ Increase staff learning and development in new innovation methods – through AFL Hackathons, tech meet-ups and guest speakers.

The trial of the AFL Accelerator has since concluded and co-located project teams integrated back into the AFL workspace.

**THE AFL WORKS CLOSELY WITH CLUBS, VENUES, TICKETING AGENCIES AND OTHER TECHNOLOGY PARTNERS TO ENHANCE THE FAN EXPERIENCE**

△ An enhanced Aboriginal and Torres Strait Islander Strategy could help more stars such as Port Adelaide's Paddy Ryder make their mark on the game.

▶ The 2018 Toyota AFL Grand Final was a great showcase of our game, attracting more than 100,000 fans.

## Other major projects

In addition to the above, the department delivered a number of other major projects central to the AFL's continued growth and development:

- ▶ Development of an Enhanced Aboriginal and Torres Strait Islander Strategy, in consultation with the AFL Indigenous Advisory Council (IAC), to identify initiatives to grow and improve Aboriginal and Torres Strait Islander outcomes across all areas of the game and industry.
- ▶ Analysis and support for major strategic policy decisions – AFLW, women's football, Gender Action Plan, AFLX, fixture development, National Infrastructure Plan, China/International strategy, competition strategy and Player Movement Rules.
- ▶ Strategic assessment and due diligence into various equity investment opportunities in the digital, ticketing and sports sectors.
- ▶ Implementation of new technologies to enhance the fan experience, in collaboration with clubs, venues, ticketing agencies and other technology partners. Examples include:
  - ▶ Group ticketing sales (Spinzo/Experience)
  - ▶ Flexible memberships (club apps)
  - ▶ New account manager (Ticketmaster)
  - ▶ Auskick membership fulfilment





# PEOPLE & CULTURE

**Sarah Fair**  
General Manager People



At the AFL we aim to create a positive experience for our people so that we can bring out their best and deliver on what's most important for our fans, community and partners.

## Gender Action Plan

In late 2018, the Commission endorsed the AFL's inaugural Gender Action Plan. The plan articulates the AFL's commitment to gender equality, providing a clear roadmap with a set of priorities and actions to drive change.

The plan aims to have more women participating, leading and succeeding in all areas of our industry, respected for their expertise, equally represented and positioned to hold any role at any level.

One of the key initiatives is our new Parental Leave Program to continue to promote an inclusive, family-friendly environment. The program includes:

- ▶ Six months/24 weeks' paid leave for primary carers (previously 12 weeks);
- ▶ Six weeks' paid leave for secondary carers (previously two weeks);
- ▶ Ongoing employer superannuation contribution payments for the primary carer during any unpaid parental leave (up to 28 weeks).

The AFL's Gender Action Plan is to be launched early in 2019.

▶ Hawk star Jack Gunston was on hand to watch father Ray shave off his moustache to raise funds for the Movember Foundation.







## Health and wellbeing

Supporting the health and wellbeing of our people, at work and home, is a core part of AFL culture.

Through the past 12 months, improved health and wellbeing programs focusing on healthy bodies, healthy minds and a healthy workplace have been put in place. Key initiatives have included:

1. Daily breakfast provided to ensure our people get a good start to the day.
2. Regular exercise classes, including pilates, F45 and boxing.
3. Mindfulness sessions.
4. Free and confidential access to psychologists.

There has also been a strong focus on flexible working, encouraging our people to 'play the day their way'.

## AFL Workplace by Facebook – new communications tool

To further embed our 'One Team' value, in 2018 we launched AFL Workplace – our new online communications tool to help us better connect with all our people regardless of where they are located. Workplace helps us to share stories, wins and daily updates to ensure our people are kept up to date and informed.

## Speccy awards

The Speccy Program centres on recognising and rewarding people who put the AFL's values into action. In addition to 'in the moment' recognition and reward, Speccy also includes half-year and end-of-year awards to recognise the extraordinary achievements of four individuals and one team.

△ The AFL's purpose statement was developed in 2018.

▽ AFL CEO Gillon McLachlan and recipient Tim Macaulay at the Speccy awards, which recognise and reward staff members who epitomise the AFL's values.

## AFL Purpose

In 2018, the AFL developed its purpose statement to articulate our unique contribution, guide our decision-making and to align and inspire our people.

After extensive collaboration and consultation across the industry, our purpose statement was developed: To progress the game so everyone can share in its heritage and possibilities.

The core themes of the purpose are:

1. Progress: improving, evolving and ensuring the long-term relevance of our game.
2. Everyone: creating an inclusive game that everyone can access and enjoy.
3. Heritage: the aspects of our game both past and present that we value and want to nurture and protect for future generations.
4. Possibilities: pushing the boundaries to create more magic moments within our game at all levels.



## Developing our people

In 2018, the continued focus on developing our people saw a number of programs delivered including our AFL Emerging Talent Program targeting our 'rising stars' across the industry.

The aim of the program is to develop values-based leadership styles and strong leadership capabilities to accelerate their career progress and support the effective transition to leadership positions for our employees.

In addition, the AFL launched its Path Program, guiding our people through their career journey and refreshed Leadership Programs targeting all levels with a focus on inclusive leadership, leading with purpose and fostering more agile ways of working.

## Creating a highly engaged workforce – annual Vibe Survey

The AFL's annual Vibe survey informs the focus areas of the AFL People Plan. The key findings included:

1. Our people are more engaged than ever before – 76 per cent of our people are engaged – up from 74 per cent in 2017.
2. 92 per cent are proud to work at the AFL.
3. 88 per cent would recommend the AFL as a great place to work.
4. More than 90 per cent of our people believe the AFL is in a position to succeed over the next three years.

## Graeme Samuel Scholarship

North Melbourne General Manager Community Engagement Cameron McLeod was awarded the 2018 Graeme Samuel Scholarship.

Awarded to a senior manager within the football industry who is working in the areas of business or administration, the Graeme Samuel Scholarship provides the recipient with \$20,000 to be put towards a study course to further their career development.

With a vision to inspire brighter futures and to create more socially inclusive communities, McLeod has worked tirelessly to ensure North Melbourne is a supportive and inclusive community for young people.

For the past three years, he was working with community and industry leaders in order to build a place of social inclusion and education for football players, fans and the wider community.



## Jill Lindsay Scholarship

AFL Commissioner and AFL SportsReady board member Simone Wilkie AO presented the 2018 Jill Lindsay Scholarship to AFL Licensing Category Manager Jessica Tedge.

After completing an AFL SportsReady traineeship in 2009, Tedge, 28, has held a variety of roles within the AFL consumer products team over the past nine years. Her career highlights include working at the 2014 NFL Super Bowl and the launch of a new and unique AFL women and girls' apparel and accessories range with Cotton On.

The Jill Lindsay Scholarship provides \$20,000 to further develop the winner's career, personal mentoring and a laptop. The Scholarship is open to women who have completed an AFL SportsReady traineeship and are working in the Australian Football industry.

After 41 years with the AFL/VFL, Lindsay was the longest-serving employee with her career honoured in 2002 when she was inducted as the AFL's first female Life Member.

The 2018 Jill Lindsay Scholarship finalists were:

- ▶ Arna Hart – Senior Manager Fan Community, Sydney Swans
- ▶ Rachael Hobley – Membership Operations Manager, St Kilda
- ▶ Rosie Duffy – Digital Media and Public Relations Coordinator, Fremantle

△ AFL Commissioner Simone Wilkie AO with 2018 Jill Lindsay Scholarship recipient Jessica Tedge.



# INCLUSION & SOCIAL POLICY

**Tanya Hosch**  
General Manager Inclusion  
and Social Policy



**T**he approach of the AFL around social inclusion is the core belief that this is a game for everyone, no matter who you are or where you're from.

Australian Football has the extraordinary power to bring people together regardless of background. Across Australia, football gives us the opportunity to celebrate the diverse cultures that make up our amazing game. Everything's possible when we unite through the game.

We highlight the contribution diverse communities have made to the game's history and welcome new communities to embrace Australia's game in the future.

▶ **Brilliant forward**  
**Eddie Betts**  
celebrated **Sir Doug**  
**Nicholls Round** with  
**two goals** in the  
clash with **GWS**  
at **Adelaide Oval**.



## Sir Doug Nicholls Round

In 2018, the AFL marked the 112th anniversary of Sir Doug Nicholls' birth by extending its commitment to the Sir Doug Nicholls Round until the 2020 Toyota AFL Premiership Season.

The commitment was formalised through the signing of an agreement between the AFL and the Nicholls Foundation.

Formerly known as Indigenous Round, the name change to honour Sir Doug Nicholls took place in the 2016 season, the first time the AFL has named a round in honour of an individual.

Sir Doug Nicholls was an elite footballer, athlete and boxer but equally as inspirational were his efforts away from the sporting field as a community leader.

The Nicholls Foundation, which was established to honour Sir Doug Nicholls and his wife Lady Gladys Nicholls, was thrilled with the extended commitment.

Each year as part of Sir Doug Nicholls Round the AFL will continue to honour an Aboriginal or Torres Strait Islander who has made a significant contribution to both football and the community. The 2018 Sir Doug Nicholls Round was in honour of AFL Legend Graham 'Polly' Farmer.

▽ A youngster takes part in the Indigenous ceremony before the annual Dreamtime at the 'G clash between Richmond and Essendon in round 11.

## Gender Action Plan

The AFL launched its first Gender Action Plan in early 2019.

With the AFL Purpose to "progress the game, so everyone can share in its heritage and possibilities", it reaffirms the game's strong commitment to equality and inclusiveness.

The Gender Action Plan is centred on equality and inclusiveness and outlines priorities and actions which will help ensure the AFL industry is an employer of choice for talented women of all backgrounds.

The three main aims of the Plan are:

1. Have more women in our industry who are more equally represented at all levels and in all roles;
2. Create a more inclusive AFL where diversity is valued;
3. Progress gender equality so that women have access to equal opportunities.

Through our commitment to women's football, including AFLW, we are striving to give every girl across the country a chance to nurture their love of the game.

This Plan is another milestone in our ongoing commitment to drive real and sustainable change.

## Reconciliation Action Plan

In 2018, the groundwork was executed on the next iteration of the AFL's Reconciliation Action Plan (RAP), which will be released in 2019.

The 2019-21 RAP will include practical actions that will drive the AFL's ongoing contribution to reconciliation internally and in communities across Australia.

The RAP will be driven by the AFL RAP working group which includes a diverse representation of AFL staff who are responsible for driving specific areas of engagement in the RAP.

The group is made up of staff from across a range of departments to ensure all areas of the AFL are engaged and progress against the areas of focus is tracked.

## Pride Round

St Kilda and the Sydney Swans came together in 2018 and celebrated the third staging of the Pride Round. The theme of the 2019 game is 'I'll Stand By You' and is focused on the importance of family and support networks among the Lesbian, Gay, Bisexual, Transgender, Intersex and Queer (LGBTIQ) community.

## Michael Long Learning and Leadership Centre

The Michael Long Learning and Leadership Centre (MLLLC) played a pivotal role in educating and inspiring more than 240 young Indigenous people from across the Northern Territory in 2018.

Participants from remote communities across the NT took part in several programs facilitated out of the MLLLC in Darwin, including a residential component where students participated in games, umpiring and coaching sessions.

These football-based activities are completed in conjunction with an education program which focuses on AFL values, healthy lifestyles, road safety, first aid and other educational opportunities.

The 2018 MLLLC highlights included:

- ▶ The signing of a new three-year agreement with the NT Department of Education which will provide ongoing funding for a dedicated junior education program.
- ▶ The MLLLC supported the NT Department of Education's Transition Support Unit through a pre-boarding program for remote Indigenous children about to begin boarding school at the MLLLC. This program is expected to support about 150 students each year.
- ▶ The MLLLC education team developed the Employment Pathways program for students aged 14 to 17. The new program was successfully piloted and will be introduced to the MLLLC education schedule next year.



## Respect and Responsibility

It was the first full year of operation under the AFL's new Respect and Responsibility Policy and key observations and learnings from 2018 were:

- ▶ Wellbeing of complainants and victims is significantly improved;
- ▶ Wellbeing needs are being met by counselling and case management;
- ▶ All clubs are seeking ongoing leadership from the AFL, including coordination of training for their staff to address cultural issues and improved understanding of the policy, standards of behaviour and effective ways to address any areas of concern;
- ▶ The Respect and Responsibility Policy only investigates standards set under the AFL Code of Conduct. All criminal matters are referred to police, but only with the consent of the complainant.

△ St Kilda and Sydney met in the third annual Pride Game in round 12 to celebrate inclusiveness in football.





## Indigenous Players Alliance/ board appointments

The Indigenous Players Alliance (formerly 'Indigenous Past Players group') was established and formally registered as an organisation in 2018.

Former Brisbane Lions and Fremantle player Des Headland is heading up the IPA in its first official year, with retired stars Michael O'Loughlin and Gavin Wanganeen joining several other Indigenous players in the group.

The IPA also launched a research report, which was submitted to the AFL, focusing on 25 former Indigenous AFL players. The study covered a range of topics detailing both positive and negative experiences of Indigenous players in the game. It received positive industry support.

Separately, three women were appointed to club boards with Jodie Sizer (Collingwood), Sam Riley (Gold Coast) and Colleen Haywood (Fremantle) taking up key leadership roles within the industry.

## Alice Springs plays host to AFL match

TIO Traeger Park Oval in Alice Springs played host to a match between Melbourne and the Adelaide Crows as part of Sir Doug Nicholls Round.

The match, won by Melbourne, was part of the Northern Territory Government's partnership with the AFL to bring elite Australian Football to the Top End and Central Australia.

## AFL Executive cultural awareness training

The AFL Executive took part in a cultural awareness experience in 2018 which was designed to provide an in-depth understanding of Aboriginal and Torres Strait Islander community and culture. The experience took place at Uluru and Alice Springs in the Northern Territory and provided further context around effective decision-making and strategies for Aboriginal and Torres Strait Islander people within the AFL industry. Cultural awareness training, a visit to the Mutitjulu community at the eastern end of Uluru and a reception from the NT Government were three of the many highlights experienced by the group.

▷ The Demons were in full voice after downing Adelaide in the Sir Doug Nicholls Round clash at TIO Traeger Park in Alice Springs.





# CORPORATE AFFAIRS

**Elizabeth Lukin**  
General Manager Corporate  
Affairs and Communications



Australian Football was created by the Australian community and it continues to thrive because the community supports our game at all levels.

The AFL has a responsibility to invest back into the community, not only to grow our game, but to make significant and positive change to the lives of individuals and the strength of communities.

The AFL's Corporate Social Responsibility (CSR) strategy commits us to being part of genuine, substantial and measurable change to social issues in Australia, while ensuring we remain focused on issues material to our organisation.

Our CSR strategy is underpinned by the following values:

- ▶ Progressive – we are committed to taking on real issues that matter to our game and that promote social cohesion;
- ▶ Fair – everyone should have a chance to play, to shine, to achieve their best;
- ▶ Accountable – our commitment to community must be able to be measured and have substance.

The strategy commits the AFL nationally to three key issues:

- ▶ Gender equality
- ▶ Empowerment of young people through sporting engagement
- ▶ Mental health

In addition to these national partners, the AFL also assisted hundreds of other community organisations through the AFL Cares initiative.

AFL Cares invites community organisations to request support from the AFL. This support is offered through various means including the donation of tickets to AFL matches, licensed merchandise and other in-kind contributions.

▶ Ross Lyon was one of 18 coaches to join in the spirit of Big Freeze at the 'G which raised more than \$6.5 million for the FightMND campaign in 2018.



FIGHT  
MND



## AFL SportsReady

AFL SportsReady was founded on the basis that education and employment are vital for people to participate fully in society. The vision continues to outline that people have a real chance to start their careers if provided with confidence, qualifications and skills.

For the self-esteem of individuals, the importance of being able to secure a job is the driving force for work by SportsReady. It impacts people and their families, as employment and education are fundamental to a person's capacity to contribute to and participate in everyday life.

It remains the driving purpose to provide services to assist people with meaningful education, training and employment and to support employers to develop their workforce.

- ▽ Neville Jetta accepts the Jim Stynes Community Leadership Award from Stynes' daughter Matisse.
- ▷ Neale Daniher was again tireless in his efforts to raise awareness about Motor Neurone Disease.
- ▷ Bulldogs players Ellie Blackburn, Bonnie Toogood and Libby Birch at the 2018 Ladder Lunch along with AFL Values Award winner Lacey Kennedy (second from right).

## Jim Stynes Community Leadership Award

The Jim Stynes Community Leadership Award was established in 2012 in honour of the former Melbourne president and champion player who passed away following a lengthy battle with cancer.

In 2018, Melbourne defender Neville Jetta was selected for his work supporting Indigenous youth through various school-based programs.

The award is presented annually to an AFL or AFLW player who demonstrates the values of Jim Stynes through:

- ▶ Their commitment to the community, helping others and making a difference;
- ▶ In the way they played and represented the game on-field.

North Melbourne key forward Ben Brown, Gold Coast defender Jarrod Harbrow and Port Adelaide veteran Justin Westhoff were also recognised as finalists in 2018.

## Ladder

Ladder is an independent not-for-profit organisation established in 2007 by AFL players to help young people break the cycle of homelessness.

In 2018, Ladder provided support to 366 young people across four key areas: health and wellbeing; personal development; mentoring; and work and study. More than 1200 group sessions were delivered to young people, providing them with the tools to take control of their lives, transition to independence and achieve their potential.

The AFL Players Association supports Ladder on a number of strategic projects, events and campaigns to help raise awareness and funds for Ladder. Players donated more than \$217,000 to Ladder via a \$25 donation from each match fee.

In 2018, young people from the Ladder program had the opportunity to share their stories and thank the players for their ongoing support.

The AFL again supported Ladder through a range of different initiatives, which included Ladder being the official charity partner of the Toyota AFL Finals Series. More than 42,000 Premiership Cup pins were sold at stadiums during the 2018 finals series and in-kind advertising was provided across stadium signage and big screens, the *AFL Record* and AFL digital channels.

Other AFL support is delivered through professional IT, finance and HR services to the Ladder team, while many AFL team members volunteer their time and donate through workplace giving programs.

## Women's Industry Lunch

The AFL Women's Industry Lunch celebrated its 10th anniversary in 2018, gathering more than 800 people to celebrate women within the sporting industry and highlighting the pathways available for women to advance their careers.

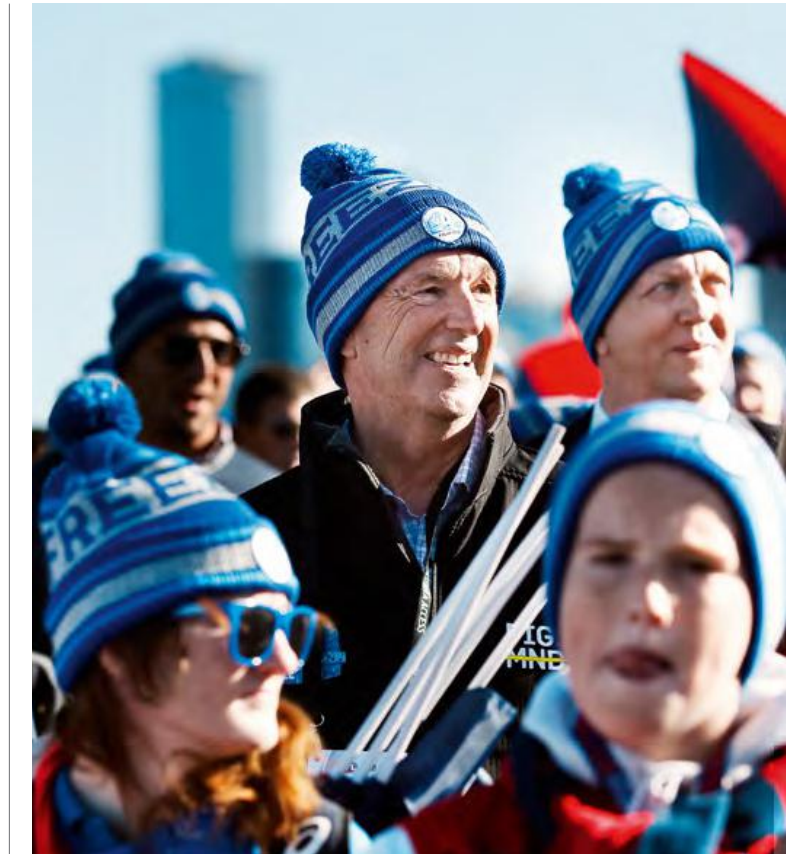
Highlighting the impact women have in the sporting industry, the Women's Industry Lunch brought together female leaders in the industry and recognised the hard work from emerging women in their fields.

The event title - 'Possibilities to Progress' - was created in order to inspire and celebrate the many talented women within the AFL industry and the larger sporting community.

## Freeze MND

Brought together by Neale Daniher, all 18 AFL coaches supported the fourth Big Freeze at the 'G, raising more than \$6.5 million around the Queen's Birthday match, as part of the overall \$30 million the organisation has raised across the past four years to fight and find a cure for MND.

More than 83,000 fans packed the MCG for the clash between Melbourne and Collingwood, watching the coaches each take on a different 'character' for their slide into the iced water.





## Cape York House

AFL Cape York House continued to provide educational, employment and training opportunities for young Indigenous men and women from some of Far North Queensland's most remote communities in a culturally appropriate, safe and secure residential environment.

In early 2019, the final stages of a two-year \$10 million Cape York House for Girls project were completed. The state-of-the-art facility will offer boarding facilities for female students when they attend secondary school in Cairns.

The completion of this project will enable wonderful opportunities for AFL Cape York House to bring the boys and girls houses together and unite the boarding programs.

## Captains Day

In 2018, the AFL again brought together all 18 AFL club captains for the Captains Day held at Melbourne's Marvel Stadium. Since 2003, the annual event brings together club leaders in a show of unity across the AFL community to promote the season ahead and service the AFL's key rights partners across the media.

The event was attended by 250 media and broadcast partners with coverage reaching every state and territory.

## Children's Cancer Foundation

The AFL continues to support the Children's Cancer Foundation, primarily through the annual Million Dollar Lunch. The event was a huge success again in 2018 with more than \$2 million raised, taking the total amount donated to \$19.5 million since the Million Dollar Lunch was launched in 2005.

The success of the event is crucial to the ongoing work of the Foundation, which funds programs in cancer research, clinical care and family support. The AFL supports the function through event management and promotion, with many AFL team members volunteering their time in the lead-up to and on event day.

AFL CEO Gillon McLachlan continued as patron of the Children's Cancer Foundation, a role he has held since 2014. In 2018, the AFL also welcomed the Children's Cancer Foundation team into AFL House while the organisation moved between offices, offering a space for the Foundation to operate out of and continue its inspiring work.

▷ Captains Day brought club captains and leaders together on the eve of the 2018 season.





# INFRASTRUCTURE, MAJOR PROJECTS & INVESTMENT

**Ray Gunston**

General Manager Infrastructure,  
Major Projects and Investment



## Victorian Government Agreement

In April, the AFL signed a partnership agreement (the Funding and Commitment Deed) with the Victorian Government with key initiatives including:

- ▶ The Government providing \$225 million for the Marvel Stadium upgrade;
- ▶ Extending Grand Finals at the MCG for 40 years and improved funding arrangements for MCG tenant clubs;
- ▶ Enhanced investment by the AFL and Victorian Government in AFLW, VFL and VFLW venues, female-friendly facilities and community football infrastructure;
- ▶ Branding and promotion activities with Visit Victoria.

This agreement provides exciting infrastructure development opportunities and ongoing support for football in Victoria.

▶ The AFL was delighted to welcome Walt Disney Australia as the new naming rights partner for Marvel Stadium.





## Marvel Stadium upgrade and new naming rights

Project management, contracting and design activities are well underway to enable construction to start on the Marvel Stadium upgrade following the 2019 AFL season. The enhanced customer facilities and exciting new experiences for fans and patrons will provide all who come to the stadium with a wider and significantly improved entertainment offer. The upgrade works will not just enhance event days but will open the stadium to all-year-round offerings for all Victorians. The design team for the stadium upgrade is being led by architects from ARM and Gensler.

The AFL is extremely pleased to welcome Walt Disney Australia as the stadium's naming rights partner, using its Marvel brand.

▽ A \$225 million upgrade to Marvel Stadium will offer enhanced customer facilities and exciting new entertainment experiences for fans and patrons all year round.

▷ The AFL's significant contribution to football facilities and infrastructure included funds for AFLW venues such as TIO Traeger Park in Alice Springs.

## Docklands precinct development

As part of the Funding and Commitment Deed, the AFL is working with Development Victoria on a potential joint venture to redevelop land along Harbour Esplanade (next to the stadium). It is envisioned this development will enhance the Docklands Precinct by creating broader mixed offer, including entertainment, commercial and public space to the people of Victoria, while also better linking the Melbourne CBD to the water.



## AFL Investment Committee

The AFL has formed an Investment Committee, comprised of representatives from AFL club presidents, the AFL Commission and the AFL Executive, to oversee the investment activities of the AFL. The primary responsibilities of this committee cover investment of the Capital Reserve, property investments and other similar activities. The committee held its first meeting during the last financial year to provide advice and direction to the Commission on such matters.

## Facilities investment

In 2018, the AFL undertook and/or facilitated significant investment in football facilities and infrastructure, particularly with the significant growth in women's football. Over and above our ongoing investment in facilities nationally through our Community Football Development Reserve, the AFL (and state bodies and affiliates) have made funds available to:

- ▶ AFLW, VFL and VFLW venues;
- ▶ State-based, female-friendly infrastructure programs to accompany government and local council funding;
- ▶ Enhancing AFL club training and administration facilities, including incorporating female change rooms.

### AFL club gaming facilities

The AFL has been working with AFL clubs that have gaming machine venues to explore opportunities for the clubs to reduce/eliminate their reliance on gaming machine revenue. A number of Victorian clubs have either exited or indicated plans to exit their gaming operations and work continues in this regard.

### Marvel Stadium operations

The AFL, through its subsidiary company Melbourne Stadiums Limited (MSL), continues to focus on creating better experiences for the stadium's customers and new revenue streams for the stadium and its hirers through improved daily operations of the venue. Marvel Stadium operates as a multi-purpose facility 12 months of the year, hosting AFL football, A-League soccer, Big Bash cricket, concerts including Ed Sheeran and the Foo Fighters and an array of other functions and events. It was the first year of enhanced deals with AFL clubs to better structure the arrangements and provide increased returns to these clubs. As part of these arrangements, the AFL was able to further reduce the level of debt that the AFL took on to purchase the stadium and its management rights.





# AWARDS, RESULTS & FAREWELLS

In a season when crowds filled the stadiums throughout the country in record numbers, there was a fitting finale in the Grand Final.

In front of 100,022 fans, West Coast and Collingwood slugged it out in an enthralling contest before the Eagles prevailed to win their fourth premiership in 32 seasons.

West Coast midfielder Luke Shuey produced another stellar finals performance to be a deserving winner of the Norm Smith Medal with 11 votes, four ahead of Collingwood's Taylor Adams.

Adam Simpson added to his accolades by claiming the Jock McHale Medal to go with his two premiership medals in a distinguished playing career with North Melbourne, while it was a heart-breaking loss for Collingwood after rising from 13th the previous year.

Youngster Jaidyn Stephenson had a big impact in his debut season, becoming the first Magpie to win the NAB AFL Rising Star award.

Despite being eliminated by Collingwood in the first preliminary final, Richmond was the dominant team in the home and away season, winning the McClelland Trophy for the first time since 1982.

Spearhead Jack Riewoldt took out his third Coleman Medal with 65 goals and was one of four Tigers to make the Virgin Australia All-Australian team, captained for the first time by Sydney superstar Lance Franklin.

Prolific midfielder Tom Mitchell was a major factor in Hawthorn's return to finals action, becoming only the sixth Hawk to win the Brownlow Medal.

The Western Bulldogs won the second AFLW premiership, scoring a fighting six-point victory over Brisbane.

Premiership midfielder Emma Kearney capped off her superb season by comfortably winning the NAB AFL Women's best and fairest award. Collingwood defender Chloe Molloy, who was equal second behind Kearney, took out the NAB AFLW Rising Star award.

Multiple premiership coach and player Kevin Sheedy was elevated to Legend status in the Australian Football Hall of Fame, while Wayne Johnston, Bernie Naylor, David Neitz, Matthew Scarlett, Terry Wallace and Mel Whinnen were inducted.

The game mourned the passing of several former champions including West Torrens great Fred Bills, Footscray Brownlow medallist Peter Box and four-time Melbourne premiership player Geoff Case.







## The Premiers

After two hours of a gripping, high-pressure contest, the result was in the balance until the final siren. In the end, it was ecstasy for the Eagles and agony for the Magpies.

West Coast, which had defeated Collingwood in their previous two meetings in 2018, secured its fourth premiership in 32 seasons by just outlasting the gallant Magpies.

After making a spectacular rise from 13th in 2017, the disappointment was palpable for the Collingwood players and coach Nathan Buckley – so close but bridesmaids again for the 27th time in the club's history.

An Eagles win appeared unlikely in the first quarter as the Magpies slammed on the first five goals to take a 29-point lead. But two goals in time-on, to Willie Rioli and Josh Kennedy, gave West Coast momentum going into the first change.

The second quarter was an arm-wrestle with both defences on top. Norm Smith medallist Luke Shuey's snap goal reduced the margin to 12 points at half-time.

The third quarter belonged to Jack Darling, who controlled the air as the Eagles briefly hit the front. With scores level at three-quarter time, the stage was set for an unforgettable finish.

Collingwood set the early pace with goals to Brody Mihocek and Jordan De Goey, his third for the day. West Coast replied after a strong pack mark from Nathan Vardy, who converted from 30m before big Magpie Mason Cox added his second goal after a strong contested mark.

In the ensuing minutes, the Eagles dominated play but wasted several opportunities, reducing the margin to two points.

The pivotal piece of play late in the game will go down as a perfect example of Australian Football in its finest and purest form, starting with Jeremy McGovern's intercept mark deep in defence. McGovern played on quickly and found Vardy on the chest with a pinpoint pass. Liam Ryan flew high to mark spectacularly from Vardy's kick. Ryan quickly played on and found Dom Sheed near the boundary line, about 40m out.

Showing nerves of steel, the left-footer slotted the goal to put the Eagles in front with under two minutes to go.

## 2018 TOYOTA AFL GRAND FINAL

West Coast Eagles	2.2	4.3	8.7	11.13 (79)
Collingwood	5.1	6.3	8.7	11.8 (74)

**BEST:** West Coast Eagles – Shuey, Sheed, Barrass, Kennedy, Hutchings, Schofield, McGovern. Collingwood – Adams, Langdon, Crisp, Treloar, De Goey, Mayne.

**GOALS:** West Coast Eagles – Kennedy 3, Hutchings, Shuey, Sheed, Darling, Yeo, Cripps, Vardy, Rioli. Collingwood – De Goey 3, Cox 2, Stephenson 2, Hoskin-Elliott, Varcoe, Mihocek, Adams.

**Umpires:** M. Stevic, S. Ryan, B. Rosebury.

**Crowd:** 100,022 at the MCG.

## TEAMS AS SELECTED

West Coast Eagles v Collingwood			
<b>F</b>	<b>Willie Rioli</b>	<b>Josh Kennedy</b>	<b>Jamie Cripps</b>
B	Brayden Maynard	Tom Langdon	Jack Crisp
<b>HF</b>	<b>Mark Hutchings</b>	<b>Jack Darling</b>	<b>Mark LeCras</b>
HB	Jeremy Howe	Tyson Goldsack	Travis Varcoe
<b>C</b>	<b>Jack Redden</b>	<b>Elliot Yeo</b>	<b>Chris Masten</b>
C	Adam Treloar	Scott Pendlebury (c)	Tom Phillips
<b>HB</b>	<b>Tom Cole</b>	<b>Jeremy McGovern</b>	<b>Lewis Jetta</b>
HF	Will Hoskin-Elliott	Brody Mihocek	Jordan De Goey
<b>B</b>	<b>Shannon Hurn (c)</b>	<b>Tom Barrass</b>	<b>Will Schofield</b>
F	Josh Thomas	Mason Cox	Jaidyn Stephenson
<b>R</b>	<b>Scott Lycett</b>	<b>Luke Shuey</b>	<b>Dom Sheed</b>
R	Brodie Grundy	Taylor Adams	Steele Sidebottom
<b>I/C</b>	<b>Liam Ryan, Liam Duggan, Daniel Venables, Nathan Vardy</b>		
<b>EM</b>	<b>Oscar Allen, Jackson Nelson, Brayden Ainsworth, Brendon Ah Chee</b>		
<b>Coach</b>	<b>Adam Simpson</b>		
I/C	Brayden Sier, James Aish, Chris Mayne, Levi Greenwood		
EM	Jarryd Blair, Ben Reid, Callum Brown, Flynn Appleby		
Coach	Nathan Buckley		



## Norm Smith Medal

New father Luke Shuey had a September to remember. A few weeks after his fiancée Danielle Orlando gave birth to son Oliver, Shuey played the game of his life in the Grand Final to be a deserving winner of the Norm Smith Medal.

Three judges, Wayne Carey, John Longmire and Bridget Lacy, adjudged Shuey best on ground, while he received two votes from 1993 Brownlow medallist Gavin Wanganeen.

Eagles fans know Shuey thrives in the September spotlight. His goal after the siren to give his team victory over Port Adelaide in the 2017 first elimination final at Adelaide Oval will linger long in the memory.

But this premiership is the highlight of his 177-game career. When the Eagles were looking for inspiration in the first half as they tried to work their way back into the game, Shuey delivered, including kicking a team-lifting goal late in the second quarter.

Shuey had 18 disposals, six clearances and five tackles in the first two terms and after the main interval, he won another 16 disposals, three clearances and three tackles to lift his side to a remarkable win.

He finished with game-high totals of 34 disposals, 19 contested possessions, nine clearances and five score assists.

## NORM SMITH MEDAL VOTING

<b>Gavin Wanganeen</b> (1993 Brownlow medallist, chair)	<b>3</b> T. Adams (Coll), <b>2</b> L. Shuey (WCE), <b>1</b> J. McGovern (WCE)
<b>Wayne Carey</b> (Channel 7)	<b>3</b> L. Shuey (WCE), <b>2</b> T. Adams (Coll), <b>1</b> D. Sheed (WCE)
<b>Bridget Lacy</b> (The West Australian)	<b>3</b> L. Shuey (WCE), <b>2</b> T. Adams (Coll), <b>1</b> D. Sheed (WCE)
<b>John Longmire</b> (Sydney Swans coach)	<b>3</b> L. Shuey (WCE), <b>2</b> D. Sheed (WCE), <b>1</b> T. Langdon (Coll)
<b>TOTALS</b>	<b>11</b> Shuey, <b>7</b> Adams, <b>4</b> Sheed, <b>1</b> Langdon, <b>1</b> McGovern



## Jock McHale Medal

West Coast's stunning rise to the 2018 premiership was a triumph for Adam Simpson's ability to manage a changing list and elicit the best from his players.

At the end of 2017 after bowing out meekly in a semi-final against Greater Western Sydney, the Eagles decided it was time to turn over the AFL's oldest list.

Drew Petrie, Simpson's former teammate at North Melbourne, was joined in retirement by Brownlow medallists Matt Priddis and Sam Mitchell. Sam Butler, the last remaining player from the 2006 premiership team, also hung up the boots.

Simpson and his coaching staff had to deal with plenty of adversity last year, including a season-ending knee injury to ruckman Nic Naitanui, wingman Andrew Gaff's eight-game suspension that denied him a premiership, while ever-reliable defender Brad Sheppard injured a hamstring in the finals.

In place of Naitanui, the Eagles went with the combination of Scott Lycett and Nathan Vardy, the pair doing an excellent job in nullifying All-Australian ruckmen Max Gawn and Brodie Grundy in the preliminary final and Grand Final respectively.

After an inconsistent season, Dom Sheed stepped up as Gaff's replacement, culminating in his match-winning goal in the Grand Final. Veteran Will Schofield was given his opportunity after Sheppard was injured and played a key role in the Grand Final, restricting the influence of Jordan De Goey and Steele Sidebottom.

In Simpson's five seasons at the helm, the Eagles have missed the finals only once, in his first year in 2014. They took only three years to turn around the disappointment of losing to Hawthorn in the 2015 Grand Final, exorcising any remaining demons from that crushing defeat with a gritty win over the Magpies.

In a distinguished playing career with North Melbourne, Simpson captained the club, won a best and fairest in 2002 and two premierships (1996, 1999). Now he adds a Jock McHale Medal to the trophy cabinet.

He became the Eagles' third premiership coach after Mick Malthouse (1992, 1994) and John Worsfold (2006).





### Brownlow Medal

Tom Mitchell capped a superb second season with Hawthorn with a comfortable win in the Brownlow Medal.

The midfielder, who was second behind Richmond's Dustin Martin in 2017, won with 28 votes, four ahead of Collingwood's Steele Sidebottom. Melbourne's Angus Brayshaw was third with 21.

Mitchell, who earned an All-Australian blazer and won the club best and fairest for the second successive season, became the sixth Hawk to claim the medal and the first since Sam Mitchell tied with Richmond's Trent Cotchin in 2012.

Mitchell began his career at Sydney after being taken as a father-son selection in the 2011 NAB AFL Draft, playing 65 games between 2013-16. His father Barry played 221 AFL games from 1984-96, including 170 for the Swans.

Mitchell fell just one disposal short of the record he set in 2017 for the most touches in a home and away season, averaging 35.7 a game.

He led the AFL for clearances (173) and handballs (426) and was third for contested possessions. Sadly, Mitchell's win has been soured by the news he is unlikely to play in 2019 after breaking his leg in a training mishap in January.

### BROWNLOW MEDAL

	Votes	3	2	1	Games
<b>Tom Mitchell (Haw)</b>	<b>28</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>22</b>
Steele Sidebottom (Coll)	24	7	0	3	22
Angus Brayshaw (Melb)	21	3	6	0	19
Patrick Cripps (Carl)	20	2	5	4	22
Max Gawn (Melb)	20	3	5	1	22
Rory Laid (Adel)	19	4	2	3	20
Dustin Martin (Rich)	19	2	6	1	21
Dayne Beams (BL)	19	2	6	1	21
Jack Steven (StK)	18	4	2	2	22
Brodie Grundy (Coll)	17	2	3	5	22

### Coleman Medal

A 10-goal haul against Gold Coast proved decisive as Jack Riewoldt won his third Coleman Medal.

Riewoldt, who won the award in 2010 and 2012, was six goals behind leader Ben Brown before the Tigers' game at Metricon Stadium in round 21 when he kicked his double-figure bag.

He finished the home and away season with five goals against the Western Bulldogs for a total of 65, four ahead of Brown on 61.

Riewoldt, who won the Tigers' best and fairest for the second time, started the season strongly with four goals against Carlton.

He booted five in the loss to West Coast in round nine and kicked four on four occasions – against the Blues, Hawthorn in round three, St Kilda in round 18 and Geelong in round 20.

Brown needed to boot eight goals in the final round against St Kilda to overtake Riewoldt, but finished with only three.

Geelong's Tom Hawkins finished third with 58, one ahead of four-time winner Lance Franklin, who missed the Swans' final-round match against Hawthorn.

### COLEMAN MEDAL

	Home & Away			Including Finals				Gms
	G	B	Gms	G	B	%	Ave	
<b>Jack Riewoldt (Rich)</b>	<b>65</b>	<b>33</b>	<b>22</b>	<b>70</b>	<b>36</b>	<b>66</b>	<b>2.9</b>	<b>24</b>
Ben Brown (NM)	61	24	22	61	24	72	2.8	22
Tom Hawkins (Geel)	58	29	20	60	29	67	2.9	21
Lance Franklin (Syd)	57	42	18	57	43	57	3	19
Luke Breust (Haw)	53	23	22	54	24	69	2.3	24
Jack Gunston (Haw)	48	27	21	51	32	61	2.2	23
Tom McDonald (Melb)	48	18	17	53	20	73	2.7	20
Jesse Hogan (Melb)	47	23	20	47	23	67	2.4	20
Josh Jenkins (Adel)	46	27	22	46	27	63	2.1	22
Josh Caddy (Rich)	44	13	20	46	15	75	2.1	22
Jeremy Cameron (GWS)	43	26	16	46	32	59	2.6	18

### McClelland Trophy

A year after winning its first premiership in 37 years in 2017, Richmond broke another long-standing drought last season, claiming its first McClelland Trophy since 1982.

Under coach Damien Hardwick, the Tigers have developed into a formidable combination that is hard to beat. They started the season with a win over Carlton in the traditional season-opener before losing to Adelaide in the Grand Final rematch at Adelaide Oval.

Richmond jumped into the eight for the first time after thrashing the Brisbane Lions in round four. The Tigers leapt to the top of the ladder after defeating Melbourne in the Anzac Round and stayed there for four rounds until West Coast defeated them by 47 points at Optus Stadium.

They were in second place until round 13 when they defeated Geelong by 18 points to regain top spot, where they stayed until the end of the home and away season.

Richmond won 18 of its 22 games to finish eight premiership points and a hefty percentage clear of second-placed West Coast.

After winning their first qualifying final against Hawthorn, the Tigers were eliminated after a shock defeat by Collingwood in the first preliminary final.

Richmond's biggest win was against the Brisbane Lions by 93 points in round four. Other convincing victories were by 77 points against Fremantle (round seven, MCG), 74 against Gold Coast (round 21, Metricon Stadium), 71 against Essendon (round 11, MCG), 54 against St Kilda (round 18, Marvel Stadium), 47 against Adelaide (round 16, MCG), 46 against Melbourne (round five, MCG), 43 against Collingwood (round six, MCG), 28 against St Kilda (round 10, MCG), 28 against Collingwood (round 19, MCG) and 26 against the Sydney Swans (round 15, Marvel Stadium).

### 2018 PREMIERSHIP SEASON LADDER

#	CLUB	P	W	L	D	For			Against			%	Mtch Pts	Home			Away			Form W/L	Scores High Low		Av Margin W L		W < L < 7pts 7pts	Pls used	Rd 23 2017	1st Year Players	OTRS Won	
						Gls	Beh	Pts	Gls	Beh	Pts			W	L	D	W	L	D		High	Low	W	L						
1	Richmond	22	18	4	0	311	277	2143	232	182	1574	136.15	72	11	0	0	7	4	0	6W	125	58	37	24	2	1	34	3	3	56
2	West Coast	22	16	6	0	295	242	2012	241	211	1657	121.42	64	8	3	0	8	3	0	1W	142	41	30	23	1	0	33	8	8	59
3	Collingwood	22	15	7	0	300	246	2046	251	193	1699	120.42	60	7	4	0	8	3	0	3W	138	45	35	25	0	1	38	13	7	55
4	Hawthorn	22	15	7	0	290	232	1972	236	226	1642	120.10	60	8	3	0	7	4	0	6W	124	60	32	23	4	0	36	12	4	48
5	Melbourne	22	14	8	0	336	283	2299	256	213	1749	131.45	56	6	5	0	8	3	0	2W	159	48	52	22	0	3	37	9	3	61
6	Sydney	22	14	8	0	268	214	1822	231	278	1664	109.50	56	5	6	0	9	2	0	1L	126	59	21	18	2	1	36	6	5	46
7	GWS Giants	22	13	8	1	268	290	1898	239	227	1661	114.27	54	8	3	0	5	5	1	2L	151	32	37	32	1	0	37	4	6	48
8	Geelong	22	13	9	0	298	257	2045	216	258	1554	131.60	52	8	3	0	5	6	0	2W	158	50	46	12	2	3	40	2	7	52
9	North Melbourne	22	12	10	0	285	240	1950	259	236	1790	108.94	48	7	4	0	5	6	0	1W	141	39	33	23	3	1	31	15	5	45
10	Port Adelaide	22	12	10	0	259	226	1780	241	208	1654	107.62	48	7	4	0	5	6	0	4L	132	50	28	21	2	3	34	5	3	46
11	Essendon	22	12	10	0	280	252	1932	264	254	1838	105.11	48	7	4	0	5	6	0	1W	125	43	29	25	0	1	39	7	4	40
12	Adelaide	22	12	10	0	279	267	1941	268	257	1865	104.08	48	8	3	0	4	7	0	2W	165	32	31	30	2	2	35	1	6	48
13	Western Bulldogs	22	8	14	0	224	231	1575	300	237	2037	77.32	32	5	6	0	3	8	0	1L	107	26	15	42	1	2	38	10	5	32
14	Fremantle	22	8	14	0	224	212	1556	294	277	2041	76.24	32	6	5	0	2	9	0	2L	108	25	28	50	1	0	37	14	8	35
15	Brisbane Lions	22	5	17	0	266	229	1825	297	267	2049	89.07	20	2	9	0	3	8	0	1L	129	17	42	25	1	4	34	18	5	31
16	St Kilda	22	4	17	1	225	256	1606	310	265	2125	75.58	18	2	8	1	2	9	0	6L	119	43	23	36	2	1	41	11	7	29
17	Gold Coast Suns	22	4	18	0	181	222	1308	311	316	2182	59.95	16	1	10	0	3	8	0	5L	101	26	19	52	1	2	39	17	5	24
18	Carlton	22	2	20	0	192	201	1353	335	272	2282	59.29	8	1	10	0	1	10	0	4L	95	30	24	48	0	0	37	16	4	25





## NAB AFL Women's 2018 season

The Western Bulldogs overcame the loss of captain Katie Brennan to suspension to win the 2018 AFL Women's Grand Final.

It was a stunning turnaround for the Bulldogs, who had finished sixth in 2017.

Brennan's suspension for rough conduct forced her to watch on from the stands as her teammates overcame a dogged Brisbane Lions by six points on a bleak day at Ikon Park.

The season again started with Carlton and Collingwood facing off at Ikon Park, although it was a somewhat dour affair compared with the extraordinary lockout in 2017.

Otherwise, fans were treated to a hotly contested season full of upsets and nail-biting wins, demonstrated by the fact with one round remaining, five out of the eight teams remained in contention for a Grand Final spot.

Unfortunately, the curse of ACL injuries hit the AFLW competition hard. Players forced to the sidelines included the calibre of Sam Virgo, Brianna Davey, Isabel Huntington and Melissa Hickey.

But it was a season of positives, too. The debuts of Courtney Gum, Tanya Hetherington, Lisa Webb and Tegan Cunningham shows there are older players with plenty to offer the competition.

The improvement of players such as Christina Bernardi, Ally Anderson, Danielle Hardiman and Kate Lutkins demonstrates what another season of development can bring.

And the emergence of young guns Chloe Molloy, Monique Conti, Tahlia Randall, Sarah Allan and Bonnie Toogood gives great hope for the future.

Geelong and North Melbourne were included in the 2019 competition while St Kilda, Richmond, Gold Coast and West Coast Eagles will join in 2020.

### 2018 LADDER

	P	W	L	D	%	Pts
W Bulldogs	7	5	2	0	142.5	20
Brisbane	7	4	3	0	126.5	16
Melbourne	7	4	3	0	115.8	16
GWS Giants	7	3	3	1	92.6	14
Adelaide Crows	7	3	3	1	92.4	14
Collingwood	7	3	4	0	110.6	12
Fremantle	7	3	4	0	89.8	12
Carlton	7	2	5	0	54.1	8

## 2018 AFLW GRAND FINAL

<b>Western Bulldogs</b>	<b>0.1</b>	<b>0.1</b>	<b>3.2</b>	<b>4.3 (27)</b>
Brisbane Lions	1.1	1.1	1.1	3.3 (21)
<b>BEST: Western Bulldogs</b> – Conti, Blackburn, Kearney, Birch, Spark, Bruton. <b>Brisbane Lions</b> – Lutkins, Stanton, Wuetschner, Zielke, Ashmore.				
<b>GOALS: Western Bulldogs</b> – Berry, McLeod, Conti, Kearney. <b>Brisbane Lions</b> – Wuetschner 2, Conway.				
<b>Umpires:</b> A. Mirable, J. Howorth, A. Adair.				
<b>Crowd:</b> 7,083 at Ikon Park.				
<b>Grand Final Best on Ground:</b> Monique Conti, Western Bulldogs				

## TEAMS AS SELECTED

<b>F</b>	<b>Aisling Utri</b>	<b>Kirsten McLeod</b>	<b>Brooke Lochland</b>
B	Emma Pittman	Leah Kaslar	Breanna Koenen
<b>HF</b>	<b>Jenna Bruton</b>	<b>Bonnie Toogood</b>	<b>Monique Conti</b>
HB	Emma Zielke	Kate Lutkins	Kate McCarthy
<b>C</b>	<b>Ellie Blackburn</b>		
C	Nat Exon		
<b>HB</b>	<b>Hannah Scott</b>	<b>Tiarna Ernst</b>	<b>Nicole Callinan</b>
HF	Emily Bates	Tahlia Randall	Megan Hunt
<b>B</b>	<b>Libby Birch</b>	<b>Lauren Spark</b>	<b>Naomi Ferres</b>
F	Jessica Wuetschner	Brittany Gibson	Kaitlyn Ashmore
<b>R</b>	<b>Aasta O'Connor</b>	<b>Emma Kearney</b>	<b>Kirsty Lamb</b>
R	Sabrina Frederick-Traub	Jamie Stanton	Ally Anderson
<b>I/C</b>	<b>Angelica Gogos, Bailey Hunt, Hayley Wildes, Kimberley Rennie, Deanna Berry</b>		
<b>EM</b>	<b>Emma Mackie, Laura Bailey</b>		
<b>Coach</b>	<b>Paul Groves</b>		
I/C	Sharni Webb, Bella Ayre, Shannon Campbell, Sophie Conway, Arianna Clarke		
EM	Jordan Zanchetta, Nicole Hildebrand		
<b>Coach</b>	Craig Starcevich		

## NAB AFLW Awards

Western Bulldogs premiership star Emma Kearney finished a season to remember by winning the 2018 NAB AFL Women's best and fairest award.

Three days after her side took home the premiership in a six-point win over the Brisbane Lions, the star midfielder claimed the highest individual honour.

Kearney finished the night on 14 votes after polling in six of a possible seven matches.

Fremantle midfielder Dana Hooker, Collingwood defender Chloe Molloy and GWS midfielder Courtney Gum finished in equal second on nine votes each.

Chelsea Randall (Adelaide), Daisy Pearce (Melbourne), Ebony Marinoff (Adelaide), Ellie Blackburn (Western Bulldogs) and Sabrina Frederick-Traub (Brisbane Lions) were next, polling six votes each.

Kearney finished the night strongly, polling three votes in the final round of the season to put the premiership Dog out in front of the pack.

The award rounded out an impeccable season for Kearney, who was also named as a midfielder in the All-Australian team.

In the days following, Kearney took out her second consecutive Western Bulldogs best and fairest, polling 121 votes.

Young Collingwood forward-turned-defender Chloe Molloy won the AFL Women's Rising Star award, having averaged 14.4 disposals and taken 25 marks in her debut season.

Molloy received the nomination for her outstanding round one debut against Carlton when she gathered a game-high 20 disposals.

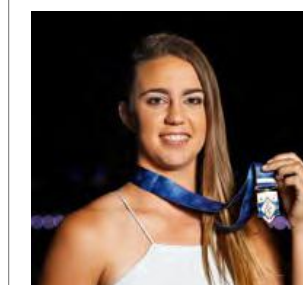
Blues forward Tayla Harris took out the Woolworths Mark of the Year award with her grab in round one against the Magpies.

The Coates Hire Goal of the Year went to speedy Demons forward Aliesha Newman for her run-and-bounce goal in round two against Adelaide.

Western Bulldogs forward Brooke Lochland was the competition's leading goalkicker, with 12 majors for the season.

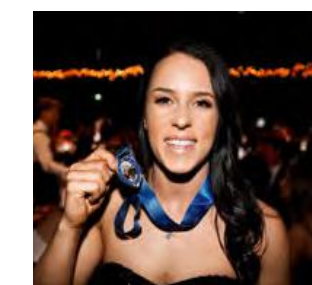
## 2018 ALL-AUSTRALIAN TEAM

<b>Backs:</b> Chloe Molloy (Collingwood), Kate Lutkins (Brisbane Lions)
<b>Half-backs:</b> Hannah Scott (Western Bulldogs), Chelsea Randall (Adelaide, captain), Ebony Antonio (Fremantle)
<b>Centres:</b> Dana Hooker (Fremantle), Emma Kearney (Western Bulldogs), Alicia Eva (GWS Giants)
<b>Half-forwards:</b> Elise O'Dea (Melbourne), Sabrina Frederick-Traub (Brisbane Lions), Brooke Lochland (Western Bulldogs)
<b>Forwards:</b> Jessica Wuetschner (Brisbane Lions), Christina Bernardi (Collingwood)
<b>Followers:</b> Erin McKinnon (GWS Giants), Courtney Gum (GWS Giants), Daisy Pearce (Melbourne, vice-captain)
<b>Interchange:</b> Emily Bates (Brisbane Lions), Tayla Harris (Carlton), Karen Paxman (Melbourne), Ellie Blackburn (Western Bulldogs), Meg Downie (Melbourne)
<b>Coach:</b> Paul Groves (Western Bulldogs)



### RISING STAR

Player	Club	Votes
Chloe Molloy	Collingwood	50



### LEADING GOALKICKER

Player	Club	Goals
Brooke Lochland	W Bulldogs	12

### GOAL OF THE YEAR

Player	Club
Aliesha Newman	Melbourne

### MARK OF THE YEAR

Player	Club
Tayla Harris	Carlton

### BEST & FAIREST

Player	Club	Votes
Emma Kearney	W Bulldogs	14





## Virgin Australia All-Australian Team

Lance Franklin joined an illustrious group to be selected in eight All-Australian teams and was named captain for the first time.

The star Swan, who kicked 57 goals in the home and away season, was chosen at centre half-forward in the Virgin Australia All-Australian team.

Franklin joined Gary Ablett jnr, Terry Daniher, Robert Harvey, Gerard Healy, Mark Ricciuto and Greg Williams as eight-time All-Australians.

On the flanks beside Franklin were Geelong's Patrick Dangerfield and Port Adelaide's Robbie Gray. Dangerfield, selected for the sixth time, was named vice-captain.

Hawthorn pair Luke Breust and Jack Gunston were in the forward pockets, flanking Richmond's Coleman medallist Jack Riewoldt.

The Tigers' 2017 Brownlow medallist Dustin Martin was in the centre, with West Coast's Andrew Gaff and Collingwood's Steele Sidebottom on the wings.

Carlton's Patrick Cripps was joined in the following division by Melbourne ruckman Max Gawn and Hawthorn's 2018 Brownlow medallist Tom Mitchell.

The selectors chose two ruckmen, recognising Magpie Brodie Grundy's outstanding season by picking him as one of the four interchange players. Sharing the bench with Grundy were Melbourne's Clayton Oliver, North Melbourne's Shaun Higgins and Richmond's Shane Edwards.

In the back half were West Coast premiership captain Shannon Hurn alongside teammate Jeremy McGovern at centre half-back. Greater Western Sydney's Lachie Whitfield was the other half-back flanker.

Richmond full-back Alex Rance, who was All-Australian captain in 2017, was selected for the fifth consecutive season. Alongside Rance in the back pockets were Adelaide's Rory Laird, named for the second time, and Geelong's Tom Stewart.

Stewart was one of 10 players picked for the first time, along with Cripps, Edwards, Grundy, Gunston, Higgins, Hurn, Oliver, Sidebottom and Whitfield.

Richmond had the most representatives with four. Premier West Coast and Hawthorn were next with three, while Collingwood, Melbourne and Geelong had two each and Adelaide, Carlton, GWS Giants, North Melbourne, Port Adelaide and Sydney one apiece.

The All-Australian selection panel was comprised of Gillon McLachlan (chairman), Kevin Bartlett, Luke Darcy, Danny Frawley, Steve Hocking, Glen Jakovich, Chris Johnson, Cameron Ling, Matthew Richardson and Warren Tredrea.

### VIRGIN AUSTRALIA ALL-AUSTRALIAN TEAM

<b>B</b>	<b>Tom Stewart</b> Geelong Cats	<b>Alex Rance</b> Richmond	<b>Rory Laird</b> Adelaide Crows	
<b>HB</b>	<b>Shannon Hurn</b> West Coast Eagles	<b>Jeremy McGovern</b> West Coast Eagles	<b>Lachie Whitfield</b> GWS Giants	
<b>C</b>	<b>Andrew Gaff</b> West Coast Eagles	<b>Dustin Martin</b> Richmond	<b>Steele Sidebottom</b> Collingwood	
<b>HF</b>	<b>Patrick Dangerfield (vc)</b> Geelong Cats	<b>Lance Franklin (c)</b> Sydney Swans	<b>Robbie Gray</b> Port Adelaide	
<b>F</b>	<b>Jack Gunston</b> Hawthorn	<b>Jack Riewoldt</b> Richmond	<b>Luke Breust</b> Hawthorn	
<b>R</b>	<b>Max Gawn</b> Melbourne	<b>Patrick Cripps</b> Carlton	<b>Tom Mitchell</b> Hawthorn	
<b>IC</b>	<b>Brodie Grundy</b> Collingwood	<b>Clayton Oliver</b> Melbourne	<b>Shaun Higgins</b> North Melbourne	<b>Shane Edwards</b> Richmond
<b>Coach</b>	<b>Adam Simpson</b> West Coast Eagles			
<b>Umpire</b>	<b>Matt Stevic</b>			



## Mark and Goal of the Year

Youngster Jack Higgins made it two in a row for Richmond when he won the Coates Hire Goal of the Year.

Higgins followed in the footsteps of teammate Daniel Rioli in 2017 with his incredible bicycle kick around the post against Collingwood in round 19 at the MCG.

In his first season at AFL level after being picked up in the 2017 NAB AFL Draft, Higgins' goal was selected ahead of the other nominations from Brisbane Lions forward Charles Cameron and Sydney Swans midfielder Luke Parker.

Cameron lodged his nomination in round five against Gold Coast at the Gabba with a clever snap over his shoulder after several efforts in the one piece of play.

Parker's goal came in the opening round against West Coast at Optus Stadium, a remarkable kick over his head from the top of the goalsquare.

While Parker missed out, teammate Isaac Heeney took out the Woolworths Mark of the Year award.

Heeney was recognised for his brilliant mark at the MCG in round 21 against Melbourne when he used Demons key forward Jesse Hogan as a stepladder.

Cameron was nominated again, this time for his spectacular grab against Hawthorn in round nine at the Gabba.

Fremantle livewire Michael Walters was also nominated for his round 20 mark against West Coast at Optus Stadium.

Higgins and Heeney received \$10,000 each as their prize.

The All-Australian selection committee used a 5-4-3-2-1 voting system to narrow the nominations from all 23 rounds to the final three in each category.

In a change from the previous year, the 10-member committee voted on the overall winner, with the outcome from fans counting as an 11th vote.

The committee consisted of Gillon McLachlan (chair), Steve Hocking, Kevin Bartlett, Luke Darcy, Danny Frawley, Glen Jakovich, Chris Johnson, Cameron Ling, Matthew Richardson and Warren Tredrea.





## Australian Football Hall of Fame

The Australian Football Hall of Fame grew in 2018 with the induction of six former players and the elevation of premiership player, coach and innovator Kevin Sheedy to Legend. The new inductees were Wayne Johnston (four-time Carlton premiership player), Bernie Naylor (legendary WAFL goalkicker), David Neitz (longest-serving Melbourne captain), Matthew Scarlett (three-time Geelong premiership defender), Terry Wallace (three-time Hawthorn premiership centreman) and Mel Whinnen (West Perth champion). The Hall of Fame was established in 1996 with 136 inductees and serves to recognise players, coaches, umpires, administrators and media representatives who have

made an outstanding contribution to Australian Football. As of 2019, the Hall of Fame can select and enshrine up to eight Hall of Fame members, with male and female inductees to be considered. Since 1996, the addition of another 145 inductees has increased the Hall of Fame to 281. Among them are 28 Legends (one may be elevated every two years, instead of the previous requirement that 10 per cent of the Hall of Fame's members were elevated). The Hall of Fame selection panel was Richard Goyder (chair), Patrick Clifton (secretary), Barry Cable, Dennis Cometti, Col Hutchinson (statistics and history consultant), Jim Main, Paul Marsh, Bruce McAvaney, David Parkin and Michelangelo Rucci.



△ (Standing) David Neitz, Matthew Scarlett, Terry Wallace; (seated) Wayne Johnston, Kevin Sheedy, Mel Whinnen.

## Wayne Johnston

**Born:** December 19, 1957  
**Playing career:** 1979-90  
**Games:** 209  
**Goals:** 283



Johnston earned a well-deserved reputation as a big-game performer, becoming a star in Carlton's golden era in the late 1970s and 1980s. When the Blues needed an inspirational act, Johnston delivered with a brilliant tackle or smother, or he could break clear from a stoppage and kick truly from outside 50m on his trusty left boot. Having been rejected by Carlton before the 1978 season, he went back to VFA club Prahran, where he starred and won a premiership. But he was given another opportunity by the Blues after outstanding performances in the practice games in 1979. He was the only Blue to play in the 1979, 1981, 1982 and 1987 premiership teams. In 1979 and 1982, Johnston was considered unlucky not to win the Norm Smith Medal. He was Carlton captain for two seasons (1984-85), won the best and fairest award twice (1983, 1986), was club leading goalkicker in 1980 and an All-Australian in 1987. He represented Victoria on five occasions and played three games of International Rules. Named on the half-forward flank of the Carlton Team of the Century selected in 2000 and is one of just 13 players who are Blues legends.

## Bernie Naylor

**Born:** April 19, 1923  
**Died:** September 26, 1993  
**Playing career:** 1941, 1946-54  
**Games:** 194  
**Goals:** 1034



Naylor, who died of cancer in 1993 aged 70, was known as "the John Coleman of Western Australia". The South Fremantle legend performed some astounding goalkicking feats, including claiming the elite-level record of 23 goals in a game and the WAFL record of 167 in a season. He bagged 6.5 on debut in 1941, but missed four years when the WAFL was suspended between 1942-45 because of World War II. In 1946, he headed the WAFL goalkicking table with 131, his first of five centuries. Was a major weapon in South Fremantle's six premierships over the next eight seasons, using his speed and sure hands to mark on the lead before finishing off his work with deadly torpedoes, employing an unorthodox grip which he learned from former WAFL player Jim Ditchburn. Won South Fremantle's best and fairest award in 1953 and was the club's leading goalkicker on 10 occasions. A member of the West Australian Football Hall of Fame, he represented Western Australia 16 times and booted 44 goals. The Bernie Naylor Medal is awarded to the WAFL's leading goalkicker.

## David Neitz

**Born:** January 22, 1975  
**Playing career:** 1993-2008  
**Games:** 306  
**Goals:** 631



Recruited from Parkmore in suburban Melbourne, Neitz holds the Demons' games and goals records, as well as captaining the club in most matches (175). Skilful and team-oriented, he had a big presence on the field and never shied away from any physical confrontation. Made his debut in the opening round of 1993 and started his career as a tall, athletic key defender, thriving on the challenge of taking on the big names in the game. But as Neitz began to fill out he became a genuine swingman, deployed with equal effect at either end of the ground. He played an important role in Melbourne's 2000 campaign, culminating in his only Grand Final appearance. In 2002, he was the Coleman medallist, won the Demons' best and fairest and won All-Australian selection. He also was an All-Australian in 1995. Led Melbourne's goalkicking on seven occasions (1996, 1997, 1999, 2002, 2003, 2004, 2006), was second in the Demons' best and fairest in 1995 and 2001 and third in 2003. Played two games for Victoria and was an International Rules representative on three occasions.

## LEGEND



## Kevin Sheedy

**Born:** December 24, 1947  
**Playing career:** 1967-79  
**Games:** 251  
**Goals:** 91

Sheedy is one of the game's greatest innovators and deepest thinkers, with his impact spreading far beyond the playing field and coaching box. After crossing to Richmond without a clearance from VFA club Prahran in 1967, he gained a reputation as a tough back pocket player before being moved up the ground by his coach and great friend Tom Hafey. Played in three premiership teams under Hafey (1969, 1973 and 1974), won a best and fairest award in 1976 and was club captain in 1978. Named in the back pocket in Richmond's Team of the

Century in 1999 and represented Victoria on eight occasions. But his impact as a coach was more significant, being inducted into the Australian Football Hall of Fame in 2008. At Essendon, the club he supported as a youngster, he was the senior coach for 27 seasons. The coach of the club's Team of the Century, he coached the Bombers in 635 games at a winning percentage of 61 per cent, including four premierships (1984, 1985, 1993, 2000). He was lured north to become Greater Western Sydney's first coach, coaching the Giants in their first two AFL seasons and helping develop the game in NSW. He was Victorian coach for two years (1985-86) and International Rules coach in 2005-06. Has been instrumental in the development of several AFL showpiece games, including Anzac Day, Dreamtime at the 'G and the Country Game.



## Matthew Scarlett

**Born:** June 5, 1979  
**Playing career:** 1998-2012  
**Games:** 284  
**Goals:** 17



Scarlett changed the game as an attacking full-back after starting his career as a self-confessed dour defender. Was a genuine competitor who was strong and quick off the mark, taking on and beating some of the game's greatest forwards. Developed into an offensive weapon, drifting forward to set up play. Was a key component of Geelong's rise under coach Mark Thompson in the 2000s. Had a strong bond with several fellow defenders, including Corey Enright, Harry Taylor and Tom Harley, helping form one of the tightest backlines in the Cats' history. Scarlett played in Geelong's three premiership teams in that era - 2007, 2009 and 2011. Won All-Australian selection six times (2003, 2004, 2007, 2008, 2009, 2011) and won the best and fairest in 2003. Represented Victoria against the Dream Team at the MCG in 2008 and played three International Rules games. An AFL life member, his father John was also a key defender who played 212 games for Geelong and South Melbourne. Continues his involvement with the Cats as an assistant coach.

## Terry Wallace

**Born:** December 13, 1958  
**Playing career:** 1978-91 (Hawthorn 1978-86, Richmond 1987, Western Bulldogs 1988-91)



**Games:** 254 (Haw 174, Rich 11, WB 69)  
**Goals:** 123 (Haw 96, Rich 7, WB 20)  
Starting his VFL career as a run-with player in 1978, Wallace grew in confidence and developed into a top centreman under coach Allan Jeans. Not blessed with great speed or skill, he made up for his deficiencies with clean ball-handling and excellent endurance. Playing alongside Hawthorn greats Don Scott, Michael Tuck and Leigh Matthews, he enjoyed his greatest success, playing in three Hawks premiership teams (1978, 1983, 1986) and winning the best and fairest on two occasions (1981, 1983). After one season with Richmond, he finished his career with the Western Bulldogs, winning their best and fairest twice (1988-89). A three-time All-Australian, the midfielder nicknamed 'Plough' played four games for Victoria. Recruited from Camberwell, he represented the VFA three times. After retiring as a player, he turned his hand to coaching, firstly at the Bulldogs between 1996-2002 and then Richmond between 2005-09. He was named All-Australian coach in 1998. Remains heavily involved in the game and works as a respected analyst on radio.

## Mel Whinnen

**Born:** October 6, 1942  
**Playing career:** 1960-77  
**Games:** 371  
**Goals:** 72



The West Perth champion was respected for his brilliance, tenacity, durability and fairness. Earned the nickname 'Slippery' for his electrifying speed and elusiveness, enjoying plenty of success playing alongside ruck greats Graham 'Polly' Farmer and Bill Dempsey. Learned his ball skills from his father Allan, a former East Perth player. Grew up in West Perth and progressed through the colts (under-19s) and reserves to the seniors. Revered for winning a WAFL-record nine best and fairest awards as a centreman (1962, 1964, 1967, 1968, 1970, 1971, 1972, 1973, 1975), four premierships (including the Simpson Medal for best-on-ground in the 1975 triumph) and the most Sandover Medal votes under the old 3-2-1 system without claiming a medal (he was twice runner-up, in 1964 and 1971, and was also fourth and fifth). Whinnen, who had many memorable battles with East Fremantle star Ray Sorrell, captained West Perth in his final season. Represented Western Australia in 14 games and is a member of the West Australian Football Hall of Fame. Awarded an MBE for services to football in 1976.



## LIFE MEMBERS



### Ray Chamberlain

The diminutive Chamberlain has become one of the most recognisable faces in the AFL, umpiring 287

games until the end of 2018. He grew up in the ACT and umpired his first game as a teenager. Joined the VFL in 1999 and officiated in the 2003 VFL reserves Grand Final before making his AFL debut in 2004. Has umpired 23 AFL finals, including two Grand Finals in 2010. Umpired 23 games in 2018, including three finals. In the past two years he has been the driving force behind a charity bike ride aimed at raising funds and community awareness about mental health. A former physical education teacher, he is a financial adviser based in Melbourne.



### John Dugdale

Recruited from Kensington, Dugdale became one of North Melbourne's all-time greats.

He played 248 games in 16 seasons between 1955-70, proving himself to be equally at home at both ends of the ground. In his early years he established himself as a full-forward, leading the club goalkicking on seven occasions. He later switched to full-back and spent some time in the midfield. Won the club best and fairest award in 1968, finished runner-up on three occasions (1966, 1967, 1969) and third in 1965. Represented Victoria in four games in the 1958 Carnival, being the leading goalkicker in the series with 18 and earning selection in the All-Australian team that year. Named in the forward pocket in North Melbourne's Team of the Century, he captained the Kangaroos for three seasons and played in two night premiership teams (1965-66). Dugdale later acted as the Roos' chairman of selectors.



### Lance Franklin

The athletic left-footer from Western Australia has become one of the game's greatest forwards

since being drafted by Hawthorn at No. 5 overall in the 2004 NAB AFL Draft. Exceptionally quick for his size and supremely skilled, 'Buddy' has kicked 917 goals in 290 games and is renowned for his spectacular feats, having booted the AFL Goal of the Year in 2010 and 2013. In nine seasons with the Hawks, he played in two premiership teams (2008, 2013) and led the club goalkicking six times. Moved to the Swans at the start of 2014, finishing equal second in the Brownlow Medal in his first year and leading the club goalkicking for the past five seasons. Won Hawthorn's best and fairest award in 2008 and has finished in the top three of his club's best and fairest on five other occasions. The four-time Coleman medallist has earned All-Australian honours on eight occasions and was named All-Australian captain in 2018.



### Merv Keane

Keane was a reliable defender for Richmond in a golden era for the club during the 1970s and early

1980s. He played 238 games and kicked 36 goals between 1972-84, playing in four Grand Finals and three premiership teams (1973-74 and 1980). He represented Victoria once in 1980 and was named on a half-back flank in the Tigers' Team of the Century in 1999. After retiring as a player, he joined forces with former teammate Kevin Sheedy at Essendon, serving various jobs over 30 years before finishing up last September. He started as a coach under Sheedy before moving into a senior management role in the club's recruiting team. Will devote his future time to raising awareness to health and wellbeing issues among young junior doctors in honour of his late daughter Emily.



### Wally Miller

Miller's involvement in Australian Football has stretched over four decades. He began as

a rebounding, tenacious half-back flanker under coach Alan Killigrew with SANFL club Norwood (64 games between 1958-61), winning the best utility award in 1959-60. He went on to serve the club as secretary manager/football director (1970-92) and match committee member between 1974-96, including four premierships (1975, 1978, 1982, 1984). He performed various roles for the SANFL including several sub-committees (1970-99), league delegate (1972-74 and 1980), development committee (1972-87 and 1993-99) and match/permit committee (1991-93). Served on the Adelaide Crows board for six seasons (1997-2002), including the premiership years of 1997-98. A life member of Norwood and the SANFL, he was awarded an Order of Australia Medal in 1986 for services to the game and inducted into the SANFL Hall of Fame in 2004. In 2018 he was elevated to Legend in Norwood's Hall of Fame.



### David Mundy

The Victorian has provided stellar service for Fremantle over 14 seasons since being recruited

at No. 19 in the 2003 NAB AFL Draft. A right-footer who wins plenty of the ball and has played mainly as a midfielder, but can be used effectively in attack. The much-loved Docker won the club's best and fairest award in 2010 and finished second on three occasions (2013, 2015, 2018). An All-Australian in 2015, the former Murray Bushranger represented Australia twice in the International Rules Series. Captained Fremantle in 2016 and is set to join former teammate Matthew Pavlich in the exclusive 300-game club early in 2019.



### Tony Peek

A long-serving AFL senior executive who demonstrated great leadership with his values and determination to position the AFL as a social leader

within the community. Was a popular figure, known for his love of fine dining and eccentric sense of fashion, and was a source of wisdom, not just for senior managers and commissioners but for all staff before losing his battle with cancer last October. Started as a tennis reporter for the *Sun News-Pictorial* before forming a media consultancy. He then went to Tennis Australia and was the media manager for the Australian Open before joining the League as media manager in 1989. Passionate about the game's expansion into NSW and Queensland and pivotal to the introduction of key ground-breaking policies, including the Racial and Religious Vilification Policy in 1995 and the Respect and Responsibility Policy launched in 2005. His other great sporting love was baseball, being a long-time president of the Waverley Baseball Club.



### Scott Pendlebury

Pendlebury is a Collingwood great, having won the club's best and fairest award on five occasions, been second three

times and third twice. Never reported over his decorated 277-game career, the talented left-footer always seems to have plenty of time to execute his exquisite skills and is an elite decision-maker. The former Gippsland Power player has captained Collingwood for the past five seasons and played in four Grand Finals, winning the Norm Smith Medal in the Magpies' premiership triumph in 2010. The five-time All-Australian was equal third in the Brownlow Medal in 2011 and was the AFL Coaches Association Player of the Year in 2013. Played in Collingwood's pre-season premiership team in 2011 and is a two-time Anzac medallist. Represented Australia in the International Rules Series in three games.



### Heath Shaw

Veteran defender who was a key member of Collingwood's premiership team in 2010. Taken as

a father-son selection in the 2003 NAB AFL Draft, Shaw played 173 games and kicked 37 goals for the Magpies between 2005-13. Third in the Pies' best and fairest award in 2009, he is fondly remembered by Collingwood fans for his inspirational smother on St Kilda captain Nick Riewoldt during the 2010 Grand Final Replay. Won the Anzac Medal in 2007 and took out the Michael Tuck Medal in Collingwood's pre-season premiership triumph in 2011. Traded to the GWS Giants at the end of 2013, he has given them excellent service in the past five seasons, playing 109 games. He won the Giants' best and fairest award in 2015 and earned All-Australian honours in 2015-16.

## JACK TITUS AWARD



### Bill Hector

The Western Bulldogs stalwart has been recognised for his significant

contribution to the club in various roles. Hector's 50-year association with the Bulldogs began in 1969 as a timekeeper, officiating in more than 900 VFL/AFL reserve and senior games as an assistant and senior timekeeper. He also served as an AFL timekeeper for 10 years. Hector has performed other key tasks in the Bulldogs' football department, including match-day assistant (2006-08), senior doorman (2010-18) and assistant property steward (2000-18). He has been a valuable contributor to the Bulldogs' Heritage Committee since 2014. Hector is a life member at the Western Bulldogs and the VFL/AFL Timekeepers Association, serving as association secretary/treasurer between 1984-99. "Bill has made an amazing contribution to the Western Bulldogs and it's fitting that the AFL has honoured him in this way," Bulldogs Director of Football Chris Grant said. "Bill is a much-loved character at our club and we truly appreciate the influence he has had on us all and the place for such a long period of time."

Photo courtesy Liz Vagg



## RETIREEES



Former Saint and Bomber Brendon Goddard led a group of experienced campaigners who pulled on the boots for the last time in 2018.

Goddard, taken by St Kilda as the first pick in the 2002 AFL Draft, finished on 334 games. The two-time All-Australian played 205 matches with the Saints over 10 seasons, including three Grand Finals, before transferring to Essendon at the end of 2012.

He played 129 games with the Bombers, winning their best and fairest award in 2013 and captaining them in 2016.

Mark LeCras' last AFL game was the 2018 Toyota AFL Grand Final, when he was part of the victorious West Coast team.

LeCras made his debut in 2005 and played 219 games.

In 2010, he earned All-Australian honours and won the Eagles' best and fairest award.

He was twice the club's leading goalkicker, in 2009 and 2010.

LeCras' former teammate Matt Rosa also finished his career. The wingman played 168 games in 11 seasons with the Eagles and added another 39 in his final three years with Gold Coast.

Danyle Pearce and Michael Johnson were excellent contributors over a long period, ending their careers with the Dockers.

Pearce won the NAB AFL Rising Star award in 2006 during a 154-game stint with Port Adelaide and played in two Grand Finals, in 2007 and 2013.

Johnson also played in the 2013 Grand Final, earning All-Australian honours that season.

Ryan Griffen, Lindsay Thomas, Bernie Vince and Jarrad Waite gave outstanding service to two clubs.

Griffen won the Western Bulldogs' best and fairest award twice (2010, 2013), was All-Australian in 2013 and club captain in 2014. He played his final four seasons with Greater Western Sydney, with injuries curtailing his appearances.

Thomas was twice the leading goalkicker with North Melbourne (2010, 2013) in 11 seasons.

Waite played most of his football with Carlton, where his late father Vin was a dual premiership defender, before switching to North Melbourne for the past four seasons.

Vince is one of only six players in the game's history to play 100 games at two clubs and win the best and fairest award at those clubs – at Adelaide in 2009 and Melbourne in 2015.

Hawthorn star Cyril Rioli decided to put family first and return to the Northern Territory. In 11 seasons he achieved plenty – four premierships, a Norm Smith Medal (2015) and three All-Australian selections.

Defender Sam Gilbert called it quits after 208 games with St Kilda.

Player	Club/s	Games	Goals
<b>Brendon Goddard</b>	St Kilda/Essendon	334	160
<b>Danyle Pearce</b>	Port Adelaide/Fremantle	258	127
<b>Ryan Griffen</b>	Western Bulldogs/GWS Giants	257	162
<b>Michael Johnson</b>	Fremantle	244	68
<b>Jarrad Waite</b>	Carlton/North Melbourne	244	377
<b>Bernie Vince</b>	Adelaide/Melbourne	229	113
<b>Mark LeCras</b>	West Coast	219	441
<b>Lindsay Thomas</b>	North Melbourne/Port Adelaide	212	329
<b>Sam Gilbert</b>	St Kilda	208	38
<b>Matt Rosa</b>	West Coast/Gold Coast	207	45
<b>Cyril Rioli</b>	Hawthorn	189	275
<b>Matthew Wright</b>	Adelaide/Carlton	159	136
<b>Jarryd Blair</b>	Collingwood	157	121
<b>Eric Mackenzie</b>	West Coast	147	7
<b>Michael Barlow</b>	Fremantle/Gold Coast	141	92
<b>Matthew Leuenberger</b>	Brisbane/Essendon	137	31
<b>Sam Gibson</b>	North Melbourne/Adelaide	135	53
<b>Ty Vickery</b>	Richmond/Hawthorn	125	160
<b>Lee Spurr</b>	Fremantle	120	5
<b>Brendan Whitecross</b>	Hawthorn	111	45
<b>Josh Green</b>	Brisbane/Essendon	105	132
<b>Matt Shaw</b>	Gold Coast/Carlton	104	33
<b>Cameron Sutcliffe</b>	Fremantle	104	18
<b>Rohan Bewick</b>	Brisbane	103	71
<b>Stewart Cramer</b>	Essendon/Western Bulldogs/Geelong	103	171

## OBITUARIES

### Ray Schofield

One of the finest players to pull on a West Perth jumper, Schofield died on December 22, 2017, aged 92. In 277 games he proved to be equally effective playing at either end of the ground. Began his career as a full-forward, leading the WAFL's goalkicking in 1943. Spent another season in attack before his coach Stan 'Pops' Heal moved him to full-back, which proved remarkably successful. As a key defender, his ability to spoil and take intercept marks were features of his play, winning five best and fairest awards (1948, 1950, 1953, 1954 and 1955). A premiership player in 1949 and 1951, Schofield was moved back into attack late in his career, leading West Perth's goalkicking in 1957 and finishing with 261 goals. Represented Western Australia on 21 occasions, was named in the West Perth Team of the Century and was an inaugural inductee into the West Australian Football Hall of Fame in 2004.

### Bruce Light

Light, a SANFL premiership winger with Port Adelaide in 1977, died on January 23, 2018, after a long battle with illness. He was 68. Light, who represented the Magpies in 216 games and booted 89 goals between 1967-78, was adored by Port supporters. Easily recognisable with his flowing blond hair, he possessed electrifying speed and liked engaging in physical contact – rare for a winger of that time. Awarded life membership of the club in 1976, he played a pivotal role in the Magpies' drought-breaking flag the following season. Represented South Australia on four occasions. After he retired from football, he earned a teaching degree as a mature-aged student and worked at Ashford Special School in SA for children with disabilities for more than a decade.

### Michael Gordon

The veteran Fairfax journalist died on February 3, 2018, aged 62, after suffering a heart attack during an ocean swim off Victoria's Phillip Island. While he was well respected as a political journalist in Canberra, Gordon had a passion for Hawthorn which he shared with his late father Harry. He and Harry, also a highly respected journalist, edited and updated a book on Hawthorn's history, *The Hard Way*. Michael was sports editor of *The Age* in the 1990s.

### Frank Allen

Allen lost a long battle with cancer on February 4, 2018, aged 91. Renowned for his elite skills, Allen tied for the 1950 Sandover Medal with East Fremantle's Jim Conway and in 1997 was awarded a retrospective medal. Made his debut for East Perth in 1943 and played in the club's premiership team the following season. A centreman who occasionally played at half-forward, he played 190 games, winning East Perth's best and fairest in 1950. After retiring in 1956 because of a knee injury, he coached the club's thirds team in 1957. A life member of East Perth, he represented Western Australia 11 times, including during the 1950 and 1956 Australian Football Interstate Carnivals.

### Tony Casserly

Remembered as a champion of the underdog on and off the field, Casserly died on March 6, 2018, from complications following surgery to repair a blood clot in his leg. He was 73. Casserly had distinguished football stints in two states, starting his career in Western Australia and finishing in South Australia. Born into a footy-mad family, he made his debut for WAFL club East Fremantle as a teenager and played 152 games with Old Easts between 1962-69, including their 1965 premiership. He represented WA on 10 occasions. In 1970, the mobile and versatile big man was recruited by Central District, where he played 101 SANFL games until 1975. He was installed as Centrals captain in his second season and later served the Bulldogs as coach. Regarded as a man of integrity, he had a long career in real estate in Adelaide.

### Geoff Hibbins

Hibbins, who played three seasons with St Kilda and made a huge contribution to amateur football as a player and administrator, died after a short illness on March 10, 2018, aged 88. Recruited from VAFA club Collegians, he played 33 games for the Saints between 1952-54 before returning to the amateurs. Hibbins captained the Australian amateur side against the VFL in a demonstration match in the 1956 Melbourne Olympic Games. A six-time best and fairest winner at Collegians, he also coached the club and was secretary. Hibbins was a life member of Collegians and was inducted as one of five VAFA Legends.

### Fred Bills

The South Australian Football Hall of Fame member and West Torrens legend died on March 17, 2018, aged 75. Bills had a reputation as one of the toughest, and nicest, guys to play the game – hard at the ball, courageous and with an ability to carry injuries. He was one of the game's greatest characters in a golden era for South Australian football. He was only the second SANFL player to reach the 300-game milestone, finishing with 313 games and 58 goals between 1959-75. Represented South Australia on seven occasions and won the Eagles' best and fairest award four times.

### Brian Collis

Collis, a QC who was highly respected in football circles, died on March 29, 2018, aged 74. He started as a member of the League Tribunal in 1997 and went on to become Tribunal chairman between 1999-2004. Collis joined the appeals board in 2005 and was part of that until his death. His sporting interests extended beyond football as he was renowned as an excellent tennis player in his day.



## Brian Bourke

Bourke, who was a former club president and heavily involved in the League’s tribunal process for many years, died on March 30, 2018, after a short illness, aged 88. Born in Wangaratta, Bourke was a long-term contributor to the League’s Tribunal and Appeals Board. He was South Melbourne president between 1967-72 and played a key role in attracting legendary coach Norm Smith to the Swans in 1969, which helped the club reach its first final in 25 years the following season. Bourke was awarded League life membership in 1973 and made a Member of the Order of Australia (AM) in the Queen’s Birthday honours list in 2017 for his contribution to football and the legal profession. As a barrister, he was renowned as a “fighter for the underdog”. Bourke was the founder of the Australian chapter of Amnesty International and the DOXA youth foundation.

## Ray Marinko

A great of WAFL club West Perth, Marinko died on March 31, 2018, aged 81. He had two stints at West Perth, starting his career with the club in 1954. He played 24 games with East Perth in 1957-58 before returning to West Perth where he finished his career in 1965. A strong-marking defender with a penetrating right boot, he played 160 games for the club and was a member of the 1960 premierships team that defeated East Perth in the Grand Final. Finished third in the 1961 Sandover Medal and represented Western Australia that season. Son of former West Perth champion Don Marinko snr, who played 194 matches for the Cardinals between 1926-39 and was a triple premierships player (1932, 1934 and 1935). His elder brother Don jnr was an outstanding centreman and a regular WA representative in the 1950s.

## Allen Prosser

Prosser, regarded as one of the most skilful WAFL players of his generation, died in Perth on April 12, 2018, aged 71. Recruited from South Bunbury, where he was a dual best and fairest winner, he played 121 games for East Fremantle between 1966-73 and represented Western Australia once against Victoria in 1971. Abundantly talented and perfectly balanced, he played in various positions but was probably most effective across half-back. When his WAFL career was over, Prosser returned to South Bunbury, playing for another three seasons and captaining the club’s 1976 premierships team in his final year.

## Shane Yarran

Yarran, a three-time WAFL premierships player who played six AFL games with Fremantle in 2016, died in Perth on April 20, 2018, aged 28. The medium-sized forward played in Subiaco’s successive premierships in 2014-15, winning the Bernie Naylor Medal as the league’s leading goalkicker in 2015 with 54 majors from 19 games. After a series of off-field incidents, he announced his retirement at the end of 2016 after playing in another WAFL premierships with Peel and was attempting to make a comeback in the WAAFL for Gosnells before his death.

## Russell Renfrey

Renowned for his infectious personality, Renfrey died on April 28, 2018, as he watched the TV coverage of Geelong’s game against the Sydney Swans at his second home, the headquarters of his beloved Cats. He was 94. Recruited from nearby Drysdale, Renfrey began his career with Geelong in 1946 and left a decade later after playing in six consecutive finals series and the Cats’ premierships in 1951-52. He was the only man to play in every one of Geelong’s unbeaten streak of 26 consecutive matches in 1952-53, a record that still stands. Renfrey was given his nickname ‘Hooker’ by former teammate Lindsay White because of his kicking style. When running with the ball, Renfrey would sway out slightly to the right before kicking the ball with his right foot, but it did not affect his efficiency. A dependable and consistent player, he played most of his 201 games as a ruck-rover, changing in a back pocket. He was the club’s leading goalkicker in his first season with 28 and finished his career with 165 goals. At the premierships reunions which he regularly organised, he provided plenty of laughs and never took himself too seriously. During his career he was reported only once – for wearing his wedding ring against Collingwood in round three, 1947. A life member of the Cats, he was inducted into the club’s Hall of Fame in 2002.

## Tony Beers

Beers, who followed in his father Brian’s footsteps at Collingwood before playing seven seasons in the WAFL, died suddenly in Perth on May 11, 2018, aged 55. Recruited from VFA club Old Paradians, Beers played five games with the Magpies in 1982-83 before moving to Perth and joining Claremont. The centre half-back played 107 games with Claremont between 1984-90, playing in the Tigers’ 1987 and 1989 premierships teams. He also represented WA against the VFA in 1988.

## Esmond Lane

Known as ‘Eddie’, the former South Melbourne rover died on May 28, 2018, aged 88. Recruited from VMFL club South Districts, Lane made his debut for the Swans in 1951, playing 96 games until 1956. The right-footer’s best season was in 1954 when he won the club’s best and fairest award and finished equal third in the Brownlow Medal with 14 votes. The following season he represented Victoria against South Australia at Adelaide Oval and finished second in the Swans’ best and fairest. Lane was South Melbourne’s leading goalkicker in 1954 (28) and 1955 (36) and was a member of the night series premierships team in 1956. He went on to coach Victorian country club Bairnsdale to successive premierships in 1958-59. His brother Clarrie also played for South.

## Tom McArthur

McArthur, who umpired a national record 502 senior games between 1959-85 and was inducted into the Australian Football Hall of Fame in 2008, died on June 15, 2018, aged 80. A born-and-bred Queenslander, he played junior football at Taringa State School and joined QAFL club Western Districts aged 13. McArthur played 58 senior games as an on-baller/winger until early 1958 when a car accident ended his playing career. He officiated in seven QAFL Grand Finals (1960, 1963-66, 1968 and 1972) and 10 Queensland state representative matches. He served as president of the AFL

Queensland Umpires Association between 1966-68 and was awarded QAFUA life membership in 1967. He was a mentor to generations of umpires in Queensland and received an Australian Sports Medal for services to football in 2000. In 2003, McArthur was selected as the field umpire for the Queensland Football Team of the Century.

## Ken Albiston

Albiston, who played his last game in Melbourne’s 1954 Grand Final loss to Footscray, died on June 20, 2018, aged 91. Recruited from VFA club MHSOB, he started his career with Richmond, playing 58 games between 1946-51 before switching to the Demons in 1952. The rover/forward played 45 games for Melbourne. He finished runner-up in the Gardiner Medal in 1954 and won Melbourne’s reserves best and fairest award in that season. His brothers Alec (Hawthorn and North Melbourne) and Harold (Collingwood and Hawthorn) also played in the AFL/VFL.

## Geoff Case

Case, who played in Melbourne’s greatest era under legendary coach Norm Smith, passed away on June 22, 2018, aged 82. He was a member of four Melbourne premierships teams, in 1955, 1957 and 1959-60. Recruited from Melbourne Grammar, he wore the No. 7 jumper with distinction for 10 seasons and had a winning percentage of 71.1 per cent in his 123 games between 1953-62. He represented Victoria against Tasmania in 1960 and later served on Melbourne’s board. Case was made a life member of the Demons in 1962 and inducted into the club’s Hall of Fame in 2013.

## Keith Warburton

Warburton, fondly remembered by old-time Carlton fans as ‘the acrobat in football boots’, died on June 27, 2018, aged 89. In his only finals appearance in 1952, he suffered a ruptured bowel and burst intestine after an accidental blow to his lower abdomen from Fitzroy’s Bill Stephen and almost died. But the high-flying full-forward returned the next season and finished up playing 74 games until 1955. Recruited from Brighton, ‘Warby’ was Carlton’s leading goalkicker in 1951 (48) and represented Victoria in two games in 1952. On leaving the Blues, he accepted the role of captain-coach of Victorian country club Tatura. He was inducted into the Goulburn Valley Football League Hall of Fame in 2018.

## Max Ritchie

Ritchie, who was Ron Barassi’s right-hand man during North Melbourne’s successful era in the 1970s, died in a nursing home in Culcairn, NSW, on July 28, 2018, aged 83. Ritchie, often resplendent in his colourful blue and white chequered jacket, was chairman of selectors under coach Barassi when the Kangaroos won their first two VFL premierships in 1975 and 1977. Ritchie had an astute football mind and generally provided sound advice for Barassi. He played six seasons with the Kangaroos as a follower between 1955-60, appearing in 55 games.

## Jack Gaffney

The former Tribunal chairman and AFL life member died on August 1, 2018, aged 88. Gaffney, who played 80 games with Fitzroy between 1949-53, served on the Tribunal for 18 years from 1970 and was chairman between 1985-87. He was inducted as a League life member in 1991.

## Dean Trowse

Trowse, a four-time premierships player in Port Adelaide’s golden era in the 1950s, died on August 7, 2018, aged 86. The ruckman played in the 1951, 1954, 1956 and 1957 Grand Final-winning teams, starting all but one of those games in the forward pocket. He was honoured last March when Port Adelaide inducted all players who were part of the club’s SANFL dominance with six consecutive premierships between 1954-59 into its Hall of Fame. Trowse, who played 105 games and kicked 64 goals in seven SANFL seasons, battled ill health last year, requiring chemotherapy.

## Nick Columb

The former Western Bulldogs president and lifelong supporter died in Spain while on holiday with family on August 10, 2018, two weeks after having a major stroke. Born in Romania, Columb was a Bulldogs director for several years in the 1980s and assumed the club presidency in early 1989 during a tumultuous period. He remained president until early October 1989 when he and all other directors were forced to resign as a VFL condition of a proposed merger. Columb’s major sporting interest was racing and he was a prominent figure in the thoroughbred industry. He owned Caulfield Cup winners Tristarc and Imposera, as well as Golden Slipper winners Full On Aces and Courtza.

## Peter Box

The 1956 Brownlow medallist died on August 15, 2018, aged 86. Recruited from Cheltenham, Box played 107 games for Footscray between 1951-57, missing the 1952 season after a serious motorcycle accident. He returned in 1953 and, although only 180cm, held down the centre half-forward spot in the Bulldogs’ first premierships team in 1954. He won the Brownlow Medal as a centreman and is the only Bulldog to win a premierships medal, Brownlow Medal and a best and fairest award (1955). Box was inducted into the Western Bulldogs Hall of Fame in March 2018.

## Ron Carter

Carter, a legend of Australian Football and Olympic sports journalism, died in Melbourne on August 19, 2018, aged 85. Carter retired in 1993 after a 40-year career at *The Argus* and *The Age*. Nicknamed ‘Curly’, he was regarded as one of the best sports news reporters of his generation. He was feared and respected in equal measure by many football administrators of his time.

## Bill McGrath

A former state politician and South Melbourne footballer, McGrath died on August 22, 2018, aged 81. McGrath grew up in Minyip and forged a career in local football before playing at VFL level for the Swans. He played one season, notching 15 games and booting 18 goals as a forward. He later enjoyed a successful career as a coach in the Wimmera Football League with Minyip. McGrath went on to serve the community as a member of the Victorian Parliament for 20 years as the Nationals MP for Lowan between 1979-92 and Wimmera between 1992-99. He oversaw the portfolios of agriculture, corrections, police and emergency services.



## Randall Gerlach

Gerlach, who defied a debilitating kidney condition to win a SANFL premiership with Port Adelaide, died on August 31, 2018, aged 65. He played 110 games between 1971-77, primarily as a key forward, and was Port's leading goalkicker in 1976 with 90. The 1977 triumph over Glenelg was his final appearance for the Magpies, retiring aged only 24. Upon retirement, he became a prominent South Australian campaigner for Kidney Health Australia after having three failed transplants over his life.

## Ian Hampshire

Hampshire, the first player in AFL/VFL history to play 100 games for two clubs, died on September 2, 2018, after a short battle with illness, aged 70. While Hampshire did not possess speed, he was strong in the air and in ruck contests, with the ability to drift forward and kick goals. He played 224 matches for Geelong and Footscray between 1968-82 – 113 for the Cats and 111 for the Bulldogs. Nicknamed 'Bluey', he made his debut in 1968 for Geelong against the Bulldogs and his Footscray debut came against the Cats in 1976. Hampshire's 150th League game was for the Dogs against the Cats and his one final for Footscray was also against Geelong. He was second in the Bulldogs' best and fairest award in 1980 and third in 1981. A 1975 reserves premiership player with the Cats, he went on to coach Footscray in 1982-83. He represented Victoria once in 1981.

## Michael Young

Young, a premiership wingman with Carlton in 1979, died in Melbourne after a long battle with cancer on September 16, 2018, three months short of his 60th birthday. Recruited to Carlton from Tasmanian club Clarence in 1977, Young took out Carlton's reserves best and fairest award that year after making his senior debut in round 15 against St Kilda. He played 37 games for the Blues between 1977-80, with the highlight being the premiership in 1979. He played 15 games in two seasons (1981-82) with Melbourne under Ron Barassi. He represented Tasmania in two State of Origin games in 1979.

## Graham Heal

The son of Australian Football Hall of Fame member Stan died after a long illness in Melbourne on September 16, 2018, aged 73. Heal played 58 games with Subiaco in two stints – the first between 1965-67 and the second between 1970-71. The skilful winger/half-back finished his career with West Perth, playing 62 matches between 1972-77. Moved to Melbourne in 1968 to play with North Melbourne, playing five games that season.

## Tom Meehan

Meehan, a former St Kilda and Fitzroy defender, died on October 19, 2018, aged 92. Recruited from St Kilda West CYMS, he played 73 games for the Saints between 1947-52. He is best remembered for a classic photograph taken in 1949 at Punt Rd Oval when he clashed with Richmond legend Jack Dyer. After playing the previous 27 games for the Saints, it was a surprise when he parted ways with them and joined Fitzroy, playing another 19 matches with the Lions between 1953-54. Meehan later played with VFA club Brighton. His older brother Jack also played 38 games for St Kilda between 1946-50.

## Colin Sylvia

The former Demons and Dockers midfielder was killed in a two-car accident near the Victorian town of Mildura on October 28, 2018, aged 32. Sylvia grew up at nearby Merbein, making his debut for the senior team in the Sunraysia Football League at only 15. Recruited from Bendigo Under-18s by Melbourne with the No. 3 pick in the 2003 NAB AFL Draft, the talented midfielder played 157 games and kicked 129 goals between 2004-13. At the end of 2013, he joined Fremantle as an unrestricted free agent, playing six games and booting one goal in 2014 before retiring early in 2015.

## Fred Burge

A life member of Richmond, Burge died on November 6, 2018, aged 95. After playing junior football at Campbells Creek in country Victoria, he made his senior VFL debut with the Tigers in 1942. The quick, skilful and consistent rover/back pocket went on to play 118 games and kick 105 goals. He was a member of Richmond's losing Grand Final teams in 1942 and 1944 and was voted the Tigers' best player in the 1944 second semi-final loss to Fitzroy. In 1945, he was Richmond's leading goalkicker with 55 and finished third in the best and fairest. Burge was awarded life membership at Tigerland in 1951.

## Ron Reiffel

A Richmond stalwart whose involvement with the club spanned more than six decades, Reiffel died on December 30, 2018, aged 86. Recruited from St Ignatius, Reiffel achieved the rare feat at Tigerland of playing for the thirds, reserves and seniors in 1951. His senior debut came in round 15 as 20th man at Glenferrie Oval against Hawthorn, playing another five games in 1951 and 1952. After stints with Abbotsford Brewery (where he won two best and fairest awards in premiership years), Springvale and Olinda, he returned to Punt Rd in 1963 and joined the Former Players and Officials committee, serving until 2000 (with 20 years as secretary). He performed various roles around the club, including Historical Committee member and the first Richmond Museum curator. Reiffel was pivotal in the creation and publishing of the *Tigerland* history book in 1989 and the financial success of the Save Our Skins campaign. His father Lou played 64 games with Melbourne and South Melbourne between 1936-41. Son Paul played for Richmond Cricket Club and went on to play Test cricket for Australia.

## Jack Lynch

The first West Adelaide player to win an All-Australian guernsey in the 1953 carnival, Lynch died on December 31, 2018, aged 89. In an 11-season career, the brilliant wingman played 147 SANFL games for West Adelaide between 1948-58. He was the club's best first-year player in 1948 and won the best and fairest award in 1952. A member of the South Australian Football and West Adelaide Halls of Fame, he played 16 games for SA between 1950-54.



▷ It was a sea of blue and gold as Eagles fans greeted their flag heroes after the Grand Final.



# FINANCIAL REPORT

**Travis Auld**  
Chief Financial Officer



## Financial Result

The AFL reported a profit of \$50.4 million in 2018, compared with \$48.8 million in 2017 – an increase of \$1.6 million.

- ▶ Revenue increased by \$17.4 million to \$668.0 million, due to the broadcast rights deal and a successful 2018 finals series;
- ▶ Operating expenditure increased by \$10.3 million to \$203.3 million, due to revenue-related increases and investment in strategic priorities including northern markets, AFLW and female participation;
- ▶ The operating surplus before grants and distributions increased by two per cent to \$467.7 million;
- ▶ The AFL provided grants and distributions of \$417.3 million in 2018, primarily comprised of the following:
  - ▶ \$307.2 million to AFL clubs;
  - ▶ \$46.9 million of primarily state-based game development grants;
  - ▶ \$36.6 million to the AFLPA;
  - ▶ \$25.3 million to infrastructure comprising of elite and community facilities and contributions to stadia redevelopments;
  - ▶ \$1.2 million to corporate and social responsibility initiatives.

The Consolidated result, which includes all of the AFL's controlled state subsidiaries, Champion Data and Marvel Stadium, produced a profit of \$25.9 million. This is compared with a profit of \$60.3 million in 2017, which included a one-off \$41.5 million non-cash gain realised from the acquisition of Marvel Stadium.

▶ Co-captain Nathan Jones thanks Melbourne fans after the Demons' win in the final home and away round in 2018 before they entered their first finals series since 2006.







△ Debutant Darragh Joyce receives a Gatorade shower after St Kilda's thrilling win over Melbourne in round 15 at the MCG.

## AFL clubs' financial results

The AFL operates a Club Funding Model, which provides a base distribution and, subject to meeting certain qualifying criteria, a variable distribution.

Variable distributions are designed to provide support to clubs that cannot fund their football program (playing and non-playing resources) to a competitive level solely based on the base distribution and their own revenue-generating capacity.

Variable funding distributions are determined based on an estimation of revenue-generating disadvantages that may be caused by, among other things, different supporter base sizes, differing commercial arrangements with stadiums, the financial impact of the fixture and access to income from non-football related businesses.

Overall in the 2018 financial year, four of the 18 AFL clubs recorded an operating loss – this compares with seven in 2017. The AFL estimates the aggregate cash profit (earnings before depreciation, amortisation and grants) of the 18 AFL clubs was approximately \$39.3 million in 2018, an increase of \$10.8 million compared with 2017.

## AFL's Industry Investment Model: 2018

The Industry Investment Model was developed in 2016 with the purpose of sustaining the AFL industry well beyond the six years of the current broadcast rights deal.

This model was determined as an investment model, not as a spend model, based on justified investment levels to sustain and grow the game. The Industry Investment Model in 2018 was applied across:

- ▶ Clubs
- ▶ AFLPA
- ▶ Players
- ▶ Infrastructure
- ▶ Community
- ▶ Competition and fans

In addition, a capital reserve was established to strengthen the balance sheet and to position the game for the future. The intention is to allocate an amount of \$20 million per annum to the capital reserve in line with the current broadcast rights deal. The capital reserve at the end of the 2018 financial year is \$40 million.

## Distributions to AFL clubs

The AFL makes a number of distributions to AFL clubs. These distributions totalled \$307.2 million, an increase of \$2.6 million compared with 2017, and included the following in 2018:

- ▶ A base distribution to all clubs which totalled \$194.5 million; and
- ▶ Variable distributions, which totalled \$72.0 million.

▽ Fremantle speedster Bradley Hill handballs under pressure during the Dockers' big loss to the West Coast Eagles in round 20 at Optus Stadium.

▶ The AFL made the following other distributions to the clubs throughout the 2018 season, including but not limited to AFLW, travel subsidies, prizemoney, AFL membership-related distributions, AFL commercial partner payments, AFL-facilitated stadium payments and licensing distributions.

## 2018 CLUB DISTRIBUTIONS

Club	Total (\$'000)
Adelaide Crows	11,665
Brisbane Lions	22,306
Carlton	12,760
Collingwood	10,807
Essendon	11,643
Fremantle	11,470
Geelong Cats	11,423
Gold Coast Suns	22,808
GWS Giants	22,786
Hawthorn	11,057
Melbourne	15,636
North Melbourne	15,918
Port Adelaide	14,660
Richmond	12,076
St Kilda	19,138
Sydney	13,081
West Coast Eagles	10,957
Western Bulldogs	16,271
<b>Total</b>	<b>266,462</b>

## 2018 CLUB DISTRIBUTIONS - OTHER

Club	Total (\$'000)
Adelaide Crows	1,584
Brisbane Lions	1,681
Carlton	3,037
Collingwood	4,066
Essendon	3,269
Fremantle	1,886
Geelong Cats	1,696
Gold Coast Suns	1,107
GWS Giants	1,894
Hawthorn	2,116
Melbourne	2,540
North Melbourne	1,993
Port Adelaide	1,051
Richmond	2,938
St Kilda	2,927
Sydney	1,419
West Coast Eagles	2,593
Western Bulldogs	2,957
<b>Total</b>	<b>40,754</b>





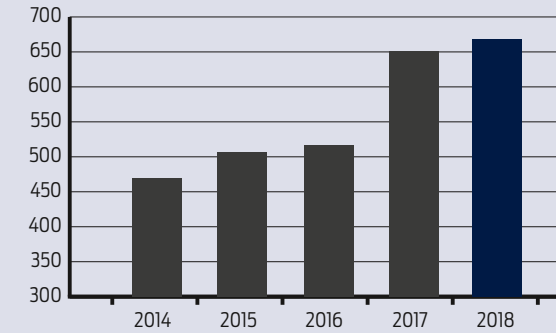
THE AFL 2009-2018

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>Profit &amp; Loss (\$ mill)</b>										
Revenue	320.001	351.308	359.501	437.853	459.495	472.739	506.026	516.991	650.597	668.044
Operating Expenses	107.385	121.095	126.98	142.7	149.591	155.322	167.981	186.781	192.954	203.323
Net Financing Income/(Expense)	0.927	2.054	1.041	0.446	(0.137)	0.471	0.243	0.302	1.648	3.025
<b>Operating Surplus</b>	<b>213.543</b>	<b>232.267</b>	<b>233.562</b>	<b>295.599</b>	<b>309.767</b>	<b>317.888</b>	<b>338.288</b>	<b>330.512</b>	<b>459.291</b>	<b>467.746</b>
Distributions to Clubs	135.808	141.363	151.511	200.251	209.152	218.309	245.151	272.407	304.590	307.216
Distributions to AFLPA	13.897	16.991	21.991	21.986	21.692	22.680	30.547	22.270	36.120	36.599
Development Grants	27.305	29.129	30.750	36.487	37.253	38.715	39.392	41.696	44.177	46.921
Elite Facilities and Stadia	5.014	4.547	5.065	6.025	6.071	6.389	6.851	7.031	20.510	9.675
Donations	0.300	0.300	0.161	0.150	0.329	0.842	1.272	1.277	1.517	1.245
Community Facilities	13.735	9.524	6.720	7.731	5.890	7.307	5.308	3.608	3.604	15.647
Strategic Partnership	1.502	1.848	1.915	1.602	1.224	1.225	0.525	-	-	-
New Markets	13.349	23.737	39.065	14.633	11.549	9.884	6.700	-	-	-
<b>Profit/(Loss) before Transfers (to)/from Reserves</b>	<b>2.633</b>	<b>4.828</b>	<b>(23.616)</b>	<b>6.734</b>	<b>16.607</b>	<b>12.537</b>	<b>2.542</b>	<b>(17.777)</b>	<b>48.773</b>	<b>50.443</b>
Facilities Development Reserve	6.333	2.122	(0.682)	1.731	0.190	0.990	-	-	-	-
Strategic Partnership Reserve	0.502	0.844	0.915	-	-	-	0.525	-	-	-
New Markets Reserve	0.415	-	-	-	-	-	-	-	-	-
Capital Reserve	-	-	-	-	-	-	-	-	(20.000)	(20.000)
Future Fund Reserve	(17.409)	(18.431)	(19.874)	-	-	-	-	-	89.359	-
<b>Movement in Retained Earnings</b>	<b>(7.526)</b>	<b>(10.637)</b>	<b>(43.257)</b>	<b>8.465</b>	<b>16.797</b>	<b>13.527</b>	<b>3.067</b>	<b>(17.777)</b>	<b>118.132</b>	<b>30.443</b>
<b>Balance Sheet (\$ mill)</b>										
Total Assets	151.640	155.967	185.294	138.331	151.003	161.654	182.628	182.643	399.826	476.268
Total Liabilities	45.295	44.798	97.741	44.044	40.109	38.223	56.655	74.447	242.857	268.856
Net Assets	106.345	111.169	87.553	94.287	110.894	123.431	125.973	108.196	156.969	207.412
<b>TPP &amp; Club Distribution Statistics (\$ mill)</b>										
Total Player Payments (TPP)	123.100	127.200	139.613	158.173	164.500	173.383	181.284	186.642	224.011	226.699
TPP per Club	7.694	7.950	8.213	8.787	9.139	9.632	10.071	10.369	12.445	12.594
<b>Attendance Statistics (mill)</b>										
Home & Away Season Attendance	6.370	6.496	6.525	6.239	6.368	6.385	6.352	6.306	6.733	6.895
Finals Series Attendance	0.615	0.651	0.615	0.540	0.558	0.570	0.519	0.558	0.554	0.700
Total Premiership Season Attendance	6.986	7.147	7.140	6.779	6.926	6.955	6.871	6.865	7.287	7.595
<b>Membership Statistics</b>										
Total of Club Members	586,748	614,251	699,684	707,621	756,717	804,480	836,136	875,197	907,561	1,008,494
No. of Clubs in the AFL	16	16	17	18	18	18	18	18	18	18
Average No. of Members per Club	36,672	38,391	41,158	39,312	42,040	44,693	46,452	48,622	50,420	56,027
Total AFL Members	51,013	53,959	55,216	56,595	56,513	56,510	54,983	54,808	55,557	56,797

Revenue

Up 3%  
to \$668.0 million

All figures \$ million

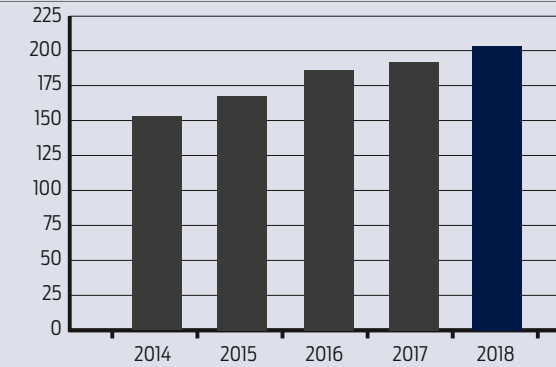


Revenue increased by \$17.4 million with the major movements comprising:

- ▶ Commercial Operations Revenues up \$15.3 million due to a successful 2018 finals series;
- ▶ Broadcasting and Media Revenues up \$10.2 million; offset by
- ▶ Other Revenues down by \$11.2 million.

Expenditure

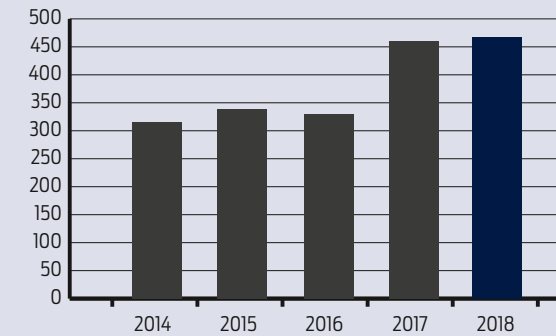
Up 5%  
to \$203.3 million



Expenditure increased by \$10.4 million with major movements primarily due to revenue-related expenditure increases, increased investment in northern markets, AFLW and female participation.

Operating Surplus

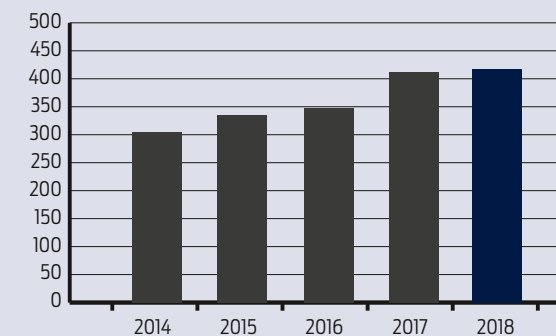
Up 2%  
to \$467.7 million



The AFL's Operating Surplus increased by \$8.5 million to \$467.7 million.

Distributions

Up 2%  
to \$417.3 million

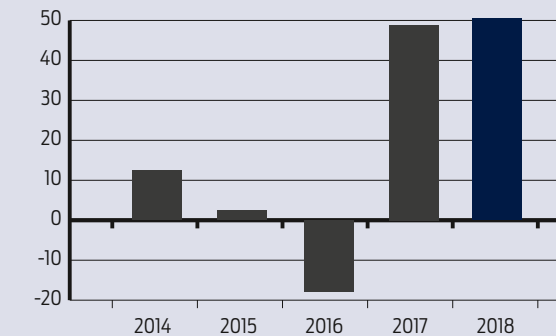


Distributions increased by \$6.8 million primarily due to:

- ▶ Community facilities development grants up \$12.0 million;
- ▶ State-based game development grants up \$2.7 million;
- ▶ Payments to clubs up \$2.6 million; offset by
- ▶ Elite infrastructure payments down \$10.8 million.

Profit

Of \$50.4m



The AFL's Profit increased by \$1.6 million in 2018.



# CONCISE FINANCIAL REPORT

31 OCTOBER 2018

## AUSTRALIAN FOOTBALL LEAGUE AND ITS CONTROLLED ENTITIES

CONCISE FINANCIAL STATEMENTS FOR THE YEAR ENDED  
31 OCTOBER 2018

The concise financial report has been prepared in accordance with the Corporations Act 2001 and Accounting Standard AASB 1039 Concise Financial Reports. The financial statements and specific disclosures required by AASB 1039 have been derived from the consolidated entity's full financial report for the financial year. Other information included in the concise financial report is consistent with the consolidated entity's full financial report. The concise financial report does not, and cannot be expected to, provide as full an understanding of the financial performance, financial position and financing and investing activities of the consolidated entity as the full financial report, which is available upon request.

A full description of the accounting policies adopted by the consolidated entity may be found in the consolidated entity's full financial report.

## Directors' Report

The Directors present their report together with the financial report of the Australian Football League ("the Company") and Consolidated Entity, being the Company and its controlled entities, for the year ended 31 October 2018 and the auditor's report thereon.

## Directors

The Directors of the Company at any time during or since the end of the financial year are:

### Mr R J Goyder, AO

**Chairman** – Appointed Commissioner 21st November 2011  
Chairman from March 2017

Chairman of Remuneration Committee

Member of Audit and Risk Committee

**Qualifications:** Bachelor of Commerce (The University of Western Australia)

**Experience:** Chair, Woodside

Chair, Qantas Airways

Chair, Channel 7 Telethon Trust

Chair, West Australian Symphony Orchestra

Chair, JDRF Australia

Former Director, Wesfarmers Ltd

Former Director, Fremantle Football Club

### Mr G A McLachlan

**Chief Executive Officer** – Appointed 5th June 2014

**Qualifications:** Bachelor of Laws (Hons.) (The University of Melbourne)

Bachelor of Commerce (The University of Adelaide)

**Experience:** AFL Deputy CEO 2012-14

AFL Chief Operating Officer 2008-12

AFL General Manager Broadcasting & Major Projects 2006-08

AFL General Manager Commercial Operations 2003-06

Patron, Children's Cancer Foundation

### Mr P M Bassat

**Non-Executive Commissioner** – Appointed 20th February 2012

Member of Remuneration Committee

**Qualifications:** Bachelor of Laws (The University of Melbourne)

Bachelor of Commerce (The University of Melbourne)

**Experience:** Co-founder and former CEO, SEEK Ltd 1997-2011

Director, Square Peg Capital Pty Ltd

Director, Peter MacCallum Cancer Foundation

Director, Wego Pte Ltd

Director, PropertyGuru Pte Ltd

Director, Innovation and Science Australia

Advisory Board Member, Evans & Partners Global Disruption Fund

Member, Mount Scopus College Foundation

Director, Athena Financial Pty Ltd

### Mr K L Williams, AM

**Non-Executive Commissioner** – Appointed 4th March 2014

**Qualifications:** Bachelor of Music (The University of Sydney)

Honorary Doctorate of Letters (Macquarie University)

**Experience:** Chair, Thomson Reuters Founders Share Company

Chair, Vidcorp

Co-Chair, NSW State Library Foundation

Chair, The Cranlana Programme

Director, Myer Family Investments

Director, Australian Music Foundation

Director, Executive Channel International

Board Member, University of Western Sydney Foundation

Director, Australian Schools Plus

### Mr J A Ball

**Non-Executive Commissioner** – Appointed 25th March 2015

Member of Audit and Risk Committee

**Qualifications:** Graduate, Australian Institute of Company Directors

**Experience:** Senior Relationship Manager, Ord Minnett Ltd

Senior Relationship Manager, Macquarie Group 2000-18

Director, Sydney Swans Football Club 2007-15

Player, Sydney Swans Football Club 2000-05

Player, West Coast Eagles Football Club 1992-99

### Ms S L Wilkie, AO

**Non-Executive Commissioner** – Appointed 25th March 2015

Member of Remuneration Committee – Appointed

10th December 2018

Chair, AFLW Competition Committee

Chair, AFL Women's Advisory Group

**Qualifications:** Bachelor of Human Resource Management

(University of New England)

Graduate Diploma of Telecommunications Systems Management  
(Swinburne University of Technology)

Graduate Diploma of Strategic Studies (Deakin University)

Master of Defence Studies (University of Canberra)

Advanced Management Program (Harvard Business School)

**Experience:** Commander, Australian Defence College

Chief of Staff to the Chief of Army

National Commander ADF commitment in Afghanistan

Officer of the Order of Australia

Director, AFL SportsReady

Director, Australian American Education Leadership

Chair, Defence Technologies, Deakin University

### Mr P A Newbold

**Non-Executive Commissioner** – Appointed 17th March 2016

Chairman of Audit and Risk Committee

**Qualifications:** Bachelor of Laws (Monash University)

Bachelor of Economics (Monash University)

**Experience:** Chairman, SEDA

Director, Supra Capital Limited

Director, Golf Australia Limited

Chairman, Althea Group Holdings Limited

President, Hawthorn Football Club 2012-16

Life Member, Hawthorn Football Club

### Ms G M Trainor, AO

**Non-Executive Commissioner** – Appointed 17th March 2016

**Qualifications:** Bachelor of Laws (The University of Melbourne)

Master of Arts in Cultural & Creative Practice (Western

Sydney University)

Fellow, Australian Institute of Company Directors

**Experience:** Chair, National Film & Sound Archive

Commissioner, Australian Sports Commission

Director, Infrastructure Australia

Director, Major Infrastructure Projects Board (VIC)

Director, ANZ Ltd Wealth Boards: One Path

Life & General Insurance

Member, ACT City Renewal Authority

Director, Wattle Hill Fund #1 Advisory Board

Director, WAM Global Ltd

Director, Temple Pty Ltd

Member, Clinical Excellence Commission

Audit Committee (NSW)

Chair, Barnardos Australia

Director, Cape York Partnership Limited

Trustee, Western Sydney University Foundation

Trustee, Western Sydney University Board of Trustees

Director, Whitlam Institute

Trustee, The Charlie Perkins Trust

Member, Aqualand Australia Advisory Board

### Mr R M Bishop

**Non-Executive Commissioner** – Appointed 21st April 2017

Member of Audit and Risk Committee

Member of Remuneration Committee

**Qualifications:** Bachelor of Laws (Hons.) (The University of Melbourne)

Bachelor of Commerce (The University of Melbourne)

Bachelor of Arts (The University of Melbourne)

**Experience:** Managing Partner and Founder, BGH Capital

Non-Executive Director, Burnet Institute

Member, Takeovers Panel

## Directors' Meetings

The number of Directors' meetings (including meetings of committees of Directors) and number of meetings attended by each of the Directors of the Company during the financial year were:

Director	Directors' Meetings		Audit and Risk Committee Meetings		Remuneration Committee Meetings	
	No. of meetings attended	No. of meetings held*	No. of meetings attended	No. of meetings held*	No. of meetings attended	No. of meetings held*
Mr R J Goyder, AO	9	9	2	2	1	1
Mr G A McLachlan	9	9	-	-	-	-
Mr P M Bassat	8	9	-	-	1	1
Mr K L Williams, AM	9	9	-	-	-	-
Mr J A Ball	9	9	2	2	-	-
Ms S L Wilkie, AO	8	9	-	-	-	-
Mr P A Newbold	8	9	2	2	-	-
Ms G M Trainor, AO	8	9	-	-	-	-
Mr R M Bishop	9	9	1	2	1	1

\* Reflects the number of meetings held during the time the Director held office during the year.

The role of the Audit and Risk Committee is to give the Commission assurance regarding the preparation and integrity of financial reports, internal controls, policies and procedures that are used to identify and manage business risks and compliance with legal and regulatory requirements. The AFL's Integrity and Security function also reports to the Audit and Risk Committee on a periodic basis.

The role of the Remuneration Committee is to review the remuneration packages and policies applicable to Senior Executives of the Company.

As well as the above meetings, the Directors also attended numerous other meetings including meetings with the Presidents of all Australian Football League (AFL) clubs.

## Principal activities

The principal activities of the Consolidated Entity during the course of the financial year have been to promote, control, manage and encourage Australian Football.

On 12 April 2018, the Company announced it had reached an agreement with the Victorian Government to provide \$225 million funding into redeveloping Marvel Stadium and the surrounding precinct. The redevelopment of Marvel Stadium is currently in the planning stage and construction is expected to start later in 2019. The agreement is part of a broader Victorian Government sports package under which the AFL will fund additional AFLW, VFL and VFLW venues, female-friendly infrastructure and community facilities investments of \$13 million over four years. There is also scope to further develop the Docklands precinct under this agreement.

On 26 July 2018, the Company announced it had sold the operations of the football record and its related products including AFLW publications, the AFL Season Guide and the AFL Grand Final record, to Crocmedia Pty Ltd for a total consideration of \$8.1 million.

Other than the above, there were no significant changes in the nature of the activities of the Consolidated Entity during the year.



## Objectives

The major objectives of the Company include the following:

- i. To manage the AFL competitions to ensure that it remains the most exciting in Australian sport;
- ii. To build a stronger relationship with the supporters at all levels of the game;
- iii. To help ensure that AFL clubs are financially secure and competitive;
- iv. To provide the best possible benefits for AFL players and to drive the next generation of elite athletes to choose our game.

## Strategy and performance

The Company's strategy is to promote the AFL brand throughout Australia and to a limited extent outside Australia. Key Performance Indicators such as attendances at AFL games, television ratings, digital consumption and participant numbers are used to measure the Company's performance against this strategy.

## Review and results of operations

The profit of the Consolidated Entity was \$25.9 million, compared with a profit of \$60.3 million in 2017. The difference in the result is due to the gain on bargain purchase of \$41.5 million recognised in the 2017 financial year from the acquisition of Stadium Operations Limited (SOL) group of companies. The result reflects a contribution of \$4.5 million by SOL upon consolidation (2017: \$5.0 million).

## State of affairs

In the opinion of the Directors there were no significant changes in the state of affairs of the Consolidated Entity that occurred during the financial year under review not otherwise disclosed in this report or the consolidated financial statements.

## Events subsequent to balance date

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

## Likely developments

The Directors do not anticipate any major changes in the basis of operations of the Consolidated Entity and the future results of those operations in subsequent financial years.

## Insurance premiums

Since the end of the previous financial year, the Company has paid insurance premiums on insurance contracts in respect of Directors' and Officers' liability and legal expenses, which include cover for current officers, including Executive Officers of the Company. The insurance premiums in respect of the officers of the Company relate to:

- ▶ costs and expenses that may be incurred by the relevant officers in defending proceedings, whether civil or criminal and whatever their outcome;
- ▶ other liabilities that may arise from their position, with the exception of conduct involving a wilful breach of duty or improper use of information or position to gain a personal advantage.

## Directors' benefit

Since the end of the previous financial year, no Director of the Company has received or become entitled to receive any benefit (other than the fixed salary of a full-time employee of the Company or of a related body corporate) by reason of a contract made by the Company, its controlled entities, or a related body corporate with a Director or with a firm of which a Director is a member, or with an entity in which a Director has a substantial interest other than as disclosed in Notes 21 and 22 of the annual financial report.

## Lead Auditor's Independence Declaration under Section 307C of The Corporations Act 2001

The Lead Auditor's Independence Declaration is set out on Page 163 and forms part of the Directors' report for the year ended 31 October 2018.

## Parent Entity Financial Statements

A full set of Parent Entity Financial Statements has been included alongside the Consolidated Financial Statements in accordance with the option available to the Company under the Australian Securities and Investments Commission (ASIC) Class Order 10/654 issued on 26 July 2010.

## Rounding off

The Company is of a kind referred to in ASIC Corporations (Rounding in Financial/Directors' Reports) Instrument 2016/191 and in accordance with that Instrument, amounts in the financial report and Directors' report have been rounded off to the nearest thousand dollars, unless otherwise stated.

Dated at Melbourne this 18th day of February 2019

Signed in accordance with a resolution of the Directors:

**Mr R J Goyder, AO**  
CHAIRMAN

**Mr G A McLachlan**  
DIRECTOR

## Lead Auditor's Independence Declaration under Section 307C of the Corporations Act 2001

### Independent Declaration of Financial Accounts

To the directors of the Australian Football League

I declare that, to the best of my knowledge and belief, in relation to the audit of the Australian Football League for the financial year ended 31 October 2018 there have been:

- i. No contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- ii. No contraventions of any applicable code of professional conduct in relation to the audit.

KPMG

**Dean Waters**  
PARTNER  
Melbourne  
18 February 2019

## Statements of Profit & Loss and Other Comprehensive Income

For the year ended 31 October 2018

	Consolidated		The Company	
	2018 \$'000	2017 \$'000	2018 \$'000	2017 \$'000
Revenue	778,596	752,622	668,044	650,597
Net financing income/ (expense)	(4,091)	(5,468)	3,025	1,648
Gain on bargain purchase	-	41,492	-	-
Expenses from operating activities	(747,738)	(727,510)	(620,626)	(603,472)
<b>Profit from operating activities before related income tax expense</b>	<b>26,767</b>	<b>61,136</b>	<b>50,443</b>	<b>48,773</b>
Income tax expense relating to operating activities	(893)	(792)	-	-
<b>Profit for the year</b>	<b>25,874</b>	<b>60,344</b>	<b>50,443</b>	<b>48,773</b>
Other comprehensive income for the year	-	-	-	-
<b>Total comprehensive income for the year</b>	<b>25,874</b>	<b>60,344</b>	<b>50,443</b>	<b>48,773</b>
<b>Profit attributable to:</b>				
Owners of the Company	24,831	59,401	50,443	48,773
Non-controlling interests	1,043	943	-	-
<b>Profit for the year</b>	<b>25,874</b>	<b>60,344</b>	<b>50,443</b>	<b>48,773</b>
<b>Total comprehensive income attributable to:</b>				
Owners of the Company	24,831	59,401	50,443	48,773
Non-controlling interests	1,043	943	-	-
<b>Total comprehensive income for the year</b>	<b>25,874</b>	<b>60,344</b>	<b>50,443</b>	<b>48,773</b>

The Statements of Profit & Loss and Other Comprehensive Income are to be read in conjunction with the notes to the concise financial statements set out on pages 166 to 167.



### Discussion and Analysis of the Statements of Profit and Loss and Other Comprehensive Income

The consolidated profit in 2018 was \$25.9 million, which compared with a profit of \$60.3 million in 2017.

Consolidated revenue increased by \$26.0 million to \$778.6 million. The main areas of revenue which contributed to this movement were:

- ▶ an increase in broadcasting and AFL media revenues totalling \$10.3 million;
- ▶ an increase in commercial operations revenue totalling \$7.6 million principally from the 2018 finals series;
- ▶ an increase in other revenue totalling \$4.4 million primarily due to government grants recognised from AFL Cape York House.

The consolidated entity recognised a one-off gain on bargain purchase totalling \$41.5 million in the 2017 financial year from the acquisition of SOL group of companies.

Consolidated expenditure increased by \$20.2 million to \$747.7 million. The main areas of expenditure which contributed to this movement were:

- ▶ an increase in community facilities development totalling \$11.9 million primarily due to \$13.0 million of additional funding of AFLW, VFL and VFLW venues, female-friendly infrastructure and community facilities as part of the broader sports package agreement with the Victorian Government;
- ▶ an increase in commercial operations expenditure totalling \$3.9 million principally from ground rental for the 2018 finals series;
- ▶ an increase in finance and administration expenditure totalling \$3.3 million primarily due to depreciation expense from AFL Cape York House;
- ▶ an increase in distributions to the AFL clubs totalling \$2.6 million;
- ▶ an increase in development grants totalling \$2.6 million primarily due to state-based grant increases;
- ▶ an increase in strategy and marketing expenditure totalling \$2.5 million primarily due to investment in northern markets;
- ▶ an increase in AFLW and female participation funding totalling \$1.1 million;
- ▶ a decrease in elite facility and stadia distributions totalling \$10.8 million due to timing of infrastructure payments made to AFL clubs in 2017.

### Statements of Financial Position

As at 31 October 2018

	Consolidated		The Company	
	2018 \$'000	2017 \$'000	2018 \$'000	2017 \$'000
<b>Assets</b>				
Cash and cash equivalents	209,237	135,307	175,347	105,454
Trade and other receivables	46,101	38,814	30,630	27,564
Inventories	86	195	-	-
Other assets	7,637	5,536	3,228	1,934
<b>Total current assets</b>	<b>263,061</b>	<b>179,852</b>	<b>209,205</b>	<b>134,952</b>
Trade and other receivables	15,970	16,304	15,970	16,304
Loans to subsidiaries	-	-	197,654	200,479
Property, plant and equipment	222,711	237,804	50,285	45,091
Intangible assets	30,508	38,517	-	-
Other assets	3,840	4,172	3,154	3,000
<b>Total non-current assets</b>	<b>273,029</b>	<b>296,797</b>	<b>267,063</b>	<b>264,874</b>
<b>Total assets</b>	<b>536,090</b>	<b>476,649</b>	<b>476,268</b>	<b>399,826</b>
<b>Liabilities</b>				
Trade and other payables	54,327	52,058	44,614	39,783
Deferred income	40,013	22,630	10,772	1,629
Fair value of derivatives	935	324	935	324
Interest-bearing loans and borrowings	8	8	-	-
Provisions	19,985	13,478	12,173	5,052
<b>Total current liabilities</b>	<b>115,268</b>	<b>88,498</b>	<b>68,494</b>	<b>46,788</b>
Trade and other payables	5,000	5,013	5,000	5,000
Deferred income	8,247	5,940	150	260
Interest-bearing loans and borrowings	176,652	185,144	176,630	185,114
Provisions	19,954	6,959	18,582	5,695
<b>Total non-current liabilities</b>	<b>209,853</b>	<b>203,056</b>	<b>200,362</b>	<b>196,069</b>
<b>Total liabilities</b>	<b>325,121</b>	<b>291,554</b>	<b>268,856</b>	<b>242,857</b>
<b>Net assets</b>	<b>210,969</b>	<b>185,095</b>	<b>207,412</b>	<b>156,969</b>
<b>Equity</b>				
Member contributions	21	21	-	-
Reserves	40,000	20,000	40,000	20,000
Retained earnings	165,392	160,561	167,412	136,969
<b>Total equity attributable to equity holders of the Company</b>	<b>205,413</b>	<b>180,582</b>	<b>207,412</b>	<b>156,969</b>
Non-controlling interest	5,556	4,513	-	-
<b>Total equity</b>	<b>210,969</b>	<b>185,095</b>	<b>207,412</b>	<b>156,969</b>

The Statements of Financial Position are to be read in conjunction with the notes to concise financial statements set out on pages 166 to 167.

### Discussion and Analysis of the Statements of Financial Position

The consolidated entity's total assets increased by \$59.4 million to \$536.1 million.

- The movement in total assets principally comprised:
- ▶ an increase in cash and cash equivalents totalling \$73.9 million, \$10.0 million of which relates to funding received from the Victorian Government as part of the redevelopment of Marvel Stadium and the surrounding precinct. These funds are held in a separate interest-bearing bank account until expended in accordance with the Funding deed;
  - ▶ an increase in trade and other receivables totalling \$7.2 million;
  - ▶ a decrease in property, plant and equipment totalling \$15.1 million;
  - ▶ a decrease in intangible assets totalling \$8.0 million.

The consolidated entity's total liabilities increased by \$33.6 million to \$325.1 million.

- The movement in total liabilities principally comprised:
- ▶ an increase in deferred income totalling \$19.7 million due principally to an increase in Marvel Stadium revenues received in advance and funds received from the Victorian Government for the redevelopment of Marvel Stadium and the surrounding precinct that have not yet been spent;
  - ▶ an increase in provisions totalling \$19.5 million primarily due to the broader Victorian Government sports package under which the AFL will fund additional AFLW, VFL and VFLW venues, female-friendly infrastructure and community facilities investments of \$13 million (\$12 million has been recorded as a provision and \$1 million has been recorded as a trade payable);
  - ▶ a decrease in interest-bearing loans and borrowings of \$8.5 million due to repayments made on external loans during the 2018 financial year;
  - ▶ an increase in trade and other payables totalling \$2.3 million.

### Statements of Changes in Equity

For the year ended 31 October 2018

	Consolidated		The Company	
	2018 \$'000	2017 \$'000	2018 \$'000	2017 \$'000
<b>Total equity at the beginning of the year</b>	<b>185,095</b>	<b>124,751</b>	<b>156,969</b>	<b>108,196</b>
Total comprehensive income for the year	25,874	60,344	50,443	48,773
<b>Total equity at the end of the year</b>	<b>210,969</b>	<b>185,095</b>	<b>207,412</b>	<b>156,969</b>
<b>Equity attributable to:</b>				
Owners of the Company	205,413	180,582	207,412	156,969
Non-controlling interests	5,556	4,513	-	-
<b>Total equity at the end of the year</b>	<b>210,969</b>	<b>185,095</b>	<b>207,412</b>	<b>156,969</b>

The Statements of Changes in Equity are to be read in conjunction with the notes to the concise financial statements set out on pages 166 to 167.

▽ The Gold Coast Suns celebrate their exciting win over Sydney in round 18 at the SCG.





## Statements of Cash Flows

For the year ended 31 October 2018

	Consolidated		The Company	
	2018 \$'000	2017 \$'000	2018 \$'000	2017 \$'000
<b>Cash flows from operating activities</b>				
Cash receipts in the course of operations	785,525	747,634	657,415	611,446
Cash payments in the course of operations	(680,298)	(676,891)	(572,852)	(564,183)
<b>Net cash from operating activities</b>	<b>105,227</b>	<b>70,743</b>	<b>84,563</b>	<b>47,263</b>
<b>Cash flows from investing activities</b>				
Interest received	2,534	1,811	9,647	9,146
Acquisition of subsidiary, net of cash acquired	-	(193,571)	-	-
Payments for property, plant and equipment	(18,714)	(8,325)	(12,036)	(6,946)
<b>Net cash used in investing activities</b>	<b>(16,180)</b>	<b>(200,085)</b>	<b>(2,389)</b>	<b>2,200</b>
<b>Cash flows from financing activities</b>				
Interest paid	(6,625)	(7,279)	(6,622)	(7,498)
Net proceeds from external borrowings	(8,484)	185,114	(8,484)	185,114
Payment of intercompany borrowings	-	-	2,825	(200,479)
Payment of finance lease liabilities	(8)	(7)	-	-
<b>Net cash used in financing activities</b>	<b>(15,117)</b>	<b>177,828</b>	<b>(12,281)</b>	<b>(22,863)</b>
<b>Net increase in cash and cash equivalents</b>	<b>73,930</b>	<b>48,486</b>	<b>69,893</b>	<b>26,600</b>
Cash and cash equivalents at the beginning of the financial year	135,307	86,821	105,454	78,854
<b>Cash and cash equivalents at the end of the financial year</b>	<b>209,237</b>	<b>135,307</b>	<b>175,347</b>	<b>105,454</b>

The Statements of Cash Flows are to be read in conjunction with the notes to the concise financial statements set out on pages 166 to 167.

### Discussion and Analysis of the Statements of Cash Flows

There was a net increase in cash holdings of the consolidated entity during the year totalling \$73.9 million.

The major movements in cash during the year included the following:

- funds provided by the operating activities for the year totalling \$105.2 million;
- purchases of property, plant and equipment totalling \$18.7 million;
- repayments of external borrowings totalling \$8.5 million;
- net interest paid totalling \$4.1 million.

## Notes to the Financial Statements

For the year ended 31 October 2018

### 1. Basis of Preparation of the Concise Financial Report

The concise financial report has been prepared in accordance with the Corporations Act 2001 and Accounting Standard AASB 1039 Concise Financial Reports. The financial statements and specific disclosures required by AASB 1039 have been derived from the consolidated entity's full financial report for the financial year. Other information included in the concise financial report is consistent with the consolidated entity's full financial report. The concise financial report does not, and cannot be expected to, provide as full an understanding of the financial performance, financial position and financing and investing activities of the consolidated entity as the full financial report, which is available upon request.

It has been prepared on the basis of historical costs and, except where stated, does not take into account changing money values or fair values of non-current assets.

The accounting policies have been consistently applied by each entity in the consolidated entity and, except where there is a change in accounting policy, are consistent with those of the previous year.

Where necessary, comparative information has been reclassified to achieve consistency in disclosure with current financial year amounts and other disclosures. The impact of these reclassifications is not material, and has not resulted in any change to profit or net assets.

A full description of the accounting policies adopted by the consolidated entity may be found in the consolidated entity's full financial report.

The concise financial report is presented in Australian dollars.

### 2. Segment reporting

The Company and Consolidated entity's activities are confined to Australia except for the sale of television rights to various overseas countries and conduct of matches overseas from time to time.

### 3. Revenue

	Consolidated		The Company	
	2018 \$'000	2017 \$'000	2018 \$'000	2017 \$'000
<b>Revenue from operating activities</b>				
Broadcasting and AFL media	391,323	381,028	391,606	381,456
Commercial operations	272,773	265,189	209,143	193,866
Football operations	6,477	5,008	6,488	5,048
Game development	15,325	13,132	12,813	11,023
Other revenue	76,698	72,265	31,394	43,204
Contra advertising revenue	16,000	16,000	16,000	16,000
	<b>778,596</b>	<b>752,622</b>	<b>668,044</b>	<b>650,597</b>

### 4. Contingent liabilities

- The Company has entered into an agreement with the AFL Players Association Inc. for a period of six years commencing on 1 November 2016 whereby the Company has an obligation to assume liability for all amounts due to players of a club where the club has lost its licence to compete in the AFL Competition and is suspended from or loses its right to representation in the League. The amounts payable in these circumstances will be offset by any amounts payable to the players in respect of future employment as a player.
- The Company has entered into an agreement with Westpac whereby the Company guarantees the obligations of the Carlton Football Club Limited to Westpac to a maximum of \$5.0 million. This guarantee expires on 31 January 2021.
- The Company has entered into an agreement with Westpac whereby the Company guarantees the obligations of the Melbourne Football Club Limited to Westpac to a maximum of \$4.89 million. This guarantee expires on 31 January 2021.
- The Company has entered into an agreement with Westpac whereby the Company guarantees the obligations of the North Melbourne Football Club Limited to Westpac to a maximum of \$3.0 million. This guarantee expires on 31 January 2021.
- The Company has entered into an agreement with Westpac whereby the Company guarantees the obligations of the St Kilda Football Club Limited to Westpac to a maximum of \$6.75 million. This guarantee expires on 31 January 2021.
- The Company has entered into an agreement with Westpac whereby the Company guarantees the obligations of the Footscray Football Club Limited to Westpac to a maximum of \$4.55 million. This guarantee expires on 31 January 2021.
- The Company has entered into an agreement with Westpac whereby the Company guarantees the obligations of the Brisbane Bears-Fitzroy Football Club Limited to Westpac to a maximum of \$8.0 million. This guarantee expires on 31 January 2021.
- The Company has entered into an agreement with Westpac whereby the Company guarantees the obligations of the Essendon Football Club Limited to Westpac to a maximum of \$10.0 million. This guarantee expires on 31 January 2021.
- The Company has entered into an agreement with Bank SA whereby the Company guarantees the obligations of the Port Adelaide Football Club Limited to Bank SA to a maximum of \$5.0 million. This guarantee expires on 31 May 2019.
- The Company has entered into an agreement with National Australia Bank whereby the Company guarantees the obligations of GCFC Limited to National Australia Bank to a maximum of \$1.14 million (Transactional Facilities). This guarantee expires on 30 April 2019.
- The Company has entered into an agreement with National Australia Bank whereby the Company guarantees the obligations of GCFC Limited to National Australia Bank to a maximum of \$1.59 million (Corporate Markets Loan). This guarantee expires on 30 April 2019.
- The Company has entered into an agreement with National Australia Bank whereby the Company guarantees the obligations of the Western Sydney Football Club Limited to National Australia Bank to a maximum of \$1.53 million. This guarantee expires on 30 April 2019.
- The Company has entered into an agreement with National Australia Bank whereby the Company guarantees the obligations of the Australian Football League (Victoria) Limited to National Australia Bank to a maximum of \$0.35 million. This guarantee expires on 30 April 2019.

- The Company has entered into an agreement with National Australia Bank whereby the Company guarantees the obligations of the AFL Queensland Limited to National Australia Bank to a maximum of \$0.15 million. This guarantee expires on 30 April 2019.
- The Company has entered into an agreement with National Australia Bank whereby the Company guarantees the obligations of the AFL (NSW/ACT) Commission Limited to National Australia Bank to a maximum of \$0.15 million. This guarantee expires on 30 April 2019.
- The Company has entered into an agreement with National Australia Bank whereby the Company guarantees the obligations of the AFL Northern Territory Limited to National Australia Bank to a maximum of \$0.15 million. This guarantee expires on 30 April 2019.
- The Company has entered into an agreement with National Australia Bank whereby the Company guarantees the obligations of Football Tasmania Limited to National Australia Bank to a maximum of \$0.06 million. This guarantee expires on 30 April 2019.

### 5. Events subsequent to balance date

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

## Directors' Declaration

In the opinion of the Directors of the Australian Football League, the accompanying concise financial report of the Consolidated entity, comprising the Australian Football League and its controlled entities for the year ended 31 October 2018, set out on pages 163 to 167:

- has been derived from or is consistent with the full financial report for the financial year; and
- complies with Accounting Standard AASB 1039 Concise Financial Reports.

Dated at Melbourne this 18th day of February 2019.

Signed in accordance with a resolution of the Directors:

Mr R J Goyder, AO  
CHAIRMAN

Mr G A McLachlan  
DIRECTOR



## Independent Auditor's Report to the members of the Australian Football League

### Report on the audit of the Concise Financial Report

#### Opinion

We have audited the Concise Financial Report of the Australian Football League (the Company) and its controlled entities (the Consolidated Entity) as at 31 October 2018 and for the year ended on that date.

The financial statements and related notes in the Concise Financial Report are derived from the audited financial report of the Company as at and for the year ended 31 October 2018 (the Audited Financial Report).

In our opinion, the accompanying Concise Financial Report, including the discussion and analysis of the Group and Company, complies with Australian Accounting Standard AASB 1039 Concise Financial Reports.

The Concise Financial Report comprises:

- ▶ Statements of financial position as at 31 October 2018
- ▶ Statements of profit or loss and other comprehensive income, Statements of changes in equity, and Statements of cash flows for the year then ended
- ▶ Discussion and analysis
- ▶ Related notes.

The Consolidated Entity consists of the Company and the entities it controlled at the year-end or from time to time during the financial year.

#### Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the Concise Financial Report section of our report.

We are independent of the Group and Company in accordance with the Corporations Act 2001 and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to our audit of the Concise Financial Report in Australia. We have fulfilled our other ethical responsibilities in accordance with the Code.

#### Scope of the Concise Financial Report

The Concise Financial Report does not contain all the disclosures required by Australian Accounting Standards in the preparation of the Audited Financial Report. Reading the Concise Financial Report and this Auditor's Report thereon, therefore, is not a substitute for reading the Audited Financial Report and our auditor's report thereon.

#### The Audited Financial Report and our auditor's report thereon

We expressed an unmodified audit opinion on the Financial Report in our auditor's report dated 18 February 2019.

#### Other Information

Other Information is financial and non-financial information in Australian Football League's Annual Report which is provided in addition to the Concise Financial Report and this Auditor's Report. The Directors are responsible for the Other Information.

The Other Information we obtained prior to the date of this Auditor's Report was the Directors Report.

Our opinion on the Concise Financial Report does not cover the Other Information and, accordingly, we do not express an audit opinion or any form of assurance conclusion thereon.

In connection with our audit of the Concise Financial Report, our responsibility is to read the Other Information. In doing so, we consider whether the Other Information is materially inconsistent with the Concise Financial Report or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

We are required to report if we conclude that there is a material misstatement of this Other Information, and based on the work we have performed on the Other Information that we obtained prior to the date of this Auditor's Report we have nothing to report.

#### Responsibilities of the Directors for the Concise Financial Report

The Directors are responsible for:

- ▶ preparing the Concise Financial Report in accordance with Australian Accounting Standard AASB 1039 Concise Financial Reports and the Corporations Act 2001
- ▶ implementing necessary internal control to enable the preparation of the Concise Financial Report that is free from material misstatement, whether due to fraud or error.

#### Auditor's responsibilities for the audit of the Concise Financial Report

Our responsibility is to express an opinion on whether the Concise Financial Report, including the discussion and analysis, in all material respects, complies with Australian Accounting Standard AASB 1039 Concise Financial Reports based on our procedures, which were conducted in accordance with Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements.



KPMG



Dean Waters

PARTNER

Melbourne

18 February 2019

## Committees and Advisors

#### AFL Audit and Risk Committee

Andrew Newbold (chair), Jason Ball, Robin Bishop, Richard Goyder AO.

#### AFL Remuneration Committee

Richard Goyder AO (chair), Paul Bassat, Robin Bishop, Sarah Fair, Simone Wilkie AO.

#### AFL Nominations Committee

Richard Goyder AO (chair), Paul Bassat, Glen Bartlett, Peggy O'Neal, Tony Shepherd.

#### AFL Investment Committee

Ray Gunston (chair), Travis Auld, Robin Bishop, Colin Carter, Rob Chapman, Simon Clarke, Richard Goyder, Walter Lee.

#### AFL Executive Committee

Gillon McLachlan (CEO), Travis Auld, Darren Birch, Andrew Dillon, Sarah Fair, Ray Gunston, Steve Hocking, Tanya Hosch, Walter Lee, Elizabeth Lukin, Tony Peek (until August 2018), Kylie Rogers, Patrick Keane (from August 2018).

#### AFL Indigenous Advisory Council

Paul Briggs (chair), Peter Yu (deputy chair), Xavier Clarke, Jason Glanville, Tanya Hosch, Walter Lee, Helen Milroy, Tanya Orman-Denning, Gabrielle Trainor AO, Kim Williams AM.

#### AFL Tribunal

David Jones (chair), Ross Howie (deputy chair), Wayne Henwood, Michael Jamison, Jason Johnson, Stewart Loewe, Richard Loveridge, Sharelle McMahon, David Neitz, David Pittman, Michael Sexton, Shane Wakelin, Paul Williams, Patrick Clifton (secretary).

#### AFL Competition Committee

Steve Hocking (chair), Jason Ball, Colin Carter, Patrick Dangerfield, Chris Davies, Andrew Fagan, Chris Fagan, Andrew Ireland, Nicole Livingstone, Steven May, Eddie McGuire, Brett Murphy, Peggy O'Neal, Justin Reeves, Kylie Rogers, Brad Scott, Craig Vozzo.

#### AFLW Competition Committee

Simone Wilkie AO (chair), Lauren Arnell, Kara Donnellan, Mark Evans, Phil Harper, Steve Hocking, Laura Kane, Debbie Lee, Cain Liddle, Nicole Livingstone, Alan McConnell, Brett Murphy, Todd Patterson, Peta Searle.

#### AFL Appeals Board

Peter O'Callaghan QC (chair), Brian Collis QC (deputy chair), Brian Bourke, Michael Green, Stephen Jurica, John Schultz, Patrick Clifton (secretary).

#### Match Review Officer

Michael Christian.

#### AFL Grievance Tribunal

Professor Geoffrey Guidice AO (chair), Murray Kellam AO (deputy chair), David Maddocks, Michael Moncrieff, Kevin Power.

#### AFL Legal Counsel

Jeff Gleeson QC, Nick Pane QC, Renee Enbom, Andrew Woods.

#### Virgin Australia All-Australian & NAB AFL Rising Star Selectors

Gillon McLachlan (chair), Kevin Bartlett, Luke Darcy, Steve Hocking, Danny Frawley, Glen Jakovich, Cameron Ling, Matthew Richardson, Kevin Sheehan (NAB AFL Rising Star only), Warren Tredrea, Brett Munro (secretary).

#### Australian Football Hall of Fame Selection Committee

Richard Goyder AO (chair), Barry Cable, Dennis Cometti, Jim Main, Paul Marsh, Bruce McAvaney, David Parkin, Michelangelo Rucci, Col Hutchinson (statistics/history consultant), Patrick Clifton (secretary).

#### AFL Research Board

Patrick Clifton (chair), Mark Brayshaw, David Buttifant, Carl Dilena, Dr Peter Harcourt, Tim Harrington, Briana Harvey, Dr Michael Makdissi, Assoc Prof Colin McLeod, David Rath, Dr Anthony Schache, Tom Gastin (secretary).

#### AFL OHS Committee

Patrick Clifton (chair), James Gallagher, Brent Hedley, Tim Harrington, Cam Joyce, Clay Mackinnon, Laura Sigal, Tom Gastin (secretary).

#### AFL Medical Director

Dr Peter Harcourt.



