

2019 ANNUAL REPORT



2019 PREMIERS





CONTENTS

AUSTRALIAN FOOTBALL LEAGUE
123RD ANNUAL REPORT 2019

4	2019 Highlights
14	Chairman's Report
24	CEO's Report
34	Football Operations
44	AFL Women's
54	Broadcasting
60	Game Development, Legal & Integrity
84	Commercial Operations
100	Growth, Digital & Audience
108	Strategy
114	People & Culture
118	Inclusion & Social Policy
124	Corporate Affairs
130	Infrastructure
134	Awards, Results & Farewells
154	Financial Report

The MCG was filled to capacity when the Giants, playing in their first Grand Final, did battle with the Tigers.

Cover: The jubilant Richmond and Adelaide Crows teams celebrate their 2019 premiership triumphs.

Back Cover: Tayla Harris displays her perfect kicking style, an image that will go down as a pivotal moment in the women's game.

100,014

The attendance
at the 2019
Toyota AFL
Grand Final

2,938,670

Television audience for the
Toyota AFL Grand Final.

6,951,304

Record home and away attendance.



▷ Five-goal hero Jack Riewoldt whips adoring Tiger fans into a frenzy after Richmond's emphatic Grand Final win over the GWS Giants.

1,057,572

Record total club membership of 1,057,572, compared with 1,008,494 in 2018

35,108

Average home and away match attendance of 35,108, compared with 34,822 in 2018.

1,716,276

Record overall participation of 1.716m, compared with 1.649m in 2018.

▷ Fans showed their support in record numbers in 2019, with club membership again topping one million.



586,422

Record female participation of 586,422, compared with 530,166 in 2018

244,224

Total AFLW crowds of 244,224.

53,034

AFLW Grand Final record crowd – 53,034. Record for any standalone women’s sporting event in Australian history.

110,012,000

Total AFL viewership of 110,012,000 across FTA and STV.



▷ With a whole new generation of AFLW heroes to support, female participation has skyrocketed.



MAJOR AFL AWARDS



BROWNLOW MEDAL

NAT FYFE
FREMANTLE



NORM SMITH MEDAL

DUSTIN MARTIN
RICHMOND



COLEMAN MEDAL

JEREMY CAMERON
GWS GIANTS



NAB AFL RISING STAR

SAM WALSH
CARLTON

◁ Fremantle skipper Nat Fyfe became just the 15th player in history to claim multiple Brownlow Medals with his second win in 2019.



MAJOR AFLW AWARDS



**NAB AFLW
BEST & FAIREST**

ERIN PHILLIPS
ADELAIDE CROWS



**NAB AFLW
GRAND FINAL
BEST ON GROUND**

ERIN PHILLIPS
ADELAIDE CROWS



**NAB AFLW LEADING
GOALKICKER**

STEVIE-LEE THOMPSON
ADELAIDE CROWS



**NAB AFLW
RISING STAR**

MADISON PRESPAKIS
CARLTON

◁ Crows superstar Erin Phillips confirmed her status as the best player in the game by winning her second NAB AFLW Best and Fairest.

CHAIRMAN'S REPORT

RICHARD GOYDER
Chairman



The 2019 year for Australian Football saw one of the defining moments in our game's 161-year history, and clearly opened our eyes for all the possibilities that lie before us in the future. As Chairman of the AFL Commission, it was a privilege to be at Adelaide Oval on March 31, 2019, when a capacity crowd of 53,034 packed into the ground for the third AFLW Grand Final – the largest crowd for a standalone women's sporting event in Australian history.

The Adelaide Crows were too strong for Carlton, claiming their second premiership within three years, but the day showed us where the game can next be taken.

Our men's competition continues to be strong – a year of records across home and away attendance, membership (again surpassing one million paid-up fans) and participation – but the desire of women and girls to be part of our game at every level drives our growth.

It is the AFL Commission's responsibility as custodians of the game to harness this latent support, further grow our game for both men and women, and ensure that the strength built over this past century-and-a-half is properly harnessed.

To that end, with a three-year CBA now established for our female players, the AFLW competition has expanded again in 2020 to 14 teams with the Gold Coast Suns, Richmond, St Kilda and the West Coast Eagles fielding teams for the first time.

While no definitive timeline is set as we manage the talent build to expand the elite competition, it is our goal that all 18 clubs field both an AFL and AFLW team within the short to medium term.

▶ The Adelaide Crows' second AFLW premiership victory was watched by a capacity crowd of 53,034 at Adelaide Oval, the largest attendance for a standalone women's sporting event in Australia.



Membership and participation

The personal commitment made by someone who loves our game, either to be a member of an AFL club or a participant at community level, is the bedrock of Australian Football.

My fellow Commissioners and the AFL Executive are grateful to every person who made that commitment in 2019 – a year in which our previous record participation numbers and previous record membership numbers were both surpassed.

We think that Australian Football is at the centre of many communities, particularly in our country towns, and we will continue to support football at all levels across the country.

AFL club membership reached a record 1,057,572 members, topping seven figures for the second straight

▶ Support for the AFLW has continued to grow, with club membership passing a record 14,000 in its third season. And there were fans of all ages including these two young Lions supporters (below).

year, and representing the 19th consecutive year of growth since the 2000 season was brought forward due to the impact of the Olympic Games in Sydney.

Eleven of the 18 AFL clubs broke their records – Carlton, Collingwood, Essendon, Geelong Cats, Gold Coast Suns, GWS Giants, Hawthorn, Melbourne, Richmond, Sydney Swans and reigning premiers the West Coast Eagles.

AFLW membership increased again after its third season, with 14,006 members across the 10 clubs.

Participation continued to rise on the back of the record numbers previously achieved.

In 2019, participation rose to 1,716,276 from 1,649,178 in 2018, with the growth in female participation providing the lion's share of that increase.

The number of women and girls increased from 530,166 to 586,422.



THE AFL'S HOME AND AWAY SEASON TOTAL ATTENDANCES OVER THE PAST FIVE SEASONS:

2019 - 6,951,304
2018 - 6,894,770
2017 - 6,732,601
2016 - 6,306,333
2015 - 6,351,578

AFL attendances

The record crowd for the AFLW Grand Final was not an aberration for the game, as Australian Football fans were again to the fore in record numbers for the AFL season.

Across the 198 home away matches, a record of 6,951,304 fans was established, surpassing the previous highest of 6,894,770 set in 2018.

I commend the 18 clubs, who do an amazing job to build their fan bases, which is reflected through the record memberships established across the competition.

Through the 2019 Toyota AFL Premiership Season, 12 separate rounds were attended by at least 300,000 fans, with matches played in every state and territory, as well as a game in China.

The attendance numbers reflect great credit on our fans, particularly when considering the number of matches played at smaller-capacity venues outside of our mainland capital cities in Alice Springs, Ballarat, Canberra, Darwin, Hobart, Launceston, Shanghai and Townsville.

Seven clubs increased their attendance numbers from 2018 – the Brisbane Lions, Carlton, Collingwood, Essendon, the GWS Giants, West Coast Eagles and the Western Bulldogs – with premier Richmond averaging an extraordinary 59,994 fans per home game, the fourth-highest average crowd for any team in AFL/VFL history.

Appointment of Helen Milroy

At the March 2019 meeting, Professor Helen Milroy was appointed as the first Indigenous AFL Commissioner in the competition's history.

A descendant of the Palkyu people of the Pilbara region in Western Australia, Professor Milroy has more than 30 years' clinical experience in the health and mental health system, with a strong focus on Aboriginal and child health. A Professor at the University of Western Australia and a Commissioner with the National Mental Health Commission, she also served as a Commissioner with the Royal Commission into Institutional Responses to Child Sexual Abuse.

Helen is an outstanding appointment for the game, bringing the highest level of clinical and policy experience in the important areas of health, mental health and indigenous affairs to the game's governing body.



△ Despite the AFL continuing to take games to venues outside mainland capital cities, such as the St Kilda-Gold Coast clash at Riverway Stadium in Townsville, the 2019 attendance figures were again a record.

▷ Professor Helen Milroy became the AFL's first Indigenous Commissioner when she was appointed last March.



Congratulations to Richmond

The 2019 Toyota AFL premiership season was capped off by a dominant Grand Final performance from Richmond, which claimed its second premiership in three seasons.

While the GWS Giants fought bravely against a heavy injury toll through the season to reach their first Grand Final, the Tigers were far too strong on Grand Final day, winning emphatically by 89 points before a capacity crowd of 100,014.

Congratulations to coach Damien Hardwick and the players, president Peggy O'Neal and the board and CEO Brendon Gale and the entire staff for the manner in which the club overcame early-season injury issues of their own.

Congratulations also to the Giants for a fine year, as the first of our recent expansion clubs to progress to a Grand Final. Competing in September for a fourth consecutive season, coach Leon Cameron and his players, chairman Tony Shepherd and his board and CEO David Matthews and the staff are continuing to build a strong and capable club in western Sydney.

△ Jubilant skipper Trent Cotchin and coach Damien Hardwick raise the premiership cup after their convincing win over the Giants.

THE TIGERS WERE FAR TOO STRONG ON GRAND FINAL DAY, WINNING EMPHATICALLY BY 89 POINTS BEFORE A CAPACITY CROWD OF 100,014

Congratulations to the Adelaide Crows

As noted earlier, the Adelaide Crows won a second premiership in the AFLW competition – this time claiming the flag on home turf at Adelaide Oval in front of a record crowd.

The Crows lost just one game for the season and were superbly led by co-captains Chelsea Randall and Erin Phillips. Triple All-Australian Randall was again the dominant defender in the game, while Phillips replicated her remarkable year from 2017 by claiming both the competition best and fairest and best-on-ground honours in the premiership win. While she sustained a knee injury late in the Grand Final, all fans hope she will again be part of the competition in 2020.

Congratulations to coach Matthew Clarke and the players for their win, along with chairman Rob Chapman and the board and CEO Andrew Fagan for galvanising an entire state around the Crows' women players.

Congratulations also to Carlton, which rebounded strongly from a disappointing year in 2018 to charge back up the ladder under new coach Daniel Harford. President Mark LoGuidice and his board, CEO Cain Liddle and his staff and the wider Carlton family have been fully invested in the AFLW since the record crowd at Ikon Park on the night of the first-ever game against Collingwood, providing inspiration to young girls everywhere.

Gold Coast Suns – special assistance decision by the AFL Commission

A primary role of the AFL Commission is to ensure competitive balance across the clubs.

Across the 2019 season, nearly half of all matches were decided by four goals or less. But the Gold Coast Suns endured difficult times on-field separate to their strong place within the community.

The AFL Commission's competitive balance policy 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.

To that end, in 2019, the Commission ruled that the Suns would be provided with competition assistance, after making an application to the League.

The club was provided assistance around the NAB AFL Draft with priority selections across the next three years, along with expanded access to Academy players and support with operational and strategic work.

The AFL reserved the right to review the selections provided to the club, should the Suns turn around their fortunes quickly.

▶ Molly Couch accepts a retrospective Brownlow Medal certificate from AFL CEO Gillon McLachlan on behalf of her late father Paul.

Retrospective Brownlow Medal certificates

Brownlow Medal certificates were awarded to the best and fairest player in the League for 40 years from the award's inception in 1924, but stopped for a period of time between 1965-93, for reasons unknown.

In 2019, back-dated certificates for each Brownlow medallist who did not receive one at the time they won their Brownlow Medal were produced, with the majority presented before this year's Brownlow function.

Our greatest players, who have built the foundation of the modern national league, must be acknowledged and honoured by our game and they were delighted to be part of a wonderful ceremony.

Each certificate was hand drawn by Paul Harvey, a well-known caricature artist, who has produced our certificates for more than two decades.

At the launch of the 2019 Finals Series, the first of these certificates was presented to Molly Couch, the daughter of the late Paul Couch, on behalf of the Couch family to commemorate his 1989 Brownlow Medal success.

Community football

The commitment of volunteers to local clubs at community and regional football is pivotal to the overall health of the game.

To that end, the AFL continues to focus on reducing costs and the administrative burden for volunteers at grassroots level, as well as enacting structural reform as leagues grow and mature.

Across Victoria in 2019, a Community Investment Fund was established with the support of the Victorian Government, with a total commitment of \$18 million over the next three years.

No state or territory has priority over another and a review was completed of non-traditional markets in AFL NSW and AFL Queensland of their operating models.

Three regional competition hubs were established in Tasmania, following the 2018 AFL Tasmania review, along with a restructure in the NT, increasing the focus on club and coach development.



△ Co-captains Chelsea Randall and Erin Phillips are joined by teammate Ebony Marinoff after the Crows claimed their second AFLW premiership in three seasons.

Financial Result

The key AFL financial highlights were as follows:

- ▶ Revenue increased by \$15.3 million (two per cent), due to the Broadcast Rights deal and growth in commercial revenue;
- ▶ Operating expenditure increased by \$7.6 million (two per cent), due to revenue-related increases and increased investment in AFLW and female participation at a community level;
- ▶ Distributions increased by \$4 million (one per cent).

After all revenue, operating expenditure and distributions, the AFL group's surplus for 2019 was \$27.9 million, an increase of \$2 million compared with 2018 and ahead of the 2019 budget.

Broadcast and corporate partners

The game of Australian Football has deep roots within communities across every part of our country.

While our game has a strong base, the continued support of our broadcast and corporate partners allows the AFL to keep admission and membership prices as low as possible, when compared with other forms of entertainment, while also providing the opportunities for us to further invest at community level and develop all parts of the game.

Major partner Toyota kindly opened its doors to host the launch of the 2019 Finals Series, and, as our premier partner, it supports the Toyota AFL Premiership Season, the Toyota AFL Finals Series, the Toyota AFL Grand Final Parade and Toyota AFL Grand Final.

At the season launch, it was announced that our partnership will continue for another four years through to 2023, taking this landmark agreement to two decades.

Virgin and Accor, who respectively fly our teams and accommodate our clubs around the country, are valued greatly for their support, while NAB further extended its support of our AFLW Competition by another three years.

I also wish to acknowledge the members and supporters of our clubs who are brilliantly served by our broadcast partners – the Seven Network via free-to-air, Foxtel and Fox Sports and Kayo subscription coverage, 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.

▶ Fans are kept informed and entertained by the AFL's broadcast partners, including the Seven Network (top), while Toyota has extended its agreement as the AFL's major partner for another four years.



△ The 2019 Commission (from left) – Kim Williams, Robin Bishop, Simone Wilkie, Professor Helen Milroy, Jason Ball, Richard Goyder (Chairman), Gillon McLachlan (Chief Executive Officer), Gab Trainor, Paul Bassat and Andrew Newbold.

The clubs and my fellow Commissioners

The 18 AFL clubs are a core reason for the outstanding results achieved around attendance, membership, participation and viewership. The strong national competition drives interest at every level of the game.

While the Commission sets the strategic direction for our game, the success and popularity of the game must be attributed to so many at all levels – both community and elite – who contribute so much.

I would like to thank each board member, staff member, player, coach and volunteer from across our clubs for their contribution.

I also wish to personally thank my fellow commissioners – Jason Ball, Paul Bassat, Robin Bishop, Professor Helen Milroy, Andrew Newbold, Gab Trainor, Simone Wilkie and Kim Williams – for their contributions and time given back to the game.

The AFL executive and staff, led by our Chief Executive Gillon McLachlan, continues to strive to build our game and have performed strongly over the past 12 months.

Above all, the AFL Commission wishes to thank the members and fans around the country whose passion drives our game.

Richard Goyder, AO
Chairman

THE SUCCESS AND POPULARITY OF THE GAME MUST BE ATTRIBUTED TO SO MANY AT ALL LEVELS – BOTH COMMUNITY AND ELITE – WHO CONTRIBUTE SO MUCH

CEO'S REPORT

GILLON McLACHLAN
Chief Executive Officer



In a rapidly changing environment, it is satisfying to be able to report that Australian Football and the AFL/AFLW competitions were extremely strong through 2019, and that our game is embedded in metropolitan and regional communities across the country.

As modern society imposes more demands and challenges, particularly on young people, the AFL is committed to being a social leader on key matters. The inclusive nature of our game is vital to assist in bringing people together, rather than dividing us, and the beneficial outcomes of being involved in team sport have positive life-long effects.

In 2019, major long-term decisions for the game were made around both strengthening our football communities, and assisting the people within our game, in a time of record participation levels for the sport.

At the elite level of the AFL, I am delighted to be able to report the game's home and away attendance record was again broken, coupled with a record club membership beyond one million members for the second consecutive year.

The welfare of our people is foremost and in 2019 Australian Football sought a step change in how we acknowledge the mental health of those within our game, appointing Dr Kate Hall as the AFL's Head of Mental Health and Wellbeing and Dr Ranjit Menon as the AFL's Chief Psychiatrist.

These appointments form a pivotal part of a new strategy by our Industry Governance Committee following a comprehensive review into mental health and are dedicated towards improving the overall industry's support of mental health and wellbeing for current and past male and female players, umpires, coaches and more than 3000 staff in administrative roles.

Our game thrives because of the investment of people into Australian Football and it is our role and duty to invest into transforming the management of mental health and wellbeing for our industry, a pivotal emerging issue in modern society.

▶ Marlion Pickett's remarkable AFL debut in Richmond's Grand Final triumph was one of the season's best feel-good moments.





AFLW expansion

A successful third season of AFLW saw the Geelong Cats and North Melbourne join our elite competition. The Cats qualified for finals while the Kangaroos started strongly and were just edged out for a finals spot, with the competition concluding with that magnificent March afternoon in Adelaide for the Grand Final.

In 2020, the competition will expand again with the Gold Coast Suns, Richmond, St Kilda and the West Coast Eagles to take the competition to 14 teams.

Key AFL records broken again

The AFL competition saw club membership and home and away attendances reach record levels, while Richmond claimed a second premiership within three years. Even as the AFL continues to take matches to smaller-drawing venues (Alice Springs, Ballarat, Canberra, Darwin, Hobart, Launceston, Shanghai and Townsville) to ensure our national reach, we are privileged to be supported by the numbers in which fans attend games and commit to membership of their club.

Collingwood captain Scott Pendlebury claimed his third Anzac Medal in the clash against Essendon, which attracted the highest attendance for a home and away game in 2019.

AFL attendance highlights

For the third consecutive year, a home and away attendance record was established with 6,951,304 fans attending the 198 matches, breaking the previous record of 6,894,770 established in 2018.

Richmond (59,994), Collingwood (58,975) and West Coast (a club record 53,513) all averaged beyond 50,000 fans for their home games, while a further four clubs – Essendon, Carlton, the Adelaide Crows and Fremantle – averaged home game attendances beyond 40,000.

In terms of year-on-year improvement, the turnaround in fortunes of the Brisbane Lions and the improved form of Carlton was reflected by those clubs recording the largest percentage increase on their 2018 results, increasing their crowds by 34 per cent and 47 per cent respectively. A detailed examination of all clubs is in the Commercial Operations Report.

TOP 5 GAMES OF 2019

RD 6 MCG  v  **92,241**

RD 23 MCG  v  **85,405**

RD 1 MCG  v  **85,016**

RD 10 MCG  v  **80,176**

RD 19 MCG  v  **78,722**

TOP GAMES BY STATE

VIC - RD 6  v  **MCG 92,241**

WA - RD 4  v  **OPTUS STADIUM 58,219**

SA - RD 16  v  **ADELAIDE OVAL 50,544**

NSW - RD 12  v  **SCG 36,640**

QLD - RD 22  v  **GABBA 35,608**

TAS - RD 6  v  **UTAS STADIUM 15,888**

ACT - RD 7  v  **UNSW CANBERRA OVAL 12,633**

NT - RD 11  v  **TIO STADIUM 10,634**



Club membership

After reaching one million club members for the first time in 2018, our clubs again surpassed this record in 2019 with total AFL club membership reaching 1,057,572 members.

Richmond remains the only club to surpass 100,000 members, but West Coast, on the back of the 2018 premiership, achieved the biggest growth by adding 10,155 members to become only the second AFL club to push past 90,000 (90,445).

New South Wales and Queensland experienced year-on-year growth, with the Sydney Swans (61,912), GWS Giants (30,109) and the Gold Coast Suns (13,649) all breaking their club membership records, while the Brisbane Lions (28,023) delivered their highest return since 2005.

All clubs must be congratulated on their outstanding work around fan engagement, which leads all sports across the country.

Community funding

At a grassroots level for the game, the AFL is extremely aware of the demands on our volunteers to operate community clubs.

No one part of Australia is more important than another, and in recent years we have sought to deal with key community club issues around the nation.

In 2019, the Victorian State Government partnered with the AFL to provide an additional \$18m investment in country football in the state across the next three years to 2022, the largest investment in Victorian country football in more than two decades.

△ St Kilda great Nicky Winmar unveils a bronze statue depicting his game-changing action outside Optus Stadium in Perth.

The funding will support country communities through targeted initiatives, providing immediate financial relief to clubs and volunteers and ensure the long-term sustainability of the game through the growth of grassroots participation.

The workload on volunteers will be lessened to run their clubs, with funding also to be focussed on growing the next generation of players, umpires and coaches.

Nicky Winmar statue

One of the most iconic moments and images in Australian sporting history is now honoured in bronze outside Optus Stadium in Perth after a 2.75m statue of Neil Elvis 'Nicky' Winmar was commissioned by the West Australian Government and the AFL.

The statue depicts the moment Winmar, a Noongar man, changed conversation in Australia by lifting his football jumper and pointing to his skin, declaring: "I'm black and I'm proud."

The iconic image, taken by photographer Wayne Ludbey at Victoria Park in round four of the 1993 premiership season, helped change our game and, I hope, change our country.

RICHMOND REMAINS THE ONLY CLUB TO SURPASS 100,000 MEMBERS

AFLW season and women's football highlights

The expansion of AFLW with the addition of North Melbourne and the Geelong Cats saw a measurable return in growth and impact for the wider game, with seven clubs now having more than 1000 AFLW-specific members.

AFLW attendances totalled 244,000, highlighted by the Grand Final at Adelaide Oval, with a 4.2 million cumulative viewing audience across the season.

Female participation rose again by 16 per cent at community club level.

AFLW CBA

The AFL and the AFL Players Association settled a three-year Collective Bargaining Agreement (CBA), which guarantees year-on-year growth of the NAB AFLW Competition and provides certainty for all AFLW players and clubs.

Covering the 2020, 2021 and 2022 AFLW seasons, it delivers an increase of 37 games, with additional pre-season and development hours for players and increased salaries.

The CBA also provides an increased focus on player development with a Player Development Manager committed to each club, together with a 65 per cent increase in player development funding.

Executive Team appointment

Brian Walsh rejoined the AFL Executive as General Manager, Corporate Affairs, Government and Communications in September, after Elizabeth Lukin stepped away from the AFL Executive for personal reasons.

Liz was an outstanding executive for four years, driving strong values in her role, while Brian returned to our staff, having previously worked at the AFL between 2005-11 in a senior communications role.

Under a revised structure for his department, Brian will be responsible for combining key areas of our business in both media and government relations, as well as the AFL's work in the community to support charitable work.

Attraction and development of key working talent

A key focus for the industry is both the attraction of more women and indigenous talent to senior off-field roles, along with the development and implementation of a workforce plan to deliver leadership, talent and diversity programs.

An increasing number of new hires are women (45 per cent up from 38 per cent in 2018), while current Aboriginal and Torres Strait Islander representation (2.8 per cent) will be increased via a targeted employment strategy.

▷ Fremantle's Kiara Bowers handballs during the AFLW game against the Western Bulldogs at Fremantle Oval.



SUMMARY OF THE AGREEMENT AFLW SEASON LENGTH



EXTENDED PRE-SEASON:



Club profitability/ club funding model

Club profitability continues to improve in recent years, with a heavy focus from the AFL of supporting clubs through our strategy work.

At the time of going to print, club aggregate profits were expected to improve by \$2-4 million on 2018 results, while aggregate club debt reduced by \$8.2 million.

A consolidated AFL-AFLW funding model has been developed and agreed and is now being implemented for the 2020-22 period while an integrated AFL-AFLW Soft Cap policy has also been developed and agreed, and is being implemented for the same period to the end of 2022.

Spectacular competition

After the introduction of a number of rule changes for the 2019 year, the end result saw a further tightening in the on-field competitiveness between clubs.

The Toyota AFL Premiership Season saw a high number of upsets and almost half of the games (47 per cent) decided by less than four goals – the highest level of 'close' games in more than two decades.

The Football Operations Department used its Game Analysis team for weekly reporting on game trends and statistics, to assess the impact of the changes made and inform decisions across key industry and Commission meetings.

To support game standards, the umpiring department was modernised via the trial of new assessment processes for umpires and the AFL Umpire Coaching and High Performance program was shared nationally to state and community leagues.

▽ Star Docker Michael Walters celebrates his match-winning goal against Collingwood in round 11 at the MCG.

The Final Quarter/ The Australian Dream

In 2019, two important football-themed documentaries were released through the latter part of the season, dealing with the difficult issues of racism and discrimination.

The films focused on the treatment of former Sydney Swans star Adam Goodes, one of the game's greatest champions, and through his story, we got to see the personal and institutional experience of racism. Dispossession and disempowerment of First Nation's people has left its mark, and that racism, on and off the field, continues to have a traumatic and damaging impact on Aboriginal and Torres Strait Islander players and communities.

The 18 clubs and the AFL came together at the release of these films to apologise unreservedly for our failures during this period.

Our game is about belonging and this will not be achieved while racism and discrimination exists in our game.

The leadership of our game, across our entire competition of clubs, players, coaches and staff, pledged to continue to fight all forms of racism and discrimination, on and off the field.

**OUR GAME IS ABOUT BELONGING
AND THIS WILL NOT BE
ACHIEVED WHILE RACISM
AND DISCRIMINATION EXISTS
IN OUR GAME**



Finance

The AFL's revenue increased by \$15.3 million to \$793.9 million, due to broadcast rights agreements and a successful 2019 finals series. This revenue was used to fund the following investments:

- ▶ \$314.7 million to AFL clubs;
- ▶ \$58.8 million to game development; this is budgeted to increase in 2020 by \$6 million due to the AFL's investment in Victorian community football;
- ▶ \$37.7 million to the AFLPA;
- ▶ \$16.4 million in Women's Football. This is budgeted to increase by \$6 million in 2020 with the expansion of the AFLW competition from 10 teams to 14;
- ▶ \$17.9 million to infrastructure comprising of elite and community facilities and contributions for stadia redevelopments;
- ▶ \$1.4 million to corporate and social responsibility initiatives.

**THE AFL'S REVENUE
INCREASED BY
\$15.3 MILLION TO
\$793.9 MILLION, DUE
TO BROADCAST RIGHTS
AGREEMENTS AND A
SUCCESSFUL 2019
FINALS SERIES**

△ The 2019 AFL Executive (back row from left) – Patrick Keane, Andrew Dillon, Travis Auld, Ray Gunston, Brian Walsh, Steve Hocking; (front row) Darren Birch, Kylie Rogers, Gillon McLachlan, Sarah Fair, Walter Lee, Tanya Hosch.

Senior AFL club staff

The strong position of our game and the AFL and AFLW competitions owes much to the outstanding work of our 18 elite clubs. The clubs, coaches and players do an outstanding job in engaging with their supporters and building the links of clubs within their communities.

In 2019, two club chief executives resigned their positions to pursue new opportunities after excellent tenures in Carl Dilena (North Melbourne) and Steve Rosich (Fremantle).

Their roles were filled respectively by former AFL and Cricket Australia senior manager Ben Amarfo and Simon Garlick, who was previously CEO at the Western Bulldogs.

I want to acknowledge the work of each club's administration and board for their work at their clubs, and for their contribution to our game.

I want to thank my chairman Richard Goyder for his support and mentoring, and to thank my fellow commissioners for their assistance in a challenging role – Jason Ball, Paul Bassat, Robin Bishop, Professor Helen Milroy, Andrew Newbold, Gab Trainor, Simone Wilkie and Kim Williams.

My executive team and the wider staff at AFL House, along with all football staff working at state league level and community level across Australia, remain committed to pushing our game forward.

Thank you and we look forward to the exciting prospect of the 2020 year.

Gillon McLachlan
Chief Executive Officer

Graham 'Polly' Farmer – a true Legend

On August 14, 2019, Australian Football lost the greatest big man in the history of the game with the passing of Hall of Fame Legend Graham 'Polly' Farmer.

Farmer, 84, had bravely battled illness in his latter years and passed away in Perth, surrounded by his family.

Upon the formation of the Australian Football Hall of Fame in 1996, Farmer was nominated as one of just 12 inaugural Legends of the Game and, in that same year, was named first ruckman in the AFL/VFL Team of the Century.

As noted by CEO Gillon McLachlan upon his passing: "When discussing ruckmen, every player who saw him play or took the field against him deferred to Polly.

"Our game has always started in the centre square with a contest between two big men, and Polly was the greatest of all the big men who seek to set the standard of competitiveness for their teams, lead from the front at every contest and compel their teammates to match their skills and commitment in the pursuit of victory."

In a 19-year playing career in WA and Victoria before the days of the national competition, success followed Farmer wherever he went, accumulating 10 best and fairest honours, six premierships and three All-Australian selections in the carnival era.

Beyond football, as a proud Noongar man, he was a leader for the Aboriginal community and laid the path for so many great footballers from Aboriginal and Torres Strait Islander communities to come into the elite levels of the game and showcase their skills.

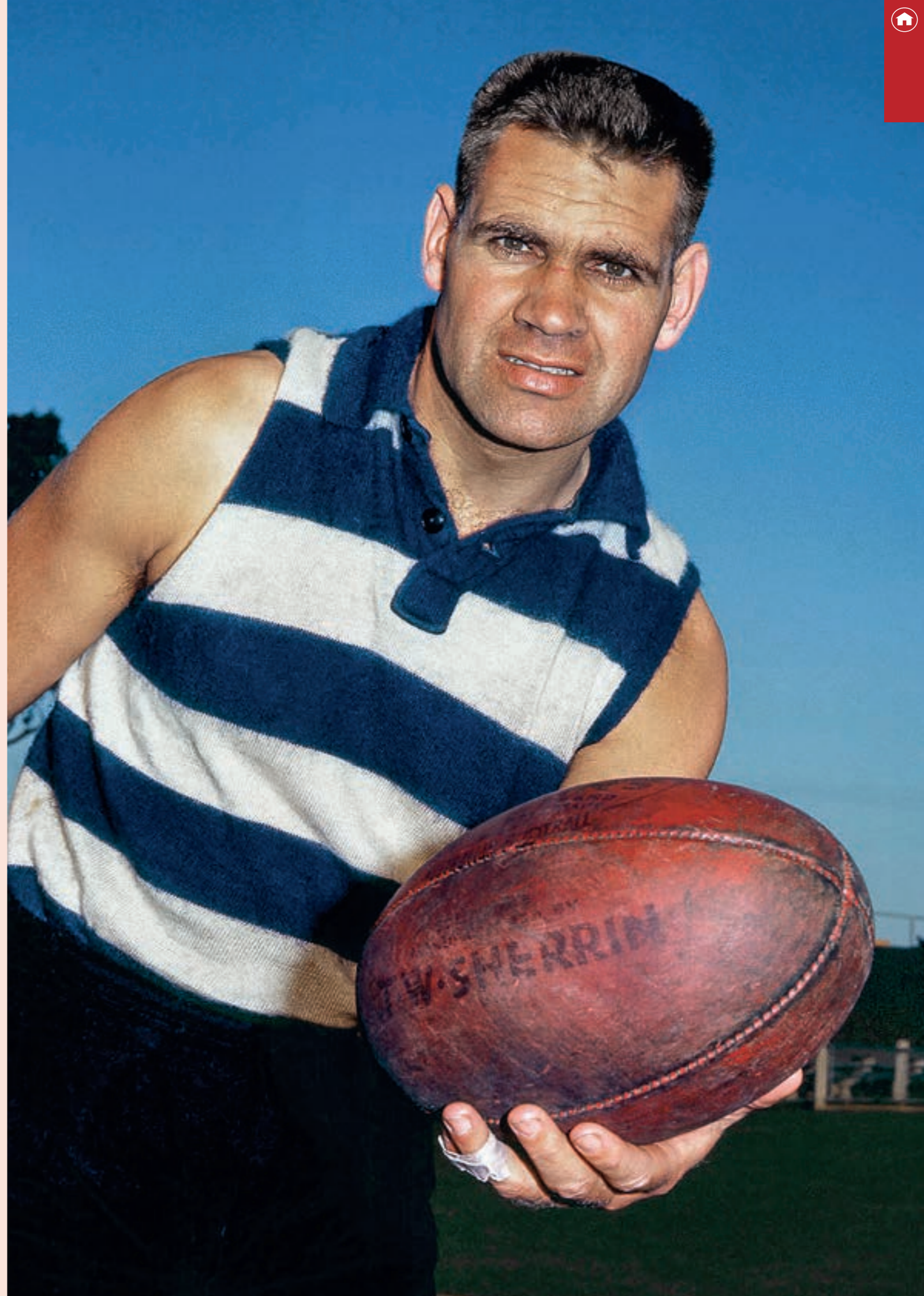
He was honoured with a state funeral by the West Australian Government and his influence continues still through the important and meaningful work of the Polly Farmer Foundation, empowering Aboriginal students to reach their aspirations through education.

▶ An inaugural Australian Football Hall of Fame Legend, Graham 'Polly' Farmer changed the way ruckmen played the game in a brilliant 19-year career. The Cats star shared a great on-field rivalry with Carlton champion John Nicholls (below).

THE FARMER RECORD

- ▶ Australian Football Hall of Fame, inaugural Legend of the Game (one of 12), WA Hall of Fame (Legend).
- ▶ Played 176 games for East Perth 1953-61, kicking 157 goals.
- ▶ Played 101 games for Geelong 1962-67, kicking 65 goals.
- ▶ Played 79 games for West Perth 1968-71, kicking 55 goals.
- ▶ Played 31 games for Western Australia, kicking 19 goals.
- ▶ Played six games for Victoria, kicking six goals.
- ▶ East Perth best and fairest 1954, 1955, 1956, 1957, 1959, 1960, 1961.
- ▶ Geelong best and fairest 1963, 1964.
- ▶ West Perth best and fairest 1969.
- ▶ Sandover Medal 1956, 1957, 1960.
- ▶ Simpson Medal 1959.
- ▶ East Perth premiership 1956, 1958, 1959.
- ▶ Geelong premiership 1963.
- ▶ West Perth premiership 1969, 1971 (both as playing coach).
- ▶ All-Australian 1956, 1958, 1961.
- ▶ AFL Team of the Century (first ruck).
- ▶ Indigenous Team of the Century (first ruck, captain).
- ▶ Geelong Team of the Century (first ruck).
- ▶ West Perth Team of the Century (first ruck).
- ▶ East Perth Post-War Team of the Century (first ruck).
- ▶ West Perth coach 1968-71 for premierships in 1969 and 1971.
- ▶ Geelong coach 1973-75.
- ▶ East Perth coach 1976-77.

**WHEN DISCUSSING RUCKMEN,
EVERY PLAYER WHO SAW
HIM PLAY OR TOOK THE
FIELD AGAINST HIM DEFERRED
TO POLLY**



FOOTBALL OPERATIONS

STEVE HOCKING

General Manager Football Operations



The AFL Football Operations Department effectively implemented nine rule changes and interpretations for the 2019 Toyota AFL Premiership Season. Overall, the changes had a positive impact on the game with a close and unpredictable competition this season.

Dr Kate Hall was appointed as Head of Mental Health and Wellbeing and Dr Ranjit Menon was appointed as Chief Psychiatrist. These two roles are dedicated to improving the industry's support of mental health and wellbeing for everyone involved in the game.

The investment into umpiring saw a new organisational structure implemented to better support all current and future umpires. Shane McInerney celebrated the biggest milestone in umpiring ranks when he broke the record for the most senior games officiated in AFL/VFL history when he umpired his 496th match during the premiership season.

The AFL Review Centre (ARC) became operational during the 2019 Toyota AFL Finals Series. The ARC's functions include match review, score review, medical support for clubs and umpiring performance assessments.

The governance of the AFL Tribunal moved from the Football Operations Department to form part of the AFL Legal Department, ensuring the Tribunal function operates separately to Football Operations. The revised model sees the roles of the Match Review Officer and the AFL Tribunal governed separately.

In late 2019, Rob Auld was appointed as Head of Competition Management, having previously served as the AFL's Head of Game Development. The role will focus on the evolution of the men's and women's competitions.

We look forward to welcoming four new AFLW teams in 2020 and we have taken the opportunity to support the continued growth of the game by bringing the AFL Women's team into Football Operations, ensuring we focus on building a strong and sustainable elite competition.

► Umpire Shane McInerney retired at the end of 2019 after 25 seasons and a record 502 games.





◀ Jack Bowes snaps a goal in the Suns' two-point win over Carlton in round four. Almost half of games in 2019 were decided by under four goals, a positive result of several rule changes and interpretations.

▼ AFL Chief Psychiatrist Dr Ranjit Menon, AFL Head of Mental Health and Wellbeing Dr Kate Hall and Lifeline Australia CEO Colin Seery after a press conference to announce the AFL's mental health partnership with Lifeline.

AFL law changes and game analysis

The AFL Commission approved a number of changes and interpretations around the Laws of the Game that were implemented for the 2019 Toyota AFL Premiership Season.

The changes 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.

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

Overall, it was felt the changes had a positive impact on the game. The 2019 season saw a close and unpredictable competition with 47 per cent of matches decided by less than four goals, the highest percentage in 20 years. The game became more open with teams more likely to score following a centre bounce.

Scoring was lower than in previous seasons, decreasing from 83.5 points a team in 2018 to 80.4 points in 2019.

Mental health appointments

The AFL Football Department appointed Dr Kate Hall to the role of Head of Mental Health and Wellbeing and Dr Ranjit Menon as the AFL's Chief Psychiatrist.

These new appointments form part of a strategy developed by the Industry Governance Committee following a comprehensive review into mental health.

The two roles are dedicated to improving the overall industry's support of mental health and wellbeing for current and past male and female players, umpires, coaches and more than 3000 administration staff.

Dr Hall leads the mental health and wellbeing function for the AFL, overseeing the strategy, implementation, clinical governance and review of all mental health policies, processes and activities within the AFL, and the wider industry. Dr Menon will oversee all medical interventions, having responsibility for the clinical governance of mental healthcare.

The AFL wishes to acknowledge and thank AFL Commissioner Helen Milroy, Hawthorn President Jeff Kennett, Richmond Chief Executive Officer Brendon Gale and AFLPA Chief Executive Officer Paul Marsh for their involvement in the process to appoint Dr Hall and Dr Menon.



AFL Review Centre

The AFL Review Centre (ARC) was successfully trialled in the final round of the 2019 Toyota AFL Premiership Season before being implemented throughout the 2019 Toyota AFL Finals Series.

The ARC features four functions: match review, score review, medical support for clubs and umpire performance assessment.

Four score reviewers and one supervisor were engaged across the nine finals series matches with centre-tight cameras upgraded to super slow motion for all nine matches. Live communications from the ARC to the broadcaster and in-stadium were successfully trialled.

Industry pre-season schedule

Following feedback provided by AFL clubs and the AFL Competition Committee, the Christmas and New Year period will see the introduction of the common industry three-week leave period.

The objective of this break period is to declutter clubs' pre-season schedules and provide a clear training block of six weeks for all clubs post-Christmas through to the start of the Marsh Community Series.

This leave period will be in place for the next three years and will be achieved by:

- ▶ Scheduling the AFL/AFLPA Drafts Induction Camp and the AFLPA Directors and Delegates Conference away from club training times, at the back end of the leave period.
- ▶ Streamlining the traditional AFL Community Camps and country visits into one block of time following the Marsh Community Series.
- ▶ A desire to continue to work with clubs to find the least disruptive time to conduct broadcast filming requirements.

▽ The new AFL Review Centre was successfully implemented in the 2019 finals series.

Competition Committee

Established in 2018, the AFL Competition Committee serves as a guide 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 that the many different streams of work across the entire AFL industry are 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.

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 (previously Sydney), Justin Reeves (Hawthorn).
- ▶ **Club coaches** – Chris Fagan (Brisbane Lions), Brad Scott (previously North Melbourne).
- ▶ **Club football managers** – Chris Davies (Port Adelaide), Craig Vozzo (West Coast).
- ▶ **Current AFL-listed players** – Patrick Dangerfield (Geelong, AFLPA president), Steven May (Melbourne).
- ▶ **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).

Umpiring

The AFL's Umpiring Department implemented a new organisational structure in 2019, to ensure AFL umpires are better supported now and into the future. In addition to supporting AFL umpires, the structure ensures a sustainable talent pathway and broader alignment with all umpires nationally.

AFL umpires played a key role in the education and implementation of the nine rule changes and interpretations for the 2019 season, conducting more than 350 club visits during the pre-season.

Go Pro cameras were introduced through the season and provided the umpiring department with footage to be used for coaching purposes. For the first time, umpires were required to wear GPS at all training sessions, club visits and game-days.

A trial of a four-umpire system was conducted across the 18 matches of the mid-season split rounds, including some umpires officiating in multiple games across the weekend. During the trial, four umpires rotated in and out of the game with only three umpires on the ground at any one time.

The umpiring department said the purpose of the trial was to:

- ▶ Enable the collection of data and observations to help determine if this on-field umpiring model should be one considered for the future;
- ▶ Develop insights as to whether a four-umpire model will enhance the career 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 an umpire.

While the umpiring department found there was no marked change in decision-making, GPS results showed a reduction in running load compared with a three-umpire system.

Umpiring numbers continued to grow in 2019 with nearly 16,000 registered umpires nationally. Indigenous participation grew by a significant 34 per cent compared with 2018, while multicultural participants grew by six per cent compared with the previous year.

In December 2019, it was announced that Chelsea Roffey and Eleni Glouftsis would become AFL staff members in January 2020 to work in community umpire development, promotion and recruitment. Meanwhile, AFL goal umpire David Rodan continued to grow the umpiring programs known as D-Rod Squads. It is hoped both will create wider awareness and promote umpiring to many groups outside the game's traditional pathways, including young females involved in football and multicultural and Indigenous communities.

Grand Final Umpires

Field Umpires: Shaun Ryan, Matt Stevic, Ray Chamberlain
Emergency: Simon Meredith

Boundary Umpires: Matthew Tomkins, Christopher Gordon, Ian Burrows, Matthew Konetschka
Emergency: Joshua Mather

Goal Umpires: Steven Piperno, Michael Craig
Emergency: Angus McKenzie-Wills

▶ Go Pro cameras, as worn by umpire Dean Margetts, were used to provide the umpiring department with footage for coaching purposes.

2019 Milestones

500 AFL games
Shane McInerney (Field)

400 AFL games
Brett Rosebury (Field), Mark Thomson (Boundary)

300 AFL games
Adam Coote (Boundary), Chris Donlon (Field), Ray Chamberlain (Field)

200 AFL games
Shane Thiele (Boundary), Michael Marantelli (Boundary), Jeff Dalglish (Field), Brett Dalglish (Boundary)

100 AFL games
Tim Lougoon (Boundary), Craig Fleer (Field), Michael Palm (Goal), Rob O'Gorman (Field), Andrew Stephens (Field), Daniel Field-Read (Boundary), Michael Craig (Goal)

All-Australian Umpires

Shaun Ryan (Field)
Matthew Tomkins (Boundary)
Steven Piperno (Goal)

Retirees/Departures

Scott Jeffery
325 matches, 13 finals, one Grand Final

Shane McInerney
502 matches, 26 finals, two Grand Finals

Chris Appleton (Goal Umpire)
283 matches, 24 finals, three Grand Finals



McInerney record

Shane McInerney broke the all-time record for the most senior games officiated in AFL/VFL history when he umpired his 496th match in round 16, surpassing the previous record of 495 set by the current AFL Umpires' Head Coach Hayden Kennedy in 2011.

Since his debut at Princes Park in 1994, McInerney officiated 25 seasons of AFL football, including 26 finals, the 2004 and 2007 Toyota AFL Grand Finals and two International Rules Series matches.

A strong and well-respected leader of the AFL umpiring group, Shane's contribution to Australian Football over such a long period has been outstanding.

Shane has been a fine ambassador for umpiring at all levels of our game and his record-breaking career and consistency across the years is a testament to his commitment to the game. He retired at the conclusion of the 2019 Toyota AFL Premiership Season.

Career snapshot

- ▶ 502 AFL games, 26 finals
- ▶ Two Toyota AFL Grand Finals (2004, 2007)
- ▶ 2008 State of Origin game
- ▶ Two International Rules Series games

Australian Football Hall of Fame

The 2019 Australian Football Hall of Fame presentation was held in Melbourne with four players, one coach and one administrator inducted into the Australian Football Hall of Fame to recognise their stellar contribution to our game.

The late Trevor Barker (dual best and fairest for St Kilda) was inducted, along with the late Jim Deane (dual Magarey medallist), the late Ron Evans (former top goalkicker, president of the Essendon Football Club and former AFL Commission Chairman), 1985 Brownlow medallist Brad Hardie, three-time Carlton premiership player Ken Hunter, and three-time premiership coach and games coached record-holder Mick Malthouse.

▽ The Rampage team celebrates its victory in the revamped AFLX tournament played at Marvel Stadium.

AFLX

The *realestate.com.au* AFLX 2019 tournament was held at Marvel Stadium on Friday, February 22.

Four new teams competed in a round-robin format with each consisting of 14 players – eight on the field and six on the interchange bench.

Matches consisted of two 10-minute halves with a two-minute half-time break and featured 10-point super goals and a Gatorade game-changer – a nominated player with the ability to score double points in the last five minutes of each match.

AFLX tournament attendees witnessed a mixture of specifically created entertainment elements such as themed match-day bars, a kids zone (on and off the field of play) and opportunities to meet players and mascots.

The winner of the tournament was the Rampage team, with the tournament broadcast live on the Seven Network and Fox Footy.

The realestate.com.au

AFLX 2019 teams:

BOLTS: Patrick Dangerfield (captain), Luke Hodge (vice-captain), Tom Hawkins, Steele Sidebottom, Mark Blicavs, Andrew Gaff, Luke Parker, Jaidyn Stephenson, Jamie Macmillan, Andrew McGrath, Jack Billings, Daniel Rich, Jack Steele, Tom Rockliff.

DEADLY: Eddie Betts (captain), Shaun Burgoyne (vice-captain), Bradley Hill, Jarrod Harbrow, Tim Kelly, Travis Varcoe, Lewis Jetta, Anthony McDonald-Tipungwuti, Willie Rioli, Sam Powell-Pepper, Cameron Ellis-Yolmen, Jade Gresham, Jack Martin, Nathan Wilson.

FLYERS: Nat Fyfe (captain), Marcus Bontempelli (vice-captain), Scott Pendlebury, Alex Rance, Isaac Heeney, Stephen Coniglio, Rory Laird, Travis Boak, Lachie Hunter, Aliir Aliir, Michael Hurley, Josh Kennedy (Sydney Swans), Jack Higgins, Callan Ward

RAMPAGE: Jack Riewoldt (captain), Patrick Cripps (vice-captain), Lachie Whitfield, Rory Sloane, Phil Davis, Dayne Zorko, Easton Wood, Dylan Shiel, Shaun Higgins, Tim Membrey, Zac Fisher, Bailey Fritsch, Jared Polec, Lachie Weller

AFL Illicit Drugs Policy

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

This 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.

JLT Community Series

The 2019 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), since acquired by Marsh, 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 2019 Toyota AFL Premiership Season.

Games were played in Canberra (ACT), Blacktown (NSW), Lismore (NSW), Burpengary (Qld), Mackay (Qld), Alberton (SA), Port Pirie (SA), Launceston (Tas), Ballarat (Vic), Carlton (Vic), Cranbourne (Vic), Geelong (Vic), Morwell (Vic), Shepparton (Vic), Werribee (Vic), Leederville (WA), Joondalup (WA) and Mandurah (WA).

In 2020, the pre-season series will be named the Marsh Community Series.

▽ The Hawks celebrate a goal in the 2019 JLT Community Series match against Richmond at University of Tasmania Stadium.

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 Red Energy 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.

NET PROCEEDS FROM THE GAME WERE DISTRIBUTED TO THE E.J. WHITTEN FOUNDATION AND THE AFL'S CHARITY PARTNERS





Life Members' Scholarship

Western Australia's Denver Grainger-Barras was awarded the 2019 Jack Collins-Alan Schwab AFL Life Members' Scholarship.

The \$10,000 scholarship, named after AFL Life Members Alan Schwab and Jack Collins, assists in the off-field development and education of elite young footballers.

The 17-year-old Swan Districts defender was awarded the scholarship following the breakout season in the WAFL and at state under-18 level.

First awarded in 1989, previous scholarship winners include Darcy Parish, Andrew Gaff, Lachie Whitfield, Nic Naitanui and Joel Selwood.

△ Life Members' Scholarship recipient Denver Grainger-Barras represented Western Australia in the NAB AFL Under-18 Championships.

THE \$10,000 SCHOLARSHIP ASSISTS IN THE OFF-FIELD DEVELOPMENT AND EDUCATION OF ELITE YOUNG FOOTBALLERS



△ Former West Coast star Peter Matera will become the first Aboriginal person to serve on the AFL Tribunal.

▷ Western Bulldogs forward Aaron Naughton is helped from the ground after injuring his left knee in the second elimination final against the GWS Giants.



Match Review/ Tribunal statistics

The Match Review model of a single decision-maker continued in 2019, with Match Review Officer Michael Christian assessing reportable incidents from all AFL and AFLW matches.

A number of key changes were made to the Match Review/Tribunal system for the 2019 season, including a stricter on-field adjudication of striking actions, use of studs and umpire contact.

The focus on these areas saw a 35 per cent reduction in the number of striking charges and 56 per cent reduction in umpire contact charges at the end of the 2019 season.

In July 2019, former West Coast player Peter Matera was appointed to join the jury for the AFL Tribunal, starting in 2020. A descendant of the Gnaala Karla Booja/Ballardong clan of the south-west region of Western Australia, Matera becomes the first Aboriginal person to serve on the AFL Tribunal.

In November, it was announced the governance of the AFL Tribunal would move from the Football Operations Department to the AFL Legal Department, ensuring the Tribunal function operates separately to the Match Review Officer and the General Manager Football Operations.

Injury Report

The 2018 AFL Injury Survey showed a rise in injury incidence and prevalence compared to recent years.

The injury incidence (number of new injuries per club per season) in 2018 was 39.1 compared with 35.1 in 2017, and injury prevalence (number of missed matches per club per season) in 2018 was 163.5 games compared with 141.3 in 2017.

Hamstring strains remain the most common injury in the AFL with an incidence of 6.3 new injuries per club, and the most common cause of matches missed with 25.2 matches missed per club.

The AFL has observed an increase in concussion rates, with 2.4 new injuries per club in 2018 compared with 1.5 in 2017 and 5.4 matches missed per club per season in 2018 compared with 4.2 in 2017.

These numbers reflect an ongoing conservative management approach. Incidence of all concussions (whether a match was missed or not) also appear to be slightly increased compared with previous years, with 7.9 injuries per 1000 player hours in 2018 compared with 7.1 in 2017.

The results of the report have a direct impact on the AFL's investment into injury research across all levels of the game, from the AFL competition to grassroots football.

MRP RECENT HISTORY

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Charges	147	159	178	236	157	183	196	201	160	272	188
Tribunal hearings	35	25	15	25	15	15	11	5	5	27	19
Cases not sustained	15	5	3	8	2	5	1	1	1	6	1
Appeals	3	0	1	1	0	2	0	0	1	2	1
Accepted penalties	112	134	163	211	142	168	185	196	157	245	169
% Accepting penalty	76%	85%	92%	89%	90%	92%	97%	99%	98%	94%	92%
Suspensions	43	51	47	59	59	55	36	30	38	35	26
Matches lost	68	86	72	112	104	75	57	45	66	65	28
Fixed financial sanctions	101,700	77,300	92,600	159,850	93,550	96,350	95,000	112,500	75,500	209,000	106,000
Low-level fixed financial sanctions	-	-	-	-	-	-	77,500	75,000	89,000	161,000	178,000
Reprimands	29	42	47	41	33	41	-	-	-	-	-

AFL WOMEN'S

NICOLE LIVINGSTONE DAM
Head of Women's Football



There continued to be strong growth in women's participation from 530,166 in 2018 to 586,422 in 2019. It's making our community clubs stronger and more representative of the communities in which they live.

We are immensely proud of the transformation of Australian Football and are committed to providing all women and girls the opportunity to play, coach or umpire our game, and ensuring those who do have a positive experience.

The NAB AFL Women's competition continued to grow and flourish in 2019 as we welcomed the first of our expansion teams – the Geelong Cats and the North Melbourne Tasmanian Kangaroos.

The introduction of two new clubs brought with them new supporters to the women's game and saw matches held in every Australian state and territory.

A new competition structure was implemented with the introduction of a conference system, with the top two teams in each conference progressing through to an expanded finals series.

In 2019, we were also proud to announce our naming rights partner, NAB, would be continuing with their support of the AFL Women's competition for a further three years. We thank NAB for their support in backing the current and future generation of AFLW stars.

▷ NAB AFL Women's Academy player Dee Heslop tackles a Southern Saints opponent during a match at Moorabbin Oval.





NAB AFLW Competition

The 2019 NAB AFL Women's Competition consisted of a seven-week home and away season followed by a two-week finals series and, for the first time, was played in a conference format.

CONFERENCE A

Western Bulldogs
Melbourne
Adelaide Crows
Fremantle
Kangaroos

CONFERENCE B

Brisbane Lions
GWS Giants
Collingwood
Carlton
Geelong Cats

Teams were placed into the conferences based on 2018 finishing positions; teams finishing in positions 1, 3, 5 and 7 (Western Bulldogs, Melbourne, Adelaide Crows and Fremantle) were allocated into Conference A and the teams finishing in positions 2, 4, 6 and 8 (Brisbane Lions, GWS Giants, Collingwood and Carlton) were allocated into Conference B.

New teams, Geelong Cats and the Kangaroos, were randomly allocated with the Kangaroos added to Conference A and Geelong Cats to Conference B.

Teams played all teams in their conference and three teams from the other conference. While teams earned points for every match they played, they were only ranked against those teams in their own conference.

Preliminary finals were introduced, with the winners meeting in the Grand Final where the highest-ranked team hosted the match.

Matches were played at 19 venues and all 38 matches were broadcast live across the Seven Network and FOX FOOTY.

The Adelaide Crows 10.3 (63) defeated Carlton 2.6 (18) to win their second NAB AFLW Competition premiership, in front of a record 53,034 people at Adelaide Oval.

Led by co-captains Chelsea Randall and Erin Phillips, the Crows were victorious under the guidance of first-time AFLW coach Matthew Clarke.

Adelaide's Erin Phillips was awarded the Best on Ground Medal.

AFLW Best and Fairest

Erin Phillips was awarded her second AFLW Best and Fairest. Phillips, 33, was a runaway winner and polled 19 out of a possible 21 votes, with five best on-field performances.

Fremantle's Dana Hooker finished second with 11 votes, while Melbourne's Karen Paxman was third with 10 votes.

▶ Adelaide superstar Erin Phillips polled 19 of a possible 21 votes to easily win her second AFLW Best and Fairest.

◀ The Cats made a triumphant entry to the AFLW Competition, downing the Magpies by one point in their opening game.

NAB AFLW Rising Star

Carlton's Madison Prespakis won the 2019 NAB AFLW Rising Star with 49 votes from the GWS Giants' Alyce Parker (39 votes) and the Geelong Cats' Olivia Purcell (20 votes).

The 18-year-old played her junior football at Romsey Junior Football Club and was recruited from Melbourne University and the Calder Cannons.

Prespakis played all nine of Carlton's matches in the 2019 season and kicked seven goals. She was ranked the No. 1 Carlton player by Champion Data, leading the Blues' disposals, contested possessions, uncontested possessions, handball receives, clearances and inside 50s.

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

▽ Carlton's Madison Prespakis was a runaway winner of the NAB AFLW Rising Star, playing every game and kicking seven goals.



AFLW Competition Committee

The AFL Women's Competition Committee met three times in 2019. The key priority of the committee was the 2020 season structure, including conference allocations, while also covering in detail Laws of the Game, injury data and approaches to reducing injury rates, player movement rules, and the evolution of second-tier competitions and talent pathways.

THE AFL CONTINUES TO COLLABORATE WITH RESEARCH PARTNERS TO DRIVE PLAYER SAFETY OUTCOMES

▽ Adelaide co-captain Chelsea Randall was named All-Australian for the third consecutive season at the 2019 W Awards.

Player health and safety

Player safety and wellbeing is of the utmost importance to the AFL and there are multiple ongoing research projects focused on ACL injury reduction, concussion incidence reduction and other areas related to the participation of women and girls in football.

The AFL continues to collaborate with research partners, such as universities, to drive player safety outcomes. An example of this is the Injury Reduction Resource Prep to Play. This resource was developed specially for female footballers and their coaches and was introduced to AFLW clubs and the wider AFL community in 2019, with resources made available directly to community leagues and publicly via *coach.afl*.

2019 Virgin Australia AFL Women's All-Australian Team

Backs: Ash Brazill (Collingwood), Megan McDonald (Geelong Cats)

Half-backs: Jessica Duffin (Kangaroos), Chelsea Randall (Adelaide Crows), Kerryn Harrington (Carlton)

Centres: Emma Kearney (Kangaroos), Kiara Bowers (Fremantle), Karen Paxman (Melbourne)

Half-forwards: Erin Phillips (Adelaide Crows), Jasmine Garner (Kangaroos), Monique Conti (Western Bulldogs)

Forwards: Gemma Houghton (Fremantle), Stevie-Lee Thompson (Adelaide Crows)

Followers: Lauren Pearce (Melbourne), Ebony Marinoff (Adelaide Crows), Madison Prespakis (Carlton)

Interchange: Emma King (Kangaroos), Gabriella Pound (Carlton), Ally Anderson (Brisbane Lions), Anne Hatchard (Adelaide Crows), Dana Hooker (Fremantle)

Captain: Erin Phillips
Vice-captain: Chelsea Randall

Mark and Goal of the Year

Tayla Harris (Carlton) won the 2019 AFLW JLT Mark of the Year Award and Ashley Sharp (Fremantle) won the 2019 AFLW Coates Hire Goal of the Year Award.

Leading Goalkicker

Stevie-Lee Thompson from the Adelaide Crows won the 2019 AFLW Leading Goalkicker Award, ending the home and away season with 13 goals.



AFLW Collective Bargaining Agreement

In 2019, a historic three-year Collective Bargaining Agreement (CBA) was agreed upon by the AFL and the AFL Players Association (AFLPA) ahead of the 2020 AFLW season.

The first multi-year CBA confirmed the season structure for the 2020, 2021 and 2022 AFLW seasons.

This will deliver an increase in the season length with a 10-week home and away season by 2022. There will also be an extension of the pre-season.

By the third and final year of the CBA, there will be more than \$10 million in payments to 420 AFLW players.

The CBA provides certainty for players and clubs, which was also supported by the introduction of two-year standard playing contracts for AFLW players from 2020.

Four new clubs and 120 new players will enter the AFLW Competition in the 2020 season, with total player payments across AFLW clubs at \$8.1 million in 2020.

The CBA provides an increased focus on player development with a Player Development Manager committed to each club, together with a 65 per cent increase in player development funding.

Highlights of the terms included within the 2020-2022 AFLW CBA are:

- ▶ Players will continue to be paid according to a four-tiered system as follows, with player payments in 2020 being:
 - ▶ Tier 1 – \$29,856
 - ▶ Tier 2 – \$23,059
 - ▶ Tier 3 – \$19,661
 - ▶ Tier 4 – \$16,263
- ▶ The CBA requires each AFLW club to commit to a minimum value of Additional Service Agreements (ASAs) with AFLW players, being \$25,000 per club in 2020 and increasing to \$50,000 per club by 2022, with the two players with the highest ASAs at each club excluded from this minimum.
- ▶ The finalists will continue to share competition prizemoney, with a prizemoney pool of \$232,000 available in the 2020 AFLW season.
- ▶ Funding and access for AFLW players to the AFL Players' Injury and Hardship Fund.
- ▶ Increased funding to the AFLPA to support AFLW players.

Broadcasting

In 2019, the Seven Network broadcast two games a round live nationally free-to-air with all non-Victorian club matches broadcast into their respective local markets, while Foxtel broadcast every AFLW game live.

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

Both networks will continue to broadcast all finals matches live nationally. All games are available live on the digital platforms of Seven, Foxtel and via the AFLW Live App.

▽ Melbourne draftee Krstel Petrevski, the cousin of Carlton's Sam Petrevski-Seton, is a product of the NAB AFL Player Pathway, hailing from remote WA town Halls Creek.

NAB AFLW Player Pathway

The ongoing success of the AFLW Competition requires a structured and integrated talent pathway that prepares players to participate at the elite level. This is particularly critical as the competition continues to grow.

In 2018, the AFL Commission committed an additional \$10.5 million to enhance talent pathways across 2019-22. This funding is primarily focused on:

- ▶ Additional resourcing for state-based under-18 talent programs to provide high-quality coaching and high-performance development for talented players;
- ▶ The establishment of club-based under-16 academies to support entry into the talent pathway;
- ▶ An enhanced national academy program for the most talented underage players.





NAB AFL Women's Academy

Forty-eight players were selected in the third intake of the NAB AFL Women's Academy program.

The Academy program features accelerated Australian Football and personal development camps held across Australia over a 12-month period.

The 2019 intake included two squads: 17 Level 1 players (aged 16) and 31 Level 2 players (aged 17, who were eligible for the 2019 NAB AFL Women's Draft).

NAB AFLW Under-18 Championships

The 2019 NAB AFLW Under-18 Championships were played between July 8-12 on the Gold Coast, with matches held at Metricon Stadium, Southport and Bond University.

Western Australia, Central Allies, Vic Metro, Vic Country, Eastern Allies and Queensland competed in the championships, with the Central Allies including players from the Northern Territory and South Australia while the Eastern Allies represented Tasmania and NSW/ACT.

Vic Metro's Georgia Patrikios won the championships' MVP award.

Team Most Valuable Player Awards

Vic Country: Lucy McEvoy

Vic Metro: Georgia Patrikios

Western Australia: Mikayla Bowen

Queensland: Ellie Hampson

Eastern Allies: Mia King (Tasmania)

Central Allies: Montana McKinnon (South Australia)

The 2019 NAB AFLW Under-18

All-Australian team

Backs: Brenna Tarrant (NSW/ACT), Millie Brown (Vic C), Kitara Whap-Farrar (Qld)

Half-backs: Tyanna Smith (Vic C), Serene Watson (Qld), Ellie Hampson (Qld)

Centres: Molly McDonald (Vic M), Lucy McEvoy (Vic C, capt), Georgia Patrikios (Vic C)

Half-forwards: Teah Charlton (SA), Roxanne Roux (WA), Ellie McKenzie (Vic M)

Forwards: Mia King (Tas), Olivia Barber (Vic C), Gabby Newton (Vic M)

Followers: Montana McKinnon (SA), Sophie Molan (Vic C), Mikayla Bowen (WA)

Interchange: Mim Strom (WA), Lily Postlethwaite (Qld), Madison Newman (SA), Laura McClelland (Vic M)

△ All-Australian and WA MVP Mikayla Bowen leads out the NAB AFL Women's Academy team. Bowen is playing for West Coast in its inaugural season.

▷ St Kilda draftee Georgia Patrikios was the star of the NAB AFL Under-18 Championships representing Vic Metro, being awarded the championship MVP award.



NAB AFLW Draft

The 2019 NAB AFLW Draft was held at the Melbourne Showgrounds on Tuesday, October 22 and streamed live on the AFLW App and AFL.com.au.

The Western Bulldogs named **Gabby Newton** from the Northern Knights as the No. 1 Draft selection.

In total, 100 players were selected at the draft by the 14 clubs in the expanded competition, providing new football homes for 2020.

Two players were drafted as father-daughter selections: **Millie Brown** (Geelong Cats, daughter of Paul Brown) and **Isabella Grant** (Western Bulldogs, daughter of Chris Grant).

2019 NAB AFLW Draft (First Round)

No.	Player	Selected by	Club
1	Gabby Newton	Western Bulldogs	Northern Knights
2	Lucy McEvoy	Carlton	Geelong Falcons
3	Lily Postlethwaite	Brisbane Lions	Maroochydore
4	Maggie Gorham	GWS Giants	Belconnen Magpies
5	Georgia Patrikios	St Kilda	Calder Cannons
6	Nell Morris-Dalton	Western Bulldogs	Northern Knights
7	Sophie Molan	Richmond	GWV Rebels
8	Gemma Lagioia	Western Bulldogs	Oakleigh Chargers
9	Elisabeth Georgostathis	Western Bulldogs	Western Jets
10	Ellie Gavalas	Kangaroos	Western Bulldogs
11	Millie Brown	Geelong Cats	Murray Bushrangers
12	Roxanne Roux	Fremantle	East Fremantle
13	Grace Egan	Carlton	Richmond
14	Montana McKinnon	Adelaide Crows	South Adelaide
15	Isabel Dawes	Brisbane Lions	Maroochydore Roos
16	Catherine Svarc	Brisbane Lions	Wilston Grange
17	Hannah Hillman	Brisbane Lions	Coorparoo
18	Serene Watson	Gold Coast Suns	Bond University

▽ The first-round selections pose for a group photo after the 2019 NAB AFLW Draft.



◁ Northern Knights premiership captain Gabby Newton was the No. 1 selection for the Western Bulldogs at the 2019 NAB AFLW Draft.

BROADCASTING

TRAVIS AULD

Chief Financial Officer and
General Manager of Clubs
and Broadcasting



The 2019 Toyota AFL Premiership Season delivered strong television ratings, with the Seven Network's free-to-air coverage and Foxtel's subscription television and Kayo coverage drawing large audiences every week.

Overall television industry ratings (free-to-air and subscription television) experienced a year-on-year increase of 2.2 per cent (3.969 million per home and away round, compared with 3.885 million in 2018). This number does not include digital viewership and occurred despite a decline in television industry ratings generally. The strength of the result was also evident in that it occurred despite the impact of other sporting events such as the cricket World Cup, the French Open and Wimbledon tennis grand slams and the Ashes at various points during the season.

The cumulative gross national audience during the home and away season exceeded 91 million (91,293,403), which was up on the 89.3 million (89,348,093) in 2018. The 91 million viewers comprised 57.41 million viewers on free-to-air and 33.89 million viewers on subscription television.

▷ The AFL attracted big crowds and huge audiences on TV as fans were inspired by their heroes and on-field leaders.



NAB AFL Women's Competition

The NAB AFL Women's Competition again received terrific support from the AFL's television broadcast partners, with the Seven Network broadcasting two home and away matches each week and all finals series matches, while FOX FOOTY on Foxtel broadcast every home and away and finals series match live across Australia.

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

- ▶ The Saturday night season-opener between the Geelong Cats and Collingwood at GMHBA Stadium attracted a national average audience of 450,399 on the Seven Network (metropolitan and regional) and FOX FOOTY on Foxtel, an increase of 22 per cent on the 366,810 for the 2018 season-opener between Carlton and Collingwood.
- ▶ The 2019 NAB AFL Women's Grand Final national average audience of 478,529 on the Seven Network (metropolitan and regional) and FOX FOOTY on Foxtel was 90 per cent up on the 250,676 who tuned into the 2018 Grand Final between the Western Bulldogs and Brisbane Lions.
- ▶ The cumulative gross national audience during the home and away season of 3,360,022 (approximately 2.4m viewers on free-to-air and 942,000 on subscription television) was 27 per cent ahead of the 2,672,022 cumulative gross national audience in 2018.

All matches in the 2019 NAB AFL Women's Competition were also streamed live on the AFLW Live App, as well as broadcast by various AFL radio broadcast partners around Australia.

▽ Collingwood's Jaimee Lambert shoots for goal in the AFLW season-opener against Geelong at GMHBA Stadium, which attracted a national average audience of more than 450,000 on the Seven Network and FOX FOOTY.

Toyota AFL Premiership Season most watched matches

Thursday and Friday night matches were again consistently high-rating slots.

The national average audience for these matches was 1,004,129 across free-to-air and subscription television, with Friday night matches attracting a national average audience of 999,606 across free-to-air and subscription television (up 4.3 per cent on the 2018 average of 958,432) and the eight Thursday night matches attracting a national average audience of 1,016,565 across free-to-air and subscription television.

The 10 most-watched matches of the 2019 Toyota AFL Premiership Season (national average audiences across free-to-air and subscription television) were:

1. **Round 6** – Essendon v Collingwood – 1.427 million (Anzac Day)
2. **Round 1** – Collingwood v Geelong Cats – 1.266 million
3. **Round 1** – Carlton v Richmond – 1.257 million
4. **Round 17** – West Coast Eagles v Collingwood – 1.184 million
5. **Round 6** – Richmond v Melbourne – 1.175 million
6. **Round 10** – Sydney Swans v Collingwood – 1.141 million
7. **Round 3** – Adelaide Crows v Geelong Cats – 1.133 million
8. **Round 2** – Richmond v Collingwood – 1.098 million
9. **Round 2** – Sydney Swans v Adelaide Crows – 1.096 million
10. **Round 15** – Geelong Cats v Adelaide Crows – 1.089 million



Toyota AFL Finals Series

The gross cumulative audience for the 2019 Toyota AFL Finals Series was 14,856,305. This marks a decrease of 10.1 per cent on the total national viewership for the 2018 Toyota AFL Finals Series (16,528,256).

The 2019 Toyota AFL Grand Final national average audience (metropolitan and regional) of 2.96 million (2,958,416) on the Seven Network was 13 per cent down on the 3.39 million who tuned into the 2018 Grand Final between the West Coast Eagles and Collingwood. This decline was impacted in particular by the one-sided nature of a number of the finals, including the Grand Final.

Despite it being one-sided, the combined five mainland capital city metropolitan audience of 2,213,877 viewers for the 2019 Toyota AFL Grand Final made it the most-watched program on metropolitan free-to-air television in 2019.



△ Fremantle captain Nat Fyfe chats with host Hamish McLachlan after his Brownlow Medal win, with the broadcast attracting an increased national average audience on the Seven Network.

Seven Network

The Seven Network again broadcast at least three games a week into all states and territories in Australia, including major marquee matches such as Thursday and Friday night games, the Good Friday match, Anzac Eve, Anzac Day and the Queen's Birthday matches.

Seven also continued to broadcast all non-Victorian teams' matches into their respective local markets, being all West Coast Eagles and Fremantle matches into Western Australia, Port Adelaide and Adelaide Crows' games into South Australia, Brisbane Lions and Gold Coast Suns' games to Queensland and Sydney Swans and GWS Giants' games into New South Wales.

The Seven Network also partnered closely with the AFL in broadcasting the Brownlow Medal, with a slightly shortened event and broadcast duration attracting a national average audience of 1,162,914 million, an increase of 1.88 per cent compared with 1,141,414 in 2018.

Foxtel

Fans from all around the country were again able to enjoy every game of the 2019 NAB AFL Women's Competition, 2019 JLT Community Series and 2019 Toyota AFL Premiership Season live in high definition on FOX FOOTY on Foxtel every week (including games in 4K definition), as well as being able to watch every match live on Foxtel's new Kayo platform.

In addition, FOX FOOTY and Kayo broadcast weekly magazine programs such as *On The Couch*, *AFL 360*, *Open Mike*, *Bounce*, *AFL Tonight*, *On The Mark*, *The Beep Test*, *The Weekend Lowdown* and *Bob*, providing broad coverage of Australian Football.

The network partnered with the AFL to broadcast the third AFL Premiership Season match held in China live back into Australia and around the globe. The Round 11 match in Shanghai between St Kilda and Port Adelaide attracted a national average audience of 214,339 on subscription television around Australia and free-to-air television into Adelaide.

Foxtel again produced first-class broadcasts of key AFL events, including the Australian Football Hall of Fame, NAB AFL Rising Star Award, Virgin Australia AFL All-Australian Awards, Toyota AFL Grand Final Parade, NAB AFL Draft and the 2019 AFLW Awards.

FOX FOOTY on Foxtel also achieved some major ratings highlights on the subscription television platform during 2019, including a national average audience of 471,145 for the preliminary final between Richmond and the Geelong Cats.

International broadcast

Fans around the world continued to receive great access to coverage of NAB AFL Women's matches, Toyota AFL Premiership Season matches, Toyota AFL Finals Series matches, the Toyota AFL Grand Final and AFL events.

It was the third year of a six-year global digital offering between the AFL and Fox Sports allowing international audiences to consume AFL content via WatchAFL. With subscribers located in 191 different 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.

AFL matches were also broadcast throughout the year into over 100 countries worldwide by rights

▶ The AFL's radio broadcast partners continued to take the game all around the country, with fans enjoying all the action, such as Kangaroo Jy Simpkin's celebration of a goal against the Tigers in round 11 at Marvel Stadium.

▶ Foxtel produced first-class broadcasts of key AFL events and FOX FOOTY achieved major ratings highlights on the subscription television platform.

holders ABC Australia, Carnival Cruise Lines, ESPN (sub-licensed to BT Sport, TSN and Viasat), Fox Sports/Fox Soccer Plus, and Sky Sports New Zealand. This guaranteed television coverage into Asia-Pacific, Canada, North America, Russia, Great Britain and New Zealand.

The AFL continued to strengthen its broadcast presence into China. For the third year in a row, one Toyota AFL Premiership Season match was broadcast each week live on free-to-air television via Guangzhou Television, including the St Kilda v Port Adelaide match played in Shanghai, along with the majority of Finals Series matches including the 2019 Toyota AFL Grand Final.

Shanghai Media Group also broadcast the St Kilda v Port Adelaide match and the 2019 Toyota AFL Grand Final and, for the first time, Tencent and BeTV broadcast the 2019 Toyota AFL Grand Final on their streaming platforms, ensuring the match was accessible to a large Chinese audience.

Radio

Radio broadcasters continued to take the game to all corners of metropolitan and regional Australia. The AFL's national metropolitan radio partners include Triple M, 3AW 693, ABC Radio, 1116 SEN, SENA, 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 each round during the 2019 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.



RADIO BROADCASTERS CONTINUED TO TAKE THE GAME TO ALL CORNERS OF METROPOLITAN AND REGIONAL AUSTRALIA



GAME DEVELOPMENT, LEGAL & INTEGRITY

ANDREW DILLON

General Counsel, General Manager
Game Development



In 2019, the AFL introduced the Pre-Season Supplemental Selection Period (SSP) and Mid-Season Rookie Draft, providing new opportunities for players to join AFL lists and offering further flexibility for clubs in managing their playing list.

There were also major changes to the NAB AFL Academy program with the introduction of state hubs. This allowed more talented pathway players to experience a high-performance environment.

The Legal and Integrity team conduct their work across the AFL and state bodies. Key projects included the finalising of Safeguarding Children and Youth policies, restructuring AFL stadium security and the AFLW Collective Bargaining Agreement.

▷ Geelong champion Gary Ablett turns back the clock with a spectacular mark over Hawk David Mirra in round five at the MCG.





Legal & investigations

The AFL Legal and Regulatory team (including the Insurance and Procurement functions) provided services to the AFL, affiliated state entities and certain AFL teams in 2019. The rich diversity of work reflected the broad and varied operations of our in-house clients. Highlights of the legal work performed by the team included the provision of advice and support in relation to:

- ▶ Many significant partnership renewals working with Commercial Operations, including the Toyota Motor Corporation Australia premier partnership extension through to 2023. This partnership will now extend to two decades, with the inclusion of several new properties including official community partner of the AFL, official automotive partner of the AFLW Competition and naming rights partner for the AFL's National Volunteer Awards, National Inclusion Carnival, NEAFL and the National Wheelchair Championships.
- ▶ The preparation and release of Commercial Operation Guidelines for the AFLW Competition, which guide and protect the AFL's commercial performance in respect of the AFLW and were established to assist AFLW clubs to understand the commercial opportunities and regulations in respect of the AFLW.
- ▶ Safeguarding Children and Young People strategy, including drafting, consulting and finalising the Policy, Code of Conduct and Reporting Procedure and preparation of community football templates.
- ▶ Conducting anti-doping proceedings in connection with the Australian Football Anti-Doping Policy, including the Tribunal determination in August 2019 of a breach of the Code by Sam Murray, formerly of the Collingwood FC, who received an 18-month period of ineligibility which will expire in February 2020. The anti-doping matter involving William Rioli of the West Coast Eagles, in respect of which he was provisionally suspended in September 2019, remains ongoing.
- ▶ AFL Tasmania Affiliation Agreements with all Tasmanian football leagues and associations which were entered into for the first time. These agreements enable all Tasmanian football leagues and associations to take up the administrative support of new Community Hubs in the South, North and North-West of the state. They also recognise AFL Tasmania as the governing body for Australian Football in Tasmania and provide a performance-based funding model, linked to KPIs, for Tasmanian football leagues and associations.
- ▶ A Fan Data Service Pilot Program was set up to assist the AFL and clubs in understanding how new technologies and databases could be used to better service prospective and existing fans. Pilot clubs were given access to new self-service reporting and analytics tools for their membership, ticketing, retail and digital datasets and selected clubs also explored the use of new digital marketing tools to better communicate with fans on their databases.

◀ Co-captains Phil Davis and the injured Callan Ward embrace after the Giants' fighting round four win over Geelong at GMHBA Stadium.

- ▶ Concussion identification, management, research and other matters, working across current stakeholders and former players.
- ▶ Marvel Stadium upgrade project and other industry-wide infrastructure and redevelopment projects.
- ▶ Managed compliance of the Grand Final ticket scheme, as well as the contractual framework underlying numerous Grand Final events and the Footy Festival.
- ▶ Supported the AFL industry's presence in China, including the annual China match, broadcasting and other programs and initiatives.
- ▶ Provided a full range of legal services to our state entities and AFL clubs the Gold Coast Suns and the GWS Giants, including the negotiation of partnership agreements, apparel licence agreements, management of relevant intellectual property portfolios and venue hire agreements.

Club risk & compliance

The Insurance team, working with our insurance broker Marsh, managed the AFL Collective Insurance Program which, in addition to the AFL and its subsidiaries, covers all elite and nearly all community football leagues, clubs and players around Australia. This work dealt with all claims under the program, stewarded the related Club Risk and Compliance Program (part of a range of activities to encourage sound risk management practices and behaviours) and oversaw the renewal of all relevant insurances in a hardening insurance market.

Procurement

The Procurement team undertook significant steps towards substantive change in the expenditure approach within the business, introducing new travel and expense policies and achieving significant cost savings on a number of supply arrangements, as well as completing the development and implementation of an AFL Procurement Policy and Purchase Order System.

AFL betting rules investigation

The AFL suspended Collingwood's Jaidyn Stephenson for 22 matches, with 12 matches suspended, and sanctioned him \$20,000 for breaching the AFL Rules related to betting on AFL matches.

Stephenson placed three same-game multi-bets in three separate matches in which he played in the early part of the 2019 Toyota AFL Premiership Season. The bet stakes totaled \$36. On two occasions, Stephenson gave cash to a friend to place the bets for him and on one occasion he used the friend's betting account. All bets were unsuccessful.



△ No. 1 pick Matt Rowell (second from right, front row) is joined by the other first round selections at the 2019 NAB AFL Draft.

2019 NAB AFL DRAFT SELECTIONS (FIRST ROUND)

No.	Player	Club	Selected by
1	Gold Coast Suns	Matt Rowell	Oakleigh Chargers/Canterbury
2	Gold Coast Suns	Noah Anderson	Oakleigh Chargers/Hawthorn Citizens
3	Melbourne	Luke Jackson	East Fremantle/Bullcreek-Leeming
4	GWS Giants	Lachie Ash	Bushrangers/Shepparton Notre Dame
5	Sydney Swans	Dylan Stephens	Norwood/Red Cliffs
6	Adelaide Crows	Fischer McAsey	Sandringham Dragons/East Brighton Vampires
7	Fremantle	Hayden Young	Dandenong Stingrays/Somerville
8	Fremantle	Caleb Serong	Gippsland Power/Warragul
9	Fremantle	Liam Henry	Claremont/Christ Church Grammar
10	GWS Giants	Tom Green	Eastlake Demons/Marist College
11	Gold Coast Suns	Sam Flanders	Gippsland Power/Fish Creek
12	Melbourne	Kysaiah Pickett	Eagles/Port District Black
13	Hawthorn	Will Day	West Adelaide/PHOS Camden Phantoms
14	Port Adelaide	Miles Bergman	Sandringham Dragons/Hampton Rovers
15	Western Bulldogs	Cody Weightman	Dandenong Stingrays/Beaconsfield
16	Geelong Cats	Cooper Stephens	Geelong Falcons/Colac
17	Carlton	Brodie Kemp	Bendigo Pioneers/Echuca
18	Port Adelaide	Mitch Georgiades	Subiaco/Hale School
19	Geelong Cats	Sam De Koning	Dandenong Stingrays/Mount Martha
20	Carlton	Sam Philp	Northern Knights/St Mary's
21	Richmond	Thomson Dow	Bendigo Pioneers/Swan Hill

2019 NAB AFL DRAFTS: WHERE PLAYERS CAME FROM

	National	Rookie	Total
Victoria	36	5	41
Western Australia	14	3	17
South Australia	11	2	13
Queensland	3	2	5
NSW/ACT	1	-	1
Tasmania	-	1	1
Northern Territory	-	1	1
TOTALS	65	14	79

NAB AFL Draft

The 2019 NAB AFL Draft was held at Marvel Stadium in Melbourne. The Draft was held over two nights with the first round (selections 1 to 21) held on the first night and the remaining 44 selections made the following night. A mid-draft trading period was introduced for the first time.

Both nights were broadcast live on Fox Footy while SEN 1116, 3AW and afl.com.au provided coverage on the first night.

Pre-season Supplemental Selection Period

Ahead of the 2019 Toyota AFL Premiership Season, the Pre-season Supplemental Selection Period was introduced to allow clubs with available list spots to sign players to their rookie list.

A total of 15 players were signed during the SSP which took place from December 1, 2018, to March 15, 2019:

Carlton: Michael Gibbons, Matthew Cottrell
Essendon: Zac Clarke
Gold Coast Suns: Sam Fletcher
GWS Giants: Shane Mumford
Hawthorn: Ned Reeves
Melbourne: Corey Wagner, Jay Lockhart
North Melbourne: Tom Campbell
Richmond: Maverick Weller, Sydney Stack
St Kilda: Sam Rowe, Jonathon Marsh
Sydney Swans: Hayden McLean
West Coast Eagles: Keegan Brooksby

▽ Former Fremantle players Zac Clarke and Josh Deluca (below right) were given second chances on an AFL list in 2019 – Clarke with Essendon via the Pre-Season Supplemental Selection Period and Deluca with Carlton in the Mid-Season Rookie Draft.

Mid-Season Rookie Draft

The first Mid-Season Rookie Draft was conducted at the end of round 10. Clubs with a list spot available either through long-term injury or retired players were able to select a player not on an AFL list. All players who nominated for the 2018 NAB AFL Draft were eligible and there was a nomination period for other players. Seven players debuted with their new clubs. A highlight was Richmond's Marlion Pickett, who became a premiership player on his senior debut.

PLAYERS SELECTED IN MID-SEASON ROOKIE DRAFT

Rd.	Player	AFL Club
1	Carlton	Josh Deluca
2	Gold Coast Suns	Mitch Riordan
3	Melbourne	Kyle Dunkley
4	Sydney Swans	Michael Knoll
5	North Melbourne	Lachlan Hosie
6	Western Bulldogs	Ryan Gardner
7	Essendon	Will Snelling
8	St Kilda	Jack Mayo
9	Port Adelaide	Cam Sutcliffe
10	Hawthorn	Pass
11	Fremantle	Dillon O'Reilly
12	Adelaide Crows	Pass
13	Richmond	Marlion Pickett
14	Collingwood	John Noble
15	Gold Coast Suns	Pass
16	Sydney Swans	Cody Hirst
17	Western Bulldogs	Pass
18	Essendon	Pass



Father-son & Academy selections

There were three father-son selections in 2019.

Finn Maginness (Hawthorn, son of Scott) and **Jackson Mead** (Port Adelaide, son of Darren) were selected at the NAB AFL Draft. **Trent Burgoyne** (Port Adelaide, son of Peter) was selected at the Rookie Draft.

A further three players were selected by their Academy club, with matching bids during the NAB AFL Draft:

- ▶ **Liam Henry** (Fremantle Next Generation Academy)
- ▶ **Tom Green** (GWS Giants Northern Academy)
- ▶ **Keidean Coleman** (Brisbane Lions Northern Academy)

No players were selected directly by their Father/Son or Academy club.

A further three Players were bid on and not matched during the National Draft:

- ▶ **Noah Cumberland** (Brisbane Lions Northern Academy) went to Richmond at selection 43
- ▶ **Will Martyn** (Brisbane Lions Northern Academy) went to Richmond at selection 44
- ▶ **Bigoa Nyuon** (St Kilda Next Generation Academy) went to Richmond at selection 54

Free Agency

The new conditions which have been introduced in 2019 are as follows:

- ▶ the condition that a player must have come out of contract after eight years to then qualify for Unrestricted Free Agency at 10 years has been removed (irrespective of when a player had signed his previous contract, all 10-year players are Unrestricted Free Agents);
- ▶ a player who at any time becomes or has previously become a Free Agent will be a Free Agent at the end of each subsequent Standard Playing Contract. Furthermore, they will be considered an Unrestricted Free Agent regardless of their ranking on the club's primary list

Restricted

Sam Jacobs (Adelaide Crows), **Sam Day** (Gold Coast Suns), **Stephen Coniglio** (GWS Giants), **Brandon Ellis** (Richmond), **Jack Newnes** (St Kilda)

Unrestricted

Richard Douglas (Adelaide Crows), **David Mackay** (Adelaide Crows), **Andy Otten*** (Adelaide Crows), **Cameron Ellis-Yolmen*** (Adelaide Crows rookie), **Paul Hunter*** (Adelaide Crows rookie), **Ryan Lester*** (Brisbane Lions), **Mitch Robinson*** (Brisbane Lions), **Ryan Bastinac*** (Brisbane Lions rookie), **Matthew Kreuzer** (Carlton), **Levi Casbault** (Carlton), **Ed Curnow** (Carlton), **Jarrod Garlett*** (Carlton), **Kade Simpson** (Carlton), **Dale Thomas*** (Carlton), **Josh Deluca*** (Carlton rookie), **Hugh Goddard*** (Carlton rookie), **Jamie Elliott** (Collingwood), **Ben Reid** (Collingwood), **Tyson Goldsack*** (Collingwood), **Daniel Wells*** (Collingwood), **Tim Broomhead*** (Collingwood rookie), **Sam Murray*** (Collingwood rookie), **Lynden Dunn*** (Collingwood), **Mark Baguley** (Essendon), **David Myers** (Essendon), **Zac Clarke*** (Essendon rookie), **Michael Hartley*** (Essendon), **Mitch Brown*** (Essendon), **Will Snelling*** (Essendon rookie), **Matt Dea*** (Essendon rookie), **Stephen Hill** (Fremantle), **David Mundy** (Fremantle), **Aaron Sandilands** (Fremantle), **Hayden Ballantyne** (Fremantle), **Ethan Hughes*** (Fremantle rookie), **Ryan Nyhuis*** (Fremantle rookie), **Harry Taylor** (Geelong Cats), **Jed Bews** (Geelong Cats), **Scott Selwood*** (Geelong Cats), **Tom Nicholls** (Gold Coast Suns), **Michael Rischitelli*** (Gold Coast Suns rookie), **Alex Sexton** (Gold Coast Suns), **Jack Leslie*** (Gold Coast Suns rookie), **Brad Scheer*** (Gold Coast Suns rookie), **Harrison Wigg*** (Gold Coast Suns rookie), **Nick Holman*** (Gold Coast Suns rookie), **Adam Tomlinson** (GWS GIANTS), **Matthew Buntine** (GWS Giants), **Matt De Boer*** (GWS Giants), **Dawson Simpson*** (GWS Giants), **Lachlan Keeffe*** (GWS Giants), **Tom Sheridan*** (GWS Giants), **Dylan Buckley*** (GWS Giants rookie), **Sam Reid** (GWS Giants rookie), **Grant Birchall** (Hawthorn), **Shaun Burgoyne** (Hawthorn), **Paul Puopolo** (Hawthorn), **Ryan Schoenmakers*** (Hawthorn), **Ricky Henderson*** (Hawthorn), **James Frawley*** (Hawthorn), **Jonathon Ceglar*** (Hawthorn), **Darren Minchington*** (Hawthorn), **Ben Stratton** (Hawthorn), **Tim Mohr*** (Hawthorn rookie), **Nathan Jones** (Melbourne), **Corey Wagner*** (Melbourne rookie), **Majak Daw*** (North

Melbourne), **Todd Goldstein** (North Melbourne), **Scott Thompson** (North Melbourne), **Sam Wright** (North Melbourne), **Tom Campbell*** (North Melbourne rookie), **Kyron Hayden*** (North Melbourne rookie), **Matthew Broadbent** (Port Adelaide), **Justin Westhoff** (Port Adelaide), **Jack Trengove*** (Port Adelaide), **Trent McKenzie*** (Port Adelaide), **Cameron Sutcliffe*** (Port Adelaide rookie), **Cam Hewett*** (Port Adelaide rookie), **David Astbury** (Richmond), **Shane Edwards** (Richmond), **Shaun Grigg** (Richmond), **Bachar Houli** (Richmond), **Maverick Weller*** (Richmond rookie), **Mabior Chol*** (Richmond rookie), **Jacob Townsend*** (Richmond rookie), **David Armitage** (St Kilda), **Nathan Brown*** (St Kilda), **Jarryn Geary** (St Kilda), **Lewis Pierce*** (St Kilda rookie), **Sam Rowe*** (St Kilda rookie), **Harry Cunningham** (Sydney Swans), **Heath Grundy** (Sydney Swans), **Jarrad McVeigh** (Sydney Swans), **Nick Smith** (Sydney Swans), **Daniel Menzel*** (Sydney Swans), **Mark Hutchings*** (West Coast Eagles), **Nic Naitanui** (West Coast Eagles), **Chris Masten** (West Coast Eagles), **Will Schofield** (West Coast Eagles), **Fraser McInnes*** (West Coast Eagles rookie), **Keegan Brooksby*** (West Coast Eagles rookie), **Josh Smith*** (West Coast Eagles rookie), **Tory Dickson** (Western Bulldogs), **Tom Liberatore** (Western Bulldogs), **Dale Morris** (Western Bulldogs), **Liam Picken** (Western Bulldogs), **Fletcher Roberts** (Western Bulldogs), **Matthew Suckling*** (Western Bulldogs), **Ryan Gardner*** (Western Bulldogs rookie), **Roarke Smith*** (Western Bulldogs rookie).

*Previously qualified as a Free Agent

▽ **Tigers premiership star Brandon Ellis (right) sets the pace at Gold Coast's pre-season training after joining the Suns as a Restricted Free Agent.**

Free agents exercising their rights

One player elected to exercise his rights as a Restricted Free Agent and change clubs for the 2020 season:

- ▶ **Brandon Ellis** (Richmond to Gold Coast)

A further three players elected to exercise their rights as Unrestricted Free Agents and change clubs for the 2020 season:

- ▶ **Adam Tomlinson** (GWS Giants to Melbourne)
- ▶ **Cameron Ellis-Yolmen** (Adelaide to Brisbane Lions)
- ▶ **Grant Birchall** (Hawthorn to Brisbane Lions)

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

- ▶ **Jack Newnes** (St Kilda to Carlton)
- ▶ **Josh Walker** (Brisbane Lions to North Melbourne)
- ▶ **Kaiden Brand** (Hawthorn to Sydney Swans)
- ▶ **Ryan Abbott** (Geelong Cats to St Kilda)
- ▶ **Sam Gray** (Port Adelaide to Sydney Swans)
- ▶ **Wylie Buzza** (Geelong Cats to Port Adelaide)

THE FOLLOWING FATHER/SON AND ACADEMY PLAYERS WERE SELECTED BY MATCHING DURING THE NATIONAL DRAFT

Name	Player Category	Bid Team	Match Team	Bid	Points Value to Match	Selections Matched	Selections Received
Liam Henry	Next Generation Academy	Carlton	Fremantle	9	1175	49, 52, 55, 58	*88, 91, 92
Tom Green	Northern Academy	Carlton	GWS Giants	10	1116	41, 56, 59, 67, 71	+88, 90, 92, 93
Jackson Mead	Father/Son	Sydney	Port Adelaide	25	559	55, 60, 65	^89, 92
Finn Maginness	Father/Son	Nth Melbourne	Hawthorn	29	456	51, 54	72
Keidean Coleman	Northern Academy	Essendon	Brisbane Lions	37	286	47	nil

*note that Fremantle used 265 deficit points to match the bid on Liam Henry.
+note that GWS Giants used 254 deficit points to match the bid on Tom Green.
^note that Port Adelaide used 116 deficit points to match the bid on Jackson Mead.



Exchange Periods

Players and selections

A total of 29 trades, 27 players and 87 draft selections (of which 31 were future selections and 28 were on-traded) were traded during the 2019 Telstra AFL Trade Period (of exchange of players and selections, October 7-16).

The following players were traded:

- ▶ **Tim Kelly** (Geelong Cats to West Coast Eagles)
- ▶ **Sam Frost** (Melbourne to Hawthorn)
- ▶ **Ed Langdon** (Fremantle to Melbourne)
- ▶ **Eddie Betts** (Adelaide Crows to Carlton)
- ▶ **Jonathon Patton** (GWS Giants to Hawthorn)
- ▶ **Sam Jacobs** (Adelaide Crows to GWS Giants)
- ▶ **Billy Frampton** (Port Adelaide to Adelaide Crows)
- ▶ **Paddy Ryder** (Port Adelaide to St Kilda)
- ▶ **Dougal Howard** (Port Adelaide to St Kilda)
- ▶ **Hugh Greenwood** (Adelaide Crows to Gold Coast Suns)
- ▶ **Darcy Cameron** (Sydney Swans to Collingwood)
- ▶ **Zac Smith** (Geelong Cats to Gold Coast Suns)
- ▶ **Lewis Taylor** (Brisbane Lions to Sydney Swans)
- ▶ **Jack Steven** (St Kilda to Geelong)
- ▶ **Callum Ah Chee** (Gold Coast Suns to Brisbane Lions)
- ▶ **Bradley Hill** (Fremantle to St Kilda)
- ▶ **Marc Pittonet** (Hawthorn to Carlton)
- ▶ **Andrew Phillips** (Carlton to Essendon)
- ▶ **Josh Bruce** (St Kilda to Western Bulldogs)
- ▶ **Alex Keath** (Adelaide Crows to Western Bulldogs)
- ▶ **Tom Cutler** (Brisbane Lions to Essendon)
- ▶ **Zak Jones** (Sydney Swans to St Kilda)
- ▶ **Dan Butler** (Richmond to St Kilda)
- ▶ **Josh Jenkins** (Adelaide Crows to Geelong Cats)
- ▶ **Aiden Bonar** (GWS Giants to North Melbourne)
- ▶ **James Aish** (Collingwood to Fremantle)
- ▶ **Blake Acres** (St Kilda to Fremantle)

Selections only periods

A total of six trades including 26 draft selections (of which eight were future selections and 12 were on-traded) were transacted during the selections only trade period from October 17 to November 22.

A total of two trades including seven selections (of which two were future selections and five were on-traded) were completed during the Mid-Draft Trade Period on November 28.

A total of 15 trades including 49 draft selections (of which 17 were future selections and 24 were on-traded) were completed during the NAB AFL Draft on November 27-28.

Pre-Season Draft

Two players were selected in the Pre-Season Draft:

- ▶ **Jack Martin** (Gold Coast Suns to Carlton)
- ▶ **Michael Hartley** (Essendon to Hawthorn)

Rookie Draft

In 2019, 18 rookies were promoted by clubs to the Primary List. At the Rookie Draft, 33 players were selected (of which 14 were first time drafted), while 74 rookies were retained on the Rookie Lists by clubs, one was signed as a free agent, none were traded, eight retired and 38 were not retained by clubs.

AFL Competition Assistance

At the September Commission meeting it was decided the Gold Coast Suns would be provided with the following:

Priority Picks

The provision of draft picks for the next three years (reviewable annually), including the first pick in the 2019 NAB AFL Draft.

- ▶ Pick No. 1 and first pick of the second round in the 2019 NAB AFL Draft.
- ▶ Mid-first round pick in the 2020 NAB AFL Draft* (currently pick No. 11).
- ▶ First pick of the second round in the 2021 NAB AFL Draft (currently pick No. 19).

Academy Access

The Gold Coast Suns will also receive expanded Academy player access for three years including:

- ▶ Provision of the Darwin region as an Academy zone.
- ▶ Ability to pre-sign Gold Coast Suns Academy players (including those from Darwin) without bidding.
- ▶ Increased rookie list, up to 10 players.

*Selection was traded to Geelong during the NAB AFL Draft.

PLAYER MOVEMENT SUMMARY

	2019/ 2020	2018/ 2019	2017/ 2018	2016/ 2017	2015/ 2016	2014/ 2015	2013/ 2014
Delisted/Retired	92	107	103	99	75	85	99
Exchanged/Traded	Trades	52	54	31	43	42	19
	Players	27	39	25	34	40	24
	Selections	169	142	87	113	103	40
	On-Trades	62	58	14	30	32	12
	Future Selections	58	45	34	19	14	N/A
Promoted Rookies	18	17	11	20	14	22	23
National Draft	65/87	78/96	78/96	77/96	70/89	76/87	62/74
First Drafted	65	78	75	76	68	76	62
Pre-Season Draft	2/2	0/11	1/11	0/10	0/12	1/12	1/12
Rookie Draft	33/42	40/52	36/42	50/55	64/72	64/76	54/69
First Drafted	14	18	23	34	43	45	39
Retained Rookies	74	51	54	42	42	36	37

Total Player Payments

The Total Player Payment limit per club increased 1.30 per cent in 2019, from \$226.7 million in 2018 to \$229.6 million, while gross player payments increased at a lower rate to the 1.30 per cent increase in Total Player Payments, up by 0.80 per cent from \$240.4 million in 2018 to \$242.3 million.

The Additional Services limit per club for the provision of marketing services by players increased by 3.0 per cent from \$1,093,187 to \$1,125,983 and the amount spent on these services by clubs increased by 4.81 per cent, from \$20.12 million in 2018 to \$21.09 million.

▼ Former Cat Tim Kelly was one of 27 players who changed clubs during the AFL Trade Period, returning to WA to join the Eagles.

In addition to these amounts, players earned \$1.5 million from employment and marketing arrangements with associates of clubs.

Taking into account the \$242.3 million in gross player payments, \$21.09 million in additional services agreements and \$1.5 million from employment and marketing arrangements with associates of the clubs, the total earned by players in 2019 was \$264.9 million, an increase of 1.16 per cent on the 2018 total of \$261.88 million.

The average payment by clubs for a listed player in 2019 was \$363,430, an increase of 0.26 per cent over 2018. No club was sanctioned during the 2019 for a breach of the TPP Rules.



2009-2019 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	2019 Played	2019 Listed
\$0-\$60,000	9	9	9	31	1	21	0	9	0	2	0	1	0	0	0	1	0	1	0	0
\$60,001-\$100,000	80	67	75	114	71	120	48	109	33	90	17	65	21	70	9	38	3	24	5	31
\$100,001-\$200,000	156	153	180	186	187	199	203	213	177	198	163	188	162	185	112	152	108	159	101	166
\$200,001-\$300,000	151	158	162	166	166	170	148	156	136	147	143	153	121	131	130	140	129	136	111	124
\$300,001-\$400,000	85	91	92	94	103	104	114	115	125	128	124	131	137	148	137	148	137	145	118	123
\$400,001-\$500,000	37	45	53	53	58	60	64	64	75	76	84	85	87	89	87	89	86	88	104	107
\$500,001-\$600,000	16	9	17	20	25	25	22	22	31	32	44	44	35	40	52	53	44	49	47	48
\$600,001-\$700,000	6	8	10	10	11	12	19	19	26	26	18	21	22	23	34	34	46	46	41	42
\$700,001-\$800,000	3	2	3	3	4	4	10	10	10	10	21	21	15	18	23	23	21	24	28	29
\$800,001-\$900,000	2	2	4	4	1	1	7	7	6	6	3	3	5	5	9	9	15	15	16	16
\$900,001-\$1,000,000	2	4	1	1	1	1	-	-	2	2	2	2	3	3	10	11	10	10	7	7
\$1,000,001-\$1,100,000	-	-	1	1	4	4	-	-	2	2	2	2	2	2	4	4	2	2	3	4
\$1,100,001-\$1,200,000	-	-	-	-	-	-	2	2	-	-	-	-	2	2	3	3	1	1	3	3
\$1,200,001+	-	-	1	1	4	4	3	3	-	-	2	2	2	2	2	2	3	3	2	2
TOTAL	547	548	608	684	636	725	640	729	623	719	623	718	614	718	612	707	605	703	586	702

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.

2009-2019 AFL TOTAL PLAYER EARNINGS

	2009 \$	2010 \$	2011 \$	2012 \$	2013 \$	2014 \$	2015 \$	2016 \$	2017 \$	2018 \$	2019 \$	Movement % 2018-2019
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	242,345,042	0.80%
Deductions:												
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	3,288,039	3.09%
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	0	0.00%
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	0	0.00%
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	3,839,162	9.93%
Underspend From Previous Years	-	-	-	-	-	-	1,841,576	764,531	919,286	1,540,436	1,159,113	-24.75%
Total Deductions	10,021,069	9,819,696	12,147,485	14,669,219	16,255,304	15,701,193	18,017,612	15,687,024	6,167,244	8,222,315	8,286,314	0.78%
PLAYER PAYMENTS LESS DEDUCTIONS	124,125,768	126,878,722	141,686,376	159,047,825	165,305,319	173,242,981	182,181,452	188,618,008	225,187,495	232,195,342	234,058,728	0.80%
Injury Allowance	6,403,200	5,572,800	3,107,594	2,551,693	2,060,007	1,597,906	2,609,871	3,452,129	3,002,107	5,902,635	5,093,340	-13.71%
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	228,965,388	1.18%
TPP LIMIT	123,100,000	127,200,000	139,612,500	158,172,750	164,499,660	173,382,660	181,284,120	186,641,640	224,010,504	226,698,624	229,645,710	1.30%
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	228,965,388	1.18%
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	680,322	67.60%
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	20,120,412	21,088,574	
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	Listed \$363,430	
	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	Played \$401,552	

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.

NAB AFL Rising Star Award

Carlton's Sam Walsh won the 2019 NAB AFL Rising Star Award. Walsh won with 54 votes, finishing ahead of Port Adelaide's Connor Rozee (42 votes) and Richmond's Sydney Stack (28 votes).

Walsh was presented with the Ron Evans Medal, a \$20,000 personal investment folio and a dedicated personal banker, courtesy of NAB.

NAB AFL Academy

In 2019, the national academy program was decentralised and State Hubs were introduced. This allowed a total of 150 players to receive elite coaching, including an AFL club experience, two high performance camps and cultural experience camps.

State coaches

Western Australia: Peter Sumich

South Australia: Tony Bamford

Vic Metro: Brett Allison

Vic Country: Leigh Brown

Allies: Luke Power

National teams

National teams were selected by AFL talent staff and AFL club recruiters. Luke Power coached both the Australian under-17 and under-18 teams.

The under-17s played a New Zealand senior side at Marvel Stadium in April and were victorious by 77 points, while the under-18 team played VFL side Casey at the MCG, also in April, and won by 23 points.

Matt Rowell was awarded the under-18 Ben Mitchell Medal, while Elijah Hollands was awarded the under-17 Cameron Ling Medal.

Denver Grainger-Barras was awarded the AFL Life Members Scholarship.

In November, Tarkyn Lockyer was appointed AFL National Talent Head Coach, succeeding Power who accepted a Head of Development role with the Carlton Football Club.

NAB AFL RISING STAR

Rd.	Player	AFL Club	Votes
1	Bailey Scott	North Melbourne	
2	Connor Rozee	Port Adelaide	42
3	Sam Walsh	Carlton	54
4	Jack Petruccelle	West Coast Eagles	
5	Xavier Duursma	Port Adelaide	1
6	Cameron Zurhaar	North Melbourne	4
7	Gryan Miers	Geelong Cats	5
8	Bailey Smith	Western Bulldogs	21
9	Liam Baker	Richmond	2
10	Sydney Stack	Richmond	28
11	Tarryn Thomas	North Melbourne	
12	Dylan Clarke	Essendon	
13	Nick Blakey	Sydney Swans	3
14	Jordan Clark	Geelong Cats	4
15	Nick Larkey	North Melbourne	
16	Shai Bolton	Richmond	
17	Ben King	Gold Coast Suns	
18	Noah Answerth	Brisbane Lions	
19	Oscar Allen	West Coast Eagles	1
20	Brent Daniels	GWS Giants	



► Young Carlton midfielder Sam Walsh became the Blues' first NAB AFL Rising Star winner.



NAB AFL Under-18 Championships

The NAB AFL Under-18 Championships showcase the best underage talent throughout the country. There were 10 games played during June and July.

Western Australia won the Division 1 title for the first time in 10 years, with captain Deven Robertson voted as the Larke medallist for best player of the championships.

The Gold Coast Suns won the NAB AFL Academy Series. The series was played from March through to May and included 24 games. Connor Budarick (Gold Coast Suns/Allies) won the H.C. Harrison Medal.

Team MVPs

Vic Metro: Fischer McAsey

South Australia: Harry Schoenberg

Western Australia: Deven Robertson

Allies: Tom Green

Vic Country: Caleb Serong

NAB AFL Under-18 All-Australian Team

Backs: Connor Budarick (Allies), Sam De Koning (Vic Country), Will Gould (SA)

Half-backs: Hayden Young (Vic Country), Fischer McAsey (Vic Metro), Lachie Ash (Vic Country)

Centres: Noah Anderson (Vic Metro), Deven Robertson (WA), Mitch O'Neill (Allies)

Half-forwards: Sam Flanders (Vic Country), Elijah Taylor (WA), Jackson Mead (South Australia)

Forwards: Caleb Serong (Vic Country), Brodie Kemp (Vic Country), Liam Henry (WA)

Followers: Luke Jackson (WA), Tom Green (Allies), Matt Rowell (Vic Metro)

Interchange: Harry Schoenberg (SA), Jeremy Sharp (WA), Cody Weightman (Vic Country), Dylan Stephens (SA)

△ The best underage talent in the country was on show in the NAB AFL Under-18 Championships, with the Allies' Connor Budarick awarded the H.C. Harrison Medal as the best player in the NAB AFL Academy Series.

NAB AFL Under-16 Championships

Played across June and July with matches in Perth, Sydney, Geelong, the Gold Coast and Brisbane, the NAB AFL Under-16 Championships were played across two divisions.

Vic Metro won Division 1, with Vic Country's Josh Rachele winning the Kevin Sheehan Medal, while NSW/ACT won Division 2, with Tasmania's Sam Banks winning the Alan McLean Medal.

CoachAFL

The online CoachAFL membership and learning platform continued to expand with the rollout of four new online modules for coaches. Further, the development of a comprehensive automated drills library will ultimately provide coaches with a suite of drills for all age groups.

The CoachAFL Learning Management System (LMS) also underwent a significant functionality upgrade to allow for future expansion and development needs. CoachAFL received three industry 'LearnX' Awards for 2019 – one Platinum Award for best technology implementation and two Gold Awards for Best Bespoke Learning Model and Best eLearning Project.

Coaches now partake in an annual accreditation model, allowing them to reap the benefits of blended, flexible and contemporary development and education options.

In 2019, every community club had at least one accredited coach and 96 per cent of community football teams had an accredited head coach.

With the platform in its second year, more than 28,000 coaches are registered and accredited, representing a 20 per cent increase from 2018.

AFL coaching courses

The Level 2 Coach Accreditation was revised and adapted as a blended learning program to cater for the needs of coaches of youth and senior teams.

The new National Level 2 Framework provides flexible online pre-course offerings, a reduced one-day face-to-face course, less emphasis on rigorous formal assessment and a coach-centered approach enabling participants to be engaged in the learning process. As a result, there has been a staggering 200 per cent increase in the number of coaches completing Level 2 in 2019.

Similarly, the Level 3 Coach Accreditation has been revamped with three course stream offerings – AFL Club, State/Talent and Community Level 3.

The program is designed to provide identified coaches with the education and development to prepare them to coach in their respective coaching contexts. The course focuses on the broader leadership skills and competencies required to be successful in other similar high-performance football environments.

▽ New North Melbourne coach Rhyce Shaw was a graduate of the AFL Coaches Association's Next Coach Program.

AFL Coaches Association

The AFL Coaching Department and AFL Coaches Association collaborated to review the content and processes underpinning Coach Education and Continuing Professional Development (CPD) respectively, for coaches in the AFL system. The new bespoke AFL Club Level 3 Coach Accreditation is now the minimum requirement for AFL coaches and recognises the rich opportunities for learning that exist in contemporary elite club environments.

Similarly, the Level 4 Senior Coach program was significantly reshaped, aligning it with a new multi-sport CPD framework delivered by the University of Queensland in conjunction with other key National Sporting Organisations. These changes were designed to benefit coaches by nurturing coaching networks and providing the opportunity for coaches to work towards formal qualifications recognised outside the AFL industry.

The coaches graduating from the Level 4 Senior Coach Program in 2019 were Scott Burns, Steven King, Brett Kirk, Brendon Lade, Dean Solomon and Leigh Tudor.





Community Engagement

Woomeras/Medleys

The Rio Tinto Woomeras and Medleys program is a national female Indigenous and multicultural development program which immerses participants into an elite training environment, with the aim of increasing football and personal development as well as leadership skills. These Indigenous and multicultural players are selected from the State Diversity Programs with the objective to excel with their football ability, enhance their leadership potential and explore their cultural identity. In 2019, the week-long program was held in Darwin, highlighted by a curtain-raiser to the NTL Women's grand final. At the end of the program, emerging leaders from the Woomeras and Medleys were selected into the Female Diversity All Stars Leadership Program.

△ Israel Haliyamu of the World Team attempts to evade a tackle during an exhibition match against the Rio Tinto Flying Boomerangs at Trevor Barker Oval.

Woomeras team

Zileache Aki-Fujii (Qld), J'Noemi Anderson (NT), Aspen Auton (Tas), Jasmine Bathern (NT), Breannah Bunce (SA), Kyanne Campbell (NT), Ella-Kae Dalgety (WA), Margaret Dau (Qld), Delta Greenhalgh (Vic), Melisha Hardy (WA), Carlee Hazlett (Vic), Katelyn Hazlett (Vic), Chanel-Rose Jetta (WA), Ciarn Larrescy (NSW), Laquoiya Motlap (Qld), Litonya Motlap (Qld), Kaya Mununggurr (NT), Marietta Puautjimi (NT), Claire Ransom (Tas), Ashleigh Reidy (WA), Lara Riley (WA), Georgina Runyu (NT), Shakiro Spratt (WA).

Woomeras coaches

Head coach: Kristen Nelson (WA)
Assistant coach: Jim Ransom (Tas)
Assistant coach: Natalie Althouse (NT)
Assistant coach: Luana Healey (Qld)

Flying Boomerangs

The Rio Tinto Flying Boomerangs is a football development and leadership program. The participants are the best rising Indigenous talent in the nation and are given the opportunity to represent their country. Fifty of the most talented Indigenous players are selected from State Diversity Programs to participate in a residential camp. From this weekend-long camp, the top 25 players (selected based on talent on and off-field) are selected to participate in the week-long program later in the year. The participants are exposed to elite training environments and standards to assist their transition into the mainstream talent pathway. A core component of the program is to also strengthen their cultural identity.

Flying Boomerangs team

Kydan Atkinson (Vic), Kaleb Baines (Qld), Jackson Callope (WA), Lance Collard (WA), Alwyn Davey (NT), Jayden Davey (NT), Jaiden Dennie-Richards (SA), Zach Dwyer (Vic), Darnell Edwards (Vic), Domenic Hay (Tas), Brandon Jackson-Martin (SA), Isaac Keeler (SA), Nathaniel Keeler (SA), Kobe Knight (Vic), Tarrant Lihou (NSW), Jai McGough (Vic), Teal McKay (WA), Callan McKenzie (SA), Luke Mowaljarlai (WA), Alonzo Nelson (NT), Tevin Nickles (WA), Jack Peris (Vic), Tyrese Pomponio (Vic), Ryley Sanders (Tas), Brodi Williams (NSW).

Flying Boomerangs coaches

Head coach: Corey McKenzie
Assistant coach: Ian McAdam
Assistant coach: Garth Taylor
Assistant coach: Josh Hill
Assistant coach: John Boxer

Male and Female Diversity All Stars

The Male and Female Diversity All Stars brings together the top emerging leaders/talent on and off the field from the Flying Boomerangs/World Team (male) and Woomeras/Medleys (female) respective programs.

The leadership program provides participants with exposure to elite training environments and assists in their transition into the mainstream talent pathway. The program's objective is to assist the participant's football ability, enhance leadership potential and explore cultural identity.

The program for male players was held during the NAB AFL Draft while the program for female players was conducted on the Gold Coast.

▽ The Rio Tinto Flying Boomerangs' development and leadership program helps the best young Indigenous players transition into the mainstream talent pathway.

Footy Means Business

The Footy Means Business program provides education, training and employment opportunities for 50 young Indigenous men from across Australia. The participants are engaged in two one-week residential camps and are exposed to the environment of a professional AFL player, including high-performance testing, training and conditioning as well as leadership/cultural development. In 2019, the first week-long program was held in Perth, and the second week-long program was held in Melbourne. A highlight of the program was the opportunity to play the curtain-raiser to Dreamtime at the 'G between Richmond and Essendon.

Footy Means Business Team

Aneaus Brierly (WA), Michael Burgoyne (SA), Israel Cedar (WA), Joshua Chatfield (Vic), Peter Clarke (Vic), Dylan Corbett (WA), Arnold Conway (Qld), Kelly Dijana (NT), Michael Drover (SA), Sanipepa Egan (Vic), Yemurraki Egan (Vic), Fitzroy Greenwool (Qld), Bailey Grey (Tas), Dylan Hansen (WA), Kailen Kelly (SA), Leon Kenny (SA), Jy Lambley (Vic), Kyle Lambley (Vic), William Levi-Gobbey (Qld), Blake Little (WA), Angelo Lungguy (NT), Marcus McDonald (NT), Tyson McEwan (WA), Harrison McIvor (Tas), Alexander Nabegeyo (NT), Jai Nadjamerrek (Vic), Len Papertalk (WA), Adrian Peel (SA), Paul Ryan (WA), Thuraka Sammons (Qld), Jesse Shepheard (Tas), Kenton Smiler (WA), Billyjack Smith (Vic), Clinton Sullivan (Qld), Justin Talal (NT), Kyle Thomas (Vic), Ainsley Walker (SA), Jamahl Weetra (SA), Benson Wunungmurra (NT), Jayden Wurrikidj (NT).





2019 National Male Diversity Disability Inclusion

The AFL continues to strive to make our game accessible to the 4.3 million Australians living with disability. Highlights in 2019 for Disability Inclusion included:

- ▶ Disability included in Rule 35 review;
- ▶ AFL executive sign off on the development of inaugural AFL Disability Action Plan;
- ▶ Sixth AFL National Inclusion Carnival in Blacktown, NSW;
- ▶ Toyota named as the first naming rights partner of the AFL National Inclusion Carnival, 2020-22;
- ▶ Support towards third National Wheelchair Aussie Rules Carnival – Adelaide, SA;
- ▶ Expansion of AFL Wheelchair and AFL Blind programs nationally;
- ▶ More kids with disability engaging with Auskick;
- ▶ Introduction of the Age Dispensation Policy to enable more youth with disability to access community football;
- ▶ Increase in participation of people with disability in Australian Football to 12,175;
- ▶ The 2019 AFL Inclusion All-Australian squad playing two demonstration matches as a showcase sport at the 2019 INAS Global Games.

△ Players take part in an open skills session during the Victorian Wheelchair Football League season launch. More than 12,000 people with disability participated in Australian Football in 2019.

2019 AFL Inclusion All-Australian squad

Dave Alford (Vic Metro), **Peter Apuatimi** (NT), **Lyndsey Ashworth** (WA), **Rhys Baker** (SA), **Travis Baxter** (NT), **Craig Blaschke jnr** (Tas), **Hayden Cannon** (Tas), **Damien Clarke** (Vic Metro), **Michael Cooke** (NSW/ACT), **Andrew Doecke** (SA), **Shaun Doll** (Vic Country), **Dylan Evans** (Qld), **Cameron Gudgeon** (NSW/ACT), **Steven Hall** (SA), **David Hallows** (WA), **Harry Hunter** (Vic Country), **Aaron Knight-Nilsson** (NT), **Brad Lawrence** (Qld), **James McKay** (NSW/ACT), **Byron Mayo** (NT), **Allan Meiklem** (Vic Metro), **Dylan Pace** (Tas), **Graydon Poulsen** (Qld), **Jackson Reeves** (Vic Country), **Yaser Shubeilat** (Vic Metro), **Tyson Worthington** (WA).

Coaches

Nick Eades (NT)
Steve Reeves (Vic Country)

Bachar Houli Programs

Bachar Houli Cup

The Bachar Houli Cup is a national program delivered across five states. The program is designed to provide male and female Muslim students attending Islamic schools with the opportunity to participate in an interschool sports football program.

The involvement aims to promote Australian Football among the Muslim community and provides a pathway for students to transition into community football clubs. The Bachar Houli Cup has involved more than 8000 participants and 30 schools in the past six years.

Bachar Houli Academy Juniors

The Bachar Houli Academy juniors group is targeted for boys aged between 12 and 14 in the Muslim community. The Academy is designed to introduce the basic fundamentals of football development, leadership, identity and peak performance. The three-day residential camp is followed by two leadership days, hosted at the Richmond Football Club.

Seniors

The Bachar Houli Senior Academy is a high-performance football talent program for emerging male players. The program consists of two groups – seniors and juniors.

The seniors group is designed for emerging players aged between 15 to 18 who come from an Islamic background. The Academy involves a residential camp which focuses on football development, peak performance, leadership and identity.

Upon completion of the program a voting process takes place. Participants from the program nominate their peers based on their leadership qualities, as well as their football skills, with the leading 10 players attending the Captains Camp.

The Academy also includes two leadership days throughout the year to recap on the program principles.

Bachar Houli Girls Leadership Camp

The Bachar Houli Girls Leadership Camp is a three-day camp aimed at Muslim girls aged 12 to 14. The camp focuses on physical activity, health and well-being, identity and leadership. The Academy aims to build confidence for Muslim women in sport, in the workplace and in society. It also aims to promote community role models and provide a sense of belonging.

Elite Performance Camp

Elite Performance Camp is an exclusive intensive program, led by Bachar Houli, consisting of 10 players who have been nominated by their peers based on their leadership qualities, as well as their football talent in the Bachar Houli Academy.

The program is designed to develop the talent and leadership skills of the selected players. This is achieved through skill acquisition, high-performance training in a warm challenging climate, game education, leadership development, cultural sessions and cultural sightseeing.



△ The Bachar Houli Elite Performance Camp is designed to develop the talent and leadership of selected young Muslim players.

Around the Regions

Victoria

- ▶ AFL Victoria headquarters transitioned from Ikon Park to Marvel Stadium, with staff integrating into AFL departments.
- ▶ Overall club football registrations increased by three per cent, reaching 180,963.
- ▶ Victoria surpassed 1000 dedicated female club football teams for the first time with an 11 per cent overall growth in female football.
- ▶ Significant additional investment into community football with \$18 million over three years announced from the AFL to support country football in Victoria.
- ▶ As part of the first year of the new Transport Accident Commission (TAC) partnership with Community Football, AFL Victoria initiated the inaugural Towards Zero Round where more than 1000 club captains across the state swapped their playing number for the number '0' to raise awareness around road safety. As part of the TAC partnership, more than \$300,000 in grants were distributed to community clubs.
- ▶ The inaugural Victorian Blind Football League was launched with four teams providing opportunities for people with visual impairments to participate in our game.
- ▶ The Victorian female talent competitions (NAB League Girls and Swisse Wellness VFL Women's) helped produce 50 per cent of the 100 overall draft selections.
- ▶ Victorian state league competitions produced 45 AFL draftees across the NAB AFL Draft, Rookie Draft and NGA selections – NAB League with 43 and the Hard Yakka/Totally Workwear VFL two. The 35 NAB League players selected in the AFL Draft (excluding rookies) represented 54 per cent of the total selections made over the two nights.
- ▶ There were 50 players drafted after appearing in either the Swisse Wellness VFL Women's or NAB League Girls competitions in 2019, representing 50 per cent of the 100 picks in the NAB AFLW Draft.
- ▶ The NAB League and NAB League Girls competitions produced the No. 1 draft selection in both the NAB AFL and AFL Women's Drafts. Matt Rowell (Oakleigh Chargers) was the ninth No. 1 draft selection in a row from the NAB League, while Gabby Newton (Northern Knights) made it three top selections in a row from the NAB League Girls.



△ Star Tasmanian midfielder Mia King was recognised with All-Australian selection after an outstanding NAB AFLW Under-18 Championships.

Tasmania

- ▶ Affiliation agreements were signed with every league and association in the state, fostering partnerships and collaboration between the game's various bodies.
- ▶ Administrative hubs were established in the state's three regions (Hobart, Launceston and Ulverstone), with each hub servicing the affiliated leagues and associations in its region to reduce the burden placed on volunteers.
- ▶ The Tasmania Devils took part in the NAB League Boys competition on a full-time basis, winning four games. Bottom-age midfielder Oliver Davis claimed the team's best and fairest award ahead of key forward Jackson Callow and versatile utility Matt McGuinness.
- ▶ The Tasmania Devils also played three exhibition matches as part of the NAB League Girls competition in preparation for full-time entry in 2020. Star midfielder Mia King impressed across the three matches and as part of the NAB AFLW Under-18 Championships to win the team's best and fairest award.
- ▶ Exciting draft prospects Mitch O'Neill and Mia King were named in the 2019 NAB AFL and AFLW All-Australian teams after sensational seasons at both NAB League and Under-18 Championships levels.
- ▶ Sam Banks was named in the 2019 NAB AFL Rising Stars Under-16 Championships All-Australian team after becoming just the fifth Tasmanian to win the Alan McLean Medal as the Most Valuable Player at the Under-16 Division 2 Championships.
- ▶ The nation's best young footballers converged on the state in July, with Launceston hosting the School Sport Australia Under-15 Boys and Girls Australian Football Carnivals.
- ▶ Cameron Joyce was appointed Tasmania Devils Development Coach in October 2019. Joyce joins the Devils program with a wealth of experience from a variety of roles within the AFL system, including an 11-year stretch at the North Melbourne Football Club, most recently as the club's General Manager of Football.

◁ The All Stars match between Team Dal Santo and Team Brown at the MCG on Grand Final day showcased the best talent from the NAB League, with 43 players drafted from the competition.



△ South Adelaide's Montana McKinnon was one of a record 16 SANFL players selected in the 2019 NAB AFLW Draft.

- ▶ The North Melbourne Tasmanian Kangaroos confirmed the signing of a further three Tasmanian players, with Ellie Gavalas, Mia King and Abbey Green all selected in the NAB AFL Women's Draft. This trio takes the tally of Tasmanians in the AFLW competition to 11.
- ▶ Two Tasmania Devils players from the inaugural NAB League were listed by AFL clubs – Mitch O'Neill (West Coast Eagles) in the 2019 NAB AFL Pre-Season and Rookie Draft and Matt McGuinness (North Melbourne) named as a Category B Rookie as part of the club's Next Generation Academy program.
- ▶ Tasmanian Mitch Hibberd was selected by Essendon after a standout VFL season with Williamstown. Hibberd was originally drafted to North Melbourne in 2015. Hugh Dixon was also re-selected by Fremantle as a rookie. Tasmania has 28 AFL-listed players heading into the 2020 AFL premiership season.

South Australia

- ▶ The 2019 SANFL Statewide Super League Grand Final saw a crowd of 39,105 watch Glenelg claim its first premiership in 33 years, defeating arch rival Port Adelaide at Adelaide Oval on September 22. This was the third consecutive year the SANFL Grand Final has attracted a crowd of more than 39,000.
- ▶ Highest finals series attendances since 2014, the year in which SANFL finals moved to Adelaide Oval. In addition to drawing large crowds, the 2019 SANFL finals also attracted a strong television audience on Channel Seven, with the Grand Final achieving 56 per cent market share and a peak TV audience of 145,902.
- ▶ SANFL Statewide Super League crowd numbers were up by four per cent across the season when compared with 2018, while the average Channel Seven audience during the home and away season grew by 19 per cent.
- ▶ Glenelg midfielder and former West Coast Eagles listed player Luke Partington shone in the SANFL State League, winning SA's highest individual honour, the Magarey Medal.
- ▶ In the Statewide Super Women's League, season 2019 was the first time all eight SANFL clubs competed, with Woodville-West Torrens and Central District joining

the competition for the first time. South Adelaide won back-to-back premierships, defeating North Adelaide by 22 points in the Grand Final on May 26. Norwood's Najway Allen, drafted to the Adelaide Crows, was named 2019 SANFL Women's Best and Fairest.

- ▶ SANFL football legends Peter Motley and Greg Anderson were inducted by the League into the SA Football Hall of Fame in September, along with early 20th century Sturt great, the late Bill Mayman.
- ▶ The strong pool of SA female talent was reflected in the 2019 AFLW Draft, with SA providing a record total of 16 SANFL players selected by AFLW clubs. South Adelaide's Montana McKinnon was Adelaide Football Club's first Draft pick at No. 14.
- ▶ The SANFL had a total of 11 players selected in the 2019 NAB AFL Draft, including three in the first round and one in the top five (Dylan Stephens of Norwood). A further two players were selected in the 2019 AFL Rookie Draft.
- ▶ Female participation continued to experience significant growth in SA, with 7586 registered female club participants in 2019, a 19.4 per cent increase on 2018. Overall female participation in programs and competitions reached 62,778 in 2019, an increase of 1233 participants on 2018.
- ▶ NAB AFL Auskick participation numbers in South Australia continued to rise, with a total of 11,296 participants in 2019, an increase of 986 participants or 9.5 per cent from 2018. More than 2200 (almost one in five) Auskick participants in SA were female.
- ▶ SANFL Juniors is a community club-based competition for under-7s through to under-16s in the Adelaide metropolitan area. It continued to thrive in 2019 with more than 13,000 boys and girls registered across 682 teams and 54 community clubs, participating in 5240 junior games between April and September. In a major coup, the first naming rights partner was announced in October 2019, with the competition to be called SANFL National Pharmacies Juniors in season 2020.
- ▶ The SANFL was nominated for the 2019 Governor's Multicultural Awards in recognition of the SANFL's contribution to multiculturalism, inclusion and social harmony through its multicultural football programs, including Welcome to Australian Rules Football, SANFL Nations Cup, SANFL Iftar Dinner, Multicultural Coaching and Umpiring academies and talent pathways (award winners were to be announced in March 2020). Multicultural participation numbers continue to rise and in 2019 there were more than 1400 registered multicultural NAB AFL Auskick participants in SA, a 13 per cent increase on 2018 numbers.
- ▶ The SANFL APM Inclusive League for males with an intellectual disability in Adelaide was successfully launched.
- ▶ SANFL ECH Walking Footy for over 50s was launched in October with come and try sessions following successful trials earlier in 2019. The first Walking Footy competitions are planned to start at AFL Max indoor in March 2020.



Western Australia

- ▶ Western Australia won the NAB AFL Under-18 Championship in the boys' competition.
- ▶ State under-18 captain Deven Robertson won the Larke Medal.
- ▶ Six WA under-18 players were named All-Australians, along with coach Peter Sumich.
- ▶ 28 WA players were selected in the 2019-20 NAB AFL Academy squads.
- ▶ 19 WA players were drafted on to AFL lists, comprising 14 through the NAB AFL Draft (three in the first round), three in the Rookie Draft and two as Category B Rookies.
- ▶ 12 WA players were selected in the NAB AFLW Draft.
- ▶ Three of WA's AFLW under-18 players were named All-Australians.
- ▶ The WAFL competition increased to 10 teams, with the entry of a standalone West Coast Eagles team.
- ▶ Subiaco won the WAFL Grand Final against South Fremantle at Optus Stadium.
- ▶ A new WAFL Women's (WAFLW) competition was launched to complete the female talent pathway in WA.
- ▶ East Fremantle was premier in the inaugural WAFLW season.
- ▶ Stephen Michael was elevated to Legend status at the 2019 WA Football Hall of Fame induction.
- ▶ WAFC Diversity Coordinator Louanne Wakefield was a finalist in the Football Woman of the Year Awards.
- ▶ Total participation in WA increased to 346,729.
- ▶ Registered club participants grew by 3.5 per cent to 66,688.
- ▶ Female participation increased 15 per cent to 109,647.
- ▶ Female club registrations increased by 24 per cent to 8441.
- ▶ WAFL umpire Dan Johanson was elevated to the AFL field umpiring list for 2020.

△ Western Australia won three of its four matches to claim the NAB AFL Under-18 Championships title.

- ▶ The WAFC launched its Social Return on Investment Report, which found that WA footy generates more than \$220 million in economic benefits and every dollar spent by club-based football in WA creates two dollars of economic activity.
- ▶ Being part of a footy club provides participants with the equivalent of \$3000 worth of social benefits in areas such as mental and physical health and personal well-being.

Northern Territory

- ▶ Total participation grew by 10.5 per cent and 2019 saw the highest number of registered Auskick participants across the NT.
- ▶ The introduction of NTFL Under-10s, with the inaugural season running over 2019-20.
- ▶ Two NT female Indigenous players were drafted to AFLW clubs – Tayla Thorn (Gold Coast Suns) and Machaelia Roberts (Collingwood). They join six other NT players on AFLW lists.
- ▶ Malcolm Rosas jnr became the first player signed to the Gold Coast Suns under the new Academy provisions.
- ▶ The Michael Long Cup had 180 male and female participants, with players selected from the competition for NT School Sport, Boomerangs, Woomearas, World and Medley teams.
- ▶ The 2019 Toyota AFL Premiership Season round 11 Sir Doug Nicholls game between Melbourne and the Adelaide Crows was played in front of 10,634 people in Darwin and paid respect to the round's ambassador and local hero, Michael Long.
- ▶ The curtain-raiser to the AFL Alice Springs game again showcased the best NT Indigenous talent from the Top End and Central Australia before the reigning premier West Coast defeated Melbourne in a sell-out round 18 clash.

- ▶ The NT Thunder men's and women's teams were withdrawn from the NEAFL and VFLW competitions for 2020 and beyond as a new talent pathways and AFL club partnerships between the Gold Coast Suns and Melbourne respectively were announced in October.
- ▶ 300 students from remote regions came to the Michael Long Learning and Leadership Centre for the one-week Make Your Mark Leadership Program based on the AFL values. In addition, 21 senior Indigenous students participated in the MLLLC Employment Pathways Program and 86 students and 29 adults took part in the NTG's Transition Support Unit pre-boarding program via the MLLLC.
- ▶ Football forums were conducted in Alice Springs, Gove, Katherine and Tennant Creek, which led to the establishment of five-year strategies for each region.
- ▶ AFLNT remote projects had nine staff and one youth development manager engaged in eight regions across the Northern Territory – Central Australia, Galiwin'ku, Gove, Groote Eylandt, Lajamanu, Maningrida, Tiwi Islands and Wadeye.
- ▶ Funding was secured for three full-time remote based trainees for local Aboriginal youth and a further 13 Community Development Program community-based AFLNT support staff were engaged locally.
- ▶ The Federal Government committed \$3.6 million for the long-term funding of the remote projects and the Deloitte Social Return on Investment project analysis was completed.
- ▶ The joint NTG and AFLNT scoping project into an NT-based AFL team for the future was researched and presented.
- ▶ Both the NTFL in Darwin, as well as all NT Thunder home games, were broadcast in a regular weekly timeslot on free-to-air television right across Australia. For the first time a CAFL broadcast saw 10 games of community and town competitions broadcast live into Indigenous communities and online to an international audience.
- ▶ The first AFLNT Hall of Fame in five years saw 15 recipients inducted across playing, coaching, media and administration categories. The first team was also inducted, with the 1988 NT Bicentennial Carnival team rewarded for their win in the Division 2 Championships that year.

Queensland

- ▶ AFL Queensland was selected by the State Government as one of six state-level partner organisations to support the delivery of Queensland's new Activate! Sports Strategy.
- ▶ Total participation rose by 4.27 per cent to 265,571, including 8.13 per cent increase in youth football and 6.27 per cent increase in senior football.
- ▶ The AFL Queensland Schools Cup (statewide competition) increased to 602 teams (578 in 2019), with the addition of a junior male inclusion division.
- ▶ AFL Queensland was a finalist in the Queensland Government Multicultural Award – Minister's Choice Category for Outstanding Engagement.
- ▶ Launched in partnership with the State Government – 'Racism. It Stops with Me Campaign'.

- ▶ AFL Townsville, AFL Darling Downs and the Northern Rivers Juniors now operate under a new governance model that sees AFL Queensland directly manage these competitions, with the existing regional entities to be wound up. This follows AFL Mackay and AFL Capricornia governance transitions in 2018.
- ▶ QAFL and Gold Coast Junior League Grand Finals played at Metricon Stadium.
- ▶ Review completed of the South-East Queensland QFA Division 1-3 competitions, with a new competition model to be introduced in 2020, which includes for the first time the four Northern Rivers (NSW) clubs, thus ensuring the long-term sustainability of senior football in the region.
- ▶ Successful introduction of QAFLW Development League, which has further complemented the Queensland Female Talented Player pathway.
- ▶ AFL Queensland's infrastructure team continues work with a range of government and club stakeholders to deliver 16 community sporting projects worth more than \$6.5 million.
- ▶ Six Queenslanders were selected in the NAB AFL Draft and 14 in the NAB AFLW Draft.
- ▶ Eight Queensland girls were selected in the AFLW National Academy for 2020.
- ▶ 13 Queensland players made the final Allies under-18 squad (six from the Lions Academy and seven from the Suns).
- ▶ Level 2 Coaching Accreditation attendance increased by 65 per cent, with courses conducted in North Queensland, Central Queensland, Brisbane, the Gold Coast and one at each AFL club.
- ▶ 1100 coaches attended professional development sessions across the state.
- ▶ 50 coaches attended a coaching female players forum (Prep to Play).
- ▶ Level 3 phase 3 course held in Queensland at Bond University.

NSW/ACT

- ▶ AFL participation in New South Wales and the ACT grew again in 2019 to 294,772. This five per cent YoY increase was highlighted by seven per cent growth in Community Football, 10 per cent growth in after-school Auskick and 18 per cent school competitions' growth.
- ▶ AFL NSW/ ACT assumed the governance and management of AFL Sapphire Coast, completed the Future Directions of Community Football review with AFL Riverina and saw a new era for football in the Hunter-Central Coast region with the first season under the new junior and senior aligned AFL Hunter Central Coast league.
- ▶ 17,392 participants took part in the 2019 Paul Kelly Cup competition, with the state final being held at Giants Stadium for the first time.
- ▶ NSW/ACT has 2266 registered umpires as a result of seven per cent growth state and territory wide – the highest number of registrations outside Victoria.



- ▶ AFL NSW/ACT successfully launched the innovative AFLX Spring Series across metro Sydney and Canberra – participants aged 10-14 joined their favourite AFLX teams such as the Deadlies, Flyers and Rampage with new game changer rules proving a hit among participants of the inaugural modified format competition.
- ▶ 18 females associated with AFL NSW/ACT programs were selected in the 2019 NAB AFL Women's Draft in October, including a record six from the ACT. Maggie Gorham from the Belconnen Magpies was selected by the Giants at No. 4.
- ▶ Canberra's Tom Green (Marist College/Giants Academy) was selected by the GWS Giants with selection No. 10 in the NAB AFL Draft. Green is the 14th player from NSW/ACT to be selected in the first round from the past six National Drafts.
- ▶ Significant grounds opened at Gore Hill North Sydney, Lionel Watts Forestville (both fully synthetic) and the Central Coast Regional Recreation Centre. In 2019, major upgrades were delivered to Lavington Oval in Albury and Jubilee Oval in Broken Hill and completed at CEX International Stadium in Coffs Harbour. Federal and New South Wales state election commitments contributed more than \$6.5 million to facility improvements across the region.

△ The Giants' surge to their first AFL Grand Final produced unprecedented exposure and awareness of the club and the code in Western Sydney.

- ▶ The AFL National Inclusion Carnival was successfully hosted at Blacktown International Sportspark for the first time in July – now a major highlight on the AFL calendar.
- ▶ AFL NSW/ACT successfully launched our Reconciliation Plan (RAP) and many community clubs celebrated Sir Doug Nicholls Round alongside the elite competition.
- ▶ In partnership with Multicultural NSW and the GWS Giants, the Giants Welcome Game at Giants Stadium was successfully hosted and included a citizenship ceremony pre-game for 300 people and their families.
- ▶ The New South Wales Greatest Team of All Time was announced at an event in Sydney in May with Wagga Wagga's Wayne Carey selected as captain and confirmation that the long-awaited New South Wales Australian Football Hall of Fame will be established in 2020 to celebrate 140 years of Australian Football being played in the state.
- ▶ Footy fans and participants were captured by the 'Big, Big Sound' of the GWS Giants in September as the club made its maiden AFL Grand Final appearance. Unprecedented exposure and awareness of both the club and code in Western Sydney was experienced, including a cumulative audience reach of 51 million across all media outlets during Grand Final Week and unprecedented coverage by *The Daily Telegraph* with 43 pages of AFL content.

International

- ▶ More than 177,000 participants are involved in AFL competitions and programs overseas, including over 79,000 females (45 per cent of the overall total).
- ▶ Significant participation growth came from Canada (37 per cent increase) as a result of more than 21,000 kids participating in an AFL Calgary School Program which saw the establishment of 15 Auskick centres.
- ▶ AFL South Africa continued to run FootyWILD programs in townships across South Africa and saw significant growth (51 per cent increase) with more than 52,000 participants.
- ▶ 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 and promote health outcomes and contribute to Australian public diplomacy objectives in Nauru.
- ▶ Adelaide Crows AFLW players Chelsea Randall, Angela Foley and Nikki Gore travelled to Nauru to promote women's footy along with the importance of participating in physical activity and living a healthy lifestyle.
- ▶ AFL PNG and the PNG Tribal Foundation launched Pilai Long Senis (We Play for Change). The initiative combines PNG Tribal Foundation's Senisim Pasin (Change Your Ways) video presentations and AFL PNG's Paradise Foods Niukick clinics by using sport to bring people together to deliver information about healthy lifestyles, inclusion and gender appreciation.
- ▶ The South Pacific under-16 boys team played in the Gold Coast Suns Under-16 Academy Championships in Ballina where six boys were selected for the Gold Coast Suns Under-16 Academy and played against the Brisbane Lions Under-16 Academy team. AFL PNG academy participants Glen Saniong and Benedict Baro were then selected in the Queensland under-16 team.

▽ Papua New Guinean Hewago Paul Oea starred for the Allies in the NAB AFL Under-18 Championships.

- ▶ The 22nd USAFL National Championships were held in Sarasota, Florida, in October with 32 men's teams and 12 women's teams as part of competition.
- ▶ The AFL Asia National Championships were held in Pattaya, Thailand, in August with 620 players (27 per cent local) from 18 men's and six women's teams representing 13 countries.
- ▶ AFL Asia restructured its governance to establish an Advisory Board to provide guidance and work with a newly-appointed Asia Development Manager (Simon Highfield), who is employed by the AFL to support the growth of Australian Football across Asia.
- ▶ AFL Europe ran a range of events throughout 2019 including:
 - ▶ The Fitzpatrick Cup (for universities) in Cork, Ireland;
 - ▶ Champions League (nine-a-side tournament for 23 of Europe's best teams – 15 men's teams and eight women's teams representing 29 countries) in Amsterdam, Netherlands;
 - ▶ The 11th annual Anzac Cup between Australia and France in Villers-Bretonneux;
 - ▶ The annual AFL Grand Final Lunch with special guests including Dan Jackson, Erin Hoare, Ailish Considine, Mark Bolton, Pat Cash and Adam Hills;
 - ▶ Euro Cup (nine-a-side international tournament with 16 men's and eight women's teams representing 15 countries) held in Norrtälje, Sweden.
- ▶ The Western Crows became the first side to win multiple AFL New Zealand premierships after defeating the Southern Saints by 36 points in the Grand Final (the fourth to be staged).
- ▶ Papua New Guinean Hewago Paul Oea was the round six NEAFL Rising Star nominee for the Gold Coast Suns and was an integral part of the Allies AFL Academy squad.
- ▶ Champions League (nine-a-side tournament for league premiers from 22 countries) in Amsterdam, Netherlands.



COMMERCIAL OPERATIONS

KYLIE ROGERS

General Manager Commercial



It was a record-breaking season commercially, benefiting all 18 clubs, fans and the wider industry. The AFL enjoyed record club memberships, record match-day attendances for the third consecutive season and strong growth in AFL membership.

Thanks to the work of so many across the clubs, the AFL and the wider football community in 2019, the game saw more than one million members signing up and more than 6.94 million fans attend matches during the 2019 Toyota AFL Premiership season.

The Consumer Products program achieved its third consecutive year of growth off the back of a strong Richmond premiership program in 2017, and likewise the West Coast Eagles in 2018.

▷ For the 22 NAB AFL Auskicker of the Year nominees, it was a thrill of a lifetime to be involved on Grand Final day.





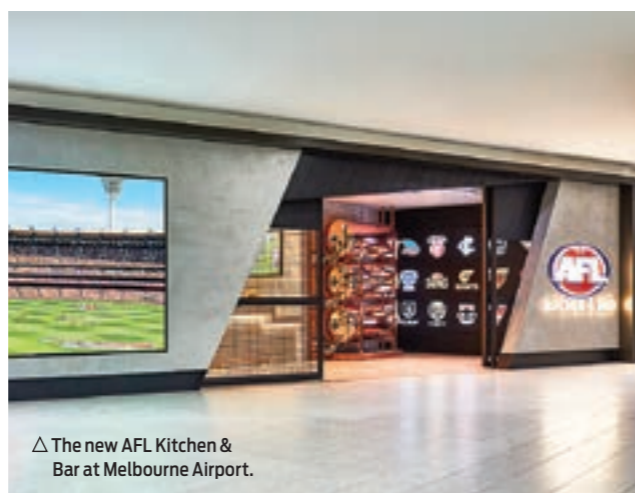
▷ The 2018 Auskicker of the Year Isla Roscrow was a hit during the 2019 Brownlow Medal broadcast, interviewing several AFL stars including the Western Bulldogs' Marcus Bontempelli.

Renewals and Key Landmarks

At the 2019 Toyota AFL Season Launch, it was announced that our partnership with Toyota will continue for another four years through to 2023, taking this landmark agreement to two decades. NAB continued their support of women's football extending their naming rights position of AFLW for a further three years. This demonstrates the strong relationships and delivery of performance for our Premier Partners.

The AFL announced a new partnership with Emirates Leisure Retail to create the new AFL Kitchen & Bar at Melbourne Airport, Terminal 3, home of Virgin Australia. Partnership commitment and growth was achieved across 19 renewals and nine new partners to extend category return, most significantly for AFLW.

In Grand Final week, there was a significantly revised delivery of the 2019 Brownlow Medal presentation, which provided exceptional attendee and viewer experiences.



△ The new AFL Kitchen & Bar at Melbourne Airport.

Corporate Partners

The AFL would like to acknowledge the generous support of the following corporate partners in 2019.

PREMIER PARTNER

TOYOTA

MAJOR PARTNERS

CB, Coca-Cola, nab, GATORADE, virgin australia

OFFICIAL PARTNERS

Woolworths, BET EASY, McDonald's, T, GATORADE, McDonald's, Woolworths, HOSTPLUS, UNDER ARMOUR, ACCOR, virgin australia, Maurice Blackburn Lawyers, WE FIGHT FOR FAIR, Special K, MUSSON, rebel, BUNNINGS warehouse, coateshire, MELBOURNE, Thrifty, MILO, WOLF BLASS, JIM BEAM, AAMI, CITY OF MELBOURNE, ACCOR, UNDER ARMOUR, MUSCLE MILK, pump, MLC, BUNNINGS warehouse, DrinkVision, RJoTinto, rebel, coateshire, SHERRIN, VARTA



Toyota Motor Corporation Australia

In 2019, Toyota continued into a 16th year as the Premier Partner and Official Automotive Partner of the AFL.

Community and Good for Footy initiatives were a key focus for Toyota in 2019. The Toyota Good for Footy Raffle returned for a fifth consecutive year, raising almost \$400,000 for grassroots football clubs in 2019. Across the country, 466 clubs participated in the fundraising initiative, which has raised more than \$6 million for grassroots football since it was established in 2008.

Toyota's extension of our partnership until 2023 makes it one of the largest sports sponsorship deals in Australian corporate history. Along with continuing as the premier partner of the AFL, Toyota Australia will also become the community partner of the AFL in 2020. The extended partnership will include continued support of the Toyota Good for footy program, with an increased focus on community areas including:

- ▶ naming rights for the National Volunteer Awards;
- ▶ the National Inclusion Carnival;
- ▶ the North East Australian Football League (NEAFL);
- ▶ the National Wheelchair Championships.

△ Toyota Hilux vehicles played a key role in several major AFL events, including the Anzac Day game between Essendon and Collingwood at the MCG. Below, AFL CEO Gillon McLachlan with Toyota chief marketing officer Wayne Gabriel.

Toyota will also expand its support to become the automotive partner of the AFLW.

Toyota again played a key role in bringing to life another huge Toyota AFL Finals Series and Toyota AFL Grand Final. Toyota showcased its Hilux vehicles throughout the Grand Final Parade, retiring greats Lap of Honour at the 2019 Toyota AFL Grand Final and again during the post-match presentation.

Appearing alongside the Hilux in 2019 was the All-New Toyota Supra, which was showcased to footy fans for the first time in September 2019.

Toyota also excited fans with the 'Oh, What a Feeling' tagline, used across key sponsorship properties during the 2019 Toyota AFL Finals Series.



◁ NAB has enhanced its investment in the AFL Talent Pathway as naming rights sponsor of the NAB League.

Carlton United Breweries

Carlton United Breweries again celebrated the premiers by commemorating Richmond's success with a Carlton Draught Premiers can. CUB provided the Richmond faithful with a QR code on each can which sent fans to a landing page with highlights of the Tigers' historic win.

Carlton Draught pitted two iconic pubs against each other on Grand Final day. The Mountain View Hotel represented Richmond and Coopers Inn represented the GWS Giants. The contest was a relay race on the hallowed MCG turf, with the winning pub claiming \$3000 and the next round of Carlton Draughts for everyone at the pub.

CUB also featured several other brands across Grand Final week, including craft beer Fat Yak, which had its mobile bars set up within the Taste of Football Festival, Stella Artois as hosts of the 2019 Brownlow Medal After Party and Mercury Cider.

Coca-Cola

The partnership between Coca-Cola Amatil and the AFL performed strongly again and has been renewed for a further three years. Torres Strait Islander communities have remained an important part of the Coca-Cola Amatil and AFL partnership, with the annual \$50,000 contribution to the Michael Long Learning and Leadership Centre again being delivered in 2019.

Pump continued its 'Pump Up Your Team' campaign across the Premiership Season, giving all AFL clubs and fans bespoke bottles to support their team.

Jim Beam engaged Brendon Goddard, Nick Dal Santo, Matthew Lloyd and Kevin Sheedy to deliver an insightful content series which dived deep into the lives and backgrounds of some of the code's greatest characters.

National Australia Bank

The NAB AFL Auskicker of the Year competition celebrated another successful year with the 22 nominees attending the annual NAB AFL Auskicker of the Year award dinner on Thursday of Grand Final week.

All nominees were reunited with their footy mentors, Geelong's Joel Selwood and Richmond's Katie Brennan, with Queensland's Max Monaghan named the 2019 NAB AFL Auskicker of the Year. The children walked in the Grand Final Parade, played on-field at half-time during the 2019 Toyota AFL Grand Final and presented Richmond's players with their premiership medals.

In 2019, the NAB AFL Rising Star was awarded to Carlton's Sam Walsh. Walsh received the Ron Evans Medal, a \$20,000 personal investment folio and a dedicated personal banker, courtesy of NAB.

The NAB AFL Women's Rising Star was also claimed by a Carlton player – midfielder Madison Prespakis. Prespakis was taken with pick No. 3 in the 2018 NAB AFLW Draft, having been joint MVP in the 2018 NAB AFLW Under-18 Championships.

Also a graduate of the NAB AFLW Academy, Prespakis was awarded the NAB AFL Women's Rising Star Medal, a \$20,000 personal investment folio and a dedicated personal banker, courtesy of NAB, at the W Awards in Melbourne.

▶ Presenting the premiership medals to the triumphant Richmond players was a proud moment for NAB AFL Auskicker of the Year nominees.

The NAB AFL and AFLW Draft Combines were held at Margaret Court Arena from October 1-4. Top draft prospects from across the country had their speed, agility and endurance put to the test, along with refined drills to assess their football abilities.

It was a year of evolution for the NAB Talent programs, with the NAB AFL Academy undergoing its biggest change since the program's first intake in 1997.

The 22nd intake of the NAB AFL Academy saw the introduction of an expanded model comprising five state-based hubs, which enabled more than 150 players to experience elite training and development.

Each hub delivered three camps over December, January and April that involved high-performance training, AFL club experiences and cultural activities that helped to develop the players on and off the field.

Examples of these cultural experiences included a visit to remote Aboriginal communities in Uluru (SA hub), activities at the Grampians cultural centre (Vic hub), and team-building activities at Margaret River (WA hub).

In maintaining the playing traditions of the NAB AFL Academy, an under-17 Australian team was selected from the hubs to play against New Zealand as part of an Anzac exhibition match.

An under-18 Australian team was also selected and played against the VFL's Casey Demons in the annual AFL Commission Chairman's Cup as a curtain-raiser to the round five AFL match between Melbourne and St Kilda.

On March 1, 2019, NAB enhanced its investment in the AFL Talent Pathway by being confirmed as naming rights sponsor of the NAB League, the premier underage boys and girls football competition in Australia.

NAB League (formerly TAC Cup) comprises 12 Victorian and one Tasmanian team in a full-season fixture for the boys' and girls' competitions.

The 2019 season also saw the inclusion of talent from the GWS Giants, Sydney Swans, Brisbane Lions, Gold Coast Suns and Northern Territory (boys only) Academies for the first eight games of the season in the lead-up to the NAB AFL Under-18 Championships.

The Northern Knights became the 2019 premiers in the NAB League girls' competition, while the Oakleigh Chargers took out the NAB League boys' Grand Final.

To support the promotion and fan engagement of the expanded competition, the official NAB League App was also launched, which saw all NAB League games streamed live with live stats, player bios, player highlights and all news related to NAB League and the broader AFL talent pathway. In the first six months, the app was downloaded more than 23,000 times, and will continue as a key pillar of support of the growth of the NAB League competition.

The NAB AFL Women's competition expanded to 10 teams in 2019, giving 60 more females the opportunity to play in an elite environment. The 2019 NAB AFL Women's Grand Final saw a record-breaking 53,034 spectators fill Adelaide Oval to watch the Adelaide Crows defeat Carlton.





Virgin Australia

Virgin Australia, the AFL's major airline partner, had a strategic shift in 2019 to build the connection with AFL and AFLW fans through several events and activations.

For the first time in its partnership with the AFL, Virgin Australia launched the 'Virgin Australia Footy Family' campaign featuring four key themes – travel, celebration, togetherness and finals.

The campaign featured five hero-content pieces centred around the key themes, showcasing non-traditional footy families who enjoy football together. Fans also had the opportunity to generate their own content pieces which were featured on a dedicated fan content hub on afl.com.au/footyfamily.

The inaugural Virgin Australia Premiership Cup Tour was a feature of the 2019 Finals series and saw the Premiership Cup travel the country, visiting remote towns and capital cities in Victoria, New South Wales, Queensland and the Northern Territory, engaging fans across the country. The tour was also highlighted by a giant installation at Virgin Australia's Melbourne Lounge entry which showcased all the imagery from the tour.

It was the sixth year of the Virgin Australia AFL All-Australian Awards, with the event attended by more than 250 guests, providing a great platform for brand integration. Fremantle superstar Nat Fyfe was named captain of the All-Australian team for the first time, with the West Coast Eagles' Shannon Hurn named vice-captain.

To finish off an exciting season, Virgin Australia captured the crowd's attention at the 2019 Toyota AFL Grand Final with an activation which had the whole stadium cheering in an attempt to break a world record. A lucky bay also received return tickets to New Zealand courtesy of Virgin Australia.

Virgin Australia continues to provide 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 throughout the season.

AFL Travel, the fan travel portal operated by Virgin Australia in conjunction with the AFL, again allowed fans to travel with their teams throughout the season, offering them a one-stop shop by bundling flights, accommodation and match tickets.

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

△ The inaugural Virgin Australia Premiership Cup Tour was a feature of the 2019 AFL Finals Series, and included a visit to Broome, where it was enthusiastically welcomed by these young fans (above) and to Cable Beach (right).





△ AFL General Manager of Commercial Operations Kylie Rogers is joined by Accor's Australian vice-president (sales, digital and loyalty) Renae Trimble (left) and the hotel chain's vice-president (talent and culture) Sarah Derry (right) at Melbourne's Pullman on the Park.

Accor

The partnership between the AFL and Accor as the League's Official Hotel Partner continued to grow in 2019 with both organisations' aligning their priorities for the relationship to support women across the industry, from the playing group to the corporate level.

Accor expanded its partnership to include the women's competition, providing players with a flexible work opportunity within the hotel network tailored to the training and playing commitments of AFLW players. The pilot program launched in 2018, providing six AFLW players employment with Accor in 2019.

Across the Toyota AFL and NAB AFLW home and away seasons, Accor has gone from strength to strength hosting 185 teams across 48 hotels – including Shanghai – with a total of 20,763 room nights in 2019, including teams, staff, umpires, academies, juniors, draft and AFLX teams and personnel.

Accor provided incredible support for the Greater Western Sydney Giants in their first Grand Final in AFL history through branding of their inclusions in Western Sydney hotels, promotion through their Sunrise partnership and making available special offers for Giants fans travelling to Melbourne for the Grand Final.

McDonald's

The AFL's partnership with McDonald's saw a celebration of the club captains via their Captains Cards campaign that ran through the middle of the season, with more than 400,000 cards distributed in-store.

The 'Ultimate Kick2Kick' promotion was again delivered in 2019, seeing enormous success with 294,982 entries, increasing by 637 per cent compared with its last activation in 2017 (46,314 entries). NSW led the charge with more than 100,000 entries coming from the state.

Ronald McDonald House Charities was the official charity of the new-look *Realestate.com.au* AFLX tournament in February, with the AFL donating \$10,500 thanks to 21 super goals.

AFL and Marvel Stadium, together with McDonald's, launched the first in-stadium McCafe, taking the at-match experience to a new level.

'Macca's Kick2Kick' continued as a fan favourite and was in place post-match at 80 games across the country at all major competitions, including the JLT Community Series, NAB AFLW and Toyota AFL Premiership matches, and three AFL finals matches.

Consumer products

The Consumer Products program achieved its third consecutive year of growth in 2019. The release of Richmond's premiership merchandise range to commemorate the club's second flag in three years marked a successful end to the season.

Growth was seen across key categories – on-field apparel, supporter accessories and memorabilia and collectables. All categories thrived in a challenging retail climate off the back of innovative product development and favourable on-field results.

The on-field apparel category had another exceptional year. Of note were the sales achieved by Puma and ISC due to their respective partnerships with Richmond and the West Coast Eagles. Carlton's on-field resurgence drove a strong sales outcome for Nike, while Majestic benefited from the Brisbane Lions' rise from the bottom of the ladder to premiership contender.

The supporter accessories category performed strongly with New Era continuing to forge ahead with captivating core and lifestyle headwear, while leveraging its partnerships with consecutive premiership-winning teams the West Coast Eagles and Richmond. Burley Sekem's evergreen bar beanie and bar scarf also continued to record unprecedented sales and resonate with all fans.

The AFL's trading card category continues to perform strongly in what is a saturated children's collectable market up against global brands. Highlights included Team Zone's captain game cards promotional partnership with McDonald's and Select Australia's premium limited-edition Supremacy collector card release.

The AFL Stores group continues to evolve and expand, achieving 13 per cent year-on-year sales growth due to three new store openings, as well as several refurbished and innovative pop-up locations in non-traditional retail environments.

The Consumer Products team had a busy year renewing 35 licensees' contracts, headlined by long-term partners Russell Corp (Sherrin) and Licensing Essentials. Nine new licensees were also appointed ahead of the 2020 Toyota AFL Premiership Season following an extensive expression of interest process, the most notable being the AFL's new partnership with Hanes Australasia (Bonds).

Another exciting achievement was the announcement of the AFL's partnership with Emirates Leisure Retail to create the new AFL Kitchen & Bar at Melbourne Airport. Located in the revamped Terminal 3, home of Virgin Australia, the AFL Kitchen & Bar opened to the public in December 2019.

THE ON-FIELD APPAREL CATEGORY HAD ANOTHER EXCEPTIONAL YEAR

AFL CLUB MEMBERSHIP

Club (* record)	2018	2019	VAR #	VAR %
Adelaide Crows	64,739	64,437	-302	-0.5%
Brisbane Lions	24,867	28,023	3156	12.7%
Carlton*	56,005	64,269	8264	14.8%
Collingwood*	75,507	85,226	9719	12.9%
Essendon*	79,319	84,237	4918	6.2%
Fremantle	55,639	51,431	-4208	-7.6%
Geelong Cats*	63,818	65,063	1245	2.0%
Gold Coast Suns*	12,108	13,649	1541	12.7%
GWS Giants*	25,243	30,109	4866	19.3%
Hawthorn*	80,302	81,211	909	1.1%
Melbourne*	44,275	52,421	8146	18.4%
North Melbourne	40,789	42,419	1630	4.0%
Port Adelaide	54,386	51,951	-2435	-4.5%
Richmond*	100,726	103,358	2632	2.6%
St Kilda	46,301	43,038	-3263	-7.0%
Sydney Swans*	60,934	61,912	978	1.6%
West Coast Eagles*	80,290	90,445	10,155	12.6%
Western Bulldogs	43,246	44,373	1127	2.6%
Totals	1,008,494	1,057,572	49,078	4.87

▷ The West Coast Eagles were well supported at Optus Stadium, averaging their highest home-game attendance of 53,513.

Club membership, AFL membership and ticketing

The AFL industry celebrated surpassing one million members for the second consecutive year. A total 1,057,572 committed to the 18 AFL clubs, representing a 4.87 per cent increase on 2018. Eleven clubs set records – Carlton, Collingwood, Essendon, the Geelong Cats, the Gold Coast Suns, the GWS Giants, Hawthorn, Melbourne, Richmond, Sydney Swans and 2018 premier West Coast Eagles.

Significant growth was also seen in AFLW memberships, with 14,006 memberships sold, while AFL Membership provided another strong year of growth in 2019, totalling 58,027 members and representing year-on-year growth of 2.2 per cent.

In 2019, the base general admission ticket price was increased for the first time since 2014.

It was the fourth season in which there was a national \$35 entry level ticket for weeks one and two of the 2019 Toyota AFL Finals Series. The entry-level reserved seat category for preliminary finals matches was also held at \$65 across all venues.

The 2019 Toyota AFL Grand Final saw a three per cent increase in all ticket prices, with entry-level ticketing starting at \$155.

Attendance

A total of 6,951,304 people attended the 198 games of the 2019 Toyota AFL Premiership Season, the all-time high for any home and away season and a 0.8 per cent increase on 2018.

The West Coast Eagles averaged their highest home game attendance (53,513), while Richmond (59,994) and Fremantle (40,900) had their second-biggest average home attendance.

The final attendance number was influenced heavily by the growth in Carlton attendances, both home and away. Comparative to its on-field performance, the 47 per cent year-on-year growth was significant.

The Brisbane Lions' increase was also substantial at 34 per cent. Conversely, Melbourne ended 29 per cent down on 2018 with Port Adelaide and the Sydney Swans also experiencing a decline.

The biggest crowd of the year was 92,241 for the traditional Anzac Day game between Collingwood and Essendon, the second-highest Anzac Day attendance ever.

The average attendance per game across the 2019 Toyota AFL Premiership Season was 35,105, which is the seventh highest and the largest since the introduction of the two expansion teams.

The attendance for the 2019 Toyota AFL Finals Series was 563,462, the 12th highest in history.

Across all AFL matches, the JLT Community Series, the Toyota AFL Premiership Season and the Toyota AFL Finals Series, crowds had a cumulative total of 7,608,280.



▶ Despite finishing 16th, Carlton experienced a 47 per cent growth in home and away attendances in 2019.



ATTENDANCE SUMMARY

	2019	2018	Variance	%
JLT Community Series	93,514	89,414	4,100	4.6
Premiership Season	6,951,304	6,894,770	56,534	0.8
Finals Series	563,462	700,395	-136,933	-19.6
Total	7,608,280	7,684,579	-76,299	-0.9

AFLW HOME GAME ATTENDANCE BY CLUB

Club	2019	Average	2018	Average	% variance
Adelaide Crows	21,722	5431	24,149	6037	10.1
Brisbane Lions	9877	3292	9400	3133	5.1
Carlton	9265	3088	32,352	10,784	-71.4
Collingwood	18,396	4599	8600	2867	113.9
Fremantle	22,621	5655	50,186	12,547	-54.9
Geelong Cats	29,614	9871	-	-	-
GWS Giants	11,088	2772	13,760	3440	-19.4
Melbourne	8266	2755	12,680	3170	-34.8
North Melbourne	9957	3319	-	-	-
Western Bulldogs	29,809	7452	25,080	8360	18.9
Totals	170,615	4,875	176,207	6,293	-3.2

ATTENDANCE BY VENUE

Venue	2019 Games	Attendance	Average	2018 Games	Attendance	Average	% Ave. variance
Adelaide Arena at Jingwan Stadium	1	9412	9412	1	10,689	10,689	-11.9
Adelaide Oval	22	863,105	39,232	22	920,087	41,822	-6.2
Blundstone Arena	4	39,529	9882	3	33,489	11,166	18
Gabba	11	272,146	24,741	12	208,522	17,377	30.5
Giants Stadium	8	99,291	12,411	8	95,990	11,999	3.4
GMHBA Stadium	9	250,296	27,811	9	256,670	28,519	-2.5
Mars Stadium	2	18,599	9300	2	13,283	6642	40
Marvel Stadium	43	1,367,331	31,798	45	1,291,627	28,703	5.9
MCG	45	2,416,563	53,701	45	2,412,781	53,617	0.2
Metricon Stadium	10	118,344	11,834	7	95,154	15,593	24.4
Optus Stadium	22	1,038,543	47,207	23	1,078,490	46,891	-3.7
Riverway Stadium	1	7243	7243	-	-	-	-
SCG	11	341,765	31,070	11	373,208	33,928	-8.4
TIO Stadium	1	10,634	10,634	1	8689	8689	22.4
TIO Traeger Park	1	7164	7164	1	6989	6989	2.5
UNSW Canberra Oval	3	35,651	11,884	3	35,059	11,686	1.7
UTAS Stadium	4	55,688	13,922	4	50,312	12,578	10.7
Totals	198	6,951,304	35,105	198	6,894,770	34,822	0.8

HOME GAME ATTENDANCE BY CLUB

Venue	2019	Average	2018	Average	% Variance
Adelaide Crows	489,656	44,514	499,589	45,417	-2.0
Brisbane Lions	272,146	24,741	202,462	18,406	34.4
Carlton	514,300	46,755	349,501	31,773	47.2
Collingwood	648,728	58,975	548,881	49,898	18.2
Essendon	525,049	47,732	520,918	47,356	0.8
Fremantle	449,905	40,900	459,403	41,764	-2.1
Geelong Cats	367,459	33,405	376,282	34,207	-2.3
Gold Coast Suns	125,587	11,417	148,963	13,542	-15.7
GWS Giants	134,942	12,267	131,049	11,914	3.0
Hawthorn	341,846	31,077	366,726	33,339	-6.8
Melbourne	318,652	28,968	447,641	40,695	-28.8
North Melbourne	228,895	20,809	231,401	21,036	-1.1
Port Adelaide	373,449	33,950	420,498	38,227	-11.2
Richmond	659,929	59,994	672,921	61,175	-1.9
St Kilda	276,052	25,096	280,485	25,499	-1.6
Sydney Swans	341,765	31,070	373,208	33,928	-8.5
West Coast Eagles	588,638	53,513	585,749	53,250	0.5
Western Bulldogs	294,306	26,755	279,093	25,372	5.5
Totals	6,951,304	35,105	6,894,770	34,822	0.8

GROWTH DIGITAL & AUDIENCE

DARREN BIRCH

General Manager Growth Digital
and Audience



In 2019, the focus for the Growth, Digital and Audience department was to engage existing and new audiences with targeted quality experiences to progress the game for everyone. Aligning with the AFL's broader strategy, our department continued to concentrate on three key pillars of:

- ▶ audience growth
- ▶ market growth
- ▶ product growth

With a focus on amplifying our AFL Media network across our social/digital channels, we were able to reach a broader audience and create a pathway for more people to become a fan of our game.

The evolution of new products including AFLX, AFL Women's and the revamped NAB AFL Auskick program has extended the AFL's relevance within different communities and provided new opportunities for people to connect with our sport.

Our footprint in new markets, both domestically and internationally, was also strengthened through the work of the AFL and our club networks which contributed to achieving record AFL attendance numbers in 2019.

▶ The AFL continued to increase its footprint internationally, including in China where Port Adelaide and St Kilda clashed in the third premiership match in Shanghai.





Growth and new markets

AFL attendance numbers reached record heights in 2019, with 6.95 million people attending games across the country. This was achieved partly through strong growth in the northern markets of New South Wales and Queensland, which experienced year-on-year increases in AFL club membership and participation numbers.

The AFL's impact in China was reinforced in 2019, following the establishment of an AFL China office in Shanghai, and the appointment of the first China-based General Manager and Business Development Manager, who will cultivate broadcast, commercial and government partnerships to deliver audience and revenue growth. The AFL continued to grow its broadcast footprint in China across free-to-air and digital streaming services with 5.7 million people watching the Toyota AFL Grand Final. Season 2019 marked the third instalment of a Toyota AFL premiership season match played in Shanghai, with Port Adelaide and St Kilda Football Clubs meeting for the first time. The sold-out match delivered strong government and business outcomes and reached 4.1 million viewers.

AFLX took on a new format in 2019, with the introduction of four new teams – Bolts, Deadly, Rampage and Flyers. With the addition of a number of new rules and mixed representative squads made up of players from across all 18 AFL clubs, the new format saw 24,000 fans attend the event, while a further 600,000 people tuned into the broadcast. In 2020, AFLX will have a stronger focus on how it can be implemented at a community and international level.

◀ With stars such as Carlton's Tayla Harris, the third season of the AFLW was again a hit with fans, drawing big attendances and TV audiences.

AFL Women's

The third season of AFLW was highlighted initially with the competition expanding to 10 teams, following the inclusion of North Melbourne and Geelong. The bookend to a memorable year was the AFLW Grand Final at Adelaide Oval, which saw a record crowd of more than 53,000, the highest attendance for a standalone women's sporting event in Australian history.

More than 244,000 people attended games over the season, while an audience of 4.2 million tuned in to view the action on TV. Expansion of the competition continues in 2020, with the addition of four new clubs – the Gold Coast Suns, Richmond, St Kilda and West Coast. In addition, a three-year CBA agreement was secured which will underpin the growth of the competition for 2020-22.

Female football continued to thrive locally with the completion of the inaugural AFL Women's Coaching Academy and Prep to Play Community & Elite Series into AFLW and community clubs. Increased female player safety was also delivered with the rollout of the National Female Football Guidelines into community leagues across the country.

▽ The 2019 AFLX tournament attracted a cross-section of fans as well as celebrities such as TV presenter Amberley Lobo.

THE SOLD-OUT MATCH DELIVERED STRONG GOVERNMENT AND BUSINESS OUTCOMES





Children

A focus on creating a series of positive football firsts and modernising the junior football pathway was the approach adopted to engage more children to the game of Australian Football in 2019.

The rollout of the new NAB AFL Auskick curriculum was a success, with all 1630 national Auskick centres adopting the new program. More than 124,000 children experienced Auskick in 2019, including our first Auskick program delivered with all Chinese and Mandarin materials to support new participants from Chinese communities.

Transition from NAB AFL Auskick to junior football will continue to be a focus, with the development of a modernised junior football pathway program to be unveiled in 2020. In addition, the opportunity to engage with children in the classroom will be bolstered, with the introduction of a fresh school football curriculum, which will align resources and deliver football education in the classroom.

△ Engaging more children in the game was a focus in 2019, with 124,000 youngsters participating in NAB AFL Auskick.

Off the field, the game was able to engage with large audiences through kid-specific digital content, including a fresh Auskick TV commercial and a new 'Footy at Home' content series which contributed to the 31.8 million impressions achieved on the Aussie Rules YouTube channel.

AFL Media network

Season 2019 saw the implementation of a new strategy for the AFL Media network, with a focus on creating more quality analysis and evergreen content. The streamlined approach supported a surge in audience engagement across our digital platforms, increasing overall unique visitors by six per cent on the AFL Live Official App and website.

Through the ongoing support of partner Telstra, the AFL Live Official App developed a revamped match centre experience, which included an official stats engine 'StatsPro'. This allowed users to watch every highlight of every player from every match.

Streaming of live match minutes through the App grew by 10 per cent compared with 2018. This extraordinary result was built on the foundation of more than two million AFL Live Pass subscribers.

With AFL Media's comprehensive coverage of both AFL and AFLW competitions, *afl.com.au* continued to be the online sporting destination of choice for fans across the country. More than 23.79 million unique visitors flocked to the platform in 2019, while 1.8 million unique visitors visited the new AFLW website, *womens.afl*.

Telstra AFL Trade Period

The Telstra AFL Trade Period delivered the highest engaged digital audience in the AFL Media network's history, delivering 6.3 million unique visitors who read 34 million articles and watched 6.8 million videos on demand. During this period, the Telstra AFL Trade hub saw 7.1 million page views, while the No. 1 trade show – *Telstra AFL Trade Radio* – was streamed three million times, increasing by 117 per cent compared with 2018.

▽ *Telstra AFL Trade Radio* was the No. 1 show for fans during the Telstra AFL Trade Period, with streaming increasing by 117 per cent.

Content Management

An upgrade of AFL Media's Content Management System was completed to deliver the content and distribution of vision required to grow audience, optimise revenue and deliver a more targeted experience for fans. In addition, AFL Media will start a major project early in 2020 to digitally archive historic AFL footage. The project will see thousands of significant tapes archived to provide an opportunity to share the game of AFL to new fans in the future.

NAB AFL Draft

The 2019 NAB AFL Draft showed an increasing appetite for digital coverage, with new initiatives proving popular with fans. AFL Media's new *Draft Countdown* live broadcast and *Draft Night Live* show were well received, with 214,000 unique streams delivered across both shows on AFL digital platforms before the first round of the draft. Across AFL digital channels and Fox Sports TV, 219,000 people watched the live broadcast of the first round, an increase of 46 per cent compared with 2018. In addition, users visiting *AFL.com.au* and the AFL Live Official App for the two days of the draft grew to 1.05 million, up by 10.7 per cent compared with 2018.

AFL.COM.AU CONTINUED TO BE THE ONLINE SPORTING DESTINATION OF CHOICE FOR FANS ACROSS THE COUNTRY



Social media

Social media continued to be a key platform to drive audience growth and maintain relevance, and we saw considerable increases across all AFL social accounts, primarily via Instagram and YouTube. Despite publishing less content compared with 2018, the implementation of a targeted social media approach, mixed with strong storytelling, took our total followers to 3.1 million, while video views increased by 42 per cent on 2018.

The AFL photography team produced another successful season, with new initiatives and award-winning photos capping off a big 2019. Chief photographer Michael Willson's photograph of Tayla Harris became one of the most iconic images of recent times, making international headlines and claiming the Women In Sport Photo Action Award. In addition, the spirit of grassroots football shone out strongly through the launch of the hugely successful #FootyFocus photography competition, which saw more than 5000 pictures submitted from amateur photographers across the country.

▶ Award-winning photographer Michael Willson is a picture of concentration.

▽ The 'Don't Believe in Never' campaign was again a success in 2019.

MICHAEL WILLSON'S PHOTOGRAPH OF TAYLA HARRIS BECAME ONE OF THE MOST ICONIC IMAGES OF RECENT TIMES



Marketing and Earned Media

The successful 'Don't Believe in Never' campaign continued across the 2019 Toyota AFL Premiership Season, including the season launch, themed rounds and Finals Series. In the lead-up to the season launch, the campaign was showcased across 77 outdoor locations nationwide and produced 1.75 million views across major online networks, as well as additional audience reach through club creative in localised markets.

The AFL Finals campaign delivered a historic 'Don't Believe in Never' story, which featured eight club-based story executions reaching 18.3 million impressions across media channels and a 3.7 million organic reach on social media.

In the AFL Women's Competition, season 2019 saw the launch of the GenW campaign, which inspired a new generation of AFLW fans across women and men, adults and children, traditional fans and new fans. The GenW campaign achieved a 46 per cent increase in total TV audience, while the AFLW Grand Final TV audience rose 92 per cent compared with 2018.

The Earned Media approach embraced a new direction in 2019, with a focus on growing new audiences and building relevance and credibility among major fan segments. Through new relationships with key non-traditional media outlets and adopting a strategic approach, the earned media activity in September during finals generated 1141 pieces of coverage and 117 million views across the country. Using this approach for one key announcement of Grand Final performers, the game's coverage in non-traditional media outlets earned more than 49 million audience reach, outstripping traditional media coverage for the Grand Final Entertainment announcement of 33 million.



STRATEGY

WALTER LEE

General Manager Strategy



The Strategy department works with the AFL Commission and Executive to ensure the future long-term growth and sustainability of the game. The team is responsible for developing and implementing the strategic plan, supporting the allocation of resources and managing business performance. The team fulfils this responsibility by working closely with various stakeholders to identify, analyse and make recommendations on major industry issues. The team is also responsible for industry research priorities and the development of insights to support decision-making. The team will also regularly play a role in leading or facilitating the implementation of strategic initiatives. In addition to the strategic planning function, the department is also responsible for customer technology, data and analytics technology across the industry.

▷ A review of industry strategies was designed to grow engagement and participation in multicultural communities.



Strategy and Insights

The Strategy and Insights team is responsible for overseeing the development, planning and implementation of the AFL strategic plan. The team provides advice on major issues to the AFL leadership through the rigorous application of strategic analysis, research and planning processes. Areas where strategic planning support has been provided include:

- ▶ Victorian community football – developed initiatives to better support football regions under pressure and reduce the financial and administrative burden to community leagues, clubs and volunteers;
- ▶ Multicultural engagement – led review of industry strategies and developed recommendations to more successfully grow engagement and participation in Australian Football in multicultural communities;
- ▶ Mental health – facilitated the development of an industry strategy and plan across AFL, AFLPA and clubs to further advance mental healthcare support for players and staff;
- ▶ Second-tier competitions – supported review and stakeholder engagement into driving greater national consistency across second-tier competitions' rules and structures;
- ▶ Fixturing/scheduling – provided advanced analytics support into the development of the fixtures and schedules for AFL, AFLW and second-tier competitions;
- ▶ Broadcasting/AFL Media – provided strategic analysis, research and support into the media market and undertook extensive analysis on possible future scenarios;
- ▶ Business operations support – general analytical support into various league marketing, pricing, product and commercial decisions.

▽ Extensive research was carried out with fans and the community in 2019 to improve enjoyment of the game, including the match-day experience.

Research

The AFL also undertakes extensive fan and community research to better understand fan preferences, attitudes and behaviours to guide decision-making across the industry. Major research projects conducted in 2019 include:

- ▶ Brand health – provided regular monitoring of brand performance across public sentiment, brand health and reputational metrics;
- ▶ Fan focus groups – facilitated engagement with fans and the general public on sentiment on the game, recurring fan issues and suggested improvement or focus areas for the League;
- ▶ Match-day experience – fan satisfaction research conducted with 60,000 respondents across 14 AFL venues to drive improvements to AFL and AFLW match-day experience;
- ▶ Western Sydney – comprehensive study completed on Western Sydney to develop improved demographic, regional and behavioural insights to drive growth in AFL fan base;
- ▶ AFLW audience insights – comprehensive study completed to inform a repositioning of AFLW brand and marketing programs to drive interest and engagement with the game;
- ▶ Social and economic impact – partnered with various research providers to better understand and communicate the positive impacts Australian Football has on different communities (social impact) and the AFL industry's contribution to the Australian economy and workforce (economic impact).

Customer technology

A major area of focus for the team in 2019 was understanding how technology can be used to better serve clubs, fans, community football, volunteers and industry partners.

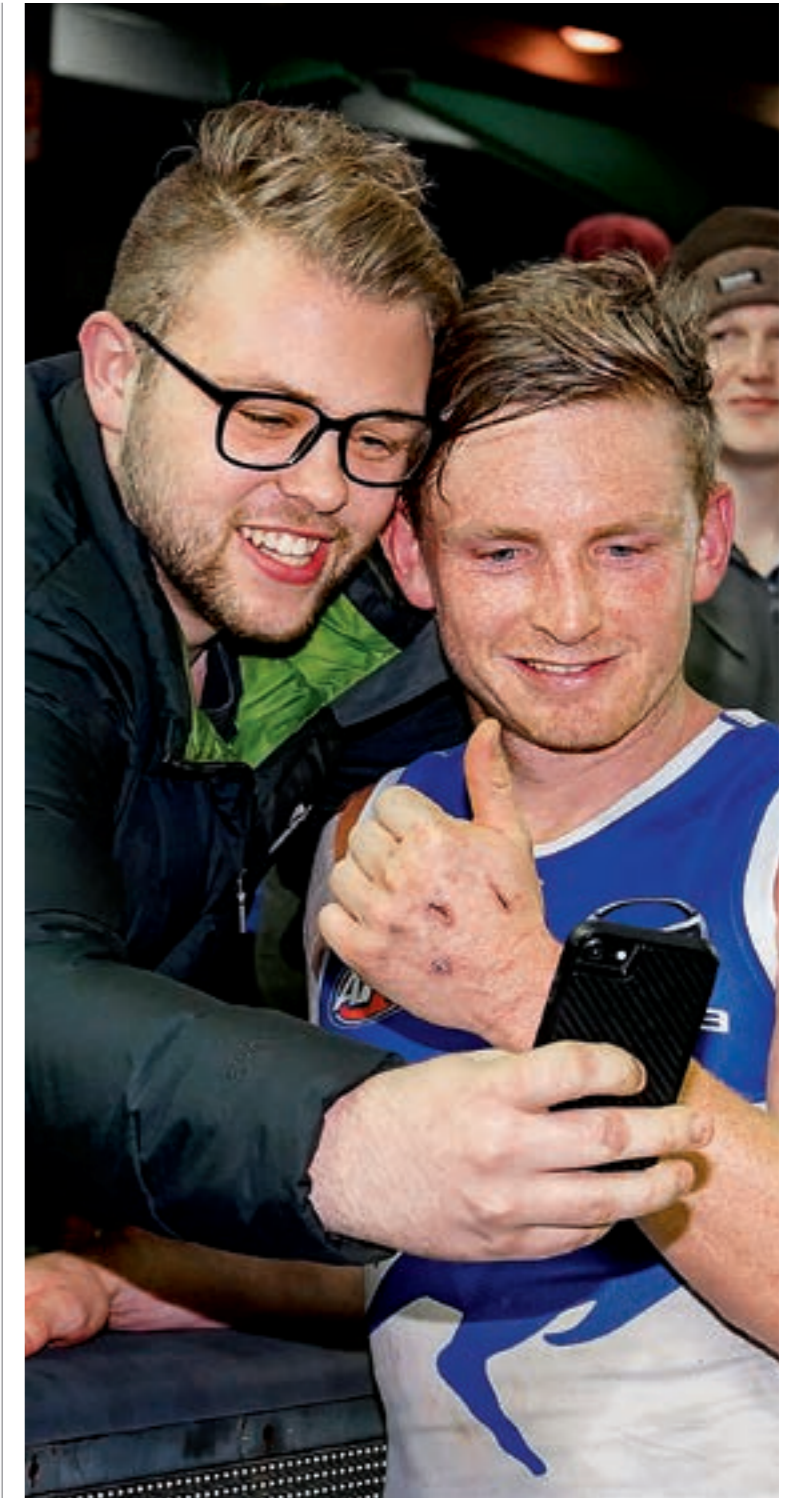
Five key areas have been identified as the emerging technology priorities for the industry:

1. Seamless, digital fan experiences – simplifying how fans engage and transact on digital platforms;
2. Direct-to-customer – develop better relationships and understanding of fans, participants and volunteers through technology, data and analytics;
3. Powering community football – support the growth of community participation while simplifying the administrative burden for community leagues, clubs and volunteers;
4. Unlocking the game – bringing the game closer to fans through better use of statistics, analysis and game vision;
5. Connected workplace – enabling a more productive and collaborative workplace to better serve our stakeholders.

A review on governance processes related to the management of technology decisions was also conducted. The outcome has been to introduce new practices that have already achieved significant financial savings for the industry and improved service outcomes from our technology partners.

In 2019, the focus was directed to initiatives to improve the fan experience through the use of technology. Through long-standing partnerships with our ticketing agents, venues and technology providers, we were able to implement initiatives such as:

- ▶ New membership account manager – to simplify the membership purchasing and management experience for club members;
- ▶ Mobile membership – to make it easier for club members to attend games with their membership card stored in the club app;
- ▶ Membership barcode management – to upgrade processes and integration between ticketing agencies and venues to streamline venue access for members and guests;
- ▶ Personalised marketing – to enable better personalised marketing and relationships with fans through enriched third-party data;
- ▶ Continuous improvement programs – to enable clubs to spend more time serving their fans by more automated processes for website content creation, data analysis and processing;
- ▶ Club software licensing fees – to enable clubs to better invest in their fans through financial savings in AFL club platform licensing fees with ticketing and venue partners;
- ▶ Participation platform review – to better understand how we can better meet the current and future needs of community football leagues, clubs, players and volunteers.



△ North Melbourne skipper Jack Ziebell poses for a selfie with a happy Roos fan.

IN 2019, THE FOCUS WAS DIRECTED TO INITIATIVES TO IMPROVE THE FAN EXPERIENCE THROUGH THE USE OF TECHNOLOGY



BY COLLABORATING ON A SHARED INDUSTRY SOLUTION, THE AFL AND CLUBS HAVE BENEFITED SIGNIFICANTLY

△ The use of data and analytics has helped personalise fans' experiences with their heroes, such as Demon Jayden Hunt and Bombers Adam Saad and Anthony McDonald-Tipungwuti (right).

Industry key relationships

The Strategy team also facilitates greater industry collaboration on major issues through managing the agenda of meetings with the AFL club presidents and CEOs.

In 2019, AFL club presidents and CEOs met at five meetings:

- ▶ AFL club presidents/CEOs (March)
- ▶ AFL club CEOs (May)
- ▶ AFL club CEOs (August)
- ▶ AFL club presidents/CEOs (September)
- ▶ AFL club CEOs (November)

Meetings topics included discussions on major industry issues such as social policy, industry financial health, player wellbeing and safety (including mental health), women's football, competition management and community football.

Data and analytics

A major industry strategic priority in 2019 was to understand how to better use new technologies and customer data to better connect with audiences and grow fan engagement.

The team successfully completed a key foundation stage through the implementation of an industry data management solution. This data management solution has enabled clubs to better utilise customer, member and fan datasets to better understand fan behaviours and preferences. By collaborating on a shared industry solution, both the AFL and clubs have benefited significantly through fixed cost savings, reduced technology project risk and easier sharing of best practices and learnings. In 2019, key objectives met included:

- ▶ Implemented Customer Data Warehouse as an industry data management solution to allow AFL clubs to access membership, ticketing, retail and customer research data;
- ▶ Secured 12 clubs on a new business intelligence solution to enable self-service reporting and analytics on their individual club datasets;
- ▶ Assisted clubs with user training resources and development of in-house data and analytics teams – enabling the appointment of six full-time data analysts at clubs, with 100-plus system users;
- ▶ Hosted the inaugural AFL Club Data Day with guest speakers, club presentations and training to further advance industry knowledge and best-practice sharing;
- ▶ Completed club trials and review for marketing automation technology to better understand club requirements and develop a clear roadmap for implementation.

The use of data and analytics in the industry will continue to grow as we seek to improve how we personalise fan experiences through use of data, insights and marketing.



PEOPLE & CULTURE

SARAH FAIR
General Manager People



Our people are at the heart of everything we do at the AFL. Our staff bring innovative ideas, new ways of thinking and role model our Values and our Purpose to help ensure the AFL is a successful and high-performing organisation. We know if we create positive experiences for our team, we can bring out their best and deliver on what's most important for our fans, community and partners.

An engaged team

Employee engagement at the AFL increased for the fourth straight year, after tracking the results of our annual Vibe survey. The Vibe allows our people to provide feedback on what is working well and what we need to focus on next across engagement, leadership, health and wellbeing, development and culture.

Vibe highlights in 2019 included:

- ▶ More than 90 per cent of our people love what they do and enjoy working at the AFL;
- ▶ We have closed the gender gap, creating a more inclusive environment for all – our women and men are now equally engaged;
- ▶ 90 per cent of our people say the AFL motivates them to do great work;
- ▶ 88 per cent would recommend the AFL as a great place to work.

▶ 2019 Speccy Award winners were celebrated at the AFL's annual end-of-year team event.



Developing our people and teams

Our inaugural Executive Women's Program – GenW – was a major success with the intensive six-month program helping to accelerate our industry's most talented women into senior executive and general manager positions. Participants received mentoring and sponsorship from industry leaders and role models while also building collaborative networks and enhancing their industry knowledge and expertise.

The AFL Industry Women's Leadership Program is aimed at emerging and mid-level talented female leaders working across the AFL and AFL clubs. Designed to challenge and support women to actively pursue their career aspirations, the program focuses on building enhanced leadership capability and critical skills relating to communication, business relationships, organisational presence and resilience.

The rising stars of the broader AFL industry were also a focus with the AFL Emerging Leaders Program helping participants develop values-based leadership styles and capabilities to assist in accelerating their career progression and support an effective transition to leadership positions in the future.



△ The AFL Women's Summit was a success with more than 100 women who had participated in one of the AFL's development programs in recent years in attendance.



Health and wellbeing

In 2019, the AFL launched a range of health and wellbeing initiatives to assist our people live a healthier and happier life.

As part of our commitment to further supporting the mental health of our team, a Mental Health Champions initiative was unveiled at AFL House which involved a range of people from across our organisation being equipped with the knowledge, skills and confidence to provide assistance to their peers.

A new look Wellbeing Centre on Tommy (the AFL's intranet system) was also developed, which provides information, videos, recipes and other health initiatives to our people.

The AFL staff also took advantage of a range of other opportunities including mindfulness sessions, massages, fitness classes and surprise and delight moments throughout the year.

Rewarding and recognising our people

Reward and recognition went to a new level at the AFL in 2019 with the launch of our new and improved Specky program.

Specky is the AFL's Recognition and Reward Program, which is based on recognising and rewarding our people who make a 'standout' contribution to progress our game and role-model our values.

Our Specky half-year and end-of-year awards recognise the extraordinary achievements of people from across our organisation with awards given for our four values – Play to Win, Play Fair, Play as One Team and Play with Passion – along with a Team Award, Extraordinary Debutant and AFL Purpose Award.

Workforce Gender Action Plan

The AFL launched its first Workforce Gender Action Plan in 2019, on the same day the organisation celebrated International Women's Day.

The Workforce Gender Action Plan outlines the actions we have committed to over the next three years to create an equal future for all our people at the AFL, including:

- ▶ Creating more opportunities for talented women to progress within the industry;
- ▶ A gender-neutral parental leave policy which provides six months paid leave for primary carers and six weeks for secondary carers. In addition, continuous superannuation payments to the primary carer during any unpaid parental leave period up to 28 weeks is provided;
- ▶ Supporting families through flexible working – we provide more choice in how our team work to help us deliver on our winning strategy;
- ▶ Creating more opportunities for talented women to progress within the industry;
- ▶ Evolve – our inaugural Men's Development Program focusing on healthy masculinity;
- ▶ Recruiting a more diverse workforce;
- ▶ Creating an inclusive workplace where all our people's differences are valued.

◁ A range of free health and wellbeing opportunities are available to AFL people.

Play the day your way

At the AFL, working flexibility is core to who we are and this ensures our people are at their best, at home and at work.

With almost 90 per cent of our people indicating they work flexibly in their role, the AFL's flexible working approach, known as 'Play the day your way', is having a positive impact on our team.

For all people and all roles, we are providing more choice in how our team work to help us deliver on our winning strategy. This includes flexibility with start and finish times, a range of leave options and flexibility in work location.

Jill Lindsay Scholarship

AFL Tasmania CEO Trisha Squires was awarded the 2019 Jill Lindsay Scholarship at the Women's Industry Lunch, where more than 800 people celebrated women within the sporting industry.

After completing an AFL traineeship with Melbourne in 1999, Squires continued at the club as a full-time employee in the role of events assistant. Squires then went on to work at the Western Bulldogs in several roles before being appointed the CEO of AFL Tasmania in February 2018.

The 2019 Jill Lindsay Scholarship finalists were:

- ▶ Lisa Monahan – General Manager People and Culture Manager, Brisbane Lions
- ▶ Madison Hurley – Female Football Programs Officer, Adelaide Crows
- ▶ Grace Mitchell – Community Football Coordinator, AFL Tasmania
- ▶ Trisha Squires – CEO, AFL Tasmania

Jill Lindsay was a trailblazer in the AFL industry and in 2002 was inducted as the AFL's first female Life Member in recognition of her 41 years working with the AFL/VFL.

Graeme Samuel Scholarship

Carlton CEO Cain Liddle was awarded the 2019 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.

Liddle's dedication, innovation and enthusiasm over nearly a decade in the AFL industry were called out by the selection panel, including time as Chief Customer Officer at Richmond and latterly in the past two years as Carlton Chief Executive Officer.

Liddle has championed considerable change and development at Carlton, including the acquisition of funding and the subsequent redevelopment of Ikon Park, overseeing the expansion of Carlton's AFLW program and leading significant increases in commercial revenues and the Carlton IN Business corporate networking program.

The scholarship has been awarded by the AFL Commission since 2003, in recognition of Graeme Samuel's contribution to the game.



▶ AFL Tasmania CEO Trisha Squires after being awarded the 2019 Jill Lindsay Scholarship at the Women's Industry Lunch.



△ The AFL celebrated International Women's Day with a panel featuring senior leaders from across the organisation.

WGEA Employer of Choice

The AFL was proud to obtain the Workplace Gender Equality Agency (WGEA) Employer of Choice for Gender Equality citation in 2019.

The AFL is the first sporting body in Australia to receive the citation. This recognition has been several years in the making as we have been working hard behind the scenes to create a more inclusive culture that values equality.



INCLUSION & SOCIAL POLICY

TANYA HOSCH

General Manager Inclusion
and Social Policy



The focus of the team's work remains vital when considering the position of Australian Football within metropolitan and regional communities across every part of Australia.

Given the range of challenges that face the AFL, as highlighted by the Adam Goodes' documentaries in 2019, the AFL needs to be strategically better placed to deal with our changing society.

It is the work of the Social Inclusion team to address so many matters, ranging from issues such as crowd behaviour, online trolling and the growth of social media as it pertains to society and the code of Australian Football.

Across the year, work has been centred around assisting all clubs at all levels, broadcasters, officials, fans, members, players and families to enjoy the game as much as possible and reconfirm that the game is seen as a sport for everyone and Australia's game.

▷ Our game is played and enjoyed far and wide, even in the shadows of Uluru in central Australia.



Nicky Winmar statue

A highlight of the year was when a 2.75m statue of Neil Elvis 'Nicky' Winmar was unveiled outside Optus Stadium in Perth in July.

The statue depicts one of the most iconic moments and images in Australian sporting history – the moment Winmar, a Noongar man, changed conversation in Australia by lifting his football jumper and pointing to his skin.

Commissioned by the West Australian Government and the AFL, the statue was inspired by the iconic image taken by photographer Wayne Ludbey at Victoria Park in round four of the 1993 premiership season, which captured Nicky's response to racial abuse he had suffered throughout his career and on that day.

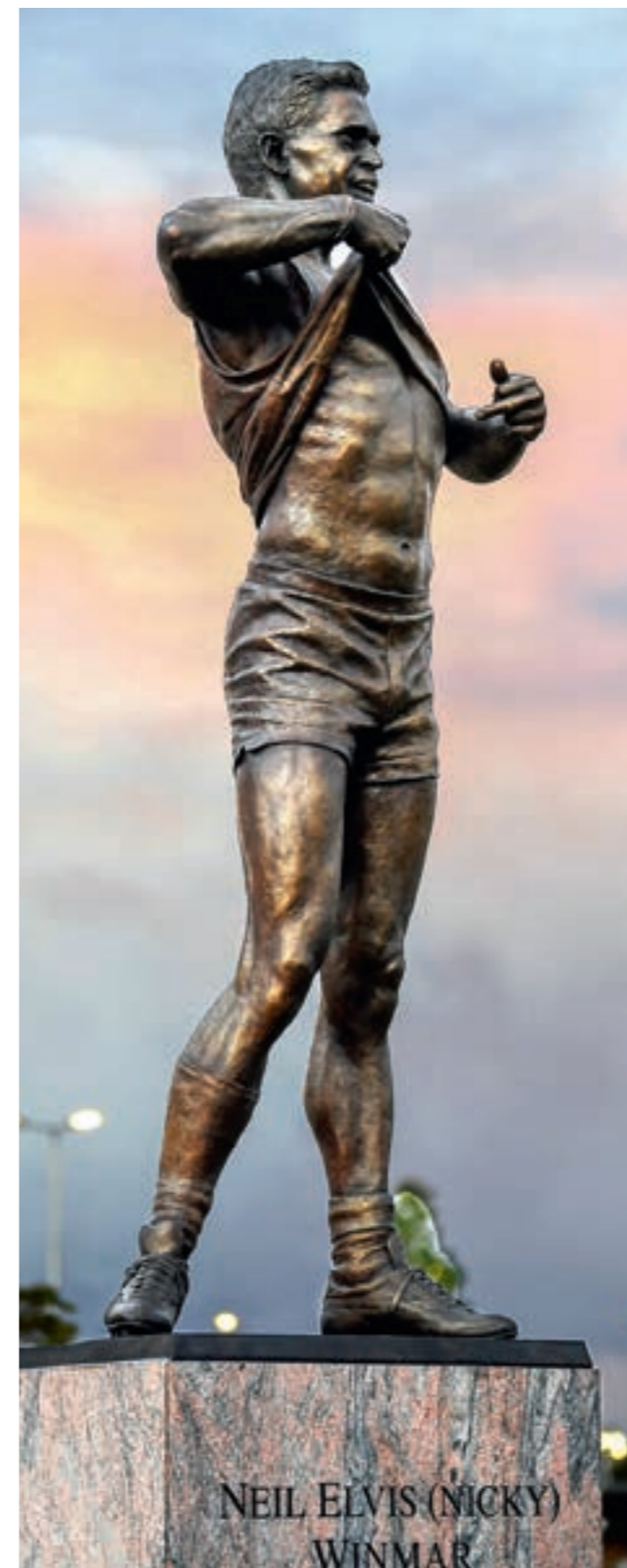
▽ Two films focusing on the treatment of former Sydney Swans champion Adam Goodes were released in 2019, with fans at the SCG able to share in the experience.

Adam Goodes apology

The AFL and the 18 AFL clubs come together to make a statement on behalf of members, administrators, staff and players in relation to the treatment of Adam Goodes in his final years as an AFL player.

The statement included an unreserved apology for the failures during this period.

Adam, a dual Brownlow medallist, two-time premiership player and someone who represents so much that is good and unique about our game, was subjected to treatment that drove him from football. The game did not do enough to stand with him, and call it out.



△ A statue of former St Kilda champion Nicky Winmar was unveiled outside Optus Stadium in July.

AFL STATEMENT ON ADAM GOODES

June 7, 2019

The Australian Football League and the 18 AFL clubs have come together to make this statement on behalf of our members, administrators, staff and players.

The history of the game says that Australian Rules has officially been played for 161 years.

Yet, for many years before, Aboriginal history tells us that traditional forms of football were played by Australia's first peoples all over Australia, most notably in the form of Marngrook in the Western Districts of Victoria. It is Australia's only Indigenous football game – a game born from the ancient traditions of our country. It is a game that is proudly Australian.

Aboriginal and Torres Strait Islander players are some of the most extraordinary players that the game has seen, and football has played a part in positive social change for many people and communities.

2019 will see the release of two important films about football, racism and discrimination. The films focus on the treatment of Adam Goodes, one of the game's greatest champions, and tell the story of Australia's history with the First Peoples of this land.

Through Adam's story, we see the personal and institutional experience of racism. We see that Australia's history of dispossession and disempowerment of First Nation's people has left its mark, and that racism, on and off the field, continues to have a traumatic and damaging impact on Aboriginal and Torres Strait Islander players and communities.

The treatment of Adam challenges us, and our right to be considered Australia's Indigenous football code. Adam, who represents so much that is good and unique about our game, was subject to treatment that drove him from football. The game did not do enough to stand with him, and call it out.

We apologise unreservedly for our failures during this period.

Failure to call out racism and not standing up for one of our own let down all Aboriginal and Torres Strait Islander players, past and present.

Our game is about belonging. We want all Australians to feel they belong and that they have a stake in the game. We will not achieve this while racism and discrimination exists in our game.

We pledge to continue to fight all forms of racism and discrimination, on and off the field.

We will stand strongly with all in the football community who experience racism or discrimination.

We will listen to Aboriginal and Torres Strait Islander players and communities to learn about the impact of racism and in doing so we will gain a deeper understanding of Aboriginal and Torres Strait Islander cultures.

We will continue to work to ensure a safe and inclusive environment wherever our game is played.

And we urge all Australians, and in particular our supporters and fans, to see these films with open hearts and minds and learn from the experience and leadership of Adam Goodes, just as we are.

We are unified on this and never want to see the mistakes of the past repeated.

The Final Quarter and The Australian Dream

In 2019, two important films about football, racism and discrimination were released which focused on the treatment of Adam Goodes, one of our game's greatest champions.

The Final Quarter and *The Australian Dream* told the story of Australia's history with the First Peoples of this land and showed the wider community that racism, on and off the field, continues to have a traumatic and damaging impact on Aboriginal and Torres Strait Islander players and communities.

Players and staff from all 18 AFL clubs had the opportunity to view the films before their public release, while all Aboriginal and Torres Strait Islander players who attended the Indigenous All Stars Summit watched *The Final Quarter* together.

Indigenous participation

In 2019, 10 per cent of AFL players and four per cent of AFLW players Aboriginal and/or Torres Strait Islander peoples.

Sir Doug Nicholls Round

Sir Doug Nicholls Round was played over rounds 10 and 11 in 2019, with highlights including the Marngrook game between the Sydney Swans and Collingwood at the SCG and the Dreamtime at the 'G clash between Richmond and Essendon.

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.

Each year as part of Sir Doug Nicholls Round, the AFL honours an Aboriginal or Torres Strait Islander person who has made a significant contribution to football and the community. The 2019 Sir Doug Nicholls Round was in honour of two-time Essendon premiership player and Australian Football Hall of Fame member Michael Long.

Reconciliation Action Plan

The AFL will release an updated Reconciliation Action Plan (RAP) in 2020 which will include practical actions to drive the AFL's ongoing contribution to reconciliation both internally and in communities across Australia.

▷ In his 300th AFL game, Lance 'Buddy' Franklin booted four goals in the fourth Pride Game between the Sydney Swans and St Kilda in round 23 at the SCG.

Pride Game

St Kilda and the Sydney Swans came together in round 23 for the fourth iteration of the Pride Game, which was themed 'I'll Stand By You'. The Pride Game message addresses the importance of inclusion, family and acceptance among the Lesbian, Gay, Bisexual, Transgender, Intersex and Queer (LGBTIQ) community.

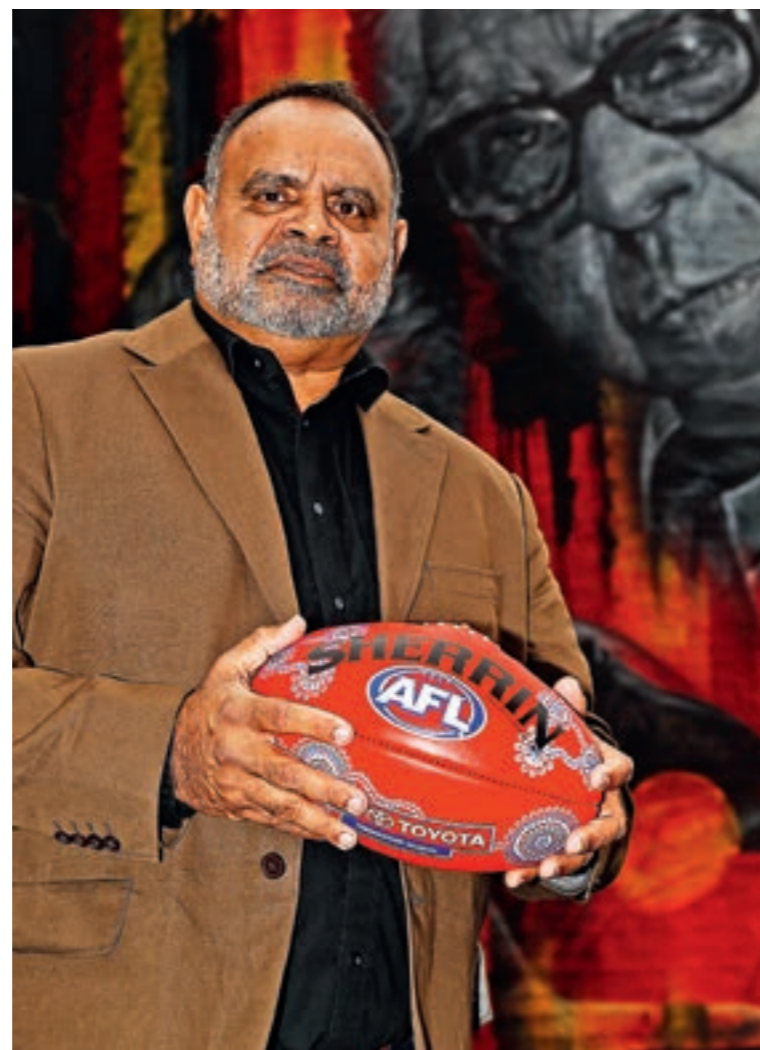
Rule 35

Through 2019, the department undertook major work around the review of the AFL's vilification law, Rule 35. In 2020, this will be completed with the recommendation phase and completion.

Brought in in 1995 as Rule 30, Rule 35 has been pivotal in dealing with a range of issues the AFL has experienced, from racial and religious vilification to gender issues and disability.

Calling for submissions from all AFL clubs and key national stakeholders in the space of Diversity and Inclusion, the research project has invited input from industry, partner agencies, broadcasters and AFL affiliates to enable the best possible data to be available and for future planning to be rigorous.

▽ The 2019 Sir Doug Nicholls Round was in honour of Australian Football Hall of Fame member Michael Long.



CORPORATE AFFAIRS

BRIAN WALSH

General Manager Corporate Affairs and Communications



In September 2019, a restructure of the AFL Executive team saw the areas of Corporate Affairs, Government Relations and Media/Public Communications brought together.

The AFL's strength in the community, in all parts of Australia, is drawn from its 'licence to operate', whereby the game must also serve those who commit their time to the code, be that as players, coaches, administrators, members, fans or volunteers.

At the elite level, a dynamic environment requires the leadership of the game to form and maintain strong partners across media, government and community, which are vital to the long-term success of both the elite AFL and AFLW competitions, and the wider game at all levels.

At community level, it is both expected and required that the AFL lead on issues of importance to its fans, while supporting community endeavours and using the game's profile to assist in driving charitable and community outcomes.

At every level of the game, football clubs and people within football contribute hugely to their communities and this work remains a vital part of the AFL's charter.

▷ With passionate support from fans, AFL initiatives such as the Big Freeze make a huge contribution to the community.



Government relations

The AFL works proactively to build and maintain relationships at Federal, State and Local government level across the country. The AFL seeks to work closely with all sides of politics, to best represent the interests of Australia's only indigenous game, and to achieve strong outcomes for community and metropolitan leagues, as well as outcomes that will assist the many hundreds of thousands of supporters and members of the game at elite level.

Lifeline

Late in 2019, the AFL announced Lifeline Australia as an official charity partner.

Through the AFL's on-going focus on the mental health of the whole industry, the AFL announced a partnership with Lifeline Australia with the aim to provide valuable awareness to the Lifeline program and be part of the conversation that talks openly about mental health and reduces the stigma associated with mental illness.

The partnership will see the AFL raise funds to support the Lifeline volunteer network and drive awareness at all levels of football across the country.

AFL Chief Executive Officer Gillon McLachlan, along with Lifeline Chief Executive Officer Colin Seery and AFL Head of Mental Health and Wellbeing Dr Kate Hall, launched the partnership on the eve of the 2019 NAB AFL Draft.

▽ GWS Giants midfielder Stephen Coniglio was recognised for his involvement in various programs in Western Sydney as winner of the Jim Stynes Community Leadership Award.

Media accreditation

The department handles media accreditation for the AFL and AFLW seasons, along with managing relationships at major events such as the Season Launch, Brownlow Medal, All-Australian Awards, Rising Star presentation, AFLW Awards, Hall of Fame Induction, AFL and AFLW respective Combines and Drafts and trade period.

Across the combined elite seasons, some 2000 people working in various media roles are accredited to work at AFL match-day venues. The communications team has the job of working with media to drive interest in our game at all levels.

Jim Stynes Community Leadership Award

Founded in 2012, the Jim Stynes Community Leadership Award was established in honour of the former Melbourne champion and club president, who tirelessly worked for the betterment of displaced young people within the community.

In 2019, Stephen Coniglio received the Stynes award, the GWS Giants midfielder recognised as a driving force for inclusiveness and social cohesion across a range of programs that engage the multicultural communities of Western Sydney.

The award is presented annually to an AFL or AFLW player who demonstrated the values of Jim Stynes through:

- ▶ Ongoing commitment to the community, by way of helping others and making a difference;
- ▶ The way the individual played and represented the game on-field.

Carlton's Jessica Hosking, Geelong's Jamaine Jones and Port Adelaide's Travis Boak were also recognised as finalists in 2019 for their outstanding work as community leaders.



△ Lifeline Australia CEO Colin Seery at the launch of a partnership with the AFL.



Women's Industry Lunch

Gathering more than 800 people together in a celebration of women across the sporting industry, the AFL Women's Industry Lunch celebrated its 11th anniversary in 2019, highlighting the pathways available for women to advance their careers.

Newly-appointed AFL Commissioner Dr Helen Milroy delivered the opening welcome, reflecting on her pathway to become one of Australia's leading clinicians in the areas of Aboriginal and Torres Strait Islander mental health, psychotherapy, education and academic excellence.

The Women's Industry Lunch brought together female leaders in the industry to recognise the work from emerging women in their field, highlighting the impact women have in the sporting industry.

AFL Tasmania CEO Trisha Squires received the 2019 Jill Lindsay Scholarship at the function, with her award presented by AFL Commissioner and AFL SportsReady board member Simone Wilkie.

The Big Freeze

More than 74,000 fans packed the MCG for the fifth Big Freeze at the 'G, raising more than \$5.1 million around the Queen's Birthday match to help fight and find a cure for Motor Neurone Disease (MND).

Inspired by the tireless work of Neale Daniher, a mix of Australian sporting legends and retired AFL greats took the plunge in a giant ice bath in front of the Southern Stand at the MCG to raise awareness for ongoing fundraising.

FightMND, the charity established by Daniher, is the largest independent funder of Motor Neurone Disease research in Australia, and its vision is a world without MND. In September 2019, FightMND announced a major \$9 million funding commitment to further advance research to find effective treatments and a cure, taking the total amount of funds invested by FightMND to \$37.6 million since 2014.

Cape York House

AFL Cape York Boys and Girls Houses continue to provide educational, employment and training opportunities for some of Far North Queensland's most remote communities in a culturally appropriate, safe and secure residential environment.

The House's over-riding mission is 'to enhance the lifestyle skills of Indigenous Australians and increase participation in sport through the AFL game' and achieve long-term change for Indigenous children from remote communities in Far North Queensland.

In January 2019, construction of a state-of-the-art girls boarding facility was completed and opened with 22 new enrolments.

The houses accommodate up to 77 boys and girls who attend different public and privately-funded secondary schools, giving each boarding student the opportunity to reach their potential.

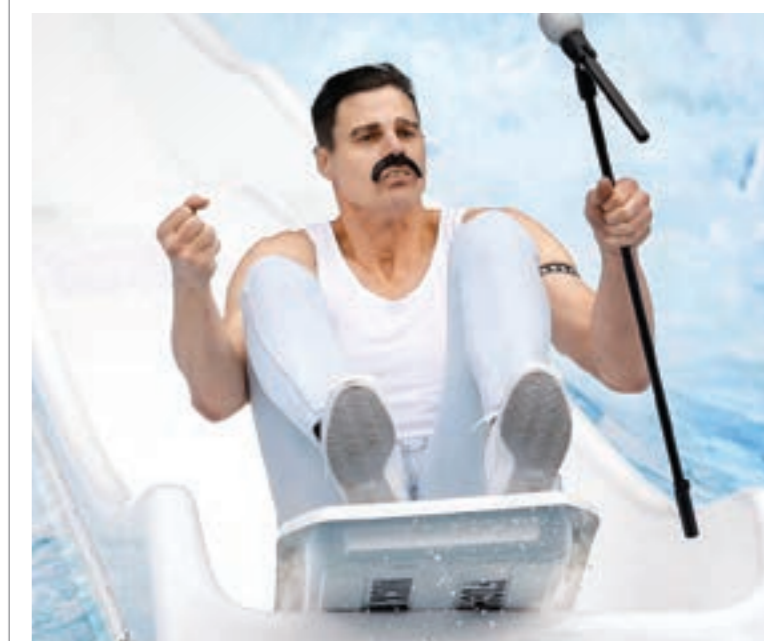
▽ Australian basketball great Lauren Jackson and ex-St Kilda champion Nick Riewoldt take the plunge at the fifth Big Freeze at the 'G.

Children's Cancer Foundation

The AFL continues to support the Children's Cancer Foundation through the annual Million Dollar Lunch.

Raising \$2.1 million, the event was a huge success, taking the total amount donated to \$21.8 million since the inaugural event in 2005. The Million Dollar Lunch is the cornerstone event in the Foundation's calendar, raising crucial funds for cancer research, clinical care and family support.

AFL CEO Gillon McLachlan continued as patron of the Children's Cancer Foundation, a role he has held since 2014. The AFL also supports the event through management and promotion, with many AFL team members volunteering their time in the lead-up to the event and on the day.



Captains Day – AFLW and AFL

As part of the 2019 Toyota AFL Season Launch, the AFL club captains were brought together for the annual Captains Day held at Melbourne's Marvel Stadium.

Established in 2003, the event is a key pre-season promotional event on the AFL calendar, promoting the season ahead and servicing the AFL's key rights partners across the media industry.

The AFLW captains are similarly brought together at the AFLW Season Launch, on the eve of their season, to maximise coverage opportunities before the start of matches.

The respective events each gather significant attendance of more than 100 media representatives, with coverage reaching every state and territory.

Ladder

An independent, not-for-profit organisation, Ladder was established in 2007 through an AFL player community initiative aimed at providing mentoring and unique opportunities for young people to achieve their goals.

The core work for the program was to break the cycle of youth homelessness.

Ladder provides its support and programs across four key areas:

- ▶ Step up – an education, employment and training program to build foundation skills and self-efficacy;
- ▶ Community partnerships – working with partner organisations to achieve specific goals;
- ▶ Mentoring – assisting young people achieve their goals and advance their personal and professional development;
- ▶ Strategic initiatives – opportunities across a range of areas to deliver special projects to support young people.

The AFL Players Association continued its support of Ladder on a number of key projects, events and campaigns to help raise awareness and funds for Ladder; players donated more than \$200,000 to Ladder via a \$25 donation from each match payment.

Ladder was again the AFL's official charity partner of the Toyota AFL Finals Series. Premiership cup pins were sold at stadiums across the country during the 2019 Finals Series, with advertising also provided across stadium signage and big screens, the *AFL Record* and AFL digital channels.

The AFL also provide support to the staff at Ladder via professional IT, finance and HR services, along with AFL staff volunteering their time through workplace giving programs.



△ The AFLW skippers got together for the annual Captains Day at Marvel Stadium, a key pre-season promotional event on the football calendar.

INFRASTRUCTURE, MAJOR PROJECTS & INVESTMENT

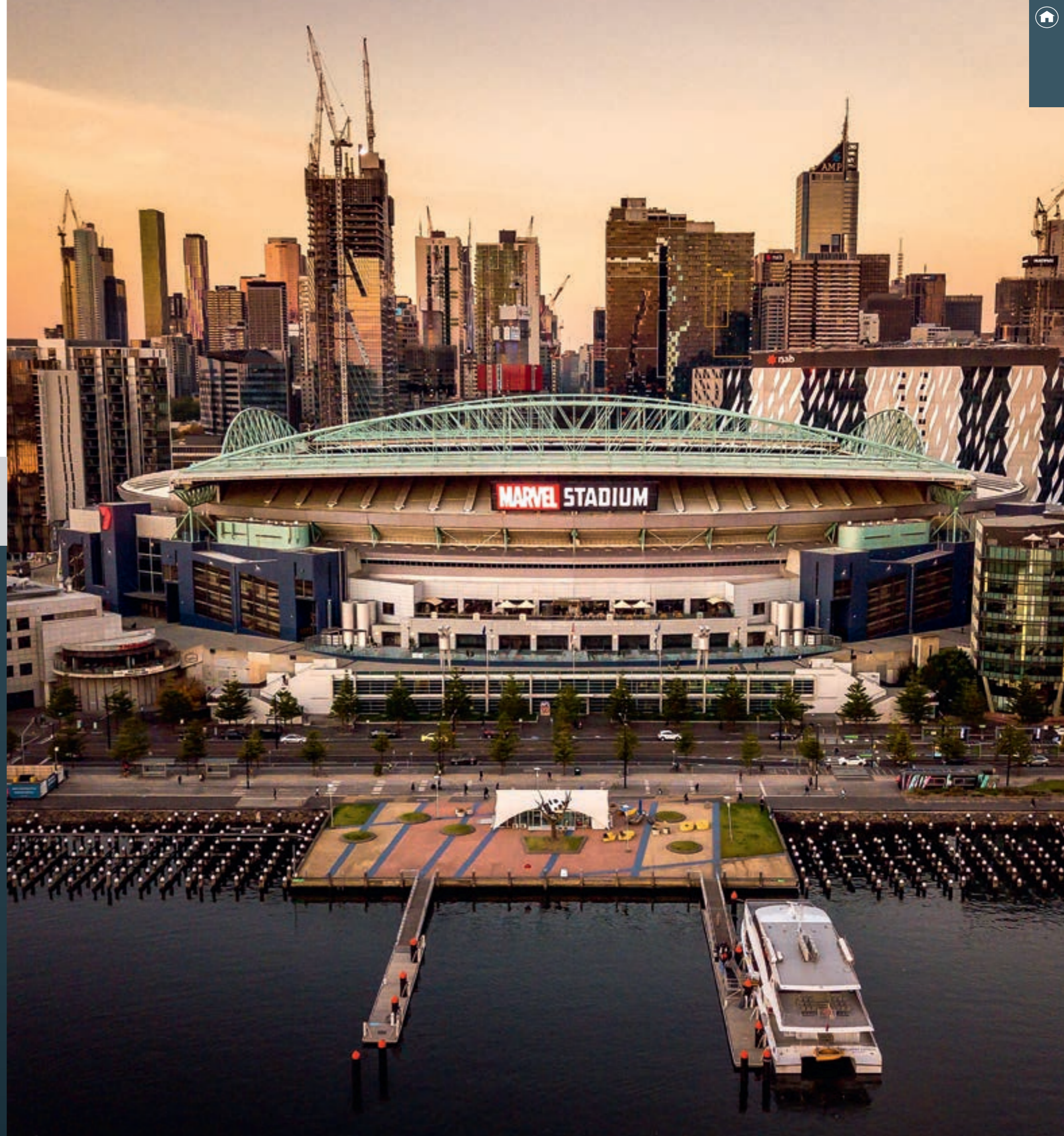
RAY GUNSTON

General Manager Infrastructure,
Major Projects and Investment



A primary focus for the department is the AFL's continuing close work with many parts of the Victorian Government to give effect to the Funding and Commitment Deed partnership agreement executed last year. As outlined in last year's report, this Agreement provides exciting infrastructure development opportunities and ongoing support for football in Victoria.

▷ The AFL is working closely with the Victorian Government to help deliver on the Government's masterplan for the Victoria Harbour precinct.



Marvel Stadium upgrade and Docklands Precinct development

Strategic design for the Marvel Stadium Upgrade, that will be primarily funded by the Victorian Government under the Agreement detailed last year, is expected to be completed by mid-2020, enabling the project to finalise its budget and move to contractor tendering for the build.

This stadium design work has been incorporated into a broader Docklands stadium precinct development project incorporating both the Harbour Esplanade (on the western side of the stadium) and the Stadium Upgrade projects. Under the now joint precinct architect Grimshaw, the overall project provides a significant and integrated Docklands Precinct redevelopment creating an even broader mixed offer, including entertainment, year-round enhanced food and beverage experiences, commercial and public space to the people of Victoria, while also providing a better linkage and flow of the Melbourne CBD to the water.

The AFL is working closely with the Victorian Government to help deliver on the Government's masterplan for the Victoria Harbour precinct.

▽ The AFL provides guidelines for community clubs, where they may not have that experience in the development of football facilities.

▶ The Western Bulldogs, one of the tenant clubs at Marvel Stadium, played their part in the increase of crowds in the 2019 Toyota AFL Premiership Season, with more than 1.3 million fans coming through the gates.

Specifically, master planning and design activities are progressing on the Marvel Stadium precinct developments, with priorities being:

- ▶ To work in partnership with the Victorian Government in the redevelopment of key precincts within the Docklands to improve the facilities and amenity for the people of Victoria;
- ▶ Progress design of the stadium upgrades with considerable improvements for spectators, fans and other sporting codes and events that use the stadium so it can continue to attract world-class sporting and entertainment events. The upgrades will not just enhance event days, but will open the stadium to all-year round offerings for all Victorians;
- ▶ Continue to work with Development Victoria on a potential joint venture for redevelopment of land on the western side of the stadium along Harbour Esplanade, which is envisioned will further enhance the stadium upgrades and Docklands Precinct by creating a broader mixed offer;
- ▶ Planning for the broader redevelopment of the precinct to meet the needs of stadium stakeholders and to ensure it continues to cater for international events and entertainment.



AFL Investment Committee

The AFL Investment Committee met twice in 2019 to consider the investment activities of the AFL. The committee's considerations and advice to the Commission on these matters included consideration of an Investment Policy framework, investment of the Capital Reserve in areas such as debt reduction and prudent property investment, external investment management options and maintenance of bank debt capacity to accompany such investment activities.

Marvel Stadium operations

The AFL, through its subsidiary company Melbourne Stadiums Limited (MSL), successfully again operated Marvel Stadium to the benefit of our fans, our sport and entertainment attendees, our hirers, our suppliers and all our business and industry partners.

The 2019 year proved to be very busy for Marvel Stadium, welcoming more than a million patrons across 66 major events, including 46 AFL and AFL-related events, seven Big Bash events, six A-League games and seven entertainment events. The stadium made history in June by becoming the first stadium in the southern hemisphere to win The Stadium Business Award's Global Venue of the Year, being recognised for its outstanding achievements throughout 2018.

Of particular note, in February 2019 the stadium hosted its first KFC Big Bash Grand Final, with our home team the Melbourne Renegades winning.

More than 1.3 million footy fans came through the gates during the Toyota AFL Premiership Season, increasing 11 per cent on 2018, with tenant clubs the Western Bulldogs and Essendon qualifying for the 2019 AFL Finals. As the season ended, our special event season began with the stadium hosting the biggest basketball match in the southern hemisphere. Record basketball crowds of more than 100,000 attended the two Boomers v USA basketball games – the biggest crowds for basketball games in Australia. We again broke international records with a huge attendance of 57,127 Ultimate Fighting Championship fans for UFC 243: Whittaker v Adesanya.

Record attendances across the year, along with Disney and Marvel continuing to provide fans with enhanced engagement activities, helped us realise growth in all areas of the business, with non-event functions business delivering a record operating contribution.

The stadium also created Melbourne's first stadium sensory room, an accessible and inclusive environment that is a quiet and safe space for children and adults with autism, dementia, PTSD and other similar conditions to deregulate from sensory overload, while still being able to enjoy the game-day experience.

Facilities investments

Over the past year, the AFL has been involved in significantly increased activity across a wide range of investments in football facilities and infrastructure across the country. This involvement has covered direct investment, facilitating investment, providing advice and direction on funding, governance and construction, forward collaborative facility planning, and establishing and assisting in compliance with appropriate guidelines for the development of football facilities and infrastructure from elite football levels through to all levels of city and regional community football.

A major focus in these activities has been in the provision of female-friendly facilities and to seek to extend the capability of grounds for enhanced availability with lighting and playing surface investments.

Over and above our ongoing investment in community facilities nationally through our Australian Football Facilities Fund, 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;
- ▶ Enhanced AFL club training and administration facilities, including incorporating female change rooms.

In Victoria, under programs agreed under the partnership agreement with the State Government, investment by the AFL has seen 60 community projects confirmed for funding in the past year. This represents the single biggest one-off investment to improve Victoria's community football facilities and the quality of experience for participants, with close to \$100 million of combined value in venue improvements at grassroots level to be delivered.

AFL wagering agreements and club gaming facilities

Victorian-based AFL clubs continue to exit gaming machines and/or gaming venues as opportunities present, and work in this regard continues. New product fee arrangements have been put in place with wagering service providers for the next five years to provide funding to the AFL to assist in its integrity and monitoring activities.



AWARDS, RESULTS & FAREWELLS

Richmond was hell-bent on revenge in 2019 and Greater Western Sydney became the unfortunate victim in the Grand Final. The Tigers' capitulation to Collingwood in the 2018 preliminary final became nothing more than a distant memory as they thrashed the Giants in their first appearance on footy's biggest stage.

In front of a packed MCG filled predominantly by the massive Tiger Army, Richmond's 89-point winning margin was the club's biggest in Grand Finals.

Powerful playmaker Dustin Martin became only the fourth player to win two Norm Smith Medals, capping off another superb September.

Teammate Bachar Houli was runner-up again to Martin in the Norm Smith voting, while Marlion Pickett became the first man in 93 years to play in an AFL/VFL premiership on debut.

Tigers coach Damien Hardwick won two premiership medals as a tough defender with Essendon and Port Adelaide and he has two Jock McHale Medals to add to his list of achievements.

Under coach Leon Cameron, the Giants had made an impressive run to the Grand Final, including thrilling wins in their previous two finals, but were overwhelmed by a brilliant Richmond combination.

Jeremy Cameron, who kicked the first goal in the Grand Final, created another piece of history in becoming the Giants' first Coleman medallist.

He was also rewarded with All-Australian selection, with Nat Fyfe being named captain for the first time.

The Fremantle skipper claimed his second Brownlow Medal, polling 33 votes to win by six from Geelong's Patrick Dangerfield.

Dangerfield and his Cats set a hot pace throughout the season, claiming their first McClelland Trophy since 2008.

The AFLW competition continued to grow, with a record crowd of 53,034 at Adelaide Oval watching the Crows win their second premiership with a comprehensive victory over Carlton.

Star midfielder Erin Phillips, who was best-on-ground in the Grand Final, won her second NAB AFL Women's best and fairest award.

Teammate Stevie-Lee Thompson was the League's leading goalkicker and young Blue Madison Prespakis took out the NAB AFLW Rising Star award.

Six new inductees found their way into the Australian Football Hall of Fame – Trevor Barker, Jim Deane, Ron Evans, Brad Hardie, Ken Hunter and Mick Malthouse.

The game mourned the passing of several former champions and key identities, including former St Kilda captain Danny Frawley, former Collingwood president Allan McAlister and broadcaster Michael Williamson.

▷ Richmond champion Dustin Martin became just the fourth player to win two Norm Smith Medals after a dominant display in the Tigers' Grand Final triumph.





▶ Star midfielder Dustin Martin and coach Damien Hardwick share a special moment after the 2019 Grand Final.

The Premiers

Two out of three ain't bad, as US singer Meat Loaf told us in his distinctive voice. After their shock demise in the 2018 preliminary final, those sentiments resonated with the Tigers and their vast army of supporters as they celebrated the club's 12th premiership.

As a contest it was over before half-time, but the superb exhibition by the powerful Richmond combination on the biggest stage was a sight to behold for football purists and the overwhelming horde of Tigers fans among the crowd of 100,014 lapped it up.

Richmond's 89-point winning margin was the club's biggest in a Grand Final and Dustin Martin capped a brilliant finals series by becoming only the fourth player to win two Norm Smith Medals.

As he was in 2017, running half-back Bachar Houli was runner-up to Martin in the Norm Smith voting, gathering a team-high 26 disposals.

But the best story belonged to Marlion Pickett, who became the first player in 93 years to play in a premiership team on debut.

Pickett, who had played in Richmond's VFL premiership team six days earlier, had 22 possessions and his goal in the third quarter, when he was embraced by teammates, provided a heart-warming highlight.

The vanquished Giants were bitterly disappointing in their first Grand Final, recording the lowest score in the club's short history.

Coleman medallist Jeremy Cameron kicked the first goal of the game from 52m out, but it was all downhill from there.

Co-captain Phil Davis, who had to pass a late fitness test before taking his place in the team, struggled to keep up with Jack Riewoldt.

Riewoldt, who had an injury-interrupted season and was kept goalless in the preliminary final win over Geelong, ignited the Tigers in the second quarter with three goals.

He finished with five for the game while fellow key forward Tom Lynch, who had a major impact in his first season at Punt Rd, contributed two.

After the drought-breaking 2017 triumph, the premiership capped off an amazing turnaround in Richmond's on-field fortunes, mirrored by remarkable off-field growth.

Despite the surprise retirement of champion defender Alex Rance, the Tigers, with a list that shows no sign of dropping away, will have their eyes on adding more silverware to their burgeoning cabinet.

2019 TOYOTA AFL GRAND FINAL

Richmond	2.3	7.5	12.9	17.12 (114)
GWS Giants	1.2	1.6	2.7	3.7 (25)

BEST: **Richmond** – Martin, Houli, Riewoldt, Prestia, Pickett, Edwards, Vlastuin.
GWS Giants – Taranto, Shaw, Haynes, Hopper, Williams.

GOALS: **Richmond** – Riewoldt 5, Martin 4, Lynch 2, Rioli, Soldo, Pickett, Lambert, Bolton, Cotchin. **GWS Giants** – Cameron, Hopper, Himmelberg.

Umpires: M. Stevic, S. Ryan, R. Chamberlain.

Crowd: 100,022 at the MCG.

TEAMS AS SELECTED

Richmond v GWS Giants			
F	Jason Castagna	Tom Lynch	Jack Riewoldt
B	Nick Haynes	Phil Davis (c)	Aidan Corr
HF	Daniel Rioli	Trent Cotchin (c)	Kane Lambert
HB	Jacob Hopper	Sam Taylor	Heath Shaw
C	Brandon Ellis	Dion Prestia	Josh Caddy
C	Zac Williams	Josh Kelly	Lachie Whitfield
HB	Bachar Houli	Nick Vlastuin	Jayden Short
HF	Sam Reid	Jeremy Cameron	Toby Greene
B	David Astbury	Nathan Broad	Dylan Grimes
F	Harry Himmelberg	Jeremy Finlayson	Brent Daniels
R	Toby Nankervis	Shane Edwards	Dustin Martin
R	Shane Mumford	Tim Taranto	Matt de Boer
I/C	Shai Bolton, Ivan Soldo, Liam Baker, Marlion Pickett		
EM	Jack Ross, Sydney Stack, Ryan Garthwaite, Kamdyn McIntosh		
Coach	Damien Hardwick		
I/C	Adam Tomlinson, Harry Perryman, Daniel Lloyd, Adam Kennedy		
EM	Isaac Cumming, Zac Langdon, Lachlan Keeffe, Bobby Hill		
Coach	Leon Cameron		

Norm Smith Medal

Dustin Martin elevated himself on football's biggest stage to become only the fourth player to win two Norm Smith Medals.

Former Hawks Gary Ayres and Luke Hodge and Crow speedster Andrew McLeod are the only others to win the medal twice.

Martin was unanimously voted best afield by the five judges, polling 15 votes, nine clear of teammate Bachar Houli, who also ran second to him in 2017. He became the first player to win two premierships, two Norm Smith Medals and a Brownlow Medal.

It was a fitting reward for a brilliant month by the champion midfielder, who won the Gary Ayres Award for being adjudged by the competing coaches as the best player in the finals series.

He booted six goals straight in the second qualifying final win over Brisbane at the Gabba and was instrumental in the Tigers' powerful second-half revival against Geelong in the second preliminary final.

Martin started the Grand Final in the middle, but it was in attack where he had the most impact. He ignited the Tigers with his first goal late in the opening term and capped another sensational game near the end as he gathered a bouncing ball outside 50m, wheeled on to his right boot and kicked his fourth goal.

Martin finished with 22 disposals and a team-high 12 contested possessions, took four marks and had eight score involvements, four inside 50s, three clearances, two goal assists and 372m gained.

NORM SMITH MEDAL VOTING

Alastair Lynch (Fox Footy, chair)	3 D. Martin (Rich), 2 B. Houli (Rich), 1 J. Riewoldt (Rich)
Chris Johnson (NIRS)	3 D. Martin (Rich), 2 D. Prestia (Rich), 1 J. Riewoldt (WCE)
Matthew Lloyd (3AW)	3 D. Martin (Rich), 2 B. Houli (Rich), 1 M. Pickett (Rich)
Bruce McAvaney (Channel Seven)	3 D. Martin (Rich), 2 B. Houli (Rich), 1 M. Pickett (Rich)
Angela Pippas (ABC)	3 D. Martin (Rich), 2 M. Pickett (Rich), 1 J. Riewoldt (WCE)
TOTALS	15 Martin, 6 Houli, 4 Pickett, 3 Riewoldt, 2 Prestia

Jock McHale Medal

Richmond's drought-breaking 2017 premiership was a triumph for Damien Hardwick's hard work and persistence, but last year's success gave him even greater satisfaction.

After the Grand Final, Hardwick was asked to compare the two premierships and his answer was emphatic. "This one because of the adversity we went through," he said.

The 2019 campaign was challenging for all at Punt Rd.

In the opening round, Richmond lost five-time All-Australian defender Alex Rance with a season-ending knee injury. The Tigers took a while to adjust, but others including All-Australian Dylan Grimes and David Astbury stepped up to fill the breach.

There were more obstacles in the first half of the season as injuries also hobbled another All-Australian Bachar Houli, skipper Trent Cotchin, ruckman Toby Nankervis and key forward Jack Riewoldt for significant periods.

After losing to the Crows at Adelaide Oval, Richmond was teetering at 7-6 and briefly out of the eight, but Hardwick remained positive and showed enormous empathy for his players.

After the mid-season bye, the Tigers gradually returned to full strength and won their last nine games to enter the finals on a high.

They completed the job in three finals, culminating in the Grand Final demolition job on the GWS Giants, with Hardwick joining Alastair Clarkson as the only multiple-premiership coaches in the AFL.

While there were similarities to 2017, Hardwick had to make a different attacking set-up operate efficiently, with two key targets in Riewoldt and former Gold Coast Suns co-captain Tom Lynch.

By the end of the season, this was achieved with the two big key forwards playing important roles in September.

Richmond also went with a more conventional ruck division, with Nankervis and Ivan Soldo combining well.

Shaun Grigg, a makeshift ruckman in 2017, retired to allow the Tigers to recruit West Australian Marlion Pickett in the Mid-Season Draft. This paid handsome dividends as Pickett became the first player in 93 years to play in an AFL/VFL premiership team on debut.

Contracted until at least the end of the 2021 season, Hardwick is a revered figure at Punt Rd.



Brownlow Medal

Four years on from his first win, Nat Fyfe capped off a stellar season by becoming only the 15th player in AFL/VFL history to claim multiple Brownlow Medals.

Fyfe polled 33 votes, six clear of Geelong's Patrick Dangerfield in second spot and seven ahead of Carlton co-captain Patrick Cripps and Brisbane's Lachie Neale in third.

The Fremantle skipper averaged 29.1 disposals a game and ranked third in the AFL for clearances and contested possessions.

Fyfe polled votes in 13 of his 20 games, including nine three-votes for best on the ground.

He eclipsed the 31 votes he polled to win in 2015 and claimed the 2019 season was his best at the elite level.

Cripps made a flying start. The star Blue had 13 votes after five matches – a Brownlow first – and led the count until round 11. But Fyfe pulled ahead after that and extended his advantage to an unassailable margin with two rounds to go.

Dangerfield, who won in 2016, came home strongly, polling eight votes in his final three games. Teammate Tim Kelly, in only his second year in the AFL, polled 24 votes to finish fifth.

BROWNLOW MEDAL

	Votes	3	2	1	Games
Nat Fyfe (Frem)	33	9	2	2	20
Patrick Dangerfield (Geel)	27	6	4	1	21
Patrick Cripps (Carl)	26	5	5	1	20
Lachie Neale (BL)	26	5	3	5	22
Tim Kelly (Geel)	24	7	1	1	22
Brodie Grundy (Coll)	23	7	0	2	22
Dustin Martin* (Rich)	23	7	0	2	20
Marcus Bontempelli (WB)	22	5	3	1	22
Jack Macrae (WB)	22	3	4	5	22
Dayne Zorko (BL)	19	2	5	3	22
*Ineligible					

Coleman Medal

A career-best nine-goal haul in the final round enabled Jeremy Cameron to become Greater Western Sydney's first Coleman medallist.

The Giants spearhead came into the game against the Gold Coast Suns needing seven goals to overtake North Melbourne's Ben Brown.

Brown had gone past Cameron in round 22 after booting 10 goals in the Kangaroos' big victory over Port Adelaide, and moved to 64 goals with two in the final round against Melbourne.

Cameron, who missed round 22 with an injured hamstring, booted two goals in the first term against the Suns in his 150th match and overtook Brown with a goal after the three-quarter time siren, his fifth for the term. He added two more in the final quarter.

Cameron, who was named in the Virgin Australia All-Australian team for the second time, has been the Giants' leading goalkicker in each of their eight seasons in the competition.

Along with his bag against the Suns, Cameron booted seven goals against Richmond in round three and six against St Kilda in round seven and Collingwood in round 18.

COLEMAN MEDAL

	Home & Away			Including Finals				
	G	B	Gms	G	B	%	Ave	Gms
Jeremy Cameron (GWS)	67	45	20	76	50	52	3.2	24
Ben Brown (NM)	64	34	22	64	34	56	2.9	22
Charlie Cameron (BL)	54	29	22	57	32	54	2.4	24
Tom Lynch (Rich)	54	30	22	63	31	56	2.5	25
Jack Darling (WCE)	54	18	22	59	18	62	2.5	24
Tom Hawkins (Geel)	52	27	22	56	32	55	2.3	24
Tim Membrey (StK)	44	17	22	44	17	62	2	22
Josh Kennedy (WCE)	44	27	20	49	29	53	2.2	22
Taylor Walker (Adel)	43	22	22	43	22	58	2	22
Michael Walters (Frem)	40	17	22	40	17	56	1.8	22
Alex Sexton (GCS)	39	29	22	39	29	46	1.8	22

McClelland Trophy

Geelong set a hot pace early in 2019 and sat on top of the ladder for most of the season.

The fierce resolve of the playing group under coach Chris Scott was evident as the Cats finished with a 16-6 record.

The much-improved Brisbane Lions and Richmond had the same win-loss ratio, but Geelong's percentage of 135.7 was far superior.

It was a tough assignment first-up for the new-look Cats – Collingwood at the MCG – and they came through with a hard-fought seven-point win.

The Cats thrashed Melbourne in their next game – their first for the season at GMHBA Stadium – to move into top spot and went on to win nine of their following 10 matches.

This streak included big wins over the West Coast Eagles in round six (58 points at GMHBA Stadium), the Western Bulldogs in round nine (44 points at GMHBA Stadium) and Richmond in round 12 (67 points at the MCG) before the mid-season bye.

The second half of the Cats' season was marred by inconsistency after another post-bye failure as they were unable to string two wins together.

After briefly relinquishing their position as ladder leader with a one-point loss to the Lions at the Gabba in round 22, the Cats completed the year with a 68-point victory over Carlton at home to finish on top at the end of the home and away season for the first time since 2008.

Geelong won eight of its nine games at GMHBA Stadium, with its only defeat against Greater Western Sydney in round four.

The influence of star trio Patrick Dangerfield, Gary Ablett and Joel Selwood cannot be underestimated, despite Ablett playing mainly in attack and skipper Selwood adjusting to a new role on the wing.

Tim Kelly took his game to new heights after a remarkable debut season in 2018. Tom Hawkins was the club's leading goalkicker and Tom Stewart was a powerhouse for the second successive year in defence.

2019 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		W	L								
1	Geelong Cats	22	16	6	0	291	238	1984	203	244	1462	135.70	64	9	2	0	7	4	0	1W	133	55	38	15	0	2	8	5	57	12
2	Brisbane Lions	22	16	6	0	288	276	2004	243	236	1694	118.30	64	10	1	0	6	5	0	1L	144	55	29	28	2	1	15	2	53	14
3	Richmond	22	16	6	0	275	242	1892	244	200	1664	113.70	64	9	2	0	7	4	0	9W	150	37	31	46	1	0	1	5	55	12
4	Collingwood	22	15	7	0	274	241	1885	230	221	1601	117.74	60	6	5	0	9	2	0	4W	123	37	29	22	2	2	3	2	46	12
5	West Coast Eagles	22	15	7	0	282	210	1902	239	257	1691	112.48	60	8	3	0	7	4	0	2L	133	46	29	33	1	2	2	3	45	11
6	GWS Giants	22	13	9	0	283	228	1926	243	211	1669	115.40	52	7	4	0	6	5	0	1W	138	29	42	33	3	1	7	6	46	12
7	Western Bulldogs	22	12	10	0	279	267	1941	264	226	1810	107.24	48	7	4	0	5	6	0	3W	137	57	33	26	1	1	13	5	43	10
8	Essendon	22	12	10	0	247	220	1702	253	266	1784	95.40	48	7	4	0	5	6	0	1L	130	33	22	35	2	2	11	3	41	11
9	Hawthorn	22	11	11	0	250	242	1742	228	234	1602	108.74	44	7	4	0	4	7	0	3W	118	59	30	18	2	3	4	3	45	13
10	Port Adelaide	22	11	11	0	257	264	1806	249	220	1714	105.37	44	6	5	0	5	6	0	1W	139	41	38	30	0	1	10	6	45	12
11	Adelaide Crows	22	10	12	0	256	240	1776	252	249	1761	100.85	40	5	6	0	5	6	0	3L	151	44	33	26	1	1	12	4	41	11
12	North Melbourne	22	10	12	0	265	234	1824	265	244	1834	99.45	40	6	5	0	4	7	0	2W	144	14	35	30	1	2	9	4	40	12
13	Fremantle	22	9	13	0	225	229	1579	245	248	1718	91.91	36	7	4	0	2	9	0	3L	141	31	21	25	4	3	14	4	36	10
14	St Kilda	22	9	13	0	233	247	1645	294	197	1961	83.89	36	6	5	0	3	8	0	2L	116	57	13	33	4	1	16	5	36	9
15	Sydney Swans	22	8	14	0	248	218	1706	246	270	1746	97.71	32	5	6	0	3	8	0	2W	116	51	29	19	2	2	6	5	44	9
16	Carlton	22	7	15	0	231	223	1609	276	249	1905	84.46	28	4	7	0	3	8	0	1L	101	33	18	28	1	4	18	5	38	11
17	Melbourne	22	5	17	0	223	231	1569	297	213	1995	78.65	20	2	9	0	3	8	0	7L	112	42	9	27	3	2	5	5	33	6
18	Gold Coast Suns	22	3	19	0	194	187	1351	330	252	2232	60.53	12	2	9	0	1	10	0	18L	96	43	3	46	3	3	17	5	26	6



NAB AFL Women's 2019 season

Adelaide reaffirmed its position as the premier team of the NAB AFL Women's competition, comprehensively winning its second flag by 45 points.

The Crows were the form side of 2019, dropping only one match (by a point) and winning their round seven game and preliminary final by at least 10 goals.

Carlton was no match for a rampaging Adelaide in front of a record crowd of 53,034 in the Grand Final at Adelaide Oval, although the Blues' climb from last in 2018 was a story in itself.

Boosted by the return of captain Brianna Davey (ACL) and NAB AFLW Rising Star winner Madison Prespakis, Carlton was a different side under new coach Daniel Harford.

Crows on-baller Erin Phillips had another outstanding season, sewing up the AFLW best and fairest by round five, being named captain of the All-Australian side and winning best-on-ground in the Grand Final despite tearing her ACL in the third term.

A conference system was brought in after the inclusion of Geelong and North Melbourne boosted the number of teams to 10.

The Roos started the season with a bang, racing to four successive wins before fading.

The Cats were inconsistent but unearthed stars in Meg McDonald and midfielder Olivia Purcell, while No. 1 draft pick Nina Morrison tore an ACL after a best-on-ground performance in round one.

Another expansion will happen in 2020, with Gold Coast, Richmond, St Kilda and West Coast joining the competition.

With 420 players now on AFLW lists, the future is bright.

2019 LADDER

CONFERENCE A						
Club	P	W	L	D	%	Pts
1. Adelaide Crows	7	6	1	0	212.9	24
2. Fremantle	7	6	1	0	141.2	24
3. Kangaroos	7	5	2	0	123.1	20
4. Melbourne	7	4	3	0	111.2	16
5. W Bulldogs	7	2	5	0	75.3	8

CONFERENCE B						
Club	P	W	L	D	%	Pts
1. Carlton	7	4	3	0	99.6	16
2. Geelong Cats	7	3	4	0	65.5	12
3. GWS Giants	7	2	5	0	70.5	8
4. Brisbane Lions	7	2	5	0	70.4	8
5. Collingwood	7	1	6	0	66.7	4

2019 AFLW GRAND FINAL

Adelaide Crows	3.0	9.2	10.2	10.3 (63)
Carlton	1.3	2.4	2.5	2.6 (18)

BEST: Adelaide Crows – Phillips, Hatchard, Jones, Randall, Allan, Marinoff, J. Foley. **Carlton** – Davey, Stevens, Prespakis, S. Hosking, Downie.

GOALS: Adelaide Crows – Ponter 3, Phillips 2, Hatchard, Considine, Martin, Thompson, Jones. **Carlton** – Prespakis, Davey.

Umpires: Toner, Heffernan, McGinness.

Crowd: 53,034 at Adelaide Oval.

Best on Ground: Erin Phillips, Adelaide Crows

TEAMS AS SELECTED

F	Eloise Jones	Stevie-Lee Thompson	Deni Varnhagen
B	Jayde Van Dyk	Kerryn Harrington	Nicola Stevens
HF	Danielle Ponter	Chloe Scheer	Courtney Cramey
HB	Chloe Dalton	Charlotte Wilson	Gabriella Pound
C	Erin Phillips		
C	Brianna Davey		
HB	Marijana Rajcic	Chelsea Randall	Angela Foley
HF	Lauren Brazzale	Breann Moody	Tilly Lucas-Rodd
B	Dayna Cox	Sarah Allan	Justine Mules
F	Darcy Vescio	Tayla Harris	Brooke Walker
R	Jessica Foley	Anne Hatchard	Ebony Marinoff
R	Alison Downie	Madison Prespakis	Sarah Hosking
I/C	Hannah Martin, Renee Forth, Sophie Li, Ailish Considine, Jenna McCormick		
EM	Nikki Gore, Sally Riley		
Coach	Matthew Clarke		
I/C	Georgia Gee, Jess Edwards, Jess Hosking, Amelia Mullane, Katie Loynes		
EM	Reni Hicks, Natalie Plane		
Coach	Daniel Harford		

NAB AFLW Awards

Adelaide superstar Erin Phillips claimed her second NAB AFL Women's best and fairest award, polling 19 of a possible 21 votes.

Extraordinarily, she had the award clinched after five rounds with a tally of 14, having been judged best afield in four games and polling two votes in the other.

She ended with 19 votes, five ahead of the winning tally over the two prior years.

Phillips strolled the field, with Fremantle's Dana Hooker (11) and Melbourne's Karen Paxman (10) rounding out the podium.

It capped off a campaign that highlighted why Phillips is the dominant performer in the competition.

She became a dual AFL Players Association MVP and was named captain of the Virgin Australia AFL Women's All-Australian team.

A torn anterior cruciate ligament in her left knee suffered in the third term of the Grand Final against Carlton wasn't enough to stop her from taking home best-on-ground honours.

In 2018, Phillips carried a quad injury through the season and it stopped her from replicating the stunning form she showed during the inaugural AFLW season, when the brilliant ball-winner came away with every individual accolade on offer.

In 2019, she averaged 21 disposals, five clearances, three tackles and more than a goal a game.

Carlton's Madison Prespakis won the NAB AFLW Rising Star with 49 votes from the GWS Giants' Alyce Parker (39 votes) and Geelong's Olivia Purcell (20 votes).

The teenager played her junior football at Romsey Junior Football Club and was recruited from Melbourne University and the Calder Cannons. Prespakis played all nine of Carlton's matches in the 2019 season and kicked seven goals.

Tayla Harris (Carlton) won the JLT Mark of the Year Award and Ashley Sharp (Fremantle) won the Coates Hire Goal of the Year Award.

Stevie-Lee Thompson from the Adelaide Crows won the AFLW Leading Goalkicker Award ending the home and away season with 13 goals.

2019 ALL-AUSTRALIAN TEAM

Backs: Ashleigh Brazill (Collingwood), Megan McDonald (Geelong Cats)

Half-backs: Jessica Duffin (Kangaroos), Chelsea Randall (Adelaide Crows, vice-captain), Kerryn Harrington (Carlton)

Centres: Emma Kearney (Kangaroos), Kiara Bowers (Fremantle), Karen Paxman (Melbourne)

Half-forwards: Erin Phillips (Adelaide Crows, captain), Jasmine Garner (Kangaroos), Monique Conti (Western Bulldogs)

Forwards: Gemma Houghton (Fremantle), Stevie-Lee Thompson (Adelaide Crows)

Followers: Lauren Pearce (Melbourne), Ebony Marinoff (Adelaide Crows), Madison Prespakis (Carlton)

Interchange: Emma King (Kangaroos), Gabriella Pound (Carlton), Alexandra Anderson (Brisbane Lions), Anne Hatchard (Adelaide Crows), Dana Hooker (Fremantle)



RISING STAR

Player	Club	Votes
Madison Prespakis	Carlton	49

GOAL OF THE YEAR

Player	Club
Ashley Sharp	Adelaide

BEST & FAIREST

Player	Club	Votes
Erin Phillips	Adelaide	19



LEADING GOALKICKER

Player	Club	Goals
Stevie-Lee-Thompson	Adelaide	13

MARK OF THE YEAR

Player	Club
Tayla Harris	Carlton



Virgin Australia All-Australian Team

Nat Fyfe added All-Australian captain to his growing list of accolades in 2019.

The Fremantle captain was named skipper of the Virgin Australia All-Australian team for the first time, with West Coast captain Shannon Hurn his deputy.

Fyfe earned his first All-Australian blazer since 2015, when he won his first Brownlow Medal, and third overall.

The Dockers star said he was humbled by the honour of being named captain, given the talent in the team.

"There are some quality players here and I don't think they need much guidance or leadership," Fyfe said.

Hurn, who earned his second All-Australian selection, was one of four Eagles to make the team. The others were four-time All-Australian Jeremy McGovern, Elliot Yeo and Jack Darling.

Geelong also had four representatives – Patrick Dangerfield was rewarded with his seventh selection, while Tom Stewart and Tom Hawkins won their second.

Tim Kelly joined Darling among the nine first-time selections in the team.

The other seven were Brisbane Lions trio Harris Andrews, Charlie Cameron and Lachie Neale, Richmond duo Dylan Grimes and Bachar Houli, Fremantle's Michael Walters and the Western Bulldogs' Jack Macrae.

Macrae was one of two Bulldogs in the team, with Marcus Bontempelli named for the second time.

Carlton co-captain Patrick Cripps, selected in the centre, became a two-time All-Australian, while Greater Western Sydney spearhead Jeremy Cameron earned his second blazer after winning his first Coleman Medal.

For the second consecutive season the selectors chose two ruckmen, with Collingwood's Brodie Grundy named as the starting big man ahead of Melbourne's Max Gawn.

Grundy's teammate Scott Pendlebury won a spot alongside Gawn, Macrae and Yeo on the bench – the sixth time the Magpies skipper has been selected.

Several were unlucky to be overlooked, including the Power's Travis Boak, veteran Cat Gary Ablett, Richmond's Dustin Martin and Lions captain Dayne Zorko.

Ten clubs were represented in the team.

Those which missed out were the Adelaide Crows, Essendon, Gold Coast Suns, Hawthorn, North Melbourne, Port Adelaide, St Kilda and the Sydney Swans.

The voting panel was Gillon McLachlan (chair), Kevin Bartlett, Luke Darcy, the late Danny Frawley, Steve Hocking, Glen Jakovich, Cameron Ling, Matthew Richardson and Warren Tredrea.

VIRGIN AUSTRALIA ALL-AUSTRALIAN TEAM

B	Tom Stewart Geelong Cats	Harris Andrews Brisbane Lions	Dylan Grimes Richmond	
HB	Bachar Houli Richmond	Jeremy McGovern West Coast Eagles	Shannon Hurn West Coast Eagles	
C	Marcus Bontempelli Western Bulldogs	Patrick Cripps Carlton	Tim Kelly Geelong Cats	
HF	Patrick Dangerfield (vc) Geelong Cats	Jeremy Cameron GWS Giants	Michael Walters Fremantle	
F	Jack Darling West Coast Eagles	Tom Hawkins Geelong	Charlie Cameron Brisbane Lions	
R	Brodie Grundy Collingwood	Nat Fyfe (c) Fremantle	Lachie Neale Brisbane Lions	
IC	Scott Pendlebury Collingwood	Max Gawn Melbourne	Elliot Yeo West Coast Eagles	Jack Macrae Western Bulldogs
Coach	Damien Hardwick Richmond			
Umpire	Shaun Ryan			



Mark and Goal of the Year

Small forwards Eddie Betts and Liam Ryan shared the spoils for the Mark and Goal of the Year awards.

Betts won the Goal of the Year for the fourth time with a superb left-foot check-side kick from deep in the forward pocket in round five for the Adelaide Crows against the Gold Coast Suns at Adelaide Oval.

The veteran won the award ahead of fellow finalists Anthony McDonald-Tipungwuti (Essendon) and Willie Rioli (West Coast Eagles).

He was presented with \$10,000 courtesy of Coates Hire at the Brownlow Medal ceremony at Melbourne's Crown Palladium.

Ryan also won \$10,000 courtesy of JLT (now part of Marsh) for his spectacular mark over Melbourne ruckman Max Gawn in round nine at Optus Stadium.

The high-flying Eagle, who received two of the final three nominations, took out the award ahead of Swan Isaac Heeney, who won in 2018.

After each round of the 2019 Toyota AFL Premiership Season, fans voted for their favourite Mark and Goal of the Year from a selection of three marks and goals nominated by the AFL.

In addition to the 23 weekly winners, the AFL chose an additional five marks and goals from the season to be considered by the All-Australian selection committee in deciding the top three.

The 10-member committee used a 5-4-3-2-1 voting system to narrow the nominations from the 23 home and away rounds to the final three in each category.

Each committee member voted on the overall winners, with the outcome from fans counting as an 11th vote.

The committee consisted of Gillon McLachlan (chair), Steve Hocking, Kevin Bartlett, Luke Darcy, Glen Jakovich, Cameron Ling, Matthew Richardson, Warren Tredrea and the late Danny Frawley.

Members of the public who voted during the 23 rounds and for one of the three finalists and correctly selected a winner in each award, went into the draw for the major prize of \$10,000.



AUSTRALIAN FOOTBALL HALL OF FAME

Six new inductees were included in the Australian Football Hall of Fame in 2019. They were Trevor Barker (St Kilda champion), Jim Deane (South Adelaide great), Ron Evans (former AFL Commission chairman), Brad Hardie (1985 Brownlow medallist), Ken Hunter (triple Carlton premiership player) and Mick Malthouse (triple AFL premiership coach). 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. The Hall of Fame can select and enshrine up to eight Hall of Fame members each year, with male and female inductees to be considered. Since 1996, the addition of another 151 inductees has increased the Hall of Fame to 287. 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), Karen Lyon, Paul Marsh, Bruce McAvaney, David Parkin and Michelangelo Rucci.



Trevor Barker

Born: October 7, 1956
Died: April 26, 1996
Playing career: 1975-89
Games: 230
Goals: 134



The St Kilda champion was one of the game's first 'rock stars' – brilliant on the field with a party boy image off it. With his blond hair and move-star looks, Barker was a promoter's dream. Played during a bleak period in the club's history, but became a favourite with Saints fans, thrilling them weekly with his spectacular high-flying marks as well as being renowned for superb tackling. Recruited from Cheltenham after being spotted by Saints premiership coach Allan Jeans, he played mainly as a tough, courageous defender but had the ability to play in other positions. Won the Saints' best and fairest award twice, captained the club for four seasons and represented Victoria six times. After retiring from the AFL, the St Kilda Team of the Century member enjoyed success as a coach with Sandringham, coaching the Zebras to a flag in his first VFA season and backing that up with another premiership in 1994. But his coaching aspirations were cut short when he fell ill with cancer in early 1996, eventually passing away aged only 39. St Kilda's best and fairest award, Sandringham's home ground (the former Beach Rd Oval) and a room at the Saints' rebuilt facility at Moorabbin are named after him.

Jim Deane

Clubs: South Adelaide, Richmond
Born: January 2, 1928
Died: November 14, 2010
Playing career: 1945-57



Games: 190 (South Adelaide 157, Richmond 33)
Goals: 112 (South Adelaide 95, Richmond 17)
Deane was a South Australian football great. Regularly dominated as a half-forward or in the centre, where he was a master at extracting the ball from a contest and offloading it to a teammate. Tough and courageous, he thrived in adverse conditions and possessed good hands. In a glittering career with South Adelaide in the 1940s and '50s, the silky left-footer won two Magarey Medals and was runner-up three times. Kicked 95 goals in 157 games for the Panthers over two stints (1945-53, 1956-57), captained the club for five seasons and coached the team from five years. Won South Adelaide's best and fairest, the Knuckey Cup, on six occasions, made 15 appearances for South Australia and was inducted into the SA Football Hall of Fame in 2002. At 26, he made his debut for Richmond in 1954 and went on to kick 17 goals in 33 games for the Tigers in two VFL seasons. After his SANFL career ended, Deane played country football for many years. He was employed by the Fire Brigade and managed hotels in Adelaide and Port Pirie. He spent more than 20 years commentating for ABC Radio and wrote columns in *The Advertiser* and *Sunday Mail*.

Ron Evans

Clubs: Essendon, West Perth
Born: July 7, 1939
Died: March 9, 2007
Playing career: 1958-65



Games: 124 (Essendon 64, West Perth 60)
Goals: 481 (Essendon 210, West Perth 271)
As an AFL Commissioner who would go on to become the commission's chairman between 1998-2006, Evans will be forever remembered for his foresight and determination in changing the direction of Australian Football. Initiatives under his watch included the construction of Docklands Stadium, upgrading facilities at the MCG, allocating special financial assistance to struggling clubs and establishing policies for racial and religious vilification, illicit drug use and respect towards women. The successful businessman was Essendon president between 1988-92 before joining the commission and was a key figure in moving the Bombers' home games to the MCG to secure the club's future. Recruited from Essendon Baptists-St Johns, Evans started his League career with Essendon in 1958. Won successive Coleman Medals before moving to Western Australia and having a successful stint with WAFL club West Perth. Was the WAFL's leading goalkicker in 1963 and led West Perth's goalkicking for three seasons. Made five appearances for Victoria and represented WA on five occasions. Was an accomplished wicketkeeper with District cricket club North Melbourne. The Rising Star award, which recognises the country's best young footballer, is named after him. Honoured with a Member of the Order of Australia for services to business and football in 2006.

▷ The 2019 Australian Football Hall of Fame inductees – (standing, from left) Brad Hardie, Michael Deane (son of Jim Deane), Ken Hunter; (seated, from left) Norma Barker (mother of Trevor Barker), Mick Malthouse, Andrea Evans (wife of Ron Evans).



Brad Hardie

Clubs: South Fremantle, Footscray, Brisbane Bears, Collingwood
Born: October 10, 1962



Playing career: 1979-92
Games: 290 (South Fremantle 140, Footscray 47, Brisbane Bears 101, Collingwood 2)
Goals: 530 (South Fremantle 308, Footscray 28, Brisbane Bears 192, Collingwood 2)
In 1985, Hardie became only the second player to win the Brownlow Medal in his first season. As a creative back pocket with Footscray, he was ahead of his time, employing an attacking mindset. Hailing from Hilton Park Juniors in Perth's southern suburbs, he wore long sleeves during a distinguished career in the WAFL and AFL/VFL after sustaining severe burns to 45 per cent of his body in a backyard accident as a teenager. Rose quickly through the WAFL colts and reserves to be a member of South Fremantle's 1980 Grand Final triumph over Swan Districts under coach Mal Brown. After winning the first of two Tassie and Simpson Medals in 1984, he moved across the Nullarbor and spent two seasons at the Whitten Oval where his impact was immediate and profound. In 1987, he followed Bulldogs football manager Shane O'Sullivan to footy's new frontier to join the Brisbane Bears. Played five years with the Gold Coast-based club, becoming the first Bear to play 100 games and being their leading goalkicker for two seasons. Lured to Collingwood in 1992 but played only two senior games because of injury. The two-time All-Australian is a member of the WA Football and South Fremantle halls of fame.

Ken Hunter

Clubs: Claremont, Carlton
Born: April 28, 1957
Playing career: 1975-89



Games: 246 (Claremont 99, Carlton 147)
Goals: 183 (Claremont 23, Carlton 160)
The wiry West Australian could be too courageous for his own good as he backed into packs and flew fearlessly for marks. Before moving across the Nullarbor, he suffered three broken jaws within two years. By the time he arrived in Melbourne at the end of 1980, the left-footer was a seasoned campaigner. He had played 99 games with WAFL club Claremont and was already a two-time All-Australian. In his first season with the Blues, he played a pivotal role in their 1981 Grand Final victory, shutting down Collingwood dynamo Peter Daicos. Capped off a memorable year by winning Carlton's best and fairest award. The following season the defender recovered from being KO'd early in the Grand Final against Richmond to be one of the Blues' best. While he preferred the backline, he could also be used effectively up the ground, being Carlton's leading goalkicker in 1983. Played in attack in the Blues' 1987 premiership team but not long after that triumph over Hawthorn, Hunter faced a huge hurdle as he battled depression, eventually recovering after receiving treatment. More than a decade later, he spoke out about his experiences, showing the same courage he displayed on the field.

Mick Malthouse

Clubs: St Kilda, Richmond, Footscray, West Coast Eagles, Collingwood, Carlton
Born: August 17, 1953



Coaching record: Footscray 1984-89 (135 games, 67 wins, 66 losses, 2 draws); West Coast Eagles 1990-99 (243 games, 156 wins, 85 losses, 2 draws, premierships 1992, 1994); Collingwood 2000-11 (286 games, 163 wins, 121 losses, 2 draws, premiership 2010); Carlton 2013-15 (54 games, 20 wins, 33 losses, 1 draw).
Playing career: 1972-83
Games: 174 (St Kilda 53, Richmond 121)
Goals: 15 (St Kilda 5, Richmond 10)
Malthouse broke Collingwood legend 'Jock' McHale's 66-year record for coaching the most games in 2015 and was at the helm for three of the AFL/VFL's most significant premierships. He was in charge for the ground-breaking West Coast flags of 1992 and 1994, which were the first won by teams from outside Victoria. His 2010 triumph with Collingwood was just the third (and last) to be won after a drawn Grand Final the week before. His coaching career started with Footscray in 1984, the season after he retired as a player, and finished at Carlton after 718 games. The two-time All-Australian coach was in charge of Australia in the International Rules Series on four occasions. Started his playing career at St Kilda in 1972 after being recruited from North Ballarat and switched to Richmond in 1976. Tough defender who was voted the Tigers' most valuable player in 1978 and was a member of their 1980 premiership team.

LIFE MEMBERS



Nathan Jones

Jones has given Melbourne sterling service as a consistent performer over 14 seasons, playing in 286 premiership

games and 25 pre-season matches until the end of 2019. He sits second behind club record-holder David Neitz for most games as Demons captain (130). The tough, courageous midfielder has won the Keith 'Bluey' Truscott Medal three times (2012, 2013 and 2014), with only Allan La Fontaine and Jim Stynes ahead of him (both won the award on four occasions). Jones has finished runner-up in the best and fairest twice (2007 and 2016) and was equal third in 2017. Recruited from Dandenong Stingrays, he was nominated twice for the NAB AFL Rising Star award, in 2006 and 2007. His brother Zak played 90 games for the Sydney Swans between 2014-19 and will line up with St Kilda in 2020.



Peter Jackson

Jackson oversaw a successful period at Essendon as general manager/CEO, when the Bombers won the 2000 premiership

and contested another Grand Final in 2001, and later helped resurrect the fortunes of a struggling Melbourne before stepping down in 2018. Among his key achievements with Essendon between 1996-2009 were negotiating the club's move from the MCG to Docklands Stadium, diversifying income streams and overseeing a change in governance structure from board of governance to board of management. Jackson worked closely with coach Kevin Sheedy on the introduction of the Dreamtime at the 'G game. Under his watch Essendon formed the Bill Hutchison Foundation, which promotes childhood literacy, anti-bullying and indigenous welfare, became the first sporting club in Australia to adopt a Reconciliation Action Plan in 2009 and joined with the Cancer Council of Victoria for the Call to Arms campaign. As Melbourne's general manager/CEO between 2013-18, he led a turnaround in the club's financial

position and on-field fortunes, with key club appointments including Paul Roos as senior coach. Jackson also served as chairman of AFL Victoria and chairman of AFL SportsReady between his club CEO roles.



Debbie Lee

Lee had a distinguished playing career and has gone on to have a significant influence on the development of the women's

game. She played 302 games in the Victorian Women's Football League, won the competition's best and fairest award five times, was a six-time All-Australian, a seven-time club best and fairest and represented Victoria on 16 occasions. She was best-on-ground in two VWFL Grand Finals and played in three premiership teams, captaining St Albans Spurs to their flag in 2004. Was a senior coach of the Spurs and coached the Victorian state of origin team against the Allies in 2017. Inducted as a VWFL life member in 2002. Lee was the League's president between 2004-12. The medal for the VWFL best first-year player (Rising Star) is named in her honour, as was the best player at the AFL Women's National Championships for several years. She has held roles at two AFLW clubs, Melbourne and the Western Bulldogs, and maintains her involvement in the AFLW as a member of the League's competitions committee.



Ian Miller

Miller was a star footballer in two states who has been an integral component of the West Coast Eagles' success in the past

three decades. The midfielder/forward started his career with WAFL club Perth, playing 132 games between 1967-73. Played in Perth's premiership team in 1968 and was runner-up in the club's best and fairest in 1971. In 1972, he earned All-Australian representation and won the Sandover Medal. Represented WA in 1969, 1971, 1972 and 1973. Nicknamed 'Serge', he crossed the Nullarbor to join Fitzroy in 1974, playing 80 games and kicking 33 goals

in four seasons and finishing runner-up in the Lions' best and fairest in 1976. He returned to WA in 1978 and joined East Perth, playing in the Royals' Grand Final victory over Perth that season and winning the Simpson Medal. Played 64 games with East Perth between 1978-80 and was runner-up in the Royals' best and fairest in 1979. Between 1990-99, he was a member of the Eagles' match committee, including a stint as chairman (1993-98), and has been the club's player services co-ordinator since 2002. Inducted into the WA Football Hall of Fame in 2008, he is a life member of the Eagles.



Jarryd Roughead

'Roughy' retired at the end of 2019 after a decorated playing career with Hawthorn. Popular and versatile big man who played a

key role in the Hawks' successful era under Alastair Clarkson, playing in four premierships (2008, 2013-15). Selected in the 2004 NAB AFL Draft along with Lance 'Buddy' Franklin and Jordan Lewis, Roughead played most of his football as a key forward alongside his great mate Franklin, but was used to great effect in the midfield and occasionally defence. Won the Coleman Medal in 2013 and was Hawthorn's leading goalkicker on three occasions (2013, 2014, 2017). Earned All-Australian selection in 2013-14, was second in the Hawks' best and fairest in 2013 and third in 2014. In May 2016, he was diagnosed with a recurrence of melanoma cancer, sidelining him for the remainder of the season. But he returned for the start of 2017, going on to captain Hawthorn for the next two seasons. Spent most of 2019 in the VFL, but was given a farewell game against Gold Coast in round 22, finishing on 283 premiership games and 21 pre-season matches. Represented Australia once in the International Rules Series in 2015. In 2020, he has an off-field role with St Kilda under coach Brett Ratten, who worked with him at Hawthorn.



Joel Selwood

Selwood is a Geelong great and regarded as one of the game's most courageous players. He holds the club record for the most

games as captain, having led the Cats in 185 matches until the end of 2019. Recruited from Bendigo Pioneers, Selwood showed his class early in his career, winning the NAB AFL Rising Star award (Ron Evans Medal) in 2007. The midfielder was instrumental in Geelong's golden era early this century, playing in the Cats' three premiership wins in 2007, 2009 and 2011. Runner-up in the Brownlow Medal in 2013, he is a three-time 'Carji' Greeves medallist (2010, 2013, 2014), finishing second in the best and fairest award twice (2012, 2016) and third in 2015. The veteran is a three-time All-Australian captain, having gained All-Australian honours on six occasions. Selwood has played 295 premiership games, including a club-record 30 finals and 20 pre-season matches. He represented Victoria once in 2008 and made two appearances for Australia in International Rules, in 2014 and 2017. He is one of four brothers to play League football, the others being Adam, Scott and Troy.

JACK TITUS AWARD



David Shipway

Shipway has been recognised for his significant contribution to South Australian football in various roles for more than 30 years. He was a member of the South Australian Football Commission between 1997-2017, including a stint as deputy chairman (2012-16). He gave great service to SANFL club West Adelaide as chairman/president (1988-94) and was made a life member of the club in 2000. Inducted as a SANFL life member in 2008, he has been chairman of the League's Life Members Committee since 2001. He was chairman of the South Australian Community Football League between

2009-17 and was responsible for the League funding contributions totalling \$8 million to community football. Shipway was at the forefront of many fundraising activities for families and communities, including providing 22,000-litre rainwater storage tanks to 60 drought-affected clubs between 2012-14, the donation of grain field bins to 80 clubs across wheat-belt areas and providing six 200,000-litre water tanks to communities affected by the Pinery bushfires in 2015. The SA Volunteer of the Year award is named in his honour and he received an Order of the Member of Australia in 2017 for services to football.

RETIREES



▶ Richmond coach Damien Hardwick with former Tiger Brett Deledio, who ended his career with the GWS Giants.

Three former Hawthorn premiership players headlined a collection of stars who hung up their boots in 2019.

Luke Hodge, Jordan Lewis and Jarryd Roughead were teammates in the Hawks' successful era under Alastair Clarkson which yielded four premierships – in 2008 and 2013-15.

Of the trio, only Roughead finished his career at Hawthorn under Clarkson. Hodge played the past two seasons with the Brisbane Lions under former Clarkson assistant Chris Fagan and Lewis spent his past three seasons with Melbourne as an on-field leader and mentor.

Jarrad McVeigh co-captained the Sydney Swans to their 2012 premiership victory and played a pivotal role in the Swans' success in the past 16 seasons. An All-Australian defender in 2013, McVeigh was a two-time best and fairest winner.

McVeigh was joined in retirement by teammates Heath Grundy, Kieren Jack and Nick Smith.

Brett Deledio served Richmond with distinction over 12 seasons before being traded to Greater Western Sydney at the end of 2016. The 2005 NAB AFL Rising Star won the Jack Dyer Medal as the Tigers' best and fairest in 2008-09 and was a two-time All-Australian.

Aaron Sandilands made a big impact with Fremantle after being elevated off the club's rookie list. Mobile and skilful for his size, he has won the most hit-outs – 8502 – in AFL history and was a member of the Dockers' Grand Final team in 2013.

Injuries prevented Daniel Wells producing his best form with Collingwood in his final three seasons but the West Australian, who moved gracefully over the ground and delivered with precision by hand or foot, won two best and fairest awards with North Melbourne.

Regarded as one of the game's most colourful players, Dale Thomas is the only player to have played 100 AFL/VFL games for Collingwood and Carlton. Thomas was an important member of the Magpies' 2010 premiership triumph and was an All-Australian in 2011.

Loved by his teammates and the Bulldogs' faithful, Dale Morris was one of the game's most respected defenders. He played a key part in the Bulldogs' 2016 premiership campaign, performing well in the finals despite breaking two vertebrae in his back in the final round of the home and away season.

Recruited as a teenager from Victoria, Michael Rischitelli forged an excellent career at the two Queensland clubs, playing mainly as a defender and run-with midfielder.

Five-time All-Australian defender Alex Rance, who missed Richmond's premiership triumph after injuring his knee in the opening round, called it quits in December.

Field umpire Shane McInerney, who holds the record for the most senior games officiated in AFL/VFL history, called it quits after 502 matches.

Player	Club/s	Games	Goals
Luke Hodge	Hawthorn/Brisbane	346	194
Jarrad McVeigh	Sydney Swans	325	201
Jordan Lewis	Hawthorn/Melbourne	319	161
Jarryd Roughead	Hawthorn	283	578
Brett Deledio	Richmond/GWS Giants	275	197
Aaron Sandilands	Fremantle	271	98
Dale Thomas	Collingwood/Carlton	258	155
Daniel Wells	North Melbourne/Collingwood	258	166
Heath Grundy	Sydney Swans	256	24
Kieren Jack	Sydney Swans	256	166
Dale Morris	Western Bulldogs	253	3
Richard Douglas	Adelaide	246	164
Michael Rischitelli	Brisbane/Gold Coast	243	91
Scott Thompson	North Melbourne	241	7
Shaun Grigg	Carlton/Richmond	214	96
Nick Smith	Sydney Swans	211	10
Alex Rance	Richmond	200	9
Liam Picken	Western Bulldogs	198	87
Hayden Ballantyne	Fremantle	171	254
David Armitage	St Kilda	169	98
Tyson Goldsack	Collingwood	165	50
Sam Wright	North Melbourne	136	58
Mark Baguley	Essendon	134	35
David Myers	Essendon	123	40
Andy Otten	Adelaide	109	38
Alex Fasolo	Collingwood/Carlton	104	135
Sam Rowe	Carlton/St Kilda	100	17
Umpire		Games	
Shane McInerney		502	

OBITUARIES

Jack Garrick

The former ruckman, who played eight seasons for South Melbourne, died on January 6, 2019, aged 92. Recruited from VFA club Yarraville, Garrick played 117 games and kicked 22 goals between 1948-55, captaining the club for one game in 1954. He was a life member of the Swans.

Bernie McCarthy

McCarthy, a popular key forward from the 1960s and early '70s with North Melbourne, passed away on February 16, 2019, aged 75. McCarthy played 148 games and kicked 80 goals between 1962-71, playing at centre half-forward. He was a strong overhead mark and renowned for his willingness to move the ball on from a mark or contest at speed – a trait considered well ahead of its time. In a game against Essendon at Arden St in round 16, 1969, he starred with 31 disposals, 11 marks and four goals. McCarthy was third in the club best and fairest in 1968 and was a member of North's night premiership teams in 1965-66.

Bob Enright

Enright, one of South Australia's most-loved league footballers, died on February 25, 2019, after battling cancer, aged 62. Solid, reliable defender who started his SANFL career with Port Adelaide, playing 17 games with the Magpies between 1976-78. But he made his name at West Torrens, playing 225 games between 1979-89 and captaining the 1983 pre-season premiership team. Kicked 13 goals – four for Port and nine for West Torrens. The SANFL life member was inducted as a life member of West Torrens in 1989.

Mike Willesee

The veteran TV journalist, host and businessman who had a passion for the game and particularly the Sydney Swans lost his three-year battle with throat cancer on March 1, 2019, aged 76. His love for football started in his home state Western Australia, playing with the West Perth thirds in the WAFL. After moving to Melbourne for work, he played eight games with South Melbourne's seconds. He later moved to Sydney, where he reconnected with the game by becoming part of a consortium to own the Swans. He went on to become club president for five years and made a huge contribution in saving the club and ensuring the AFL maintained a powerful presence in the country's biggest city. He was also a club patron and life member of the Swans.

Ian Thorogood

A three-time premiership player in Melbourne's golden era during the 1950s and early '60s, Thorogood died on March 19, 2019, aged 82. The former defender played 93 games between 1957-62, including premierships in '57, '59 and '60. Thorogood later moved into coaching, taking Waverley to its only VFA premiership in 1965. He took over as Carlton coach in dramatic circumstances on the eve of the 1976 season after the resignation of John Nicholls, coaching the Blues to 29 wins from 46 matches in two years. Thorogood returned to the Demons as an assistant coach in 1978 before being inducted as a life member in 1983 and joining the board two years later.

Lance Oswald

A star midfielder for St Kilda in the early 1960s, Oswald died on March 20, 2019, aged 82. A prolific ball-winner and beautiful kick, in many ways he was ahead of his time as a centreman, being given the licence to push forward. Recruited from Wangaratta, Oswald played in the opening round in 1957 against South Melbourne on a one-match permit and joined the Saints permanently the next season. After impressing as a rover/forward in 1958-59, he relished the move to the centre in 1960. He won the Saints' best and fairest award in 1960-61 and made four appearances for Victoria in those years, including three in the 1961 Interstate Carnival. His last appearance for the Saints was in the 1963 first semi-final loss to Melbourne, having played 107 games and kicked 104 goals. Oswald was named on a wing in St Kilda's Team of the Century in 2001 before being inducted into the club's Hall of Fame in 2008.

Garry Sidebottom

Sidebottom, a rugged ruckman/key forward, died after a battle with cancer on March 28, 2019, aged 64. He began and finished his career with WAFL club Swan Districts, playing 114 games, kicking 227 goals and being the club's leading goalkicker in 1985 with 78. He won best and fairest awards at Swan Districts in 1976 and 1985. Sidebottom was a member of the WA Football Hall of Fame and was named in Swan Districts' Team of the Century. He moved to Victoria in 1978 to join St Kilda, playing 54 games in three seasons, leading the club goalkicking in 1979 with 56 and captaining the Saints in 1980. After playing a season at Geelong, during which he famously missed the team bus to a final at Waverley Park, he played his final three years in Victoria at Fitzroy between 1982-84, playing 43 games including three finals before returning to Perth. He represented WA 15 times in State of Origin matches and kicked six goals.

Paul Martin

Martin, a former winger with South Adelaide, died on March 30, 2019, aged 54. Born in England, he captained South Adelaide's under-19 team aged 16 and represented South Australia in the 1981 Teal Cup. Made his SANFL debut in 1982 and went on to play 109 games under coaches Haydn Bunton jnr, Graham Cornes and Rick Davies. Won the club's best first-year player award in 1982 and the following season was selected in the *Adelaide Advertiser* Team of the Year.

Havel Rowe

Rowe, an excellent performer for Richmond in the 1950s, died on March 30, 2019, aged 90. Born Stuart Havel Rowe, he played 124 games and kicked 43 goals for the Tigers in various roles, including centre, wing and half-forward, before retiring at the end of 1957. He had played school football at Geelong College before moving to Melbourne, where he joined VAFA club Ormond and was later spotted by Richmond. After making his VFL debut in round five, 1948, it wasn't until 1952 that he secured a regular senior spot. His best season was in 1953 as a centreman, playing all 18 games and winning the best and fairest. Rowe was awarded Richmond life membership in 1957 and inducted into the Tigers' Hall of Fame in 2015.

John Winneke

Winneke, a premiership ruckman for Hawthorn in 1961 and former AFL Commission member, died on April 4, 2019, aged 81. Undersized (191cm) and ungainly, Winneke was one of several talented players recruited from Melbourne's eastern suburbs private schools who helped propel the Hawks to their breakthrough flag. Represented Victoria in one game in 1960. Retired at the end of 1962 after 50 games and became a prominent QC, a Supreme Court judge and president of the Victorian Court of Appeal. He was the League's Tribunal chairman from 1967-75, chairman of the Appeals Tribunal from 1977-93 and a Commissioner from 1993-95.

Rod Galt

Galt, a ruckman/forward who played with St Kilda and Carlton, died on the Gold Coast after a stroke, on top of complications associated with treatment for another illness, on April 9, 2019, aged 67. Recruited from Beaumaris, Galt played 77 games and kicked 79 goals with the Saints between 1971-74, highlighted by being a member of the 1971 Grand Final team that lost narrowly to Hawthorn. Galt switched to Carlton in 1975, playing 46 games and booting 100 goals in five seasons with the Blues. He was Carlton's leading goalkicker in 1978 with 49.

Michael Williamson

Williamson, one of the most recognisable faces in the early days of TV football coverage, died on May 2, 2019, aged 90. After starting his career on Melbourne radio, he became Channel Seven's leading VFL commentator for many years and called some of the game's greatest moments. "Jesaulenko, you beauty" – his description of Carlton champion Alex Jesaulenko's spectacular mark over Collingwood ruckman Graeme 'Jerker' Jenkin in the remarkable 1970 Grand Final – will live on forever. So will the emotion-charged call of the 1966 Grand Final, St Kilda defeating Collingwood by a point as he, Alan 'Butch' Gale and Ted Whitten described the unforgettable finish, and North Melbourne champion Malcolm Blight's famous torpedo punt to sink Carlton in 1976. Later Williamson worked as the League's ground announcer. In 2006 he was awarded an Order of Australia for his charity work.

Allan McAlister

McAlister, who was Collingwood president between 1986-95, died on June 4, 2019, aged 89. A successful businessman, he was one of the most high-profile, hard-working and at-times controversial club presidents in AFL/VFL history. He took over the club when it was losing money, but with new coach Leigh Matthews and Graeme Allan as head of football, they charted a course that led to the Pies winning the 1990 flag, their first for 32 years, and restoring financial health. He was combative and passionate and regularly clashed with the AFL over decisions he believed weren't in the best interests of the club.

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, 2019, aged 55. Recruited from VAFA 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 premiership teams. He also represented WA against the VFA in 1988.

Bob Henderson

Henderson, who was a dogged full-back for Fitzroy for a decade, died on June 9, 2019, aged 85. Recruited from Deniliquin in NSW, the consistent, highly-regarded defender played 137 games (including three finals) and kicked one goal between 1953-62. He represented Victoria once, in 1959. After leaving Fitzroy, he coached VFA club Sunshine between 1963-67. In 1964, he steered Sunshine to the VFA second division Grand Final, losing to Geelong West by 21 points.

Alf Hughes

Hughes, a fine defender with Hawthorn in the 1950s, died on June 16, 2019, just nine days short of his 89th birthday. Recruited from East Brunswick, Hughes played 107 games between 1953-59, representing the club in its first finals series in 1957. The '57 season was his best, winning the club's best and fairest award and representing Victoria in three games. After his playing career, Hughes spent time as a recruiter for the Hawks. He was inducted as a life member of the club in 1969, acknowledging his services as a player, recruiter and member of the Past Players and Officials Association.

Ian Johnson

Johnson, a former TV executive at Channels Seven and Nine who was a board member at Melbourne for seven years, died on June 26, 2019, aged 70. He served on the Demons' board between 1994-2001 and as vice-president between 1998-2001. In 2007, Johnson was made a life member at Melbourne. As Nine's managing director, he was instrumental in kicking off *The Footy Show*, while at Seven he worked closely with chairman Kerry Stokes to secure the AFL rights. When Johnson retired from Channel Seven, he and his wife Kim moved to the Mornington Peninsula where he became an influential member of the Sorrento Football Club, initiating successful pre-game lunches with famous guest speakers.

Kevin Higgins

Higgins, who started his VFL career at Geelong as a forward but made his name as a defender, died on July 5, 2019, aged 68. Recruited from Bendigo League club Sandhurst, Higgins made his debut for the Cats in the opening round of 1970. Nicknamed 'Ghost', he played 128 games and kicked 35 goals between 1970-78. His final two years at League level were at Fitzroy, playing 25 games for the Lions. He represented Victoria once, in 1978. Higgins was a much-loved member of the Geelong and District football community through his involvement at Newtown & Chilwell, coaching the club to three GFL premierships in 1982, 1985 and 1986. He also coached SANFL club Sturt in 1990.

John Waddington

Waddington, a solid defender for North Melbourne in the late 1950s and early 1960s, died on July 6, 2019, aged 81. He was a key member of the Kangaroos teams that won back-to-back night premierships in 1965 and 1966. Waddington was a leading goalkicker in the Bendigo league before arriving at Arden St, booting 72 goals for South Bendigo in 1957. In his debut VFL season in 1958, he played all 20 games and kicked three goals in the Kangaroos' first semi-final win over Fitzroy at the MCG. For the next eight seasons, he played mainly as a defender and was centre half-back in one game for Victoria in 1964. He played 132 games and kicked 30 goals for the Kangaroos between 1958-66. After leaving North Melbourne, he became Benalla's senior coach in the Ovens and Murray League, winning the competition's Morris Medal in 1968.

John Scarlett

Scarlett, a fine full-back in an era of top defenders, died on July 31, 2019, aged 72. A member of Geelong's Hall of Fame, he was renowned for his daring dashes up the ground and long kicking. Nicknamed 'Gunner', Scarlett played 183 games for Geelong between 1967-77, before finishing his career at South Melbourne, where he played 29 matches. Recruited from St Joseph's in Geelong, Scarlett played five games in his debut season in 1967, including the preliminary final and Grand Final. His son Matthew followed in his father's footsteps as a dashing Geelong defender.

Frank Adams

Adams, the unwitting instigator of one of the game's most controversial on-field clashes, died on August 11, 2019, aged 84. Coming off the bench late in the 1955 Grand Final, the Demon ran full speed into Collingwood's Des Healey, as the Magpie wingman was hurtling along the wing at the MCG. Neither player saw the other coming and the fearsome head clash left both unconscious and being sent to hospital. The popular Adams was a damaging 164-game winger, rover and forward who played in six Melbourne premiership teams, was second in the club best and fairest in 1961 and selected in the Demons' Team of the Century in 2000. In 1965, 'Bluey' briefly served as Melbourne's interim senior coach when the legendary Norm Smith was sensationally sacked and then reinstated. Later he served the club as a committeeman and chairman of selectors. Adams, who played four games for Victoria, was well known as a TV commentator on Channel Seven for many years.

Danny Frawley

Frawley, who made a huge contribution to the game as a player, coach and media identity, died in a car accident near Ballarat on September 9, 2019. Frawley, who had turned 56 the previous day, was a St Kilda great, having played 240 games between 1984-95 after joining the club from East Ballarat. Nicknamed 'Spud', he was the club's longest-serving captain until being overtaken by Nick Riewoldt, having led the Saints in 177 games from 1987-95. He was runner-up in the club's best and fairest, the Trevor Barker Award, in 1985 and third in 1987 before winning the award and All-Australian honours in 1988.

Represented Victoria 11 times and was inducted into St Kilda's Hall of Fame in 2007. After his playing career, he pursued coaching, spending five seasons as senior coach with Richmond between 2000-04. Was an assistant coach at several clubs, including Collingwood, Hawthorn and St Kilda, and served as the chief executive of the AFL Coaches Association. He was a popular person in the media, with his quick wit and fun-loving persona coming through on radio programs with Triple M and TV. Fox Footy's *Bounce*, which he co-hosted with Jason Dunstall, was regularly the station's highest-rating non-match broadcast. While Frawley struggled with mental health issues later in his life, he put on a brave face and was always willing to share his experiences and extend a helping hand to others in need.

Peter Lucas

Lucas, a member of Collingwood's 1958 premiership team and long-serving club general manager, died in Brisbane on September 16, 2019, aged 89. The half-back played 177 games and kicked one goal for the Magpies between 1949-59, twice finishing runner-up in the Copeland Trophy (1952, 1955). He missed out on playing in the 1953 premiership team after breaking his collarbone in the second semi-final. Returned to Collingwood in the mid-1960s after his playing career ended and spent two terms as the club's general manager, serving the club for more than 30 years in on- and off-field roles. Had lived in Queensland for several years and had been battling Parkinson's disease before his death.

Robert Oatey

Oatey, an inaugural inductee into the SA Football Hall of Fame in 2002 and son of SANFL legend Jack Oatey, died on September 17, 2019, aged 77. Named as a forward pocket in Norwood's Team of the Century, he played 232 games and kicked 365 goals for the Redlegs between 1961-73. Finished runner-up to Barrie Robran for the 1968 Magarey Medal, captained Norwood from 1968-73, won four best and fairests and was the club's leading goalkicker from 1967-69. In 1974, he joined Sturt and played in a premiership that season under his father. Played 69 games and kicked 67 goals with the Double Blues before he retired in 1978. A life member of Norwood and Sturt, he went on to become Sturt's technical and development officer (1987-94) and coaching co-ordinator and affiliated leagues manager at the SANFL (1995-2013). Played nine games for South Australia and was awarded an Order of Australia Medal for his services to Australian Football in 2008.

Craig Cock

A life member of the SANFL and South Adelaide, Cock died on October 24, 2019, aged 70. Dogged, pacy defender who was versatile and showed plenty of dash while keeping a tight rein on opponents. Made his SANFL debut for the Panthers in round three, 1967, and had an immediate impact, winning the club's best first-year player award. In 12 seasons he played 206 games, becoming only the fourth South Adelaide player to reach the 200-game milestone. Inducted as a life member of South Adelaide in 1976 and the SANFL on his retirement in 1978. Won the Madigan Medal with South Augusta in 1981 as the best and fairest player of the Spencer Gulf Football League.

Brian Le Brocq

Le Brocq, a long-serving member of the AFL Tribunal, died on October 29, 2019, aged 86. Played for Victorian amateur club Old Paradians between 1949-55 and gave wonderful service as a coach and committee member over 17 years. From 1975-81, he was Richmond's recruiting officer. After a two-year stint on the VFL Reserves Tribunal, he joined the AFL Tribunal in 1984 and served for 21 years. In 2005, he won the Jack Titus Award in recognition of his outstanding service to football.

Max Hewitt

Hewitt, a life member of West Adelaide and the SANFL, died on November 15, 2019, aged 88. Played 137 games and kicked three goals for the Bloods between 1949-60. Father of Glynn and Darryl Hewitt, who are both SANFL life members, having played more than 200 games, and the grandfather of tennis champion Lleyton Hewitt.

Glen Rosser

Rosser, a premiership player, coach and life member with Norwood who went on to become a leading SANFL administrator, died on December 7, 2019, aged 68. The hard-running, elusive winger played 182 games and kicked 146 goals for Norwood between 1969-80, being a member of the club's premiership teams in 1975 and 1978. He also coached Norwood's reserves to two premierships from four Grand Finals. Served as Norwood's general manager between 1993-99 before joining the SANFL as general manager of football. A highly-respected administrator who held various roles with the SANFL, he was a member of the League's tribunal until his death.

Paddy Guinane

Guinane, a Richmond stalwart for many years, died on December 8, 2019, aged 80. Born and bred in Richmond, he was renowned for his infectious enthusiasm and great passion for the Tigers. Was vice-captain of the drought-breaking 1967 premiership team that defeated Geelong. After starting his League career as a ruckman/defender, he developed into an imposing key forward. Played 146 games and kicked 216 goals between 1958-68, being the club's leading goalkicker twice – in 1966 (50 goals) and 1968 (41). Played in the VFA with Dandenong and Caulfield before returning to Richmond as a recruiter during the mid-1970s and then taking over as coach of the Tigers' under-19s team. Later coached Richmond's reserves and served on the club's board. His father Danny played 102 games for the Tigers between 1934-43.

Rodney Seekamp

Seekamp, a star in Norwood's premiership team in 1975, died on December 18, 2019, aged 70. Powerfully built and a long kick, he made his senior SANFL debut in 1970 as a half-forward. Had an outstanding season as a rebounding half-back in 1974, representing the state against Western Australia. The following year he again made the South Australian squad before starring in the centre in the Redlegs' drought-breaking premiership victory against Glenelg. Missed the 1978 season with a knee injury and retired at the end of 1979 after playing 145 games and kicking 110 goals.



► Four-time premiership Hawk Jarryd Roughead, with daughter Pippa, prepares to run out for the 283rd and final game of his decorated career.

FINANCIAL REPORT

TRAVIS AULD
Chief Financial Officer



The AFL's strategy for this broadcast rights cycle is to strengthen the financial position of the industry.

In this period, it is a key focus for the AFL to reduce the debt of the League and clubs, allowing us to focus our investment on the future of the game at all levels.

Key achievements

The main financial achievements for the AFL in 2019 were:

- ▶ A consolidated surplus, including all of the AFL's controlled state subsidiaries, Marvel Stadium and Champion Data, of \$27.9 million in 2019. This is compared with a surplus of \$25.9 million in 2018 and was ahead of the 2019 budget;
- ▶ A net cash position (cash less external debt) of \$88.9 million. This is compared with a net cash position of \$32.6 million in 2018;
- ▶ An aggregate cash surplus (earnings before depreciation, amortisation and grants) of the 18 AFL clubs of approximately \$46 million, an increase of \$4 million compared with 2018;
- ▶ Reduction in club debt of \$8.2 million in 2019.

AFL revenue

The AFL's revenue increased by \$15.3 million to \$793.9 million, due to broadcast rights agreements and increased commercial revenues. This revenue was used to fund the following investments:

- ▶ \$314.7 million to AFL clubs;
- ▶ \$58.8 million to community football. This is budgeted to increase in 2020 by \$6 million due to the AFL's investment in Victorian community football;
- ▶ \$37.7 million to the AFLPA;
- ▶ \$16.4 million in the AFLW competition. This is budgeted to increase by \$6 million in 2020 with the expansion of the AFLW competition from 10 teams to 14;
- ▶ \$17.9 million to infrastructure comprising of elite and community facilities and contributions for stadia redevelopments.

▶ Richmond captain Trent Cotchin celebrates with his daughter Mackenzie after the Tigers' premiership victory.





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.

AFL's Industry Investment Model: 2019

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 2019 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 2019 financial year is \$60 million and is currently held against the AFL's external debt facility.

◀ Flying Kangaroo Ben Brown takes a spectacular mark over Essendon defender Cale Hooker in round 17 at Marvel Stadium.

Distributions to AFL clubs

The AFL makes a number of distributions to AFL clubs. These distributions totalled \$314.6 million, an increase of \$7.4 million compared with 2018, and included the following:

- ▶ A base distribution to all clubs which totalled \$198.1 million; and
- ▶ Variable distributions which totalled \$71.5 million.

2019 CLUB DISTRIBUTIONS

Club	Total (\$'000)
Adelaide	13,611
Brisbane Lions	23,127
Carlton	16,389
Collingwood	15,114
Essendon	15,034
Fremantle	13,789
Geelong	13,965
Gold Coast Suns	27,796
GWS Giants	25,544
Hawthorn	13,325
Melbourne	18,092
North Melbourne	18,752
Port Adelaide	15,897
Richmond	14,942
St Kilda	22,242
Sydney Swans	14,635
West Coast Eagles	12,655
Western Bulldogs	19,698
Total	314,607

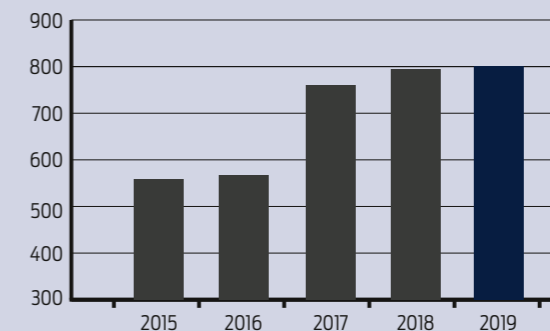
Included in the above are the following other distributions to the clubs throughout the 2019 season, including, but not limited to, AFLW, travel subsidies, prizemoney, AFL membership-related distributions, AFL commercial partner payments, AFL-facilitated stadium payments and licensing distributions.

THE AFL GROUP 2010-2019

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Profit & Loss (\$ mill)										
Revenue	366.906	382.175	471.177	502.699	528.230	558.674	569.856	752.622	778.596	793.939
Operating Expenses	120.355	135.740	167.427	181.978	203.853	214.311	225.985	261.064	322.293	329.934
Net Financing Income/(Expense)	2.076	1.182	0.518	(0.042)	0.596	0.564	0.378	(5.468)	(4.091)	(5.842)
Operating Surplus	248.627	247.617	304.268	320.679	324.973	344.927	344.249	486.090	452.212	458.163
Payments to Clubs	141.363	151.511	200.251	209.152	218.309	245.151	272.407	304.590	307.216	314.607
Payments to AFLPA	16.991	21.991	21.986	21.692	22.680	30.547	22.270	36.120	36.599	37.687
Game Development	39.727	42.246	43.838	46.543	45.017	44.925	53.111	59.464	56.116	58.801
Ground Improvements	4.547	5.065	6.025	6.071	6.389	6.851	7.031	20.510	9.675	11.872
AFL Foundation	0.300	0.161	0.150	0.329	0.842	1.272	1.277	1.517	1.245	1.350
Facilities Development	9.524	6.720	7.731	5.890	7.307	5.308	3.608	3.545	15.647	5.988
Strategic Partnership	1.848	1.915	1.602	1.224	1.225	0.525	-	-	-	-
New Markets	23.737	39.065	14.633	11.549	9.884	6.700	-	-	-	-
Net Profit/(Loss) before Transfers (to)/from Reserves	10.590	(21.057)	8.052	18.229	13.320	3.648	(15.455)	60.344	25.714	27.858
Facilities Development Reserve	2.122	(0.682)	1.731	0.190	0.990	-	-	-	-	-
Strategic Partnership Reserve	0.844	0.915	-	-	-	0.525	-	-	-	-
New Markets Reserve	-	-	-	-	-	-	-	-	-	-
Capital Reserve	-	-	-	-	-	-	-	-	(20.000)	(20.000)
Future Fund Reserve	(18.431)	(19.874)	-	-	-	-	-	89.359	-	-
Movement in Retained Earnings	(4.875)	-	9.783	18.419	14.310	4.173	(15.455)	129.703	5.714	7.858
Balance Sheet (\$ mill)										
Total Assets	166.194	198.700	151.726	174.648	186.191	206.260	203.678	476.649	536.090	487.487
Total Liabilities	49.450	101.598	46.717	51.410	49.633	66.054	78.927	291.554	325.121	248.660
Net Assets	116.744	97.102	105.009	123.238	136.558	140.206	124.751	185.095	210.969	238.827
TPP & Club Distribution Statistics (\$ mill)										
Total Player Payments (TPP)	127.200	139.613	158.173	164.500	173.383	181.284	186.642	224.011	226.699	229.646
TPP per Club	7.950	8.213	8.787	9.139	9.632	10.071	10.369	12.445	12.594	12.758
Base Distribution per Club	5.930	6.182	6.757	7.196	7.514	7.890	8.188	9.961	10.807	11.003
Base Distribution as a % of TPP	74.6%	75.3%	76.9%	78.7%	78.0%	78.3%	79.0%	80.0%	85.8%	86.2%
Attendance Statistics (mill)										
Home & Away Season Attendance	6.496	6.525	6.239	6.368	6.385	6.352	6.306	6.733	6.895	6.951
Finals Series Attendance	0.651	0.615	0.540	0.558	0.570	0.519	0.558	0.554	0.700	0.564
Total Premiership Season Attendance	7.147	7.140	6.779	6.926	6.955	6.871	6.865	7.287	7.595	7.515
Membership Statistics										
Total of Club Members	614,251	699,684	707,621	756,717	804,480	836,136	875,197	907,561	1,008,494	1,057,572
No. of Clubs in the AFL	16	17	18	18	18	18	18	18	18	18
Average No. of Members per Club	38,391	41,158	39,312	42,040	44,693	46,452	48,622	50,420	56,027	58,754
Total AFL Members	53,959	55,216	56,595	56,513	56,510	54,983	54,808	55,557	56,797	58,021

Revenue

UP 2%
to \$793.9 million

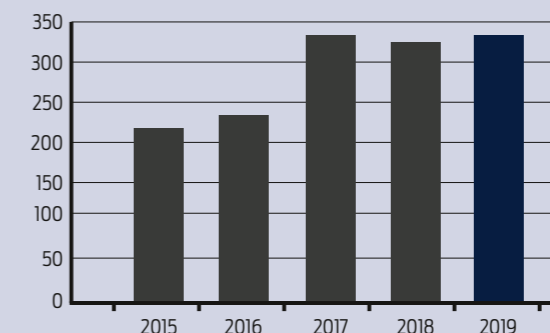


Revenue increased by \$15.3 million with the major movements comprising:

- ▶ Commercial Operations Revenues up \$9.3 million;
- ▶ Broadcasting and Media Revenues up \$5.9 million; offset by
- ▶ Other Revenues down by \$3.7 million;

Expenditure

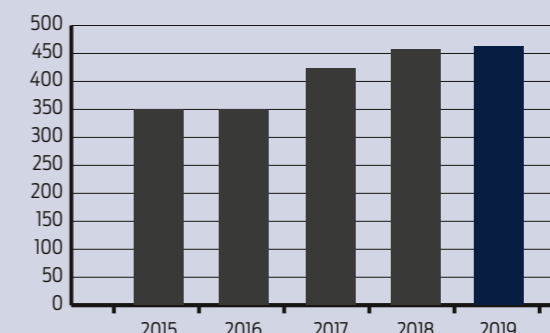
UP 2%
to \$329.9 million



Expenditure increased by \$7.6 million with major movements primarily due to revenue-related expenditure increases and expansion of the AFLW competition from eight teams to 10.

Operating Surplus

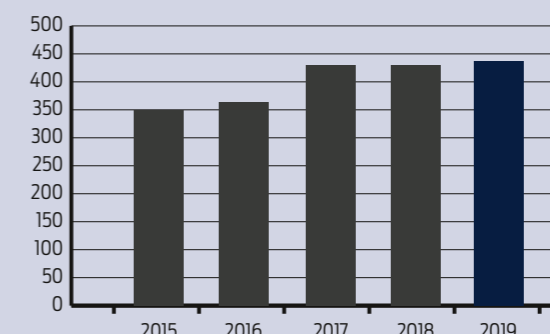
UP 1%
to \$458.2 million



The AFL's Operating Surplus increased by \$6.0 million to \$458.2 million.

Distributions

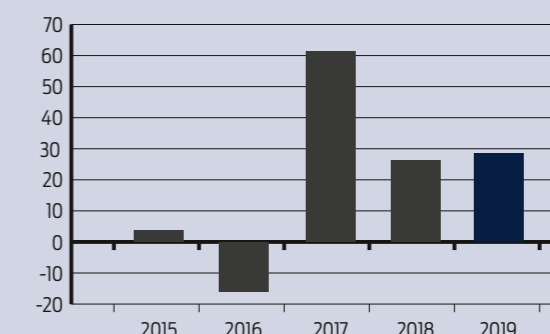
UP 1%
to \$430.3 million



Distributions increased by \$3.8 million or 1 per cent.

Consolidated Surplus

OF \$27.9M



The AFL's Consolidated Surplus increased by \$2.0 million in 2019.

CONCISE FINANCIAL REPORT

31 OCTOBER 2019

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 2019 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, Sport Australia

Director, Infrastructure Australia

Director, Major Infrastructure Projects Board (VIC)

Director, Zurich Australia Ltd: One Path Life & General Insurance

Member, ACT City Renewal Authority

Director, Wattle Hill Fund #1 Advisory Board

Director, WAM Global Ltd

Member, Sydney Review of Books

Director, Western City and Aerotropolis Authority

Chair, Construction Industry Culture Task Force

Trustee, Western Sydney University Foundation

Trustee, Western Sydney University Board of Trustees

Director, Whitlam Institute

Trustee, The Charles Perkins Trust

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

Prof H M Milroy

Non-Executive Commissioner — Appointed 14th March 2019

Qualifications: Bachelor of Medicine, Bachelor of Surgery
(The University of Western Australia) FRANZCP: CATCAP

Experience: Professor of Child and Adolescent Psychiatry,
Perth Children's Hospital Foundation

Honourary Research Fellow, Telethon Kids Institute

Commissioner, National Mental Health Commission

Co-chair, Million Minds Research Advisory Board

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	8	8	1	2	1	1
Mr G A McLachlan	8	8	-	-	-	-
Mr P M Bassat	8	8	-	-	1	1
Mr K L Williams, AM	7	8	-	-	-	-
Mr J A Ball	8	8	1	2	-	-
Ms S L Wilkie, AO	8	8	-	-	1	1
Mr P A Newbold	8	8	2	2	-	-
Ms G M Trainor, AO	8	8	-	-	-	-
Mr R M Bishop	8	8	1	2	1	1
Prof H M Milroy	6	7	-	-	-	-

* 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.

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 they remain 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 \$27.9 million, compared with a profit of \$25.9 million in 2018. The result reflects a contribution of \$7.4 million by AFL Stadia Pty Ltd upon consolidation (2018: \$4.5 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; and
- ▶ 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 18 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 2019.

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 17th day of February 2020

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 2019 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
17 February 2020

Statements of Profit & Loss and Other Comprehensive Income

For the year ended 31 October 2019

	Consolidated	
	2019 \$'000	2018 \$'000
Revenue	793,939	778,596
Net financing expense	(5,842)	(4,091)
Expenses from operating activities	(759,252)	(747,738)
Profit from operating activities before related income tax expense	28,845	26,767
Income tax expense relating to operating activities	(987)	(893)
Profit for the year	27,858	25,874
Other comprehensive income for the year	-	-
Total comprehensive income for the year	27,858	25,874
Profit attributable to:		
Owners of the Company	26,696	24,831
Non-controlling interests	1,162	1,043
Profit for the year	27,858	25,874
Total comprehensive income attributable to:		
Owners of the Company	26,696	24,831
Non-controlling interests	1,162	1,043
Total comprehensive income for the year	27,858	25,874

The Consolidated Statement of Profit & Loss and Other Comprehensive Income is to be read in conjunction with the notes to the financial statements set out on pages 166 to 167.

Discussion and Analysis of the Consolidated Statement of Profit and Loss and Other Comprehensive Income

The profit in 2019 was \$27.9 million which compared with a profit of \$25.9 million in 2018.

Revenue increased by \$15.3 million to \$793.9 million.

The main areas of revenue which contributed to this movement were:

- ▶ an increase in commercial operations revenue totalling \$11.0 million;
- ▶ an increase in broadcasting and AFL media revenues totalling \$5.9 million;

Expenditure increased by \$11.5 million to \$759.3 million.

The main areas of expenditure which contributed to this movement were:

- ▶ an increase in finance and administration costs of \$12.1 million primarily due to increases in property expenses relating to the property development activities in the Docklands precinct and relocation of the AFL NSW office;
- ▶ an increase in distributions to the AFL clubs totalling \$7.4 million;
- ▶ an increase in game development expenditure totalling \$3.8 million, offset by
- ▶ a decrease in community facilities totalling \$9.5 million due to the one-off recognition of \$13.0m committed facility funding in 2018. This community funding (to be invested from 2019 to 2022) was part of the broader sports package agreement with the Victorian Government that was entered into in 2018. The underlying investment in community facilities has increased year on year.

Statements of Financial Position

As at 31 October 2019

	Consolidated	
	2019 \$'000	2018 \$'000
Assets		
Cash and cash equivalents	184,721	209,237
Trade and other receivables	47,800	46,101
Other assets	7,441	7,723
Total current assets	239,962	263,061
Trade and other receivables	17,008	15,970
Property, plant and equipment	201,079	222,711
Intangible assets	25,262	30,508
Other assets	4,176	3,840
Total non-current assets	247,525	273,029
Total assets	487,487	536,090
Liabilities		
Trade and other payables	72,912	54,327
Deferred income	41,818	40,013
Fair value of derivatives	4,144	935
Interest-bearing loans and borrowings	8	8
Provisions	17,912	19,985
Total current liabilities	136,794	115,268
Trade and other payables	1,295	5,000
Deferred income	6,558	8,247
Interest-bearing loans and borrowings	95,759	176,652
Provisions	8,254	19,954
Total non-current liabilities	111,866	209,853
Total liabilities	248,660	325,121
Net assets	238,827	210,969
Equity		
Member Contributions	21	21
Reserves	60,000	40,000
Retained earnings	172,088	165,392
Total equity attributable to equity holders of the Company	232,109	205,413
Non-controlling interest	6,718	5,556
Total equity	238,827	210,969

Discussion and Analysis of the Statements of Financial Position

The consolidated entity's total assets decreased by \$48.6 million to \$487.5 million.

The movement in total assets principally comprised:

- ▶ a decrease in cash and cash equivalents totalling \$24.5 million due to repayment of external borrowings totalling \$80.9 million. This figure includes the \$60.0 million of capital reserve funds currently being invested to reduce external debt;
- ▶ a decrease in property, plant and equipment totalling \$21.6 million due to depreciation on Marvel Stadium assets;
- ▶ a decrease in intangible assets totalling \$5.2 million.

The consolidated entity's total liabilities decreased by \$76.5 million to \$248.7 million.

The movement in total liabilities principally comprised:

- ▶ a decrease in interest-bearing loans and borrowings due to repayment of external borrowings totalling \$80.9 million.

Statements of Changes in Equity

For the year ended 31 October 2019

	Consolidated	
	2019 \$'000	2018 \$'000
Total equity at the beginning of the year	210,969	185,095
Total comprehensive income for the year	27,858	25,874
Total equity at the end of the year	238,827	210,969
Equity attributable to:		
Owners of the Company	232,109	205,413
Non-controlling interests	6,718	5,556
Total equity at the end of the year	238,827	210,969

The Consolidated Statement of Changes in Equity is to be read in conjunction with the notes to the financial statements set out on pages 166 to 167.

Statements of Cash Flows

For the year ended 31 October 2019

	Consolidated	
	2019 \$'000	2018 \$'000
Cash flows from operating activities		
Cash receipts in the course of operations	791,852	785,525
Cash payments in the course of operations	(714,258)	(680,298)
Net cash from operating activities	77,594	105,227
Cash flows from investing activities		
Interest received	2,292	2,534
Payments for property, plant and equipment	(15,375)	(18,714)
Net cash used in investing activities	(13,083)	(16,180)
Cash flows from financing activities		
Interest paid	(8,134)	(6,625)
Net proceeds from external borrowings	(80,885)	(8,484)
Payment of finance lease liabilities	(8)	(8)
Net cash used in financing activities	(89,027)	(15,117)
Net increase in cash and cash equivalents	(24,516)	73,930
Cash and cash equivalents at the beginning of the financial year	209,237	135,307
Cash and cash equivalents at the end of the financial year	184,721	209,237

The Consolidated Statement of Cash Flows are to be read in conjunction with the notes to the financial statements set out on pages 166 to 167.

Discussion and Analysis of the Statements of Cash Flows

There was a net decrease in cash holdings of the consolidated entity during the year totalling \$24.5 million.

The major movements in cash during the year included the following:

- ▶ funds provided by the operating activities for the year totalling \$77.6 million;
- ▶ purchases of property, plant and equipment totalling \$15.4 million;
- ▶ net interest paid totalling \$5.8 million, and;
- ▶ repayment of external borrowings of \$80.9 million. This figure includes the \$60.0 million of capital reserve funds currently being invested to reduce external debt. Notes to the Financial Statements.

Financial Statements

For the year ended 31 October 2019

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	
	2019 \$'000	2018 \$'000
Revenue from operating activities		
Broadcasting and AFL media	397,439	391,504
Commercial operations	290,338	279,375
Football operations	17,337	18,708
Game development	38,367	38,327
Other revenue	34,458	34,682
Contra advertising revenue	16,000	16,000
	793,939	778,596

4. Parent entity disclosures

As at, and throughout, the financial year ended 31 October 2019 the parent entity of the group was Australian Football League.

	Consolidated	
	2019 \$'000	2018 \$'000
Result of the parent entity		
Revenue for the period	678,677	668,044
Net financing income	891	3,025
Expenses from operating activities	(631,053)	(620,626)
Profit for the period	48,515	50,443
Other comprehensive income	-	-
Total comprehensive income	48,515	50,443
Financial position of the parent entity at year end		
Current assets	195,768	209,205
Total assets	452,789	476,268
Current liabilities	95,008	68,494
Total liabilities	255,927	268,856
Total equity of the parent entity		
Retained earnings	195,927	167,412
Capital reserve	60,000	40,000
Total equity	255,927	207,412

Parent entity contingent liabilities
Refer to Note 5 for a full list of contingent liabilities held by the parent entity.

5. 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 2022.
- 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 \$3.5 million. This guarantee expires on 31 January 2022.
- 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 2022.

- 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 2022.
- 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 2022.
- 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 2022.
- The Company has entered into an agreement with NAB whereby the Company guarantees the obligations of the Essendon Football Club Limited to NAB to a maximum of \$8.0 million. This guarantee expires on 30 April 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 6 December 2022.
- 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 \$1.19 million (Transactional Facilities). This guarantee expires on 30 April 2021.
- 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 2022.
- 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 2020.
- 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 2020.
- 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 2020.
- 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 2020.
- 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 2020.
- 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 2020.

6. 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 2019, 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 17th day of February 2020.

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 2019 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 2019 (the Audited Financial Report).

In our opinion, the accompanying Concise Financial Report, including the discussion and analysis of the Company, complies with Australian Accounting Standard 1039 Concise Financial Reports. The Concise Financial Report comprises:

- ▶ consolidated statement of financial position as at 31 October 2019;
- ▶ consolidated statement of profit or loss and other comprehensive income, Consolidated statement of changes in equity, and Consolidated statement 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 this Auditor's Report.

We are independent of the Consolidated Entity 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 Audited Financial Report in our auditor's report dated 17 February 2020.

Other Information

Other Information is financial and non-financial information in the 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.

Responsibility 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 responsibility 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 Australian Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements.



KPMG



Dean Waters

PARTNER

Melbourne

17 February 2020

AFL Committees

AFL Football Operations Sub-Committee

Steve Hocking (chair), Patrick Clifton, Jennie Loughnan, James Podsiadly, Nadine Rabah, Tristan Salter, Josh Vanderloo, Grant Williams.

AFL Tribunal/Appeals Board

Tribunal/Appeal Board Chairs: David Jones, Ross Howie, Geoff Giudice AO, Murray Kellam QC and Peter O'Callaghan QC

- ▶ **Tribunal Jury Members:** Wayne Henwood, Michael Jamison, Jason Johnson, Stephen Jurica, Richard Loveridge, Stewart Loewe, David Neitz, David Pittman, Paul Williams and Shane Wakelin.
- ▶ **Appeal Board Panel Members:** David Jones, Ross Howie, Geoff Giudice AO, Murray Kellam QC, Wayne Henwood, Stephen Jurica, Richard Loveridge and Peter O'Callaghan QC
- ▶ **Tribunal Counsel:** Jeff Gleeson QC, Nick Pane QC, Andrew Woods and Renee Enbom
- ▶ **Secretary:** Tom Gastin

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 (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.

Match Review Officer

Michael Christian.

AFL Grievance Tribunal

Professor Geoffrey Giudice AO (chair), Murray Kellam AO (deputy chair), David Maddocks, Michael Moncrieff, Kevin Power.

All-Australian and NAB AFL Rising Star Selectors 2019

Gillon McLachlan (chair), Kevin Bartlett, Luke Darcy, Steve Hocking, Glen Jakovich, Cameron Ling, Matthew Richardson, Kevin Sheehan (NAB AFL Rising Star only), Warren Tredrea, Brett Munro (secretary) and the late Danny Frawley.

Australian Football Hall of Fame Selection Committee

Richard Goyder (chair), Barry Cable, Dennis Cometti, Karen Lyon, Paul Marsh, Bruce McAvaney, David Parkin, Michelangelo Rucci, Col Hutchinson (stats/history consultant), Patrick Clifton (secretary).

AFL Research Board

Patrick Clifton (chair), Mark Brayshaw, David Buttifant, Carl Dilena, Damian Farrow, Dr Peter Harcourt, Kate Hall, Tim Harrington, Briana Harvey, Dr Michael Makdissi, Assoc Prof Colin McLeod, Michael Poulton, David Rath, Dr Anthony Schache, Tom Gastin (secretary).

AFL OHS Committee

Patrick Clifton (chair), Jonathan Edge, James Gallagher, Brent Hedley, Tim Harrington, Cam Joyce, Clay Mackinnon, Laura Sigal, Tom Gastin (secretary).

AFL Medical Director

Dr Peter Harcourt.

Jim Stynes Community Leadership Award – Selection Panel

Sam Ludbey-Stynes, Luke Darcy, Andrew Dillon, Jude Donnelly, Sarah Fair, Jennie Loughnan, Neil Mitchell, Brett Murphy, Kim Williams.

AFL Life Member Nominations Committee

Gillon McLachlan (chair), David Parkin, Mike Sheahan, Patrick Keane (secretary).

DUSTIN MARTIN

2019 PREMIERSHIP &
NORM SMITH MEDALLIST



ERIN PHILLIPS

2019 PREMIERSHIP & NAB AFLW
GRAND FINAL BEST ON GROUND





**DON'T BELIEVE
IN NEVER**

