



# 2013

ANNUAL  
REPORT



# LIFE MEMBER HONOUR BOARD

## LIFE MEMBERS SOUTHERN FOOTBALL LEAGUE INC. (FORMERLY ESCFA LTD and SFL LTD.)

1993	K.B. Carter	2002	J. O'Connor	2004	L. Marshall	2010	S. Barnes
1994	A. Liddell		N. Kellett	2006	H. Laurenson		K. Mark
1995	W. Gould		A. Goodes		K. Handley	2011	J. P. Lefebure
1997	P. Marsh	2003	R. Gould		T. Easey		S. Bayes
1999	S. Yeomans		S. Hill		R. Bray		D. Cox
2000	D. Corless	2004	T. Williamson		I. Bennett	2012	D. Avery
2001	D. Pitman		D. Luttrell	2008	E. Lloyd Griffiths		
2002	K. Brownscombe	2004	J. Bennett				

## LIFE MEMBERS FORMER ESCFA LTD.

A. Anderson	W. Woods	C. Curtis	G. Owen
L. Williams	J. Mc Menamin	P. Hiscock	B. Hosking
J. Steain	K. Stuart	D. Blyth	K. Pemberton
B. Quinton	H. Blackwell	A. Johnstone	D. Pignolet
W. Matthews	K. Dempsey	R. Yeomans	J. Honey
M. Anthony	J. Steven	C. Curtis	N. Jacobs
B. Cooper	R. Leman	P. Hiscock	N. McDonnell
A. Broadhead	R. Savage	J. Meneilly	L. Mc Kiernan
M. Anderson	W. David	R. Hennessey	T. O'Shea

## LIFE MEMBERS FORMER SESFL Inc. (FORMERLY CODFL and ESFL)

1966	H. Malcolm	1976	J. Famularo	1981	B. Hill	1987	T. Rowe
1967	G. McGan	1977	J. Tuahn	1983	A. Mc Lean	1988	B. Marriott
1968	L. Aitken		D. Malcolm	1984	P. Wilkins	1989	N. Egan
1970	D. Dell	1978	A. Lowe	1985	S. Smith	1990	P. King
1974	L. Kelly	1979	F. Johnson	1986	L. Reynolds	1991	R. Spaulding
1976	J. Kenny	1980	P. Schiltz				

## LIFE MEMBERS (FORMERLY ESFL)

1937	H. Jenkins	1952	F. Horkings	1957	D. Drummond	1963	H. Barnes
1946	A. Wadsworth	1953	G. Mottrom	1958	J. Slade		L. Blackman
1948	R. Harvey	1954	K. Pratt	1959	R. Smith		H. Hope
1949	H. Hale	1955	H. Milner	1960	A. May		K. Lear
1950	W. Dyer	1956	F. Mills	1961	R. Fraser		A. Mays
1951	J. Edward						
1952	F. Horkings						

## LIFE MEMBERS (FORMERLY ESFL)

1938	W. Wilde	1944	F. Clegg	1951	J. Hogan	1960	H. Adams
1939	A. Young	1945	H. Sayers	1952	C. Barnes	1961	P. O'Donoghue
1940	E. Cameron	1946	E. Clements	1953	H. Davies	1962	S. Lelievre
1941	A. Rogers	1947	T. Osborne	1955	F. Martin	1963	G. Rule
1942	C. Fitzsimmons	1948	F. Coates	1958	G. Randall		W. Jeffreys
1943	W. Bristowe	1950	J. Ellis	1959	F. Allen		N. Bell

## LIFE MEMBERS FORMER SESFL Inc. (1963-1992) FORMERLY SESFL INC.)

1992	L.R. Bailey
	G. Hunter

# 2013 Southern Football League Annual Report



Presented to the members at the 21st Annual General Meeting at the Clayton Football Club on Monday December 9, 2013.

## SFL BOARD OF MANAGEMENT



### Mark Seymour

Chairman

MARK SEYMOUR by occupation is a lawyer, and spent most of his first 27 years living in the McKinnon and South Oakleigh areas.

Mark has extensive experience in many areas of sport and particularly football. He played under age football with McKinnon and then took time out from football to swim competitively and play water polo for the Moorabbin club. He also found time to play cricket for the Cavaliers when they were part of the CMCA.

Mark returned to football with the Bentleigh Football Club where he also served as secretary and was on the committee for several years. Afterward Mark turned his hand to coaching and was a successful coach at under 18 and under 19 level with the Morwell East and Traralgon Football Clubs.

Mark served two years as President of the Morwell East Football Club and from 1995 until 1997 was the Chief Executive Officer of the Traralgon Football Club when it was part of the VFL. He also served as a delegate to the then Latrobe Valley Football League.

Aside from club administration, Mark has also been an agent for AFL, NBL and NNL players, served a term as Marketing Manager for the Melbourne Tigers Basketball Club in the NBL, has produced sports television programs, been a consultant to the St Kilda, Western Bulldogs and Port Adelaide Football Clubs and provided marketing advice to the Mountain West Conference in the USA.

Mark is actively engaged in local community activities having been on the Board of Management of 88.3 Southern FM for four and a half years serving one term as President. He was also host of a weekly Sunday sports show, Sportzfan Radio on 88.3.



### Garry Cranny

Vice Chairman

GARRY CRANNY is a Life Member of the Caulfield Football Club having been President from 1993 to 1999. Twenty years and over 300 games of local senior football with Glenhuntly (Federal – 5 years), Caulfield (VFA – 8 years), Croydon (EDFL – 2 years) and St Kevin's Ormond (ESCFA – 5 years).

Garry joined the Board of the SFL prior to the commencement of the 2007 season. Garry works as Manager of Sustainability for the family owned concrete and quarrying businesses based in the outer south-eastern area of Melbourne and the Yarra Valley, which between them employ 140 staff.



### David Coutts

Treasurer

DAVID COUTTS has been a member of the SFL board since November 2009.

David is a qualified Chartered Accountant and a member of the Institute of Chartered Accountants since 2002. He has worked in medium sized suburban practices and is now a senior manager at Aston Ryan & Malcolm in Dingley, where he has been for the past three years. He works in the business services area and brings a strong financial background to the board.





## Jonathan Adams

Director

JONATHAN ADAMS works as an account director for global information services company Experian.

Jonathan has a commercial background working across information services, media and advertising, and holds a Graduate Certificate in Marketing, and studied psychology at Deakin University.

A keen sportsman, Jonathan retired from football in 2009. He is a member of the Old Melbournians Football Club, National Golf Club, Melbourne Racing Club, Victoria Racing Club and Frankston Australian Clay Target Club.

Jonathan is passionate about improving the quality and the sustainability of the Southern Football League and creating a stronger league for generations to come.

Jonathan resides in Carnegie.



## Ian Dougherty

Director

IAN DOUGHERTY joined the board in 2012, initially as a non-voting director, then filling the casual vacancy left by the legendary Stephen Barnes. He also sits on the Marketing & Communications and Football Operations Sub Committees.

Ian played VAFA Football with Collegians Football club, initially dating back to the early 1980s in the under 19 competition. He has also been involved with hockey, as a player then later a senior coach in the Victorian State League competition.

Returning to football, he became involved with the Hampton Football Club initially as Reserves and Senior Assistant coach, before being elected President in 2007. After rebuilding Hampton to a Senior Premiership in 2010, Ian left the club at the end of 2011 to spend more time with his family.

Ian is currently employed by Bridgestone Australia as Regional Manager, responsible for the company's retail presence throughout Victoria and Tasmania in its entirety. He holds a Diploma of Franchising and Management and is a qualified workplace trainer.

Ian also hosts the SFL Sunday Footy Show on Southern FM every Sunday morning from 11.00am.



## Marc Gauci

Director

MARC GAUCI has been actively involved in the administration of junior football for 8 years since his two sons began playing at the East Malvern Knights in 2006. In 2013 his third child and only daughter played for the Knights in U12 Girls.

He initially joined the Knights committee in 2006 as Sponsorship Manager, before becoming Club Secretary in 2007 and 2008, was Vice President and Club Secretary for 2009-2013 and is President (designate) for 2014-2015.

In 2009 Marc led the move of five WJFA clubs to the MSJFL (now SMJFL) and in 2010 joined the board of the Southern Football League and has been the Chair of the MarCom sub-committee since 2011. Marc is absolutely passionate about providing the best experience for all that are involved in community football.

Outside of football Marc works for Australia Post as Manager eTailing /Fulfilment. Previously Marc was Founding Chair of the China Australia Chamber of Commerce, Shanghai 1994-1998, Vice President of the Australia China Business Council from 2001-2012 and Chair of MET3145 2005-2013.



## Trudi Mantell

Director

TRUDI MANTELL is a keen sports enthusiast, having had exposure to many different sports as a participant and as the mother of two children. Trudi strongly believes in the community benefits of sport participation and giving back to the community. Trudi has worked directly with local sporting communities holding positions such as Club President, Vice President and Treasurer.

Trudi also formed part of a Netball Associations executive team for 2 years.

Having returned to study following the birth of her children, Trudi holds a Bachelor of Business in Economics and Finance, majoring in financial planning. Trudi also recently completed her Cert IV in work place assessment and training. Trudi has a diverse employment history which commenced in Retail Banking, then to managing multi- million dollar investment portfolios for leading trust companies before moving into financial services and funds management. Following a short break from the work force to raise her young family, Trudi now manages her own consulting business, managing the investments of high net worth clients and is responsible for the financial management of a boutique Advertising Company. Some of Trudi's other qualifications and attributes include previous Board and Compliance Committee experience.



## Darren Scammell

Director

DARREN SCAMMELL is a financial services audit partner with KPMG.

Darren is passionate about Australian Football having played country and suburban football at senior and junior levels. He has also coached junior football for a season in the MSJFL (now SMJFL) in 2009.

Darren is the Partner-in-Charge of KPMG's Melbourne Financial Services Audit practice and is the Head of KPMG's Melbourne Real Estate Practice. He has a particular focus on the not-for-profit sector having been on numerous NFP boards and as an audit partner.

Darren is the Chair of the SFL's Governance and Sustainability Committee and is a member of the Finance and Administration Committee.



## Neroli Schutt

Director

NEROLI SCHUTT has over 15 years experience both in Australia and the UK in marketing and public relations. She is currently the brand custodian of a financial services company. Neroli has developed a broad range of skills across a wide variety of industries including marketing consulting, software, gaming, professional sport, recruitment and events.

Neroli is a keen follower of many sports, but particularly Aussie Rules, having had family members participate in the game at all levels from grassroots to senior VFL and AFL positions. She is passionate about promoting the game and its culture, while improving its standing and contribution to the community.

Neroli lives with her young family in Stonnington.



## David Sheridan

Director

DAVID SHERIDAN has been a footy tragic since he used to run around his back yard as a seven year old emulating the feats of Paul Bagshaw, Russell Ebert and Barry Robran (SA legends). David moved to Melbourne in 1990 and has lived in the bayside area approaching 20 years.

Beyond the SFL Board, David is a level 2 Accredited AFL coach and a regular presenter at Level 1 and 2 Coaching courses and in 2013 presented at the AFL National Conference on the role of Coaching Director. David has also been involved on an AFL subcommittee looking to improve the Auskick coaching framework. He currently holds the Coaching Director role at Hawthorn Citizens in the YJFL and coaches at Mentone Grammar driving a football improvement program.

His work life is a management position with skill sets of strategy development, stakeholder management, change management, project management, marketing and finance. David is educated with a Bachelor of Business (with Distinction) RMIT and a Graduate Certificate in Executive Management at the Australian Graduate School of Management.

With a wife and two boys, both in their teenage years, David brings a family/football and community view to the Board.

David states his purpose as using his passion for footy to make a difference in the community.

# ADMINISTRATION/ OFFICE BEARERS

## SFL ADMINISTRATION



Chief Executive Officer  
David Cannizzo



Administration  
Manager  
Maree Heverin



Business Development  
Manager  
Kelly Jones



General Manager  
Operations  
Matt Duck



Finance Manager  
Jenny Mouat

## UMPIRING DEPARTMENT



Director  
Peter Mair



Administrator  
Toby Jedwab

## UMPIRES ASSOCIATION



President  
Ross Mc Neill



Secretary  
Jo Cripps



## INDEPENDENT TRIBUNAL



Chairperson  
Frank Robinson



Secretary  
Luke Henry

## PANEL MEMBERS

John Bacon

Sam Hatzl

Bill Turner

Jim Browne

Vince Micalizzi

Gary Oram

David Meeve

Sharon Daly

Andrew Lefebvre

## SOUTHERN FOOTY RECORD

Editor:

Maree Heverin

Scribes:

Jason Barbin

Glenn Macdonald

Will Hunter

League Historian:

Bruce Hill

Statistics:

Bruce Hill

Auditor:

Crane White & Associates

## SFL MEMBER CLUBS 2013

Ashwood	Clayton	Hampton	Oakleigh District
Bentleigh	Dandenong	Heatherton	St Pauls
Black Rock	Dingley	Highett	St Kilda City
Carrum Patterson Lakes	Doveton Eagles	Lyndale	Sandown Cobras
Caulfield	East Brighton	Moorabbin Kangaroos	Skye
Cerberus	East Malvern	Mordialloc	South Yarra
Chelsea Heights	Endeavour Hills	Mt Waverley	Springvale Districts
Cheltenham	Hallam	Murrumbeena	

# CHAIRMAN'S REPORT



## SFL CHAIRMAN'S REPORT 2013


The past 12 months has seen the continued growth of the Southern Football League, not only on the football field but also on the netball court as well. Carrum Patterson Lakes FC joined the League and participated in Division 3. Not only did they enter Senior and Reserves teams but also fielded an Under 19 side and a Netball team. This is the third new team to join the League in the last few years (the others being Endeavour Hills FC and Hallam FC).

What was pleasing from a Board perspective was the way that Carrum Patterson Lakes FC embraced the idea that to be successful, a club requires a "critical mass" of participants to be financially viable. Their strength off the field was mirrored by their strength on the field as well, with both Seniors and Reserves teams competing in the Finals series and finishing runners up in both competitions. Congratulations go to President Steve Barnes and his Board for setting such high standards.

Our Netball competition blossomed and went from seven teams playing in 2012 to three Divisions of 20 teams this year. Given the growth of the competition over the last 12 months, this appears to be one of the fastest growing areas of the League. I have no doubt that we will have more than 20 teams enter in 2014. I commend to all clubs to consider entering at least one team as it will not only provide greater exposure of your club but also increase your numbers of participants.

The Board has two of its members standing down at the Annual General Meeting, they being Darren Scammell and Neroli Schutt. Darren has been a Board member for four years and in that time has been the Chair of the Governance and Sustainability sub-committee and also been a member of the Finance and Administration sub-committee. Neroli served a three year term and was a member of the Marketing and Communications sub-committee during that period. On behalf of the League, I thank both departing Board members for their contributions to the League and wish them well in their future endeavours.

The Board embraced innovation as part of its charter in 2013 and in that regard looked at using digital platforms and social media to engage with club members, supporters and the League's commercial partners. It was with great pride that we released SFL Live for the 2013 finals series which provided live access to scores, team selections, the live radio coverage together with the ability to post on Twitter and Facebook. Of course, there are still improvements that can be made to SFL Live and these will be addressed over the off season. I offer congratulations to Marc Gauci and his Marketing/Communications sub-committee for their work on designing, sourcing and implementing this most useful piece of technology. In addition, SFL TV was released during the finals series on YouTube in order to provide greater publicity to the League and its finals series. I am sure any of you who watched the shows enjoyed the interviews with



coaches and players that provided an insight into each team's preparation for the finals series.

One of the biggest issues on the Board's agenda is the redevelopment at Linton Street and where the SFL sits with respect to those plans. As I indicated in last year's annual report, Deputy Chairman Garry Cranny heads up the League's efforts and has attended numerous meetings and planning sessions with the St Kilda Football Club and other interested parties. It appears from the most recent plans submitted by the St Kilda Football Club to the City of Kingston that there will be office space also provided for the SFL, the SMJFL and the Sandringham Dragons. It is unclear as to the financial commitments that will need to be made by each of the parties. What I can say is that there is no doubt the SFL will need to contribute some monies towards the redevelopment. I assure member clubs that the Board will be prudent with respect to any dealings it has, and will not commit itself beyond the League's means.

Our CEO will keep member clubs advised of any developments as they occur. Due to the major players involved in the redevelopment, i.e. St Kilda Football Club, the City of Kingston, the AFL and the State Government, progress is exceedingly slow and I would doubt that any redevelopment would commence before 2015 at the earliest.

Given the slow progress, the Board has decided to "bite the bullet" and make some modifications and improvements to the current premises. These will be to make the workplace a safer environment for our staff and to better utilise some of the space at our disposal. These works have been given in principle approval by the City of Kingston and, all being well, the works will be undertaken while the offices are closed in January 2014, so as to ensure a minimum of disruption.

I am pleased to report a modest surplus for the 2013 financial year. Whilst this was an improvement on 2012, we continue to look for opportunities of increasing income in areas that are not related to finals takings and club fees. In this regard, the appointment of Kelly Jones as SFL Business Development Manager in early 2013 is an indication that the Board is committed to developing new sources of income.

All in all I saw 2013 as a terrific year for the SFL and I look forward to a bigger and better 2014!

**Mark Seymour**  
SFL Chairman

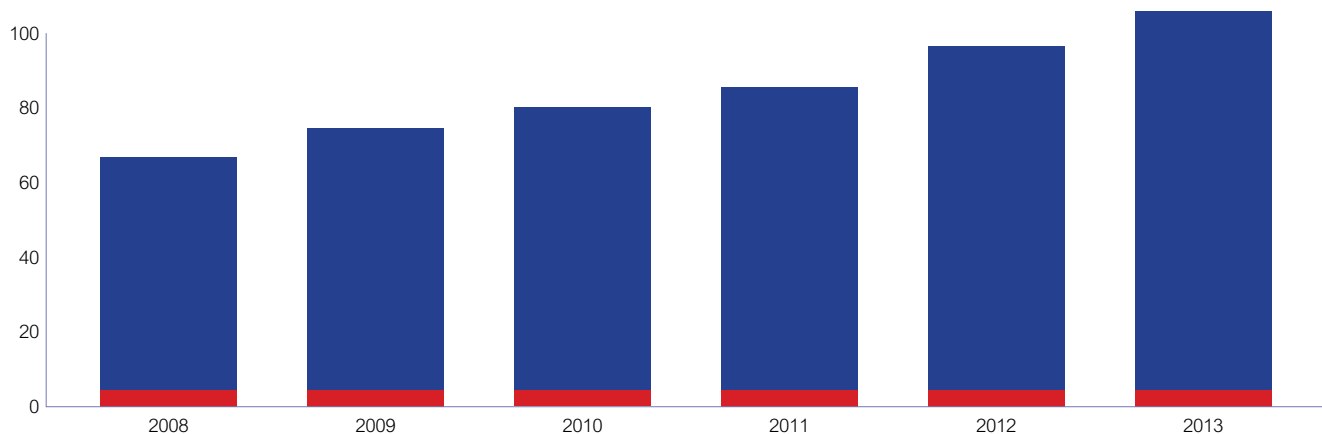
# CEO REPORT



It is hard to believe I have been in the Chief Executive Officer role for 15 months now. Football seasons fly by and particularly when we are striving to raise the bar with continual improvements, time can get away from us.

When I commenced this role the focus was on growth and sustainability of the League and I am pleased to report the year has been a very positive one. The continued development of SFL Netball, has led to a greater number of teams participating in the League (see diagram below). This growth is due to the wonderful work at club level where creating an inclusive environment for youth and females has led to unprecedented expansion.

## TEAMS

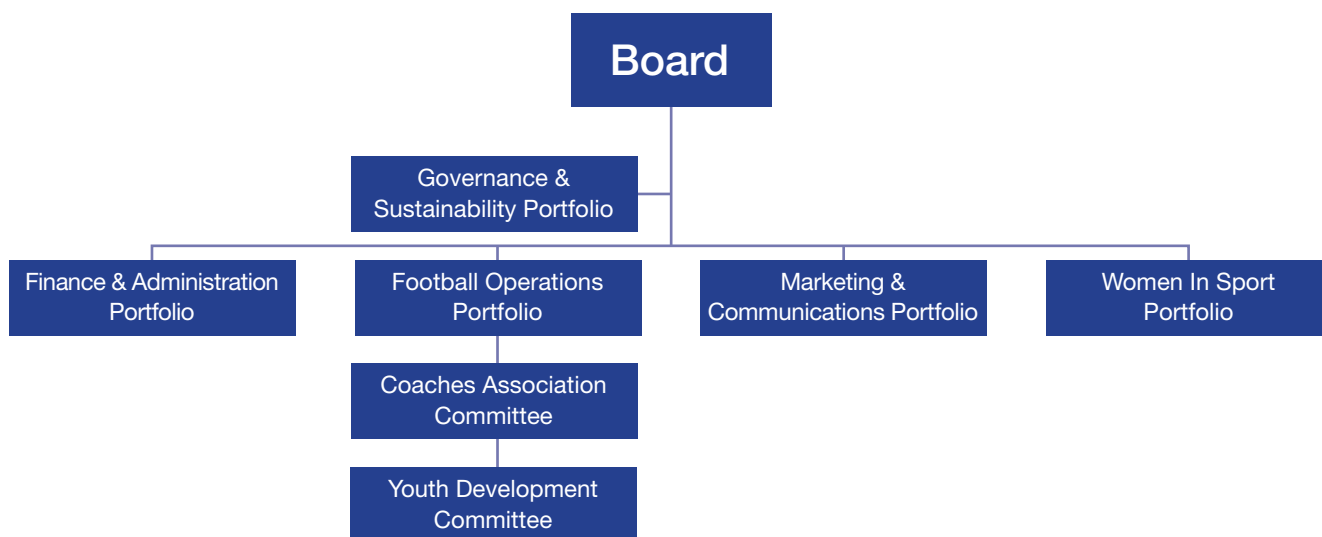


The organic growth of Carrum-Patterson Lakes Football Club is a wonderful story for our League. The club in its first year of existence, boasts the complete football pathway starting from Auskick, to Junior Football, to Youth Football (Under 19s) to Senior Football and SuperRules all underpinned by the primary focus of participation. Not forgetting the fact that they also had a Netball team, we congratulate CPLFC on a brilliant first year in the League.

SFL Netball to grow from 5 clubs, 7 teams last year, to 13 clubs and 20 teams in 2013, was a truly wonderful result. All indications suggest that most clubs will look to field a Netball team in the competition in 2014.

The SFL Board well led by Chairman Mark Seymour and Vice-Chairman Garry Cranny oversaw the continued implementation of the 4 year Strategic Plan (2012-15). The Board is made up of individuals from a range of industries and all provide a specific skill set to advance the SFL. Based on the individual skill set and passion, the Board is broken up into 4 separate working Portfolios. A Board member is appointed as the Chair of each



Portfolio and they report back on behalf of their Portfolio to Governance & Sustainability and in turn the Board (see diagram below). A new initiative this year was the formation of the Youth Development Committee which was formed to investigate and make recommendations that are in the best interests of the SFL and youth football with the primary focus of increasing SFL Under 19 teams.



The League has welcomed another positive year in our stakeholder relations. The State Member for Bentleigh, Elizabeth Miller was again the Patron for SFL Netball. Elizabeth provided tremendous support to the League this year in sponsoring all three premiership cups. Our partners are so important to the League and we sincerely thank our loyal partners in Leader Newspapers and Sandown Park Greyhound Racing Centre who have continued to invest in local sport for which we are extremely grateful. We also welcomed YMCA Monash Fitness Centre as the major naming rights partner to SFL Netball and we look forward to working closely with them again in 2014.

Season 2013 will be remembered as the year of change with Peter Mair taking on the role of Director of Umpiring and recruiting a new support team. We congratulate Peter on a fantastic first year and look forward to his continued involvement next year. The evolution of the SFL Umpires Association has been very well received this year and we thank in particular Ross McNeill and Rodd Johnson for their wonderful work.

The Board and Administration focus in 2013 was about innovation and engagement and we are proud of the many successful initiatives undertaken this year:

-  Leadership Mentoring Program which received Bendigo Bank and Bayside City Council support.
-  The program was developed to provide valuable leadership and communication knowledge and skills. Additionally, providing an opportunity to experience what it is like to be a leader within a mainstream sporting club.
-  Launch of the Caravan of Coverage.
-  The radio broadcaster's conditions were a priority area for the League and through the investment and makeover of the caravan we have a wonderful asset for the media team in the future.
-  Unveiling of the new SFL website – [www.sfl.com.au](http://www.sfl.com.au)
-  Through the wonderful work by our partner Fox Sports Pulse (formerly SportingPulse), we have a professional, clean and digital savvy website for our fans.
-  Overhaul of the Southern Footy Record.



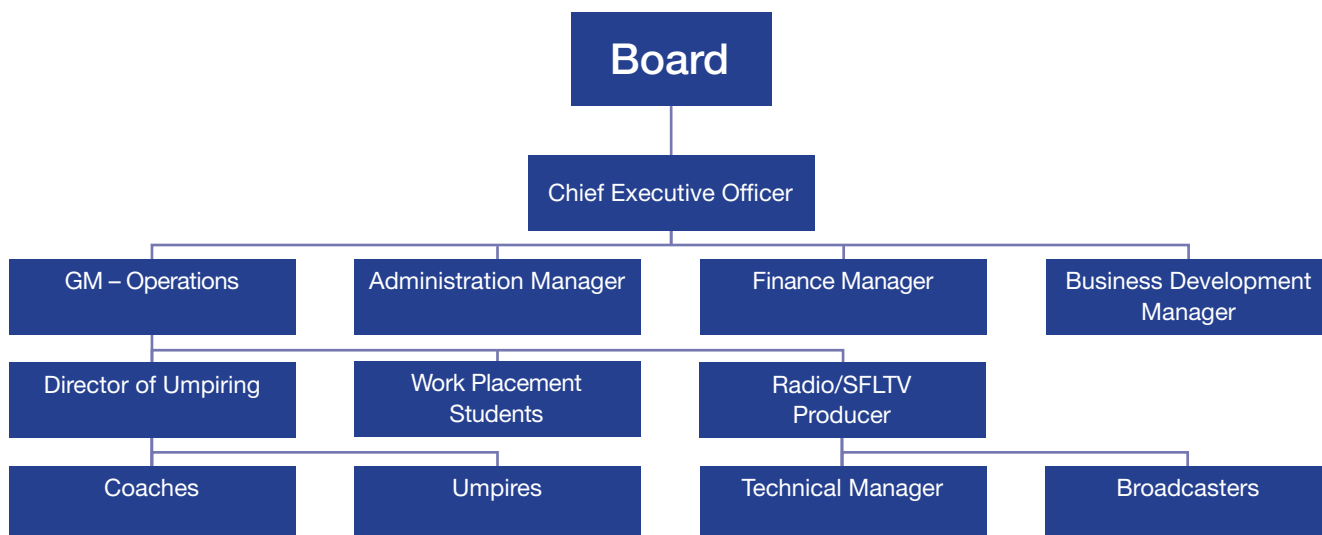


- Promotional footy record covers every week incorporating themed round initiatives, feature stories, photos, history etc.
- Inaugural Women's Round Breakfast.
- The opportunity was well received to highlight the females that make a real impact around the League. Over 80 females attended the breakfast this year.
- Launch of SFL TV over Finals.
- The trial concept that looks set to continue in 2014 was a web TV show hosted by our very own YouTube Channel. Great guests, interesting discussion and analysis from the 2013 Football and Netball Finals.
- Launch of SFL Live – Mobile Website Application.
- Without doubt the highlight of 2013 was the launch of SFL Live. The mobile web app was launched at the start of the 2013 Finals Series for everyone, wherever they are, to stay in touch with live SFL scores, view players playing by positions, listen to the live radio broadcast courtesy of 88.3 Southern FM and engage with all the social media discussion about Southern Footy.
- Re-design and naming of all League Medals.
- Cash's Australia were engaged by the League to assist with the re-designing of the medals to reflect progressiveness and professionalism. The new designs showcased the current logo and the name of the medal.

These have all been significant developments that continue to drive our message that the SFL is producing a fantastic community product.

The Moorabbin Oval Redevelopment appears to be a project that will continue to linger until we get some funding traction. The project is now being driven by the AFL for a future development that incorporates St Kilda Football Club, Southern Football League, South Metro Junior Football League and Sandringham Dragons. The current plans provide a clear vision for shared accommodation amongst all users while also having shared use of the Moorabbin Oval. As mentioned, the funding model is key to the success of the project and we will continue to work closely with Local and State Government to bring this initiative to fruition.

The team of Kelly Jones, Maree Heverin, Matt Duck and Jenny Mouat have been outstanding this year. I sincerely thank them all and appreciate the wonderful contribution they have made to League in 2013. Our team increased with media support and we had a very welcomed addition in Kelly Jones (Business Development Manager) who made some fantastic inroads in revenue, marketing and communications for the League (see diagram below).





We must not lose sight of the reason our competition exists which is to allow all clubs to participate and attempt to win Premierships! On behalf of the entire SFL we extend our congratulations to all 2013 Premiers.

Thank you to all clubs for yet another fantastic football season and we sincerely look forward to working closely with you again in 2014 for a bigger, better and exciting year.

**David Cannizzo**

Chief Executive Officer







# SFL OPERATIONS REPORT



## 2013 FOOTBALL OPERATIONS REPORT

All-in-all, 2013 proved smooth sailing from an operational perspective, due in no small part to the tireless work and ever-increasing professionalism of both club administrators and players alike.

As always, several stories emerged from what was one of the most enthralling SFL seasons in recent memory.

In the Under 19s, the under-manned yet stoic Murrumbreena somehow managed one of the fairytale stories of the year, fighting back from overwhelming adversity on several occasions throughout the SFL finals series to eventually win the Under 19s premiership.

In Division 3, Carrum Patterson Lakes took the competition by storm in more ways than one, with Roy Dore Reserve becoming the 'go-to' place both during and after matches! In the end though it was the Doveton Eagles that thoroughly deserved the premiership after an undefeated season.

In Division 2, it was once again a year where any number of clubs could have taken out the premiership, but in the end Bentleigh proved a worthy winner and will be great to watch as it makes the move up to Division 1.

Finally, in Division 1 it was St Pauls that provided endless highlight reels, thanks largely to the exploits of full-forward Luke James. The dynamic James took the opposition by the throat on more than one occasion kicking 15 goals plus with apparent ease, as well as eight goals in the club's premiership win.

For the second year in a row the netball competition proved an overwhelming success, this year boasting 20 teams. The eventual premiers in Division 3 were Lyndale, whilst Dingley proved the powerhouse of the competition taking out the Division 1 and 2 titles. The Netball competition promises to grow in 2014 as more and more clubs continue to identify the benefits.

The Football Operations component of the Southern Football League was ably supported by Football Operations Officer Toby Jedwab (a sports management star in the making), as well as SEDA students Luke Henry and Jackson Fry, who both provided terrific and much-appreciated administrative support throughout the year.

## 2013 INDEPENDENT TRIBUNAL REPORT

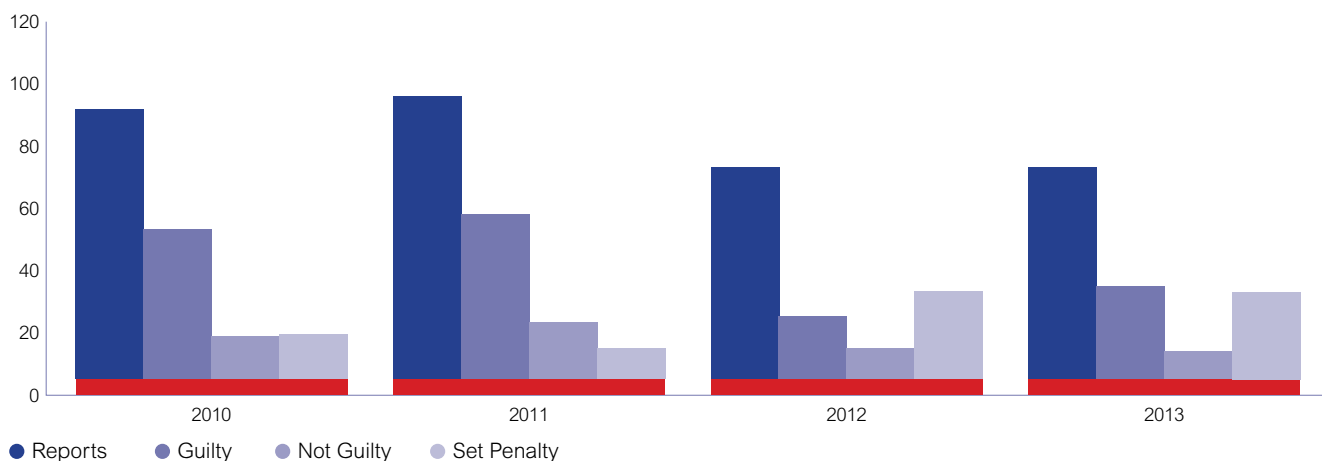
2013 saw a sustained effort from clubs in ensuring player behavior remained within the rules of the game. In summary:

- 72 players were reported during the 2013 SFL season (whether by Umpire or via Investigation).
- 23 players accepted set penalties for minor indiscretions.
- 49 cases were brought before the Independent Tribunal.
- Of the 49 cases, 35 players were found guilty by the Independent Tribunal, whilst 14 players were found not guilty.
- The average suspension per team in 2013 was 1.6 matches, a terrific result.

Alleged incidents not reported by Umpires and consequently investigated have significantly reduced over the past 10 years, thanks largely to the Independent Tribunal issuing strong penalties for any off-the-ball guilty verdict. Data continues to support the notion that the SFL is now one of the safest Australian Football competitions in Victoria. The league and clubs must remain diligent in regards to the education of all players and supporters and their responsibilities.

The Independent Tribunal was once again chaired predominantly by the experienced Frank Robinson, who was ably supported by seven panel members and four independent investigators over the course of the 2013 season. The Southern Football League thanks Frank and all panel members for their tireless commitment to what is often a challenging task.

## 2013 INDEPENDENT TRIBUNAL REPORT



Matthew Duck

General Manager Football Operations



## UMPIRING DEPARTMENT REPORT

### Introduction

The Umpiring Department oversaw the entire Southern Football League (SFL) umpiring program, including the education, coaching, development, physical performance, selection, list management and the performance evaluation of all Umpires.

The umpiring program operated within an inclusive, safe and fun environment, where clear performance expectation levels were communicated effectively to all Umpires. The coaching philosophy was “To work together in a partnership to optimise your talent and to optimise yourself as a person”. Parents, partners, family and friends were welcomed and encouraged to attend football matches, coaching sessions and social functions.

The entire umpiring program was reviewed throughout the 2013 season, which resulted in the implementation of a wide range of new activities to improve the performance of umpires.

### Umpiring Department

Increased resources assisted with the implementation of a new structure within the Umpiring Department. The benefits of the new structure included increased support to administration and improved on-field education and off-field education of Umpires, across all categories.

The change in structure allowed for the introduction of an Administration Coordinator, Field Umpires Development Coach, an Assistant Boundary Coach, an Assistant Goal Umpire Coach, a Boundary Umpire Observer and an Assistant Fitness Coordinator.

### Umpiring Department Team

Director of Umpiring:	Peter Mair	Boundary Umpires Coach:	Michael Ellison-Jones
Administration Coordinator:	Toby Jedwab	Boundary Umpires	
		Assistant Coach:	Brandon Bitting
Physical Performance Coach:	Ian Webb	Boundary Umpires Observer:	Scott Van Noordenen
Fitness Assistant:	Brandon Bitting		
Fitness Assistant:	Aron Hutchison	Goal Umpires Coach:	Jeff Mark
		Goal Umpires	
Field Umpires Coach:	Brad Lowe	Assistant Coach:	Craig Davenport
Development Coach:	Garry Embleton	Goal Umpires Observer:	Robin Epstein
Field Umpires Observer:	David Smith		

### List Management / Recruitment And Retention

The SFL Umpires list was made up of a diverse range of people, including males and females, with ages ranging from 13 to 70 years of age. Within the umpiring group there was a wide range of umpiring experience, varying levels of fitness, some with a football background, people with a high level of participation in other sports, and a varying knowledge of the game.



## SFL Listed Umpires for 2013

Field	68
Boundary	101
Goal	54
<b>Total</b>	<b>223</b>

## National Umpires Accreditation Scheme

Commencing in 2013 the Australian Football League (AFL) made the National Umpires Accreditation Scheme (NUAS) compulsory for all Field, Boundary and Goal Umpires participating at community level.

Historically in the SFL the main focus regarding the NUAS was based around Field Umpires. Leading into 2013 most SFL Field Umpires were accredited to either Level 1 or Level 2, however, very few Boundary and Goal Umpires were accredited.

A major project was undertaken during the season to ensure SFL Umpires were accredited at least the minimum Level 1 standard. 87 Umpires were newly accredited to Level 1 and 18 Umpires were newly accredited to Level 2 in 2013. First year Umpires were exempt from the program.

## Umpires Newly Accredited in 2013

	LEVEL 1	LEVEL 2
Field	15	10
Boundary	51	6
Goal	21	2
<b>Total</b>	<b>87</b>	<b>18</b>

Moving forward it is expected that all SFL listed Field, Boundary and Goal Umpires will be Level 1 accredited and all Umpires involved in senior football regularly, including Senior Grand Finals will be Level 2 accredited.

## AFL Recognition Award

Jeff Mark, Goal Umpire Coach, who retired at the end of the season, and Peter Martin, who has contributed both on and off the field in umpiring, were both awarded an AFL Community Recognition Award at the Umpiring Annual Awards Night.

## Conclusion

Based on feedback from SFL key stakeholders, including key staff within the Umpiring Department, the Umpires Association, Umpires, Club Officials, Club Coaches and Players, the overall performance of umpiring was seen as positive for the 2013 season.

As a collective, a great deal has been achieved this year. However, there are still many challenges ahead. Managing the ongoing development of the Umpires list, improved coaching of Umpires, better education of Club Administrators, Coaches and Players, better facilities and increased resources, will assist in attracting and retaining quality people in the SFL Umpiring group.

In the quest to be the best umpiring group in Australia, everyone must take accountability and ownership, and have the desire to improve.

As Director of Umpiring, it was an absolute honour to lead so many quality people. The effort of all Umpires during 2013 was positive. The Umpiring Department looks forward to working in partnership with all Umpires and stakeholders during 2014.

**Peter Mair**

Director Of Umpiring



# FOOTBALL/ NETBALL LADDERS AFTER ROUND 18

## DIVISION ONE SENIOR

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	St Pauls	18	17	1	0	0	1962	760	258.16	68
2	East Brighton	18	15	3	0	0	1643	868	189.29	60
3	Dingley	18	14	4	0	0	1761	853	206.45	56
4	Chelsea Heights	18	14	4	0	0	1445	1068	135.3	56
5	St Kilda City	18	8	10	0	0	1534	1280	119.84	32
6	Cheltenham	18	8	10	0	0	1446	1277	113.23	32
7	Clayton	18	8	10	0	0	1238	1333	92.87	32
8	East Malvern	18	4	14	0	0	796	1619	49.17	16
9	Heatherton	18	2	16	0	0	806	2023	39.84	8
10	Highett	18	0	18	0	0	835	2385	35.01	0

## DIVISION ONE RESERVE

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Dingley	18	17	1	0	0	1917	574	333.97	68
2	St Pauls	17	14	3	0	1	1715	622	275.72	60
3	Chelsea Heights	18	14	4	0	0	1772	590	300.34	56
4	Clayton	18	14	4	0	0	1728	913	189.27	56
5	Cheltenham	18	9	9	0	0	1309	1227	106.68	36
6	East Brighton	18	8	10	0	0	1049	1440	72.85	32
7	St Kilda City	18	7	11	0	0	1163	1319	88.17	28
8	East Malvern	18	2	16	0	0	668	1700	39.29	8
9	Highett	17	2	15	0	0	585	2047	28.58	8
10	Heatherton	18	2	16	0	0	569	2043	27.85	8

## DIVISION TWO SENIOR

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Bentleigh	18	14	4	0	0	1493	957	156.01	56
2	Oakleigh District	18	13	5	0	0	1504	1167	128.88	52
3	Mordialloc	18	12	6	0	0	1405	906	155.08	48
4	Springvale Districts	18	12	6	0	0	1569	1214	129.24	48
5	Murrumbeena	18	12	6	0	0	1574	1250	125.92	48
6	Skye	18	11	7	0	0	1590	1036	153.47	44
7	Hampton	18	7	11	0	0	1228	1311	93.67	28
8	Moorabbin	18	6	12	0	0	1239	1542	80.35	24
9	Caulfield	18	3	15	0	0	1000	1712	58.41	12
10	South Yarra	18	0	18	0	0	843	2350	35.87	0

## DIVISION TWO RESERVE

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Bentleigh	18	18	0	0	0	2234	593	376.73	72
2	Skye	18	15	3	0	0	1654	621	266.34	60
3	Murrumbeena	18	13	5	0	0	1584	865	183.12	52
4	Hampton	18	13	5	0	0	1426	914	156.02	52
5	Mordialloc	18	8	10	0	0	1284	1166	110.12	32
6	Springvale Districts	18	8	10	0	0	1207	1298	92.99	32
7	Oakleigh District	18	7	11	0	0	1143	1551	73.69	28
8	Moorabbin	18	5	13	0	0	1012	1760	57.5	20
9	South Yarra	18	3	15	0	0	753	1822	41.33	12
10	Caulfield	18	0	18	0	0	462	2169	21.3	0

## DIVISION THREE SENIOR

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Doveton Eagles	18	18	0	0	0	2012	960	209.58	72
2	Dandenong	18	13	5	0	0	1570	1233	127.33	52
3	Carrum Patterson Lakes	18	13	5	0	0	1278	1150	111.13	52
4	Mount Waverley	18	12	6	0	0	1836	1314	139.73	48
5	Ashwood	18	9	9	0	0	1441	1523	94.62	36
6	Sandown	18	8	10	0	0	1660	1293	128.38	32
7	Lyndale	18	8	10	0	0	1396	1401	99.64	32
8	Black Rock	18	7	11	0	0	1258	1726	72.89	28
9	Hallam	18	2	16	0	0	1085	1789	60.65	8
10	Endeavour Hills	18	0	18	0	0	792	1939	40.85	0

## DIVISION THREE RESERVE

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Sandown	18	16	1	1	0	1678	841	199.52	66
2	Doveton Eagles	18	16	2	0	0	1922	844	227.73	64
3	Dandenong	18	14	4	0	0	1479	850	174	56
4	Carrum Patterson Lakes	18	11	6	1	0	1346	1230	109.43	46
5	Ashwood	18	11	7	0	0	1401	972	144.14	44
6	Mount Waverley	18	7	11	0	0	1217	1446	84.16	28
7	Lyndale	18	6	12	0	0	1180	1344	87.8	24
8	Hallam	18	5	13	0	0	945	1432	65.99	20
9	Endeavour Hills	18	3	15	0	0	975	1574	61.94	12
10	Black Rock	18	0	18	0	0	630	2240	28.12	0

## UNDER 19

POS	TEAM	P	W	L	D	B	FF	For	Agst	%
1	Bentleigh	18	14	1	1	2	0	1826	588	310.54
2	Skye	18	13	2	1	2	0	1651	780	211.67
3	Murrumbeena	18	11	5	0	2	0	1294	895	144.58
4	Dingley	18	9	6	1	2	0	1224	994	123.14
5	St Pauls	18	9	7	0	2	0	1219	1077	113.18
6	Hampton	18	6	10	0	2	0	907	1473	61.58
7	Chelsea Heights	18	5	10	1	2	0	1077	982	109.67
8	Carrum Patterson Lakes	18	2	14	0	2	0	582	1909	30.49
9	Clayton	18	1	15	0	2	0	609	1691	36.01

## THIRDS

POS	TEAM	P	W	L	D	B	FF	FA	For	Agst
1	Skye	17	16	1	0	1	1	0	1506	371
2	Cerberus	18	15	3	0	0	0	0	1641	608
3	Dingley	18	13	5	0	0	0	0	1447	704
4	Sandown	18	13	5	0	0	0	0	1347	739
5	Mount Waverley	18	11	7	0	0	0	0	1131	998
6	Cheltenham	17	10	7	0	1	0	0	1239	802
7	Chelsea Heights	18	8	10	0	0	0	0	1183	918
8	Dandenong	17	7	10	0	1	0	0	818	1290
9	Moorabbin	15	6	9	0	0	0	0	854	1202
10	Doveton Eagles	18	4	14	0	0	0	0	876	1376
11	South Yarra	18	1	17	0	0	0	1	456	1922
12	Hallam	18	1	17	0	0	0	0	437	2011

## SFL NETBALL DIVISION 1

Team	Pld	Won	Lost	Drawn	Fft	Opp Fft	Byes	For	Agst	Diff.	%	Pts
Dingley	13	12	0	1	0	0	0	488	190	298	256.84%	50
Heatherton	13	8	4	1	0	0	0	382	324	58	117.90%	34
Bentleigh	13	7	5	1	0	0	0	328	322	6	101.86%	30
St. Pauls	13	5	7	1	0	0	0	270	354	-84	76.27%	22
St. Kilda City	13	4	8	1	0	0	0	329	388	-59	84.79%	18
Mordialloc	13	3	9	1	0	0	0	279	386	-107	72.28%	14

## SFL NETBALL DIVISION 2

Team	Pld	Won	Lost	Drawn	Fft	Opp Fft	Byes	For	Agst	Diff.	%	Pts
Dingley	13	10	2	1	0	0	0	438	251	187	174.50%	42
Carrum Patterson Lakes	13	8	4	1	0	0	0	400	285	115	140.35%	34
St. Kilda City	13	7	5	1	0	0	0	251	287	-36	87.46%	30
Clayton	13	5	7	1	0	0	0	271	302	-31	89.74%	22
Black Rock	13	4	8	1	0	0	0	302	350	-48	86.29%	18
Mordialloc	13	2	10	1	0	0	0	218	391	-173	55.75%	10

## SFL NETBALL DIVISION 3

Team	Pld	Won	Lost	Drawn	Fft	Opp Fft	Byes	For	Agst	Diff.	%	Pts
Hidden Grove	13	9	3	1	0	0	0	407	246	161	165.45%	38
Bentleigh	13	8	3	1	0	1	0	295	201	94	146.77%	38
Lyndale	13	9	3	1	0	0	0	339	255	84	132.94%	38
Cheltenham	13	7	4	2	0	0	0	313	275	38	113.82%	32
Dingley	13	5	6	2	0	0	0	288	322	-34	89.44%	24
Hampton	13	3	9	1	0	0	0	249	345	-96	72.17%	14
Mount Waverley	13	1	10	1	1	0	0	165	310	-145	53.23%	6
Mordialloc	13	1	11	1	0	0	0	156	384	-228	40.63%	6





# FOOTBALL/ NETBALL GRAND FINAL WINNERS

## FOOTBALL – 2013 GRAND FINAL RESULTS

Division One Senior	St Pauls East Brighton	Q1 1.0-6 3.2-20	Q2 6.2-38 6.3-39	Q3 10.5-65 7.5-47	Q4 15.9-99 11.10-76
Division One Reserve	St Pauls Chelsea Heights	Q1 3.0-18 3.3-21	Q2 9.5-59 3.6-24	Q3 10.6-66 5.7-37	Q4 14.10-94 8.11-59
Division Two Senior	Bentleigh Mordialloc	Q1 4.1-25 5.3-33	Q2 7.5-47 5.5-35	Q3 8.5-53 9.11-65	Q4 13.7-85 10.13-73
Division Two Reserve	Bentleigh Skye	Q1 3.3-21 6.3-39	Q2 3.3-21 6.3-39	Q3 3.7-25 11.7-73	Q4 6.12-48 15.9-99
Division Three Senior	Doveton Eagles Carrum Patterson Lakes	Q1 3.0-18 1.3-9	Q2 5.2-32 2.10-22	Q3 12.6-78 3.13-31	Q4 14.11-95 7.14-56
Division Three Reserve	Doveton Eagles Carrum Patterson Lakes	Q1 0.5-5 0	Q2 3.11-29 0	Q3 6.12-48 3.1-19	Q4 11.15-81 7.5-47
Under 19	Bentleigh Murrumbena	Q1 1.1-7 1.2-8	Q2 2.2-14 2.3-15	Q3 4.3-27 3.3-21	Q4 5.4-34 5.6-36
Thirds	Dingley Mount Waverley	Q1 3.2-20 1.0-6	Q2 7.2-44 4.2-26	Q3 10.6-66 6.3-39	Q4 12.6-78 10.5-65



Division One St Pauls Senior



Division One Netball Dingley

## NETBALL – 2013 GRAND FINAL RESULTS

Division One	Dingley	38	Def.	Heatherton	34
Division Two	Dingley	32	Def.	Carrum Patterson Lakes	30
Division Three	Lyndale	27	Def.	Bentleigh	20

# FOOTBALL/ NETBALL BEST & FAIREST 1992-2013

## DIVISION ONE

1992	C.Langkau – Oakleigh Dist.	1999	D.Martin – Bentleigh	2006	M.Kennedy – Balwyn
1993	R.Norton – Noble Park	2000	M.Mackenzie – St Pauls	2007	P.Wineberg – Chelsea Heights
1994	M.Williams – St Pauls	2001	J. Hill – Oakleigh Dist.	2008	E.McKenzie – Cheltenham
1995	M.McKenzie – St Pauls	2002	B.Cranage – Balwyn	2009	J.Bruno – St Kilda City
1996	P.Reece – Noble Park	2003	J.McCallion – Balwyn	2010	R.Flack – Chelsea Heights
1997	D.Martin – Bentleigh	2004	S.Crow – Chelsea Heights	2011	E.Poyas – St Kilda City
1998	D.Martin – Bentleigh	2005	V.Currie – Clayton		

### Ellis Medal

2012	A.Purvis – Clayton	2013	S.Arvanitis – St Kilda City D. Williamson – East Brighton L.Wilson – St Pauls
------	--------------------	------	---

## DIVISION TWO

1992	M.Jones – Mentone	1999	D.Briggs – Mordialloc	2005	C.Phelan – St Kilda City
1993	G.Firth – Ashwood T.Mullenger – Collingwood Dists		D.Cross – Chelsea Hts B.Cardona – Heatherton	2006	M.Finn – Caulfield
1994	S.Dunlop – Toor/Malv	2000	D.Cross – Chelsea Hts	2007	T.Lavars – Dingley
1995	T.Mullenger – Collingwood Dists	2001	D.Kappler – Murrumbeena	2008	G.Krepp – Heatherton
1996	D.Caminiti – Balwyn	2002	M.Jamieson – Murrumbeena	2009	R.Kreskas – South Yarra
1997	C.Phelan – St Kilda City	2003	G.Pitts – East Brighton	2010	M.Doyle – Skye
1998	C.Phelan – St Kilda City	2004	J.Byrne – Oakleigh Dist.	2011	G.Vassallo – Springvale Dist
				2012	S.Lawry – Bentleigh

### Bennett Medal

2013	S.Lawry – Bentleigh G.Vassallo – Springvale Dist
------	---



## DIVISION THREE

1993	C.Smith – Murrumbena	2000	S.Miller – Toor/Malvern	2008	J. Wilkin – Mt Waverley
1994	D.Carmody – South Yarra	2001	N.Karalis – Doveton Eagles	2009	J.Wilkin – Mt Waverley
1995	D.Harrison – Syndal Tally Ho	2002	J.Webb – Black Rock	2010	J.Yap – South/ Dragons
1996	P.Bramley – Highett B.Robinson – Syndal Tally Ho	2003	F.Tootoo – Moorabbin Kang	2011	J.Wilkin – Mt Waverley
1997	R.Batten – Box Hill Pioneers	2004	C.Wilson – Doveton Eagles	2012	M.O'Callaghan – Doveton Eagles Daniel Macklin – Sandown Cobras
1998	S.Dunlop – Toor/Malvern	2005	B.Hughes – Doveton Eagles		
1999	W.Burgess – Dandenong West	2006	D.Casset – Parkmore		
		2007	J. Smith – Sth Yarra		

### Flack Medal

2013	M.Mott – Doveton Eagles
------	-------------------------

## DIVISION FOUR

1993	D.Beach – Chelt. Assumpt	1995	A.Manning – East Bentleigh	1997	D.Harrison – Dand West
1994	S.Porch – Carnegie	1996	S.May – Moorabbin W	1998	M.Owen – Carnegie

## DIVISION FIVE

1993	D.Caminiti – Box Hill Adelph	1994	B.Einseidel – East Bentleigh	1995	D.Weinlich – Boronia Park
------	------------------------------	------	------------------------------	------	---------------------------

## THIRDS

2010	B.Lockhart – Chelsea Heights
------	------------------------------

### Most Valuable Player

2011	D. Borg – South Yarra	2012	T.Wills – Dingley	2013	B.Le – Sandown Cobras
------	-----------------------	------	-------------------	------	-----------------------

## UNDER 19

1996	K.Abalo – Noble Park	1999	S.Arvanitis – St Pauls	2001	Z.Jenkins – Cheltenham
1997	S.Field – St Pauls	2000	V.Currie – Clayton	2002	M.Armansin – Clayton
1998	J. Mills – Cheltenham				

### Most Valuable Player

2008	B. Dillon – Hampton	2010	D.Guiry – Hampton	2012	B.Lawford – Bentleigh
2009	W. Chum – St Pauls	2011	J.Peryman – Skye	2013	K.Davidson – Dingley

## NETBALL DIVISION ONE

2012	S.Wonnacott – Dingley J.Regnier – Heatherton	2013	M.Kibel – Heatherton N. Strong – St Kilda City
------	---	------	---

## NETBALL DIVISION TWO

2013	S.Fischer – Dingley
------	---------------------

## NETBALL DIVISION THREE

2013	J.Paton – Lyndale
------	-------------------



# LEADING GOAL KICKERS 1992-2013

## DIVISION ONE

		GOALS			GOALS
1992	J. Bennett – E.Brighton	118	2003	A.Newman – St Kilda City	73
1993	C.Gorozidis – E.Brighton	67	2004	M.Jamieson – E. Brighton	65
1994	S.Coats – Noble Park	104	2005	M.Wilson – E. Brighton	56
1995	T.Morwood – Noble Park	62	2006	T.Ridgway – St Pauls	62
1996	D.Sime – Parkdale	63	2007	D.Casset – St Kilda City	104
1997	B.Clarke – Cheltenham	55	2008	L.James – St Pauls	87
1998	T.Taverna – Balwyn	98	2009	T.Ridgway – St Pauls	113
	C.Gorozidis – Bentleigh	98	2010	P.Smith – Chel Heights	70
1999	C.Gorozidis – Bentleigh	68	2011	D.Francis – E.Brighton	63
2000	A.Stroud – Balwyn	61	2012	C. Graham – Cheltenham	50
2001	J.Paul – St Kilda City	75	2013	L.James – St Pauls	72
2002	J.Paul – St Kilda City	72			

## DIVISION TWO

		GOALS			GOALS
1992	K.McDonald – St Kilda City	110	2003	F.Rugolo – Hampton	61
1993	K.McDonald – Caulfield	110	2004	D.Fleming – Canterbury	65
1994	K.McDonald – Caulfield	114	2005	M.Tasiyan – St Kilda City	64
1995	F.Yaman – Coll.Districts	100	2006	M.Dimachki – Moor Kangas	97
1996	P.Henderson – S'vale Dist	75	2007	A.Quinn – Dingley	129
1997	S.Tobin – D'ton Eagles	56	2008	B.Williams – Heatherton	112
1998	S.Tobin – D'ton Eagles	63	2009	L.Kirkland – Black Rock	92
1999	S.Porch – Heatherton	63	2010	R.Szerszyn – Clayton	105
2000	A.Higgins – Ashwood	49	2011	G.Vassallo – S'vale Dist	58
2001	C.Gorozidis – Murrumbeena	91	2012	D.Willis – Murrumbeena	85
2002	S.Coats – Lyndale	76	2013	D.Willis – Murrumbeena	90



## DIVISION THREE

		GOALS			GOALS
1993	L.Ladlow – E. Camberwell	70	2004	J.McMahon – Black Rock	53
1994	R.Gamlin – St Kilda City	78	2005	M.Crawley – Sth Yarra	78
1995	P.Smit – Chelsea Heights	72	2006	D.Casset – Parkmore	115
1996	P.Bramley – Highett	103	2007	C.Sheedy – San. Cobras	64
1997	D.Caddaye – T'Malvern	75	2008	S.Rowley – Skye	104
1998	S.Dewhurst – Highett	59	2009	R.Ramsdale – Doveton Eagles	117
1999	S.Dewhurst – Highett	80	2010	M.Scott – Hampton	59
2000	A.Arena – Lyndale	46	2011	J.Gough – Mt Waverley	74
2001	C.Hojnacki – Dande West	56	2012	C.Sheedy – Sandown Cobras	70
2002	F.Rugolo – Hampton	101	2013	P.Dye – Doveton Eagles	66
2003	D.Fleming – Canterbury	71			

## DIVISION FOUR

		GOALS			GOALS
1993	B.Dawson – Syndal/T'Ho	128	1996	D.Bradley – Dande West	76
1994	S.Murphy – Heatherton	88	1997	S.Ponter – Lyndale	74
1995	B.Siphthorpe – Mt.Wav.Cath	106	1998	B.Rand – Mt.Wav.Cath	62

## DIVISION FIVE

		GOALS			GOALS
1993	S.Nicol – Moor West	85	1995	M.Creak – Boronia Park	63
1994	M.Creak – Boronia Park	102			

## THIRDS

		GOALS			GOALS
2010	B.Lockhart – Chel Heights	54	2012	R.Ettridge – Sandown Cobras	59
2011	B.Dower – Highett	31	2013	R.Ettridge – Sandown Cobras	39

## UNDER 19

		GOALS			GOALS
1996	R.Szerszyn – S'vale Districts	58	2008	B.Rogers – Chelt. Rosellas	51
1997	J.Boulter – Parkdale	51	2009	S.Thompson – Murrumbeena	81
1998	K.Brady – Parkdale	42	2010	T.Mayor – Skye	69
1999	J.Stoddart – Nth Dandenong	68	2011	L.Huntington – St Kilda City	79
2000	A.McKenzie – Cheltenham	62	2012	R.McConville – Skye	52
2001	A.McKenzie – Cheltenham	26	2013	R.McConville – Skye	63
2002	T.Rascoe – Clayton	44		J.Fry – Chelsea Heights	63
	E.Nassrallah – Clayton	44			

# FOOTBALL/ NETBALL FINAL SERIES FINISHES 1992-2013

## DIVISION ONE

	PREMIERS	RUNNERS-UP	THIRD	FOURTH	FIFTH
1992	Noble Park	Sth Melbourne Districts	East Brighton	Parkdale	
1993	East Brighton	Noble Park	Mt Waverley	Sth Melbourne Districts	
1994	Noble Park	East Brighton	Bentleigh	St Pauls Bentleigh	
1995	Parkdale	Noble Park	Caulfield	Mt Waverley Burwood	
1996	Noble Park	Parkdale	St Pauls East Bentleigh	Cheltenham	
1997	Noble Park	Parkdale	Cheltenham	Caulfield	
1998	Balwyn	Noble Park	Bentleigh	Parkdale	
1999	Balwyn	Noble Park	Parkdale	St Pauls	Clayton
2000	Balwyn	St Pauls	Parkdale	Cheltenham	
2001	Clayton	St. Kilda City	Balwyn	Oakleigh District	
2002	St. Kilda City	Balwyn	Chelsea Heights	Clayton	
2003	Balwyn	St Pauls	Chelsea Heights	Clayton	
2004	East Brighton	St Pauls	Balwyn	Chelsea Heights	
2005	Balwyn	East Brighton	Clayton	Chelsea Heights	
2006	Clayton	St Pauls	Balwyn	Cheltenham	
2007	St. Kilda City	St Pauls	Clayton	Cheltenham	
2008	St Pauls	St. Kilda City	Cheltenham	Clayton	
2009	St. Kilda City	Chelsea Heights	St Pauls	Mordialloc	Cheltenham
2010	St Kilda City	Chelsea Heights	St Pauls	East Brighton	Mordialloc
2011	St Pauls	East Brighton	St Kilda City	Cheltenham	Chelsea Heights
2012	East Brighton	Chelsea Heights	St Pauls	Cheltenham	Dingley
2013	St Pauls	East Brighton	Dingley	Chelsea Heights	St Kilda City

## DIVISION TWO

	PREMIERS	RUNNERS-UP	THIRD	FOURTH	FIFTH
1992	Cheltenham	Highett Districts	Mordialloc	St. Kilda City	
1993	Cheltenham	Tooronga-Malvern	Collingwood Districts	Caulfield	
1994	Caulfield	Collingwood Districts	Cheltenham	Ashwood	
1995	Cheltenham	Collingwood Districts	Tooronga-Malvern	St. Kilda City	
1996	Ashwood	Balwyn	St. Kilda City	Chelsea Heights	
1997	Balwyn	St. Kilda City	Hampton United	Springvale Districts	
1998	St. Kilda City	Springvale District	Ashwood	Hampton United	
1999	Mordialloc	Surrey Park	Ashwood	Heatherton	
2000	Chelsea Heights	Ashwood	Springvale Districts	North Kew	
2001	Ashwood	Lyndale	Springvale Districts	Murrumbeena	
2002	East Brighton	Murrumbeena	Springvale Districts	Lyndale	
2003	Murrumbeena	Hampton	Springvale Districts	Lyndale	
2004	Highett	Springvale Districts	Lyndale	Tooronga-Malvern	
2005	St. Kilda City	Tooronga-Malvern	Oakleigh District	Heatherton	
2006	Heatherton	Tooronga-Malvern	Oakleigh District	Moorabbin Kangaroos	
2007	Springvale Districts	Dingley	Caulfield	Oakleigh District	
2008	Dingley	Heatherton	Oakleigh District	Murrumbeena	
2009	Heatherton	South Yarra	Oakleigh District	Murrumbeena	Highett
2010	Clayton	Oakleigh District	Highett	South Yarra	Murrumbeena
2011	Highett	Bentleigh	Springvale Districts	Oakleigh District	Murrumbeena
2012	East Malvern	Oakleigh District	Skye	Bentleigh	Murrumbeena
2013	Bentleigh	Mordialloc	Oakleigh District	Murrumbeena	Springvale Districts

# FOOTBALL/ NETBALL FINAL SERIES FINISHES 1992-2013

## DIVISION THREE

	PREMIERS	RUNNERS-UP	THIRD	FOURTH	FIFTH
1993	Murrumbena	North Kew	Chelsea Heights	St. Kilda City	
1994	St. Kilda City	South Yarra	East Camberwell	North Kew	
1995	Chelsea Heights	Heatherton	Syndal Tally Ho	Surrey Park	
1996	Highbury	Heatherton	Box Hill Pioneers	Surrey Park	
1997	Box Hill Pioneers	Heatherton	North Kew	Boronia Park	
1998	Heatherton	Cheltenham Assumption	Boronia Park	Tooronga-Malvern	
1999	North Kew	Highbury	South Yarra	Boronia Park	Dandenong West
2000	Lyndale	Tooronga-Malvern	South Yarra	Doveton Eagles	
2001	Tooronga-Malvern	Doveton Eagles	Canterbury	Black Rock	
2002	Hampton	Black Rock	Doveton Eagles	Canterbury	
2003	Canterbury	Black Rock	Southern Cobras	Moorabbin Kangaroos	
2004	Black Rock	Moorabbin Kangaroos	Cerberus	Southern Cobras	
2005	Moorabbin Kangaroos	North Kew	Doveton Eagles	Cerberus	
2006	Parkmore	North Kew	Black Rock	Mt Waverley	
2007	Black Rock	Mount Waverley	Canterbury	Doveton Eagles	
2008	South Yarra	Canterbury	Mt Waverley	Skye	
2009	Skye	Mount Waverley	Doveton Eagles	Hampton	
2010	Hampton	Mount Waverley	Moorabbin Kangaroos	Southern Dragons	Dandenong
2011	Southern Dragons	Mount Waverley	Moorabbin Kangaroos	Sandown Cobras	Doveton Eagles
2012	Moorabbin Kangaroos	Sandown Cobras	Doveton Eagles	Ashwood	Mt Waverley
2013	Doveton Eagles	Carrum Patterson Lakes	Dandenong	Mount Waverley	Ashwood
2013	St Pauls	East Brighton	Dingley	Chelsea Heights	St Kilda City

## DIVISION FOUR

	PREMIERS	RUNNERS-UP	THIRD	FOURTH	FIFTH
1993	South Yarra	Syndal Tally Ho	Heatherton	Cheltenham Assumption Carnegie	
1994	Syndal Tally Ho	Mt Waverley Catholics	Heatherton		
1995	Doveton Eagles	Mt Waverley Catholics	Box Hill Pioneers	East Bentleigh	
1996	Cheltenham Assump.	Moorabbin West	Carnegie	Carrum Downs	
1997	Lyndale	Carrum Downs	Dandenong West	Carnegie	
1998	Mt Waverley Catholics	Canterbury	Carnegie	Moorabbin West	

## DIVISION FIVE

	PREMIERS	RUNNERS-UP	THIRD	FOURTH	FIFTH
1993	Moorabbin West	Mt Waverley Catholics	East Bentleigh	Lyndale	
1994	Carrum Downs	East Bentleigh	Lyndale	Boronia Park	
1995	Lyndale	Boronia Park	Black Rock	Box Hill North	

## THIRDS

	PREMIERS	RUNNERS-UP	THIRD	FOURTH	FIFTH
2010	Chelsea Heights	Mount Waverley	Highett	Sandown Cobras	Cheltenham
2011	Cerberus	Chelsea Heights	Highett	Clayton	Mount Waverley
2012	Chelsea Heights	Sandown Cobras	Dingley	Cerberus	Southern Dragons
2013	Dingley	Mount Waverley	Skye	Cerberus	Sandown Cobras

## UNDER 19

	PREMIERS	RUNNERS-UP	THIRD	FOURTH	FIFTH
2008	Cheltenham Rosellas	Hampton	Murrumbeena	Cheltenham Cockatoos	
2009	St. Kilda City	St Pauls	Skye	Dingley	Murrumbeena
2010	Skye	Dingley	St Kilda City	Hampton	Cheltenham
2011	St Kilda City	Bentleigh	Skye Black	Murrumbeena	St Pauls
2012	Bentleigh	Murrumbeena	St Peters	Skye	St Pauls
2013	Murrumbeena	Bentleigh	Skye	St Pauls	Dingley

## NETBALL DIVISION ONE

	PREMIERS	RUNNERS-UP	THIRD	FOURTH
2012	Heatherton	Dingley	East Brighton	St Pauls
2013	Dingley	Heatherton	Bentleigh	St Pauls

## NETBALL DIVISION TWO

	PREMIERS	RUNNERS-UP	THIRD	FOURTH
2013	Dingley	Carrum Patterson L	Clayton	St Kilda City

## NETBALL DIVISION THREE

	PREMIERS	RUNNERS-UP	THIRD	FOURTH
2013	Lyndale	Bentleigh	Hidden Grove	









# FOOTBALL CLUB CHAMPIONS 1993-2013

## SFL CLUB CHAMPIONS

	DIVISION 1	DIVISION 2	DIVISION 3	DIVISION 4	DIVISION 5
1993	Noble Park	Collingwood Dists	Murrumbeena	Heatherton	Moorabbin West
1994	Noble Park	Caulfield	East Camberwell	Heatherton	Carrum Downs
1995	Noble Park	Cheltenham	Heatherton	Doveton Eagles	Boronia Park
1996	Noble Park	Balwyn	Heatherton	Cheltenham Assump.	
1997	Noble Park	Springvale Districts	Heatherton	Lyndale	
1998	Noble Park	Springvale Districts	Surrey Park	Mt. Wav. Catholics	
1999	Noble Park	Surrey Park	North Kew		
2000	St Pauls	Chelsea Heights	Lyndale		
2001	Clayton	Ashwood	Tooronga Malvern		
2002	Clayton	Murrumbeena	Hampton		
2003	Balwyn	Hampton	Canterbury		
2004	Balwyn	Highett	Cerberus		
2005	Clayton	Tooronga Malvern	Doveton Eagles		
2006	Cheltenham	Tooronga Malvern	North Kew		
2007	St Pauls	Springvale Districts	Mount Waverley		
2008	St Kilda City	Dingley	Mount Waverley		
2009	St Kilda City	Murrumbeena	Skye		
2010	Chelsea Heights	Highett	Mount Waverley		
2011	Chelsea Heights	Bentleigh/ Skye	Mount Waverley		
2012	Chelsea Heights	Skye	Sandown Cobras		
2013	Dingley	Bentleigh	Doveton Eagles		

## SFL MEDALLISTS - BEST ON GROUND GRAND FINALS

	DIVISION 1	DIVISION 2	DIVISION 3	DIVISION 4
	MENEILLY MEDAL	MENEILLY MEDAL	MENEILLY MEDAL	
1993	A.Hibbett(EBrighton)	E.Ryder(Cheltenham)	G.Barclay(M'beena)	D.Carmody(SthYarra)
1994	D.Staffieri(E.Brighton)	A.Stocker(Caulfield)	M.Harnett(St KCity)	M.Joy(Syndal-Tally Ho)
1995	D.Edwards(Parkdale)	T.Mullenger(Coll.Dist)	S.Gates(Chelsea Hts)	M.Haj(Doveton Eagles)
1996	C. McIver(Noble Park)	T.Elliott(Ashwood)	P.Bramley(Highett)	T.Clancy(Chelt.Assump)
1997	D.McKee(Noble Park)	D.Caminiti(Balwyn)	M.Koetsier(B.Hill Pion)	A.Todd(Carrum Downs)
1998	M. Bordignon(Balwyn)	V.Clark(St K City)	P.Cipiriani(Heatherton)	R.Jefferies(Mt.Wav.Cath)
1999	J.Taylor(Balwyn)	D.Simmons(Mordialloc)	S.Lang(Highett)	
2000	P.Smith (Balwyn)	T.Coote(Chelsea Hts)	J.Young (Lyndale)	
2001	M.Gallagher(Clayton)	G.Firth(Ashwood)	B.Hughes(Tooronga M)	
2002	F.Bizzotto(St KCity)	M.Bilucaglia(E.Brighton)	T.Evans(Hampton)	
2003	L.Wilson(St Pauls)	J.Couchi(M'beena)	J.Byrne(Canterbury)	
2004	M.Campbell (EBrighton)	P.Poelsma(Highett)	F.Tootoo(Moor Kang)	
2005	B.Cranage(Balwyn)	B.Zosens(St K City)	M.Dimashki(MoorKang)	
2006	D.Rajic(Clayton)	M.Szymanski(Heath)	D.Armansin(Parkmore)	
2007	B.Zosens (St KCity)	G.Vassallo(Svale Dists)	J.Wilkin (Mt Waverley)	
2008	S.Sziller(St.Pauls)	T.Lavars(Dingley)	S.Keating(Sth Yarra)	
2009	M.Silver (St KCity)	T.Sauer(Heatherton)	M.Watts(Skye)	
2010	M.McPhee (StKCity)	J. Isaacs (Clayton)	M. Scott (Hampton)	
2011	H. Barnes (St Pauls)	J.Ellen (Highett)	J.Yap (Sth Dragons)	
2012	P.Larson(E.Brighton)	T.Hotton (East Malvern)	H.Harcourt (Moorabbin)	
2013	A.Gilbert(St Pauls)	M.Budds (Bentleigh)	C.Wilson (Doveton Eagles)	

	DIVISION 5	THIRDS LLOYD-GRIFFITHS MEDAL	UNDER 19 BARNES MEDAL
1993	C.Mulburn(MoorWest)		
1994	G.Brooks(E.Bentleigh)		
1995	W.Mould(Lyndale)		
2008			Z.Mousoulis(Cheltenham)
2009		P. Van Oosten (Chelt)	H.Nidam(StKilda City)
2010		S. Diggeden(ChelHts)	S. Fox (Skye)
2011		N.Orchard (Cerberus)	H.Sullivan (St Kilda City)
2012		T.Ho (Sandown Cob.)	M.Backman (Bentleigh)
2013		P. Smith (Dingley)	W.Nash (Murrumbeena)

## SFL BEST ON COURT IN GRAND FINAL

	DIVISION 1	DIVISION 2	DIVISION 3
2012	Molly Kibel – Heatherton		
2013	Shae Wonnacott – Dingley	Georgia Donkin – Carrum Patt Lakes	Elizabeth Balfour – Bentleigh





# MARKETING



A key strategic initiative for the SFL in 2013 was Marketing and Communications of the league.

A dedicated Business Development resource was introduced in March to manage all aspects of Sponsorship, Marketing and Communications which enabled a number of key strategic initiatives to be implemented.

The digital space and its associated channels played a substantial role this season both in fan engagement and raising the profile of the league within the local community. The implementation of the new SFL website and the launch of mobile web application SFL Live, were cornerstones in establishing the SFL as a leader in online communications within local community sport.

## SFL LIVE

The SFL's new mobile website application, SFL Live [www.sfllive.com.au](http://www.sfllive.com.au), launched in August 2013. The concept for this platform formed part of the league's strong focus on building local community engagement in grassroots football and provides supporters with a dynamic and interactive online experience.





Available via internet enabled smartphones and devices, SFL Live includes live scores and team line-ups, live radio commentary and access to the latest action photos via Instagram and social media channels, Facebook and Twitter.

The launch coincided with the 2013 SFL Finals Series and saw 628 fans register in just one month. It is expected that this will grow significantly in 2014.

## WEBSITE

A key initiative during 2013 was the launch of the new website in June. Courtesy of Fox Sports Pulse (formerly SportingPulse), the much anticipated update of [www.sfl.com.au](http://www.sfl.com.au) offers a positive user experience with easy to use navigation and engaging content.

The key outcomes achieved include:

-  Driving a strong connection with social media
-  Delivery of up-to-date news items, promotions and special interest stories including an average of 3-4 news stories per week
-  Providing a channel for showcasing high quality SFL action imagery
-  A 30% growth in traffic to [www.sfl.com.au](http://www.sfl.com.au) this season

## RADIO

The SFL radio broadcast via 88.3 Southern FM went from strength to strength this season with significant inroads made into a better quality production. Investment was made into a covered trailer nicknamed the “Caravan of Coverage” to protect broadcasters from the elements and also higher quality equipment was purchased.

A Technical Producer was appointed to reduce the number of drop outs and manage all technical elements. This resource combined with a newly recruited broadcast team also enabled the best highlights from previous Match of the Day, introduction of new segments and a greater variety of content and interviews.

The ability of listeners to access the broadcast was also improved through a live stream button on [www.sfl.com.au](http://www.sfl.com.au) and through mobile web app [www.sfllive.com.au](http://www.sfllive.com.au).

## SFL TV

Forming part of the integrated Marketing and Communications strategy, the SFL’s web TV show, SFLTV, was launched during the 2013 Finals Series and shown via Youtube. Receiving close to 3000 views across five episodes, this channel was well received by fans.

SFLTV provides direct access to behind the scenes insights from coaches, captains and key players and commentators across both football and netball, adding another communication platform for the community to engage with local sport.

## FOOTBALL RECORD

In response to club feedback in 2012, a number of changes were made to the SFL Football Record in 2013. A greater number of feature stories were introduced and the covers changed weekly, celebrating the many different player and team achievements, themed rounds and other news pieces.

A strong relationship with local photographers provided access to high quality images, used weekly. Other improvements included radio tipsters and more information on match history.

These changes were well received and the Southern Footy Record will remain a key publication in local footy for 2014.

## SOCIAL MEDIA

This channel continues to experience significant growth. With a strong strategy focused on integration, fan engagement and the delivery of current, sharable content, social media will continue to play an integral role in raising the profile of the SFL brand.

Key achievements through social media in 2013 include:

-  A 196% growth in fans of the SFL Facebook Page
-  A 210% growth in followers on Twitter @SouthernFL
-  SFL look-alike competition campaign which achieved 1398 Likes and 164 Shares on Facebook
-  Introduction of a regular ‘Friday Ramblings’ campaign on Facebook – a designed to generate comment, friendly banter and
-  Launch of web TV show via Youtube
-  Launch of Instagram for sharing SFL action shots
-  Full integration with SFL Live [www.sfllive.com.au](http://www.sfllive.com.au)



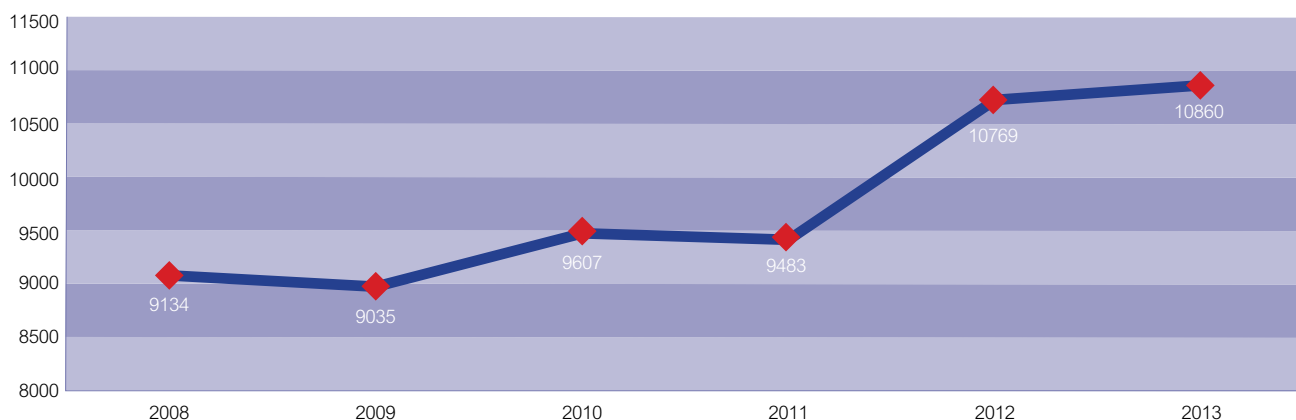
## 2013 SFL FINALS SERIES

The Southern Football League 2013 Finals Series ran from the 31st August to 22nd September across four weekends of local football. The 2013 Finals Series was been deemed to be a resounding success in terms of crowd numbers, gate takings and marketing initiatives.

A number of marketing initiatives were implemented with a strong focus on the launch of SFL Live and driving attendance. These included:

- Gate and ground signage promoting SFL Live
- Engagement of AFL Multicultural Ambassadors – David Rodan, Bachar Houli and Shane Burgoyne to deliver filmed videos of crowd behavioural messages
- An electronic, LED scoreboard was implemented at two venues. With full sound and video integration, this added to the finals atmosphere and allowed for sponsor advertising and league promotion.
- A number of season highlights video's capturing the action from the season and recognising key achievements of players and teams.
- Competitions and giveaways were offered including a “Register and Win” for SFL Live integrated through website, social media and football record and gate gifts for attendance at Grand Finals supported by Beiersdorf.
- An email campaigns to player database promoting attendance at Grand Finals.
- Leader newspaper advertising of SFL Finals Series through Grand Final week across five papers
- A full colour, four page spread within each football record throughout the finals
- Club support with the development of a number of editable templates to promote attendance at the finals series through local communities

## 2013 SFL FINALS SERIES ATTENDANCE



\*Excludes finals passes, children under 15, players and other free entry patrons



## EVENTS

During pre-season, the SFL Tradeshow was held with resounding success. A strong interest from clubs, coupled with a change to the format, meant that SFL Partners were able to interact with clubs face-to-face regarding how they can assist them through the season.

Unfortunately, the planned 2013 Season Launch event was cancelled due to the ground being unsuitable for hosting the scheduled night match. Although disappointing, this is still an event seen as worthwhile and will be considered in future seasons.






In conjunction with AFL Women's Round, the SFL hosted the first SFL Women's Round Breakfast. Aimed at acknowledging the contribution of females to the sport, this event attracted over 80 guests from the SFL community, far surpassed expectations and will now feature as a regular calendar event.

Following feedback from clubs in the 2012 Club Surveys, the Grand Final function was changed from a luncheon to the SFL Grand Final Breakfast. Held the Friday before Grand Final weekend and attended by 140 guests, the format change was well received and the feedback was extremely positive.

## SPONSORSHIP

The 2013 season saw another period of growth between the SFL and our partners.

The SFL was pleased to welcome a number of new partners in 2013, and the season saw another period of growth, offering both new and existing partners additional opportunities throughout the season:

-  Ability to donate contra "goods" to support SFL events and campaigns
-  Significant online presence through website, social media, mobile and email promotions
-  Endorsed and regular communication with key decision makers within the SFL community
-  Leverage growth in community and fan engagement through SFL marketing channels
-  Greater access to campaign success measurement data

As sponsorship partnerships grow in their level of sophistication, the 2013 season established a strategy that diverged from simple logo placement and signage to a strong focus on full partner integration and success measurement. This was evident through a number of key partner campaigns including:

-  YMCA Monash Fitness Centre

A "Strongest, Fittest, Fastest" program was implemented where participating clubs competed to determine the Strongest, Fittest, Fastest player within the SFL. Integrated across website, social media and email

-  Holmesglen

Naming Rights to Round 9 which became "Holmesglen Round 9" with full branding of the Football Record and significant exposure across PR, advertising, media, radio and online.

-  Bentleigh RSL

Used a contra offering to sponsor the SFL "Friday Ramblings" Facebook Post – offering a weekly prize \$50 meal voucher prize for the best comment. Provided a direct link to Bentleigh RSL Facebook page and website









-  James Boag's Draught

The 2013 SFL James Boag's Draught Sprint was implemented at half time of the Division 1, Senior Grand Final. This included advertising through the Football Record, website, radio, social media, branding of the sprint track and winner presentations.



These campaigns demonstrate the type of integration that is desired by sponsors and the value it can bring to the SFL, clubs and fans alike. This strategy also meets the SFL criteria of ensuring that all partner campaigns must benefit SFL Clubs, Players and/or Fans in a unique way.

## NEW PARTNERS IN 2013

-  **Lion**
-  **Diageo**
-  **Schweppes**
-  **Melbourne Food Distributors**
-  **YMCA Monash Fitness Centre**
-  **Holmesglen TAFE**
-  **Gravity Free Rehab**
-  **Dendy Village Dental & MC Dental**

## MAJOR PARTNERS

The SFL would like to thank our partners for another prosperous season and look forward to an even more successful 2014.

### **Sandown Park**

Major League Sponsor  
Venue for the Annual Awards Dinner

### **Leader Community Newspapers**

Major League Sponsor  
Ball sponsor

### **88.3 Southern FM**

Produce Sunday Radio Show and Match of the Round Broadcast

### **YMCA Monash Fitness Centre**

Major League Sponsor  
Netball Naming Rights Sponsor

## OFFICIAL PARTNERS

### **Schweppes**

SFL non-alcoholic beverage supplier

### **KooGa**

SFL Apparel supplier

### **Beiersdorf, Elastoplast**

SFL Tape Supplier

### **Diageo**

SFL Spirit Supplier

### **Life Time Trophies**

SFL Trophies Supplier

### **A-Grade Club Supplies**

SFL Football and Equipment Supplier

### **Dendy Village Dental**

### **Mc Dental**

SFL Live Sponsor and Preferred Dental Supplier

### **Lion, Carlton Draft**

SFL Beer supplier

### **Ivan's Finest Pies and Pastries**

SFL Pie supplier

### **CW Club Warehouse**

SFL Medical and First-Aid Supplier

### **Red Onion Creative**

SFL Footy Record Production and Print Supplier

### **Life Care**

Preferred Physio and Sports Injury Casualty Centre  
Sponsor

### **Melbourne Food Distributors**

SFL Food Service Supplier

## Kelly Jones

Business Development Manager

# TREASURER'S REPORT





It is with pleasure that I present the Treasurer's Report for the financial year ended 31 October 2013. Attached are the audited financial statements for the Southern Football League Inc (League).

The League incurred a net operating profit of \$32,629, compared to a net operating loss of \$409 for the same period last year.

Total revenue for the year was \$1,317,363, representing an increase of 6.28% on the previous year. This increase was due to an increase in affiliation fees, finals revenue and sponsorship.

The League incurred total expenses for the year of \$1,284,734, representing an increase of 3.6% from the prior year. The increase in expenses addressed several issues raised by the members in sponsorship and media – with the appointment of a Business Development Manager and increased funding for our media relations.

The League remains in a strong financial position and the balance sheet reflects this: -

-  Cash reserves are considerably up on the prior year; and
-  Amounts owed by members have decreased.

In summary, this year was one of consolidation – upon the back of David Cannizzo's first full year as

CEO. It was therefore important that we were able to extend David's contract, to ensure that we can provide a stable team for our members.

Furthermore, the investment in the administration team continues to be a priority and the appointment of Kelly Jones as the League's Business Development Manager was another vital step forward. In her short time, her impact on the sponsorship area is already being felt.

Jenny Mouat has assumed a greater responsibility as the League's Finance Manager and this is reflected in the accounts as they are presented.

The League is very fortunate to have Glenn MacDonald as our Special Projects Manager and he must be congratulated for his hard work and the assistance that he provides to our Member Clubs.

It would be remiss of me not to thank all of the member clubs and their many volunteers and our business partners for all of their support during the period.

Next year will present new challenges and the League is in a strong financial position to face these.

**David Coutts**  
Treasurer

# FINANCIAL REPORT 31 OCTOBER 2013

## STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 OCTOBER 2013

### Revenue

	Note	2013 \$	2012 \$
Affiliation fees		189,239	178,563
Sponsorship		80,548	37,858
Sales of merchandise		338,148	361,876
Umpiring fees		328,277	304,733
Finals revenue		168,804	161,953
Functions		33,741	31,550
Club insurance		77,096	77,822
Interest received & receivable		5,072	9,128
Grants and subsidies		52,105	44,890
Other		44,333	31,205
<b>Total</b>		<b>1,317,363</b>	<b>1,239,578</b>

### Expenditure

Cost of merchandise sold		308,041	310,013
Umpiring costs		345,755	331,672
Finals expenses		107,596	98,576
Functions costs		36,203	27,523
Club insurance		75,584	77,360
Administration and finance costs		411,555	394,843
		<b>1,284,734</b>	<b>1,239,987</b>
<b>Profit (loss) for the year</b>	<b>2</b>	<b>32,629</b>	<b>(409)</b>

# STATEMENT OF FINANCIAL POSITION

AS AT 31 OCTOBER 2013

## Current Assets

	Note	2013 \$	2012 \$
Cash and cash equivalents	3	301,500	243,350
Receivables	4	85,230	91,643
Inventories	5	16,396	15,156
<b>TOTAL CURRENT ASSETS</b>		<b>403,126</b>	<b>350,149</b>

## Non-Current Assets

Receivables	4	-	-
Property, plant and equipment	6	66,710	56,871
<b>TOTAL NON-CURRENT ASSETS</b>		<b>66,710</b>	<b>56,871</b>
<b>TOTAL ASSETS</b>		<b>469,836</b>	<b>407,020</b>

## Current Liabilities

Payables	7	93,827	71,480
Provisions	8	14,490	6,650
<b>TOTAL CURRENT LIABILITIES</b>		<b>108,317</b>	<b>78,130</b>
<b>TOTAL LIABILITIES</b>		<b>108,317</b>	<b>78,130</b>

<b>NET ASSETS</b>	<b>361,519</b>	<b>328,890</b>
-------------------	----------------	----------------

## Members Funds

<b>Retained earnings</b>	<b>361,519</b>	<b>328,890</b>
--------------------------	----------------	----------------

# STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 31 OCTOBER 2013

	Note	Pre-restruc- turing Surplus \$	Accumulat- ed Surplus \$	Total \$
Balance 1 November 2012		236,625	92,265	328,890
Surplus (Deficit) for the year			32,629	32,629
<b>Balance 31 October 2013</b>		<b>236,625</b>	<b>124,894</b>	<b>361,519</b>
Balance 1 November 2011		236,625	92,674	329,299
Surplus (Deficit) for the year		-	(409)	(409)
<b>Balance 31 October 2012</b>		<b>236,625</b>	<b>92,265</b>	<b>328,890</b>



# STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 OCTOBER 2013

	Note	2013 \$	2012 \$
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>			
Receipts from customers		1,424,086	1,332,508
Payments to suppliers and employees		(1,349,321)	(1,307,147)
Interest received		5,072	9,128
<b>Net cash provided by (used in) operating activities</b>	<b>9</b>	<b>79,837</b>	<b>34,489</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>			
Proceeds from sale of property, plant and equipment		5,400	-
Payments for property, plant and equipment		(27,087)	(56,128)
<b>Net cash provided by (used in) investing activities</b>		<b>(21,687)</b>	<b>(56,128)</b>
<b>Net increase (decrease) in cash</b>		<b>58,150</b>	<b>(21,639)</b>
Cash at beginning of financial year		243,350	264,989
<b>Cash at end of financial year</b>	<b>9</b>	<b>301,500</b>	<b>243,350</b>

## NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 OCTOBER 2013

### 1. Significant Accounting Policies

#### a. Incorporation

Southern Football League Inc. was incorporated on 5 January 2009.

#### b. Basis of preparation

The financial report is a general purpose financial report that has been prepared in accordance with Australian Accounting Standards, Interpretations and other authoritative pronouncements of the Australian Accounting Standards Board and the Associations Incorporations Reform Act 2012.

The financial report of Southern Football League Inc. as an individual entity complies with Australian Equivalents to International Financial Reporting Standards. Compliance with Australian Equivalents to International Financial Reporting Standards ensures that the financial statements and notes comply with International Financial Reporting Standards (IFRS).

The financial report has been prepared under the historical cost convention modified by revaluations of selected non-current assets, financial assets and financial liabilities for which the fair value basis of accounting has been applied.

The following is a summary of the material accounting policies adopted by the league in the preparation and presentation of the financial report. The accounting policies have been consistently applied, unless otherwise stated.

## **c. Accounting policies**

### **i. Revenue**

Affiliation fees and sponsorships are recognised as revenue on a time proportional basis.

Revenue from the sale of goods, principally comprising football uniforms, equipment and records to member clubs is recognized when the significant risks and rewards of ownership of the goods have passed to the buyer and the costs incurred or to be incurred in respect of the transaction can be measured reliably. Risks and rewards of ownership are considered as having passed to the buyer upon the delivery of goods to customers.

Revenues from the provision of services are recognised upon delivery of the service.

Grant revenue is recognised in the income statement when it is controlled. When there are conditions attached to grant revenue relating to the use of those grants for specific purposes it is recognised in the balance sheet as a liability until such conditions are met or services provided.

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets

### **ii. Cash and cash equivalents**

Cash and cash equivalents include cash on hand, deposits held at-call with banks and other short-term highly liquid investments with original maturities of three months or less.

### **iii. Inventories**

Inventories primarily comprise stocks of football equipment and uniforms held for resale and are measured at the lower of cost and net realisable value.

### **iv. Financial instruments**

#### **Receivables**

Trade and other receivables when initially recognised are measured at fair value, which normally approximates their nominal value. Subsequently they are measured at amortised cost using the effective interest rate method.

#### **Payables**

Trade and other accounts payable are recognised when the association becomes obliged to make future payments resulting from the purchase of goods or services. When initially recognised they are measured at fair value, which normally approximates their nominal value. Subsequently they are measured at amortised cost.

### **v. Property, plant and equipment**

Each class of property, plant and equipment is carried at cost or fair value as indicated less, where applicable, any accumulated depreciation and impairment losses.

#### **Depreciation**

The depreciable amount of items of property, plant and equipment are depreciated on a straight line basis over their estimated useful lives commencing from the time the asset is held ready for use.

The assets' residual values and useful lives of assets are reviewed at each balance sheet date and adjusted if appropriate.

The following estimated useful lives are used in the calculation of depreciation:

	Useful life
Computer equipment	3 years
Defibrillators	10 years

#### vi. Employee benefits

Provision is made for the association's liability for employee benefits arising from services rendered by employees to the end of the reporting period.

Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled, plus related on-costs.

Employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits.

Contributions are made by the entity to an employee superannuation fund and are charged as expenses when incurred.

#### vii. Provisions

Provisions are recognised when the association has a legal or constructive obligation as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

Provisions recognised represent the best estimate of the amount required to settle the obligation at the end of the reporting period.

#### viii. Income tax

No Provision for Income Tax has been raised, as the entity is exempt from Income Tax under Division 50 of the Income Tax Assessment Act 1997.

#### ix. Goods and services tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office (ATO).

In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense.

Receivables and payables in the statement of financial position are shown inclusive of GST.

## 2. Profit for the year

Profit for the year has been determined after:

#### a. Crediting as revenue

	2013	2012
	\$	\$
Interest received and receivable	5,072	9,128

## b. Charging as expenses

	2013 \$	2012 \$
Depreciation of property, plant and equipment	11,355	8,380
Doubtful debts provision	(10,189)	513
Auditors fees	8,000	6,800
Loss on disposal of property, plant and equipment	494	-

## 3. Cash and cash equivalents

Cash at bank	173,768	145,184
Interest bearing deposits	127,732	98,166
	301,500	243,350

## 4. Receivables

Current		
Trade debtors	84,599	85,210
Less provision for doubtful debts	(6,000)	(4,000)
	78,599	81,210
Other debtors	6,631	10,433
	85,230	91,643

Non-current		
Trade debtors	15,770	27,959
Less provision for doubtful debts	(15,770)	(27,959)
	-	-

## 5. Inventories

Current		
Stocks of football equipment, uniforms and medals at the lower of cost and net realisable value	16,396	15,156

## 6. Property, plant and equipment

Furniture and equipment at cost	84,708	82,902
Less provision for depreciation	(17,998)	(26,031)
Total property, plant and equipment	66,710	56,871

## 7. Payables

	2013 \$	2012 \$
Trade creditors	68,602	39,799
Other creditors and accruals	25,225	31,681
	93,827	71,480

## 8. Provisions

Provision for employee entitlements	14,490	6,650
-------------------------------------	--------	-------

## 9. Cash flow

### a. Reconciliation of cash

Cash at the end of the financial year shown in the statement of cash flows is reconciled to the related items in the statement of financial position as follows:		
Cash at bank	301,500	243,350
For the purpose of the statement of cash flows, cash includes cash on hand and in banks net of outstanding overdrafts		

### b. Reconciliation of cash flow from operating activities

Profit (loss) from operations	3,629	(409)
Non-cash flow items in profit		
Depreciation	11,355	8,380
Doubtful debt provision	(10,189)	513
Loss on disposal of property, plant and equipment	494	-
Changes in assets and liabilities		
(Increase) decrease in receivables	12,800	(3,720)
(Increase) decrease in inventories	(1,241)	823
(Increase) decrease in other current assets	3,802	-
Increase (decrease) in payables	22,347	(6,820)
Increase (decrease) in provisions	7,840	35,722
Cash flow from operating activities	79,837	34,489

## 10. Financial risk management

The leagues financial instruments consist mainly of deposits with banks, accounts receivables and payable and leases.

The purpose of these financial instruments is to finance the leagues operations

The league does not have any derivative financial instruments



#### a. Interest rate risk

The leagues exposure to interest rate risk and the effective interest rate of financial assets and financial liabilities both recognized and unrecognized at balance date are as follows:

Financial instruments	Floating interest rate		Non-interest bearing		Total carrying amount		Average interest rate	
	2013	2012	2013	2012	2013	2012	2013	2012
Assets								
Cash	301,500	243,350			301,500	243,350	1.86%	3.59%
Receivables			85,230	91,643	85,230	91,643		
Total financial assets	301,500	243,350	85,230	91,643	386,730	344,993		
Liabilities								
Payables			93,827	71,479	93,827	71,479		
Lease commitments								
Total financial liabilities			93,827	71,479	93,827	71,479		
Net financial assets	301,500	243,350	(8,597)	20,164	292,903	273,514		

#### b. Net fair values

The aggregate net fair values of financial assets and liabilities approximate their carrying amounts.

#### c. Credit risk

The maximum exposure to credit risk at balance date in respect of each class of financial assets is the carrying value of those assets

## 11. Related party transactions

Transactions between related parties are on normal commercial terms and conditions that are no more favorable than those available to other parties unless otherwise stated.

### Annual statements give a true and fair view of financial performance and position of incorporated association

We, Mark Seymour (Chairman) and David Coutts (Treasurer) being

Members of the Committee of the Southern Football League Inc., certify that –

The statements attached to this certificate give a true and fair view of the financial performance and position of the Southern Football League Inc. during and at the end of the financial year of the association ending on 31 October 2013.

Signed:



Dated: 21 November 2013

Signed:



Dated: 21 November 2013



## INDEPENDENT AUDITOR'S REPORT

to the Members of Southern Football League Inc.

We have audited the accompanying financial report of Southern Football League Inc. The financial report comprises the Statement of Financial Position as at 31 October 2013, and the Statement of Comprehensive Income, Statement of Changes in Equity and Statement of Cash Flows for the year ended on that date, a summary of significant Accounting Policies and other explanatory notes.

### Committees' Responsibility for the Financial Report

The Committee of the League is responsible for the preparation and fair presentation of the financial report in accordance with the Leagues Rules, Australian Accounting Standards (including the Australian Accounting Interpretations) and the Associations Incorporation Reform Act 2012. This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error, selecting and applying appropriate accounting policies and making accounting estimates that are reasonable in the circumstances.

In note 1, the Committee also state, in accordance with Accounting Standard AASB 101, Presentation of Financial Statements, that compliance with the Australian equivalents to International Financial Reporting Standards ensures that the financial report, comprising the financial statements and notes, complies with International Financial Reporting Standards

### Auditors Responsibility

Our responsibility is to express an opinion on the financial report based on our audit work. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement

An Audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal controls relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Committee, as well as evaluating the overall presentation of the financial report

We believe the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

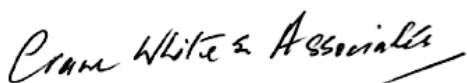
### Independence

In conducting our audit we complied with applicable independence requirements of Australian professional ethical pronouncements.

## Audit Opinion

In our opinion, the financial report of the Southern Football League Inc., is in accordance with the Associations Incorporation Reform Act 2012, including

- I. giving a true and fair view of the Association's financial position as at 31 October 2013 and of its performance for the period ended on that date, and
- II. complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Associations Incorporation Reform Act 2012.



Crane White & Associates

21 November 2013

54 Cubitt Street, Richmond, Victoria, Australia



Desmond Crane (Partner)

21 November 2013

## INCOME AND EXPENDITURE STATEMENT

	2013 \$	2012 \$
Sales of merchandise	290,726	316,650
Sales of football records	47,422	45,226
Total sales	338,148	361,876
Cost of merchandise sold	272,081	276,317
Football record costs	35,960	34,196
Total cost of sales	308,041	310,513
Gross margin on sales	30,107	51,363
Umpiring charges	305,930	284,527
Umpiring administration	22,347	20,206
Revenue from umpiring services	328,277	304,733
Umpiring fees	292,284	285,999
Umpire coaching and admin	40,241	38,618
Tribunal and other costs	13,230	7,055
Direct cost of umpiring services	345,755	331,672
Gross margin (loss) on umpiring services	(17,478)	(26,939)
Finals gate takings	119,791	119,903
Finals tender/other	49,013	42,050
Revenue from finals	168,804	161,953
Finals expenses	100,299	95,066
Trophies	7,297	3,010
	107,596	98,076
Gross margin on finals	61,208	63,877
Functions revenue	33,741	31,551
Cost of functions	36,203	27,523
Gross margin on functions	(2,462)	4,028
Club insurance revenue	77,096	77,822
Insurance cost	75,584	77,360
Gross margin (loss) on insurance	1,512	462

Combined gross margin on sales and services	72,887	92,791
Other revenue		
Advertising	10,005	12,317
Affiliation fees	189,239	178,564
Grants	31,396	26,500
Interest received and receivable	5,072	9,128
Radio membership	6,615	5,797
Services subsidy	20,709	18,390
Sponsorship	80,548	37,858
Other	27,713	13,088
Net revenue	444,184	394,433

## Administration and finance costs

Apprenticeship costs	-	8,340
Audit and accounting fees	8,000	9,800
Bank charges	514	444
Board administration	607	857
Bookkeeping expenses	36,242	8,030
Cleaning	3,562	4,159
Club rebates	5,554	5,000
Computer expenses	3,425	1,583
Depreciation	11,355	8,380
Doubtful debts provision	(10,189)	513
Electricity and Gas	5,188	5,707
Insurance	2,144	6,413
Loss on sale of plant and equipment	494	-
Media	13,803	7,382
Member rebates	10,400	11,200
Motor vehicle expenses	-	10,700
Office supplies	3,573	1,776
Personnel costs	266,276	268,153
Postage, printing and stationery	4,590	6,467
Rent	4,054	4,008
Rental of office equipment	10,177	10,536
Sponsorship costs	622	1,175
Staff training	3,177	295
Telephone	7,759	11,365
Web-site expenses	2,322	409
Other	17,906	2,150
	411,555	394,842
Surplus (deficit) for the year	32,629	(409)
Accumulated surplus at beginning of year	328,890	329,299
Accumulated surplus at end of year	361,519	328,890





[WWW.SFL.COM.AU](http://WWW.SFL.COM.AU)